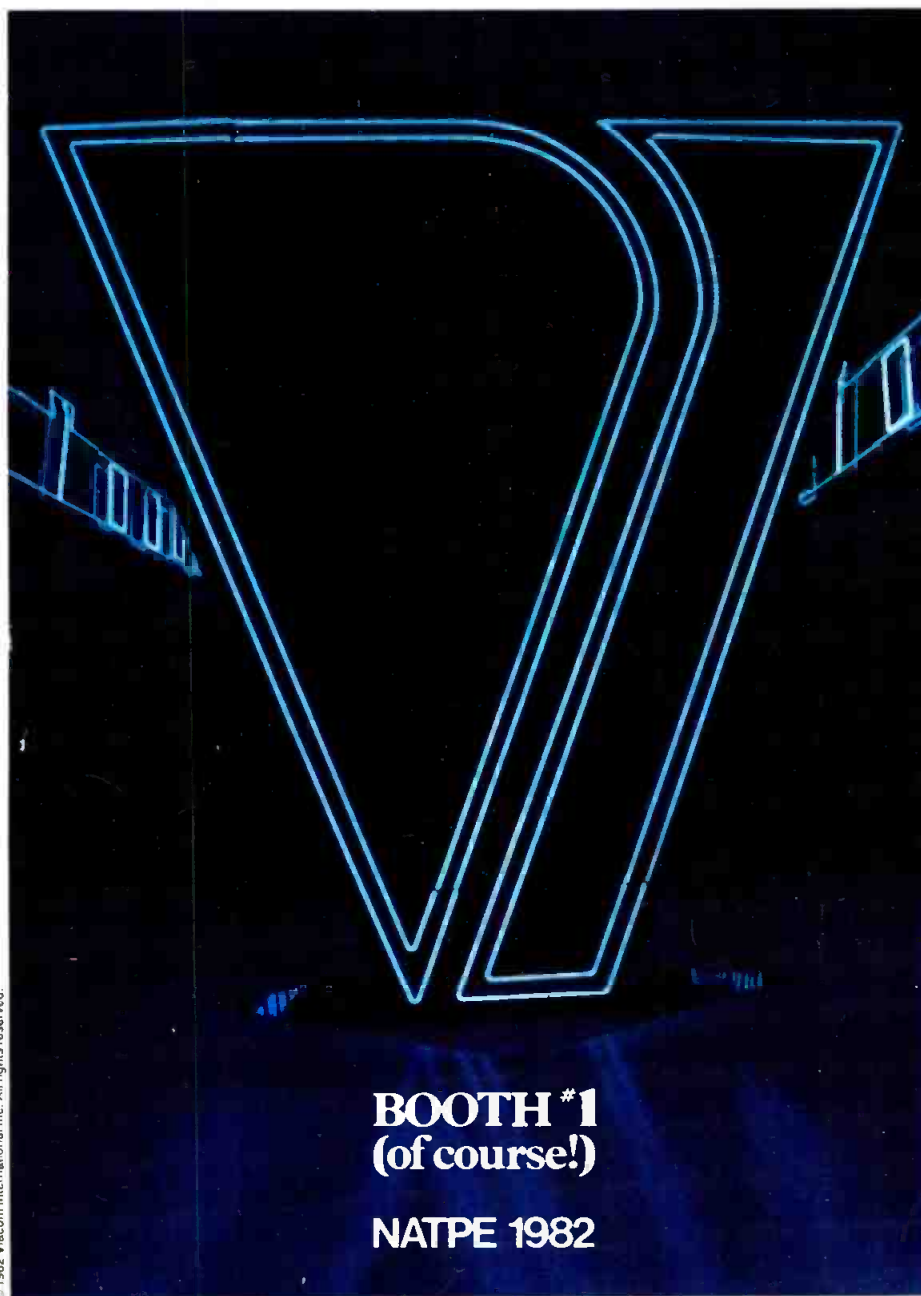


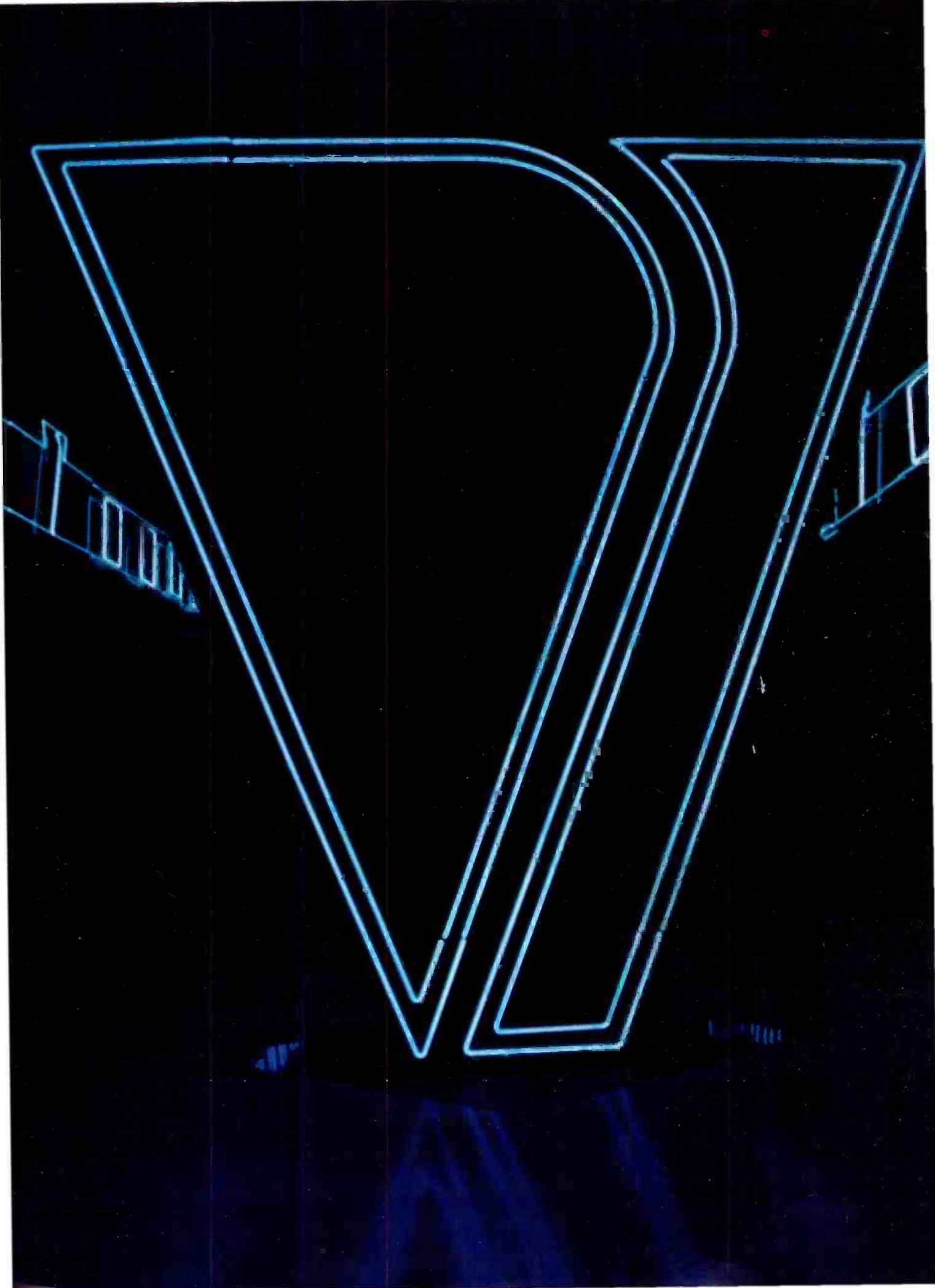
# Broadcasting Mar 8



© 1982 Viacom International Inc. All rights reserved.

30112 LIBRARY  
 A U LIBRARY  
 US AIR FORCE  
 SERIAL ACQ SECTION  
 MONTGOMERY AL 36112  
 SCK DEC/84

51st Year 1982  
 FCC ACTS ON  
**PTV-AM Stereo**  
 GETTING READY FOR  
**NATPE '82**



## FIRST-RUN SERIES AND SPECIALS

Louis Rukeyser's  
Business Journal  
Family Feud  
Easter Fever  
Take Me Up to the Ballgame  
John Wayne,  
An American Legend  
Spy  
Circus  
To Tell the Truth

## FEATURE FILMS

Viacom Features I  
Viacom Features II  
Viacom Features III  
Viacom Features IV  
Viacom Features V  
Viacom Features VI  
Viacom Features VII  
Viacom Features VIII  
Viacom Movie Greats  
The Legend Group  
GASP  
Special Delivery

## OFF-NETWORK

Hawaii Five-O  
The Bob Newhart Show  
The Mary Tyler Moore Show  
Tandem Productions'  
All in the Family  
The Best of the  
Beverly Hillbillies  
Clint Eastwood in Rawhide  
Gunsmoke  
I Love Lucy  
The Honeymooners  
Petticoat Junction  
Family Affair  
My Three Sons  
The Rookies  
Gomer Pyle  
Hogan's Heroes  
The Andy Griffith Show  
Wild Wild West  
Perry Mason  
The Twilight Zone  
The Dick Van Dyke Show  
The Life and Times of  
Grizzly Adams

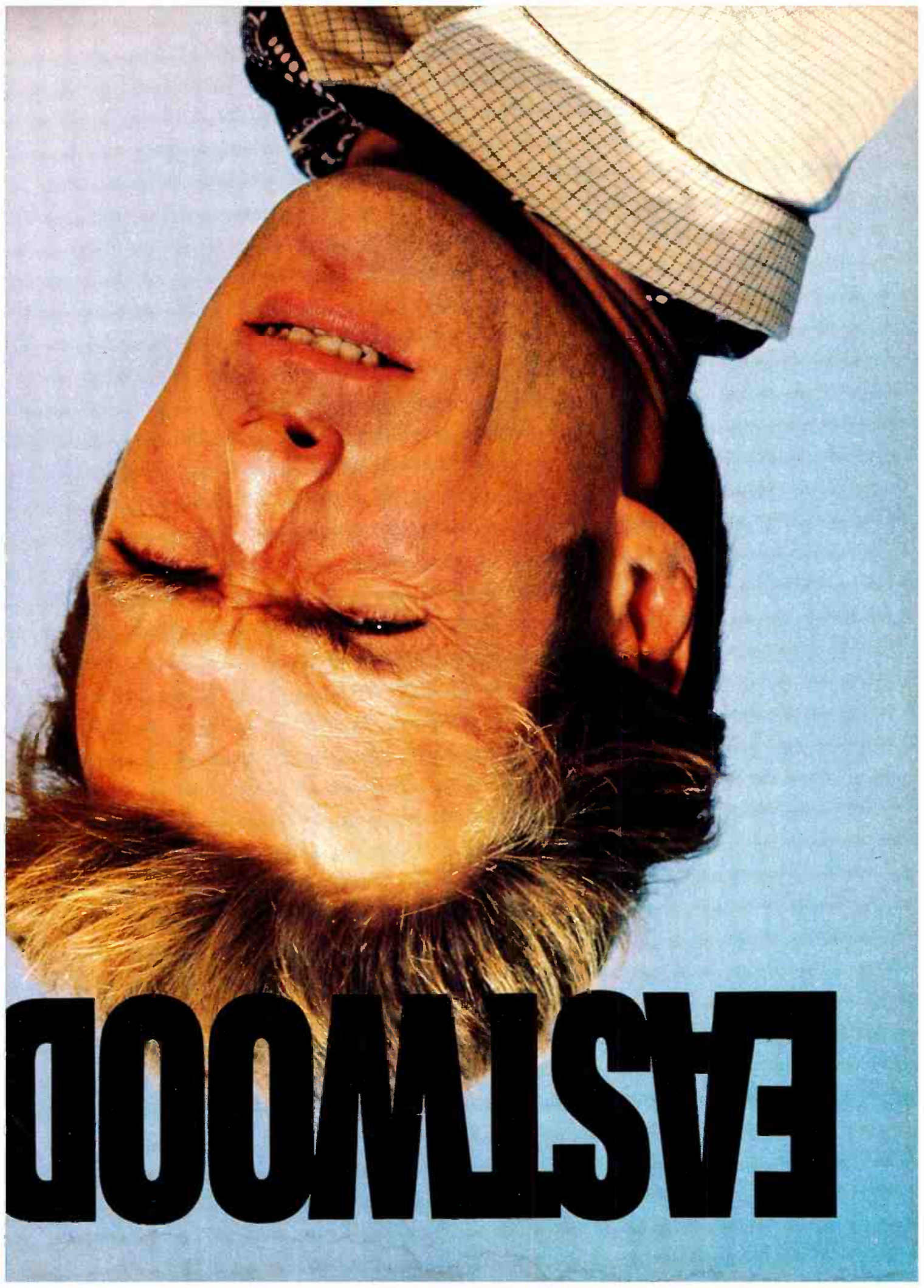
### CARTOONS:

Terrytoons, featuring  
Mighty Mouse  
Heckle & Jeckle  
Deputy Dawg



**NATPE 1982**





**DOOMLSVA**



# DRAWS!

**Clint Eastwood.** His name is a magnet on movie marquees. For 13 years, he has ranked among America's top 5 box office superstars.

**Clint Eastwood.** His appeal is enormous to television viewers. Performer Q rankings place him as the Number One "favorite" in his category. Above such stars as Burt Reynolds, Paul Newman and Robert Redford.

**Clint Eastwood.** Now he's available to local stations as the top draw in an action-packed hour series of dramatic outdoor adventure.

## CLINT EASTWOOD

IN

## RAWHIDE

192 Hours



WHERE THE DAILY SOAPS LEAVE OFF...

# SOAP WORLD

TAKES OFF!



A daily half-hour for Fall, 1982  
with host JOHN GABRIEL and  
New York and Los Angeles  
news anchors Toni Molloy  
and Chantal Westerman

## Bridging the Gap Between Daytime Drama and Local News

Behind-the-scenes, backstage, off-camera, on location . . . "Soap World" will be there to present the daytime and the nighttime soap opera stars . . . their private and their public lives . . . their homes and their hideaways . . . their families and their friends . . . their feelings, their fears and their failings . . . their soirees and their cook-outs — everything 50,000,000 dedicated viewers will stay tuned for.

**The news and the views . . . the people and the places . . .  
the stars and the stand-ins . . . the gossip and the  
glamour — if it's happening in the world of soap opera,  
you'll see it first on "Soap World!"**

A BARRY & ENRIGHT PRODUCTION in association with KING WORLD PRODUCTIONS

*It's that Jody time of the year again at  
NATPE. See her in the Exhibition Hall,  
Booth #23, at the Las Vegas Hilton,  
March 11-16. Call Jody today to arrange  
for an immediate screening at your station  
or during the convention.*



**COLBERT TELEVISION SALES**

1888 Century Park East • Los Angeles, California 90067 • (213) 277-7751  
441 Lexington Avenue • New York, New York 10017 • (212) 687-4840



# Broadcasting Mar 8

**LPTV GETS GO-AHEAD** □ FCC adopts final rules. Freeze on applications stays until Broadcast Bureau clears backlog. **PAGE 35.**

**MARKETPLACE FOR AM STEREO** □ FCC decides to allow marketplace to find best AM stereo system. With Belar withdrawal, Harris, Kahn, Magnavox and Motorola gear up to fight it out. **PAGE 36.**

**TV CODE SETBACK** □ Ruling of U.S. district court judge says multi-product ban in short commercials violates antitrust laws. **PAGE 37.**

**REPRISE ON AT&T** □ Debate over possible effects of proposed antitrust settlement continues. **PAGE 38.**

**WILDMON'S BOYCOTT TARGET** □ Coalition for Better Television's David names NBC-RCA as his Goliath. **PAGE 39.**

**NIGHT OWL NEWS** □ CBS Television wants to start 2-5 a.m. service in September. Affiliate input sought on plan for shared revenues and local inserts. **PAGE 39.**

**CUBAN PROBLEM** □ NAB releases study showing Cuban AM expansion will wreak havoc on present service of U.S. stations. **PAGE 42.**

**REUVEN FRANK BACK** □ In wake of Small resignation, former NBC News president returns to post he relinquished in 1973. Tom Pettit becomes his executive vice president. **PAGE 44.**

**CBS CORPORATE TACK DEFENDED** □ Wyman says rapidly growing development budget is essential in meeting market demand. **PAGE 58.**

**NATPE'S FOCUS** □ Though Las Vegas is site of international conference opening Thursday, attention will be largely on Washington. Monday has been designated PTAR Day, concentrating entirely on prime-time access rule. **PAGE 62.** Complete seven-day agenda starts on **PAGE 66.** An overview of hot

properties to be offered in NATPE marketplace, followed by full listing of exhibitors, their personnel and what's to be displayed. **PAGES 74-104.**

**TIMES MIRROR REFLECTIONS** □ Robert Erburu, president of growing multimedia company, tells how it is getting set for information age. **PAGE 106.**

**NAB READIES FOR DALLAS** □ First Amendment rights will be dominant theme at April convention. Here's advance look at agenda that is packed with issues and persons making industry news. **PAGE 110.**

**NASHVILLE SOUNDS** □ Radical changes in country radio are evident at two-day seminar where more sophisticated image of medium is emphasized by tenor of business sessions and growing number of delegates and exhibitors. **PAGE 118.**

**LOCKING HORNS** □ George Will and George Herman use *Washington Post* op-ed pages to debate propriety of TV cameras in Senate. **PAGE 134.**

**SCRIMPING AT FCC** □ Fowler maintains commission can do more with smaller budget, but Fogarty contends cuts are counterproductive and Washburn fears serious morale problems. **PAGE 138.**

**CABLE AFFILIATES BANDING** □ ESPN rearrangement of commercial time is latest prod for operators to set up association. **PAGE 146.**

**CHECK POINT FOR DBS CHECKBOOKS** □ Applicants are setting up variety of financing plans. But some bigger bidders haven't committed to go ahead if FCC makes interim grants. **PAGE 160.**

**HIS RETAINER IS FRIENDSHIP** □ Washington communications lawyer Earl Stanley has many characteristics of the old-time family doctor, mixing business and close personal relationships with his clients. **PAGE 191.**

## INDEX TO DEPARTMENTS

Advertising & Marketing 146	Datebook..... 20	In Brief..... 192	Open Mike..... 30
Business..... 150	Editorials..... 194	Journalism..... 134	Programing..... 118
Business Briefly..... 10	Fates & Fortunes..... 187	Law & Regulation..... 138	Special Report..... 62
Changing Hands..... 153	Fifth Estater..... 191	The Media..... 106	Stock Index..... 159
Closed Circuit..... 9	For the Record..... 166	Monday Memo..... 16	Technology..... 160

*Broadcasting* (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$1.75 except special issues \$2.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$55, two years \$105, three years \$150. Canadian and other international subscribers add \$20 per year U.S. and possessions add \$170 yearly for special delivery, \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting Yearbook* \$65. *Microfilm of Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year \$27.50).

**Index to advertisers** ■ American National Enterprise 154 □ Association of American Railroads 161 □ Audio & Design Recording Co. 130 □ BBI Communications 163 □ Blackburn & Co. 152 □ Bogner 156 □ Broadcast Personnel 187 □ CBS RadioRadio 83 □ Christian Broadcast Network 119 □ Colbert TV Sales 6, 97, 137 □ Columbia Pictures Television 72-73 □ ComWorld International 101, 103, 105, 107, 109, 111, 113, 115 □ Continental Electronics 126 □ R.C. Crisler 142 □ Dan Curtis Productions 171 □ Drake-Chenault 147 □ Embassy Telecommunications 21-26 □ Filmways 121 □ Florida Motion Picture/TV Bureau 148 □ Gold Key Entertainment 116-117, 141 □ David Green 126 □ Group W Productions 89, 129 □ Leo Gutman 144-145 □ Harris 123 □ Ted Hepburn Company 153, 155 □ Rex Humbard 158 □ Independent Television Corp. 140 □ J.W.T. Syndication 157 □ Johnson & Associates 162 □ Katz 131 □ Lester Kamin & Co. 166 □ M.A. Kempner Inc. 169 □ Klein & 167 □ Latter Day Saints Church 165 □ Lutheran Television 71, 151 □ MCA-TV 8, 31, 87, 127, 135, 143 □ MGM-TV 17-19, 59-61, 63-65, 67-69 □ Multimedia Program Productions, Inc. 28-29 □ NEC Inside Back Cover □ National TV Log 10, 120, 190 □ National Telefilm Associates 149 □ Paramount Television 45-57 □ Polygram Television 84-85 □ SFM Entertainment 132-133 □ ShowBiz 11-14 □ Southern Baptist Radio-TV Commission 15 □ D.L. Taffner 75, 77, 79 □ William B. Tanner 189 □ Telepictures Corporation 91-95 □ Trident Television 34 □ 20th Century-Fox TV 32-33, 80, 81, 124-125 □ Viacom Front Cover, Inside Front Cover/Page 3, 4-5, 98-99 □ Warburg Paribas Becker 122 □ Ward Beck Back Cover □ Weather Station 114 □ World Northal TV 139 □ Worldvision 43 □



# Custody Court



Nothing can match the drama and emotion of parents battling one another for the love of a child. Witness the enormous appeal of *Kramer Vs. Kramer*.

Now, Stewart Cheifet, who produced and

directed more than 250 episodes of *Divorce Court* and who wrote many of those episodes as well, has created a new, first-run, daily half-hour reality-based strip that captures all of the suspense and human drama of these classic struggles.

Custody Court is available for Fall 1982.

## MCA TV



## Code in question

National Association of Broadcasters may call special executive committee meeting this week to consider response to U.S. District Court's finding that part of NAB television code violates antitrust laws (see page 37). To be considered today (March 8) at meeting of NAB lawyers: court appeal, request to Congress for antitrust immunity for code, approach to Justice for settlement.

There's fourth possibility mentioned by NAB joint board chairman, Edward O. Fritts of Fritts Broadcasting, Indianola, Miss.: elimination from code of advertising restrictions under Justice Department attack. There's no talk of scrapping other code provisions.

## Closing the books

FCC's financial reporting form, which commission has used to develop information on financial status of individual stations as well as on broadcasting industry, appears to be on way out. Commission is scheduled to consider fate of Form 324 this week, and staff has recommended its elimination. More important, majority of commissioners, with Chairman Mark S. Fowler leading way, is believed to be ready to vote that way.

## Closing bazaars

J. Walter Thompson's decision to withdraw from business of general time banking as result of its financial woes in syndication operation (see page 36) is reported to be leading agencies and stations to reassess time banking usage. Various industry sources believe time banking will diminish, at least for next few years, though barter syndication for specific clients will continue. Television Bureau of Advertising hailed JWT's move as "first step toward cleaning up barter area."

## Old Virginy?

Question of whether and where FCC should move its headquarters comes up before commission again this week. General Services Administration has recommended Hoffman Center, atop Metro stop in Alexandria, Va., some 30 minutes by subway from downtown Washington. Hoffman company came in as low bidder on project, offering to build and lease facility at some \$18 per square foot.

Commission's choice is to accept proposal or withdraw request to GSA to find new quarters and stay at 1919 M Street, N.W., Washington, on which

government has offered opportunity to negotiate lease beyond October 1982 expiration date of present one. Big advantage—besides remaining in District of Columbia—is that commission could save some \$1 million in rent over Hoffman Center location in 1983 and estimated \$500,000 in 1984. Disadvantage is that present facility would not accommodate personnel in offices at 2025 M Street where lease expires in two years.

## Competition for cable

Cable industry may be beginning to feel heat. Executive seminar of National Cable Television Association in Wesley Chapel, Fla., March 24-26, to which only key industry leaders will be invited, will address impact of subscription television, multipoint distribution services, direct broadcast satellites, low-power TV and other video delivery systems on cable's future. In preparation for meeting, NCTA has commissioned consultant Paul Bortz to solve riddle of why consumers pay hefty fee for one channel of STV when for same price they could get multiple channels of cable.

## Big board

Roone Arledge, president of ABC News and Sports, has been tapped to become member of Associated Press corporate board. He was offered seat and has accepted—to surprise of some who knew him as man hard to pin down for meetings and thought he might not be willing to meet AP's insistence on board members' attendance. He succeeds Bill Leonard, departing along with his retirement as CBS News president.

Other broadcasters on AP board: president of AP Broadcasters (Charles Whitehurst, WSFA-TV Montgomery, Ala.) and APB president-elect (former FCC Commissioner Robert Wells, Harris Enterprises, Garden City, Kan.). First board meeting for Arledge will be in San Francisco in April.

## Capitol recruiters

Political observers are concerned over what they discern as ploys to stack independent agencies like FCC with congressional staff experts, thus tying them closer to legislative than executive branch. Following appointment to FCC last year of Mimi Weyforth Dawson, chief aide to Chairman Bob Packwood (R-Ore.) of Senate Commerce Committee, trial runs have been suggested for at least two other congressional staffers (presumably encouraged by Senate staff activists) for FCC seat scheduled to be vacated by Abbott Washburn, Republican.

But whether congressional strategem can upset entrenched plan for merit promotion of FCC's general counsel, Stephen Sharp, for commissionership is doubtful. There's another former Senate committee staffer—Joseph R. Fogarty, Democrat—on seven-person FCC, and odds are against a third at this juncture. (White House interest in Steve Sharp was revealed last week in call from "highly placed" administration aide to Ronald Godwin, vice president and chief of operations for Jerry Falwell's Moral Majority. How would Sharp appointment sit with new right? "I felt it would be a good appointment," Godwin said he answered.

## Missing homes

When CBS put out research report, "What's Really Happening to Network Audiences," (BROADCASTING, Feb. 15), argument advanced was that while three-network ratings and shares might be declining, actual homes delivered were climbing compared to year earlier. But Ed Atorino, of Smith Barney Harris Upham, taking careful look at information CBS itself puts out, says in most recent weeks, homes delivered in prime time by three networks are trailing comparable 1981 figures. Week ending Jan. 17 was last in which homes delivered climbed, says Atorino, by 1 million. In each of next five weeks, declines totaled 400,000, 900,000, 500,000, 2,200,000, 400,000.

In National Nielsen February Reports average prime-time audience for all three networks is put at 43.1 million, down from 45.7 million in same month last year, drop of 6%.

## Small's wonder

Bill Small, when he was cashiered or quit presidency of NBC News Feb. 26, wondered about timing (BROADCASTING, March 1). *NBC Evening News*, with its long-established John Chancellor format, had tied with CBS for lead in ratings preceding week. But what hurt most was that new team of Roger Mudd (recruited from CBS by Small) and Tom Brokaw would have been his crown jewel if it wins in evening news competition.

## Ferris on other side

Western Union Telegraph Co. will make its entry into cellular radio as minority, but active, partner in Cellular Communications Inc., whose principals include former FCC Chairman Charles Ferris and former FCC common carrier officials Tom Casey and Bill Ginsberg. Cellular Communications plans to apply for cellular systems in 14 markets.



# Business Briefly

## TV ONLY

**Bell & Howell Educational Group** □ Resident technical training schools. Begins March 29 for 52 weeks in Atlanta, Chicago, Dallas, Phoenix, New York, Kansas City, Mo., and Columbus, Ohio. Agency: Cunningham & Walsh, Chicago. Target: adults, 18-34.

**OTASCO** □ Home and auto stores. Begins March 22 for eight weeks in 18 markets. All dayparts. Agency: Advertising Inc., Tulsa, Okla. Target: Adults, 25-54.

**Superscope** □ Rent-a-beta (equipment rentals). Begins March 29 for eight weeks in San Diego and Los Angeles. Day, early fringe and fringe times. Agency: RNF Media Corp., Los Angeles. Target: adults, 25-59.

**Safeway** □ Corporate. Begins March 29 for about seven weeks in 12 Texas markets, plus Shreveport, La. All dayparts. Agency: The Sherrill Co. Advertising/Public Relations, Dallas. Target: women, 18-34.

**Mazda Motors of America** □ Pick-up trucks. Begins this week for six to seven weeks in about 25 markets. All dayparts. Agency: Foote, Cone & Belding/Honig, Los Angeles. Target: men, 25-54.

**Buena Vista Distributing** □ "Robin Hood" movies. Begins this week for six to seven weeks in about 180 markets. Early fringe, fringe, prime and weekends. Agency: Vista Advertising, Anaheim, Calif. Target: children, 6-11; women, 18-49.

**Newskin** □ Adhesive bandages. Begins April 26 for three weeks in about 40 markets. Fringe and news times. Agency: S.R. Leon Co., Great Neck, New York. Target: total adults.

**Gloria Marshall** □ Figure salons. Begins this week for three weeks in 40 markets. Day times. Agency: Donald D. Lewis Advertising, Burbank, Calif. Target: total women.

**Jamie** □ CLR rust remover. Begins March 15 for three weeks in day and late fringe times. Agency: A. Eicoff & Co., Chicago. Target: total men.



**Broadcaster's corral.** ABC owned KGO-TV San Francisco played host to 450 guests from advertising agencies and clients in old West style party that featured multimedia presentation and live stage show. On hand were (l to r) Richard O'Leary, president, ABC owned stations; Van Amburg, senior anchor, KGO-TV; Russ Goughlan, news anchor, KGO-TV; Pete Giddings, weather anchor, KGO-TV.

**MGM/United Artists** □ "Victor/Victoria" movie. Begins mid-March for one week in about 80 markets. All dayparts. Agency: Diener/Hausser/Bates Co., Los Angeles. Target: adults, 18-49.

## RADIO ONLY

**Koala Inns** □ Hotels. Begins in April for 12 weeks in Albany, N.Y.; Portland and Bangor, both Maine; Hartford, Conn., and Boston. Agency: Emerson Lane Fortuna, Boston. Target: men, 25 and over.

**Employers Insurance** □ Begins this week for six weeks in 15 Texas markets. Agency: Bozell & Jacobs, Dallas. Target: men, 25-54.

**KLM** □ Air travel. Begins March 15 for four weeks in New York, Atlanta, Houston, Chicago and Los Angeles. Agency: Ogilvy & Mather, New York. Target: adults, 35-64.

**Mobay Chemical Co.** □ Agricultural chemicals. Begins May 17 for four weeks in 225 markets. Agency: Valentine-Radford, Kansas City, Mo. Target: total farmers.

**Singer** □ Sewing machines. Begins March 10 for four weeks in three markets. Agency: Scali, McCabe, Sloves, New York. Target: women, 25-54.

**Braniff International** □ Air travel. Begins this week for four weeks in over 100 markets. Agency: Bloom Advertising, Dallas. Target: men, 25-54.

**Air France** □ Air travel. Begins in March

# TV LOG ADS FOCUS ON LOCAL MOVIES

### 18 3 3 5 20 57 Movie

"Death of a Centerfold: The Dorothy Stratten Story" (Premiere) Jamie Lee Curtis, Bruce Weitz. The story of Dorothy Stratten and her relationship with the promoter who guided her rise to stardom is dramatized. CLOSED CAPTIONED (2 hrs.)

### 36 Richard Dreyfuss' OSCAR WINNER!! "The Goodbye Girl"

36 4 12 13 32 Movie  
★★★★ "The Goodbye Girl" (1977) Richard Dreyfuss, Marsha Mason. An ambitious young actor is forced to share his New York City apartment with an ex-dancer and her daughter. CLOSED CAPTIONED (2 hrs., 20 min.)

### 46 (K)(15) 33 Masterpiece Theatre

"A Town Like Alice" Jean and Joe are reunited in Australia, but Jean has difficulty adjusting to

By focusing attention on your movies with TV Log boldface ads you can insure yourself of reaching potential viewers like never before. Reaching out from the TV listings of local newspapers TV Log ads influence viewing decisions for only pennies per thousand.



Write or phone for more information

New York

200 Park Ave. 212/687-0660

Chicago

One East Wacker 312/644-1655

Los Angeles

1717 N. Highland 213/466-5375





# THE NASHVILLE CONNECTION

SHOW BIZ—MULTIMEDIA MAKES  
THE NASHVILLE CONNECTION SUPER SPECIAL(S)

## COUNTRY COMES ALIVE™

For 1982 we are committing millions of dollars to a unique concept in the packaging of big budget country music specials. Show Biz and Multimedia Program Productions have a proven track record as your Nashville Connection. Our weekly programs such as "Pop! Goes the Country," "Nashville on the Road" and "Backstage at the Grand Ole Opry" have made us far and away the #1 syndicator of music shows. We had the #1 syndicated country music special in 1981, 1980 and 1979.

Now for the first time we are working with network producers Dick Clark and Bob Precht to create new specials to augment those already being done for us by Jim Owens. The result—COUNTRY COMES ALIVE, nine new Show Biz super specials, five of which will be cleared for barter by Multimedia Program Productions and four by Show Biz.

At NATPE we will have all the details for you about the COUNTRY COMES ALIVE package.

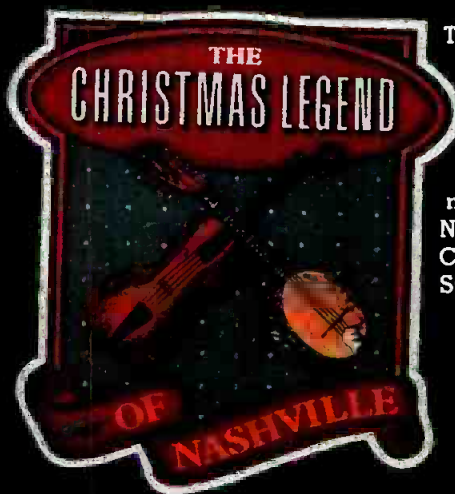


# THE "COUNTRY COMES ALIVE" SUPER SPECIALS



In this exciting special Steve Allen, T. G. Sheppard, Donna Fargo, Foster Brooks, Louis Nye, Jerry Reed, Johnny Lee, Doug Kershaw, Tom Wopat, The Captain and Tennille and George Lindsey are among the major stars who lead the audience participation in locations from Nashville to Southern California. Two hours. Station sales contact: Show Biz.

The top 10 country song hits of the past year including the number one single chosen by the readers of the Music City News, country music's leading publication. Two hours. Station sales contact: Multimedia Program Productions.



This Christmas special could become a holiday classic. The storyline tells how all the "late, great Nashville stars" come back for a secret performance every Christmas at midnight. Today's biggest names will perform the songs of such Nashville legends as Jim Reeves, Patsy Cline and Hank Williams. 90 minutes. Station sales contact: Show Biz.



Ernest Tubb is the story of country music worldwide. A member of the Country Music Hall of Fame and The Grand Ole Opry, Tubb, who has become a cult figure, will be saluted in person by almost every big star in country music, present and past. Two hours. Station sales contact: Show Biz.

The World's Fair opens in Knoxville in 1982, and Show Biz cameras will be there to tape a music special that takes viewers on a musical tour of the exhibits from more than 20 foreign countries. Country music's biggest and brightest stars are tour guides. Two hours. Station sales contact: Show Biz.





A live music awards special honoring country music performers in 15 categories including top male and female artists of the year. For the past three years this show has been the #1 syndicated special nationally. Two hours. Station sales contact: Multimedia Program Productions.



A musical tribute to such pioneers of the Texas sound as the legendary Bob Wills, George Jones, Lefty Frizzell, Tex Ritter, Ray Price, Jim Reeves and Willie Nelson. Two hours. Station sales contact: Multimedia Program Productions.



Conway Twitty, with more number one hits than anyone in the history of country music is celebrating his 25th year as an entertainer. To mark the event he takes his friends on a musical cruise down the Mississippi River. Two hours. Station sales contact: Multimedia Program Productions.

Burt Reynolds is one of Jerry Reed's friends who gather for a pickin' and singin' roast of the "Alabama Wild Man." When you're hot, you're hot, and Jerry's a three alarm blaze in one of the fastest paced specials of all time. Two hours. Station sales contact: Multimedia Program Productions.



THE NASHVILLE CONNECTION IS MAKING 9 HITS

Is there a contract out on you?





# WHAT DO YOU DO FOR AN ENCORE? ...WHEN YOU'RE #1?

Years ago TV Guide called Show Biz the "General Motors of TV syndication." Since then our shows have grown, our track record has extended and today we have more weekly country music audience on television than do all other syndicators combined.

For an encore we present our show lineup for 1982. And with it goes our sincere thanks to the television stations, ad agencies and advertisers who have helped us build this lineup.



**POP!**  
GOES THE COUNTRY

Superstar Tom T. Hall hosts the show that has been America's #1 country music program for nine consecutive years. 130 stations. Barter.



**NASHVILLE  
ON THE ROAD**

Starring Jim Stafford, Rex Allen, Jr., Sue Powell and Golly Dang!, the Wonder Chimp. This year shooting from Canada to Florida and points in between. 120 stations. Barter.



Backstage at the  
**Grand Ole Opry**

Starring Bill Anderson this is the first weekly series ever to allow cameras backstage and on stage at the world famous Grand Ole Opry. 110 stations. Barter.



*Porter  
Dolly*

The best of the great television shows Dolly Parton and Porter Wagoner did together. As Billboard Magazine wrote: "This is still an awesome duo." 71 stations. Cash.

Plus... Marty Robbins' Spotlight, Dolly, Country Carnival, The Wilburn Brothers Show with Loretta Lynn, and Country Place.

**THE NASHVILLE  
CONNECTION**



Baker Building, Nashville, TN 37203

Reg Dunlap, President  
Stan Sellers, Senior VP  
Dick Montgomery, VP  
Larry Frankenbach, VP

At NATPE 1982  
Hilton Suite 4-100



## Advantage

**Thick skinned.** J. Walter Thompson USA breaks new TV spots for client Samsonite March 21 with emphasis on product's durability. "Samsonite-the survivor" is theme that runs through two new commercials that are backed by "largest advertising expenditure in Samsonite's history." Campaign is designed to promote consumer awareness of luggage, noting both hard-sided and soft-sided styles. Commercials are set in jungle and desert locations. In addition to 30-second spots, print ads supporting TV campaign and dealer display materials will be used.



**In favor of radio.** Martin Rubenstein, president of Mutual Broadcasting System, in speech before Advertising Club of Charleston, S.C., enumerated reasons why radio should be primary advertising medium. Rubenstein referred to frequency, reach and cost efficiency. "Network radio can regularly repeat your message. Frequency on network radio is six times greater than on television. The results in terms of recall, for a single exposure, are similar to TV and exceed TV for multiple exposures." Rubenstein also told group of advertisers that advances in satellite technology, will "improve audio fidelity" for radio spots; "allow networks to custom tailor your commercial flight by geographic region or target demographics" and "give advertisers more immediacy and greater potential to adjust and fine-tune campaigns."

**Rep appointment.** Creative Concepts & Designs of Los Angeles has been retained by Financial News Network, Santa Monica, Calif.-based television network, and Amstar Productions, home video program producer, as exclusive advertising agency.

**Year's worth.** Total network television advertising in 1981 amounted to \$5.6 billion, an increase of 8.7% over 1980, according to information released last week by the Television Bureau of Advertising.

Using data compiled by Broadcast Advertisers Reports, TVB said the 1981 total was swelled by a fourth-quarter investment by network television advertisers of \$1.8 billion, a 16.7% gain over 1980 period.

On a daypart basis, TVB said, weekend daytime chalked up the largest gain in 1981, climbing by 13.7% to \$676.9 million, followed by nighttime, up 8.4% to \$3.7 billion, and weekend daytime, up 6.7% to \$1.2 billion.

### October-December

	1980	1981	% chg.
Daytime	\$526,363,400	\$624,800,700	+18.7
Mon.-Fri.	312,973,100	356,737,700	+14.0
Sat.-Sun.	213,390,300	268,063,000	+25.6
Nighttime	992,887,900	1,147,449,800	+15.6
Total	\$1,519,251,300	\$1,772,250,500	+16.7

### January-December

	1980	1981	% chg.
Daytime	\$1,763,669,700	\$1,923,631,800	+ 9.1
Mon.-Fri.	1,168,224,600	1,246,689,700	+ 6.7
Sat.-Sun.	595,445,100	676,942,100	+13.7
Nighttime	3,383,675,900	3,669,189,700	+ 8.4
Total	\$5,147,345,600	\$5,592,821,500	+ 8.7

### By network

Quarter	ABC	CBS	NBC	Total
Jan.-March	\$437,390,900	\$423,193,800	\$398,842,500	\$1,259,427,200
April-June	501,776,400	463,731,200	404,234,700	1,369,742,300
July-Sept.	428,145,600	399,776,100	363,479,800	1,191,401,500
Oct.-Dec.	641,919,200	611,268,200	519,063,100	1,772,250,500
Year-to-date	\$2,009,232,100	\$1,897,969,300	\$1,685,620,100	\$5,592,821,500

for varying flights in New York, Chicago, Houston and Los Angeles. Agency: Kenyon & Eckhardt, New York. Target: adults, 25-54.

**Southern California 7-Up Bottlers Association** □ Begins late March/early April for varying flights in seven markets. Agency: Western International Media, Los Angeles. Target: adults, 18-34.

**Superior Pet Products** □ Dog tags. Begins April 5 for three weeks in Denver. Agency: Stone & Manning Advertising, Boston. Target: women, 25-54.

**Rosarita** □ Various food products. Begins April 19 for three weeks in about 10 West Coast markets. Agency: Dailey & Associates, Los Angeles. Target: women, 25-49.

**American Lamb Council** □ Begins in second quarter for varying flights in Boston, New York, Philadelphia, Portland, Ore., and Seattle. Agency: Young & Rubicam, New York. Target: women, 25-49.

### RADIO AND TV

**AT&T** □ "Let's Talk Residence" promotion. Test begins this month for varying flights in Minneapolis-St. Paul, Little Rock, Ark., and Portland, Ore. Agency: Young & Rubicam, New York. Target: adults, 25-54.

## BAPTISTS IN BROADCASTING

- \* Station Owners
- \* Station Managers
- \* Program and News Directors
- \* Sales Managers
- \* Station Reps

Be a part of something exciting—  
a fellowship of Baptists in  
Broadcasting, joined to share ideas  
and information for better  
communication.

Be our guest for breakfast  
during the NAB.\*

Tuesday, April 6, 7:30-8:45 a.m.  
Leow's Anatole, Dallas



Jimmy R. Allen  
President  
Southern Baptist Radio and  
Television Commission

Speaker

\*For Reservations: call Bonnie Wilson, (817) 737-4011

Southern Baptist Radio & Television Commission  
6350 West Freeway, Fort Worth, Texas 76150



A radio promotion commentary from Judith Brackley, Judith Brackley & Associates, Boston.

## The changing role of promotion directors

The job has changed. The challenges and responsibilities are greater—but so are the rewards. It's a job that's been there all along, but it has only recently begun to be recognized for its potential to generate ratings, revenue and goodwill: Promotion directors may be the media stars of tomorrow.

Joel Chaseman, president of Post-Newsweek stations, noted the emerging importance of promotion in his keynote address to a Broadcast Promotion Association meeting, "Your time has come," he said. "As you promote the future of broadcasting, so you help shape it."

Certainly in major-market radio the benefits of coordinated promotion are beginning to be realized. Says Jane Norris, promotion director of Boston's phenomenally successful WCOZ(FM) (not only the top-rated station in the market for the last four Arbitron books, but the highest rated AOR station in the country): "My department is the funnel for *everything* that goes out of the station—ads, promotions, logos, sales kits, promos, TV spots, billboards—you name it. Because of that, I necessarily interact with all the departments in the radio station: management, programming, accounting, sales and music. Everything we do has to make sense in terms of our overall marketing strategy—and it's my job to see that it does."

Steve Stockman, of WAAF(FM) Worcester, Mass., is another of the new breed. In fact, Stockman thinks the job title should be changed to reflect the changing reality.

"Today's promotion director is much more than a glorified secretary. The job really encompasses some programming, administrative functions, and sophisticated marketing techniques. Today, we have to sell radio like any other commodity, and that means positioning ourselves in the market and targeting our audience. The job is more accurately described as marketing director."

Perhaps the most significant aspect of the increased role of today's promotion director is in sales promotion. It is no longer sufficient to sell the programming to listeners to achieve ratings; today's promotion director must sell those ratings to advertisers—and turn rating success into revenue.

Steve Stockman sees this as a crucial part of his job: "Sales and marketing are definitely two of my prime concerns as promotion director. I often go on sales calls, help develop sales materials, and



Judith Brackley has been in broadcasting for 12 years. She recently established an independent radio programming consulting service, Judith Brackley & Associates, in Boston. Prior to that, she was program director at WCAS(AM) Cambridge, Mass.; news director and morning drive anchor at WCOZ(AM) Boston; music announcer and news anchor/reporter at WBCN(FM) Boston and WGTR(AM) Natick, Mass. She has also been a journalist and music critic.

work closely with the sales department, clients, and programming to develop effective promotions."

Kathy Seipp, director of marketing for the CBS FM Group, agrees that broadcast promotion directors should become more involved in sales promotion: "An intelligent, unified promotion effort aimed toward your advertisers and potential advertisers is a must. In fact, the use of effective, sophisticated sales presentations is a very important part of our training for both sales and promotion personnel."

And what about program directors? How do they feel about the expansion of promotion directors' responsibilities?

At least one voice is raised in support: KLOS(FM) Los Angeles Program Director Tom Hedges says, "As competition within formats increases, the factors that determine who gets the buy go beyond ratings. The stations that understand this—the importance of sophisticated marketing—will have the competitive edge. And the stations that have already expanded their concept of their promotion departments have a head start."

WCOZ's Norris couldn't agree more. "I see the importance of the position in the future of broadcasting. It's a policy-making, management-level position, with myriad responsibilities. One of those responsibilities—and it's crucial—is promotion to the industry."

Norris knows whereof she speaks: When she and then-Program Director

John Sebastian went to the station a little over a year ago, WCOZ was sixth in the market with a 4.2 share, according to Arbitron. A definite change in the station's programming, positioning, and promotion was in order. Three books later, WCOZ topped the market with an astonishing 11 share.

But while Sebastian and Norris were laying the foundation for their rating coup, there remained a problem: how to convince advertisers they were on the right track. Even as their numbers came in on target, they still had to convince media buyers of the desirability of their predominantly youthful audience.

WCOZ approached Images/Ink, a Boston-based multimedia production company, with a challenge: Create a vehicle that would tell WCOZ's story to a tough audience—media buyers.

The result of that challenge—a high-impact, entertaining, dynamic multi-image presentation that personalizes WCOZ and the Boston market for advertisers and agencies—gives the station a competitive edge, according to Sales Manager Bill Wayland.

"In nine neat minutes, this show gives the client a real feel for the purchasing power of our listeners, and for the unique character of Boston. It works. The client may not shout 'Eureka! Where can I sign?' But you can be sure that the next time he or she places a buy, WCOZ will stick out in that buyer's mind."

CBS-FM's Seipp says sales promotion should be approached in much the same way as audience promotion: "First you must define your goals and target your audience—just as you would with promotion aimed toward listeners. The appropriate sales promotion vehicle depends on the station, its particular marketing problems, its budget, and the market. What's right for one station may not be right for another."

If the expanded concept of the broadcast promotion director is to become a key ingredient in stations' success, all the elements have to be in place. As WCOZ's Norris says, "One part of my job is to make sure that all promotion—audience and sales—is uniformly excellent. When a station speaks to either audience, it has to be with a clear, strong, premium-quality voice."

As Norris says of the new challenges facing promotion directors: "The job is what you make of it. This new emphasis on sales promotion is critical—but so is the more traditional function of listener promotion. You have to learn to promote to both your audiences.

Those who do will make it. And those who don't, won't. It's as simple as that."



# KING

OF THE



# BEST

# IN THE FEATURE FILM JUNGLE... ONLY THE STRONG SURVIVE

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



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

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







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

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



TUGBOAT ANNIE  
 SON OF LASSIE  
 HUCKLEBERRY FINN  
 SEE HERE,  
 PRIVATE HARGROVE  
 THE LAST GANGSTER  
 MANHATTAN MELODRAMA  
 HIS BROTHER'S WIFE  
 I TAKE THIS WOMAN  
 LOVE ON THE RUN  
 CHAINED  
 HOMECOMING  
 IT HAPPENED IN BROOKLYN  
 LADY IN THE LAKE  
 THE MIGHTY MCGURK  
 THE SECRET LAND  
 YOUNG TOM EDISON  
 CABIN IN THE SKY  
 ZIEGFELD GIRL  
 CASS TIMBERLANE  
 THE HUCKSTERS  
 KEEPER OF THE FLAME  
 IT'S A WONDERFUL WORLD  
 ZIEGFELD FOLLIES  
 CAIRO  
 INDIAN LOVE CALL

# MGM PRE-48

OVER 400 METRO-GOLDWYN-MAYER MOTION PICTURE CLASSICS  
 CONTACT YOUR MGM/UA SALES REPRESENTATIVE FOR  
 AVAILABILITY IN YOUR MARKET

Visit us at NATPE, Booth 45-Exhibition Floor, Las Vegas Hilton

## MGM/UA TELEVISION DISTRIBUTION

NEW YORK (212)708-0300 • LOS ANGELES (213)558-5058 • CHICAGO (312)263-1490  
 ATLANTA (404)352-3465 • DALLAS (214)692-1990 • TORONTO (416)968-9224

# Datebook

## This week

**March 7-9**—*Society of Cable Television Engineers* sixth annual spring engineering conference. Copley Plaza, Boston.

**March 7-9**—*Ohio Cable Television Association* annual convention and trade show. Hyatt Regency, Columbus.

**March 7-11**—Communications Satellite Systems Conference, sponsored by *American Institute of Aeronautics and Astronautics*. Town and Country hotel, San Diego.

**March 8**—*Annenberg School of Communications* colloquium on "Growing Older with TV—Myth and Actuality." Colloquium Room, Annenberg School, University of Pennsylvania, Philadelphia.

**March 9**—*Society of Cable Television Engineers* annual membership meeting. Copley Plaza hotel, Boston.

**March 9**—*West Virginia Broadcasters Association* sales seminar. Lakeview Inn, Morgantown, W. Va.

■ **March 10**—Annual Chet Huntley Memorial Lecture, sponsored by *New York University, NBC News and Levine, Huntley, Schmidt, Plapler and Beaver* advertising agency. Speaker: Fred Friendly, one-time president of CBS News. Tisch Hall, Schimmel Auditorium, New York University, New York.

**March 10**—*Association of National Advertisers* cooperative advertising workshop. Roosevelt hotel, New York.

**March 10**—*West Virginia Broadcasters Association* sales seminar. Charleston House Holiday Inn, Charleston, W. Va.

**March 10-13**—National Conference for Working Journalists, "International Affairs and the Media," sponsored by *Foundation for American Communications*. Washington Hilton, Washington. Information: Foundation, 3383 Barham Boulevard, Los Angeles, Calif., 90068 (213) 851-7372.

**March 11-12**—"Computer-Aided Graphic Arts and Visual Communications" seminar sponsored by *Pratt Center for Computer Graphics in Design*. Beverly Hilton hotel, Los Angeles.

**March 11-16**—*National Association of Television Program Executives* 19th annual conference. Las Vegas Hilton.

**March 12**—Deadline for comments on FCC proceeding to permit noncommercial FM licensees to use SCA's for profit (extended from Feb. 11).

**March 12**—Deadline for reply comments on FCC proceeding to permit broadcasters to offer teletext services (extended from Feb. 10). FCC, Washington.

**March 12-13**—*Oklahoma AP Broadcasters* annual convention. Lincoln Plaza, Oklahoma City.

**March 13**—*UPI Broadcasters of Louisiana and UPI Newspapers of Louisiana* photographers' workshop. Capitol House hotel, Baton Rouge, La.

## Also in March

**March 15**—Deadline for entries in *National Broadcast Editorial Association* national editorial awards. Information: Dick Gage, WHBF-TV Rock Island, Ill., 61201, (309) 786-5441.

**March 15**—*Indiana Broadcasters Association* regional sales seminar. Spring Mill Inn, near Bedford, Ind.

**March 15-16**—Digital telephony course sponsored by *UCLA Extension* program. URC Conference Center, UCLA, Los Angeles.

■ **March 15-18**—*Washington Journalism Center* conference for journalists, "Health Care Issues—1982." Watergate hotel, Washington.

■ **March 16**—*Southern California Cable Club* luncheon meeting. Sheraton La Reina, Los Angeles.

**March 16**—Seventh annual Big Apple Radio Awards luncheon sponsored by *New York Market Radio Broadcasters Association*. Sheraton Center hotel.

**March 16**—Third annual John H. Crichton Symposium on "Issues in Communications," sponsored by *Educational Foundation of American Association of Advertising Agencies*. Pierre hotel, New York.

**March 16**—*Indiana Broadcasters Association* regional sales seminar. Sheraton Inn, Anderson, Ind.

**March 16-18**—*Scientific-Atlanta* product training seminar. Sheraton Royal, Kansas City, Mo.

**March 17**—*Indiana Broadcasters Association* regional sales seminar. Holiday Inn, Plymouth, Ind.

**March 17-18**—*National Association of Broadcasters* management seminar, "Employee Discharge and Discipline: Important Legal Issues for Station Management in the '80's." NAB headquarters, Washington.

**March 18**—*International Radio and Television Society* newsmaker luncheon. Panel: Ted Turner, Turner Broadcasting; Kay Koplovitz, USA Network; Chet Simmons, ESPN; Mike Weinblatt, Showtime; Jim Heyworth, HBO, and Ave Butensky, IRTS president. Waldorf-Astoria, New York.

**March 18-19**—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Four Seasons, San Antonio, Tex.

**March 19**—*Broadcast Pioneers*, Washington area chapter, reception honoring the chairmen of the FCC. National Association of Broadcasters headquarters, Washington.

**March 19-20**—*Radio-Television News Directors Association* region nine and *Alabama United Press Broadcasters Association* meeting. Huntsville Sky-center. Huntsville, Ala., airport.

■ **March 19-20**—*Illinois First Amendment Congress and Society of Professional Journalists, Sigma Delta Chi*, region five, second annual Illinois First Amendment Congress. Americana Congress hotel, Chicago.

**March 22**—*Annenberg School of Communications* colloquium "From Print to Electronic Publishing—The Future of the Sears Catalogue." Colloquium Room, Annenberg School, University of Pennsylvania, Philadelphia.

■ **March 22**—Deadline for entries in *Corporation for Public Broadcasting's* Edward R. Murrow Award. Information: Janet Guthrie, CPB, 1111 16th Street, N.W., Washington, 20036.

**March 23**—*Ohio Association of Broadcasters* salute to Congress and FCC. Four Seasons hotel, Washington.

**March 23**—*Louisiana Association of Broadcasters* leadership seminar. Holiday Inn South, Lafayette, La.

**March 24**—*Women in Communications's* 12th annual Matrix Awards luncheon. Waldorf-Astoria, New York.

**March 24**—*Louisiana Association of Broadcasters* leadership seminar. Regency hotel, Shreveport, La.

**March 24-25**—*Alabama Cable Television Association* Citizen of the Year award meeting. Birmingham Hyatt, Birmingham, Ala.

**March 24-27**—National broadcasting society, *Alpha Epsilon Rho*, 40th annual convention. Statler, New York.

**March 25**—*Radio and Television Correspondents Association* annual banquet. Washington Hilton, Washington.

■ **March 25**—Philadelphia Cable Club luncheon meeting on "'R' Rated Networks—From the Suppliers Side and the Operator's View." Spectrum, Philadelphia.

■ **March 27**—*Minorities in Cable and New Technologies* "Careers in Cable" seminar and conference.

Chicago State University, Chicago.

**March 28-30**—*Virginia Cable Television Association* annual convention. Sheraton Beach Inn and Pavilion Convention Center, Virginia Beach, Va.

■ **March 28-30**—*Institute for Graphic Communication* conference, "Electronic Imaging Systems." Andover Inn, Andover, Mass.

**March 28-April 3**—European and North American public television producers annual INPUT '82, *International Public Television Screening Conference*. Toronto.

**March 29-31**—Information Utilities '82 conference, sponsored by *Online Inc.* Categories of conference: hardware/media status reports; applications and marketing, and research and policy implications. Rye Town Hilton, Port Chester, N.Y. Information: Barbara Marshall, Online, 11 Tannery Lane, Weston, Conn.

■ **March 29-April 1**—*Electronic Industries Association* spring conference. Shoreham Americana, Washington.

■ **March 30-April 1**—*Institute for Graphic Communication* conference, "Multi-Function Work Stations." Andover Inn, Andover, Mass.

**March 30-May 18**—*UCLA Extension* course, "Cable Television Today: Technology, Programming, Career Opportunities," featuring guest speakers. Course coordinated by Ethel Greenfield, cable consultant. Information: (213) 825-9064.

**March 31-April 3**—*Southern Educational Communications Association* conference titled "Best Little Ideahouse in Texas." St. Anthony hotel, San Antonio, Tex.

**March 31**—*Advertising Research Foundation* "Key Issues Workshop on Advertising Frequency" conference. New York Hilton.

**March 31**—*American Advertising Federation* advertising hall of fame luncheon. Waldorf-Astoria, New York.

## April

**April 1**—*Deadline Club, New York City chapter*, annual awards dinner. Sheraton Center hotel, New York.

**April 1**—Deadline for entries in *National Cable Television Association Awards* for Cablecasting Excellence. Information: Anne Herron, (202) 775-3611.

■ **April 1-2**—*Global Village's* "New Media Series: Cable Television." Global Village headquarters, 454 Broome Street, New York, (212) 966-7526.

**April 2**—*International Radio and Television Society* Gold Medal anniversary banquet. Norman Lear named to receive Gold Medal. Waldorf-Astoria, New York.

**April 2-3**—*International Association of Satellite Users* second annual Satcom conference. Hyatt Regency at Reunion, Dallas. Information: (703) 759-5094.

**April 2-3**—*Radio-Television News Directors Association* region six and *AP Broadcasters Association* joint meeting. Holiday Inn, Hastings, Neb.

**April 2-4**—*California AP Television-Radio Association* 35th annual convention. Miramar hotel, Santa Barbara, Calif.

■ **April 3**—*Association of Maximum Service Telecasters* special meeting of board of directors. Fairmont hotel, Dallas.

**April 3**—*New Jersey AP Broadcasters Association* spring meeting. Trenton State College, Ewing Township, N.J.

■ **April 4**—*Association of Maximum Service Telecasters* 26th annual membership meeting. Convention Center, Dallas.

**April 4**—*UPI broadcasters of Iowa* annual meeting. Gateway Center hotel, Ames.

**April 4-7**—*National Association of Broadcasters*

■ indicates new or revised listing



Visit Embassy  
Telecommunications  
at N.A.T.P.E.  
on the Exhibition Floor.

# We've got our women covered.



# We'll cover yours, too.\*

\*Ranked #2 in Total Women Viewers Among All Comedies for the 1980-81 Season†

## One Day At A Time

Available Fall 1982

Produced by Embassy Television, Distributed by Embassy Telecommunications, 1901 Avenue of the Stars, Suite 666, Los Angeles, CA 90067 (213) 553-3600

© 1982 Embassy Communications

† Source: NTA Persons Audience Estimates - November 1980, February 1981.



Visit Embassy  
Telecommunications  
at N.A.T.P.E.  
on the Exhibition floor

# THE JEFFERSONS

*main' an up!*

## HERE'S WHERE WE ARE:

Albany-Schenectady . . .	WNYT	Green Bay . . . . .	WLRE	Orlando . . . . .	WOFL
Albany, GA . . . . .	WTSG	Greensboro-Winston . . .	WFMY	Panama City . . . . .	WMBB
Alexandria, LA . . . . .	KALB	Greenville-New Bern . . .	WITN	Peoria . . . . .	WRAU
Atlanta . . . . .	WAGA	Greenville-Spartanburg .	WFBC	Philadelphia . . . . .	WPHL
Augusta . . . . .	WRDW	Greenwood-Greenville . .	WABG	Pittsburgh . . . . .	WPGH
Austin . . . . .	KTBC	Harrisburg . . . . .	WHTM	Portland . . . . .	KLRK
Baltimore . . . . .	WBAL	Hartford-New Haven . . .	WFSB	Raleigh-Durham . . . . .	WTVD
Baton Rouge . . . . .	WBRZ	Honolulu . . . . .	KHON	Richmond . . . . .	WWBT
Beaumont-Port Arthur .	WJAC	Houston . . . . .	KRIV	Roanoke-Lynchburg . . .	WSET
Birmingham . . . . .	WVTM	Huntsville . . . . .	WAAY	Rochester, N.Y. . . . .	WROC
Boston . . . . .	WSBK	Idaho Falls . . . . .	KIFI	Sacramento . . . . .	KOVR
Bristol-Kingsport . . . .	WKPT	Jackson, MS . . . . .	WAPT	St. Louis . . . . .	KTVI
Buffalo . . . . .	WKBW	Jackson, TN . . . . .	WBBJ	Salinas-Monterey . . . .	KMST
Charleston, S.C. . . . .	WCSC	Jacksonville . . . . .	WJKS	San Francisco . . . . .	KTZO
Charlotte . . . . .	WCCB	Kansas City . . . . .	WEAF	Savannah . . . . .	WJCL
Charlottesville . . . . .	WVIR	Knoxville . . . . .	WATE	Shreveport . . . . .	KSLA
Chattanooga . . . . .	WRCB	Lafayette, LA . . . . .	KATC	Springfield, MO . . . . .	KSPR
Chicago . . . . .	WGN	Las Vegas . . . . .	KVBC	Syracuse . . . . .	WSTM
Cincinnati . . . . .	WKRC	Lexington . . . . .	WTVQ	Tampa . . . . .	WTOG
Cleveland . . . . .	WJKW	Little Rock . . . . .	KARK	Washington, D.C. . . . .	WDCA
Columbia-Jefferson . . . .	KRCG	Los Angeles . . . . .	KTTV	Wilmington, N.C. . . . .	WECT
Columbia, S.C. . . . .	WLTX	Louisville . . . . .	WDRB	W. Palm Beach . . . . .	WFLX
Columbus, GA . . . . .	WRBL	McAllen-Brownsville . . .	KRGV	Knoxville . . . . .	WATE
Columbus, OH . . . . .	WTVN	Macon, GA . . . . .	WMAZ		
Columbus-Tupelo . . . . .	WCBI	Memphis . . . . .	WREG		
Dallas-Ft. Worth . . . . .	KDFW	Miami . . . . .	WPLG		
Davenport-Rock Island .	WHBF	Milwaukee . . . . .	WTI		
Denver . . . . .	KWGN	Minneapolis . . . . .	WCCO		
Detroit . . . . .	WDIV	Minot-Bismark . . . . .	KXMC		
Erie, PA . . . . .	WSEE	Mobile-Pensacola . . . . .	WKRG		
Fargo . . . . .	KXJB	Montgomery . . . . .	WKAB		
Flint-Saginaw . . . . .	WEYI	Nashville . . . . .	WZTV		
Florence, S.C. . . . .	WPDE	New Orleans . . . . .	WGNO		
Ft. Myers . . . . .	WEVU	New York . . . . .	WPIX		
Fort Smith . . . . .	KFSM	Norfolk-Portsmouth . . .	WYAH		

**94**  
**MARKETS!**





# HERE'S HOW WE'RE DOING:

## HERE ARE THE SHOWS WE *REPLACED*:

## HERE'S HOW THE AUDIENCE WENT *UP*:

MARKET	FORMER PROGRAM IN TIME PERIOD	RATING	SHARE	% Change					
				WOMEN 18-49	WOMEN 18-34	MEN 18-49	MEN 18-34	TEENS	KIDS
<b>PRIME ACCESS:</b>									
Philadelphia	Star Trek	UP 100%	UP 100%	UP 142%	UP 152%	UP 11%	DN. 29%	UP 144%	UP 262%
Pittsburgh	Sanford & Son	UP 20%	UP 22%	UP 31%	UP 35%	UP 18%	UP 23%	UP 22%	UP 62%
Nashville	Odd Couple	UP 133%	UP 120%	UP 118%	UP 89%	UP 33%	UP 17%	UP 167%	UP 433%
Las Vegas	Kotter	UP 67%	UP 90%	UP 200%	UP 100%	UP 167%	UP 150%	UP 200%	NC
Charleston	M*A*S*H	UP 15%	UP 13%	UP 45%	UP 39%	UP 16%	UP 19%	UP 89%	UP 106%
Beaumont	Various	UP 88%	UP 92%	UP 340%	UP 500%	UP 300%	UP 67%	UP 200%	UP 233%
Wilmington	Hollywood Squares	UP 37%	UP 34%	UP 127%	UP 122%	UP 164%	UP 217%	UP 183%	UP 460%
Tri-Cities	Face the Music	UP 25%	UP 14%	UP 43%	UP 100%	UP 60%	UP 200%	UP 200%	UP 400%
<b>EARLY FRINGE:</b>									
Houston	Barney Miller	UP 57%	UP 58%	UP 105%	UP 100%	UP 47%	UP 42%	UP 122%	UP 154%
Atlanta	John Davidson	UP 63%	UP 52%	UP 141%	UP 218%	UP 114%	UP 171%	UP 429%	UP 178%
Boston	What's Happening	UP 100%	UP 60%	UP 20%	UP 24%	UP 26%	UP 30%	DN. 17%	DN. 13%
Buffalo	John Davidson	UP 22%	UP 19%	UP 33%	UP 36%	UP 144%	UP 100%	UP 217%	UP 200%
Louisville	Good Times	UP 29%	UP 64%	UP 44%	UP 27%	UP 15%	UP 20%	UP 70%	UP 27%
Greensboro	Baretta	UP 44%	UP 48%	UP 76%	UP 108%	UP 16%	NC	UP 91%	UP 31%
Rochester	World of People	UP 300%	UP 186%	UP 300%	UP 800%	UP 100%	UP 100%	UP 150%	UP 400%
Lexington	Local News	UP 40%	UP 89%	UP 140%	UP 125%	UP 100%	UP 100%	UP 175%	UP 267%
Jackson	Bewitched	UP 167%	UP 167%	UP 167%	UP 200%	UP 300%	UP 200%	UP 150%	UP 50%
<b>LATE FRINGE:</b>									
Milwaukee	Various	UP 50%	UP 33%	UP 107%	UP 175%	UP 22%	UP 40%	UP 400%	UP 100%

Produced by Embassy Television • Distributed by Embassy Telecommunications  
 1901 Avenue of the Stars, Suite 666 • Los Angeles, CA 90067 • 213-553-3600





*File Under*

# SUCCESS

**THE JEFFERSONS**

*The Smash of the Nov. '81 Sweeps!*

*One Day at a Time  
A winner, with women.*



**DIFF'RENT STROKES**

*Phenomenal!*

**Sanford & Son**  
*Delivers!*



**Maude**  
*Late Night Wonder!*

**GOOD TIMES** *Good Numbers!*

DISTRIBUTED BY  
**EMBASSY TELECOMMUNICATIONS**  
1901 Avenue of the Stars  
Suite 666  
Los Angeles, California 90067  
213-553-3600



Visit Embassy Telecommunications  
at N.A. T.P.E.  
on the Exhibition Floor

**THE JEFFERSONS\***

67.5% of all women viewers are women 18-49.  
68.3% of all men viewers are men 18-49.  
78.8% of all total viewers are under 50!  
183 EPISODES AVAILABLE NOW

**ONE DAY AT A TIME\*\***

56.3% of all women viewers are women 18-49.  
56.8% of all men viewers are men 18-49.  
65.9% of all total viewers are under 50!  
163 EPISODES AVAILABLE THIS FALL

**DIFF'RENT STROKES\*\*\***

53.5% of all women viewers are women 18-49.  
56.5% of all men viewers are men 18-49.  
66.3% of all total viewers are under 50!  
144 EPISODES AVAILABLE 1984

**SANFORD & SON\*\*\*\***

67.8% of all women viewers are women 18-49.  
69.8% of all men viewers are men 18-49.  
80.3% of all total viewers are under 50!  
136 EPISODES AVAILABLE NOW

**MAUDE\*\*\*\***

61.7% of all women viewers are women 18-49.  
62.3% of all men viewers are men 18-49.  
66.5% of all total viewers are under 50!  
260 EPISODES A YEAR AVAILABLE NOW

**GOOD TIMES\*\*\*\***

72.8% of all women viewers are women 18-49.  
74.6% of all men viewers are men 18-49.  
86.1% of all total viewers are under 50!  
133 EPISODES AVAILABLE NOW

*Keeps You Laughing*

\*Source: NSI Nov. 1980

\*\*Source: NTI Feb. 1976-May 1981

\*\*\*Source: NTI Nov. 1978-May 1981

\*\*\*\*Source: Nov. 1980-Feb. 1981-May 1981  
Arbitron S. P.A.



# DIFF'RENT STROKES. THE HIGHEST RATED COMEDY TO PREMIERE ON ANY NETWORK IN THE PAST SIX SEASONS.



While other situation comedies slumped in the 1980-1981 season, Diff'rent Strokes rose to the top, ranking #4 among all situation comedies.

RANK	PROGRAM	NTI RATING/SHARE
1	M*A*S*H	23.9/35
2	JEFFERSONS	23.6/35
3	ALICE	23.5/34
4	<b>DIFF'RENT STROKES</b>	<b>23.4/35</b>
5	HAPPY DAYS	23.2/34
6	ONE DAY AT A TIME	23.1/33
7	THREE'S COMPANY	23.0/34
8	FACTS OF LIFE	22.8/35
9	ARCHIE BUNKER'S PLACE	22.6/33
10	LAVERNE & SHIRLEY	22.1/32
11	TOO CLOSE FOR COMFORT	22.0/33
12	HOUSE CALLS	21.1/30
13	BRADY BRIDES	20.5/33
14	BARNEY MILLER	19.7/30
15	TAXI	19.3/29
16	MORK & MINDY	19.1/29
17	HARPER VALLEY P.T.A.	18.7/30
18	SOAP	18.6/28
19	BOSOM BUDDIES	18.3/27
20	IT'S A LIVING	17.8/28
21	WKRP IN CINCINNATI	17.1/29
22	BENSON	16.5/28
23	FLO	16.3/25
24	I'M A BIG GIRL NOW	16.1/26
25	LADIES' MAN	15.1/23

Source: NTI Nov. 1980 and Feb. 1981

## AVAILABLE '84

Diff'rent Strokes a **TANDEM** production distributed by **PICTURES** films  
1901 Avenue of the Stars, Suite 666, Los Angeles, California 90067 (213) 553-3600 TWX: TANDEM TAT LSA



60th annual convention. Convention Center, Dallas.

**April 5**—Seminar on "Cable Television Franchising and Refranchising" for city/county cable TV officials, sponsored by *Community Telecommunications Services*, nonprofit consulting organization. Communications Media Center, New York Law School, New York. Information: Lesley Page-Brown, (212) 683-3834.

**April 5**—Deadline for applications for *Academy of Television Arts and Sciences* annual student summer internship. Information: Michael Llach, 4605 Lankershim Boulevard, North Hollywood, Calif., 91602. (213) 506-7880.

■ **April 5**—*Association of Maximum Service Telecasters* engineering breakfast Adolphus hotel, Dallas.

**April 6**—*New York Women in Film* seminar, "The TV Executive: Her Move Up and Yours." American Management Association, New York.

**April 6-7**—*U.S. Telecommunications Suppliers Association* seminar on "The Legal Realities of Antitrust, Patents, Trademarks and Licensing." Hyatt O'Hare, Chicago.

**April 6-8**—*North Central Cable Television Association* annual convention. Amway Grand Plaza hotel, Grand Rapids, Mich.

**April 7-10**—*International Television Association* 14th annual conference. "Video Horizons." Loew's Anatole hotel, Dallas.

■ **April 8**—*UPI New England's* 26th annual Tom Phillips Awards for excellence in broadcast journalism. Speaker: Ted Turner, Turner Broadcasting System. Sheraton-Lincoln Inn, Worcester, Mass.

**April 9**—*Radio-Television News Directors Association* region six meeting concurrent with 10th annual broadcast journalism seminar held by William Allen White School of Journalism. University of Kansas, Lawrence.

**April 9-10**—*Black College Radio's* fourth annual black college radio conference. Paschal's hotel, Atlanta.

**April 12**—*Academy of Television Arts and Sciences* luncheon. Speaker: Thornton Bradshaw, RCA chairman. Century Plaza hotel, Los Angeles.

**April 13**—*Southern California Cable Club* luncheon meeting. Sheraton La Reina, Los Angeles.

**April 14**—*International Radio and Television Society* newsmaker luncheon. Speaker: Daniel Ritchie, president and chief executive officer, Westinghouse Broadcasting. Waldorf-Astoria, New York.

**April 14-19**—*Pennsylvania Association of Broadcasters* spring convention. Loew's Bermuda Beach hotel, St. George's, Bermuda.

■ **April 15**—Deadline for entries in *International Radio Festival* of New York for achievement in radio programming, advertising and promotion. Information: International Radio Festival, 251 West 57th Street, New York, 10019.

**April 15-17**—*New Mexico Broadcasters Association* annual convention. Speaker: FCC Commissioner Henry Rivera. Sheraton Old Town Inn, Albuquerque, N.M.

■ **April 16**—*UPI-New York State* Broadcast Awards banquet. Windows on the World, New York.

**April 16**—*Northeastern University*, journalism department, conference on telecommunications and First Amendment. Ell Student Center, Northeastern University, Boston. Information: Bill Kirtz, (617) 437-3236.

**April 16**—*New Jersey Broadcasters Association* 36th annual spring managers' conference. Rutgers University, New Brunswick, N.J.

**April 17-22**—*National Public Radio* annual conference. Hyatt Regency, Washington.

**April 19**—*Florida Association of Broadcasters* "Broadcasting Day." University of Florida, Gainesville, Fla.

**April 19-20**—*West Virginia Broadcasters Association* spring meeting. Canaan Valley State Park Lodge, Davis, W. Va.

**April 20-21**—*New York State Broadcasters Association* 28th annual meeting. Hilton hotel, Albany, N.Y.

**April 20-22**—*Advertising Research Foundation* fourth annual business advertising research conference and fair. New York Hilton.

**April 23-25**—*Alabama AP Broadcasters Association*

annual meeting and awards banquet. Lake Point, Lake Eufaula, Ala.

**April 23-29**—18th annual *MIP-TV* international TV program market. Palais des Festivals, Cannes, France.

**April 24**—*Radio-Television News Directors Association* region one meeting. Red Lion Inn, Jantzen Beach, Ore.

**April 24**—Fifth annual *Great Lakes Radio Conference*. Moore Hall, Central Michigan University, Mount Pleasant, Mich. Information: (517) 774-3852.

**April 24**—*White House Correspondents Association* annual dinner. Washington Hilton hotel.

**April 24**—"Cable Television Programming: The Future Is Now," presented by *UCLA Extension*, Department of Business and Management. Bonaventure hotel, Los Angeles.

■ **April 24**—*New York State AP Broadcasters Association* joint seminar. Sheraton-Airport Inn, Albany, N.Y.

**April 25-27**—*Minnesota Association of Broadcasters* spring meeting. Thunderbird motel, Bloomington, Minn.

**April 26**—Deadline for applications for *Society of Broadcast Engineers's* certification examinations. Information: SBE, P.O. Box 50844, Indianapolis, 46250.

**April 30**—*New Jersey Broadcasters Association* program and news seminars. Cherry Hill Inn, Cherry Hill, N.J.

**April 30-May 1**—*Society of Professional Journalists, Sigma Delta Chi* region two conference, featuring Distinguished Service Award. Williamsburg, Va.

**April 30-May 2**—*Illinois News Broadcasters Association* spring convention. University Inn, Champaign, Ill.

## May

**May 1**—*Georgia AP Broadcasters Association* annual

meeting and awards banquet. Omni International, Atlanta.

**May 2-5**—*National Cable Television Association* annual convention. Convention Center, Las Vegas.

■ **May 3**—Deadline for entries in fifth annual Communications Excellence to Black Audiences (CEBA) Awards, sponsored by *World Institute of Black Communications*. Information: Terrie Williams, WIBC, 10 Columbus Circle, New York, N.Y., 10019.

**May 4-8**—*American Women in Radio and Television* 31st annual convention. Hyatt Embarcadero, San Francisco.

**May 5**—George Foster Peabody Awards luncheon, sponsored by *Broadcast Pioneers*. Pierre hotel, New York.

**May 6-8**—*California Public Broadcasting Commission* conference, "Taking a Lead in the New Frontier: Minorities and Telecommunications in California." Davidson Conference Center, University of Southern California, Los Angeles.

**May 7-8**—*Florida AP Broadcasters* annual convention. Hilton, Tallahassee, Fla.

**May 7-9**—*Texas AP Broadcasters* annual convention. Hyatt Regency, Austin, Tex.

**May 8**—*Radio-Television News Directors Association* Region 13 meeting, with Virginia AP Broadcasters Association. Fort Magruder hotel, Williamsburg, Va.

**May 10-13**—*ABC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

■ **May 11**—*Southern California Cable Club* luncheon meeting. Sheraton La Reina, Los Angeles.

■ **May 14**—*Foundation for Accounting Education* Entertainment and Sports Industries Conference. Topics include accounting for motion picture companies, broadcasting, cable television records and music and sports. Sheraton Center, New York.

## Major Meetings

**March 11-16**—*National Association of Television Program Executives* 19th annual conference, Las Vegas Hilton. Future conferences: March 18-23, 1983, Las Vegas Hilton; Feb. 12-16, 1984, San Francisco Hilton and Moscone Center.

**April 4-7**—*National Association of Broadcasters* 60th annual convention, Convention Center, Dallas. Future conventions: Las Vegas, April 10-13, 1983; Las Vegas, April 29-May 2, 1984; Las Vegas, April 14-17, 1985; Las Vegas, April 20-23, 1986; Atlanta, April 5-8, 1987, and Las Vegas, April 10-13, 1988.

**April 17-22**—*National Public Radio* annual conference. Hyatt Regency, Washington.

**April 23-29**—18th annual *MIP-TV* international TV program market. Palais des Festivals, Cannes, France. Future meeting: Oct. 15-20, 1982, 19th MIP-TV in conjunction with VIDCOM (International Videocommunication Exchange).

**May 2-5**—*National Cable Television Association* annual convention. Convention Center, Las Vegas. Future conventions: June 12-15, 1983, Houston; May 20-23, 1984, San Francisco; March 31-April 3, 1985, New Orleans; March 16-19, 1986, Dallas, and May 15-18, 1988, Las Vegas.

**May 4-8**—*American Women in Radio and Television* 31st annual convention. Hyatt Embarcadero, San Francisco. Future meetings: May 3-7, 1983, Royal York, Toronto; May 1-5, 1984, Renaissance Center-Westin, Detroit; May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

**May 10-13**—*ABC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

**May 16-18**—*NBC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

**May 23-26**—*CBS-TV affiliates* annual meeting. Nob Hill Conference Complex, San Francisco.

**June 6-9**—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* fifth annual seminar. St. Francis hotel, San Francisco. Future seminars: June 1-4, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesars Palace, Las Vegas, and 1985, Chicago.

**June 24-27**—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. Crystal City Hyatt, Arlington, Va.

**July 18-21**—*Cable Television Administration and Marketing Society* annual meeting. Hyatt Regency, Chicago.

**Sept. 9-11**—*Southern Cable Television Association* Eastern show. Georgia World Congress Center, Atlanta. Future Eastern shows: Aug. 25-27, 1983; Aug. 2-4, 1984, and Aug. 25-27, 1985, all at Georgia World Congress Center.

**Aug. 29-Sept. 1**—*National Association of Broadcasters* Radio Programming Conference. New Orleans Hyatt.

**Sept. 12-15**—*National Radio Broadcasters Association* annual convention, Reno. Future conventions: Oct. 2-5, 1983, New Orleans, and Sept. 23-26, 1984, Kansas City, Mo.

**Sept. 12-15**—*Broadcast Financial Management Association* 22d annual conference. Riviera Hotel, Las Vegas. Future conference: Sept. 25-28, 1983, Hyatt hotel, Orlando, Fla.

**Sept. 18-21**—Ninth *International Broadcasting* convention. Metropole Conference and Exhibition Center, Brighton, England.

**Sept. 30-Oct. 2**—*Radio-Television News Directors Association* international conference. Caesars Palace, Las Vegas. Future conferences: Sept. 22-24, 1983, Las Vegas, and Dec. 3-5, 1984, San Antonio, Tex.

**Nov. 7-12**—*Society of Motion Picture and Television Engineers* 124th technical conference and equipment exhibit. New York Hilton, New York.

**Nov. 17-19**—*Western Cable Show*. Anaheim Convention Center, Anaheim, Calif.

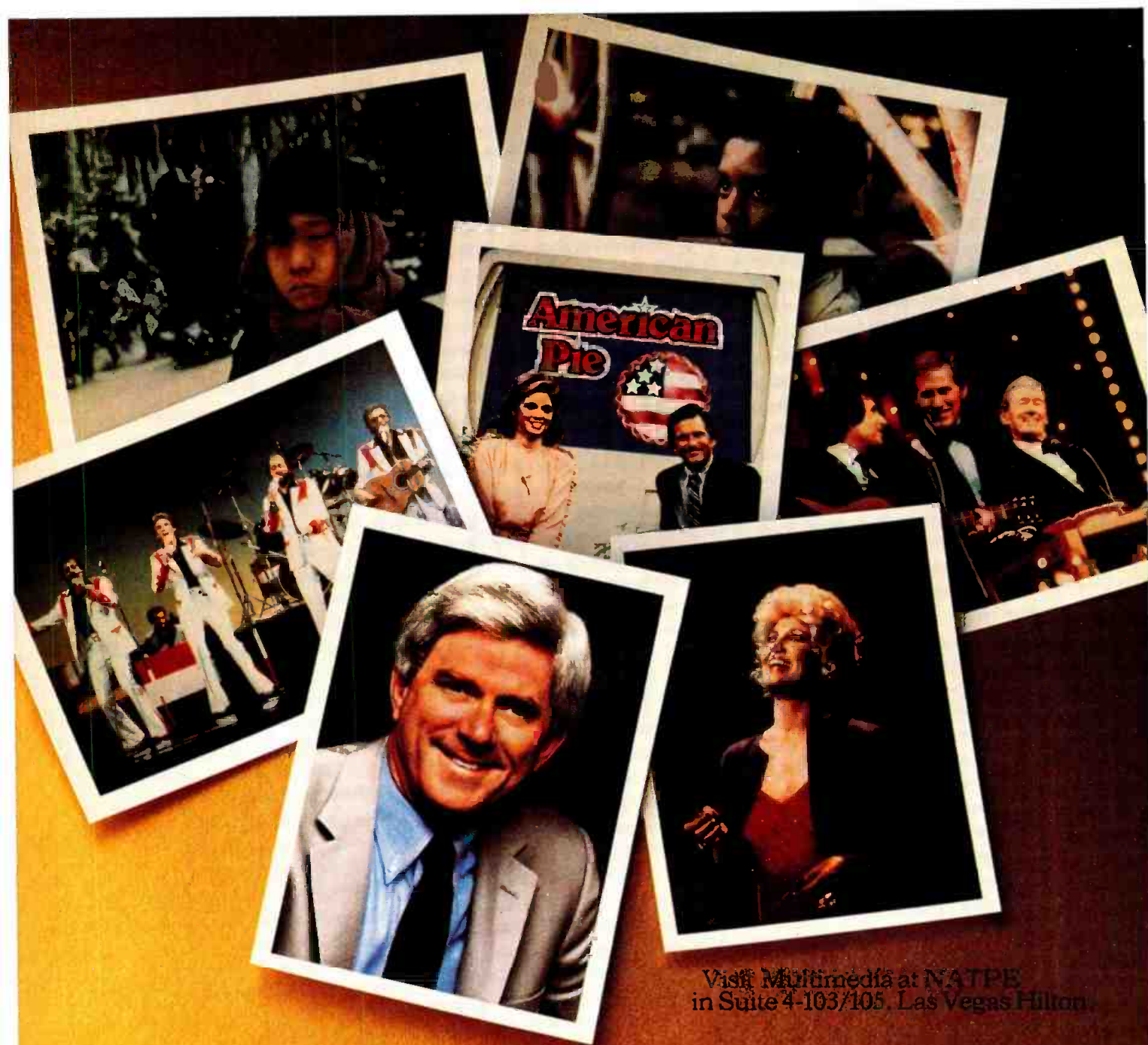
**Nov. 17-19**—*Television Bureau of Advertising* 28th annual meeting. Hyatt Regency, San Francisco.

**Jan. 30-Feb. 2, 1983**—*National Religious Broadcasters* 40th annual convention. Sheraton Washington, Washington.

**Feb. 6-9, 1983**—*Association of Independent Television Stations* (INTV) 10th annual convention. Galleria Plaza hotel, Houston.

**DON'T  
GAMBLE  
IN  
LAS  
VEGAS.**





Visit Multimedia at NATPE  
in Suite 4-103/105, Las Vegas Hilton

What are your chances of leaving Las Vegas a winner? Extremely good if you stop by Multimedia's hospitality suite during NATPE, and check out our odds-on favorites for 1982.

**Country Specials.** Our country music specials are popular all over the country. No wonder, when they include stars like the Statler Brothers, Barbara Mandrell, Roy Clark, Tammy Wynette and others.

**Young People's Specials.** The audience for our Young People's Specials reaches far beyond just young people. These sensitive, award-winning specials are true family entertainment.

**American Pie.** Multimedia introduces a brand new idea and concept to informative television. An entertaining slice of Americana. American Pie travels throughout the U.S. to bring you special stories

about special people. This fast-paced magazine show is hosted by JoAnn Plugg and Squire Fridell.

**Donahue.** *Time* magazine recently called Donahue "consistently the best national talk show." The latest Nielsen ratings confirm that Donahue attracts more total women and more women 18 to 49 than his talk show competition — Merv Griffin and John Davidson combined. That's quality and quantity.



**MULTIMEDIA**  
Multimedia Program Production, Inc.



# Open Mike

## The new BROADCASTING

EDITOR: The new BROADCASTING is superb! The cover truly reflects the fact that BROADCASTING is the newsweekly of the entire Fifth Estate. Congratulations to you and the management team at BROADCASTING.—*Thomas E. Wheeler, president, National Cable Television Association, Washington.*

EDITOR: Congratulations on the SUPER new look. I am sure that the redesign will add to the enjoyment of many of your readers. Keep up the good work, graphically and editorially!—*Stephen D. Streiker, account executive, radio station sales, Arbitron Radio, Chicago.*

## UPI's side

EDITOR: The headline in the March 1 issue, "NPR leaves UPI at altar," is flip-pant and misleading. As the story itself says, National Public Radio was considering a proposal to the owners of United Press International, the E.W. Scripps Co. The altar metaphor would require the involvement of two parties. Furthermore, it suggests disappointment on UPI's part, or some kind of setback or letdown.

The fact is that UPI was not at the altar. Scripps Co. President Edward W. Estlow has repeatedly said this. After NPR announced its board decision not to pursue its proposal any further, Mr. Estlow again issued such a statement: "NPR has been exploring (its idea), but it never progressed beyond the interest stage," he said. "There have never been serious negotiations between us."—*William K. Adler, general executive, director of information, UPI, New York.*

## Westmoreland reaction

EDITOR: I read with interest, amusement and shock General William Westmoreland's letter to the editor (BROADCASTING, Feb. 15) regarding his flap with CBS News.

The general not only needs sound public relations and communications counsel, he should be spanked for his naivete.

For shame, general. The first rule of interviews is: Be prepared, know and understand why you are doing the interview; determine and follow your priorities; outline in detail the positive points you want to make and, for heaven's sakes, if the interviewer provides you with a list of questions, never assume they are in a priority ranking. Study them all, even the ones at the bottom of the list, and, if possible, try to anticipate what the interviewer may be after despite your impression (obviously

mistaken in this case) that all that's intended is a discussion of a general nature. This was Mike Wallace, not Captain Kangaroo.

The general sounds more like a private explaining to the top brass why he fell asleep on sentry duty.

He shouldn't feel too bad, however, since he didn't do any more or less than many interviewees do and that was to come poorly prepared, with no real understanding of why he was there and how he intended to use the interview for his own benefit. I suspect General Westmoreland has a story to tell, that he can defend his actions in Vietnam, that much of what he was accused of may have been justified at the time. But he has to make those points, forcefully, accurately and repeatedly. That's his job. CBS's job was and is to get and air the facts. And if the general persists in "crying" about the story rather than focusing on the facts, he leaves the very real impression that rather than ambushed, as he puts it, he was caught.—*Ron Aaron Eisenberg, chief executive officer, Red Oak Ltd., Hume, Va.*

## Erosion for First Amendment?

EDITOR: Newspaper industry beware! First Amendment protection for electronic publishing faces serious attack. Tom Wheeler told you so at the American Newspaper Publishers Association's telepublishing seminar in Denver last week (BROADCASTING, March 1). What he failed to tell you was that the real threat to telepublishing comes not from the government, or even Ma Bell, but from that putative telepublishing industry itself, cable.

Historically, the government has protected the message while regulating the conduits that transmit the message. Ben Franklin the publisher was free, while Ben Franklin the postmaster was not. Only when one entity controls both the content and the conduit (e.g., broadcasting, cable) does the government mess with the message (e.g., fairness doctrine). As long as "you've-got-the-information and they've-got-the-wire" your First Amendment protection is assured.

Similarly, as long as you provide the content and the phone company provides the conduit you have less to fear. AT&T entry into media services raises serious problems; tomorrow these problems will be no different for cable. As telephone competition and cable penetration increase, the two industries become indistinguishable and so must their regulation. Inviting cable into the "blissful household" of telepublishing today opens the door for AT&T tomorrow.—*Ira Barron, Washington Center for Public Policy Research, Washington.*

## BROADCASTING PUBLICATIONS INC.

Sol Taishoff, chairman.  
Lawrence B. Taishoff, president.  
Irving C. Miller, vice president-treasurer.  
Donald V. West, vice president.  
David N. Whitcombe, vice president.  
Jerome H. Heckman, secretary.

# Broadcasting

The Newsweekly of the Fifth Estate

INCORPORATING

# TELEVISION

AND

# Cablecasting

1735 DeSales Street, N.W., Washington 20036.  
Phone: 202-638-1022.

□  
Sol Taishoff, editor.  
Lawrence B. Taishoff, publisher.

## EDITORIAL

Donald V. West, managing editor.  
Leonard Zeidenberg, chief correspondent.  
Mark K. Miller, senior news editor.  
Kira Greene, assistant to the managing editor.  
Frederick M. Fitzgerald, senior editor.  
Harry A. Jessell, associate editor.  
Kathy Haley, Doug Halonen, Matt Stump, assistant editors.  
John Eggerton, John Lippman, Kim McAvoy, staff writers.  
Nancy Iyob, Michael McCaleb, editorial assistants.  
Pat Vance, secretary to the editor.  
Senior Editorial Consultants  
Edwin H. James (Washington)  
Rufus Crater (New York)

## BROADCASTING & CABLECASTING YEARBOOK

John Mercurio, manager.  
Joseph A. Esser, assistant editor.

## ADVERTISING

David Whitcombe, director of sales and marketing.  
Winfield R. Levi, general sales manager (New York).  
John Andre, sales manager—equipment and engineering (Washington).  
Gene Edwards, Southern sales manager (Washington).  
David Berlyn, Eastern sales manager (New York).  
Tim Thometz, Western sales manager (Hollywood).  
Charles Mohr, account manager (New York).  
Christopher Mosley, classified advertising.  
Doris Kelly, secretary.

## CIRCULATION

Kwentin K. Keenan, circulation manager.  
Christopher McGirr, assistant circulation manager.  
Patricia Waldron, Sandra Jenkins, Vanida Subpamong, Debra De Zarn.

## PRODUCTION

Harry Stevens, production manager.  
Don Gallo, production assistant.

## ADMINISTRATION

Irving C. Miller, business manager.  
Phillippe E. Boucher.  
Doris E. Lord  
Debra Shapiro, secretary to the publisher.

## BUREAUS

New York: 630 Third Avenue, 10017.  
Phone: 212-599-2830.  
Jay Rubin, senior correspondent—bureau chief.  
Rocco Famighetti, senior editor.  
Anthony Herring, Stephen McClellan, assistant editors.  
Karen Parhas, staff writer.  
Marie Leonard, Mona Gartner, advertising assistants.  
Hollywood: 1680 North Vine Street, 90028.  
Phone: 213-463-3148.  
Richard Mahler, correspondent.  
Tim Thometz, Western sales manager.  
Sandra Klausner, editorial-advertising assistant.



Founded 1931. Broadcasting-Teletesting\* introduced in 1946. Television\* acquired in 1961. Broadcasting\* introduced in 1972 □ \*Reg. U.S. Patent Office. □ Copyright 1982 by Broadcasting Publications Inc.



HE'S BIGGER THAN EVER!

# BUCK ROGERS



Buck Rogers.  
The legend.  
The original space hero.  
The face that launched a thousand rocket ships.  
The name pre-sold to millions of fans of all ages.  
The series that delivered one of the highest concentrations of the under-50 audience in all of television.

## BUCK ROGERS

37 hours of fascinating interplanetary adventures, including six two-hour features. Among them—the box-office hit—Buck Rogers in the 25th Century. Buck Rogers. He'll put your station's ratings into orbit! Available now from

# MCATV

© 1982 UNIVERSAL CITY STUDIOS INC. ALL RIGHTS RESERVED





# Television neve

## New for 1982-83

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

★ **Dance Fever**† 26 new half-hours featuring all the latest dance styles and popular personalities.

★ **Farber** The brilliant, controversial Barry Farber hosts 26 weekly one-hour talk shows.

★ **Fox Fanfare '82**† Three TV premieres and a Christmas classic—all 2-hour features.

★ **The Time Tunnel** Created by Academy Award Winner Irwin Allen. This successful series is now available as 5 color TV movies (90-min. or 2-hr.).

## Coming in 1984-85

★ **Trapper John** Pernel Roberts and Gregory Harrison star in this hit CBS series.

## Comedy

★ **M\*A\*S\*H** Television's highest rated syndicated program. 246 half-hours.

★ **The Jackie Gleason Show**

★ **The Ghost and Mrs. Muir**

★ **Nanny and the Professor.**

† Available on a National Advertiser Supported Basis.





# ooked better.

## Adventure Fantasy

★ Daniel Boone  
★ Planet of the Apes ★ Batman  
★ Lost in Space ★ Voyage  
to the Bottom of the Sea.

## Specials

★ The Roots of Rock 'n Roll  
6-part mini-series.

## Movies

★ That's Hollywood  
The magic of the movies.  
74 half-hours. ★ Feature Films  
40 years of box office hits:  
★ Century X ★ Super 66  
★ Special 42 ★ Shirley Temple  
Theatre Almost 600 titles in all.

...and a lot more!



TELEVISION

**NATPE '82**  
**HILTON SUITE 460**

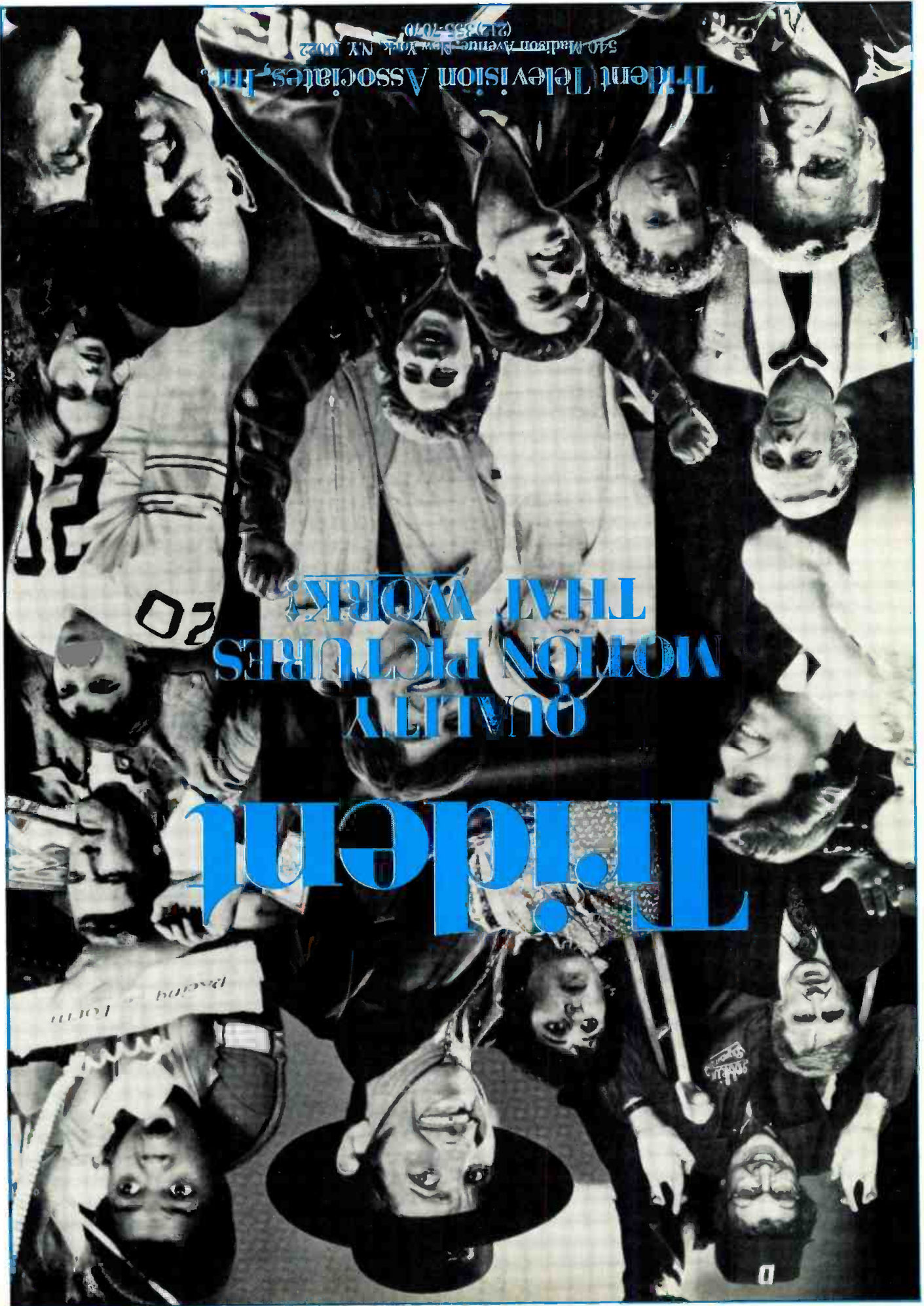
A stylized logo for "FARBER" in blue, slanted letters with a red double exclamation point and a small blue star to the right. The logo is overlaid on a collage of images including a man in a suit, a man in a director's chair, and a woman in a red dress.



Trident Television Associates, Inc.  
540 Madison Avenue, New York, N.Y. 10022  
(212) 555-7070

QUALITY  
MOTION PICTURES  
THAT WORK!

Trident





TOP OF THE WEEK

## LPTV gets the FCC go-ahead

**Some 4,000 new stations could be created, although each must yield to full-service outlets on interference; no ownership limits, all comers welcome; one-year trafficking rule imposed on LPTV recipients**

The FCC last week opened the door for what it says could be as many as 4,000 new television stations, adopting final rules for low-power television service.

And the new generation of stations contemplated—in effect translator stations that are permitted to originate their own programming—should be coming off the line soon, according to the FCC's Broadcast Bureau. Larry Harris, the bureau chief, said the bureau expects to start manual processing of some 6,500 LPTV applications now pending, hoping to dispose of from 35 to 50 applications per month. With the aid of a minicomputer—which is expected to be operational within a year—the bureau hopes to eliminate the backlog by the third quarter of 1985.

The freeze the FCC imposed on new LPTV applications last April will stay in effect until the bureau has disposed of the application backlog.

The new LPTV rules, in superseding the old translator rules, also would allow the 4,000 existing translator stations to become LPTV stations, simply by notifying the FCC. The translators could then originate programming, as long as they met minimal LPTV criteria, such as that of having an operator on duty while originating programming.

Under the new rules, LPTV stations would be authorized on a "secondary status," which means they can't interfere with or receive interference from full-service stations. They are responsible for correcting any interference to full-service stations, and they must yield to facilities changes of full-service stations.

The commission said that it would protect full-service stations at least to their Grade B contours. And the commission said it would consider offering more protection on a case-by-case basis.

The secondary status also will apply to land mobile stations sharing UHF frequencies with broadcast users. And, while cable operators who were first on the scene would be protected from LPTV interference at their cable headend or the output channels of a system using a converter, in all other instances of inter-

ference, the cable operator would be responsible for correcting the interference.

The LPTV stations would be able to operate on any available VHF or UHF channel, but would be limited to 10 watts VHF and 1,000 watts UHF.

While LPTV stations will be allowed to originate programming, they won't be required to. Instead, they may simply rebroadcast signals, or supply subscription television service, without the restrictions that apply to full-service STV stations.

The new stations will be almost entirely unregulated. There will be few programming rules and no ownership requirements.

The stations will be prohibited from broadcasting obscenity and lotteries, both prohibited by the U.S. Criminal Code. And while the stations will be subject to fairness doctrine obligations and rules mandating access for political candidates and victims of personal attacks, those will apply only on a "sliding scale" to the extent that the station's origination capability permits.

The stations, on the other hand, won't have to provide ascertainment, and won't have to present any non-entertainment or local programming. Moreover, they won't be required to operate for a minimum number of hours or be required to limit the number of commercials they run.

Under the rules, virtually anyone can apply for a station—including existing net-

works, existing broadcast licensees or cable operators—and no limit would be imposed on the number of LPTV stations any one entity may own.

The commission did, however, adopt two comparative criteria intended to limit concentration somewhat. One would accord a preference to an applicant who owned no other media interests. The other would accord a preference to an applicant with more than 50% minority ownership.

The commission, to stave off the possibility that applicants granted LPTV stations would immediately sell off their licenses to a large entity, voted 5-to-2 (with Chairman Mark Fowler and Commissioner Mimi Dawson dissenting) to impose a "trafficking" rule on LPTV service, which would generally require an LPTV recipient to hold the station for a year before selling it.

Under the rules, the FCC said it would process the applications in three tiers. The first, which accounts for about 15% of the applications on file, would consist of all applications for rural stations—those beyond the 55-mile radius of all 212 television markets. The second tier, which accounts for another 15% of the applications on file, would consist of those applications proposing location within a 55-mile radius of television markets 101 through 212. The remaining 70%, proposing location in the larger urban areas, would be saved for last.

According to the FCC's plan, the freeze will be lifted only partially to receive applications that compete with applications in each tier, while that tier is being processed. The freeze won't be lifted



Pauker on camera as the FCC deliberates LPTV

## FCC gives up on AM stereo choice, will leave it to marketplace

**One of five original systems has already struck flag, but other four will plunge on; still other designs could emerge under ruling; only Washburn dissents, saying FCC has taken 'hazardous' way**

The FCC ruled last week that broadcasters may use any system they desire for AM stereo broadcasting as long as the system provides "acceptable stereo service" and doesn't cause interference among AM stations. The decision, supported by six of the seven commissioners, sets the stage for a marketplace battle among several companies to win the acceptance of broadcasters, receiver manufacturers and ultimately the public.

Fearing that such a battle would retard the introduction and growth of AM stereo service, most broadcasters and receiver manufacturers urged the FCC to use its authority to select a single system from among five that were proposed. But after struggling with the question for five years, the FCC decided that the "marketplace" solution was the only one.

"After careful review of all the facts in this proceeding, the benefits of turning such decisions over to the private markets have come more clearly into focus," the FCC staff recommendation said. Crucial decisions will be made by those most affected, technological change will not be slowed or prevented and competition will be fostered, it said. Chairman Mark Fowler added: "Inevitably the commission selection of [a] . . . system would be an arbitrary choice based on engineering judgment without necessary market information. Moreover, a commission-selected system could easily create a barrier to the entry of potentially superior systems that might be developed in the future."

At stake in the marketplace fight that the FCC has instigated are tens of millions of dollars, the royalties that will flow to the company whose system ultimately emerges as the de facto standard.

Broadcasters may begin stereo service within 60 days. Jim Green, who presented the staff's recommendation to the commission last Thursday afternoon, said afterward that the decision becomes effective 30 days after the FCC's order appears in the *Federal Register*, and that could oc-

cur this week or next.

To insure that whatever system is used provides true stereo, and does not cause interference, the final order will contain general guidelines for monaural receiver compatibility, emission limitations, adherence to international rules, adjacent channel interference and stereo operation.

Of the five stereo system proponents, Leonard Kahn stood alone in support of the marketplace, which he believes is wise enough to choose his system. Coming out of the meeting, he called the decision "terrific" and presented a reporter with a list of 39 U.S., six Canadian and three Mexican stations that he said had plans to begin stereo broadcasting using the Kahn gear. Fifteen of the stations were already equipped with the Kahn stereo exciters (the piece of equipment needed to transmit a stereo signal, he said), and the remainder would have the gear within three or four months. Among the stations ready to go: WABC New York, WLS Chicago, KHJ Los Angeles, WFBR Baltimore, WBZ Boston, WFIL Philadelphia, KDKA Pittsburgh, WMAL Washington and KFRC San Francisco.

It's Kahn's belief the decision on an AM stereo system is in the hands of broadcasters. The receiver manufacturers will wait and see which way the broadcasters go, he said.

For the time being, Kahn said his company will be the exclusive manufacturer of stereo exciters. Hazeltine Inc., which became a partner in Kahn's stereo patents in 1977, will license receiver manufacturers. Ed Onders, Hazeltine's general patent counsel, said royalties will be determined on a case-by-case basis depending on how many Kahn patents a particular receiver design employs.

Although the other four system proponents have opposed the marketplace concept from the moment it was first suggested almost two years ago, three of them—Harris, Motorola and Magnavox—now intend to set those reservations aside and slug it out. According to Andrew Lipman, Harris's Washington attorney, that company's version has plenty going for it. It's the only transmitter manufacturer among the proponents, and it has more contact with broadcasters than Kahn and considerably more than either Motorola and Magnavox, which, he said, "don't deal with broadcasters on a day-to-day basis." Moreover, polls taken by Harris or commissioned by Harris, he said, indicate that broadcasters prefer the Harris system.

As major receiver manufacturers, the stakes are doubled for either Motorola or Magnavox. If its system is not selected by the marketplace, it loses royalties and, at the same time, it has to pay royalties.

Martin Cooper, Motorola's vice president and corporate director of research and development, said his company will

completely until the backlog is processed.

The rules also provide that when two or more applications are mutually exclusive, or when a challenge to the basic qualifications of an applicant can't be resolved by staff action, the applications will be designated for comparative hearing.

The hearings will be primarily conducted on paper, with an administrative law judge having the right to determine when pre-hearing discovery or oral testimony is necessary.

Nonetheless, the rules also would provide for those paper hearings to be resolved without an opinion from either an administrative law judge or the Review Board. Instead, according to plan, the Broadcast Bureau would review the pleadings and make a recommendation directly to the commissioners. The commissioners would review the recommendation on circulation.

The commission decision was unanimous, with Chairman Mark Fowler and Commissioners Mimi Dawson and Abbott Washburn dissenting in part.

Both Fowler and Dawson objected to imposing the trafficking rule. Fowler had argued that it didn't matter if a smaller operator sold out to a larger operator. That might be for the best in that it could lead to the formation of a fourth network that could offer competition to the existing networks, he said.

Dawson said she saw no reason to impose such a requirement now. If trafficking proved to be a problem, the FCC could always "revisit the issue," she said. Imposing a trafficking rule now also would seem to prejudice the commission's ongoing rulemaking proposing to delete the trafficking rule for full-service stations, she said.

Washburn dissented, maintaining that there should have been ownership limitations, and that the rules should have accorded noncommercial broadcasters a comparative preference.

At the meeting, the FCC also agreed to launch two studies. One would attempt to determine how many slots for LPTV stations would in fact be available in major urban areas. (Dawson had commented that she didn't see a "great availability" in major urban areas, and the staff had agreed that in many major markets, there probably would be room for none.) The other would attempt to determine what impact LPTV grants could have on land mobile radio users, which share UHF frequencies with broadcasters in the top 10 markets.

**Once burned, twice shy.** JWT Syndication, recently rocked by disclosures of fictitious financial entries that forced the company to take \$24.5 million in pre-tax writeoffs, is withdrawing from the business of time banking, except on behalf of a specific client for its exclusive use. Without referring to its present financial problems (BROADCASTING, Feb. 22 et seq), J. Walter Thompson U.S.A. said the syndication unit will wind down its time banking activity when present commitments have been met. It stressed Thompson will continue in syndication but only when it involves in-show commercials, cash or single-client time bank. The agency said this policy removes any basis for any allegation charging conflict of interest between buyer and seller of syndicated programming.



aggressively attempt to win the acceptance of the industry and the public. Although it doesn't now make broadcast transmission equipment, Cooper said Motorola will begin making AM stereo exciters and monitors. The first deliveries will occur within six months. It also will manufacture integrated circuits and other receiver components as well as complete stereo receivers for the car. "Our submissions to the FCC and the public testing have proved the superiority of the [Motorola system] over other approaches," he said. "The quality and performance are measurably better than the others and the costs to consumers are equal or lower."

In a prepared statement, Magnavox said it is ready to present its system to the marketplace and is "confident it will receive swift and broad acceptance." Working with Continental Electronic Manufacturing Co., Magnavox said it has developed a stereo exciter that is ready for mass production. Because the integrated circuits are available, it said, stereo receivers for the home and automobile could be on the market within a year.

Lacking the financial resources to wage the fight, Belar Electronics has already thrown in the towel. Belar's Arno Meyer said he is now betting on the Magnavox system and is already licensed to manufacture that company's monitors. The Magnavox system, he explained, is similar to Belar's and Magnavox already has the integrated circuits needed for mass production of receivers, and he said that considerable work has been done on receiver design. If Magnavox falters in the marketplace, however, Belar is prepared to switch to whichever system looks to be the eventual winner, Meyer said.

One of the reasons that the FCC chose marketplace over single-system was the fear that a selection would lead to an appeal and possibly a court stay that could hold up AM stereo for several more years. But its opting for the marketplace approach has apparently not entirely erased that possibility. In trying to select a single system, the FCC came up with a ranking of the five systems, and, according to Lipman, Harris is contemplating petitioning the FCC for reconsideration or an appeal to the courts, but will wait to see the order. If it's found that the FCC's decision was based primarily on trying to head off a law suit, Lipman said, Harris would have a much stronger case than if the FCC has "good technical reasons for not being able to distinguish among the five systems."

If anybody is going to appeal, he added, it's going to be the company that was selected number one by the staff. "None of the others is going to have an economic incentive," he said, since, if forced to by the court, the FCC would probably select one system based on present rankings.

(Although there is a ranking of the five systems, Green said the order's evaluation of the ranking indicates that there are other criteria that would have to be weighed in selecting a single system and that as far as the FCC is concerned there is

no number one.)

The commission's one dissenter was Abbott Washburn, who voiced the concern about the marketplace approach of many broadcasters and equipment manufacturers at the meeting. There is a possibility that two or three systems might be used by broadcasters in a single market, requiring consumers to go out and buy two or three different receivers. If such a situation develops, he said, "we are not going to have AM stereo."

It's the proper role of government to pick a system that would provide quality service at the lowest cost, Washburn said, adding that the FCC is better equipped to make the choice than the public and has made such decisions in the past—on color television, FM, FM stereo and various common carrier systems. He questioned the wisdom of taking the "hazardous"

marketplace route.

Commissioners James Quello and Joseph Fogarty seemed to agree with Washburn in spirit but still felt the marketplace approach was the only way to go. Fogarty said he remembers his embarrassment at the 1980 National Association of Broadcasters' convention when "the engineers took us apart" for tentatively picking the Magnavox system.

"I am appalled that it has taken the commission five years to decide that it cannot decide this issue," said Quello in a concurring statement. "We have vacillated, temporized and rationalized this matter until I believe the [order] is correctly stating that a viable standard can no longer be set." The FCC decision, he said, "appears to be merely a concession to the practical realities in this unfortunate situation."

## NAB CODE IN JEOPARDY?

# Product limitation rule held illegal

**Judge says provisions regulating number of items allowed in spots less than a minute violates antitrust laws; NAB lifts enforcement**

The National Association of Broadcasters television code suffered a major blow in U.S. District Court in Washington last week, when rules limiting the number of products that can be advertised in commercials of less than 60 seconds were held to be a violation of the antitrust laws. Judge Harold H. Greene ordered the code immediately to stop enforcing the rules, and the NAB on Thursday said its code authority has been instructed to cease enforcement "until further notice."

The rules are among three types of advertising standards that were the target of the antitrust suit Justice filed in 1979. Each side had asked for summary judgment, and Greene's ruling on Wednesday was the first in the proceeding. He set the remainder of the case for trial.

The rules at issue in the order prohibit the advertising of two or more products or services in a single commercial of less than 60 seconds in length. Greene said it is apparent on its face that the standard "has the effect of compelling some, perhaps many, advertisers to purchase more commercial time than their economic interests might dictate." As a result, he said, "the standards raise both the price of time and the revenues of the broadcasters, to the detriment of the users of the broadcast medium and the consumers of their products."

One of the other standards in the case limits the amount of commercial material which may be broadcast each hour—9 1/2 minutes in prime time and 16 minutes at other times for network affiliates, more for independents. The remaining standard limits the number of commercial interruptions in each program—generally, four per hour for network affiliates, with a max-

imum of five announcements in each interruption, and no more than three announcements consecutively within each station break.

Greene said because of the special characteristics of the medium—it is subject to inherent physical limits, for instance—it would be wrong to "presume conclusively" that the time and program-interruption provisions have the effect on the price of commercial time which a summary judgment could be invoked to prevent. He said the issues could only be resolved at a trial. He rejected the NAB's arguments for summary judgment as lacking in merit.

The NAB last week had not decided whether to appeal the decision. Its attorneys were still conferring with outside counsel, Howrey & Simon, on the question. But NAB President Vincent Wasilewski denounced the decision as one that "makes absolutely no sense unless we are to assume that the public is eager to view more commercials.

"Broadcasting as a guest in the home is unlike any other business," he added. "Thus television broadcasters feel a unique responsibility to maintain a balance of programming and advertising. We are dismayed at a decision which undermines attempts at meaningful self-regulation."

In rejecting the NAB's defenses, Greene indicated he was accepting the Justice Department's contention that the public interest in terms of television stations' commercial policies was best determined in the marketplace.

NAB's most vigorous argument was that there is a public interest in preventing overcommercialization of television and that that interest should be given considerable weight in evaluating the code's reasonableness under the antitrust laws. But Greene said Congress has "determined where the public interest lies; it lies in free and fair competition." If there are

to be exceptions to that policy, he added, they must be made by Congress.

The NAB offered three other defenses in seeking summary judgment in the code case:

■ It said that subscription to the code is voluntary, not the kind of combination contemplated by Section 1 of the Sherman Antitrust Act. But Greene noted that Justice submitted documents showing the code "is not a mere set of advisory standards which subscribers may choose to ig-

nore but a contractual arrangement to which they are obligated to adhere." And NAB, he noted, "has not contradicted the specific facts."

■ NAB also said the government is required to show the code was designed for an anticompetitive purpose. But Greene said an anticompetitive effect would be enough to prove a violation of the law. In any case, he said, "there is a genuine dispute of material fact" on the question of intent.

■ NAB's final argument was that the code had been endorsed by various governmental bodies, including the FCC. Greene said that none of the actions cited by NAB "is sufficient to confer upon the NAB and its code an immunity from the antitrust laws."

He said only Congress could grant such an immunity. He also said NAB's showing is adequate to demonstrate that governmental bodies endorsed the code provisions at issue.

## Debate continues over AT&T's role in information age

### At House Telcomsubcom hearing, Ma Bell says it should be let into consumer business in light of Justice settlement; ANPA, NCTA say no until competition for long lines service develops

How will the information services industry develop if AT&T, as a result of its antitrust settlement with the Justice Department, is permitted to compete? That question—the one that above all others could affect the future of the broadcast, cable TV and newspaper businesses—was debated last Thursday (March 4) by leaders of the communications industry.

At a hearing before the House Telecommunications Subcommittee, representatives of AT&T argued that any restrictions on its entry into that market would violate its First Amendment rights and delay for years a world of new consumer services. Spokesmen for the newspaper and cable TV industries warned, however, that if AT&T is allowed in, it will soon be the sole provider of those services.

The debate was similar to one held over a year ago before the Senate Commerce Committee (BROADCASTING, June 22, 1981). At its final hearing on a common carrier bill (S. 898), committee leaders forged an amendment that would have precluded AT&T from offering information services over its own local transmission lines. That amendment was similar to one attached to an earlier House bill (H.R. 2123) and to even more restrictive language included in H.R. 5158, a bill now pending in the Telecommunications Subcommittee. Since announcement of the proposed antitrust settlement, AT&T, the Reagan administration, and members of the Senate Commerce Committee have

argued that restrictions on AT&T's entry into information services are no longer necessary, because the only transmission lines AT&T will retain—its long distance network—will remain regulated until effective competition influences pricing. Regulation or competition, they maintain, will insure access to the long distance network for service providers needing it.

"It is not in AT&T's interest to discourage broad participation in information services," said Randy Tobias, vice president, residence marketing and sales for AT&T.

Experiments are indicating that the burgeoning information industry will not be profitable until a broad range of services and equipment are available, said Tobias, and the more players offering those services, the sooner the public will accept them.

Former FCC Chairman Newton Minow, now counsel to AT&T, told the subcommittee the First Amendment should guarantee a voice to all who would offer information to the public and should never provide "for the silencing of one of those voices." Regulation of AT&T Long Lines, or any other monopoly service, "as a common carrier" should be the only restriction necessary to prevent abuse of monopoly power, he said.

The American Newspaper Publishers Association would permit AT&T eventually to provide information services, said former FCC Chairman Richard Wiley, who as an attorney with the Washington firm of Kirkland & Ellis, has been counsel to ANPA on telecommunications issues. It would delay its entry, however, until there are alternatives to AT&T's long distance services actively competing in the marketplace, he said.

The ANPA is not asking for restrictions on AT&T because of its size, said Wiley, but because it controls 95% of the long distance lines to which information providers will need access for carriage of their services. "AT&T would have both the ability and the economic incentive" to preclude other providers from offering their services, said Wiley. "Technology may change the way the market works some day, but until it does, Congress should defer AT&T's entry into information services."

Robert Marbut, president and chief executive officer, Harte-Hanks Communications, and a spokesman for ANPA's telecommunications subcommittee, predicted that "would-be electronic publishers will be reluctant to enter the market if they have to compete with AT&T and also lease facilities from it."

Provisions in H.R. 5158, which would prohibit AT&T from entering joint ventures with information publishers and also prohibit it from offering its own information services over any transmission lines it owns, "would fully suit the needs of ANPA," according to Wiley.

The bill falls short, however, of answering the needs of the National Cable Television Association, according to its president, Thomas Wheeler, who called for outright prohibition of AT&T's entry into cable TV and other information services. Wheeler argued that no legislative or regulatory controls would be able to prevent AT&T from cross-subsidizing its unregulated activities with revenues from its regulated long-distance services and it would have an unfair advantage over other information providers.

Asked if cable companies should also be precluded from offering information ser-



Tobias



Minow



Wiley



Marbut



Wheeler



Hauser



vices. Gustave Hauser, chairman of Warner Amex Cable Corp., said no, because "cable is not a monopoly service and it is not a utility service." "No one wants our wire," he said. "They want our customers."

As he did before the AT&T settlement, Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) appeared to agree with the newspaper industry that the restriction on AT&T's entry into information services should last as long as there is no effective competition in basic transmission services. Reminding those present that he'd originated the concept of prohibiting a dominant carrier from offering information over transmission lines it owns, Wirth said: "This is not an issue of protectionism. This came from my concern for the First Amendment."

## RCA and NBC the targets of Wildmon ad boycott

**Coalition for Better Television  
claims network excludes Christian  
values, characters from programming**

Standing in a shower of television lights and before a group of Washington reporters, the Rev. Donald E. Wildmon last week called upon the American public to boycott RCA and NBC because they discriminate "against Christians and other religious people."

The announcement followed an earlier attempt by Wildmon and his Coalition for Better Television to boycott major television advertisers that supported programs they considered laden with sex and violence. That boycott was called off at the eleventh hour (BROADCASTING, July 6, 1981).

Wildmon singled out RCA and NBC because he considered that network's programming heavily anti-Christian. "RCA/NBC has excluded Christian characters, Christian values and Christian culture from their programming. We ask Christian and other, fair-minded people who abhor religious discrimination to exclude RCA/NBC products from their homes as long as RCA/NBC continues their discrimination against Christians and other religious people," he said.

Wildmon denied that his group chose NBC because of its reported financial difficulties and low standing in the ratings. He said CBTV's target was the "best option available" to get his message across that many television shows mocked values of Christians and other religious people. Wildmon said that he was rebuffed by RCA and NBC executives when he approached them about discussions. This proved, he said, that they do "not want the business of Christian people."

In addition to asking the public to

boycott RCA products, which include television sets, videodisk players, and those of its subsidiaries—Hertz rental cars, Gibson greeting cards (which RCA sold two months ago), RCA Records, C.I.T. Financial Corp. and Coronet carpets—Wildmon presented 11 demands that NBC must honor before the boycott is dropped.

The demands require the network to adopt Christian views when broadcasting topics that concern drugs, sex, alcohol and violence instead of celebrating them, as Wildmon claims is current practice.

Wildmon claimed that many programs focus only on negative aspects of society, and this, he believes, damages the public. "What is at stake in all of this is much more than sex and violence on television. At stake is whether our country will turn its back on more than 200 years of Judeo-Christian values as the foundation of law and justice, the determination of right and wrong, in favor of the 'make-it-up-as-you-go' value system embraced and promoted by RCA/NBC ... [that is] ... a road to chaos and confusion and a detrimental doctrine destructive to the human race."

Among his demands, Wildmon asked that "in all new programs the number of characters identifiable as Christian and Jewish should be approximately the same as in real life." When portraying religious characters and activity, Wildmon asked that what goes out over the air "should be culturally true according to the judgment of that group."

An NBC spokesman in New York called Wildmon's speech "an obvious attempt at intimidation," and added, "we fully intend to resist it and we will let the American people judge the fairness of this tactic."

Roy Danish, director of the Television Information Office, called the boycott "a clear attempt at censorship by economic intimidation."

In questioning afterwards, Wildmon would not comment on why the Rev. Jerry Falwell and his Moral Majority pulled out of CBTV's campaign. However, when asked what would happen if his new boycott failed, Wildmon said, "We're out of business."

Wildmon continued his battle late into the night when he appeared along with FCC Chairman Mark Fowler and United Church of Christ Director of Communications Everett Parker on ABC's *Nightline*.

Fowler stressed that the government "has no place in determining what people see and hear" on television, but admitted "boycotts are consistent with the democratic process." The chairman also said, as a parent, he is sometimes disturbed by program content but noted that television is not the only source of family entertainment.

Wildmon replied he didn't want to see limitations imposed, only "responsibility and good judgment" exercised by programmers. "It gets to a certain point [when] it becomes a concern to us because all television is educational television; it teaches."

Parker, who also finds fault in much programming, explained that the show Wildmon cites may not be sacrilegious as he claims, but simply in "bad taste."

Peggy Charren, head of Action for Children's Television and veteran network antagonist, said she has collected more than 100,000 signatures protesting Wildmon's boycott. "He's acting as if he has all the names in the world. This proves he doesn't. It's censorship, no matter what he calls it."

## CBS eyes o'night news service

**Network wants to offer feed  
from 2 a.m. to 5 a.m., with  
local inserts; initial affiliate  
reaction said to be positive**

CBS Television is aiming for a target date of next September for the start of a "night-owl" news service to affiliates, spanning the hours between 2 a.m. and 5 a.m. on weekdays.

CBS officials conceded last week there were obstacles to be hurdled, but they are enthusiastic about prospects for news in the early hours. They are confident that the service can be viable from a programming and financial standpoint, although the break-even point may be a few years off.

Tony Malara, vice president and general manager of affiliate relations and sales, said the initial reaction from affiliates already canvassed is positive. He said the network wants to discuss the proposal with other affiliates and is seeking input from them on a plan for shared advertising revenues and for local news inserts.

He said also that arrangements must be made to serve stations in the West by satellite although the vast majority will be fed by land lines.

To make the middle-of-the night project feasible, Malara said, CBS Entertainment must fashion an 11:30 p.m. to 2 a.m. schedule that would include a feature film that ends by 2 a.m.

Malara said that more than 30 CBS affiliates now program throughout the night and he believed others would move toward the overnight news route once the concept proved workable. He acknowledged that ratings probably would be small, but said CBS would position the service as a "unique" opportunity, reaching a responsive audience.

(A.C. Nielsen said that for the last week of February, national homes using television (HUT) levels for the 2 a.m.-5 a.m. period averaged a 6.0 rating, which translates into 4.9 million homes.)

Malara said CBS-TV is not considering the move to show an immediate profit but to provide a service that is needed by some affiliates. He said that the undertaking shows promise of becoming a profit center in a few years.

Malara said that preliminary discussions point to the addition of "less than 100"

staffers at CBS News to produce the news service. But, he added, additional employees would be required for other areas of the operations. He said reports that start-up costs would be about \$10 million "could not be confirmed since

budget estimates still are being formulated by the company's news, sales, affiliate relations and operations units.

"It's going to be a multimillion-operation," Malara said, "but we can't put a precise figure on it yet."



Turner



Gillespie



Schonfeld



Kavanau



### Turner's CNN2: two-edged sword

Ted Turner, a broadcaster who has spent most of his energies creating a strong cable presence in recent years, did a partial about-face last week, enticing television broadcasters to sign up as affiliates of his CNN2. "Those of you who come with us will be like the guys who affiliated with Toyota and let the Chrysler dealership go," Turner told some 225 broadcasters who went to Atlanta to hear his pitch. "We're going to affiliate with the one station in each market that wants to be *the* news station. By being with us, you're going to be first with the news. You can do local news, and we'll provide you with everything else you need. Besides, you'll make money with us, because the networks hog all the local avails."

According to Henry Gillespie, chairman of Turner Program Services, the Turner Broadcasting System subsidiary charged with selling CNN2 to broadcasters and syndicating other TBS programming, the goal is to bring 500 radio stations and 200 television stations into the Turner family. "We can't miss [signing] 150 TV's and 300 radios once we get ourselves in business and organized," he said. Through its television affiliates, Gillespie hopes ultimately to reach 95% of the nation's television homes and attract national ad dollars.

CNN2, which Gillespie described as a "fast-breaking, hard-hitting, headline service" that continually repeats the major stories in half-hour cycles, will be available to the television affiliates in "limited parts." The most a station will be allowed to pick up is two hours between 7 a.m. and 1 a.m. and all the hours between 1 a.m. and 7 a.m. Affiliates also will be invited to pick up a limited number of feeds from Cable News Network, CNN2's slower-paced predecessor, for use as actualities. TBS has to restrict usage of the CNN material, Gillespie said, "to protect the integrity and exclusivity for the cable systems."

Gillespie said he has yet to sign up any television affiliates—he's looking for 15-month contracts beginning June 1—but that that is due to too much interest, rather than too little. To make sure every station in every market has a chance for the CNN2 rights, Gillespie thinks it's wise to inform everybody about the service before cutting any deals and risking alienating any potential customers. That was what last week's meeting was all about.

Gillespie said the cost of the CNN2 service will vary by market and that the local broadcaster will get to retain 60% of the advertising availabilities. Most of the affiliates will be independent stations, he said, but as many as 20% could be major network affiliates that could work CNN2 material into their program day in a variety of ways. Gillespie suggested a half-hour of CNN2 as a prelude to the regular local-network evening news package or filling the early morning hours.

TBS's overtures to network affiliates over the past few weeks, Gillespie said, prodded CBS into announcing its overnight news service last week (see story, page 39). The service is something CBS's affiliates have been asking for for years, he said, "and all of a sudden [CBS] did it this week. Isn't that a coincidence. Free enterprise strikes again."

Although last week's meeting was devoted to the television market, Gillespie said, he is moving slowly ahead on lining up radio affiliates. In addition to KGB(AM) San Diego, he said, 12 small-market stations have come on board.

Also making pitches at the meeting were Reese Schonfeld, president of Cable News Network, and Ted Kavanau, executive vice president and director of news for CNN2.

## FCC lifts cloud over AM-FM pairs

**It dismisses petition that would have made combinations illegal and require divestiture**

In an action sure to ease the minds of broadcasters who own, or have been contemplating owning, AM-FM combinations, the FCC last week dismissed a petition for rulemaking that would have made such combinations illegal in the future and would have required the divestiture of existing ones.

In the same action, the commission voted 4-to-3 (with Commissioners Anne Jones, Henry Rivera and Joseph Fogarty dissenting) to drop a pair of public notices adopted in 1979 that warned that existing and future AM-FM combinations would be subject to the outcome of future FCC proceedings on the issue.

Those policy statements stemmed from when the FCC approved the mergers of Combined Communications Corp. into Gannett Co. and Starr Broadcasting Group into Shamrock Broadcasting in 1979 (BROADCASTING, June 11, 1979).

The commission attached a condition to its approval that would have required Gannett and Shamrock to comply with whatever future rules the commission adopted regarding AM-FM combinations.

At the same time, the commission decided to attach the same condition to all applications that would result in the creation of co-located AM-FM combinations as of June 7, 1979.

By the same vote, the commission deleted a June 8, 1979, instruction to the staff to come out with a proposed rulemaking addressing the banning of AM-FM combinations.

In a separate action, the FCC voted unanimously (with Rivera concurring) to retain the exceptions in its multiple ownership rules that provide for case-by-case treatment of applications for co-ownership of UHF-radio combinations that would otherwise violate the "one-to-a-market" and regional concentration rules.

The issue of AM-FM combinations was raised by a petition for rulemaking filed by the National Association for the Advancement of Colored People, the Committee for Open Media and the National Latino Media Coalition. Those groups had requested a rulemaking proscribing future AM-FM combinations and requiring the divestiture of existing ones.

The petitioners said FM stations had progressed to the point where they no longer needed the financial support such combinations were intended to provide. They also said that by adopting their proposals, the commission could increase diversity of ownership and programming and increase competition.

The Broadcast Bureau recommended that the petitions be dismissed, and that



the public notices be dropped, arguing that the petitioners hadn't presented an adequate "case" for launching an FCC rulemaking.

Chairman Mark Fowler agreed, arguing that the commission shouldn't "make the presumption" that such combinations were "anticompetitive." Fowler also said such combinations lead to economies of scale. Those economies, he said, lead to more revenues for "better music and news programing, and that serves the public interest."

Fowler also said there was "absolutely no justification for this agency to consider something as drastic as divestiture."

Rivera said he objected to the bureau's recommendation, maintaining that the bureau hadn't presented a "legal basis for denying the petition."

Commissioner Joseph Fogarty said the commission had instructed the staff on June 8, 1979, to come out with a proposed rulemaking examining AM-FM combinations. Although the staff said it hadn't acted on the directive because it assumed it had been "low priority," Fogarty said he was "upset" that the staff hadn't heeded the commission's instructions.

Fogarty added that he didn't think the commission could proceed on the item before them without "the comments we'd ask for in the rulemaking."

Although Commissioner Anne Jones said her "sympathies are for not requiring divestiture," she also said that may be the case "because I don't have a record before me."

Commissioner James Quello said he liked "the bottom line" of the item.

Fowler offered a motion to delete the instruction to the staff. The commission voted to delete the instruction and to dismiss the petitions, but resolved to revise the rationale for dismissing the petitions on circulation.

The staff also recommended that the commission retain its exception to its multiple ownership rules that permit broadcasters to apply for permission to own UHF-radio combinations.

At the same time, the commission granted a petition from Hour of Harvest Inc. to lift the freeze on the processing of UHF-radio applications.

In September 1979, the commission had proposed the possible elimination of the exceptions that provide for separate treatment of combined UHF-radio applications, arguing that it might no longer be necessary to try to promote the development of UHF.

At that time, the commission also suspended the processing of all applications proposing UHF-radio combinations in the same market or region, pending the outcome of its rulemaking proceeding.

Nonetheless, the staff said that although the situation of UHF stations had improved, there was no evidence that the combinations weren't still in the public interest. The staff said the economies of joint operation would improve consumer welfare.

## Dingell insists public interest must be served

**That's 'bottom line' according to House Commerce Committee chief, who says he's otherwise not opposed to deregulation; state association heads meet**

The House Energy and Commerce Committee would consider eliminating unfair regulations on the broadcast industry, but only if alternative means are created for assuring the public interest is served. That's the "bottom line," according to Committee Chairman John D. Dingell (D-Mich.) who addressed the National Association of Broadcasters annual conference of state association presidents last Thursday (March 4) in Washington.

Dingell's remarks were in stark contrast to those by FCC Chairman Mark S. Fowler, who told the broadcasters the concept that the public owns the airwaves "is a non-issue."

Pressure from broadcasters to eliminate comparative renewal proceedings may be justified, according to Dingell, but until Congress, with the help of broadcasters, devises an alternative method for allocating spectrum in the public interest, comparative renewals remain necessary.

Likewise, until there is "real and robust diversity" in electronic media available to the public "and structural controls such as access channels are in place and shown to be meaningful, the fairness doctrine and political access requirements will continue to be important safeguards of the public's right to hear opposing and controversial views and to be well informed during elections."

The committee is unwilling to allow

deregulation without strings but it is also, according to Dingell, aware of the growing competition free TV and radio face from newer pay services. "As we move toward the future," Congress must "continue to take account" of broadcasters' important contribution as the "major source of information and entertainment for most Americans," he said, "particularly for those Americans who do not have the financial resources to afford the new pay services.

"There is concern that free broadcasters may be in some jeopardy," he said. "Steps may have to be taken to analyze the economic and regulatory conditions to see if the service is still viable." Nonetheless, Dingell said that "less rigorous regulation would be the panacea I'd propose instead of total deregulation."

The committee's concern for the future of broadcasting could also influence its consideration of cable copyright legislation later this year, said Dingell.

Representative Robert W. Kastenmeier (D-Wis.), who chairs the copyright subcommittee and has included in his bill (H.R. 3560) must-carry cable provisions to which broadcasters are now opposed, "sees the situation from one side and we see it from another," he said. "Some of us are really concerned that you won't be treated fairly by what happens over there," he said. "You're competing with an industry that has some advantages." The Commerce Committee, said Dingell, "will try to see that what passes is fair to all."

A possible remedy for the future of broadcasting is something the industry has asked for, according to Fowler—the ability to compete in new technologies. Noting that an FCC decision last week would permit radio and TV station owners to operate low-power TV stations in their own markets, Fowler pledged "to let broadcasters in" to new technologies wherever possible.

With elimination of political broadcast-



Dingell and NAB's Wasilewski

ing rules, broadcasters "wouldn't be getting anything for free," said Fowler. "They'd be getting rights to which they've been entitled for years."

Free speech "is in trouble in the world," said Fowler, who compared demands for a "new world information order" by UNESCO to political broadcasting rules in the U.S. UNESCO wants to set standards for fair, balanced reporting and to license journalists, said Fowler. "Does that sound familiar?" In a free system, it is inconsistent for the fairness doctrine to be "administered by the same agency that licenses broadcasters," he said.

Fowler urged broadcasters to support legislation introduced two weeks ago by Representative James Broyhill (R-N.C.) that would eliminate political broadcasting rules and many other regulations. He disagreed with NAB President Vincent Wasilewski, who said NAB is supporting another deregulation bill, introduced by Representative James Collins (R-Tex.) because its chances for passage this year are better. Collins took provisions eliminating the equal time and reasonable access rule out of his bill early this year after he had trouble finding co-sponsors for it. At last count, there were 24 co-sponsors for his new bill.

Fowler said getting rid of political broadcasting rules would be possible if broadcasters "made people understand what the First Amendment means." Broadcasters will have "powerful support" from the newspaper industries and other allied industries that want to avoid restrictions on new electronic information services, he said.

"I don't hear as many broadcasters as I'd like to sounding the alarm for free speech," said Fowler.

## Goldwater cable bill allows FCC regulation

**New legislation would give commission primary jurisdiction; mandate leased access; allow municipal ownership of systems**

A bill to significantly change the way cable TV is regulated was introduced last Thursday (March 4) by Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.). The bill (S. 2172) would give the FCC primary jurisdiction over cable TV and would create what some industry observers say is partial common carrier status for the industry.

The FCC's authority to set ceilings on franchise fees paid by cable systems to cities or states would be codified under the bill, as it would have been under previous proposals passed by the Senate Commerce Committee but later stricken from a common carrier bill (S. 898). Unlike the earlier proposals, however, the new bill

would permit cities or states to continue regulating basic cable rates. It would also permit cities to regulate the rates for public access channels, but would remove from cities the authority to decide the number of these channels.

Under the bill, a cable system with 20 channels or more would have to set aside 10% of its capacity "for use by public, educational and governmental channel programmers" and another 10% "for use by leased channel programmers." Rates for leased channels would be set by the marketplace, but the cable operator would have to make the channels available "on a first-come, first-served, nondiscriminatory basis," the same criteria under which telephone companies and other common carriers must make their services available.

Mandated leased access would be required only until the FCC determined there are "reasonably available alternatives for persons desiring to provide programming service." If demand for public or leased channels does not meet the number available, a cable system could program the empty channels itself until there was demand.

Foreign ownership of cable systems would be permitted under the bill, but the FCC would have authority to set rules requiring reciprocity for countries that restrict U.S. entities' ability to own foreign systems. Municipal ownership of systems would also be permitted but only if a system is purchased "at fair market value" and if the city has no control "directly or indirectly" over any programming carried.

Although the bill contains some regulatory relief for cable systems, reaction from the National Cable Television Association was cautious last week. "Cable operators and others will be concerned about provisions for municipal ownership of systems and requirements for a mandatory channel leasing plan," said NCTA President Thomas Wheeler.

Another provision, which would prohibit cable systems from retransmitting a sporting event in an area within 50 miles of the stadium in which it is being played, "could diminish the availability of sports programming on cable TV to consumers," he said.

As did Wheeler, Stephen Effros, executive director, Community Antenna Television Association, said the bill is at least a step forward, "and the beginning of a dialogue on some important questions," he added.

The National League of Cities reserved comment on the bill last week. "We're not sure what negotiating powers we'd have under the bill," said Cynthia Pols, of the league's government relations department. "The bill is pretty complex and there are lots of pre-emptions."

Other provisions in the bill would permit the FCC to "establish the conditions for carriage of radio and TV broadcast signals" by cable systems; prohibit any government agency from requiring cable

systems to comply with the equal time and reasonable access provisions of the Communications Act; and prohibit ownership of cable systems by local telephone companies except in rural areas.

The bill would require the FCC to set technical standards and would establish criminal penalties for piracy of cable programming. It would permit the FCC to "ensure and promote equal employment opportunity" by cable operators and would attempt to protect the privacy of cable subscribers by restricting the kind of information cable operators could release about their customers.

## Cuban stations will wreak havoc with U.S. AM's says NAB study

**Clear channels and others will find coverage cut by half in some cases if island's plan for new stations is implemented**

For years, American broadcasters have complained of interference from Cuban AM stations. But that interference would seem minimal if Cuba's plans for 187 stations, both existing and planned, were implemented. A study of the problem prepared by the National Association of Broadcasters says the implications for American AM stations are "frightening," that interference "will, in many instances," block out over half the service they provide," and that effect on the public would be "an enormous loss of news, information and entertainment." It is not, the report says, simply a regional problem.

Copies of the report were distributed last week to members of the Presidential Commission on Broadcasting to Cuba and to members of the House Foreign Affairs Committee at a hearing on the administration bill to support the creation of Radio Marti, which is to broadcast news of Cuba to that country. Erwin Krasnow, NAB senior vice president, said the NAB has no position on Radio Marti, but that in making its study of Cuban interference public, it felt it was important to make the State Department, Congress and the White House aware of "all aspects of dealing with Cuba." Officials also noted that the Radio Marti issue focuses attention on the status of AM broadcasting in the Southeast and nationwide, and provides a good opportunity to publicize the problem of Cuban-caused interference.

The report says that AM stations in 32 states and the District of Columbia will suffer interference and reduced listening areas if Cuba proceeds with its proposed inventory of broadcast facilities. "Altogether, over 200 U.S. stations will be affected," the report says, and "10 clear channel radio stations will lose their entire



STIMULUS

EVANSTON, ILL.  
CHICAGO, ILL.  
MILWAUKEE, WIS.  
INDIANAPOLIS, IND.  
COLUMBIANA, MISS.  
MEMPHIS, TENN.  
NASHVILLE, TENN.  
KNOXVILLE, TENN.  
RICHMOND, VA.  
GREENSBORO, N.C.  
NORFOLK, VA.  
NANTUCKET, MASS.  
LOUISVILLE, KY.  
MEMPHIS, TENN.  
NEW ORLEANS, LA.  
BUFFALO, N.Y.  
SAN DIEGO, CALIF.  
KANSAS CITY, MO.  
HARTFORD, CONN.  
CINCINNATI, OH.  
PORTLAND, ORE.  
MINNEAPOLIS, MINN.  
MIAMI, FLA.  
DETROIT, MICH.

1796  
GOLLINS

IT HAS RISEN AGAIN.





## Frank back at NBC News, network seeks to reclaim identity

**In wake of Small resignation, network looks to its past for successor; Frank 'only person asked'; Pettit executive VP**

nighttime coverage area. Thirty-seven clear channel stations would lose large portions of their wide area coverage. Only six clear channel stations would continue to provide interference-free service."

The report shows, graphically and in great detail, how U.S. stations would be affected.

WHO(AM) Des Moines, which operates on 1040 khz, a clear channel and the one on which Radio Marti is to operate, could lose virtually its entire nighttime service area outside the city of Des Moines. The 1040 khz frequency is one of two on which Cuba is proposing to operate a 500 kw station. WHO's existing coverage area is 1,714,337 square miles. According to the NAB study, it would be reduced to 5,926 square miles if the Cuban 500 kw were turned on on the frequency.

The other 500 kw station, which Cuba has targeted for another clear, 1160 khz, would do a similar amount of damage to KSL Salt Lake City. Its nighttime coverage area would be reduced from 1,406,910.5 to 9,439.2 square miles. WJJD Chicago, a Class II station on the frequency, would also be hurt, though not as much; its 1,405.9 square-mile service area at night would be reduced by a little more than half, to 652.3 square miles.

The report makes it clear that interfering stations need not operate with 500 kw to cause problems. For instance, a proposed Cuban station on 550 khz, operating with 30 kw, would interfere with the skywave signals of five stations in the U.S., seriously, in some cases. WGGA Gainesville, Fla., would lose 66.7% of its service area; WCBI Columbus, Miss., 34.5% KSD St. Louis, 13.1%; WGR Buffalo, N.Y., 10% and WKRC Cincinnati, 45.3%.

Michael Rau, the NAB staff engineer who discussed the report at the public meeting of the commission on broadcasting to Cuba, said talks with Cuba to resolve the interference problems were in the best interest of both countries. "With interference, no one wins. It's in Cuba's interests as well as ours to talk with us and resolve the technical problems," he said.

Increasing power of American stations suffering interference—eight stations in Florida have received FCC permission to increase power—is not a satisfactory solution, he indicated. "It takes six to 12 months to do the necessary work and costs hundreds of thousands of dollars." And the Cuban station causing interference, he said, could make minor adjustments in its operations and wipe out the benefits gained in the expenditure of time and money.

Members of the commission expressed concern and outrage at the interference American stations are already suffering and will suffer. And F. Clifton White, the chairman, said the commission would deal with the issue in its deliberations. "We'll have a wide range of options that should exist for dealing with the problem," he said.

Later, however, he acknowledged that was not part of the commission's mandate. "It's not our problem," he said.

Reuven Frank, 61, NBC News president from 1968-73, last week returned to that job, with Tom Pettit, 50, long-time NBC News correspondent, as his executive vice president.

Frank replaces William J. Small who announced his resignation only days earlier, claiming "differences in management style" (BROADCASTING, March 1).

Official word of the new Frank/Pettit team reached affiliates via closed-circuit from NBC President Robert Mulholland. "Reuven and Tom begin tomorrow [March 3]," Mulholland said, "And the management team of our news division is now firmly in place for the years ahead."

Mulholland said "there was no doubt in my mind—nor Grant's [NBC Chairman Grant Tinker] who should lead NBC News. [Frank] was the only person we asked and he said yes."

Of Frank, Mulholland said: "The president of NBC News has done everything in broadcast journalism—except anchor the news."

Both Frank and Pettit, reached last week, said that the immediate goal ahead was to re-establish NBC News's identity both to viewers and in-house.

Frank characterized that as bringing NBC News "back to the state of pride," and some said, "arrogance we used to have."

Pettit, explaining that "it isn't a matter of criticizing any person" or personal contributions, said that the influx of CBS veterans now on the air at NBC gave the "cumulative" appearance that CBS was a better network.

He stressed the importance that NBC not be considered an "ersatz version of some other network." Pettit added that it was seen as "unquestionably important that NBC News's new news leadership come from the ranks there."

Indeed, there have been reports from inside NBC of "CBS versus NBC factionalism" among colleagues there. Former NBC News President Small, himself a long-time CBS News veteran, was CBS Inc. Washington vice president when tapped by NBC in 1979. Some said Small's abrasive "bedside manner"—despite his reputation as a good newsmen—was his "Achilles heel," along with a perceived contempt for NBC's own news traditions. His departure brought reports of widespread elation in NBC News bureaus on both coasts.

As for any coming personnel changes at

NBC News, Frank said he didn't know yet and that he has "no battle plan, no hit list."

With the new leadership, Frank said, "I figure out what we do and [Pettit] figures out how we do it." The news operations will be reporting to Pettit, who along with Henry Kanegsberg, vice president, finance and administration, are the only two who report directly to Frank.

While there was no executive vice president under Small, Frank said the arrangement now is a pattern that previously had been in effect at NBC with the "president and executive vice president working together." Frank and Pettit each are said to have three-year contracts.

While the Small resignation seemed abrupt to outsiders when announced Feb. 26, NBC had planning time at the top levels. Both Frank and Pettit said they were offered the jobs around Feb. 1.

Frank's first tour of duty as NBC News president began in June 1968 following the

death of his predecessor, William McAndrew. He held the job until January 1973 and since then had been senior executive producer in the NBC News special programs area, with his documentary production credits including the award-winning *If*

*Japan Can ... Why Can't We?*

Frank joined NBC News as a writer in 1950; served as the first producer, then executive producer of the *Huntley-Brinkley Report* from 1956-65, and also produced political-convention coverage. In 1962 he was responsible for *The Tunnel*, said to be the only news broadcast to win an Emmy award as "program of the year."

Pettit, Senate correspondent for NBC News since January 1979, joined NBC 20 years earlier as a reporter for the then NBC-owned WRCV(AM) Philadelphia. He then moved through the Los Angeles bureau to Washington in 1975, leaving NBC for a short stint in 1968 in public broadcasting. Pettit came to national prominence in 1963 for his on-scene reporting of the shooting of Lee Harvey Oswald.

Mulholland explained that "the mandate given to them—and accepted by them—is simple: to make our programs must-viewing."

He continued: "To innovate, not imitate. To make news exciting and interesting. To use the new gadgets available to us not for glitz and flash ... but to help transmit information. And finally, to respect ourselves as journalists. And to respect our audience. The men who will lead NBC News have practiced all of that all of their careers. And you've seen them do it—on NBC."



Frank



Pettit





A  
Gulf + Western  
Company

®

---

A  
Towering  
Presence at  
NATPE

---

**RENEWED**

FOR '82-'83 - 2ND SMASH SEASON!



**ENTERTAINMENT**™

**T O N I G H T**

The satellite-delivered program that pioneered  
a new era. Now appearing on 114 stations!

**RENEWED**

FOR '82-'83 - 3RD SHINING SEASON!



**SOLD  
GOLD**

The hottest, most exciting of all syndicated  
music/variety series. Now appearing on 215 stations!



**Paramount salutes the  
ENTERTAINMENT TONIGHT  
and SOLID GOLD stations –  
and pledges another season  
of the kind of  
first-class production  
that makes first-run  
programming work!**



**PARAMOUNT TELEVISION DOMESTIC DISTRIBUTION**

Outrageous and  
Uproarious!  
Late-Night was  
made for  
Paramount's  
Brand-New,  
First-Run  
Production...

# Madame

Reserve your space at **Madame's Place** and get the audience profile you want most—because Madame gives the Young Adult crowd the brand of unpredictable comedy it wants most!

***"Hang on to your demographics, honey!  
Madame's gonna show you her profile!"***

For years, Madame's been a sensation in "Solid Gold," "Hollywood Squares," "Laugh-In" and Las Vegas. Now she's rarin' to go in a rip-roaring daily half-hour strip, plus an hour-long weekend version.

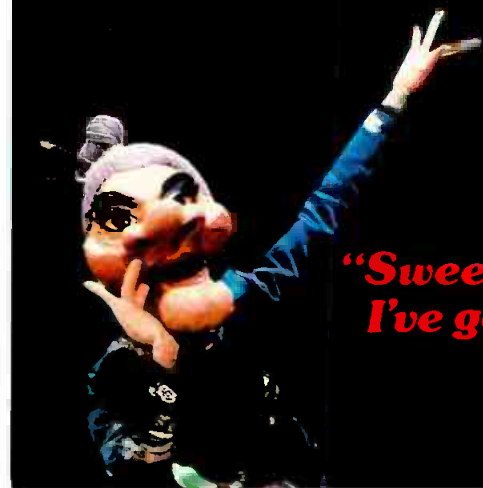
**Starting in September**, share dizzy days in the life of the up-and-at-'em Madame in TV's most uninhibited show.

Direct from her mansion in Hollywood, she'll be raising the roof together with her zany friends Patty, her short 'n' sassy secretary... Ridgley, her proper British butler... Jiffy, a streetwise TV producer... Mr. Mackelhoney who's always ready for a party... and Crazy Mary, a consumer advocate with a slightly bent point-of-view.

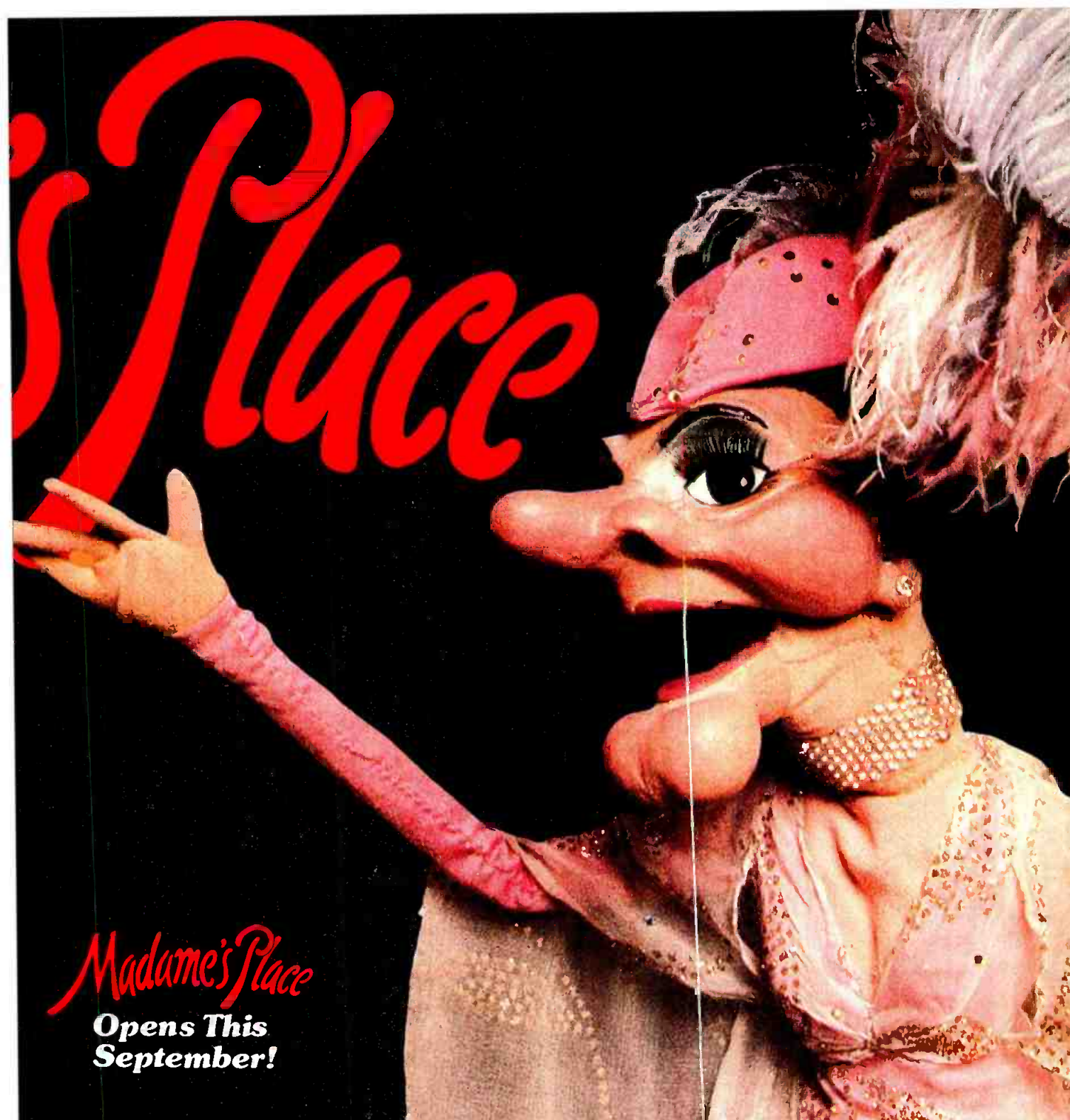
***"All the studios were after me, darling.  
But I signed with Paramount—I'm no dummy!"***

Commitment to first-class production makes Paramount the leader in first-run entertainment like "Solid Gold" and "Entertainment Tonight," as well as comedy hits like "Happy Days," "Laverne & Shirley," "Taxi" and dozens more. Now Paramount makes the same commitment to The Madame With The Most and the creative genius of Emmy winner Wayland Flowers. It's a wildly original comedy concept—and a late-night natural!

***"Sweetie, if you've got the time,  
I've got the Place! Whoopee!"***







Place

*Madame's Place*

**Opens This  
September!**



**First Episode Available!  
Call Paramount Now  
For A Preview!**



**PARAMOUNT  
TELEVISION  
DOMESTIC  
DISTRIBUTION**



# Terrifying

**SOLD IN  
31 MARKETS!**

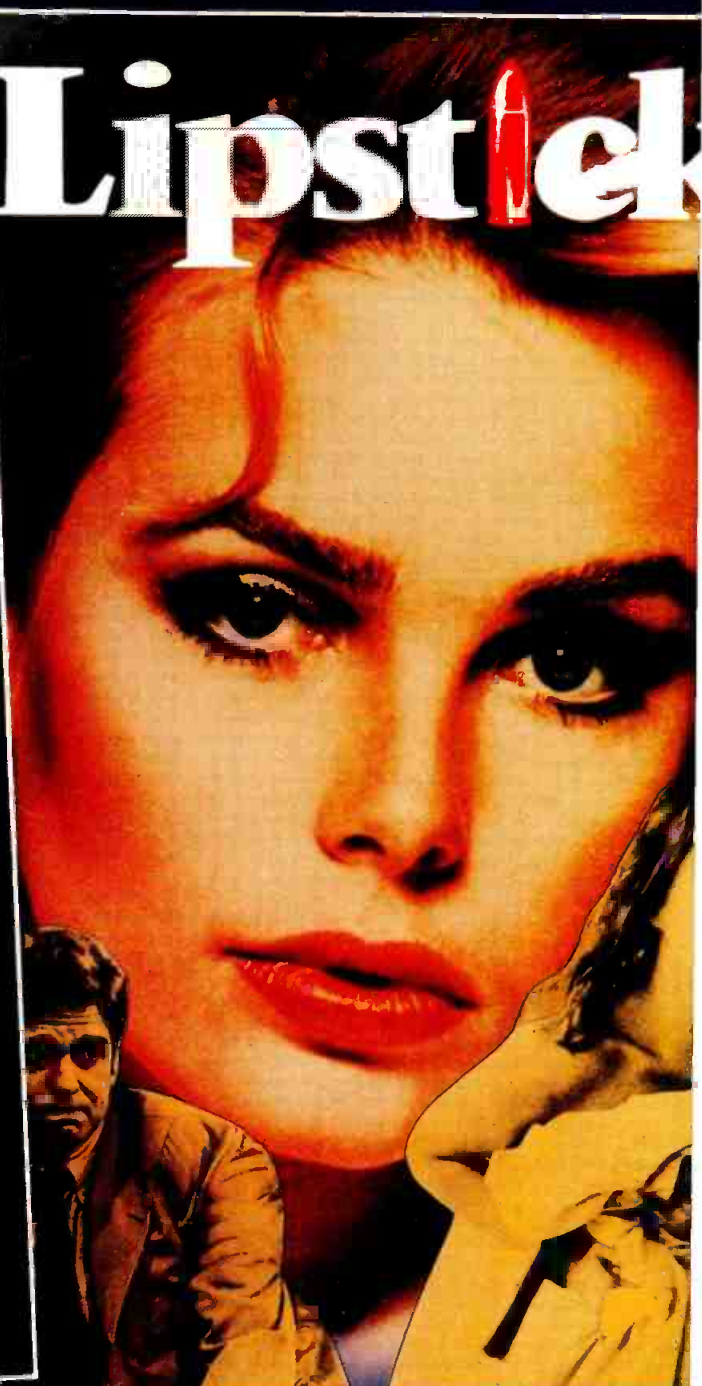
INCLUDING STATIONS FROM  
METROMEDIA,  
GAYLORD,  
CAPITAL CITIES,  
STORER,  
AND GANNETT!

## FIRST-RUN FEATURES

Sensation-packed masterpieces of suspense — the perfect way to attract Young Adults! Each is first-class and first-run—no prior network play—and each is the kind of highly promotable attraction that jams movie theatres from coast to coast! Available during the major Sweeps—when you need them most.



# Lipstick



**FRIDAY  
THE 13<sup>TH</sup>**





# and Terrific!

## DIRECT FROM PARAMOUNT TO YOU!

### PARAMOUNT FIRST-RUN NETWORK

- FRIDAY THE 13TH ..... November '82
- LIPSTICK ..... February '83
- THE FAN ..... May '83
- FRIDAY THE 13TH, PART 2 .... November '83



Paramount Television  
Domestic Distribution

# THE FAN



# FRIDAY THE 13TH PART 2



**The Epic Television  
Event of the 80's  
is yours for Fall 1984**

# JAMES CLAVELL'S **SHOGUN**

*It excited the nation and won the audience  
in unbelievable numbers—delivering a  
phenomenal 32.6 Rating and 51 Share over five  
nights. In total, an incredible 125 million viewers!*

# **SHOGUN**

*It won the Emmy and the Golden Globe, the  
CBS Peoples' Award and the Peabody. The most  
talked-about novel of the 70's became the most  
honored, most-watched mini-series of the 80's.*

# **SHOGUN**

*Now it offers unprecedented  
flexibility to stations. Available as six  
compelling 2-hour adventures and as an  
extraordinary 3-hour event.*

# **SHOGUN**

*One of the supreme successes in the history  
of entertainment is about to become one  
of the supreme attractions in the history  
of television syndication.*

**The Legend Lives On!**



PARAMOUNT TELEVISION



DOMESTIC DISTRIBUTION





**PRE-SOLD**  
TO METROMEDIA STATIONS



# PARAMOUNT RANKS FIRST IN COMEDY HITS THAT LAST!



**PARAMOUNT TELEVISION DOMESTIC DISTRIBUTION**

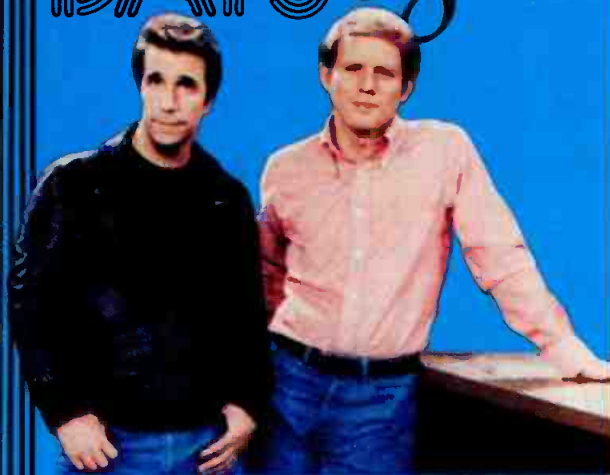
*Laverne & Shirley & Company*



*Now in its 7th network season!  
For its premiere syndication season,  
it ranks second among all syndicated  
sitcoms in Women 18-49, Teens and Kids  
—an audience profile that insures  
years of syndication success!  
SOLD IN OVER 100 MARKETS!*

Nielsen CASSANDRA: 11/81.

**HAPPY  
DAYS** *again*



*Renewed for its 10th network season!  
A syndication and network blockbuster!  
First in early fringe clearances, first  
in Teens & Kids ratings, third among  
all syndicated sitcoms in Adults 18-49!  
SOLD IN OVER 160 MARKETS!*

Nielsen CASSANDRA: 11/81.



# MORK & MINDY



Now in its 4th network season!  
With 3 complete seasons to date,  
it attracts more Teens and Young Women  
than "Happy Days" and more Young Men  
than "M\*A\*S\*H" and "Barney Miller"!  
SYNDICATION DEBUT: FALL 1984

NTI: 9/78-5/81, all first runs.

# TAXI



Now in its 4th network season!  
Ranks consistently in the top 5 among  
18-49s and 18-34s. Winner of 3, "Best  
Comedy" Emmys and 3 Golden  
Globe Awards!  
SYNDICATION DEBUT: FALL 1983

NAD Reports: 1978-81, regular TP programming.

# THE ODD COUPLE



Syndication's most versatile time-period  
success for 8 seasons! Uniquely balanced  
profile makes it a winner from early fringe  
to late-night: 56% of its audience is Young  
Adults 18-49 and 20% is Teens and Kids!

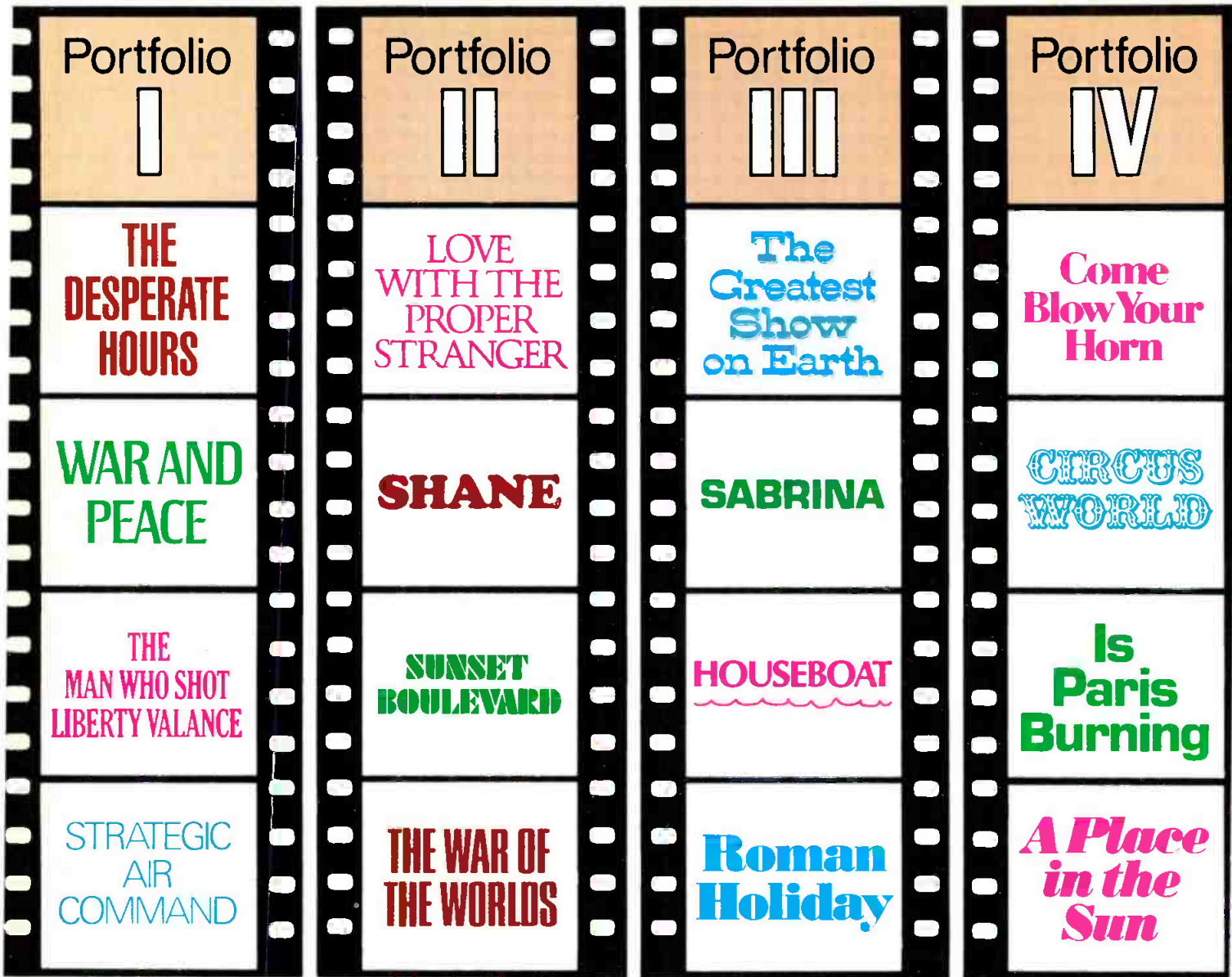
Nielsen ROSP: 11/81

# The Brady Bunch



Phenomenal syndication longevity!  
Off-network since '74 and #3 in Kids,  
just behind "Happy Days Again" and  
"Laverne & Shirley & Company"! Perfect  
Young Audience appeal, with 82% of  
its adult audience 18-49!  
SOLD IN OVER 100 MARKETS!

Nielsen ROSP & CASSANDRA: 11/81



# PARAMOUNT PORTFOLIOS

## The most successful movie packages in the history of television syndication

PARAMOUNT TELEVISION DOMESTIC DISTRIBUTION





Portfolio  
**V**

**STALAG  
17**

white  
CHRISTMAS

*One-Eyed  
Jacks*

*The Spy Who  
Came In From  
The Cold*

Portfolio  
**VI**

**LOVE  
STORY**

BREAKFAST  
AT  
TIFFANY'S

**GUNFIGHT  
AT THE  
D.K. CORRAL**

**GOODBYE,  
COLUMBUS**

Portfolio  
**VII**

**THE  
ODD  
COUPLE**

**TRUE  
GRIT**

**Serpico**

**PAPER  
MOON**

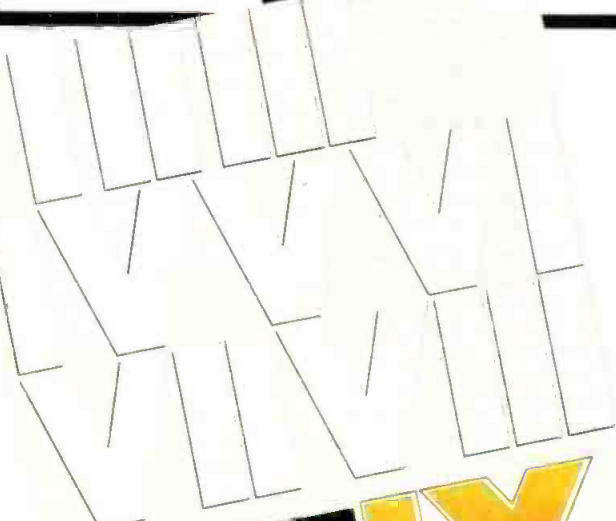
Portfolio  
**VIII**

**THE  
LONGEST  
YARD**

**DEATH  
WISH**

THE  
GREAT  
GATSBY

**MURDER ON  
THE ORIENT  
EXPRESS**



**IX**  
PORTFOLIO IX



## KEEPING CBS'S EYE ON THE LONG RUN

# Wyman's case for big investments in lean times

**President defends development budget, says company will compete aggressively across spectrum of changing media environment; quarterly earnings will not set policy, he says**

The president and chief executive officer of CBS Inc., Thomas H. Wyman, defended his company's rapidly growing development budget last week as an "essential" part of doing business in the changing electronic media environment.

"We have been criticized recently," said Wyman, specifically mentioning an article in last week's *Business Week* magazine, "for spreading our development interests too broadly. Our view is clear—it would be irresponsible to do otherwise."

"We are in the midst of explosive technological change," he said. "We are also involved in offering viewers/moviegoers/music lovers and games players a staggering number of new options. We must make our plans recognizing that there are only 24 hours in a day. As someone at CBS recently said—smiling, we hope—'Our enemy is not other companies. Our enemy is sleep.'"

Wyman made his remarks in a Tuesday (March 2) luncheon address to the Academy of Television Arts and Sciences at the Century Plaza in Los Angeles. It was Wyman's first public speaking appearance before the industry group since he joined CBS in June 1980.

Wyman said the "economic pain" evident throughout the country should make apparent to the business community that it needs new guidelines for management and that it must move differently or "face problems far more serious than we face today."

Management has traditionally felt its primary allegiance to the shareholders—and the board that represents those shareholders—"to run businesses with great attention to quarterly earnings," he said. Unfortunately, he said, not many managers seem to understand that "a more strategic" perspective of the situation is required.

"I'm speaking about a new management philosophy which rejects the thought that we should cut back on development spending when profits are low, money is tight and markets are soft, giving up the idea of exploiting existing markets rather than working to create new ones," he said. "We cannot ignore what our customers want because we are satisfied with our performance and comfortable with the status quo," he said.

"Last year we absorbed new business development costs of over \$47 million," Wyman pointed out, "almost four times what we spent on development in 1980." The figure for 1981 is about 10 times

CBS's development budget for 1979, he estimated.

Reviewing specific areas of interest to CBS, Wyman began with a few details about the company's recently-announced joint venture with 20th Century-Fox for development of cable and home video.

"CBS/Fox will be an important new company—well financed and very ambitious," he said. "It will operate quite independently of both parent companies... The venture anticipates a considerable range of [cable] channel offerings. These could include business, news, sports, health, women's interests, hobbies, education etc.

"The home video area is equally



Wyman

promising... Although motion pictures will be the heart of the cassette and disk catalogue for some time, musical concerts, sports, news documentaries, and educational materials will be key to the future of this industry."

Wyman noted that CBS Cable, which now reaches almost four million subscribers, will be operated jointly by the two companies, noting "its sales/marketing organization can serve as a base for offering new cable services." The venture also will take over CBS Studio Center, to be used by 20th Century-Fox, CBS Cable and other production units for a variety of activities.

Wyman described high-definition television (HDTV) as an area of intense interest to CBS, and predicted "it will one day bring to this country the most advanced television system in the world," with future applications for videodisk, videocassette, teletext and videotext technologies.

He said CBS is "sobered" at the realization that Japanese companies "have an absolute stranglehold as far as equipment is concerned" in HDTV technology. "We are in very real danger of being served by foreign markets, and that is not in our best interest.

"This is one of the reasons we are spending some of our development dollars in the experimental information markets of teletext and videotext," Wyman explained. Based on results of CBS research, he said the company believes teletext "will not be an enormous new business," but is worth pursuing. He noted that CBS is providing all the program content for an interactive home video experiment undertaken in association with AT&T in suburban New Jersey, which will encompass in-home shopping, banking, video games, and teaching programs. Wyman said the project, Venture One, which is slated to begin in the fall, would be "one of the most extensive tests of two-way videotext communications ever conducted in this country."

Wyman left his audience with some words of caution about development of new video technologies, however.

"The success of everything we do in all these areas will depend on the ability of this [creative] community to provide larger amounts of quality product at reasonable costs. The competition for public attention will be intense," but "they will respond to value," he said. "We are engaged in a ferociously competitive business, but in my view its future depends on our ability to work together to insure that our creative process recognizes that in addition to our search for realism, humor, new ideas, animation and excitement we must reach for morality and decency as well. We all know that we have an enormous, if indirect, influence over how people view their world. We cannot be cavalier about that responsibility. This is our job—it belongs to no one else," he said.

Wyman said that the old lines separating forms of communication were being blurred by new technologies. But within the new industry, a "two tier" model was developing. On one tier, he said, were the networks with "broad-based and continuous information and entertainment programming schedules." On the other were the new technologies "seeking audiences with more specialized interests." According to Wyman, the major competition will be within, not between, those two tiers. "Network television will remain overwhelmingly popular whether the public has the choice of 12, 24, 48 or 200 channels to watch," he said.

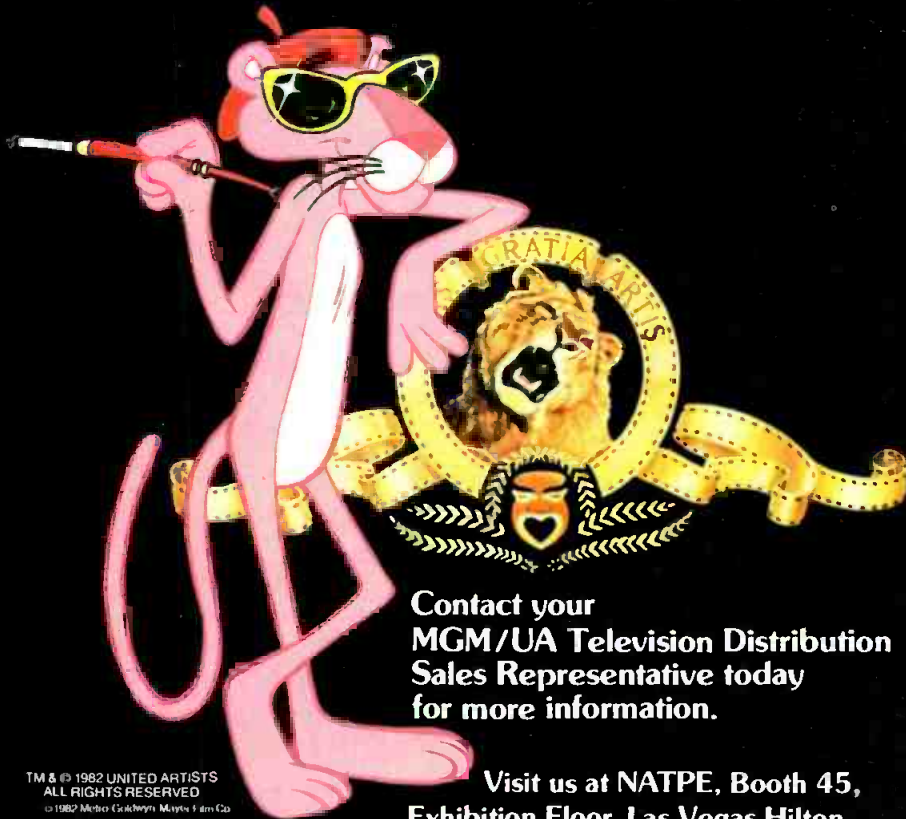
Wyman stressed that CBS's "number one priority" would continue to be "our commitment to provide the very best in network programming."



# NATPE 1982

Early line on Las Vegas: soaps, court shows hot, slow going on access

**TWO OF THE BIGGEST CATS  
IN HOLLYWOOD  
HAVE JUST TEAMED UP!**



Contact your  
MGM/UA Television Distribution  
Sales Representative today  
for more information.

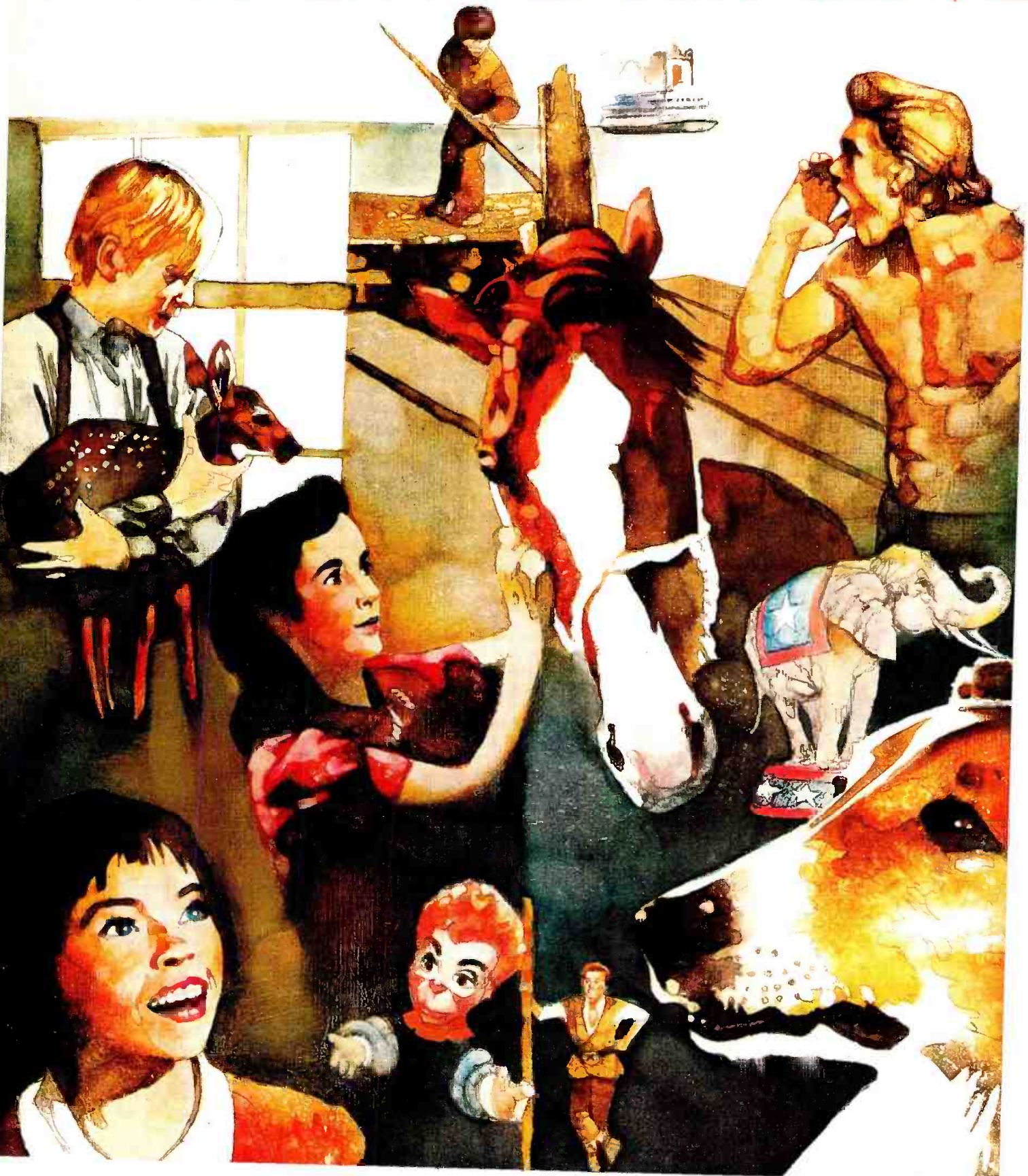
TM & © 1982 UNITED ARTISTS  
ALL RIGHTS RESERVED  
© 1982 Metro-Goldwyn-Mayer Film Co.

Visit us at NATPE, Booth 45,  
Exhibition Floor, Las Vegas Hilton.

## THE PINK PANTHER

**MGM/UA TELEVISION DISTRIBUTION**

# MGM FAM





# FAMILY FAIR

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

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

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

Plus—23 Academy Awards and nominations.

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

Visit us at NATPE, Booth 45-Exhibition Floor,  
Las Vegas Hilton

**MGM/UA TELEVISION DISTRIBUTION**



# NATPE INTERNATIONAL *Las Vegas* LAS VEGAS HILTON/SAHARA MARCH 11-16, 1982

## PTAR, government issues in spotlight

For the 4,000 people expected at this year's NATPE International conference March 11-16, the site will be Las Vegas, but more than ever the focus will be on Washington.

With its session at the Sahara hotel, NATPE is preparing its most regulatory-oriented conference ever.

A "PTAR Day" has been planned, covering the prime-time access rule, this year's central issue, as the regulation that in large part built NATPE, faces its most severe challenge. There is also a "Washington Report" session on PTAR and other government subjects affecting programming decisions.

Monday's "PTAR Day" opens with various perspectives on prime-time access. Position statements will come from those representing government, networks, local TV stations, syndicators, producers and lobbyists. All panels that day have PTAR as a launch point, with some like "How Does Life Beyond Access Affect Markets 51-Plus" and "The Syndicator's Dilemma: To Develop or Not to Develop" directly tied to the FCC rule.

Scheduled as the luncheon speaker that day is FCC Chairman Mark Fowler. Although NATPE has not received word on his topic, the organization no doubt will be hoping for some word on PTAR.

PTAR, in light of network news expansion efforts, should be a major discussion point during ABC, CBS and NBC affiliate meetings at NATPE. There also will be individual meetings for independents, Public Broadcasting Service members, cable representatives and international broadcasters.

For the first time, there will be a presidential appearance—at

least on videotape—with Ronald Reagan sending his remarks on cassette for Saturday's breakfast. It's a return engagement for the President who addressed NATPE '74 while he was governor of California.

Another first for NATPE are commitments to attend from all seven FCC commissioners. Members of Congress and communications attorneys also will be participating.

On other fronts:

NATPE—last year having formally opened itself to programmers from all TV media—will continue its effort to explore more than just broadcasting. Among panel sessions treating the new media are "DBS: Open Sky or Blue Sky;" "Is Cable Net-Working?" and "The Aftermarkets . . . and an Afterword about Copyright."

Elsewhere on the agenda, NATPE subjects range from "Import-Export" to "The Sixth Estate: Time Banking and Barter." Traditional NATPE concerns also will come up in such panels as "Why Don't You Return My Phone Calls" (on the station/syndicator relationship), "The Next True Programming Form" and "Programming the Sweeps."

Keynoter this year will be William F. Baker, president of the Group W Television Group and chairman of Group W Satellite Communications.

NATPE also will deal with "The Communications Year Ahead: Some Views from the Inside and Outside about the Next 12 Months." This session not only will involve specific issues from deregulation to expanded news, but also a wider look at government, psychological, economic and sociological implications.





**Congratulations and Thank-You  
to more than 70 programmers who know  
where the action is!**

**Visit us at NATPE  
Booth 45-Exhibition Floor  
Las Vegas Hilton**

**MGM / UA TELEVISION DISTRIBUTION**

**NEW YORK (212)708-0300 • LOS ANGELES (213)558-5058 • CHICAGO (312)263-1490  
ATLANTA (404)352-3465 • DALLAS (214)692-1990 • TORONTO (416)968-9224**



# SOMETHING TO

**It's "MGM's That's Entertainment."**



© 1982 Metro-Goldwyn-Mayer Film Co.

**Contact your  
MGM Television Sales Representative  
today to join the rapidly  
growing lineup of  
"That's Entertainment"  
stations.**

**Visit us at NATPE, Booth 45—Exhibition Floor, Las Vegas Hilton**

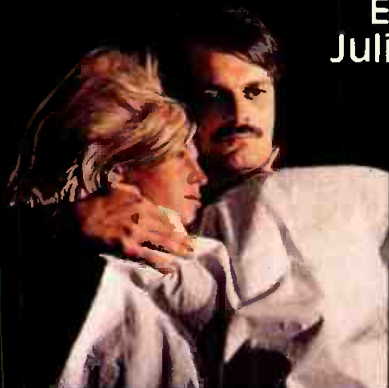
**THAT'S ENTERTAINMENT • CAPTAIN NEMO AND THE UNDERWATER CITY • COMA • CORVETTE SUMM  
NETWORK • THE ROUNDERS • SHAFT'S BIG SCORE • SKYJACKED • THE SUPER COPS • TELEFON • TICK**



# ROAR ABOUT

## What's Entertainment?

It's 20 great theatrical motion pictures. It's a well-balanced package of hard-hitting drama, action-adventure, passionate love, hilarious comedy—perfect for special Family and Holiday scheduling. It's programming flexibility. Most titles run 100 minutes or longer.



Entertainment I is: Charles Bronson, Omar Sharif, Julie Christie, Jane Fonda, Fred Astaire, Gene Kelly, William Holden, Faye Dunaway, Lee Remick, Peter Finch, Robert Duvall, Ryan O'Neal, Henry Fonda, Debbie Reynolds, Charlton Heston, Michael Douglas, Genevieve Bujold, Mark Hamill.

And it's available. 70% of these titles are ready for you right now. (After all, what's entertainment if you can't enjoy it?)

And it's applause—with a score of motion pictures that not only played to rave reviews in theatres all over the country but also rated at home with an impressive average network share.

**That's entertainment!**



## MGM/UA TELEVISION DISTRIBUTION

NEW YORK (212)708-0300 • LOS ANGELES (213)558-5058 • CHICAGO (312)263-1490  
ATLANTA (404)352-3465 • DALLAS (214)692-1990 • TORONTO (416)968-9224

MON SEED • DOCTOR ZHIVAGO • IN THE COOL OF THE DAY • INTERNATIONAL VELVET • LOGAN'S RUN • K... TICK • TORPEDO RUN • THE UNSINKABLE MOLLY BROWN • WILD ROVERS • THAT'S ENTERTAINMENT II

# On stage in Las Vegas: NATPE's active agenda

\*All events at the Hilton unless otherwise noted

## Wednesday, March 10

**Registration.** Open 1-6 p.m.

**Board meeting.** 2-10 p.m.

## Thursday, March 11

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

**Private group and sales meetings.** 9 a.m.-8 p.m. (Hilton, Sahara, Riviera) Participants: ABC Owned Stations, Hearst Broadcasting, HRP, McGraw-Hill, Metromedia Stations, Metromedia Producers Corp., MMT, Taft, Group W, Katz, Paramount, Petry, TeleRep, Viacom.

**Kaffee Klatsch.** 9:30-11 a.m. with Fred Ziv.

## Friday, March 12

**Breakfast.** 8:15-9 a.m. Moderator: Conference Chairman Stan Marinoff, WISN-TV Milwaukee. Speakers: Steve Currie, KOIN-TV Portland, Ore., president NATPE International; George Back, executive director, NATPE Int.

**Registration.** Open 9 a.m.-6 p.m.

**Delegation, spouse lounge and hospitality suites.** Open 9 a.m.-7 p.m.

**Roast.** 11 p.m.-1 a.m. (Sahara) Roast of Lionel Van Deerlin, professor, San Diego State University.

## Saturday, March 13

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

**Breakfast.** 8:45-10:45 a.m. (Sahara) Welcome by Las Vegas Mayor Bill H. Briare and Senator Howard Cannon (D-Nev.). Keynote: William F. Baker, Westinghouse. International scholarship presentation by Steve Currie. President Ronald Reagan by videotape.

**Three concurrent workshops.** 11 a.m.-12:15 p.m. (Sahara) *Washington Report.* Moderator: Richard E. Wiley, Kirkland & Ellis. Participants: Senator Howard Cannon (D-Nev.); FCC Commissioners Mimi Weyforth Dawson and Henry Rivera; Erwin Krasnow, NAB; Mark Smith, KLAS-TV Las Vegas; Representative James Santini (D-Nev.).

*What Will Happen to Children's Programming?* Moderator: Barry Thurston, Field Communications. Participants: Peggy Charren, Action for Children's Television; John Claster, Claster Television; Linda Rios Brook,

**Press corps.** BROADCASTING's editorial, advertising and circulation departments will be headquartered in Las Vegas Hilton during the NATPE convention. On hand will be Dave Berlyn, Gene Edwards, Kwentin Keenan, Win Levi, Richard Mahler, Steve McClellan, Chris McGirr, Charles Mohr, Jay Rubin, Larry Taishoff, Tim Thometz, Don West, Dave Whitcombe and Len Zeidenberg.

KENS-TV San Antonio, Tex.; FCC Commissioner Abbott Washburn.

*Import-Export.* Moderators: Bruce Gordon, Paramount TV International. Participants: Regina Dantas, CBS Cable; Mike Gould, Gould Entertainment; Renato Pachetti, RAI Corp.; Arthur Weinthal, CTV Network. Special Guest: Bernard Chevry, MIP.

**Delegate, spouse, lounge and hospitality suites.** Open 12:30-7 p.m.

**NATPE follies.** 9-10 p.m. (Sahara).

**Party.** 9 p.m.-1 a.m. Co-sponsored by Gold Key Media (Sahara).

## Sunday, March 14

**Rex Humbard breakfast.** 7:45-9:15 a.m. Sponsored by H.I.S. Marketing.

**Catholic mass.** 8-8:45 a.m. (Sahara).

**Overseas visitors breakfast.** 8-9 a.m.

**Registration.** Open 8:30 a.m.-4:30 p.m.

**Delegate and spouse lounge.** Open 9 a.m.-5:30 p.m.

**Hospitality suites.** 9:30 a.m.-5:30 p.m.

**Network/independents meetings.** 9:30-11 a.m. (Sahara). *ABC.* Moderator: Stan Marinoff, WISN-TV Milwaukee. Participants: James Duffy, president, ABC-TV network; Robert Fountain, vice president, affiliate relations, ABC-TV; Tony Thomopoulos, president, ABC Entertainment.

*CBS.* Moderator: Steve Currie, KOIN-TV Portland, Ore. Participants: B. Donald Grant, president, CBS Entertainment; Tony Malara, vice president and general manager, CBS-TV network; Scott Michaels, vice president, affiliate relations, CBS-TV; Neil Pilson, president, CBS Sports; James H. Rosenfield, executive vice president, CBS/Broadcast Group; Van Gordon Sauter, president, CBS News.

*NBC.* Moderator: Ron Klayman, WMC-TV Memphis. Participants: Pierson Mapes, vice president, affiliate relations, NBC-TV; Brandon Tartikoff, president, NBC Entertainment; Ray Timothy, president, NBC-TV network.

*Independent.* Moderator: John von Soosten, WNEW-TV New York. Participants: Farrell Meisel, WDCB-TV Washington; David L. Simon, KTLA(TV) Los Angeles; Barbara Smith, WCIX-TV Miami; Paul Krimsier, WGNO-TV New Orleans.

*PBS.* Moderator: Tom Madigan, WOED-TV Pittsburgh. Participants: Chuck Allen, KMET(TV) Phoenix; Larry Bershon, ARCO; Beryl Spector, WHMT(TV) Albany-Schenectady, N.Y.; Paul Steen, KPBS(TV) San Diego.

*Cable.* Moderator: Joe Cohen, Madison Square Garden Communications. Participants: Mert Koplin, Corporation for Entertainment and Learning; Laurie Leonard, WMTV(TV) Madison, Wis.; Russell Rhodes, Ogilvy & Mather; Derk Zimmerman, Group W Satellite Communications.

**General session.** 11:15 a.m.-12:45 p.m. (Sahara). *Why Don't You Return My Phone Calls.* Moderator: A.R. Van Cantfort, WSB-TV Atlanta; Michael Garin, Telepictures.

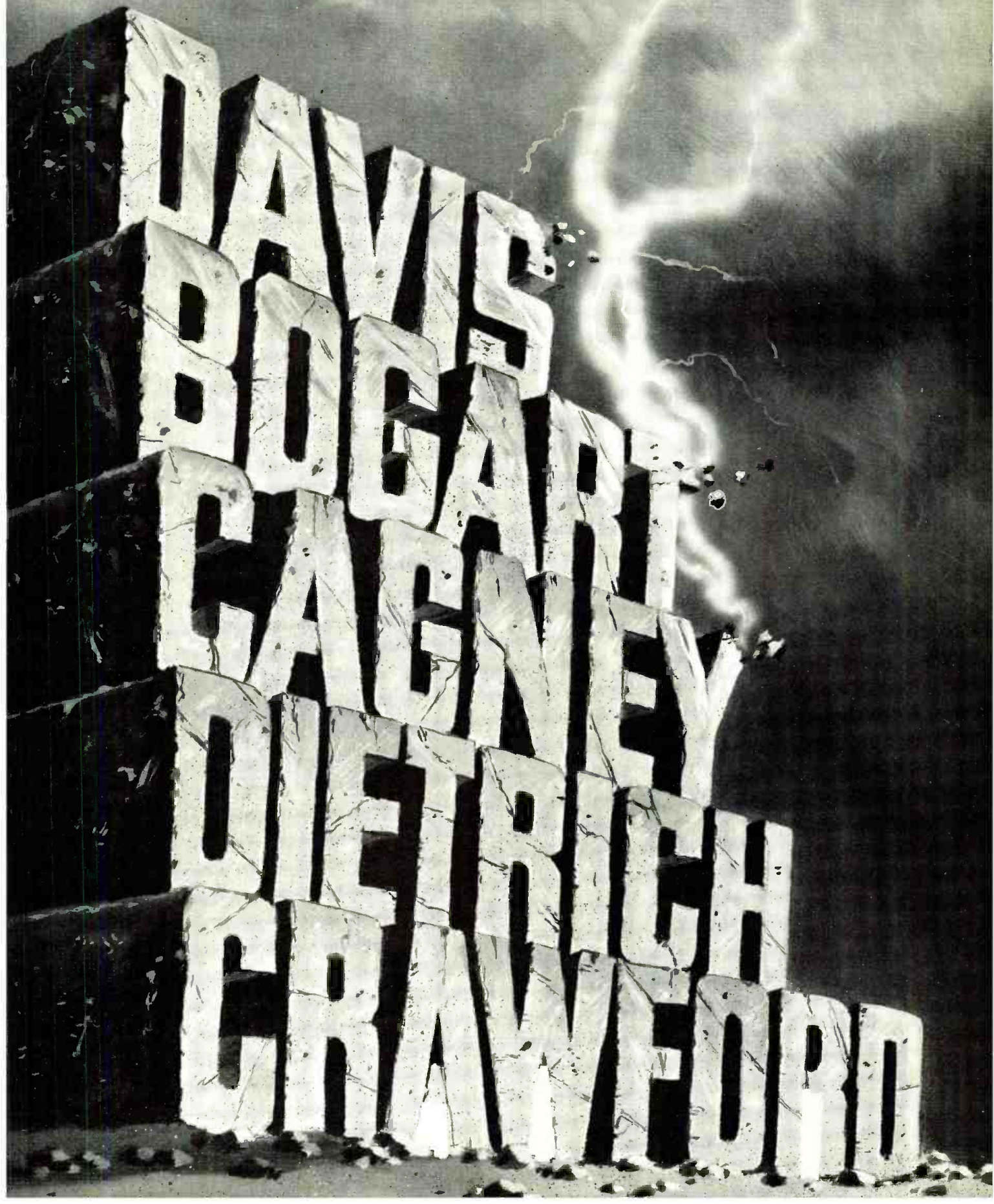
**Brunch.** 11:30 a.m.-1:30 p.m. Spouse and guest brunch with Phil Donahue.

**Press conference.** 1-2 p.m. By network affiliate moderators.

**Irish reception and awards show.** 5:30-9 p.m. (Aladdin). Hosted by Gary Collins and Mary Ann Mobley. Entertainment by Lou Rawls and the Sahara hotel girls. Presenters: Goriddle Gorilla, Ken Howard, Gordon Jump, Jayne Kennedy, Michael Landon, Sugar Ray Leonard, Nancy McKeon, Phil McKeon, Terry Meeusen, Ricardo Montalban, Sarah Pur-



**MORE FROM  
MGM/UA TELEVISION DISTRIBUTION**





# WARNER BROS.

THE ROARING TWENTIES  
A SLIGHT CASE OF MURDER  
DESPERATE JOURNEY



NORTHERN PURSUIT  
GENTLEMAN JIM  
THEY MADE ME A CRIMINAL  
MY DREAM IS YOURS  
THE KING AND THE CHORUS GIRL  
GAMBLING LADY  
EDGE OF DARKNESS  
NOW VOYAGER  
DEEP VALLEY  
STARS OVER BROADWAY  
BROTHER RAT AND A BABY  
HIGH SIERRA  
ACTION IN THE NORTH  
ATLANTIC  
YOU'RE IN THE ARMY NOW  
BULLETS FOR O'HARA  
MARRY THE GIRL  
PASSAGE TO MARSEILLE

A CHILD IS BORN  
DESTINATION TOKYO  
NIGHT AND DAY  
GOING PLACES  
PUBLIC ENEMY'S WIFE  
MOBY DICK  
A KISS IN THE DARK  
GOLD DIGGERS OF 1933  
OBJECTIVE BURMA  
THE MALTESE FALCON  
THE PRINCE AND THE PAUPER  
STOLEN HOLIDAY  
BROTHER RAT  
THE ADVENTURES OF  
DON JUAN  
ELMER THE GREAT  
DEVIL DOGS OF THE AIR  
NEVER SAY GOODBYE  
JOHNNY BELINDA  
MISS PACIFIC FLEET  
SHOW OF SHOWS  
WHITE HEAT  
HUMORESQUE  
CONFLICT  
G-MEN  
SAN QUENTIN  
EX-LADY

THREE STRANGERS  
THE STORY OF LOUIS PASTEUR  
BOY MEETS GIRL  
ELIZABETH THE QUEEN  
ALL THIS AND HEAVEN TOO  
WE'RE IN THE MONEY  
CALLING PHILO VANCE  
SHINE ON HARVEST MOON  
HOUSEWIFE  
THE BEAST WITH FIVE FINGERS  
NAUGHTY BUT NICE  
GOLD DIGGERS OF 1935  
BUREAU OF MISSING PERSONS  
CONFESSIONS OF A NAZI SPY  
THE LIFE OF EMILE ZOLA  
THE FOUNTAINHEAD  
OTHER MEN'S WOMEN  
DARK PASSAGE  
THE STRAWBERRY BLONDE  
CONFIDENTIAL AGENT  
BORDERTOWN



JUAREZ  
DECEPTION  
FRISCO KID  
OKLAHOMA KID  
THE DAWN PATROL  
A STOLEN LIFE  
ROAD TO SINGAPORE  
THE BRIDE CAME C.O.D.  
ROMANCE ON THE HIGH SEAS  
THE ADVENTURES OF  
ROBIN HOOD  
WEEKEND MARRIAGE  
PUBLIC ENEMY  
CAIN AND MABEL  
A SHOT IN THE DARK  
DEVIL'S ISLAND  
NAVY BLUES  
THE MAYOR OF HELL  
THE GREAT LIE  
JOHN LOVES MARY  
LADY TAKES A SAILOR  
FOUR DAUGHTERS  
HOLLYWOOD CANTEEN  
ONE MORE TOMORROW  
DARK VICTORY





# PRE 48 LIBRARY

TWENTY MILLION SWEETHEARTS  
ALL THROUGH THE NIGHT  
WATCH ON THE RHINE  
CAPTAIN BLOOD  
HOLLYWOOD HOTEL  
SERGEANT YORK  
A DISPATCH FROM REUTERS  
NANCY DREW,  
TROUBLESHOOTER  
A MIDSUMMER NIGHT'S  
DREAM  
THE GREAT O'MALLEY  
THE JAZZ SINGER  
THE LIFE OF JIMMY DOLAN  
FORTY SECOND STREET  
ON DRESS PARADE  
RHAPSODY IN BLUE  
DANGEROUSLY THEY LIVE  
TASK FORCE  
BLUES IN THE NIGHT  
THE WALKING DEAD  
INVISIBLE STRIPES  
THE SEA WOLF  
THE BIG SHOT  
FASHIONS  
JEZEBEL

DOWN THE STRETCH  
THE WAGONS ROLL AT NIGHT  
THE AMAZING  
DR. CLITTERHOUSE  
THE SEA HAWK  
THE FIGHTING 69TH  
MY WILD IRISH ROSE  
DIVE BOMBER  
HARD TO GET  
MAMMY  
DOCTOR X  
DAMES  
TAXI

THREE ON A MATCH  
KNUTE ROCKNE—ALL AMERICAN  
ANGELS WASH THEIR FACES  
SATURDAY'S CHILDREN  
CASTLE ON THE HUDSON

COLLEEN  
PLAYGIRL  
DEVOTION  
IN THIS OUR LIFE  
CRY WOLF  
THE LITTLE GIANT  
BLACK FURY  
THAT CERTAIN WOMAN  
TILL WE MEET AGAIN  
ANGELS WITH DIRTY FACES  
SATAN MET A LADY  
CHARGE OF THE LIGHT BRIGADE  
MY LOVE CAME BACK  
FLAMINGO ROAD  
ALWAYS LEAVE THEM LAUGHING  
HE WAS HER MAN  
CAPTAINS OF THE CLOUDS  
IT'S A GREAT FEELING  
THE CROWD ROARS  
POSSESSED  
THE RETURN OF DOCTOR X  
THEY DIED WITH THEIR  
BOOTS ON  
THE BATTLING BELLHOP  
THEY DRIVE BY NIGHT  
ARSENIC AND OLD LACE  
BLONDE CRAZY  
THE PRIDE OF THE MARINES

DISRAELI  
THE BLACK LEGION  
MILDRED PIERCE  
IT'S LOVE I'M AFTER  
GOLD DIGGERS OF 1937  
THE FOOTLOOSE HEIRESS  
LITTLE CAESAR  
DANGEROUS  
PAGE MISS GLORY  
YOU SAID A MOUTHFUL



**OVER 700 MOTION PICTURE CLASSICS**  
**CONTACT YOUR MGM/UA SALES REPRESENTATIVE FOR**  
**AVAILABILITY IN YOUR MARKET.**

Visit us at NATPE, Booth 45—Exhibition Floor, Las Vegas Hilton

## MGM / UA TELEVISION DISTRIBUTION

NEW YORK (212) 708-0300 • CHICAGO (312) 263-1490 • LOS ANGELES (213) 558-5058 • ATLANTA (404) 352-3465

DALLAS (214) 692-1990 • TORONTO (416) 968-9224

cell, Roxie Roker, Richard Sanders, Chef Tell and Lauren Tewes.

**Iris awards party.** 10:30 p.m.-1:30 a.m. (MGM Grand).

## Monday, March 15 (PTAR Day)

**Delegate/spouse lounge.** Open 7-9 a.m., 2-7 p.m.

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

**General session.** 8-9:30 a.m. (Sahara) *PTAR Forum*. Moderator: Mickey Gardner, Bracewell & Patterson. Participants: Gene Bohi, WGHP-TV Greensboro-High Point, N.C.; Joel Chaseman, Post-Newsweek Stations; Jim Coppersmith, WRQG-TV Tampa, Fla.; FCC Commissioner Joseph Fogarty; Sandy Frank, Sandy Frank Film Syndication; John Lane, Hedrick & Lane; Tony Malara, CBS Network; Rep. Al Swift (D-Wash.); Ray Timothy, NBC Network.

**General session.** 9:45-11:15 a.m. (Sahara) *The Next True Program Form*. Moderator: Charles W. Larsen, WABC-TV. Participants: Richard Ballinger, Metromedia; John Goldhammer, Paramount Television; Mickey Hooten, WISN-TV Milwaukee; Bill Lord, ABC News; Vince Manzi, CBS Owned Stations; Bob Pittman, Warner Amex; George Resing, Group W Productions.

**Four concurrent workshops.** 11:30 a.m.-12:45 p.m. (Sahara). *Here Come The Indies—Will the Independents Become Independently Stronger?* Moderator: Sheldon Cooper, WGN Continental Broadcasting. Participants: Alan Bell, KTVU(TV) San Francisco; Carol D. Myers, WJLA-TV Washington; Lucille Salhany, Taft Broadcasting; John Serrao, KTRV(TV) Boise, Idaho; Fred Silverman, InterMedia Entertainment.

*So I'm Not in the Top 50—What Does It Mean to Me?* Moderator: Lew Klein, Gateway Communications. Participants: Barry Barth, WJXT(TV) Jacksonville, Fla.; Bill Logan, WIS-TV Columbia, S.C.; Roger Ottenbach, KMTV(TV) Omaha; Stu Seibel, KIMA-TV Yakima, Wash.

**Extracurricular activities.** Not all of NATPE '82 involves speeches, panels and marketplace wheeling and dealing. Delegates, spouses and others also have activities available ranging from early-morning exercise to late-night parties.

Unless otherwise indicated, all are at the Hilton.

Thursday morning, Multimedia Program Productions is sponsoring a Fred Ziv Kaffee Klatsch (9:30-11 a.m.). Friday, Program Syndication Services has a Las Vegas gaming seminar (11 a.m.-12:30 p.m.) with *Morning Stretch* host Joanie Greggains. Saturday through Monday can start with Ed Allen exercises (7:45-8:15 a.m.), courtesy of American Television Syndication, and on Sunday, Great American Entertainment has jazz aerobics with Candy Colby (9:30-10:30 a.m.). Also on Sunday there are choices of a Rex Humbard breakfast (7:45-9:15 a.m.), from H.I.S. Marketing, and a Catholic mass (8-8:45, Sahara), arranged by Paulist Productions. Overseas visitors are welcome at a Sunday breakfast (8-9 a.m.) sponsored by the New York World Television Festival and Eastman Kodak.

A women's tennis tournament from Eastman Kodak is set for Friday afternoon (1:30-4:30 p.m.) with the championship games and awards on Saturday (2-4 p.m.). There's a Neiman-Marcus fashion and beauty champagne fete also on Saturday (11:30-1:30 p.m.) and on Sunday (11:30-1:30 p.m.), Multimedia has a Phil Donahue brunch.

As for nightlife, San Diego State University on Friday (11 p.m.-1 a.m., Sahara) is sponsoring a Lionel Van Deerlin roast. Saturday is the day for the traditional NATPE Follies (9-10 p.m., Sahara), followed by a party (10 p.m.-1 a.m., Sahara) co-sponsored by Gold Key and NATPE. A reception (5:30-6:30 p.m., Aladdin) starts Sunday's Iris Awards night followed by the Iris Awards show (7-9 p.m., Aladdin) and then a party (10:30-1 a.m., MGM Grand) sponsored by MGM/JA Television Distribution. Monday night, RPM General has an Athletes in Action reception with Terry Bradshaw (9:30-10:45 p.m., Sahara), and Lorimar is screening the Peter Sellers film, "Being There," (11-1 p.m., Sahara).

Among the services provided, Eastman Kodak is sponsoring the delegate/spouse lounge and 3M Magnetic Audio Visual division is taking care of the message center information desk. Both are in the Hilton. Shuttle bus service among hotels is co-sponsored by Turner Program Services and NATPE.

*The Syndicator's Dilemma—To Develop or Not To Develop.* Moderator: Dave Sifford, Comworld. Participants: Sandy Carter, Carter-Grant Communications; Dick Colbert, Colbert TV Sales; Robert Goldfarb, Viacom; David Salzman, Telepictures; Gene Swerdlhoff, ABC Owned Stations.

*The Bottom-Line Syndrome—Amortizing Either Way.* Moderator: Bob McAuliffe, Broadcast Financial Management Association. Participants: Cliff Curley, WCVB-TV Boston; Bill Key, WHBQ-TV Memphis; Mick Schafbuch, KOIN-TV Portland, Ore.; Jack Shenkan, Hearst Broadcasting.

**Luncheon.** 1-2:30 p.m. Address by FCC Chairman Mark S. Fowler.

**Athletes in action.** 9:30-10:45 p.m. (Sahara) Pittsburgh Steeler Quarterback Terry Bradshaw.

**Movie screening.** 11 p.m.-1 a.m. "Being There."

## Tuesday, March 16

**Delegate and spouse lounge.** Open 7-9 a.m.

**Registration.** 8 a.m.-12:30 p.m.

**Two concurrent workshops.** 8-9:15 a.m. (Sahara) *Effective Movie Packaging and Scheduling*. Moderator: Sandra Pastoor, WTTG(TV) Washington. Participants: Bill Cox, WFAA-TV Dallas; Tim McDonald, TeleCorp.; Dick Robertson, Telepictures; Joe Tirinato, MGM/JA.

*DBS: Open Sky or Blue Sky.* Moderator: George Back, NATPE International. Participants: Bob Fransen, United States Satellite Broadcasting; Larry Harris, FCC Broadcast Bureau; Robert Howard, United Satellite TV, John Tagliaferro, Hughes TV.

**Three concurrent workshops.** 9:30-10:45 a.m. (Sahara) *Dealing with Nonfiction Programing*. Moderator: Phil Corvo, KGRV(TV) San Diego. Participants: Stu Billett, *The People's Court*; Dick Crew, *PM Magazine*; Chuck Gingold, KYW-TV Philadelphia; Muriel Reis, WNEW-TV New York.

*Deregulation and Fairness.* Moderator: Jim Major, KGO-TV San Francisco. Participants: Charlotte Hall, WLNE-TV New Bedford, Mass.-Providence, R.I.; L. Stanley Paige, Post-Newsweek Stations; Steve Sharp, FCC general counsel; Fred Young, WTAE-TV Pittsburgh; Sam Simon, National Citizens Committee for Broadcasting.

*The Sixth Estate—Time Banking and Barter.* Moderator: Ave Butensky, Ed Libov Associates. Participants: Rod Erickson, Time Buying Services; Stan Moger, SFM Media; Gentry Trotter, Koplal Communications.

**Three concurrent workshops.** 11 a.m.-12:15 p.m. (Sahara) *Programming the Sweeps*. Moderator: Allen Sternberg, WCKT(TV) Miami. Participants: Gene Davis, Gene Davis Associates; Stew Park, KMTV(TV) San Jose; Ron St. Charles, WUAB-TV Cleveland; Brooke Spector, WSB-TV Atlanta; Don Tillman, KTTV(TV) Los Angeles.

*The Aftermarkets ... and an Afterword About Copyright.* Moderator: Alan Perris, Post-Newsweek Stations. Participants: Richard Barovick, Fulop & Hardee; Seymour Horowitz, 20th Century-Fox Video; Jim Jimirro, Walt Disney Telecommunications; FCC Commissioner James H. Quello; Seth Willensen, RCA SelectaVision.

*Is Cable Net-Working?* Moderator: Kay Koplovitz, USA Cable Network. Participants: Char Beales, National Cable Television Association; Dick Cox, CBS Cable; Bill Gruber, Cox Cable; Bob Johnson, Black Entertainment Television; Greg Nathanson, Showtime; Robert Wussler, Turner Broadcasting.

**Luncheon.** 12:30-2:15 p.m. (Sahara) *The Communications Year Ahead—Some Views from the Inside and Outside about the Next 12 Months*. Moderator: Jeff Greenfield, CBS. Participants: FCC Commissioner Anne Jones; Dr. David Pearl on psychology; Howard Ruff on economics; Neil Postman on sociology.

**Preview.** 2:30-3:15 p.m. (Sahara) *Conference '83—A Preview*. Charles W. Larsen, WABC-TV New York; Jon von Soosten, WNEW-TV New York.

**Business meeting and elections.** 3:30-4:30 p.m. (Sahara) Chairman: Steve Currie, president NATPE International.



# “Esta Es La Vida” Works.

*13 New TV Programs  
for Your Hispanic Audience  
Are Ready for Fall 1982*



*“Every addict hits bottom in a different way.  
But one thing is the same—a self-hatred  
so powerful you don’t want to go on anymore.”*  
Program #2902 “Only Hooked A Little”

“Esta Es La Vida” speaks directly to your Spanish-speaking community.

With quality dramas from Lutheran Television’s award-winning series, “This is the Life.”

Anxiety, loneliness, identity, death. The problems are universal, the language is Spanish. The results: positive. “Esta Es La Vida” works! For your community and your station.

An outstanding 52-week schedule of shows is now available. Write or call Jan Naji or Kristi Weber, at 314-647-4900.

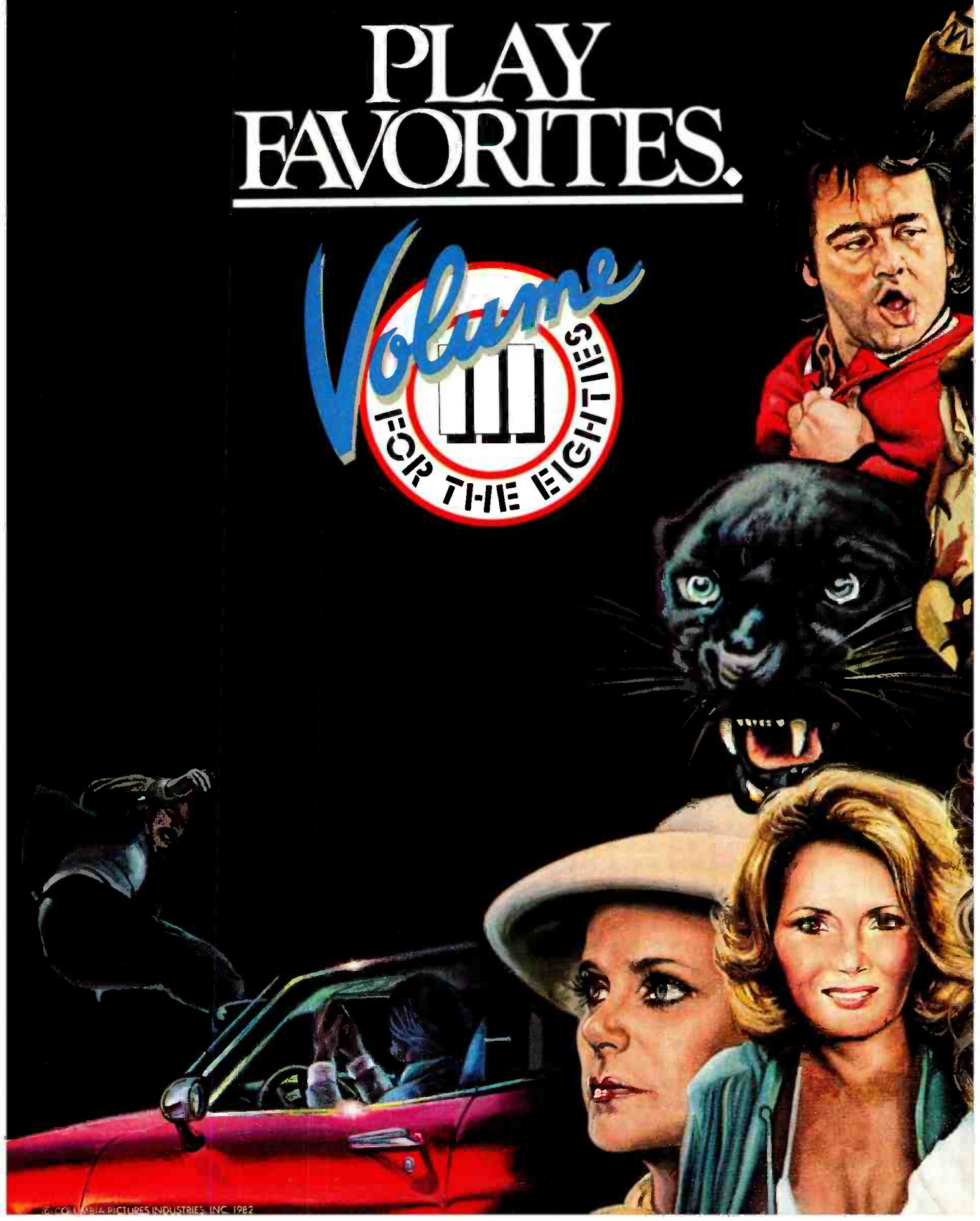
*When at  
NATPE,  
stop by our booth  
on the Exhibition Floor.*

## Lutheran Television

A Service of The International Lutheran Laymen’s League  
2185 Hampton Avenue, St. Louis, Missouri 63139

# PLAY FAVORITES.

*Volume*  
III  
FOR THE EIGHTIES







**H**ollywood's favorite stars take the spotlight in VOLUME III FOR THE 80'S. Katharine Hepburn, Charlton Heston, Sophia Loren, Richard Burton, Bette Davis, Roger Moore, Carol Burnett, Bill Murray. In a perfectly balanced selection of films including "Meatballs," "The Wild Geese," "The Glass Menagerie," "Good Guys Wear Black," "El Cid," "The Grass is Always Greener Over the Septic Tank," 20 in all.

From comedy to drama, Broadway to Bestsellers, VOLUME III FOR THE 80'S has something for everybody!



COLUMBIA PICTURES TELEVISION



## NATPE MARKETPLACE OVERVIEW

## Programming eyes are on fringe, late night

**Hot properties in Las Vegas television arena look to be soap opera-related shows, courtroom series; pre-convention canvass turns up drop in game shows as well as access offerings**

Early-fringe and late-night slots will be hotly pursued. But gone is the major push for new access projects.

Several distributors are looking for a positive verdict from buyers on their new courtroom shows. There's also heavy competition among those with soap opera-oriented programs.

The number of new game shows has dwindled considerably from past years but on the upswing are programs with a psychological bent.

That's a quick look at what's expected at NATPE International's 1982 television syndication marketplace set to open Saturday, March 12, at the Las Vegas Hilton. NATPE anticipates that about 250 firms will be represented, most still courting buyers in hotel suites but with 70 on an exhibition hall floor as NATPE continues its transition in that direction, to be in full force by 1984.

This year's marketplace perhaps is most conspicuous by what's absent: first-run prime time access pilots won't be at centerstage or near it.

With the future of the prime time access rule a question and as network-news expansion efforts continue, many would-be access syndicators are keeping their pockets closed and waiting for the outcome.

Add to that the ever-increasing production costs. And access stripping already has closed out many slots as established shows pursue local-station renewals. Veterans *Family Feud* from Viacom and *P.M. Magazine* from Group W Productions are solidly entrenched. Both Paramount's *Entertainment Tonight* and Sandy Frank Film Syndication's *New You Asked for It*, access newcomers last year, will enter year two.

While there still will be some vying for access positions, considerable attention now has shifted to other dayparts. The afternoon, already filled with network soap operas, is a target for syndicators hoping to build off that genre, mostly with soap opera-oriented magazine shows.

*Soap World*, a Barry & Enright Production in association with King World Productions, is being distributed by Colbert Television Sales. In this strip half hour, John Gabriel, of *Ryan's Hope*, hosts.

Bill Hayes and Susan Seaforth Hayes, stars of *Days of Our Lives*, are co-hosts of *Soap Opera Digest*, a half-hour strip produced by the magazine of the same name and distributed by Sandy Frank Film Syndication. Executive producer is Michael Krauss.

Polygram Television also is going with soap names in a daily half hour, *Daytime: The World of Soaps*. Lined up to host are Robert Woods (*One Life to Live*) and Colleen Zenk (*As the World Turns*). With Polygram on the project are Taylor/Garshman Group and BT-G Productions.

Mag-Net's *Alan Thicke Soap Talk Show* goes with Thicke, a Canadian talk-show host and producer in a half-hour strip.

Offering a weekly half-hour soap opera summary of what's been happening during the daytime is Andrews/Mitchell Enterprises's *Soap Opera Recap*, with Lou Bedford and Carol Pfander who also have soap-opera credits. The program is geared for weekend play.

Aside from these soap-oriented shows and an actual daily *Romance Theater* serial from Comworld International with a different plot each week, another major first-run trend has court settings.

Based on the success Telepictures has had settling actual small-claims conflicts on-air in *The People's Court*, other distributors

too are looking for their daily half hour in court.

MCA TV, with *Divorce Court* veteran Stewart Cheifet producing, has *Custody Court*. The defendants and plaintiffs seeking custody will be actors but the judge and attorneys are professional.

Columbia Pictures Television, with cases ranging from custody to alimony, is promoting *Family Court*, in association with Ralph Edwards Productions. Here too there are actual judges and attorneys, but so are the defendants.

Colbert Television, with Barry & Enright, has *Police Court* where "nonprofessional actors" play out cases before a veteran judge.

Also with a "court" setting—though unlike the others a situation comedy that happens to be based there—is Viacom's *Night Court in Vegas*. Viacom already has a commitment from the Metromedia TV group.

*Night Court* is among those strips aimed at late-night. Other new entries seeking that time period include *Madame's Place*, starring Wayland Flower's puppet in a comedic story line; Embassy's *The Jeff Clark Show*, a comedy about a superstar host who never appears on camera, and D.L. Taffner's *That Awful Quiz Show*, a comedy quiz created by *Real People*'s John Barbour, and with identical twin midgets hosting.

*That Awful Quiz Show* is one of the few new game strips that is expected to be at NATPE '82, unlike previous years when the form was abundant. Others in the minority now are Firestone Program Syndication's *Freeze Frame* on TV and movie trivia and Great American Syndication's *Say Something Funny*, a joke-telling vehicle.

On another syndication front, talk, information and magazine formats remain abundant but minus one that has been holding relatively close to the traditional talk/variety form. Group W Productions has put out word that its *John Davidson Show* won't be returning after it completes its run this year.

Among new talk and information entries, several are taking a psychological slant. BBI, for example, is promoting its new *Tom Cottle Up Close* with the tag, "the interview becomes the inner-view." Cottle is a clinical psychologist. Group W Productions has *Getting Personal*, also a daily half hour, where host Joe Campanella is joined by different psychologists who counsel guests on the show. Telepictures has been working on *So You Think You've Got Troubles*, a strip where expert advice is offered.

Other new magazine or talk hopefuls include such shows as MPC's *Weekday* hour strip (a combined project of Bob Banner, Katz Communications, 15 Katz-represented stations and the NBC-owned TV's) and a half-hour weekly *Singles Magazine*, also from MPC. Multimedia Program Productions and Kelly Bros. have the half-hour *American Pie* magazine strip.

Music series too are out in force ranging from MCA TV's repackaged *Memories with Lawrence Welk* to Lexington Broadcast Services *Glen Campbell Music Show* (which claims a weekly NBC-owned access commitment). Multimedia Program Productions has *Country Comes Alive 2*, 17-and-a-half hours claimed as TV's "biggest budget package" of TV country music specials.

As usual NATPE will see off-network series taking a major share of the over-all programming focus.

Among those titles coming up for play (with 1982-84 availability dates) are Telepictures *More Real People* in half-hour form; D.L. Taffner's *Three's Company*; Embassy's *One Day at a Time*, *Diff'rent Strokes* and *Archie Bunker's Place*; Warner Bros.'s *Alice*, *Harry O* and *Dukes of Hazzard*; Lorimar's *Eight is Enough* and *Dallas*, and MCA TV's *Those Amazing Animals*, *Buck Rogers* and *Quincy*.

The off-network offerings continue with Columbia Pictures Television's *Soap* and *Fantasy Island*; 20th Century-Fox's *Best of the Midnight Special* and *Trapper John M.D.*; Metromedia



NOW READY TO GO THIS SEPTEMBER

# THREE'S COMPANY



**1. ALWAYS  
IN THE NETWORK TOP 10!**

**• FOR 6 SEASONS!**

(THREE'S COMPANY network repeats have retained 97% of first run audience shares!)

**2.**

## BALANCED KEY DEMOS

Broad based appeal—to all ages: men, women and children. Proven programming flexibility. Daytime. Prime Time. Late Night. *Anytime.*

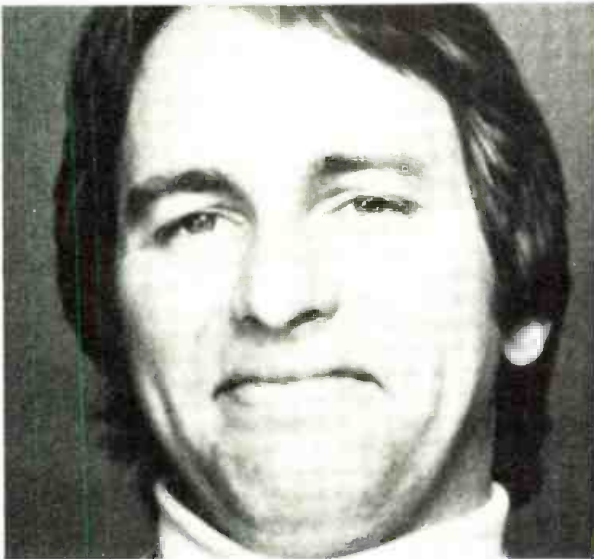
AVG. RATINGS TOP 25 MARKETS—ARB/NOV. 1981

TOTAL WOMEN	WOMEN 18-49	TOTAL MEN	MEN 18-49	TEENS
17	178	13.2	13.1	20



**3. TOPS WITH KIDS  
ESPECIALLY IN THE MIDWEST**

We're big with kids at 9:00PM everywhere—and in 12 of the nation's top 50 markets located in the Central and Mountain Time Zones at 8:00PM—THREE'S COMPANY scores 56% SHARE OF ALL AVAILABLE CHILDREN 2-11!



**THE LEGEND GROWS FOR THIS SUPERSTAR OF THE EIGHTIES.**

If you would like to be #1 this Fall, please call D.L. Taffner right now.

## D.L. TAFFNER SYNDICATION SALES

NEW YORK 1370 Avenue of the Americas • New York, N.Y. 10019 • (212) 245-4680

ATLANTA 7110 Faunsworth Drive • Atlanta, Ga. 30328 • (404) 393-2491

LOS ANGELES 5455 Wilshire Boulevard • Los Angeles, Ca. 90036 • (213) 937-1144

AT  
NATPE  
SUITE 2871

of the *Midnight Special* and *Trapper John M.D.*; Metromedia Producers Corp.'s *Vega\$*; MGM/UA's *CHiPs*; Paramount Television's *Taxi* and *Mork & Mindy*; Worldvision's *Love Boat*; Jim Victory's *WKRP in Cincinnati*; ITC Entertainment's *The Saint* and *Return of the Saint*.

The miniseries *Shogun* from Paramount also has come up for off-network sales.

Not all of the off-network properties, however, will come from the U.S. networks. Foreign television also will have a presence at NATPE, with England's Lionheart Television International, for example, offering BBC fare such as *Not the Nine O'Clock News*. On the reverse side, given NATPE's growing international attendance, U.S. distributors also are planning to use NATPE as a meeting place to promote U.S. programming abroad.

Movie packages range from MGM/UA Television Distribution *MGM Lion II* to Paramount's four features, "Lipstick," "The Fan" and "Friday the 13th" parts I and II—without previous broadcast network play. World Northal Television, following the successful release of its *Black Belt 1* package, now is back with a *Black Belt 2* series of 26 martial arts films. NTA has 13 *Kung Fu Gold* pictures.

## Exhibition list

The following companies will be exhibiting programs or services in the suites of the Hilton hotel during the NATPE convention, unless noted otherwise. EH denotes exhibit hall, the second year NATPE has undertaken such a set-up. New programs are indicated with an asterisk.

**A.C. Nielsen** 2765  
*Nielsen Plaza, Northbrook, Ill. 60062*

Television network and local market research. **Staff:** Roy Anderson, Paul P. Beard, Carroll C. Carter, William M. Chesney, Wayne Cornell, James C. Cute, Mahlon W. Edmonson, Hal P. Fleig, Larry Frerk, William S. Hamill, Clay Herrick, Jerry S. Infantino, William L. Miller, Eugene E. McClure, David R. McCubbin, Stan C. Peterson, Ann M. Rosenberg, David A. Traylor, Lou West, Dave Woolfson, Karl Wyler.

**Admerex International** 332

**Advanswers Media** 337  
*10 Broadway St., St. Louis 63102*

Fishing with Roland Martin, 1982 Golden Eagle Awards, Bill Dance Outdoors, That Nashville Music, St. Louis Baseball Cardinals, Coors Western Outdoorsman, Blair Pro-Rodeo. **Staff:** Pat Bolling, Rose Busalacki, Carol Raack, Paula Stacy.

**Alan Enterprises** 2915  
*26170 Pacific Coast Hwy., Malibu, Calif. 90265*

Vietnam: The 10,000 Day War, Speed Racer, Felix the Cat, Mighty Hercules, Abbott and Costello Show, movie library. **Staff:** Alan L. Gleitsman, Cheri Rosche, Chris Buchanan.

**Alan Landsburg Productions** 2919

**Alcare Communications** EH  
*52 1503-05 Walnut St., Philadelphia 19102*

Classic Features (170), Sky King (72)\*, Fred Waring Show (52)\*, Great American Men, Trial & Error\*, Sports Doc\*, Making Ends Meet, Corner Drugstore, Buyer Beware, Mr. Wizard's Science Report, Maintenance Ms., National Television Sports Quiz, One Great Moment in Sports, Medical Report with D. Lynne Kitei, Senior Report with Maggie Kuhn, Network Graphics, Making Ends Meet with Jon McClure, Great Ideas, Greatest Sports Legend (26). **Staff:** Jordan Schwartz, Frank Beazley, Frank Aversa, Frank Kreh, Richard Grove.

**Alfred Haber** 6  
*321 Commercial Ave., Palisades Park, N.J. 07650*

Tom Jones (24)\*, Forum Presents (18), Dottie West: Special Delivery\*, Mississippi Days and Southern Nights, New Country from the Old Country, Las Vegas Jubilee, Bing Crosby: His Life and Legend, Kimberly Jim, Waylon, Cheryl Ladd Specials (3), Paul Anka in Monte Carlo, Perry Como specials (7), Kenny Rogers specials (3), Special Sesame Street Christmas, Special Anne Murray Christmas, All Star Tributes (7), Circus of the Stars VI\*, Ann Margret: Hollywood Movie Girls, Rockette: Holiday Tribute to Radio City Music Hall, Paul Simon, Bing Crosby specials (3), Las Vegas Jubilee, Uptown: Story of Harlem's Apollo Theater, Country Gold: First 50 Years, Goldie Hawn and Kids\*, Olivia Newton-John\*, Evening at the Moulin Rouge\*, Shirley MacLaine—Every Little Movement, Luciano Pavarotti\*, Dottie West, Larry Gatlin, Tom Jones (24)\*, Coward of the County\*, Gauvain the Savage. **Staff:** Fred Haber, Martha Strauss, Paul Rittenberg, Jane Stefanizzi.

**American National Enterprises** 2855-56  
*106 West 2950 South, Salt Lake City 84115*

American Diary (26), Eagle I (15), Neptune Squad (15), Eaglit I (12). **Staff:** R.V. Coalson, Charles D. King, Al Korn, Mark Webb.

**American Television Syndication** 5-110

**Andrews/Mitchell Enterprises** 2868  
*14724 Ventura Blvd., Sherman Oaks, Calif. 91403*

Soap Opera Recap (52), 17 First Run Features, Bellamy (26), Seven Million Fugitive, Viacom (10). **Staff:** William Andrews, George Mitchell, Esther Cole.

**APA International** 3-118  
*1735 N.W. 7th St., Miami 33125*

**Staff:** Louis J. Boeri, Rafael Fusaro, Abilio Felipe.

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

Arbitron information on demand (AID) system, Promotion AID audience flow. **Staff:** Rick Aurichio, Pete Megroz, Blaine Decker, Mark Young, Jim Mocariski, Bill Shaffer, Eileen Boylan, Dennis Spragg.

**ARP Films** 319  
*342 Madison Ave., New York 10173*

Spiderman (91), Spiderwoman (16), Marvel Super Heroes (78), New Fantastic Four (13), Rocket Robin Hood (52), Max the 2000-year-old Mouse (104), Star Blazers (102), Halas Batchelor (104), Strange Paradise (195), Gentle Ben (26). **Staff:** Claude S. Hill, Anne B. Cody, Joanne Melton, Richard Blayney.

**Art Media** 3-108

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

**Staff:** Paul S. Lenburg, Wayne Neiman.

**Avery-Knodel TV** 2777  
*437 Madison Ave., New York 10022*

**Staff:** Robert Kizer, F. Robert Kalthoff, J. William Knodel, Robert Dudley, Joseph Powlin.

**Audio Plus Video International** 340

**Bar Hodgson** 2843-44  
*2066 Queen St. East, Toronto M4E 1C9*

World of Motorcycles (24). **Staff:** Bar Hodgson, Al Anthony.

**Baron Enterprises** 321  
*522 S. Sepulveda Blvd., Los Angeles 90049*

From Me to You (65)\*, On this Day (260)\*, Women of Achievement (10)\*, Fantastic World of Science Fiction\*, Nature's Window (130). **Staff:** Barry Bergsman.

**BBI Communications** 47  
*5 TV Place, Needham Branch, Boston 02192*

Tom Cottle Up Close\*, Healthbeat, Dick Raymond's Garden\*, This Was America, The Baxters, Miller's Court, Summer Solstice, 1982 Boston Marathon Special\*, Law Works\*, Update on Health\*, Point of Law. **Staff:** Robert Bennett, Chet Collier, Paul Rich, Jack Duffield, Carl Menk, Tim Duncan, Bruce Marson, Steve Schlow.

**B/C Distribution** EH

**Behrens Company** 32  
*170 S.E. 14th St., Suite 6, Miami 33131*

Kidsworld, Drawing from Nature. **Staff:** Bob Behrens, Betsy Behrens, Bill Behrens.

**Belbo/Chanowski Productions** 3-104

**Bentley Syndication Services** 579

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

American Features (11)\*, New Funny Company (52), Roger Ramjet & The American Eagles (31), Four Winds to Adventure (39), It's a Small World (39). **Staff:** David Bloom, Ida R. Bloom, Bill A. Bloom, Ray Myles, A.F. McKaye, Art Greenfield.

**Bozell & Jacobs** 473  
*One Dag Hammerskjold Plaza, New York 10017*



**FIRST RUN  
125 HALF-HOURS**

**THREE'S COMPANY FANS  
WILL LOVE SEEING HOW IT ALL BEGAN**

**SEE  
OUR SHOW AT  
SUITE  
2871**



# THE THAMES ORIGINALS

(MAN ABOUT THE HOUSE, GEORGE & MILDRED, ROBIN'S NEST)

Now, here are the original top British comedies that became the format for America's Network and Syndication Superstar, THREE'S COMPANY.

**D.L. TAFFNER/LIMITED**

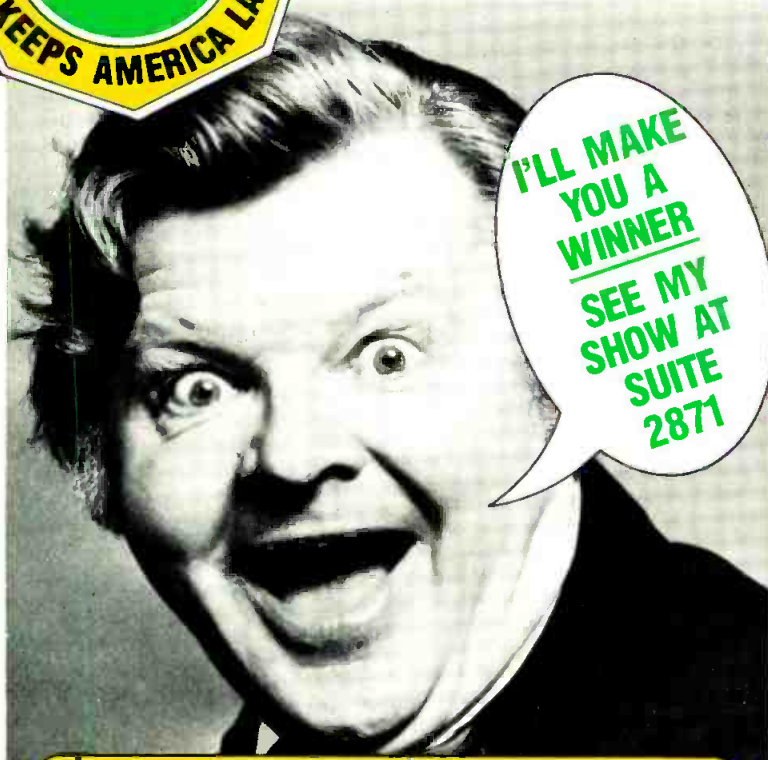
New York 1370 Avenue of the Americas • New York, N.Y. 10019 • (212) 245-4680  
Atlanta 7110 Faunsworth Drive • Atlanta, Ga. 30328 • (404) 393-2491  
Los Angeles 5455 Wilshire Boulevard • Los Angeles, Ca. 90036 • (213) 937-1144



**D.L. TAFFNER  
LIMITED**





**D.L. TAFFNER  
LIMITED**



**I'LL MAKE  
YOU A  
WINNER  
SEE MY  
SHOW AT  
SUITE  
2871**

**THE KING OF THE HILL—IN LATE-NIGHT STRIPPERS  
95 MARKETS SOLD!**

**The**  
  
**BENNY**  
  
**HILL**  
**Series**

**BENNY HILL & AFTER BENNY**

**120  
HALF-HOURS**

**D.L. TAFFNER/LIMITED**

New York 1370 Avenue of the Americas • New York, N.Y. 10019 • (212) 245-4680  
Atlanta 7110 Faunsworth Drive • Atlanta, Ga. 30328 • (404) 393-2491  
Los Angeles 5455 Wilshire Boulevard • Los Angeles, Ca. 90036 • (213) 937-1144

- Bravo Productions** 2808  
**Brant Walker** 473  
**Bristol Myers** 2826  
*345 Park Ave., New York 10154*  
 In search of ..., Rock Comedy, Alive and Well.  
**Staff:** Peter Spangler, Rick Glosman, Peter Fredas, Marvin Koslow, Jim McGuinn.
- Broadcast Express** 422  
**Broadcast Programing** 425  
**Broadcasters Promotion Association** EH  
**Broadcast Sales Development** 4-124  
*79 Bush Ave., Greenwich, Conn. 06830*  
 NFL Greatest Moments, Legends of NCAA College Basketball. **Staff:** Browning Holcombe Jr., Joann Trotta.
- BROADCASTING** EH  
**Bill Burrud Productions** 5-106  
*1100 S. LaBrea Ave., Los Angeles 90019*  
 Amazing World (4), Secret World of Reptiles, Vanishing Africa, Great American Wilderness, Predators of the Sea, Devil's Mountain, The Carnivores, Mysterious Miniature World, Last Ark, Dangerous Creatures, Curse of the Mayan Temple, Montezuma's Lost Gold, Treasure Chest, Creatures of the Amazon, Man Against the Sea, Animal World, Safari to Adventure. **Staff:** Bill Burrud, Gerald L. Dhesse, John Burrud.
- Cable Fare** TBA  
*190 N. Canon Dr., Beverly Hills, Calif. 90210*  
 Just for Laughs, ARS Nova, Fabulous Follies. **Staff:** Ralph Smith, Donald Smith, Jeffrey Smith, Richard Gueniero, Edward Marcus.
- Cable Films** 2845  
**Canadian Broadcasting Corp.** 30  
*Box 500, Station A, Toronto M5L 4Z1*  
 Wayne & Shuster, Seeing Things, The Collaborators, Strawberry Ice, A Movie Package (5), Christmas Specials (5), Flappers, Dancing Man, Musical Superspecials (5), Telidon display. **Staff:** Gui Mazzeo, Dennis O'Neill, Robert Straight, Charles Falzon.
- Capital Cities Television** 2911  
*4100 City Line Ave., Philadelphia 19131*  
 Capital Cities Family Specials, Ratfink, Girl on the Edge of Town, Juggler of Notre Dame, America's Battle with Crime, Capital Cities Special Report, Including Me, Why Can't I Learn, Secret of Michaelangelo: Every Man's Dream, Yonder Come Day, Dance Theater of Harlem, Buffy Sainte-Marie: Native North American Child, Let's Eat Food. **Staff:** Robert K. King, Charles Keller, William G. Mulvey, John Toutkaldjian.
- Carter-Grant Productions** 347  
*250 W. 57th St., Suite 528, New York 10019*  
 VideOlympics\*, Women of Russia, Countdown to Superbowl XVII\*, Countdown to the World Series\*, Holiday Moments (35)\*, 8 Days of Chanukah, 21 Days of America, Tradition of Easter, Chapters in Black American History (20), Quality of Life (260), Bridal Moments (20)\*, Women in China\*, American Living History Theater\*, Dance City\*. **Staff:** Sherry Grant, Sandra Carter, Fran Reiter, Marianne Catalano, Donna Cox Wells.
- CB Distribution** 36  
*9911 W. Pico Blvd., Suite PH-M, Los Angeles 90035*  
 Carol Burnett & Friends. **Staff:** Alan Silverbach, Gerald Feifer, Tom O'Leary.
- CBN Continental** 573, 576  
*CBN Center, Virginia Beach, Va. 23463*  
 USam-Wake Up America, Another Life (5), X-Pose (5), Super Book (26), Update News. **Staff:** Richard Thomas, Dave Clark, Steve Newton, Bill Doyle, John McEntee, Ed Nashatka, Nancy C. Hanna, Robert E. Johnson, Jim Reid.
- CBS Broadcast International Sales** 347  
**CBS Television Network** EH  
*51 W. 52nd St., New York 10019*  
**Children's Media Productions** EH  
**Children's Television Workshop** 5-124  
*1 Lincoln Plaza, New York 10023*  
 Betcha Don't Know\*, 3-2-1 Contact\*, The Lion the Witch and the Wardrobe\*, Sesame Street, Electric Company, Health Minutes, Christmas Eve On Sesame Street. **Staff:** David Champaloup, Anne Kreamer.
- Cinema Shares (see Excel)** 2935  
**Claster Television** 2931-32  
*200 E. Joppa Rd., Suite 400, Towson, Md. 21204*  
**Staff:** John H. Claster, Sally Claster Gelbard, Janice Carter.
- Colbert TV/King World** 23  
*1888 Century Park East, Suite 1118, Los Angeles 90067*  
 Soap World (195)\*, Police Court (195)\*, Jack Anderson Confidential (26)\*, 90-Seconds, Joker's Wild, Tic Tac Dough, Celebrity Bullseye, Lassie (192), The Rifleman (168), Soap Spot (130), Little Rascals, The Butcher, Dr. Lendon Smith, Paul Strasse's Tax/Money. **Staff:** Dick Colbert, Jack Barry, Dan Enright.
- Ritch Colbert, Jody Pollock, Meri Brantley, Lori Fair, Jill Siegel, Harvey Reinstein, Larry Lynch, Barbara Agostino, Ron Greenberg, Bob King, Michael King, Roger King.
- Columbia Pictures International** 4-110, 112  
*15250 Ventura Blvd., Sherman Oaks, Calif. 91403*  
 Cassie & Co., Teachers Only, One of the Boys, Baker's Bunch, Today's FBI, Mr. Merlin, Code Red, The Blue and the Gray, Hooker, Ivanhoe, Hunchback of Notre Dame, Goliath Awaits. **Staff:** Susan West, Brian McGrath, Helios Alvarez, Nelson Duarte, John Migicovsky.
- Columbia Pictures Television** 2875  
*15250 Ventura Blvd., Sherman Oaks, Calif. 91403*  
 Barney Miller, Carter Country, Charlie's Angels, Family Court, Fantasy Island, Soap, Starsky and Hutch, Volume I for the 80's, Volume III for the 80's, What's Happening. **Staff:** Steve Astor, Joe Abruscato, Ralph Andrews, Jonathan Axelrod, Don Bryan, Dick Campbell, Ken Doyle, Doug Duitsman, Jack Ellison, Brandy French, Tom Holland, Bob Jacobs, Bill Katsafanas, Pat Kenney, Brian McGrath, Herb Weiss, Ed Warren, Herman Rush.
- Comworld International** 28  
*9000 E. Church St., Box 911, Brentwood, Tenn. 37027*  
 Romance Theater\*, Rock-n-Roll, The First 25 Years\*, Peter Marshall and The Big Band\*, Blue Jean Network 82\*, Standing Ovation\*, Procter & Gamble Movies\*, College Basketball 1982\*, Nashville World Concerts\*, Las Vegas Jubilee\*, Roy Clark in the Bahamas\*, Music in the Mississippi Mood\*, Old West Gazette\*, Irish Special-Country Roads\*, Celebration Of Women, State Fair USA, NAACP Awards, Christmas with the Lennon Sisters, Donna Fargo Show, Big City Comedy, Martin Luther Show. **Staff:** David Sifford, Beverlie Brewer, David Vester, Annelie Johnson, Carmon Moon, Dave Lynch, Robert Chenoff.
- Con Hartsock/Swank Telefilms** EH  
**Cori & Orient** 315  
*2049 Century Park East, Suite 1200, Los Angeles, Calif. 90067*  
 In Concert (18), Die Fledermaus, Jabula, Shell Shock Rock, Cornflakes for Tea, Fatty & George (10), Nuggets, Toycraft, Anita in Jumbleland (26), Mariolino, Wonderful Tales from Around the World (96), Animation Theater, Chuck the Beaver, Groyzer X, Tinderbox, Seventh Match, Dinah Saur Show (13), Oscar (39), Woozies (26), Hard Knocks, Symptoms, Black Panther, Slippery Slide, Round the Bend, Terror on the Hill, Borneo, Last Barsham Fair, Walking in a Sacred Manner, Stairway to the Moon, Fallas, World Wildlife Shorts (4), Games from Around the World, Echo of the Wild, Last Tasmanian, Stepping Out, This is a Man, Eleven Powers, Through Joy and Beyond, Rejoneador, Red Deer, Lalai Dreamtime, Floating, Dark Memo-



**THE HALF-HOUR ANYTIME STRIP**

# FIRST RUN FOR FALL 1982

**EXECUTIVE PRODUCER: JOHN BARBOUR**

Co-Creator, Producer, Writer, Co-Host of NBC-TV's "REAL PEOPLE"

## THAT AWFUL! QUIZ SHOW

...Now we've created another original show designed especially for a late night strip—that cannot be imitated and will be the biggest, most talked about show on TV."

**HOSTS: JOHN & GREG RICE**

"Two very bright and articulate hosts, smart screening of guests, a proven producer with a unique feel for people in comedy—and sold by a pro distributor. It all spells success—and we're betting on this team."

—**JOHN SERRAO**  
President, KTRV-TV  
Boise, Idaho

"The talent and wit of John Barbour (REAL PEOPLE) is evident throughout. The twins are great, concept sound and the fun everywhere. I grabbed it right away."

—**JACK MATRANGA**  
President and General Manager  
KTXL, Sacramento & KTMX, Denver

"A breezy combination of two classic quiz-comedy shows—'You Bet Your Life' with Groucho Marx and 'Who Do You Trust?' with Johnny Carson. The hosts—believe it or not—are a pair of dwarfs who became millionaires in real estate. And as bizarre as that may sound, it's actually funny, in the same low-to-middlebrow fashion of 'Benny Hill.'"

—**GARY DEEB**  
Chicago Sun Times

**A JSC PRODUCTION** in association with **CHRIS CRAFT TELEVISION**

Distributed by:

**D.L. TAFFNER/LIMITED**

NEW YORK 1370 Avenue of the Americas • New York, N.Y. 10019 • (212) 245-4680  
ATLANTA 7110 Faunsworth Drive • Atlanta, Ga. 30328 • (404) 393-2491  
LOS ANGELES 5455 Wilshire Boulevard • Los Angeles, Ca. 90036 • (213) 937-1144

**AT  
NATPE  
SUITE 2871**



Visit us  
at NATPE '82  
Hilton Suite 460

The greatest group of stars  
on earth.

Burt Sugarman's  
The Best Of  
The Midnight  
Special



TELEVISION

Television never looked better





**We redesigned it for prime time.** From the original 360 ninety-minute episodes, the very best has been streamlined into one-hour, broad appeal shows. And year #1 of this exciting new edition is available now.

**Every episode packed with marquee power.** Your audience will see a Who's-Who of contemporary music, including Barry Manilow, Kenny Rogers, Rod Stewart, Dolly Parton, Elton John, Willie Nelson, the Rolling Stones... and hundreds more of the tops in Pop, Country, Rock, Disco and Soul... plus Comics like Steve Martin and Richard Pryor. Every single show gives you giant names to promote.

**Now five times more people will watch it.** The original *Midnight Special*, airing 1:00 to 2:30AM, pulled the highest concentration of adults 18-34 and 18-49 of all network programs. (Over 90% of this audience was retained in its second run.) Now your station can reach five times more viewers with this new version in weekend prime time/prime access periods.

**52 One Hour Shows. Available on a National Advertiser Supported Basis.**

"The Best of The Midnight Special" is a Burt Sugarman, Inc. production.



ries, Afalaj, Living Goddess, Shamanism in Java, One of Our Airmen Is No Longer Missing, Vanishing People, Blueprint for Extinction, Human Experience, Eye of the Beholder, Wild Country, Amazing Creatures of the Sea (13), World Wildfire. **Staff:** Marie Hoy.

**Craig Breedlove Enterprises** 53  
1901 Avenue of the Stars, Suite 275, Los Angeles 90067

Hollywood Previews (52), Challenge of the Sexes (26), Weiss Global Enterprises, Alfred Haber Inc., 14th Annual World Championship Chili Cook-off. **Staff:** Don Colapinto.

**Creative International Activities** 356  
372 Central Park West, Suite 17W, New York 10025

Summer Solstice, Health Beat (12)\*, Roosevelt, Hitler, Churchill, Truman, JFK (5), This Was America (12), Body Works (13), Lorne Green's New Wilderness (26)\*, Images of Ireland\*, Peter Gunn (114), Lovers of the Empire\*, Almanac (337), Mr. Lucky (34), Yancy Derringer (34), Star Performance (156), Sinister Queen (8)\*, Evening at the Improv (26)\*, Best of Sullivan (12), Biography (65), Grand Prix All-Star Show (26)\*, Spectreman (63). **Staff:** Klaus J. Lehmann.

**Dan Curtis Distribution** 13  
5555 Melrose Ave., Los Angeles 90038

The Curtis Signature Collection (16), Adventure I (6), Action I (12), Horro/Sci Fi (11), Love in Cold Blood. **Staff:** Sy Shapiro.

**CW Broadcasting** 3-114

**Dan Robinson Broadcasting** EH

**Data Communications** 2749-51  
3000 Directors Row, Memphis 38131

**Staff:** Nancy Jeffries, Greg Calhoun, Steve Price, Sarah Turnipseed, Diana Summerville, Bill Boyce.

**Devillier-Donagan Enterprises** 2913-14  
1525 New Hampshire Ave., Washington 20036

Animated children's, fine arts and documentaries from Nordic countries. **Staff:** Ron Devillier, Brian Donegan.

**DFS Program Exchange** 368  
405 Lexington Ave., New York 10017

Olympic Champions (60), Sport Billy, Secret's Out, Scooby Doo (110), Flintstones (166), Bullwinkle (98), Rocky & His Friends (156), Underdog (62), Tennessee Tuxedo (56), Uncle Waldo (52), Dudley Do Right & His Friends (38), Young Samson (20), Space Kiddettes (20), Korg—70,000 BC (16), Inch High Private Eye (13), Whellie & the Chopper Bunch (13), Roman Holidays (13), Devlin (16), Around the World in 80 Days (16), The Jetsons (24), Jonny Quest (26), Valley of the Dinosaurs (16). **Staff:** Allen Banks, Jack Irving, Susan Radden, Tim Strosahl, Wallace Chateauvert.

**Don Feddersen Productions** 2933-34  
12735 Ventura Blvd., Suite 28, Studio City, Calif. 91604

Lawrence Welk Show. **Staff:** Don Feddersen, Charles Spira, Sam Lutz, Irving Ross.

**Ed Libov Associates** 321

**Ralph C. Ellis Enterprises** 402  
1231 Yonge St., Suite 300, Toronto M4T 2T8

**Staff:** R. Stephen Ellis.

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

Diff'rent Strokes (144), One Day at a Time (163), The Jeffersons (183), Sanford & Son (136), Good Times (133), Maude (141), The Professionals (52), Mary Hartman Mary Hartman (260), John McEnroe ... the Rites of Passage, Entertainer of the Year (15), New Ones II (16), New Ones (18), VIP Group (18), Plus Twelve, 28 for '68, Top Time, Nightmare Theater, Pete 'n Gladys. **Staff:** Robin French, Gary Lieberthal, Ron V. Brown, Hal Gaba, Lois Luger, Leslie Tobin, Corey Bender, Meade Camp, Chris Egolf, Mike Mellon, Stephen Morley-Mower, Deborah Willard, Robert Oswaks.

**Enoki Films** 3-124  
81 Carlton Avenue East, Wembley, Middlesex HA9 8LZ

X-Bomber, Swiss Family Robinson (50), Tom Sawyer (49). **Staff:** Yoshinori Enoki, Yoshiaki Enoki.

**Excel Video/Cinema Shares** 2935  
450 Park Ave., New York 10022

Feature films, special\*, Pathfinder (13)\*. **Staff:** Ken Israel, Beverly Partridge, Hank Guzik, Dick Ostrander, Annette Campbell, Fred Baum.

**Faith for Today** EH

**Filmlife Inc.** 342

**Filmstel Inc.** 327

**Filmways Enterprises** 2961-62  
1875 Century Park East, Los Angeles 90067

Saturday Night (102), Backstage Pass (13), Monsters on the Prowl. **Staff:** Jamie Kellner, Alex Horwitz, Scott Towle, Rob Word, Jack O'Connell, Roger Adams, Tom Cerio, Larry Hutchings, Rick Jacobson, Ed Cooper, John O'Brien.

**Financial News Network** 510

**Firestone Program Syndication** 2810-11  
1200 W. Broadway, Hewlett, N.Y. 11557

Freeze Frame, Greatest Journey, Card Sharks (260), Cop Shop (260), Prisoner: Cell Block H

(260), Young Medics (260). **Staff:** Len Firestone, Brian Firestone, Alton Whitehouse, Ginny Wood.

**First National Media** 2815

**Fisher/Braun Communications** 347

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

Sophisticated Gents,\* Magic with the Stars,\* Kids From Nowhere,\* An Evening with Gerry Mulligan,\* Herbie Mann\*, American Challenge\*, Kennedy Center Honors\*, Barbara Mandrell and the Mandrell Sisters (16)\*, Pavarotti at Julliard, Live from Lincoln Center, Who's Afraid of Opera?, Kennedy Center Tonight, Star Chart\*, Fugitive Samurai (79), National Geographic series (35), That's My Line (13), Nana (6)\*, One Last Ride (5)\*, Niko (6), Joey and Redhawk, Diana Ross Special, 1980-82 Tony Awards, Night of 100 Stars\*, Jazz in America\*, Country Comes Home, 50 Years of Country Music, Roy Acuff: 50 Years the King of Country Music\*, Johnny Cash specials (10), Johnny Cash: Christmas in Scotland, Lynn Seymour: In a Class of Her Own, Nureyev: In Tribute to Nijinsky, Nutcracker with Mikhail Baryshnikov, Magic of David Copperfield\*, It's Magic\*, Like Magic\*, Price Is Right, Card Sharks, I've Got a Secret, Password Plus, Family Feud, Blockbusters, Beat the Clock, To Tell the Truth, Match Game, Ryan's Hope, Take Kerr (260), Greatest Sports Legends (89), Ali: A Living Legend, Jack Johnson: Black Power in the Ring, 1981 Masters' Water Ski Tournament, Family Hour Festival (44), Swiss Family Robinson, Adventures of Black Beauty, New Candid Camera (130), Hopalong Cassidy (91), Wobinda Animal Doctor (39), Kidsworld (150), Romper Room, Curious George (104)\*, Clangers (26), Noggin (6), Bagpuss (13), Ivor the Engine (20), 11 animated specials.

**Four Star Entertainment** 5-107

**French Television** EH  
1290 Avenue of the Americas, New York 10019

**Fuji Telecasting** 2847  
645 Fifth Ave., New York 10022

Constable Rannosuke, Samurai Special, Queen of a Thousand Years, Lady Ninja, Muteking the Dashing Warrior, Lucy-Mary of Southern Rainbow. **Staff:** T. Eto, N. Kasai, M. Takiyama, N. Okayama, D. Yoshida, C. Kito.

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

Disaster (26), Biography (65), Battle Line (39), Survival (38), Almanac (377), Behind the Scene (47), Friends of Man (45), Robin Hood (143), Sir Lancelot (30), Invisible Man (26), Sword of Freedom (39), Yancy Derringer (34), Foreign Intrigue (156), Star Performance (153), Star & Story (26), Big Story (39), International Detective (39), The Hunter (39), Wire Service (39), Peter Gunn (114), Mr. Lucky (34), Colonel March (26), Decoy (39), Police Station (39), My Hero (33), J.F.K., Marilyn Monroe, Jonathan



# WE INTERRUPT THIS MAGAZINE FOR AN IMPORTANT RADIO ANNOUNCEMENT

## RADIORADIO: the first CBS network radio service for the young adult market

April 26, 1982, a new adult contemporary network goes on air with an important difference.

CBS quality programming.

RADIORADIO means a new direction in CBS News, along with informational features, exclusive live-recorded concerts, music specials that include live phone-in interviews with today's hottest recording artists, and much more. All designed to attract and

hold the 18-34 young adult market.

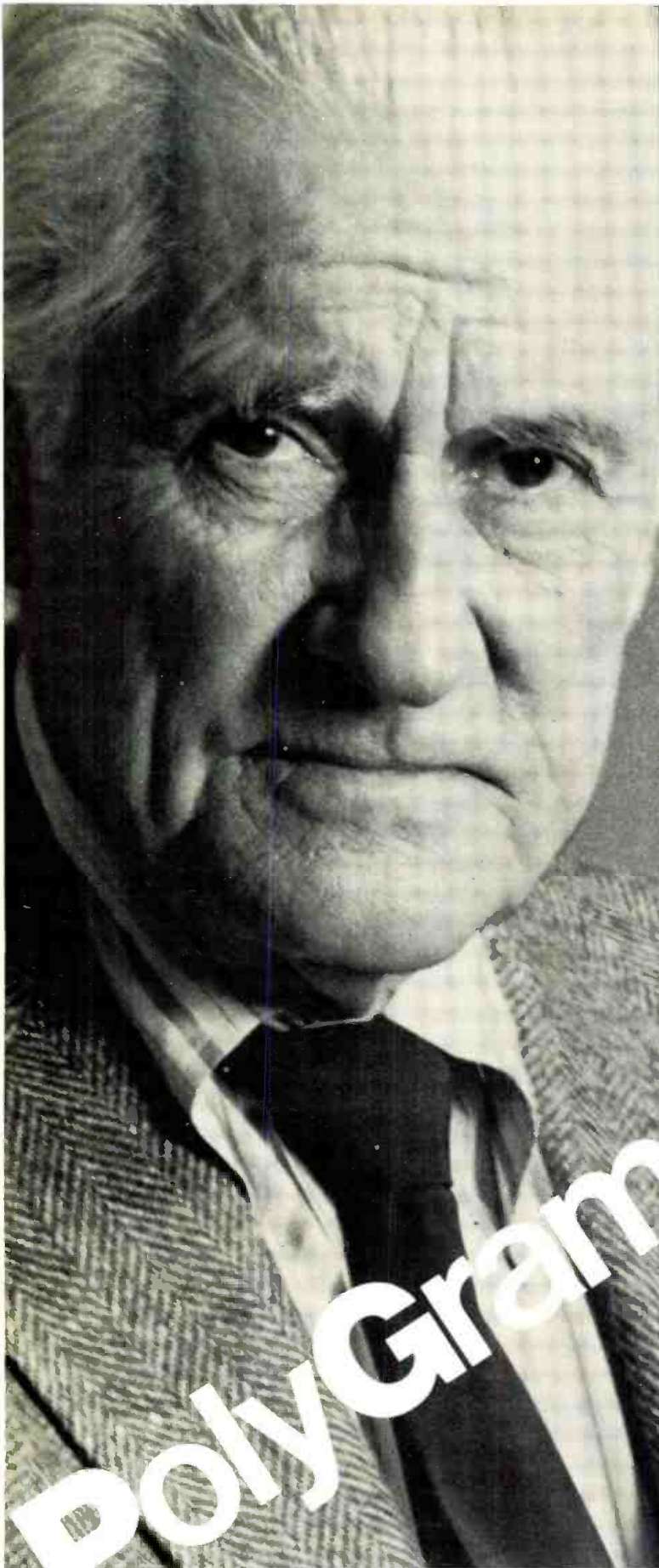
RADIORADIO affiliates include the top stations in top markets across the country. One look will convince you of our impact. We've already captured 50% of the young adult market, and we're signing new affiliates every week.

For more information, call Lawrence Storch, Director of Sales, RADIORADIO at 212-975-6085.

Watch us grow. Take a look at the first wave of RADIORADIO's growing list of affiliates.

M	New York, NY WCBS FM	Norfolk, VA WWDE (FM)	Minneapolis, MN WCCO FM	Providence, RI WBRU (FM)	Escanaba, MI WFNN (FM)	Rochester, NH WWNH (FM)	Barre, VT WORK (FM)	Scranton, PA WGBI FM	S
I	Chicago, IL WBBM FM	Columbus, OH WXGT (FM)	Allentown, PA WLEV (FM)	Lake City, FL WNFQ (FM)	Cookeville, TN WHUB (FM)	Tazewell, VA WTZE FM	Two Rivers, WI WQTC (FM)	Coquille, OR KSHR AM/FM	CI
M	San Francisco, CA KRQR (FM)	Hartford, CT WIOF (FM)	Detroit, MI WCZY (FM)	Dodge City, KS KDCK (FM)	Colby, KS KOOX (FM)	Great Falls, MT KLFM (FM)	Osage Beach, MO KYLK (FM)	Wisconsin Rapids, WI WWRW (FM)	F
N	Philadelphia, PA WCAU FM	Louisville, KY WKJJ (FM)	Los Angeles, CA KWST (FM)	Laramie, WI KIOZ (FM)			Pullman, WA KQQQ (FM)	Ephrata, WA KTRQ FM	WA
M	Boston, MA WEEI FM	Baton Rouge, LA WAFB (FM)	Houston, TX KRLY (FM)	Albany, NY WQBK (FM)			Rock Island-Moline-Davenport WHBF FM	Moses, WA KTRM	W
M	St. Louis, MO KMOX FM	Baltimore, MD WKTK (FM)	Cleveland, OH WVWW (FM)				Fitchburg, MA WFMP (FM)	Tampa/ St. Petersburg, FL WSRZ FM	S, KN
IO	Phoenix, AZ KOOL FM	Dayton, OH WVUD (FM)					Las Vegas, NV KUDO FM	Wheeling, WV WOMP FM	PI KO
M	Buffalo, NY WPHD (FM)	San Diego, CA KIFM (FM)					St. Augustine, FL WFOY (FM)	Wenatchee, WA KTRW FM	Bi WT
N									Ye K





PolyGrammming

**ERIC SEVAREID'S CHRONICLE**

In association with CTV Television Network Limited

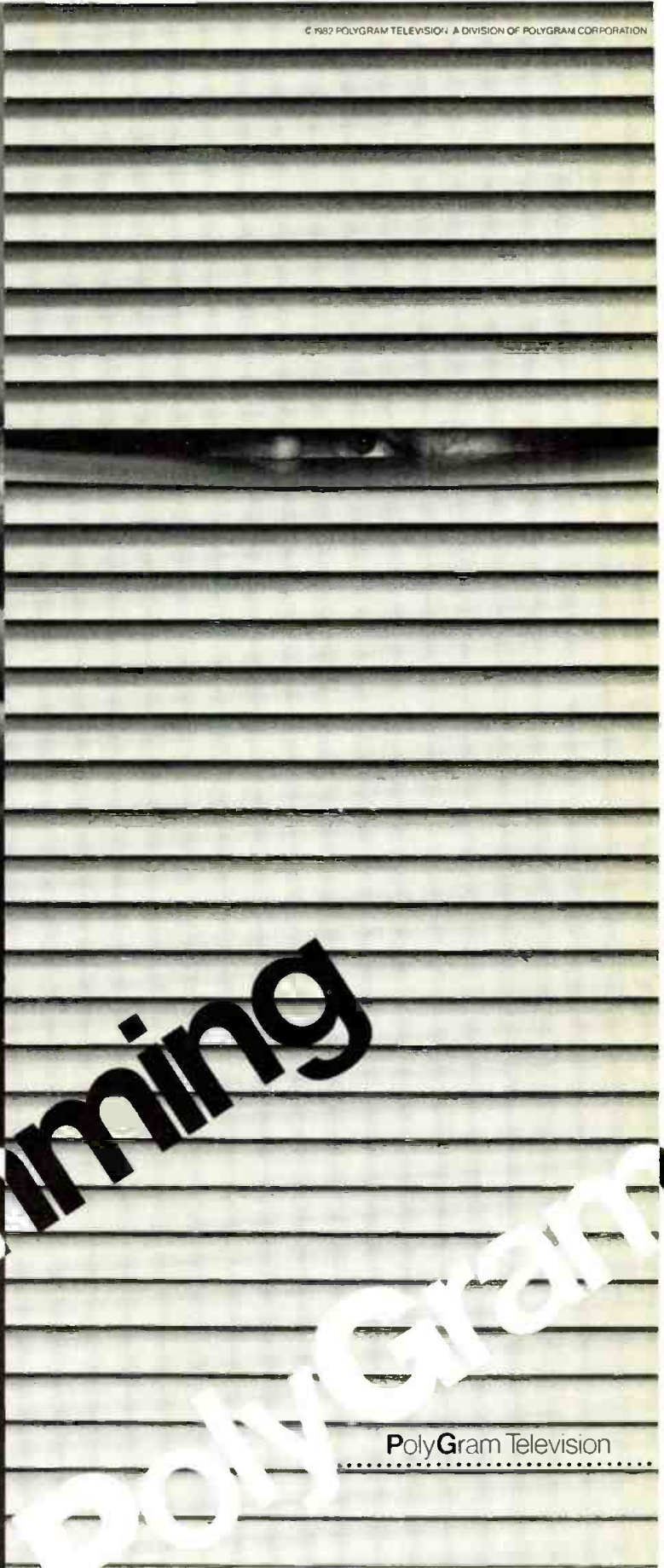
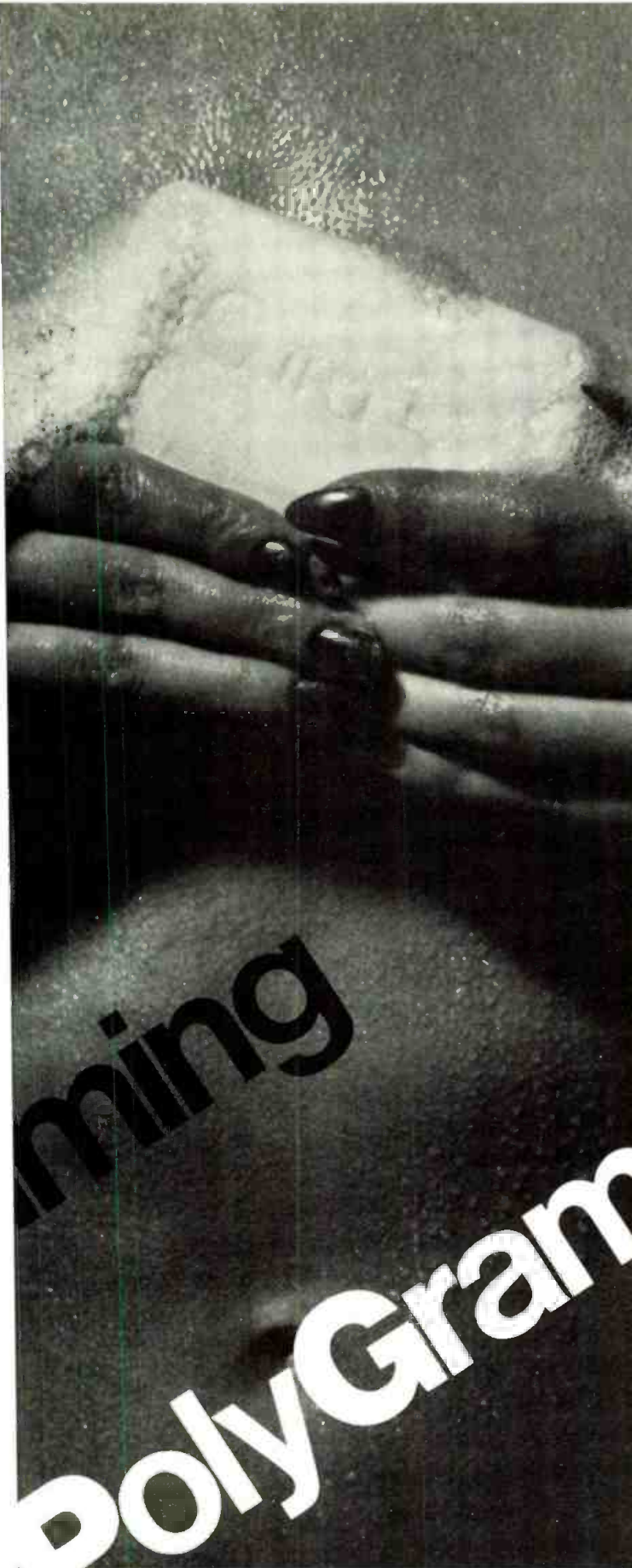
Television's most distinguished journalist brings his experience and wit to a bold, new syndicated magazine. Now available in half-hours or hours.

**QUEEN FOR A DAY**

In association with Arber/Harlan Productions.

It reigned supreme for two decades. Today's updated and enlightened "Queen" ascends the throne again. Available soon as a half-hour strip. Long live the Queen!





mming

PolyGrammming

mming

PolyGrammming

PolyGram Television

### THE WORLD OF SOAPS

In association with The Taylor/Garshman Group.

The best way for huge audiences to find out the dirt about their favorite soaps. Available soon as a half-hour strip.

### A SPICY LATE NIGHT SURPRISE

Introducing the late night series that draws the line at wicked comedy and then steps on it. Available soon as a half-hour strip.

Winters Salute to Baseball, Elements of the Unknown, Flip Wilson's Salute to Football, Invisible Influences, Riders of the Silver Screen. **Staff:** Joseph Fusco.

**Garrett Co.** 23  
6922 Hollywood Blvd., Suite 407, Los Angeles 90028

Animated/children's shows, cartoons, documentaries, game shows, program inserts, promo packages, feature packages, series, mini-series, specials, sports, talk/magazine programs. **Staff:** Don Garrett, Julie Nathanson.

**Gateway Productions** 322  
304 E. 45th St., New York 10017

Louis Rukeyser's Business Journal, Dow Jones Financial News Inserts, Families, Pennywhistle, Psychology Today, Unique Homes, Variety, Who Runs America?, Against the Odds, All About Zoos, American Games, American Life Style, Glamorous Commodities, It's Tough to Make it in This League, On Your Feet, Opportunity, Great American Comedy Show, Great American Revenues, People Show, The Proposition, Proposition Circuit, Themepark U.S.A., Truckers Whalers and Cowboys: Building a Country. **Staff:** Allan Albert, Paul Galan, Dick Hubert, Magdalene Constan.

**Gaumont Teleproductions** 377  
24 rue Jacques Dulud, 92200 Neuilly-sur-Seine, France

Lucky Luke, World of Image, Evasion/Escapes, Italy and Music, Portraits of ..., Don't Cry, This Good Old Life, Cooking Experiment with a Great French Chef Roger Verge, Great Day in the Morning. **Staff:** Philippe de Chaisemartin.

**Gaylord/Yongestreet Program Services** 4-106  
357 N. Canon Dr., Beverly Hills, Calif. 90210

Hee Haw. **Staff:** Alan Courtney, Elmo Williams, James Terrell, Sam Lovullo, Martin Clayton, Dorothea Delaplain, Marcia Minor, Penny Woods.

**Gerber/Carter Communications** 22  
488 Madison Ave., New York 10027

That Teen Show, Miss Black Teenage Scholarship Awards, Today's Black Woman (39), Jack Johnson: Black Power in the Ring. **Staff:** Charles S. Gerber, Evelyn C. Gerber, Charles W. Gerber, John Catanese, Rand Stoll.

**General Entertainment** 3-111, 115  
1515 Broadway, New York 10036

Powerful 10, Kung Fu Features, Virginia Graham's Woman's Digest, Upstairs at Xenor. with Bill Boggs, Koupon Kitchen\*, Weekend Projects\*. **Staff:** Mort Zimmerman, Hy Steirman, Jerry Molfese, Joseph Josephson, Kathryn Wallack, Donna Barrie, Jim Clinton, Lydia DeTorres, Wendy Robinson.

**Global Video Communications** 2733  
744 W. Church St., Orlando, Fla. 32805

Standards conversions, film-to-tape transfers, videotape duplication. **Staff:** Jerome Kurtz, David Antoniak, Jacob Weisbarth, Catherine Malatesta, Don Mitchell, Nancy Hultgren, John Ceconi.

**Globo TV Network of Brazil** 463-469  
909 Third Ave., New York 10022

Yellow Woodpecker Ranch, Morte & Vida Severina, Cabocla (170), Ciranda de Pedra (154), Vinicius de Moraes for Children, O Bem Amado, Fantastico the Show of Life, plus musical specials, novellas, series. **Staff:** Luis Eduardo Borgerth, Humberto Cirone, Robert Campbell, Lisette Stewart.

**Gold Group** 313

**Gold Key Entertainment/Media** 335-336  
159 W. 53rd St., New York, 10019

Krofft Super Sales (202), Abbott & Costello cartoons (156), Main Events II (15)\*, Poseidon Files (15)\*, Galaxy One (15), Galaxy Two (15), Good Vibrations (15), Main Events I (15), Neptune Journals (12), Gamma Chronicles (15), Beta Chronicles (12), Alpha Chronicles (10), Bill Burrud Features (6), Rainbow I-IV Outdoor Adventures (10 in each), Thirteen TV Premieres (13), Scream Theater (32), Awards Theater (50), Action Theater I & II (20 in each), Astor Classic Features (10), Astor Sci-Fi Features (6), Late Show (30), Cisco Kid Features (13), Dick Tracy Features (4), Pinocchio\*, The Palace (13), Alice's Adventures in Wonderland, Two Kennedys—A View from Europe, In Search of Ancient Astronauts, Loggins and Messina "In the Attic", Walt Wagner Show with Peggy Fleming, Dick Tracy Specials (4), Encore News\*, Portrait of a Legend, America's Top 10. **Staff:** Arthur N. Ryan, Leonard R. Soglio, James Ricks, Mike Newsom, Rod Sterling, Reid Davis, Ben Barry, William F. Cooke, Katia Yaksic, Stephen Lovell, Betty Griffiths, Lawrence D. Feinberg, Jeff Alan, Joan Marcus, Mary Kilmartin, Howard Mendelson, Debbie Bodell, Simone Sylvern, Jodie Levitus.

**Golden West Television** 2905  
5800 Sunset Blvd., Los Angeles 90028

**Goldfarb Distributors** 3-106

**Granada Television** 2917-18  
1221 Avenue of the Americas, New York 10020

Happy Since I Met You, Nailed, L.S. Lowry-A Private View, Gossip from the Forest, Secret Orchards, Member for Chelsea, Strangers, Invasion, Business Decisions, Rich World Poor World, Minter, Disappearing World, The Christians, World In Action, Conductor at Work: Claudio Abbado, Isadora, Lot of Happiness, Christmas Carol. **Staff:** Barrie Heads, Leila Maw, Adrienne Spartan, Edward E. Finch.

**Great American Entertainment/Coe Films** 339

**Great American Syndication** 2852  
100 W. Grove St., Suite 475, Reno 89509

Say Something Funny (260)\*. **Staff:** Stan

Read, Willie Stein, Nat Ligerman, Frank Blues-tein, Don Galloway.

**Group W Productions** EH  
70 Universal City Plaza, Universal City, Calif. 91608

PM Magazine, Hour Magazine, John Davidson Show, We're Movin'\*, Chef Tell's Good Life, Fight For Survival, Private Sides of ... Getting Personal, Newsfeed **Staff:** Edwin T. Vane, George E. Resing Jr., Leonard T. Giarraputo, Frank R. Miller, Owen S. Simon, Christine Foster, Robert H. Rubin.

**Grundy Organization** 570-71  
c/o McManus & Co. 425 E. 63rd St., New York 10021

Prisoner-Cell Block H (312), Restless Years (781), Young Medics (1,300)\*, Punishment (26), Bellamy (26), Taurus Rising (22), Sons and Daughters (104), Runaway Island (9), All at Sea, The Alternative, Death Train, Demolition, Gone to Ground, Image of Death, Mama's Gone A-Hunting, Newman Shame, Night Nurse, Plunge into Darkness, Roses Bloom Twice, Scalp Merchant, Poor Fella Me, Seven Million Dollar Fugitive. **Staff:** Reg Grundy, Joy Chambers Grundy, Robert Crystal, Tom McManus, Di Brooks.

**Leo A. Gutman** EH  
230 Park Ave., New York 10017

Chuck Conners's Great Western Theater (26), Spectacular Four, Red Ryder (23), Sherlock Holmes (14), Charlie Chan (11), Mr. Moto (9), East Side Kids (13), Hollywood Seven International Three, Universal Cliffhanger (5), Branded (48), Guns of Will Sonnett (50), Ingrid Bergman Theater (2). **Staff:** Leo A. Gutman, Esther Balenzano.

**Hardy Jones Productions** TBA  
3030 Bridgeway, Sausalito, Calif. 94965

Four Years with the Dolphins\*, Undersea Mountain\*. **Staff:** Hardy Jones.

**Harrington, Righter & Parsons** 2779  
280 Park Ave., New York 10017

**Henry Jones** 533

**Hollywood Distributors** 323

**Ideal Pictures International TV** 3-102

**Image Futures** 3-122


**Imero Fiorentino Associates** 4-121, 23  
44 W. 63rd St., New York 10023

Flo and Eddie Show. **Staff:** George Honchar, Robert Kuretsky, Rosemary Kalikow.

**Insight Paulist** 50  
17575 Pacific Coast Hwy., Pacific Palisades, Calif. 90272

Needle's Eye\*, Missing Persons Bureau\*, A Decision to Love\*, Rendezvous\*, Sixth Day,





**It's as easy as  
a-One and  
a-Two and  
a-Three!**

Week after week, year after year, millions of adult viewers have opened their hearts and homes to Lawrence Welk. They've made him the most successful host in syndication history!

Now there's a series that makes it easy for you to reach these loyal and devoted viewers. It's *Memories With Lawrence Welk*: 52 hour episodes that have been selected in response to thousands of letters from Welk fans eager to see their favorite performers once again – the Welk regulars, as well as some of the biggest names in show business. It's presented with new introductions and closings by the maestro himself on camera.

Let the Welk magic make it easy for you!

## **Memories with Lawrence Welk**

Available Fall 1982 on an advertiser-supported basis.  
Contact Shelley Schwab or Bobbi Fisher  
(212) 759-7500

**MCATV**



God's Guerillas, Little Miseries\*, When Heroes Fall\*, Teddy\*, Domino Effect\*. **Staff:** Ellwood E. Kieser, Judith Eagan.

**Intercontinental Communications 407**  
630 Fifth Ave., Suite 3007, New York 10111

Beany & Cecil (26), Canadian Invitational Tennis\*, Olympia Spectaculars\*, Robert Graves Anthology\*, Telenovelas\*, A Place of Dreams, Aretha Franklin\*, Body Human (9), Circus (22), Classic International Features (150), Evening at Pops (18)\*, Grand Prix Tennis (12)\*, Great Exhibitions (13)\*, Jazz at Antibes (5)\*, Joy of Bach, National Geographic Specials (60)\*, Nova (45)\*, Previn and the Pittsburgh (4), Sensational Seventies (12), SFP Documentaries (10)\*, Vic Braden's Tennis for the Future (13)\*, World (8), You (130)\*. **Staff:** Thomas P. Einstein, Nina C. Berry.

**International TeleMedia 61-62**  
3710 Commercial Ave., Northbrook, Ill. 60062

Sweet 16 and Pregnant\*, Shoot/Don't Shoot\* Going Straight\*, Mom I Want to Come Home Now, Buster and Me, Just Kidding, Epidemic Why Your Kid Is on Drugs\*, Power Pinch\*, Jimmy Ballard Golf Connection (13)\*. **Staff:** Linda Sheldon, Rae Brooks, Marcia Lovenson.

**Interprom 4-118**

**Irish Saxe Sound Productions 420**

**ITC Entertainment 2865**  
115 E. 57th St., New York 10022

Cinema 12 (12), Entertainment Volume Three (16), Volume Two (16), Volume One (15), Thrillers (43), Return of the Saint (22), The Saint (114), Muppet Show (120), Edward the King (13), Space: 1999 (40), When Havoc Struck (12), Let's Rock (24), Very Special Seven (7)\*, Superlative Seven (6), Crimes of Passion (30), The Protectors (52), My Partner the Ghost (26), Department S (28), The Persuaders (22), The Adventurer (26), The Baron (26), Man in a Suitcase (28), Secret Agent (45), Dangerman (39), Gale Storm Show (125) Fury (14). **Staff:** Abe Mandell, Leonard Kornblum, Pierre Weis, Joseph Ceslik, Jim Stern, S. Allen Ash, Al Lanken, Charlie Keys, Cy Kaplan, Armando Nunez, Valerie Rowley, Philip Jones.

**Jack F. Grimm Productions 2807**  
309 First Nat. Bank Bldg., Box 35, Abilene, Tex. 79604

Search for the Titanic, Return to the Titanic, Deadly Fathoms, China 1982, Tibet 1982. **Staff:** Jack F. Grimm, B.J. Billing, June Mitchell, Gail Qualls.

**Janus Films 477**  
119 W. 57th St., New York 10019

Laurel and Hardy (11), Doctor in the House (150), Teenage Films\*, Ultimate Classics. **Staff:** Robert Cohen, Jonathan Sehring, Dolores Mayer.

**Jim Owens Entertainment EH**  
Colonial Pl., Box 457, Brentwood, Tenn. 37027

Jerry Reed Show, Concert Behind Prison Walls, Barbi Doll for Christmas, Tribute to Hank Williams, Tribute to Chet Atkins from His Friends, Evening with the Statler Brothers, Country Music Salutes Texas, Conway Twitty: 25 Years, Second Annual Top Country Hits, 16th Annual Music City News Country Awards. **Staff:** James W. Owens, Gus Barba.

**JK Productions TBA**  
Town Hall Bldg., Junction City, Peoria, Ill. 61614

Jimmy Ballard Golf Connection (13). **Staff:** Marvin E. Jay, Bob Kirshenbaum, Jimmy Ballard.

**JPD Entertainment 564**  
642 Silver Spur Rd., Rolling Hills Estates, Calif. 90274

Fourth Dimension (7)\*, Bright China\*, Kung Fu Movie Package\*, View of the White House by H.R. Haldeman (6)\*, American Adventure (26), Grapevine Opry (26), Galaxy, World Kickboxing (26). **Staff:** James Patrick Devaney, Susan Devaney, Maria Eugenia Leyva, Daphne Peel.

**JWT Syndication EH**  
466 Lexington Ave., New York 10017

Will to Win\*, Tales of the Unexpected, World of Survival, Personality News Network, America at Play, China Magic, Miss Peach, A Gorey Halloween, Newsweek News Inserts, Nooze Reports, Update on Health. **Staff:** Robert E. Buchanan, Norm Varney, John H.P. Davis, Jeanne Paynter, Debi Crawford, Juanita Hamilton, Lanier Brannen Hege, Thomas Paine, Joan Shingles.

**Karol Media 2827**

**Katz Communications 27-121**  
One Dag Hammarskjold Plaza, New York 10017

**Staff:** Dave Abbey, Jim Beloyianis, Kenn Donnellon, Vic Ferrante, Richard Golden, Dick Goldstein, Pete Goulzian, Jim Greenwald, Gordon Hastings, Gary Lico, Frank McCann, Dick Mendelson, Alison Moore, Phil Oldham, Ed Papzian, Fred Petrosino, Don Robinson, Serge Valle.

**King Features 35**  
235 E. 45th St., New York 10017

Zoom, Popeye (220), Cool McCool (20), Beattles (39), All New Popeye Show (62), Beetle Bailey (50), Barney Google and Snuffy Smith (50), Krazy Kat (50), Flash Gordon (24), Genesis Project (11)\*, Perspective on Greatness (26), Nova (60), World (10), Blondie (28), Flash Gordon (4), TV Time Capsules (2,000), The Butcher (350), Julia Child (100), Flash Gordon (40), Vic Braden on Tennis (13), Boston Pops (26), Great Performance Plays (20). **Staff:** Bruce L. Paisner, William E. Miller, Charles Shutt, Chips Barrabee, Samuel Gang, Adrian Caddy, Marie Gentile, Steve Elsky.

**King World (see Colbert)**

**Klein & 2853-54**  
1111 S. Robertson Blvd., Los Angeles 90035

Promo packages. **Staff:** Barbara Abels, Jim Collier, Jeanie MacLaughlin, Roxanne Yamaguchi, Bruce Littlejohn, Karen Sen.

**LaBulck & Associates 408**

**L.A.V.A. Productions 577**  
240 W. 60th St., New York 10023

Animation. **Staff:** Vincent Tilotta, Jim Tilotta, Bill Rhodes, Karl Kraft.

**Lexington Broadcast Services 58**  
777 Third Ave., New York 10017

Glen Campbell Music Show, LBS's Music Makers in Concert, Rock Comedy, Test Shows, Fight of the Month, Greater New Orleans Golf Open, Rainbow Patch, International Knock-Out Karate, Our Town, Galdar and the Knights of Palladin, Sha Na Na (97), Hot Fudge, Health Field, Doctor Snuggles, World Championship Tennis, Nobody Does It Better Than You America, Strawberry Shortcake, Night Before Christmas, Christmas Messenger, plus LBS video division. **Staff:** Henry Siegel, Roger Lefkon, John Ranck, Louise Granelli, Michael Weiden, John Topol, Mark Graff, Lisa Merians, Milt Strasser, Wendy Phillips, Bobbie Marcus, Therese Kiely.

**Lionheart Television 64**  
40 W. 57th St., Suite 415, New York 10019

The Two Ronnies\* (32), Dick Emery Show\* (40), Not the Nine O'Clock News (10), Up Pompeii (13), Morecambe and Wise (65), Dave Allen at Large (51), Fawcett Towers (12), Ripping Yarns (9), To the Manor Born (13), Good Neighbors (29), Dad's Army (26), Butterflies (20), Fall and Rise of Reginald Perrin (21), The Goodies (26), Poldark\* (29), Jane Eyre\* (5), Casanova (6), Gentleman, John Halifax (6), Kean (2), Moll Flanders (2), Onedin Line (42), Pride and Prejudice (5), Nana (5), Omega Factor (10), Englishman's Castle (3), Running Blind (3), Sunset Song (6), When the Boat Comes In (26), Moonstone (5), Wildlife Safari\* (24), Training Dogs the Woodhouse Way (10), Ireland: A Television History (13), Civilization (14), Murder Most English (4), Six Wives of Henry VIII (6), Elizabeth R (6), Vision On (74), Circuit Eleven Miami (12), Great Railway Journeys of the World (7), Great Zoos of the World (8), Great Parks of the World (6), Yesterday's Witness (2), First Churchills (12), Blue Peter Special Assignment (4), Shirley Bassey (12), Sight and Sound in Concert (23), Rock Goes to College (6), Old Grey Whistle Test (7), Doctor Who (172), Window on the World (7 documentaries), Black Tulip (6), Ivanhoe (10), Last of the Mohicans (13), Little Women (9), Rebecca of Sunnybrook Farm (4), Tom Brown's Schooldays (8), Airport, Bomb Disposal Men, Bull's Eye War, Battle of the Atlantic, Blind Eye of Murder?, Deep Cold War, Energy Crunch (3), Juan Carlos, Kenya Runner, Mother Teresa of Calcutta, My Kingdom for Love: Abdication,



*"I don't care if you live with him on campus. In my house, he sleeps in the guest room!"*

# "Getting Personal"

*TV audiences will watch with fascination as pairs of individuals with conflicting attitudes on personal issues air them on this new reality series.*

*Husband and wife. Mother and daughter. A live-in couple. Parent and teacher. Boss and secretary. Any combination with differing views on a behavioral matter: relationships, family disputes, sexual practices, loving, sharing, caring, child rearing — an unlimited number of areas of contention.*

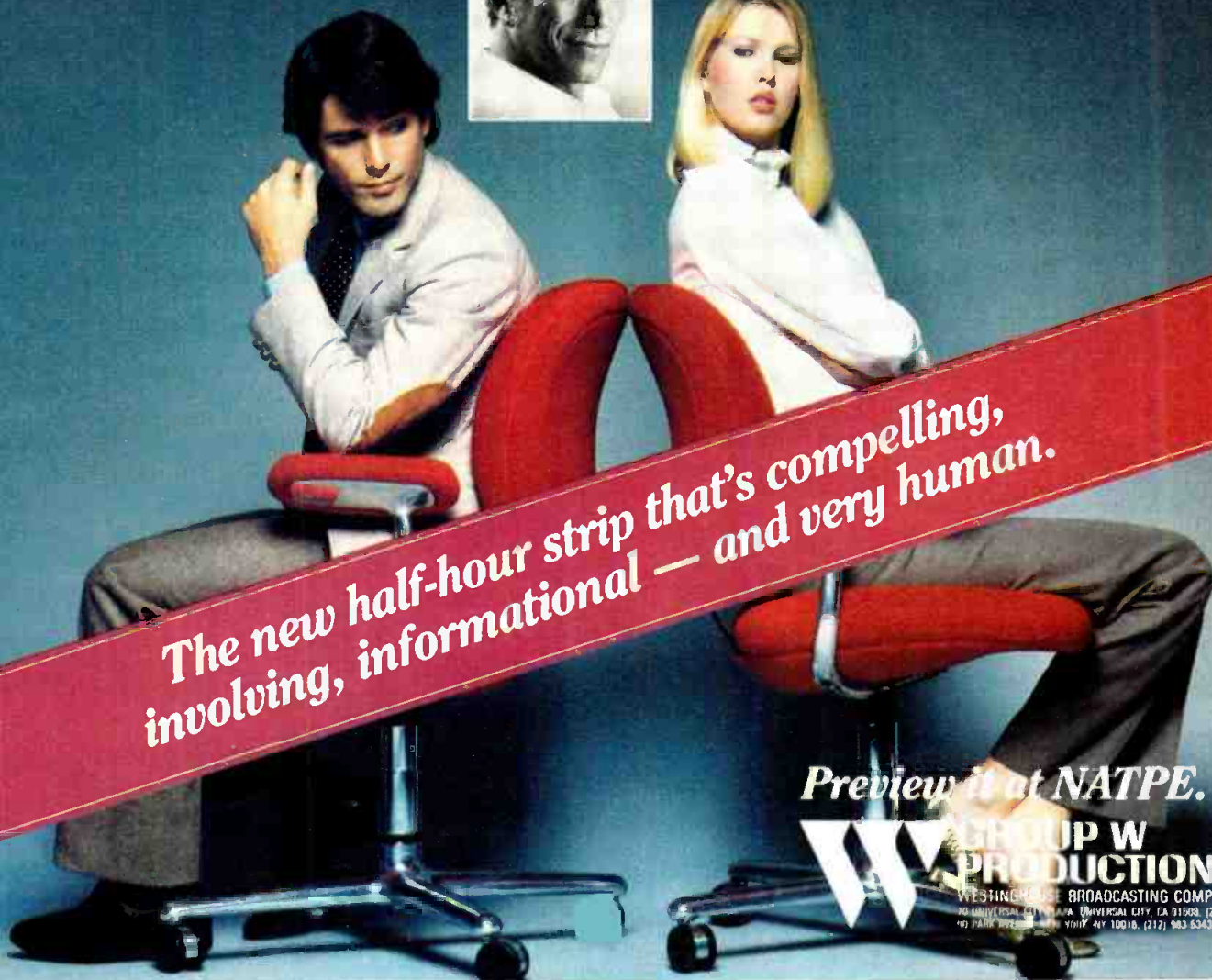
*They present their views to host Joseph Campanella, his guest psychologist and the studio audience — and everyone, including the viewers at home, becomes involved.*

*"Getting Personal" exposes the vast variety of human emotions, from heart-rending to downright funny. It will appeal to a wide range of audience interests.*

*Perfect for early fringe.*



*Or anywhere in your lineup.  
Starting in the fall of 1982.*



*The new half-hour strip that's compelling,  
involving, informational — and very human.*

*Preview it at NATPE.*

**GROUP W  
PRODUCTIONS**

WESTINGHOUSE BROADCASTING COMPANY  
70 UNIVERSAL CITY BLVD., UNIVERSAL CITY, CA 91308 (213) 760-8800  
40 PARK WEST, NEW YORK, NY 10018 (212) 983-5243

Missing Hero, Orders from Above, Passion of Bernambuco, Portrait of a Terrorist, Surgery of Violence, San Francisco: City That Waits to Die, Traffice in Babies, White Tribe of Africa (4), Yellow Cab, The Zoo, Ballet Shoes (6), The Galisman (8), Premiere (6), My Son My Son (7), Billion Dollar Bubble, On Giant's Shoulders, Snow Queen\*, Bar Mitzvah Boy, Fear and Loathing on the Way to Hollywood, Song by Song by Gershwin, She Fell Among Thieves, Leo Sayer Show, Russian Language and Its People (20). **Staff:** Wynn Nathan, Frank Miller, Robert Greenstein, Nelsa Gidney, Don Joannes, Harvey Reinstein, Charles Benton, Morton H. Broffman, Byron Parkin, Roy Gibbs, Christine Condon, Ray Stiles, John Stringer.

**Lorimar** **EH**  
3970 Overland Ave., Culver City, Calif. 90230

Dallas (150), Eight Is Enough (112), Lorimar I (25), Lorimar (26). **Staff:** Ken Page, Tony Brown, Chuck Atkins, Bruce Genter, Maury Lanken, Jack Donahue, Monty Lounsbury, Marty Mills, Bill Trotter, Victoria Laughlin, Mike Zucker, Ralene Levy, Dorothy Hamilton, Kim Lorello.

**Lutheran Television** **37**  
2185 Hampton Ave., St. Louis 63139

**Staff:** Janet R. Naji, John A. Daniels.

**Madison Square Garden/Hughes TV Network** **2938-40**  
4 Pennsylvania Plaza, New York 10001

Primetime Sports, Entertainment Specials\*, European Ice Show Spectacular. **Staff:** Joseph M. Cohen, Allan Rubinstein, J. Gordon Bridge, Cheryl Brown, Larry Fischer, Jodie Friedberg, Bill Page, George Snowden, John Tagliaterra, Jim Wergeles.

**Mag-Net** **29**  
540 Madison Ave., New York 10022

Soap Talk\*. **Staff:** Stephen P. Mathis, Richard S. Gold, Jo-Anne Leighton, Roberta Blattman.

**Major League Baseball Productions** **56**  
1212 Avenue of the Americas, New York 10036

This Week in Baseball (29), Baseball Bunch (24), Baseball Bloopers, Baseball Hall of Fame **Staff:** Joe Podesta, Larry Parker, Terry Kassel, Mel Allen, Jody Shapiro, Geoff Belinfante, Jay Moran.

**M.A. Kempner** **59**  
4699 N. Federal Hwy., Suite 102, Pompano Beach, Fla. 33064

TV Powwww, Barney, Telephone Poll\*, Jockey. **Staff:** Marvin A. Kempner, Daniel H. Kempner, Richard Weighill, Max Stuart, Hank Guzik.

**MCA TV** **2976**  
445 Park Ave., New York 10022

Adam 12, Alfred Hitchcock Presents, Dragnet, Emergency 4, Holmes & Yoyo, Jack Benny Show, Leave It To Beaver, Love That Bob, McHale's Navy, Munsters, Rod Serling's Night

Gallery, Woody Woodpecker and Friends, Alfred Hitchcock Hour, Alias Smith and Jones, Baretta, Battlestar Galactica, Bionic Woman, Bold Ones, Boris Karloff Presents Thriller, Emergency I, Hardy Boys/Nancy Drew Mysteries, Incredible Hulk, Ironside, It Takes a Thief, Major Adams, Marcus Welby, M.D., Quincy, Rich Man, Poor Man Book I, Rockford Files, Run For Your Life, Six Million Dollar Man, Sugar Ray Leonard's Golden Gloves, Suspense Theater, Universal Star Time, Name of The Game, Virginian, Wagon Train, Buck Rogers\*, Those Amazing Animals\*, Road To Los Angeles, Custody Court\*, Memories with Lawrence Welk\*, Woody Woodpecker—cartoons\*. **Staff:** Al Rush, Friedland, Don Menchel, Shelly Schwab, Carl Russell, Chuck Gerber, Mort Slakoff, Gerri Pare, Bob Davis, Bert Herbert, Bobbi Fisher, David Brenner, Phil Conway, Carl Runge, Marc Grayson, Paul Hoffman, Tom Maples, DeArv Barton, Stephanie Beatty, Ernie Goodman, Fran Toll, Jack Robertson.

**MCA International** **2908**  
100 Universal City Plaza, Universal City, Calif. 91608

Harper Valley, House Calls; No Soap Radio, Simon & Simon, Shannon, Dark Room, Book Adventures, An Evening with Ray Charles, Masada, B.J. & The Bear, Lobo, Peter and Paul, Gangster Chronicles, Galactica, World's Greatest Circus, World Premiere's 90 Minute Movies and Universal Feature Films, Gimme A Break. **Staff:** Bob Bramson, Colin Davis, Peter Hughes, Jeff Schlesinger, Paco Padilla, Marion Gorton, Iris Gelt, Terry Tyler, Layton Bailey.

**McHugh and Hoffman** **345-46**  
3970 Chain Bridge Rd., Fairfax, Va. 22030

**Staff:** Peter S. Hoffman, John E. Bowen III.

**Medallion TV Enterprises** **3-107**

**Media Communications** **314**

**Media 4** **3-117**

**Media Lab** **402**  
20 Victoria St., Suite 403, Toronto M5C 2N8

Littlest Hobo, Stars on Ice, Kicking Around, The Titans, Waterville Gang, Fast Forward, Science International, Les Amis de mes Amis, Planet of Man, Al Oeming: Man of the North, Cities, Portraits of Power, Greatest Journey. **Staff:** Maxim W. Engel, Isme Bennie.

**Metromedia Producers Corp.** **EH**  
5746 Sunset Blvd., Hollywood, Calif. 90028

Weekday\*, VegaS (68)\*, Knock Knock\*, Merv Show, New Dick Van Dyke Show (72), Cross-Wits, That Girl (136), Ann Sothern Show (193), Super Pay Cards (130), Teenage Suicide: Don't Try It\*, National Crime and Violence Test\*, Flo and Eddie Show\*, Jane Goodall and the World of Animal Behavior, Times of Man, Untamed World (156), Undersea World of Jacques Cousteau (36), Sleep from A to Zzzz, Future Shock, Jackie Gleason Christmas Show, Singing Cowboys Ride Again, Premium I (8), Premium II (12), Premium Plus (28), MPC 20 (20),

Carry On ... (11), Sara Dane\*, I Claudius, Golden Circle, Wild Times, Roughnecks, Rainbow Patch (26)\*, Groovy Ghoulies and Friends (104), Crusader Rabbit (13), Strike Force (13), Dynasty (13), Fantasy Island (87), Charlie's Angels (115), Starsky and Hutch (92), Family (86), S.W.A.T. (37), Movin' On (44), Dusty's Trail (26), Chopper One (13), Firehouse (13), Here We Go Again (13), My Favorite Martian (107), B.A.D. Cats, Primus (26), Best Little Girl in the World\*, No Place to Hide\*, Sizzle\*, Of Mice and Men, Angel Death, Ambassador, Cousteau's Odyssey (12). **Staff:** Alan Silverbach, Herb Lazarus, Robert Freedman, Susan Bender, Bill Doty, Carol Forace, Jim Phillips, Patricia Stiphout, Sue Chadwick, Peter Starr, Jim Weathers, Jack Garrison, Jim Ricks, Dick Moran, Bill Featherstone, Dennis Gresham, Toby Rogers, David Campbell.

**Metrosports** **2817, 2818**  
6151 Executive Blvd., Rockville, Md. 20852

Liberty Bowl, Aloha Bowl, ACC Basketball, Notre Dame Football and Basketball, Big Ten Basketball, Big 8 Basketball, UCLA Basketball, plus special events. **Staff:** Leonard Klompus, Paul Karlsson, Marcia Cherne.

**MG Films** **354**

**MGM/UA Television** **45**  
1350 Avenue of the Americas, New York 10019

CHiPs, Evening with Gene Kelly, Courtship of Eddie's Father (73), How the West Was Won (3), Man/Girl from U.N.C.L.E. (128), Medical Center (170), Please Don't Eat the Daisies (58), Then Came Bronson (26), Thin Man (72), Conquest (6), Daktari (89), Gilligan's Island (98), Mothers-in-Law (56), My Mother the Car (30), Patty Duke Show (104), Rat Patrol (58), MGM Family Fair, Showcase II, MGM That's Entertainment, MGM Lion I & II, UA 17, MGM 10 & 11, MGM Pre-48, Warner Bros Pre-48, RKO Pre-48, Extra Extra Movies, 13 Tailor Mades, James Stewart as "Hawkins", Theater 15, Showcase 1-10, Prime Time I & II, Pink Panther (226)\*, Tom and Jerry (263), MGM 105, Bugs Bunny & the Warner Bros. Cartoons (327), Popeye (234), Crime Does Not Pay (48), Our Gang (52), Passing Parade (69), Pete Smith (89), Flamingo Road, Fame, Chicago Story, McClain's Law, Magic of the Stars, Studs Lonigan, James Cagney: That Yankee Doodle Dandy, Sean, World of Mother Teresa. **Staff:** Lawrence E. Gershman, Joseph C. Tirinato, Neil Russell, George Blaug, Susan Swimer, Jean Goldberg, Stacey Valenza, Suki Smith, Robert Corona, Philip L. Smith, Marian Leary, Leslie H. Friends, William A. Kunkel, Sheryl Hardy, Robert J. Horen, Jay Silha, Thomas A. Dwyer, Virgil Wolff, Ken DuBow, Peter K. Preis.

**Minotaur Films/World Media** **432**

**Mizlou Television Network** **5-121**

**MMT Sales** **2830-32**  
630 Third Ave., New York 10017

**Staff:** Jon K. Gluck, Gary Scollard, Neil Kennedy, Jack Oken, Roger Goldhamer, Al Can-



# OUR TELEVISION GETS GREAT RECEPTION.

2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | T



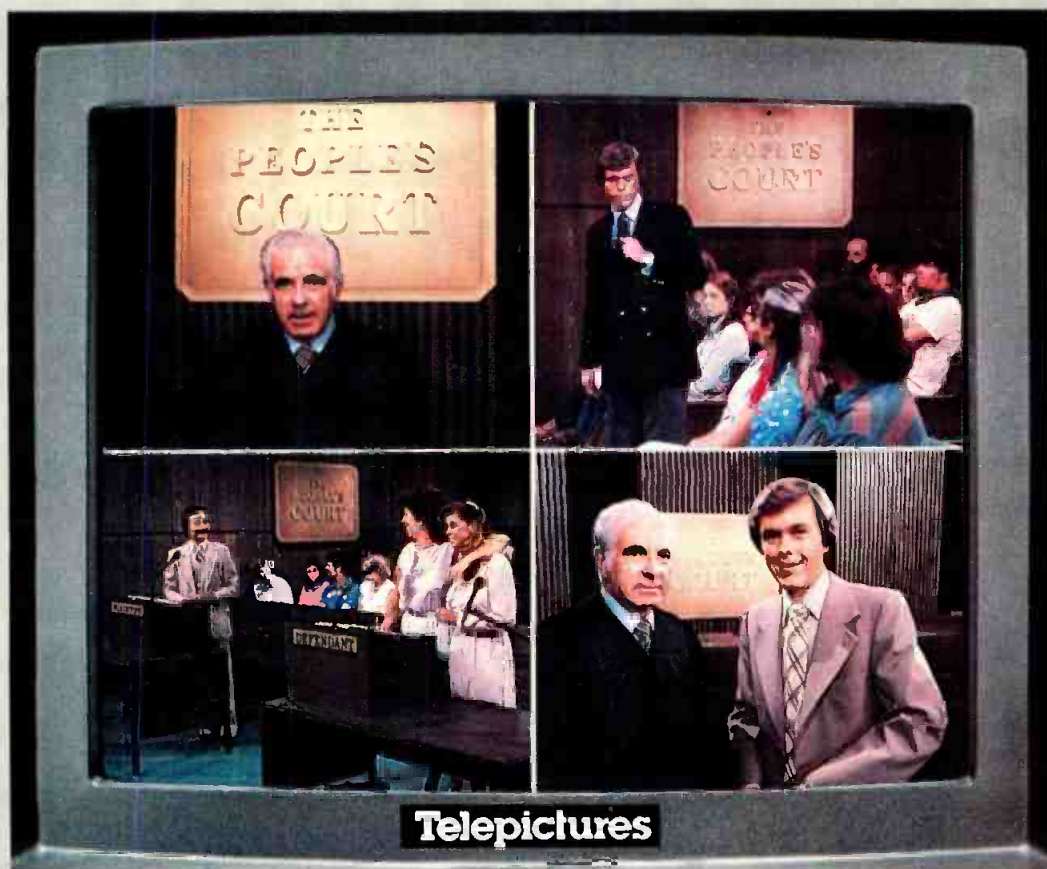
Television Pictures



as at NATPE on the exhibit floor.

Last year's No. 1 surprise.

# THE PEOPLE'S COURT



Finally there's a show that does justice to your schedule – no matter where you play it. Prime Access. Early Fringe. Daytime. Even Late Night.

The evidence is overwhelming. "The People's Court" is the season's #1 hit show, capturing higher percentages of both Men 18-49 and Women 18-49 than "PM Magazine," "Happy Days," "Laverne and Shirley," "Family Feud," "The Muppet Show," "You Asked For It," "Entertainment Tonight," and many more shows.\*

And that's not all the record shows.

With ordinary people trying real cases before a real judge, this exciting new kind of reality programming literally swept the November '81 "sweeps." In case after case – in market after market – "The People's Court" outperformed its lead-in as well as previous programming in the same time slot.

For the highest appeal, only one court is supreme. "The People's Court," now rolling into its second season, better than ever, from Ralph Edwards and Stu Billett.



*This year's No. 1 winner.*

# So You Think You Got Troubles?!



After you turn the industry upside down, what do you do for an encore? Well, if you're Ralph Edwards and Stu Billett, you start with the same basic ingredients that have made "The People's Court" a nationwide smash.

Unpredictable real-life people and situations your viewers can relate to.

Introducing "So You Think You Got Troubles?!" the funniest and most unusual new show of the year, starring Jay Johnson and his companion, Bob, from "SOAP."

It's a hilarious look at the personal

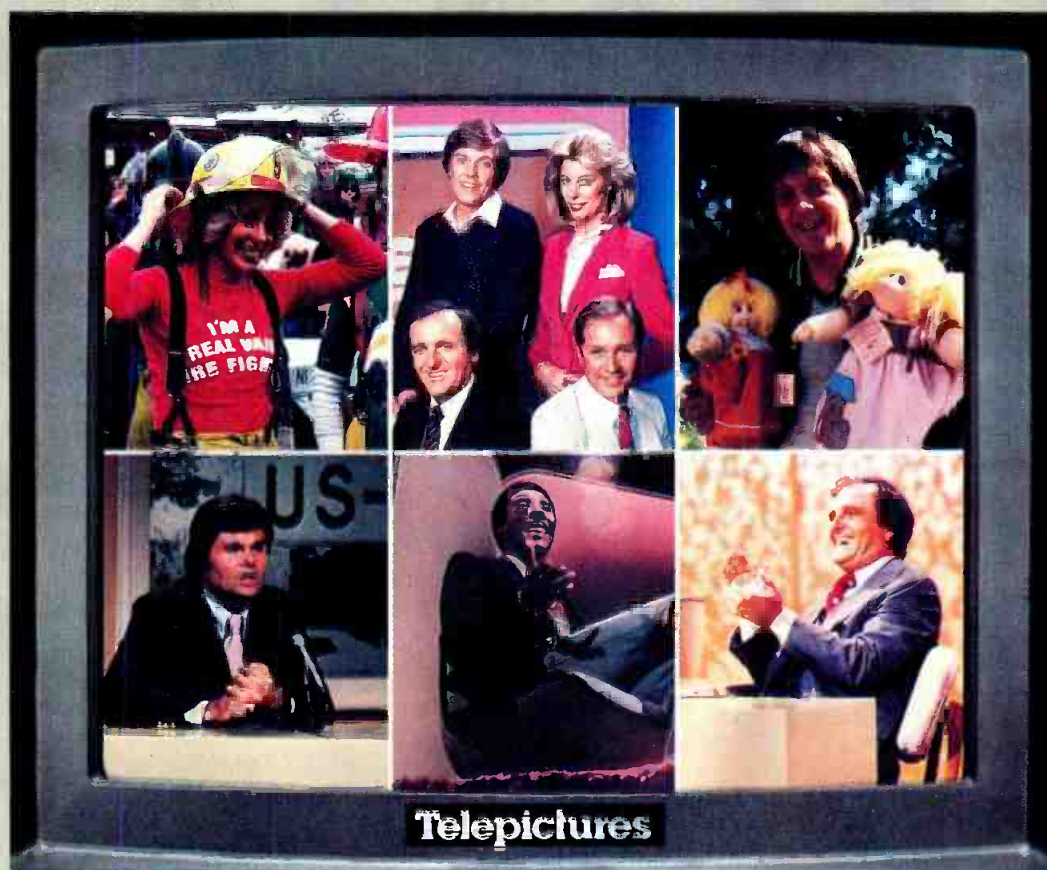
problems that trouble us all. Problems that range from the everyday to the incredible. But no matter how unconventional the trouble, you can always count on solid advice from the "So You Think You Got Troubles?!" guest experts.

It is strip programming at its best, high energy production with broad demographic appeal that reaches out to everyone.

So you think you got troubles now? Imagine 1982 without this exciting new winner from the hottest production team in television today.

Find us at NATPE on the exhibit floor.

# REAL PEOPLE\*



Telepictures

Available this September, the smash network hit in 130 blockbuster half-hours.

"Real People" is NBC's highest rated series with an average 19.5 rating/32 share over the last two full seasons.\*\* And best of all, it's available now at its very peak.

How good is Real People? Well, T.A.P.E. Program Consultants rate it, "The strongest network half-hour that we have yet analyzed for syndication potential."

The reasons are obvious. Title recognition. Broad demographic

appeal. Time period flexibility. Character identification. Storyline dependability. Timelessness. And visual humor.

Plus, "Real People" comes with the most extensive promotion campaign ever provided for an off-network series, everything you need from launch to day-to-day support.

"Real People" is produced by George Schlatter Productions, and the half-hours will be edited by George himself. And that's just about as close as you can get to a guarantee that it will produce for you.

\*Or another suitable title.

\*\*SOURCE: NTA Primetime Season Average Ranking Report - Regular time period programming (weighted average-series)



# TELEPICTURES 2

A landmark new concept in the packaging and promotion of movies for local television stations.

The entire package comes fully researched, with TV promos, fact sheets, research blueprints, promotional advisories, story synopses, print ads, on-air copy, picture libraries, even sales advisories for local planning.

Each title is handpicked because of its promotion potential. With stars and storylines that have been carefully selected for the broadest possible appeal for all segments of your audience.

Telepictures 2 is "Murder in Texas," "The Pride of Jesse Hallam," "The Last Song," and twenty-four additional winners, all made-for-television. All made for you.

---

## N.I.W.S.

The most extensive news service in syndication, providing a competitive edge with multi-part series, feature reports and a total package of support materials.

## SINGLES ONLY

A first-run, half-hour strip produced by Emmy winner Eric Lieber. Old-fashioned courtship joins with computer technology as we share the actual experiences of single people selecting dates and witness their unpredictable outcome.

## MY FAVORITE MARTIAN

Bill Bixby stars in 103 out-of-this-world comedy half-hours.

## LOOK AT US

George Schlatter's acclaimed first-run weekly access magazine hosted by Richard Crenna. Advertiser supported.

## THE PRIME OF YOUR LIFE

Arlene Francis and Joe Michaels host an entertaining first-run weekly program especially designed to offer valuable information for mature adults. Advertiser supported.

## HERE'S LUCY

144 comedy half-hours starring Lucille Ball, Desi Arnaz, Jr., Lucie Arnaz and an all-star line-up of special guests.

## KICKERS

The last word in news. A unique service providing daily kicker stories to end your newscast in an upbeat, memorable manner.

## MASTERS OF FURY

Fifteen action-packed movies featuring Kung Fu's newest star, Bruce Lee, and the finest martial arts masters in the world.

## TELEPICTURES 1

Sixteen powerhouse movies including "Guyana Tragedy: The Story of Jim Jones" and "The Three Musketeers."

## FRIDAYS

Coming soon! ABC-TV's top-rated late-night entertainment show, "Fridays."

---

# Telepictures

CORPORATION

1 Dag Hammarskjold Plaza, New York, N.Y. 10017, (212) 838-1122, TELEX 645366  
291 S. La Cienega, Suite #410, Beverly Hills, CA 90211, (213) 657-8450 TELEX 194956

- arella.
- Monte Carlo Festival/IMV** EH
- Movie/TV Marketing** EH
- MultiCultural Children's Television** 417-418  
1855 Folsom St., San Francisco 94103
- American Hero\*, Checking It Out\*, South by Northwest plus 25 other shows. **Staff:** Debra Lieberman, Lionel Dickey, Reggie Helms, Ruby Mondros-Hewitt, Leslie Lombre.
- Multimedia Program Productions** 4-101  
140 W. 9th St., Cincinnati, Ohio 45202
- American Pie\*, Donahue, Donahue and Kids, Young People's Specials, Country Comes Alive 2. **Staff:** Don Dahلمان, Lee Jackoway, Joseph Cifarelli, Bruce Johansen, Bob Mitchell, George Harper, Phil Donahue, Dick Mincer, Jim Owens, Cindy Patrosso, Betty Mills.
- Muller Media** 3-105  
36 W. 44th St., Suite 1007, New York 10036
- Premiere Showcase\*, Follies Comedy Show\*, Masters of the Martian Arts, What Have You Got to Lose\*, Just for Laughs\*. **Staff:** Robert B. Muller.
- National Telefilm Associates** 2960  
12636 Beatrice St., Los Angeles 90066
- Bonanza (310), Car 54 Where Are You? (60), Dean Martin (26), Flip Wilson (26), Get Smart (138), High Chaparral (98), Laramie (64), Laredo (56), Loretta Young (192), Search and Rescue (26), T.H.E. Cat (26), Uncommon Valor (26), Victory at Sea (26), Best of NTA (134), Horror Features (40), John Wayne Classic Westerns (30), Kung Fu Gold (13), Mystery Suspense/Great Detectives (393), Nostalgic Musicals (47), Nostalgic Westerns (455), Roy Rogers' Great Movie Cowboys (26), Science Fiction (36), Republic Serials (45), Paramount Short Subjects (500), Betty Boop (100), George Pal Puppets (42), Max Fleischer Color Classics (35), Noveltoons (25), Storybook Theater (9). **Staff:** Aubrey Groskopf, Arthur S. Gross, John Herrin, Lionel B. Bernard, Neil Evans, Howard Lam.
- Newsweek Video** 2903,2904  
444 Madison Ave., New York 10022
- Cartoon-A-Torial, News Service, Today's Woman, Bureau Report. **Staff:** Bernard J. Shusman, Judith D. Green, Robert S. Siegal, Alan S. Goldstein, Sally Hunter.
- New Zoo Revue** 430-31  
9401 Wilshire Blvd., Suite 620, Beverly Hills, Calif. 90212
- Staff:** Barbara Atlas, Tom Moore, Van Snowden.
- Ogilvy & Mather** 423  
2 E. 48th St., New York 10017
- On Location** EH
- On the Air** EH  
160 E. 56th St., New York 10022
- Sonny & Cher Comedy Hour, Stanley Siegel, Collaborators, Side Street, Miss World Beauty Pageant, Kimba the White Lion, 784 Days that Changed America, Unknown War, Crime in America, feature packages. **Staff:** Fred Weiner, Al Sussman, Jack Steng, Lee Block, Frank Flanagan, Howard Shulman, Alan Zaretsky.
- One of a Kind** 2801  
434 N. Oliver St., Wichita, Kan. 67208
- One of a Kind. **Staff:** Beth Ruthven, Sam Scott, Karen James.
- One Pass** 421  
One China Basin, 185 Berry St., San Francisco 94107
- Hungry I Reunion, Don't Bother Me I'm Learning, Dave Brubeck Live at the Vineyards, TNT. **Staff:** Steve Michelson, Larry Kingen, Ken Stutz, David Sachs.
- Ontario/Canada Distributors** 402
- Operation Prime Time/TPE** 379-380  
919 Third Ave., New York 10022
- Entertainment Tonight, Operation Prime Time, Solid Gold, Golda, Smiley's People, Sadat, Helen and Teacher, Key to Rebecca, Founding Father: The Story of Joseph P. Kennedy, Way They Were, Girl the Gold Watch & Dynamite, Goliath Awaits, Top of the Hill, Gossip Columnist, Girl the Gold Watch & Everything, Condominium, Tourist, Mom the Wolfman and Me, Yogi's First Christmas. **Staff:** Al Masini, Phil Flanagan, Mary Jane Hastings, Bob Schneider, Rick Levy, Mike Weiser.
- Paramount Television** 306  
5555 Melrose Ave., Los Angeles 90038
- Portfolio I (14), II (40), III (60), IV (41), V (33), VI (30), VII (30), VIII (37), IX (30), Preview I (14), Marquee I (13), II (17), III (18), Paramount Action Theater (33), The Untouchables (3), Friday the 13th\*, Lipstick\*, The Fan\*, Friday the 13th part II\*, Shogun\*, Washington Behind Closed Doors, Woman Called Golda, Smiley's People, Way They Were, Top of the Hill, Girl the Gold Watch & Dynamite, Girl the Gold Watch & Everything, Solid Gold '79-'81, Madame's Place\*, Entertainment tonight, Solid Gold, Make Me Laugh (195), Mork & Mindy (73), Taxi (68), Laverne & Shirley & Company (134), Happy Days Again (189), Odd Couple (114), Brady Bunch (117), Star Trek (79), Love American Style (224), Star Trek Animated (22), Brady Kids Animated (22), Mission: Impossible (171), The Untouchables (114), Lucy Show (156). **Staff:** Richard Frank, W. Randolph Reiss, Helen Ricketts, John E. Goldhammer, Rich Weidner, Garrett Hart, David Mumford, Dan Greenblatt, Steve Goldman, Al Rothstein, Glen Hagen, Joel Berman, Kevin Tannehill, Bill Bradley, Greg Neidel, Sid Cohen, Mel Harris, Robert Klingensmith, John Pike, Ronald Nelson, Len Grossi, Leonard Kalcheim, Mike Policare, Bruce Gordon, Joseph Lucas, Malcolm Orme, Kevin Keely, Ramon Perez.
- Pennzoll Film Center** 318
- PCS Productions** 2819  
12 E. 46th St., New York 10017
- Trends in Living. **Staff:** Michael McCurdy.
- Perin Enterprises** 354  
50 E. 42nd St., New York 10017
- Coral Jungle (12), Cannon Fodder I (45), Winning Moment\*. **Staff:** Richard Perin.
- Peter Rodgers Organization** 18  
Box 2759, Beverly Hills, Calif. 90213
- Science Fiction Features (18), Chiller/Monster/Horror Features (29), Pro Features (65), Special Features (12), Masterpiece Features (25), EMI Features (77), Nostalgia 9 Features (9), I Spy (820)\*, Family Treats (13), Fugitive Samurai (79), Flipper (88)\*, Gentle Ben (56)\*, Bill Cosby Show (52), Wyatt Earp (179), New Candid Camera (130), Judy Lynn (52)\*, White Escape (13), High and Wild (52), Buck Rogers, Kennedy's Island, Johnny Cash, How the West Was Lost, Magic\*, Shari Lewis: Christmas Concert\*, Bill Cosby Monologues\*, Celebration\*, Christmas Visit, World Full of Music, Frank Sinatra Jr. in Concert\*, Myth or Reality\*, Pia Zadora Special\*, Man Who Was Born to Sail\*, Curious George (104). **Staff:** Peter Rodgers.
- Petry Television** 4-110-12  
3 E. 54th St., New York 10022
- Staff:** Ed Aiken, David Allen, Dick Weinstein, Bill Fagan, Ted Van Erk, Harry Stecker, Bob Miggins, John Heise.
- Polygram Television** 7  
3940 Overland Ave., Culver City, Calif. 90230
- Eric Sevareid's Chronicle, Queen for a Day, World of Soaps, Carol Shaw Show, Go To Bed America. **Staff:** Norman Horowitz, Mark Kaner, Dalton Danon, Brian Pike, Ollie Hesketh, Seymour Berns, David Friedman, Rainer Siek, Karin Hackett, Paul Shrage, Paul Brown, Abbie Chapman, Dick Jolliffe.
- Prlain Productions** 532
- Post-Newsweek Productions** EH  
4676 Admiralty Way, Suite 520, Marina del Rey, Calif. 90291
- Charlie Rose Show, Agronsky and Company. **Staff:** Joel Chaseman, Alan Perris, Tay Voyer, Madelyn Goldberg, Ellen Manowitz.
- Producers' Showcase** 357  
250 Fifth Ave., Suite 503, New York 10001
- Uncle Floyd Show\*, Story at the Top of the World: Alaska\*. **Staff:** Joseph E. Kovacs, Joel Gallen, Stanley Sherman, Teddy Abramowitz.
- Program Marketing Services** 316  
60 E. 42d St., Suite 1701, New York 10165
- Best of Sullivan (31). **Staff:** Albert S. Goustein, A. Frank Reel, Alton Whitehouse.
- Program Syndication Services** 370-71  
405 Lexington Ave., New York 10174

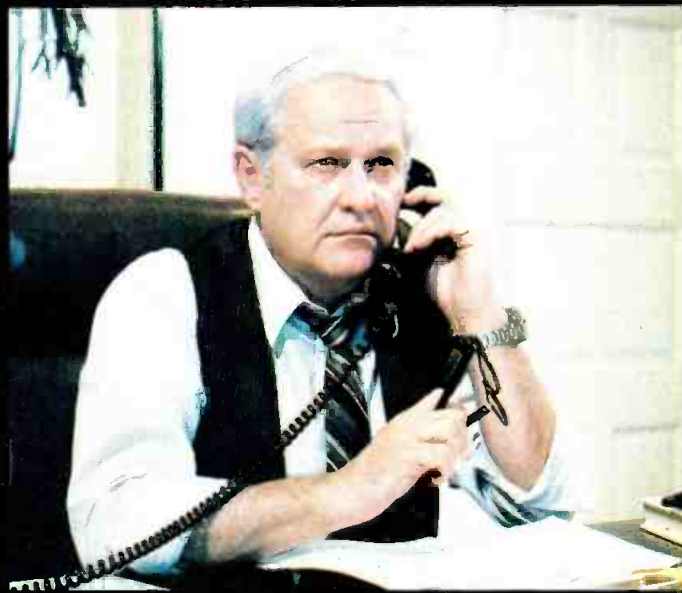


capitals of the world...  
**THERE'S**  
**ANDERSON**  
**IN, ALL**  
**OTHERS.**



# JACK ANDERSON CONFIDENTIAL

A HALF-HOUR WEEKLY  
FOR FALL, 1982



As this era's outstanding investigative reporter, Pulitzer Prize-winning journalist Jack Anderson has spent almost four decades keeping politicians honest and statesmen forthright. His columns, seen regularly by 50,000,000 readers of almost 1,000 newspapers in most of the Free and Third World countries on earth, have frequently affected the course of national and international events.

Where news is breaking, Jack Anderson and a hard-driving team of twenty reporter-investigators are there. For each weekly edition of "JACK ANDERSON CONFIDENTIAL" they will file three exclusive stories covering events in the U.S. and overseas. In each, Anderson will piece together all the available facts — many gathered from long-cultivated inside sources — and form a picture of things to come.

As an exclusive, weekly feature on your station, Anderson will bring your viewers a giant step closer to the center of developing issues and provide them with an expert's view of what it all means.

**FIRST, THERE'S JACK ANDERSON... BE FIRST WITH HIM.**

A BARRY & ENRIGHT PRODUCTION *in association with* ABELL COMMUNICATIONS



## COLBERT TELEVISION SALES

1888 Century Park East • Los Angeles, California 90067 • (213) 277-7751  
441 Lexington Avenue • New York, New York 10017 • (212) 687-4840

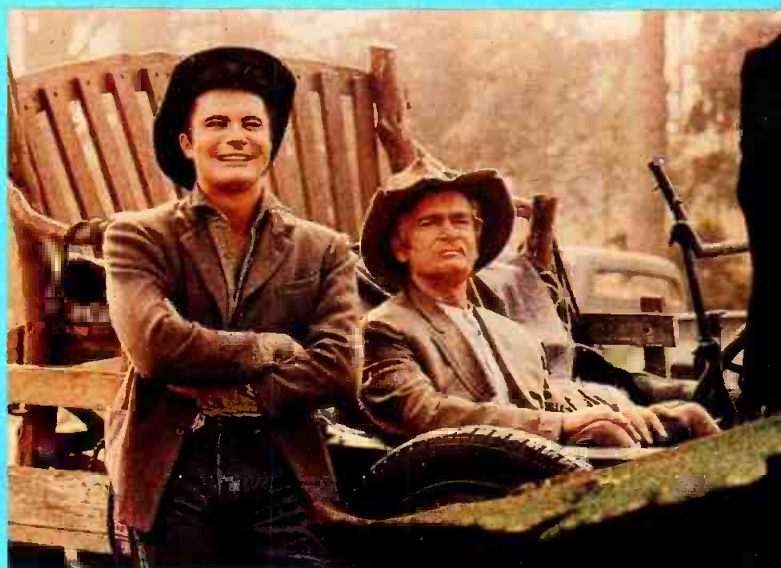
**KING WORLD PRODUCTIONS** (201) 522-0100 • **HARVEY REINSTEIN** (516) 499-8382

*It's that Jody time of the year again at  
NATPE. See her in the Exhibition Hall,  
Booth #23, at the Las Vegas Hilton,  
March 11-16. Call Jody today to arrange  
for an immediate screening at your station  
or during the convention.*





# THE BEST OF THE BEVERLY HILLBILLIES





168 hilarious half-hours  
all in color including  
**58 brand new first run  
in syndication**

Call your Viacom representative today.



24 Days of Christmas (24), Morning Stretch, Holiday Moments (35), Phantom Wolf, Gift of Winter, Christmas Star, Topper (78). **Staff:** Peggy Green, Suzanne Crowe, Ronda Kerschner, Aileen Marcus, Laura Dearborn.

**Pro Sports Entertainment** EH  
154 E. 46th St., New York 10017

NFL Weekly Magazine\*, This is the NFL\*, Superbowl XVI\*, NFL's Best Ever, Super Memories of the Super Bowl, NFL Symfunny, Football Follies, Son of Football Follies. **Staff:** George Fritzingler, Mike Vaughn, Mitch Gutkowski, Tony Vella.

**Quantiplex** 2775  
919 Third Ave., New York 10022

Viewer and consumer ratings. **Staff:** William A. Morris, Ronald H. Laufer, Gerald Troxell.

**Random Productions** 2813  
5437 Laurel Canyon Blvd., Suite 209, North Hollywood, Calif. 91607

Music Music Music\*, Hollywood Cabaret, Mayf Nutter's Country Album, Hollywood Close-up, Country Days Nashville Nights, Live at the Palomino, Music Show. **Staff:** Stuart M. Schoenburg, Peter V. Ware.

**Raymond International** 410-11  
353 St. Clair Ave., East, Toronto M4T 1P3

Canadian Sketches, New Tales of the Riverbank, Guitare, Mayfair Bingo. **Staff:** Bruce Raymond.

**RCA American Communications** 2730  
400 College Rd., Princeton, N.J. 08540

**Staff:** H.W. Rice, L. Donato, D. Pratt, J. Grandy, W. Kopacker, M. Pirrone.

**Reeves Teletape** 325  
708 Third Ave., New York 10017

**Representative Films** 410-11  
120 Peter St., Toronto, M5V 2G7

Willy Woops, Lively Country (78), 50's Connection (24), Sounds Good (78), Wayne Thomas Show (39), Lively Specials (26), Glitter (78), Backstage at the Center (26), Music til Midnight (130), Travellin' Music (26), Music Store (26), Backstage (26), Music Circle (26), Al Hirt Special, Pete Fountain Special. **Staff:** Dorothy Janhevich, Dino Kotopoulos, Stewart A. O'Brien.

**Rhodes Productions** 373  
124 11th St., Manhattan Beach, Calif. 90266

Richard Deacon's Micro-Magic (130)\*, Let's Make A Deal (200), Pitfall (130), SCTV (78), Just Between Us (65), New Divorce Court (130)\*, Cisco Kid (156), Celebrity Revue (120), Plants are Like People (52), Keystone Comedies (79), Peter Marshall Salutes the Big Bands, Four Girls Four\*, Scrooge, Mine Eyes Have Seen, Australians At War, Butcher, Baker (260), It's A Fact (130), Dear Toni (130), Stan Kann Show (52). **Staff:** Jack E. Rhodes, Ralph V. Cunningham, William G. Rhodes, Chris Remington, Nicholas A. Fasola, Rhian R.

Rhodes.

**Richard Price TV/London Weekend** 2846

**Romano Film Group** 427

**RPM General** 324

**Rubicon Corp.** 2821-22  
1735 N.W. 7th St., Miami 33125

**Staff:** Don H. Kemper

**S.A.L. Films** EH  
420 Lexington Ave., New York 10017

World of Survival, Tales of the Unexpected. **Staff:** John F. Ball, Victor Simpkins.

**Samuel Goldwyn** 2879

**Sandy Frank** 44  
645 Madison Ave., New York 10022

You Asked For It (150), Soap Opera Digest (180). **Staff:** Sandy Frank, Thomas M. Battista, Richard Bompane, Philip Besser, Lou Israel, Nancy Schecter, Steven Weisner.

**Screen International** EH

**Seltel** 2711  
750 Third Ave., New York 10017

**Staff:** Art Stringer, Ed White, Harry Wise, Peter Sisam, Charles Lore, Ray Johns, Joe Eisberg, Jim Bloom, Dick Owen.

**SFM Entertainment** 360  
1180 6th Ave., New York 10036

SFM Holiday Network (11), Churchill and the Generals, Seven Dials Mystery, Why Didn't They Ask Evans?, Mobil Showcase Network, Origins, Car Care Central, Sports Illustrated, March of Time, Crusade in the Pacific, Computers Are People Too, Heisman Trophy Award, Dayan, SFM Classic Network, SFM Documentary Network, Fat Albert. **Staff:** Stanley Moger, Jordan Ringel, Joseph Gerard, Maria Carayas, John Doscher, Mike Moore, James Hergen, John Murphy, Dave Grimm, Mike James, Mary Ann O'Dea.

**Show Biz** 4-100  
110 21st Ave., South, Nashville 37203

Ernest Tubb: An American Original\*, Great American Singalong, Around the World in '82, Christmas Legend of Nashville, Pop Goes the Country (26), Nashville on the Road (26), Backstage at the Grand Ole Opry (26), Dolly (26), Marty Robbins Spotlight (24), Porter Wagoner Show (26), Gospel Singing Jubilee (26). **Staff:** Reg Dunlap, Stan Sellers, Dick Montgomery, Larry Frankenbach.

**Smeloff Teleproductions** 20  
8201 E. Pacific Pl., Suite 502, Denver 80231

American Trail I (260) Trail II (260) Trail III (65) Trail IV (260), Pennsylvania Trail (50), New York Trail (31), Massachusetts (38), American Trail V (26)\*, Trail VI (26)\*. **Staff:** Nick Smeloff,

Renae Bogh, Dirk Olsen, Greg Adams.

**Spot Time** 550  
366 Madison Ave., New York 10017

**Staff:** Carmine Patti, Harley Lucas.

**Sunwest Productions** 814  
1021 N. McCadden Pl., Hollywood, Calif. 90038

On air graphics. **Staff:** Steve Soffer, Jay Jacoby.

**Syndicable** 55  
366 N. Broadway, Jericho, N.Y. 11753

Just For Laughs (26)\*, What Have You Got to Lose? (13)\*, Ars Nova (26)\*, Fabulous Follies (36), Prelude (2), Up for Grabs (39), Success (104), Melting Pot (130), Country Serenade (26), Sam Diego Show (65), America Sings (54), Down Home U.S.A. (52), Sky's the Limit (27), Masters of the Martial Arts (26), Sports Scrapbook (78), Teamwork, Whatever Happened To (260), Butcher, Baker (260), Dear Toni (130), Sew What's New (78), Master Bridge (26), Just Between Us (65), Sacred Space (39), America Still (52), Remarkable (26), Coping (91), Eat Yourself Healthy (78), Romper Room (52), Imagine That (26), Kidoodle (26), Funny Man (26). **Staff:** Jeffrey P. Smith, Jason Starr, Randy Kromol.

**Syndicast Services** 3  
2 W. 45th St., New York 10036

Twice a Woman, Lives We Live, Sorcerer's Apprentice, Country Jamboree (26), 1982 Mrs. America Pageant, Victor Awards, Entertainer of the Year Awards, Battle of the Las Vegas Showgirls, Fifth Annual Rhythm & Blues Awards, World Series of Poker, Don Kirshner's Rock Concert (26), Sunday Night Live, NCAA Football, Game of the Century. **Staff:** Sheldon Boden, Leonard Koch, Gerry Lepkanich, Terry Paolillo, Bernie Schulman, Joe Weinfeld.

**Synsat** 2753

**20th Century-Fox** 460-463, 479-480  
10201 W. Pico Blvd., Los Angeles 90035

Best of the Midnight Special\*, Barry Farber Show\*, M\*A\*S\*H, Roots of Rock-n-Roll, Dance Fever Year Five\*, Daniel Boone, That's Hollywood, Jackie Gleason Show, Fox Fanfare '82\*, Time Tunnel\*, T.H.E. Hospital\*, Batman, Circus, Ghost and Mrs. Muir, Nanny and the Professor, Room 222, Land of the Gaints, Lost In Space, Voyage to the Bottom of the Sea, Super 66, Special 42, Planet of the Apes, Charlie Chan, Premiere I, Century 5, 6, 7, 8, 9, 10, Fox One, Two, Three, Laurel and Hardy Comedy Classics, Shirley Temple Theater, Cartoons, Planet of the Apes Cartoons. **Staff:** Harris Kattelman, Edward Gradinger, Andrea Baynes, Robert Morin, Richard Harper, Dayna Kalinn, George Paris, Steven Orr, Joseph Greene, Jerry Greenberg, Stanley DeCovnick, Penny Price, Bob Braithwaite, Jeffrey Schadlow, Charles Gersch.

**D.L. Taffner** 2871  
1370 Avenue of the Americas, New York 10019

Children's Animated Classics (15), Benny Hill



**GET THE WHOLE PICTURE AT BOOTH 28.**



## *Romance Theatre*

The \$100,000,000 romance novel publishing business comes to television.

Produced by Comworld Productions, *Romance Theatre* presents a bigger-than-life love story in five passionate half-hour episodes. Drama unfolds on Monday and draws to a stirring conclusion on Friday.

Available for Fall 1982 on a barter basis.

**COMWORLD  
INTERNATIONAL**



9000 East Church Street  
P. O. Box 911  
Brentwood, TN 37027  
615 / 373 - 0819  
Telex: 555151

ackage (120), Kenny Everett Video Show 32), King of Kensington (65), That Awful Quiz Show\*, Three's Company, Thames Originals 125)\*, Wayne & Shuster (80), Hollywood (13), World at War (88). **Staff:** Donald L. Taffner, John P. Fitzgerald, Dick Cignarelli, Ed Nugent, Mike Fahn, Frank DiGraci, Christina Thomas, Leo M. Brody.

**William B. Tanner** 341  
714 Union Ext., Memphis 38112

TV ID's, production libraries, jingles, promotional packages. **Staff:** David Tyler, Zack Hernandez, Bill Laffey.

**I.A.P.E.** 568-69  
c/o McManus 425 E. 63d St., New York 10021

Television program and motion picture evaluation. **Staff:** Michael Firman, Brian Abrahams, Tom McManus, Susan Tirsch.

**Telecas Japan** 2802

**Telecip** 2901

**Tele-Color Productions** 320  
150 S. Gordon St., Alexandria, Va. 22304

What's at the Movies\*, Roberta Peters Special\*. **Staff:** Harold L. Smullian, Ed Baruch.

**Telcom** 2803  
1901 Avenue of the Stars, Los Angeles 90067

Programming and news consultants. **Staff:** Herb Jacobs, Grace Jacobs, Ron Krueger.

**TeleCulture** 2823  
420 Lexington Ave., New York 10017

The Diploma, Fear, Six Feet of the Country, Concert with Maria Callas, Conquest of the K2, Bolwieser, Plastinots.

**TeleFeatures** 3-100  
950 Third Ave., New York 10022

Adventures of Felix the Cat (52), Popsy by the Sea (52), Castleberry Knights (52), Captain Cosmo & Spacy (52), Gang from Guzzlin Gulch (26), Gina Lollobrigida Discovers the Philippines. **Staff:** Gustave Nathan, Neal Kublan.

**Telepictures** 43  
One Dag Hammerskjold Plaza, New York 10017

Real Product (130)\*, So You Think You Got Troubles\*, Singles Only\*, Prime of Your Life\*, Telepictures 2 (27)\*, Masters of Fury (15)\*, People's Court, Look at U\*S, Here's Lucy (144), My Favorite Martian (103), News Information Weekly Service, Telepictures L (13), Noah's Animals, King of the Beasts, Last of the Red Hot Dragons, Great Space Coaster, Fantasy, Geppetto's Music Shop, Heavenly Days, Little Kid's All-Star Band, Magic Star Traveler, Memoirs of a Fairy Godmother, Mr. Moon's Magic Circus, Falmouth: The Great American Road Race, Footsteps of Giatns, Hong Kong: The Arrival of Boat 845, Lost Treasure of the

Conception, Women of Russia, Caribbean Nights (13), Detective School (13), Fridays (57), 24 Days of Christmas (60), Game of the Century (6), specials (23). **Staff:** Michael Jay Solomon, Michael Garin, David E. Salzman, Stephen Ross, Richard T. Robertson, Joseph Goldfarb, Arthur Loomis, Jim Moloshok, Jim McGillen, Jonathan D. Shapiro, Scott Carlin, Brian Byrne, Don Ross.

**TeleRep/OPT** 364-367, 379-380  
919 3rd Ave., New York 10022

Solid Gold (52)\*, A Woman Called Gold\*, Smiley's People\*, Sadat\*, Helen and Teacher\*, Key To Rebecca\*, Founding Father: The Story of Joseph P. Kennedy\*, Way They Were, Girl the Gold Watch and Everything, Goliath Awaits, Top of the Hill, Girl the Gold Watch and Dynamite, Gossip Columnist, Condominium, Tourist, Mom the Wolfman and Me, Yogi's First Christmas, Entertainment Tonight (52). **Staff:** Al Masini, Steve Herson, Jay Isabella, Dick Brown, Tom Bellviso, Tom Tilson Jr., Dick Waller, Jerri Braet, Phil Flanagan, Mary Jane Hastings, Bob Schneider, Rick Levy, Mike Weiser.

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

You Should See Us Now\*, Library One, And You. **Staff:** Karl H. Sjodahl, Debra L. Robbins.

**Television International** 2772

**Teleworld** EH  
10 Columbus Cr., New York 10019

Spider-Man Movie specials, Teleworld 100, Prestige I, History Makers Vol. I (13), Vol. II (26), International Award Theater (14), Witness to Yesterday (26), Laurel and Hardy Laughtoons (120), Star Maidens (13), Castaway (13). **Staff:** Robert Seidelman, Noah Jacobs, Karen Jamison.

**Teverama of Florida** 419  
69 Merrick Way, Suite 203, Coral Gables, Fla. 33134

Amada Mia, Andreina, La Hija de Nadie, Luz Marina, Maite, Marielena, Mi Mejor Amiga, Munequita, Rosalinda, Sorangel, Tres Destinos, La Comadre, Gomez. **Staff:** Angel Garcia Ablanque, Benjamin Perez, Patrick Holmes.

**Thames Television** 2871  
149 Tottenham Court Rd., London W1P 9LL

(See D.L. Taffner). **Staff:** Muir Sutherland, Michael Phillips, Charles Butler, Trisha Friswell.

**Thomas Horton Associates** 2850  
114 Sierra Rd., Ojai, Calif. 93023

Governor (8), Challengers (26), Country Life (250), Wild South (26), Big Ice (3), Ring of Fire (13). **Staff:** Thomas Horton, Linda Buzzell, Larry Saltzman, Maurice Smyth, George Henare, Peter Fowler.

**Thorn EMI Video** 5-100, 104  
800 Third Ave., New York 10022

**Staff:** Frederick J. Richards, Nicholas P.

Santrizos, Caroline Vanderlip, David Bannon.

**Top of the Chart** 2857

**Total Video** 4-117  
136 E. 57th St., New York 10022

On This Day in Sports, 50 Olympic Events, Hollywood Hall of Shame. **Staff:** John Andariese, Tom Ashley, Dave DeBusschere.

**Transmedia Distribution** 2812  
132 S. Telegraph Hill Rd., Holmdel, N.J. 07733

Kung Fu Films (4). **Staff:** Alice Hsia.

**Trident Television** 48  
540 Madison Ave., New York 10022

Trident I (20), Trident II. **Staff:** Arthur Zeiger, Elliott Abrams, Murray Oken, Bruce Wilson, Lynne Dowling, Jim Kraus, Graham White, Robert Bibb.

**Turner Program Services** 2925  
1050 Techwood Dr., N.W. Atlanta, 30318

CNN2, Jacques Cousteau (3), Style, Nashville Alive, Caribbean Nights (13), Tush (20), Championship Wrestling, Peachtree Road Race, Out Here On My Own, Freeman Reports, People Now, Nice People (26), Up Close (26), Newsmaker Saturday, Newsmaker Sunday, Winners (26), A Finite World, China, Bangladesh. **Staff:** Henry A. Gillespie, Sidney Pike, Robert Schuessler, Thomas N. Todd, Charla Hewitt.

**TV Cinema Sales** TBA  
211 S. Beverly Dr., Suite 101, Beverly Hills, Calif. 90212

Masterpiece Features (25), Nostalgia 11 Features (11), Lucky 11 Features (11), 77 EMI Feature Films, Classic Vintage Westerns (12), Melody Ranch (38), Nutty Squirrel, Police Dog. **Staff:** Jerry Weisfeldt, Peter S. Rodgers, Richard Ostrander, Art Greenfield, Julian Schlossberg, Alton Whitehouse.

**TVS Television Network** 3-119, 121;  
31-123

280 Park Ave., New York 10017

Afternoon\*, Historyland, Space Minutes\*, Weekend College Basketball, SEC Prime Time Basketball, Hall of Fame Tip-Off Classic, ACC/SEC All-Star Game, NBA East-West All-Star Game, 1983 College Basketball Preview, Alan King Tennis Classic, World Team Tennis, Canadian Open Tennis\*, Italian Open Tennis\*, Australian Open Tennis\*, All American Tennis\*, Maui Pro Tennis, Major League Baseball Preview\*. **Staff:** Lee S. Eden, William Madden, Ellen Bedell.

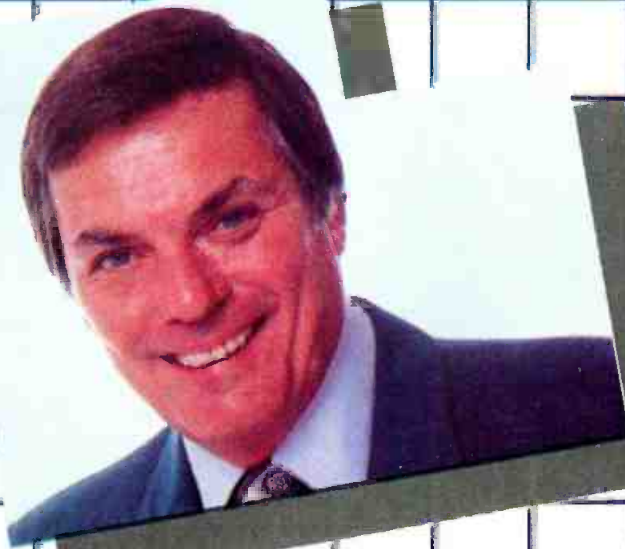
**Unifrance Film** 470-71  
9200 W. Sunset Blvd., Suite 540, Los Angeles 90069

French television fare **Staff:** Josette Bonte, Agnes Millerand, Randolph Pitts.

**Uni-Set Corp.** EH



**GET THE WHOLE PICTURE AT BOOTH 28.**



## **Peter Marshall and the Big Band**

Brassy big band energy surges into the world of contemporary music with this bright new 60-minute series hosted by Peter Marshall.

Tender ballads, trend-setting hits, and swinging rock receive the full orchestral treatment with a live, on-stage band and a dynamic young troupe of singer-dancers called "Chapter Five".

Add a guest appearance by an outstanding popular artist and you've got

the sparkle of *Peter Marshall and the Big Band*. Available for Fall '82 on barter.

**COMWORLD  
INTERNATIONAL**



9000 East Church Street  
P. O. Box 911  
Brentwood, TN 37027  
615/373-0819  
Telex: 555151

- U.S. Chamber of Commerce** 317  
1815 H St., NW, Washington 20062
- It's Your Business. **Staff:** Dr. Richard Leshner, Carl Grant, Bob Adams, Anne Merick, Cheri Rusbuldt, Bette Alofsin, Andy Kosek, Meryl Comer, Milt Miller.
- Valor Productions** 435
- Versatile Video Enterprises** 419
- Viacom** EH  
1211 Avenue of the Americas, New York 10036
- Night Court in Vegas, Louis Rukeyser's Business Journal, Family Feud, To Tell the Truth, Spy (6), Circus (24), All in the Family (207), Hawaii Five-O (200), Mary Tyler Moore (168), Bob Newhart (142), Life and Times of Grizzly Adams (2), Best of the Beverly Hillbillies (168), Hogan's Heroes (167), Clint Eastwood in Rawhide, Family Affair (138), Gomer Pyle (150), Gunsmoke (226), My Three Sons (160), Perry Mason (245), Andy Griffith (249), Dick Van Dyke (158) Twilight Zone (134), Wild Wild West (104), The Honeymooners (39), The Rookies (90), I Love Lucy (179), Petticoat Junction (148), Terrytoons (689), Viacom Features I-VIII, Viacom Movie Greats, Legend Group, Gasp, Special Delivery. **Staff:** Ralph M. Baruch, Terrence A. Elkes, Kenneth F. Gorman, Willard Block, Dennis Gillespie, Michael Lambert, Joseph Zaleski, Raul Lefcovich, Robert Goldfarb, Jerry Kaufer, Jack Kelley, Peter Yaman, Paul Kalvin, Jim Marrinan.
- Victory Television** 2964-66  
275 Madison Ave., New York 10016
- Lou Grant (92), WKRP in Cincinnati (70), White Shadow (54), Rhoda (110), Streets of San Francisco (119), Match Game, World of People. **Staff:** James T. Victory, Chuck Wolfertz, Ben Okulski, John Rohrs, John Rohrs Jr., R. Feinstein.
- Video/Films International** EH
- Video Tape Co.** 3-101
- Vidtronic** 335-336  
855 N. Cahuenga Blvd., Hollywood, Calif. 90038
- Off and on-line editing lounges, film chains, audio center, videotape recorders and program distribution services. **Staff:** Ray Gaul, Burt Lippman, Neal Rydall, Marilyn Davis, John Donlon, Bill Hickey, Pete Wood, Hugh Hole.
- Vipro Program Services** 560  
645 N. Michigan Ave., Chicago 60611
- Paul Harvey Comments, Hints From Heloise\*, American Way\*, Financial Planning for Women\*, Screen Treasures (22)\*, Gigglesnort Hotel, Kup's Show, Focus on the Family (24)\*. **Staff:** Donald J. Frehe, Tom Edinger, Steve Palmer, Mike McHugh, Maria Cerone, Diane Ryzewski, George Marketos, Peter Polakowski.
- Visnews** 428
- Vitt Media International** 428  
1114 Avenue of the Americas, New York 10036
- Hostess Family Classics (26), Big Blue Marble (125), My 17th Summer, Treasure Island, Witches Sister, Do Me a Favor Don't Vote for My Mom. **Staff:** Howard Marsh, William Morton, Phil DeCabia.
- VU-TV** 5-101, 103  
4201 N. 16th St., Suite 250, Phoenix, 85016
- Little Boy Lost, Manganinnie, Joni Mitchell-Shadows & Light, Lene Lovich Live, Hot Kool, Savoy Brown Best of Live, Astonishing Odyssey, Gibson Jazz Concert, Great Artists in Concert, Broadway to Hollywood, Chuckles, Miss World Burlesque. **Staff:** Walter E. Baxter, Douglas Cooper, C. Jeffrey Arch, Nancy Wierth, Scott Geyer.
- Warner Bros.** 2980  
4000 Warner Blvd., Burbank, Calif. 91522
- Bugs Bunny & Friends (100), Porky Pig & Friends (156), Alice\*, Welcome Back Kotter (95), Chico and the Man (88), F Troop (65), Superman (104), Batman/Superman/Aquaman (69), Dukes of Hazzard\*, Harry O (44), Wonder Woman (61), Kung Fu (62), Waltons (221), The FBI (234), Tarzan (57), Maverick (124), Roots: The Next Generations (14), Roots (12), Pearl 6, Phenomenon of Roots, David L. Wolper Specials of the '70's, Volume 22 (38), FBI Story (4), Volume 21 (26), 20 (30), 19 (30), 18 (28), 17 (23), 16 (22), 15 (15), 14 (22), 13 (28), 12 (12), 11 (10), 2-A (22), 1-A (22), 13 Classic Thrillers (13), Tarzan Features (32), Bowery Boys (48), Starlite 3 (30), 4 (30), 5 (29), 6 (28). **Staff:** Charles D. McGregor, William Hart, Peter Affe, Ed Donaldson, Bill Seiler, John Louis, Phillip Barkin, Arthur Kananack, Gordon Hellman, Paul Simon, Joel Kaplan, John Chickering, Dee Eulberg, Dan McRae.
- Weiss Global Enterprises** 46  
2055 S. Saviers Rd., Suite 12, Oxnard, Calif. 93033
- Galaxy 14 (14), Golden ShowmanShip (9), Parade (4), Impact (120), Westerns (60), Vintage Flicks (24), For Adults Only (12), The Brave Rifles, Our Time in Hell, Those Crazy Americans, Custer's Last Stand (15), Black Coin (15), Clutching Hand (15), Make Room for Daddy (161), My Little Margie (126), Journey (26), Waterfront (78), Adventure of Jim Bowie (76), Traveler/Northwest Traveler (184), Ski West (39), Craig Kennedy Criminologist (26), Thrill of Your Life (13), Canine Comments (13), Chuckle Heads (150), Alice (10), Krazy Kid Kartunes (4), Nursery Rhymes (6). **Staff:** Adrian Weiss, Steven A. Weiss, Ethel L. Weiss, Laurie Weiss, Teresa M. Sedillos, Don Colapinto, Tom J. Corradine, Hank Profenius, Harvey R. Reinstein, Alton Whitehouse.
- Western World Television** 2927, 2928  
132 Lasky Dr., Beverly Hills, Calif. 90212
- Poetry of Landscape, In the Sky, Living Tomorrow, Britain at War, Medicine Today. **Staff:**
- Robert Springer, Julio Gonzalez-Reyes, Midge Barnett.
- William Morris** 326
- Wold Communications/Robert Wold Co.** 4-107  
10880 Wilshire Blvd., Los Angeles 90024
- Wold satellite network. **Staff:** Robert N. Wold, Gary J. Worth, Wayne Baruch, Robert E. Wold, Michael Sterba, Laurie Thelen, Paul Johnson, Mark Wallhauser.
- Worldvision Enterprises** 2861  
660 Madison Ave., New York 10021
- Dark Shadows, Love Boat (150), Little House on the Prairie (166), Barnaby Jones (177), Man from Atlantis (20), Doris Day Show (128), Mod Squad (124), Combat (152), The Fugitive (120), The Invaders (43), Irish Rovers (39), One Step Beyond (94), Next Step Beyond (24), Wonders of the Wild (26), N.Y.P.D. (49), F.D.R. (27), One Man Show (26), People's Choice (104), Wendy and Me (34), Don Lane Show, Newlywed Game, Holocaust, Against the Wind, Prime I (10), II (16), III (16), IV (26), V (26), VI (19), VII (25), Fun World of Hanna-Barbera (84), H-B's World of Super Adventure (129), Banana Splits & Friends (125), Saturday A.M. at the Movies (6), Top Cat (30), Wait Till Your Father Gets Home (48), Josie & the Pussycats (16), Josie & the Pussycats in Outer Space (16), Casper (244), Jackson Five (23), Jerry Lewis Show (17), King Kong (26), Lancelot Link-Secret Chimp (17), Milton the Monster (26), Wonderful World of Professor Kitzel (104), Reluctant Dragon & Mr. Toad (17), Smokey the Bear (17), George of the Jungle (17), Discovery (103), 12th Annual Senior Olympics, Jack Nicklaus at the Home of Golf, Fabulous 60's (10), Bay City Rollers, Echo I, Herbie Mann, Is It Christ?, The Last Nazi, Raphael, Roberta Flack/Donny Hathaway, World of Liberace, World of Hugh Hefner, World of Miss World, New Fangles Wandering Minstrel Show, Musical Ambassadors Kenny Rogers and the First Edition in New Zealand. **Staff:** Kevin O'Sullivan, Hal Golden, Bert Cohen, John D. Ryan, Jerry Rettig, Howard Lloyd, Randy Hanson, Ed O'Brien, Jim Thompson, Reggie Jester, John Barrett, Paul Danylik, Bill Baffi, Burton Rosenburgh, Steven Appel, Mel Watson, Brian O'Sullivan, Eugene Moss, Lucille Shevett.
- World Northal Television (MGM)** 1676A  
One Dag Hammerskjold Plaza, New York 10017
- Black Belt Theater (13), Black Belt Theater II (26), WNT 1982 (14). **Staff:** Frank Stanton, Victor Elmaleh, George Hankoff, Niko Elmaleh, Martin Schildkraut, Larry Bensky, Lori Gold.
- Y&R Program Services** 355  
285 Madison Ave., New York 10017
- Discover: The World of Science, Spirit of Christmas. **Staff:** Joseph Ostrow, Gerald Baldwin, Joseph Schrier, Stephen Lazarus.
- Ziv International** 5-117



**GET THE WHOLE PICTURE AT BOOTH 28.**



# STANDING OVATION

The Pointer Sisters are just one of the superstars featured in this exciting new 60-minute weekly concert series.

Other internationally-renowned acts include Eric Clapton & the Yardbirds, Buffalo Springfield, Chuck Berry, James Taylor, Joni Mitchell, Peter Frampton, and Mick Fleetwood.

All shows are barter and first-run, ready for a September premiere.

**COMWORLD  
INTERNATIONAL**



9000 East Church Street  
P.O. Box 911  
Brentwood, TN 37027  
615 / 373 - 0819  
Telex: 555151



## Times Mirror's Erburu: Gearing up for the information age

**President of growing multimedia company says his firm is always looking for ways to benefit from emerging media technologies**

The Times Mirror Co., a firm rooted in a printing company established in Los Angeles in 1873, has bet its future on electronics in the information age. Journalism is its tradition, and newspapers remain the major source of its strength. But Times Mirror has become a major factor in television and cable television, and it is exploring the potential of videotext, the newest piece of exoticism thrown up by the technological revolution in telecommunications. It is a company getting ready for the next century.

Robert F. Erburu, the 51-year-old president and chief executive officer of the company, does not resemble a riverboat gambler, in appearance or manner. But in a discussion the other day of Times Mirror's likely direction in the years ahead, he said, "Within Times Mirror, you have a very interesting bet on the future of the information business."

It's not so much a fondness for the crapshoot, it seems, as it is a feeling that the only sure losers are those who do not play. "The historical record," Erburu said, "shows companies missing opportunities. Well, you don't want to miss opportunities in your own area. Secondly, there are bound to be new areas you're not in, and you have to be on the lookout for them."

Even with a \$2-billion company behind him, Erburu does not pretend to have a firm estimate of the likely impact of the technological revolution that is knocking down barriers that now separate telecommunications services. And he finds it difficult to articulate a "vision" of the information age, other than to suggest an "interaction" or "interrelationship" or "coming together that may take place."

But if he has trouble responding as a poet, he doesn't as a businessman: You cover the bets you can. "The only way I know, apart from trying to be as timely, as opportunistic as you can, is to try to take positions in as many areas as you can—and, over time, you will get plusses that, if they do not offset, will certainly cushion

some of the minusses," Erburu said. Of course, even that approach is not foolproof. "If [the acquisition approach] is not carried out right," he said, "there can be adverse implications."

For there are no sure things, Times Mirror has not succeeded in every venture. But it does what it can to eliminate the element of chance. For instance, Times Mirror Videotex Services in January announced the formation of a joint venture with Infomart of Toronto to market and operate Canada's Telidon videotext systems in cities across the U.S. But the new enterprise will not begin until the results are in from a seven-month test of the system that begins this month in California's Orange county.

"We need to learn what's going on [in videotext]," Erburu said. "We need to develop management expertise. And if, as, and when the market is there, hopefully, we'll be there, and be a player in the game." But for the present, Erburu said, "it's premature" to talk of a videotext market in the U.S. The test is designed to help determine whether there



**GET THE WHOLE PICTURE AT BOOTH 28.**

**First-Run Made For  
Television Movies**

# **PRIME TIME SHOWCASE**

An impressive new package of four first-run two-hour made-for-TV movies for prime time television premieres in September, 1982; December, 1982; January, 1983; March, 1983.

Details of this highly promotable barter package, produced by Comworld Productions in association with Procter & Gamble Productions, are available at our NATPE booth or by calling Comworld International in Nashville (615/373-0819),

New York (212/889-6802), or Toronto (416/967-6141).

**COMWORLD  
INTERNATIONAL**



9000 East Church Street  
P.O. Box 911  
Brentwood, TN 37027  
615/373-0819  
Telex: 555151



could be a market by addressing such questions as: What kind of videotext services do people want? And will they pay enough to sustain a system? Another question Times Mirror would like answered is whether manufacturers can build the necessary hardware-decoders and the rest at prices consumers will pay.

Times Mirror, whose principal property is the *Los Angeles Times*, by consensus one of the leading newspapers in the U.S., began its diversification program 20 years ago. The underlying policy was to keep acquisitions generally within a single area—communications—in which the company felt comfortable. First, there were book-publishing companies and magazines and lumber companies (to meet the need for newsprint). By the late 1960's and early 1970's, Times Mirror was acquiring cable television systems and television stations, as well as additional newspapers and magazines.

Today, Times Mirror, with eight newspapers, seven television stations (KDFW-TV Dallas and KTBC-TV Austin, both Texas; KTVI[TV] St. Louis; WVTM-TV Birmingham, Ala.; WETM-TV Elmira, N.Y.; WHTM-TV Harrisburg, Pa. and WSTM[TV] Syracuse, N.Y.) and 62 cable television systems serving 625,000 subscribers in 300 communities, and other holdings is, in terms of its \$2.1-billion revenues last year, the largest newspaper company in the U.S.

"You can be a successful multi-industry [conglomerate]," Erburu said. "But it's easier to avoid the difficulties and pitfalls that come with diversification [by keeping acquisitions within a single area]. You're not going to pick all of your properties perfectly. We didn't either. But fortunately, we picked a lot more good ones than problems, and it turned out well for us."

But keeping holdings within a single area is not the only guiding principle Times Mirror has followed in its period of growth. Another is decentralization, which, as Erburu explains it, dictates that individual units develop expertise and management skills. Times Mirror's Cable Television Inc. is offered as a case in point. Times Mirror had entered the cable television business in 1969, with the purchase

of Signal Hill Cable TV. "Over the years, Erburu said, "we built a strong management team ... capable of managing a much larger enterprise. So when we wanted to acquire a major company—Communications Properties Inc., [which then had 325,000 subscribers, in 1979, for \$128 million]—we picked a company with confidence in our management expertise. We were comfortable with cable as an area where we could make money on our own."

There is another indication of how Times Mirror approaches its acquisition process: its employment of Walter Baer, formerly of the Rand Corp. and a specialist in telecommunications policy, as director of advanced technology to, in effect, scan the blue sky for solid prospects for the company. Erburu said it had been clear to him the company needed someone with Baer's background to monitor technological developments, and counsel the operating units and advise top management "on what these things mean and what they don't mean. It's easy to get confused."

To Erburu, Baer's role at Times Mirror is evidence of the company's recognition that major developments are under way. "It's the same motivation that prompts the videotext text," he said. "We could let others do the test, but rather than be on the sidelines, we ought to be learning for ourselves. The expense is worth the price."

But Times Mirror is not moving ahead into all areas, whatever its bet on the future of the information business. Direct satellite broadcasting is not in Times Mirror's future, at least not yet. "You can't get into everything," Erburu said, when asked about the company's interest in the field. "There are enough other areas we'd rather be involved in." He also indicated the cost involved in entering the DBS arena could be an inhibiting factor. But, he said, "if we're wrong about DBS, we will at some point have to adjust to that."

Erburu, a lawyer who joined the company in 1960 as assistant general counsel and who was named chief executive officer last August, appears pleased with the results of the diversification program. All

elements—newspapers, television, cable television, and the rest—are doing well. And he expects that to continue. He talks of the newspapers and television stations, for instance, as being "positioned" in markets with potential for growth. (Newspapers accounted for 44% of the company's revenues in 1980, broadcasting and cable, 7%.)

But aren't newspapers' days numbered as a result of the emergence of new telecommunications technologies, including teletext and videotext? By no means. "Newspapers are here to stay, in more or less their present form," Erburu said. Indeed, he said, Times Mirror may acquire additional newspapers in the 1980's; it is now spending more than \$215 million on an expansion of the *Times* plant. Has television peaked as an investment? No. "I wouldn't say there are no clouds on the horizon," he said. "But it has very good days ahead of it."

Of course, he acknowledged, with a smile, one of the "clouds" is one Times Mirror has a substantial piece of—cable television. "So diversification is useful from a stockholder point of view," he said. "It gives the stockholder the opportunity to have one activity offset another, as you go through a long period of evolution."

But Erburu does not claim omniscience. He admits to having been surprised a number of times over the years. "We were surprised that cable television was able to expand as rapidly as it did ... We wouldn't have thought a legal retrieval service like Lexis would make it in the way that it did. If you had asked me a year ago, would there be a settlement of the AT&T antitrust case, with a spinning off of the operating units, I would have said 'No.' I can give you a whole series of examples like that which, after a point in time, would make it seem like we're not very smart." But, he quickly added, "we've been fairly successful, so you can be successful without being perfect."

Erburu—the name was passed down from a Basque grandfather, a shepherd, who arrived in Ventura, Calif., from Spain in the 1870's, when he was 17—hadn't planned to be a business executive. His ambition was to be a journalist; he even earned a BA in journalism from the University of Southern California and served there as editor of the *Daily Trojan*. But after a year at Harvard Law School, where he had gone simply "to get exposed to the East Coast," he decided to make a career of the law. That led to Gibson, Dunn & Crutcher, a major Los Angeles law firm, and, in 1960, to the payroll of one of the firm's clients, The Times Mirror Co., which was beginning an expansion program.

The 20-plus years seem to have given Erburu a sense of mission. When he and his colleagues keep an eye out for a likely acquisition—and Erburu likes to go after properties that appear valuable rather than simply wait for offers to be made—it is with more than the next year's annual report in mind. He is thinking of the next generation.

"You try to position yourself so that in



Erburu with BROADCASTING editors in Washington.



**GET THE WHOLE PICTURE AT BOOTH 28.**



## *Rock'n'Roll. The First 25 Years*

Last year producer Jerry Harrison proved a music anthology could generate audience excitement with *The Roots of Rock'n'Roll*.

For '82, there's a brand-new retrospective from Jerry Harrison and Comworld Productions— *Rock'n'Roll: The First 25 Years*. It's six new 60-minute prime time or early fringe episodes and a 2-hour special featuring dozens of interviews, performances, and rare film footage.

The shows for July 12-August 22, 1982 are:

1. The Birth of Rock'n'Roll hosted by Pat Boone
2. The Geography of Rock'n'Roll hosted by The Beach Boys
3. The Groups of Rock'n'Roll hosted by Michael McDonald and Patrick Simmons of The Doobie Brothers

4. The Theatrics of Rock'n'Roll hosted by Alice Cooper

5. The Women of Rock'n'Roll hosted by Tina Turner

6. The Idols of Rock'n'Roll with host to be announced

Two-hour special for later in the year hosted by Frankie Avalon. All are barter.

**COMWORLD  
INTERNATIONAL**



9000 East Church Street  
P. O. Box 911  
Brentwood, TN 37027  
615/373-0819  
Telex: 555151

the 90's and beyond whoever has the responsibility will have something to work with, and take it forward," he said. He noted that the Times Mirror corporation will be 100 years old in 1984, and added "That's a long continuum, with each generation building on what the others did." Thus, he feels his responsibility is clear. And if the bets he and his colleagues are placing now pay off, the company should be handsomely "positioned" as he would say, in the information age in the 21st century.

## Simmons bullish about future of Washington Post

**New president promises company will be major force in new fields, expand holdings in older media**

The Washington Post Co., like the Times Mirror Co. (see page 106), is interested in playing a major role in the information age. Indeed, Richard D. Simmons, the former vice chairman of Dun & Bradstreet who became president and chief operating officer of the Washington Post Co. six months ago, says it "most definitely already is and wants to be in a leadership

role" for the broadening communications business.

Simmons stated the Post's business policy aims in an interview with the *Washington Post's* deputy financial editor, William Jones, published in the newspaper's Feb. 21 Sunday edition. And, like Times Mirror's Robert F. Erburu, Simmons indicated he is driven by a determination not to be left behind: "My guess is that companies that establish a leadership role in the next five to 10 years, the ones that best adapt new technologies and figure out which market niches they can best serve" will become the dominant suppliers of information services.

Simmons made it clear the Post is not interested in publishing a national newspaper, as Gannett Co. plans with its *USA Today*, and as the *New York Times* is doing with its regional editions. But, Simmons said, the Post is interested "in putting selected information in the *Post* in various communities around the country" through electronic means.

And while the Post Company would not enter competitive bidding for cable system franchises in major metropolitan areas, Simmons said it would be interested in acquiring cable television systems that it could use for experiments in the home delivery of information from Post Co. resources.

The Post has already begun talks with cable system operators in the Washington

area with a view to offering *Washington Post* reporting to cable systems' subscribers. Simmons said national distribution would follow if the local operations are successful. The company's *Newsweek* subsidiary now offers a weekly report of its own for national distribution.

Among the other points Simmons made in the interview:

■ The company is interested in acquiring additional television stations. Its present portfolio, under FCC rules, has room for another VHF station and UHF. "I do not share the view of some that the day of successful over-the-air broadcasting has passed," Simmons said. "It will continue to be a good business through our lifetime, the mass medium for the foreseeable future."

■ An afternoon newspaper to fill the void left by the death of the *Washington Star* is "a matter of constant evaluation." The company, which now owns two newspapers—the *Herald*, in Everett, Wash., as well as the *Post*—would also like to acquire additional newspapers, assuming the prices are affordable. The Post last year sold a recent newspaper acquisition, the *Trenton* (N.J.) *Times*, to Joe Allbritton of Allbritton Communications, Washington.

■ And although its *Inside Sports* magazine was not successful—it, too, was sold—the *Newsweek* division is "committed" to publish other periodicals in the future.

### BIG DEAL IN BIG D

## NAB readies its horses for Dallas convention

**Fowler, Cronkite, Packwood, Wirth plus Hill budget types lead list of headliners at '82 show; on the agenda: First Amendment parity, cable programing, AT&T settlement, PTAR, copyright, and whole host of sales and management seminars**

Full First Amendment rights will be a dominant theme at the 60th annual convention of the National Association of Broadcasters, set to take place April 4-7 at the Dallas Convention Center. Last week, NAB staffers finalized an agenda heavier than ever with workshops on new technological opportunities for broadcasters and on management during economic hard times. Sixteen members of Congress will attend this year's convention, to discuss topics ranging from cable copyright and radio deregulation to the national budget and its possible impact on the broadcast industry. Space in an exhibit hall nearly as large as last year's convention has been sold out, with 462 companies to be represented.

Preregistration for the convention is running "slightly ahead" of last year's according to Shaun Sheehan, NAB senior vice president, public affairs. As of last week, more than 3,250 people had signed up to attend.

The convention will open and close with

appeals for an end to political broadcasting laws. NAB President Vincent Wasilewski will keynote the convention on Sunday, April 4, by challenging the laws as outdated in today's growing electronic information market and urging broadcasters to join NAB's campaign for repeal. FCC Chairman Mark S. Fowler, who initiated the effort to eliminate the political broadcasting laws, will address the convention's closing day luncheon.

Earlier that day, a special joint session of the radio and TV conventions will feature a forum on repeal of the rules. Consumer activist Ralph Nader will participate with CBS News President William Leonard, *ABC World News Tonight* anchor Frank Reynolds, former NBC Chairman Julian Goodman, and former FCC Chairman Richard Wiley, now an attorney with the Washington firm of Kirkland & Ellis.

Retired *CBS Evening News* anchor Walter Cronkite also is expected to address the First Amendment question when he receives this year's Distinguished Service Award on Wednesday, the last day of the convention.

Senate Commerce Committee Chairman Bob Packwood (R-Ore.), who has promised broadcasters he'll lead the effort to repeal the laws, will address a TV luncheon on Monday, April 5.

Other special events at the convention

will include a discussion of the AT&T anti-trust settlement with House Telecommunications Subcommittee Chairman Timothy E. Wirth and FCC Commissioner Joseph Fogarty.

Four prominent members of the House and Senate will offer their views on the budget and how it might affect broadcasters. Michael Jensen, NBC News economic correspondent will moderate this session with Senate Budget Committee Chairman Pete Domenici (R-N.M.), Senate Finance Committee Chairman Robert Dole (R-Kan.), House Budget Committee Chairman James Jones (D-Okla.) and House Ways and Means Committee Chairman Dan Rostenkowski (D-Ill.).

On the convention's final day, four FCC commissioners will participate in a general session moderated by NAB's executive vice president and general manager, John Summers. Commissioners Mimi Weyforth Dawson, Anne Jones, James Quello and Henry Rivera will attend.

FCC Broadcast Bureau Chief Larry Harris will appear at an informal session on Tuesday, April 6. That same day, Steven Stockmeyer, NAB senior vice president, government relations, will moderate a panel on lobbying Congress, with Senators Alan Simpson (R-Wyo.) and Slade Gorton (R-Wash.), and Representatives Al



**GET THE WHOLE PICTURE AT BOOTH 28.**



THE  
*Blue Jean*  
NETWORK

Just broken in last year, *The Blue Jean Network* wears well as the 1981 Niensens testify. For '82, the artist roster for this 13-week series of 90-minute summer specials is even bigger.

All shows are first-run and feature some of the hottest names for the young adult audience. The line-up includes Fleetwood Mac with Stevie Nicks, Hall & Oates, Air Supply, Little River Band, Sheena Easton, Second City Comedy, Kim Carnes, The Tubes, Dirt Band, Cliff Richard, Billy Squier, Juice Newton, and Gary U.S. Bonds.

Scheduled to air June 4-September 2, 1982, barter.

**COMWORLD  
INTERNATIONAL**



9000 East Church Street  
P. O. Box 911  
Brentwood, TN 37027  
615 / 373 - 0819  
Telex: 555151

Swift (D-Wash.), Ron Wyden (D-Ore.) and Patricia Schroeder (D-Colo.).

This year's TV convention will continue to expand on a theme sounded at last year's convention: The time to invest in new technologies is now. "We're not talking about blue sky any more," said NAB TV vice president Jane Cohen. "Broadcasters need to know now how to profit from cable programing, subscription TV and other media."

Workshops meant to build on this theme include a general session on broadcast investing, to be moderated by Paul Kagan, Paul Kagan Associates, and a two-part panel on teletext, moderated by Richard Neustadt, former communications adviser to President Jimmy Carter and now an attorney with Kirkland & Ellis, Washington. The teletext panel will focus on how to profit from electronic publishing and what regulation can be expected to govern the industry.

A workshop on regional interconnections, to be moderated by broadcast consultant Dick Block, Sunset-Gower Studios, Hollywood, will examine the problems and opportunities in programing for cable TV. A panel on measuring the new technologies will include Phil Guarascio, senior vice president and associate director of media management for Benton & Bowles; Peter Megroz, vice president, TV sales for the Arbitron Co., and Dave Traylor, of A.C. Nielsen Co.

Sessions with a political focus will include a debate on possible elimination of the prime-time access rule. Participating will be Tom Krattenmaker, professor, Georgetown University Law Center, and Ken Cox, senior vice president, MCI. Krattenmaker headed the FCC's Network Inquiry, which recommended that PTAR be eliminated, and Cox, a former FCC commissioner, was instrumental in the FCC's decision to create PTAR.

A panel on cable copyright will include Representatives Robert W. Kastenmeier (D-Wis.) and Thomas Railsback (R-Ill.), the chairman and ranking Republican on the subcommittee on copyright. It will also include Senator Charles Mathias (R-Md.), who has advanced videocassette copyright legislation, and Representative Henry Waxman (D-Calif.), who has sponsored a bill to increase criminal penalties for piracy of programing transmitted by satellite.

Other workshops at the TV convention will include a short course in "management by strengths" by Michael Postlewait, president, Postlewait & Associates, Leawood, Kan.; a session on "Local Programing vs. the New Technologies," and a session on computerized newsrooms, to be moderated by Ernie Schultz, managing director, Radio-Television News Directors Association.

This year's radio convention will concentrate more on management and less on programing than in previous years. "We're leaving programing to the Radio Programing Conference," said Wayne Cornils, NAB senior vice president for radio who referred to an NAB event that has been held each fall for the last four years and that last year attracted over 1,800 participants

(BROADCASTING, Aug. 24, 1981).

Emphasis at the radio sessions of the NAB convention will be on higher professionalism in sales, management and marketing, according to Cornils. The Radio Advertising Bureau, which has often articulated the need for greater professionalism, has coordinated the convention's sessions on sales management, as it has in previous years.

This year's radio agenda features clinics instead of traditional panel sessions. "You'll see more experts in sales, management and other fields and fewer panels of broadcasters sharing their experiences," said Cornils. Clinics on small-market broadcasting, leasing a cable channel, election-year regulations, positioning and home computers for small and large stations will take a problem-solving approach, he said.

Along with the clinics will be larger forums on people management, Spanish-language radio, daytime station problems, minority programing for profit, sales and satellite programing.

A special panel on deregulation will include Senator Howard Cannon (D-Nev.), ranking minority member of the Senate Commerce Committee, and Senator Wendell Ford (D-Ky.), a member of the Senate Communications Subcommittee. Representatives James Collins (D-Tex.), Cardiss Collins (D-Ill.), W.J. (Billy) Tauzin (D-La.) and Carlos Moorhead (R-Calif.), all members of the House Telecommunications Subcommittee, also will participate.

A video presentation on new technologies and their effect on radio will highlight the radio luncheon on Tuesday, April 6. Larry Patrick, NAB senior vice president for research, will present the show, which is an enhanced version of a presentation he made before last year's Radio Programing Conference and early this year at the NAB's winter board of directors meeting. At that luncheon, long-time radio personalities Edgar Bergen and Don McNeill will be inducted into the NAB's Radio Hall of Fame.

Key sessions at this year's radio convention include a forum on satellite programing. Participating will be three panels, one including representatives of the five major radio networks, ABC, CBS, NBC, RKO and Mutual Broadcasting System. Another panel will feature representatives of new and proposed satellite-delivered services, including Satellite Music Network, Transtar, United Stations and Continental Radio. A third panel, composed of Gary Stevens, president, Doubleday Broadcasting; Dick Verne, group vice president, LIN Broadcasting; Ralph Guild, of McGavren-Guild Inc.; James Kefford, president, Drake-Chenault, and Pat Shaughnessy, president, TM Companies, also will discuss satellite programing.

Another key panel will focus on broadcasters' problems with ratings services. Representatives of Arbitron Inc., the Arbitron advisory committee and other experts will participate.

Engineering sessions at this year's convention will be more technical than in previous years, according to Ben Crutchfield,

an NAB staffer who coordinated the agenda. There will be fewer panel sessions and more technical papers (a total of 30) than in previous years. Crutchfield said the NAB hopes to publish the technical papers and sell them prior to their presentation so broadcasters will be better prepared to participate in discussions.

Key engineering sessions will include one on half-inch in-camera video recording. Participating will be Robert Thompson, RCA Corp.; Ichiro Segawa, Sony Corp.; Bernard Dickens, CBS Technology Center; Jeffrey Meadows, NBC News; Otto Claus, WBAL(TV) Baltimore, and LaVerne Pointer, ABC Inc.

Another will focus on the problem of Cuban interference. Wallace Johnson, Association for Broadcast Engineering Standards, will outline the new Region 2 AM agreement reached last fall in Rio de Janeiro, and Michael Rau, NAB staff engineer, will project the interference American broadcasters can expect from proposed new Cuban facilities.

Julius Barnathan, ABC president of broadcast operations and engineering, will receive the 1982 NAB Engineering Award at a luncheon on Tuesday, April 6.

Entertainment at this year's NAB convention will include a performance by singer Glen Campbell on Sunday, April 4, and one by comedian Steve Allen on Wednesday, April 7.

An exhibit hall of 208,270 square feet will feature the wares of 462 companies. Last year's convention in Las Vegas featured 470 companies in a 225,000-square foot hall.

## City of New York: driving a hard cable bargain

**Negotiations begin in New York's cable franchising process; city unveils first draft of its contract; franchisees call it 'ridiculous,' 'severe,' 'bizarre'**

"Ridiculous." "Amateurish." "Severe." "Wildest document imaginable." "Bizarre." Not pleased may perhaps best sum up the feelings privately expressed by a number of cable companies involved in the New York franchising process after going over the first draft of a contract to which the city would bind each franchisee. One-on-one negotiations began last week.

The contract calls for annual franchise fees that exceed the maximum 5% currently allowed by the FCC. During the first five years, the city would take 5% of revenues derived from basic service offerings and 10% of revenues derived from enhanced services. After five years, those percentages would jump to 8% and 12% respectively ("In Brief," March 1). Just as disturbing to some of the companies were



**GET THE WHOLE PICTURE AT BOOTH 28.**



## Nashville World Concerts

Each month *Nashville World Concerts* reserves you a front-row seat for a 60-minute set with some of the hottest country and crossover acts in Music City.

Top chartmakers include Larry Gatlin and the Gatlin Brothers Band, Sylvia, The Charlie Daniels Band, Pure Prairie League, and Gail Davies.

All shows are first-run, beginning June '82 for 12 months. Barter.

**COMWORLD  
INTERNATIONAL**



9000 East Church Street  
P. O. Box 911  
Brentwood, TN 37027  
615 / 373 - 0819  
Telex: 555151

provisions in the contract giving the city control of at least 11 channels, and maybe more, depending on the city's future needs; a permanent option to buy each system; the power to amend the contract at will, and the power to terminate the franchise agreement at the slightest violation by a franchisee of any of the "material" provisions within the proposed 107-page contract (plus 15 appendices).

One source, who refused to be identified because the city has insisted the document "be treated confidentially throughout the negotiating process," said there probably was not "any bank that would finance" a franchise proposal that was bound to such a contract.

Rumors were also resurfacing last week about a possible pullout by Cablevision, which has been targeted for negotiations to wire all of the Bronx and a portion of Brooklyn, but was totally left out of Queens and Staten Island, much to the dismay of the company's chairman, Chuck Dolan (see page 155). A company spokesman would only say that Cablevision has not as yet withdrawn.

The contract would cover a franchise period of 10 years plus an initial renewal period of five years. The franchises would be nonexclusive, meaning that the city could authorize any number of cable companies to come in and build in an already-franchised area. And, perhaps in anticipation of future pullouts, the city has proposed that franchisees be required to build in nonwired areas if the city were to order

them to do so.

Franchisees would be required to continually update their systems to keep pace with "state-of-the-art broadband communications" throughout the life of the franchise and as well as during subsequent renewal periods.

The contract calls for the reservation of eight leased channels, although the director of franchises could order a cable operator to supply more, "upon a determination . . . that the need exists." A system filled to channel capacity could be required to eliminate some programming services to make room for additional leased, municipal or access channels. (Four of the last would initially be set aside.) The cable operators would also be required to provide the city with as much capacity on the institutional cable as the director of franchises determines necessary.

If the city were to decide that it wanted to purchase a system from the franchisee, the price could be no greater than the "book value," which apparently would be determined by the city if it decided to buy.

Some companies also had difficulty with the proposed "matching" provisions of the contract which would bind them to even "greater obligations" that might be exacted from future franchisees.

The contract also stipulates that upon termination of the franchise for material breach, "the entire system shall become the sole property of the city, [and] the company shall not be entitled to any payment from the city for the system or any

part thereof. . ."

The city has indicated it would like to wrap up the negotiations by around April 1. But, as one source put it, "that's not realistic," considering the stiff resistance to many of the provisions in the proposed contract.

## Consultant's report in Alameda, Calif.: Storer ranked first

**United Cable bid second, followed by CBS, Scripps-Howard**

While the battle still rages to secure the 27,000-home franchise for the city of Alameda, Calif., Storer Broadcasting appears to have won the first round by virtue of its top ranking in a consultant's preliminary report submitted to the Alameda city council. United Cable was ranked a close second, followed by CBS. The Scripps-Howard affiliate, Island City Communications Corp., came in last.

The report was prepared by Les Page, an Oswego, Ore.-based cable consultant. The rankings were based on six major categories including system construction, design and performance, finances, programming and benefits to the community. These areas were broken down into a total of 32 sub-categories where each applicant was awarded between one to five points. Of a maximum 160 points achievable, Storer received 148 points; United, 143; CBS, 122, and Island City, 107.

Storer and United scored equal points in more than half of the sub-categories, and Storer appeared to clinch the top ranking by beating United out in six key areas: service rates and charges, prepayment of franchise fees, channel importation, community access channels, automated services and the general mix of channel programming.

And, while CBS lagged behind Storer in most categories, it topped Storer in two—satellite reception capacity and technical standards and performance testing. But that was not enough to offset lower marks in financial performance, general and special experience, construction and maintenance features, staffing of the system as well as the six areas where Storer also beat United.

Rob Wonder, assistant city manager of Alameda, played down the significance of the report. He said it was "simply a tool for the council" to use in making its ultimate decision. If the council chooses, it "could totally disregard" the consultant's findings or decide that they should "weigh 50%" in its ultimate decision.

Wonder also noted that both CBS and Island City received "a lot of support" from community members at public hearings held last week on the consultant's report.

On March 16, the applicants will have the opportunity to address the city council on the report. Page also will submit a final draft of his report then and address the responses of the applicants.

**SOMEONE  
IN YOUR MARKET  
IS ABOUT TO TAKE  
A GIANT STEP AHEAD OF  
THE COMPETITION**

It could be you.

WeatherTrac™ changes your weather segment from a talk show to a truly "moving" experience — ready to go day or night. With computer graphics in motion, clean and colorful, like you've never seen before. But it's much more. It's a complete weather presentation you must see and hear to appreciate.  Your viewers will love it. So will your weatherpeople. Not to mention your accountant.  Call us right now, at 1-800-654-3976.  Or wait for our two-page spread in the April 5, 1982 issue of *Broadcasting* to find out more.  Or wait till the NAB Show to find out even more (just follow the crowd to our booth, No. 2900).  Of course by then it may be too late.  By that time your competition may have already left you standing still.

**THE WEATHER STATION, INC.**






# GET THE WHOLE PICTURE AT BOOTH 28.



**DRAMA:**  
Romance Theatre



**ANTHOLOGY:**  
Rock 'n Roll: The First 25 Years  
The Videotape News Library



**COMEDY:**  
Big City Comedy



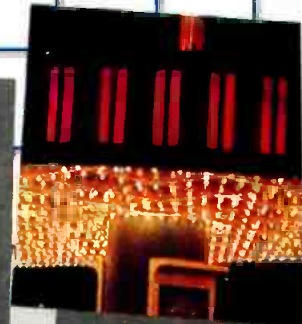
**SPECIALS:**  
Roy Clark in the Bahamas  
Christmas with the Lennon Sisters



**CONCERT SERIES:**  
The Blue Jean Network  
Standing Ovation  
Nashville World Concerts



**VARIETY:**  
Peter Marshall and the Big Band  
The Best of Donny and Marie  
The Shurfine Foods Specials  
Country Roads  
The Donna Fargo Show



**FIRST-RUN MOVIES:**  
Prime Time Showcase

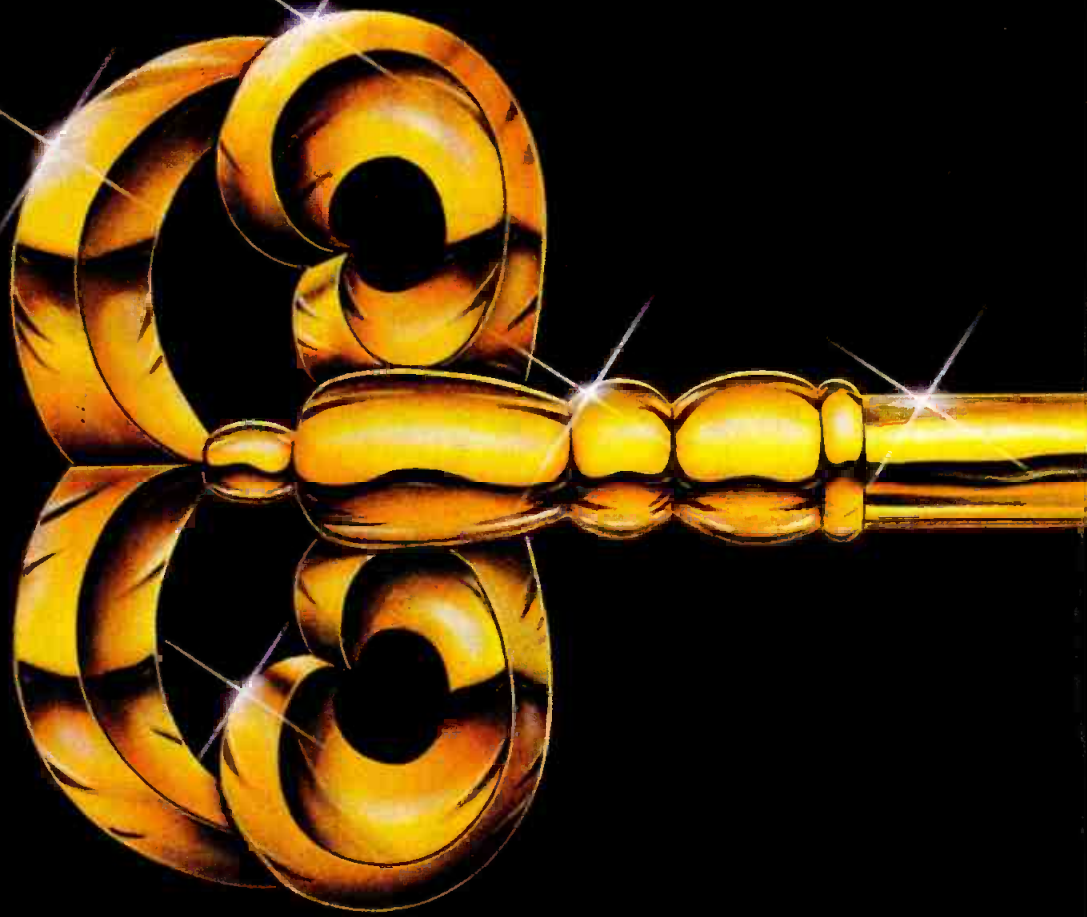
Contact Robert Chenoff in New York at (212) 889-6802, Annelle Johnson, Dave Lynch, Carmon Moon, Beverlie Brewer, or David Sifford in Nashville at (615) 373-0819, or Bill Cooke in Toronto at (416) 967-6141.  
Or stop by NATPE Booth 28 and get the whole picture.

## COMWORLD INTERNATIONAL



P . O . Box 911  
9000 East Church Street  
Brentwood, TN 37027  
615 / 373 - 0819  
T E L E X : 5 5 5 1 5 1

WE'VE GO



ABBOTT & COSTELLO



CARTOONS FOR TELEVISION



# T T H E K E Y

Conceptual mini-libraries from Gold Key Entertainment work beautifully. They're exploitable. Highly affordable. And effective in every key time period, every size market. See us at NATPE and see what's new!

**THE POSEIDON FILES**—15 first-run underwater features.

**THE MAIN EVENTS II**—15 first-run prime time theatricals.

**GALAXY TWO**—15 first-run science fiction features.

**ABBOTT & COSTELLO CARTOONS**—156 5½ minute cartoons from Hanna-Barbera.

MAIN EXHIBIT FLOOR, LAS VEGAS HILTON

**GOLD KEY ENTERTAINMENT**

159 WEST 53rd STREET, NEW YORK, NY 10019 (212) 486-9116  
6922 HOLLYWOOD BLVD., SUITE 321, HOLLYWOOD, CA 90028 (213) 856-8200



## Country radio's changing image: getting rid of the cowboy hat

**At the 13th Country Radio Seminar the medium is taking itself more seriously, to reflect its change to a mass appeal format**

The cowboy is quietly being retired from country radio. He reigned during 1980 and 1981 as the symbol of escape from America's problems. The number of stations playing country music full time grew from about 1,434 to 1,785.

The cowboy craze has gone the way of most fads, but before passing, it touched off a revolution in the way country music is produced and a radical change in the way it is perceived. Country radio in the minds of many of its leading programers, managers and promoters, is well on the way to becoming America's most mass appeal format.

That was the message from the Country Radio Seminar, which convened for the 13th consecutive year on Friday and Saturday (Feb. 26-27) in Nashville. The growth of the format and of the group that sponsors the seminar was evidenced by a 50% increase in participants at this year's gathering. A total of 607 representatives of the country radio industry, many of them from its leading radio stations, attended this year.

Held at the Opryland hotel, the seminar offered two days crowded with workshops on how to improve and make more money in country radio. For the first time, it also featured "exhibitor suites," open only during the evenings, in which a number of radio syndicators and consultants promoted their products.

Industry participation was different at this year's seminar. Three-piece suits far outnumbered satin jackets emblazoned with call letters, and cowboy hats and boots were only an occasional sight. The ratio of broadcasters to record company reps was much higher than in previous years, a sign some took as evidence of hard times in the record industry. It may have been, however, that record promoters were just harder to spot in a much bigger crowd of broadcasters.

The dominant theme at this year's seminar was competition, particularly among country stations but also coming from other media, that has fragmented the format into a variety of hybrids from beautiful, easy and traditional country to modern, and "Yankee" country and even "rockabilly."

As broadcasters sharpen their research skills to pinpoint their audiences, they are

also having to hone their management skills, to survive the growing competition and deepening recession in the general economy.

Seminar participants seemed overwhelmingly pleased with this year's agenda. "Dollar for dollar, the seminar's worth much more than many other meetings," said one Canadian broadcaster. "There wasn't one bad session." Others described



**Personality prescription.** "Personality doesn't mean you have to be funny," said Don Imus, who echoed a theme voiced several times at the Nashville seminar. Imus, a keynote speaker, said it's "easy to complain and not relate to your program director or general manager," and recommended that both air personalities and managers try to communicate more effectively with one another. "Country music lends itself to personality, especially in the morning," said Imus, but the key to the rarefied world of the top radio performer, "is hard work."

it as the "most serious, work-oriented conference of the year."

Traffic in the exhibitor suites is said to have been brisk. Companies represented in some 20 suites included McGavren-Guild Radio, Musicworks Inc., Music Country Network, a joint venture between WSM-AM-FM Nashville and Associated Press, TM Programming, the United Stations, and RKO Radio Networks.

The Organization of Country Radio Broadcasters, which sponsors the seminar, met Sunday, Feb. 28 and elected Bob English, general manager, WUBE(FM) Cincinnati, as its new president. English chaired the agenda committee for this year's seminar and succeeds as president Don Boyles, general manager of WKHK(FM) New York.

The OCRB is a non-profit group of radio station and record company executives, that was created in March, 1981 to expand the Country Radio Seminar. The seminar was founded in 1970 by a group of Nashville record promoters and radio broadcasters. Its purpose, according to founding member Mac Allen, WQAM(AM) Miami, is to improve country radio. Proceeds from each seminar are donated to the scholarship funds of various college communications degree programs.

The agenda chairman for next year's seminar is Jim Ray, KOKE(AM) Austin, Tex.

### **Research called key to survival in the expanding country radio competition**

There were 400 new country radio stations last year, according to Bob Elliott, a consultant with Burkhart, Abrams, Michaels, Douglas & Associates, Atlanta. As competition intensifies, the format is growing more and more fragmented, and stations are having to step up their research to maintain their niche in the market. Signs of this trend were everywhere at the Country Radio Seminar.

Dick Clark, who keynoted the event with a video show of old country and rock 'n' roll TV performances, warned country broadcasters to "be aware of history" as they plan their future.

"In its early days, rock 'n' roll appealed only to teens," he said, "and now it's a giant industry."

The fragmentation that divided rock 'n' roll radio into a range of formats has already begun in country, he said, but it's rare to find someone who listens only to country radio. Country competes not only



# USam



This new fast-paced morning show is the best way to perk up your broadcast day. USam is up and on the air with the latest news, weather and sports — a full hour before other network morning shows. Let veteran morning host Brian Christie and former Miss America Terry Meeuwsen wake up your early-morning ratings.



**CBN CONTINENTAL  
SYNDICATION**

CBN Center Virginia Beach, Virginia 23463

**800-446-8157 TWX: 710-882-4339**



Keynoter Clark

with itself but "with many other formats in each market," he said.

According to Elliott, "there are entertainment stations and juke box stations and there's room in each market for both." The problem with many stations, he said, is that they "try to be too much," and "don't know what they're used for."

As with other formats, country stations on the AM band appear to be moving to provide more information programming while FM stations are emphasizing music. Charlie Ochs, program director, KIKK-AM-FM Houston, announced his station's change last Monday (March 1) from the country format it has had for years to a more restricted formula, which includes only older, traditional country records.

"This may be the future of AM country," he said, recalling the success of Al Ham's Music of Your Life format which features music from the 1930's, 1940's and 1950's and is marketed primarily to AM stations.

Another seminar participant described his format as "yankee country," and said it combines modern country songs by artists like Barbara Mandrell and Eddie Rabbitt with old rock 'n' roll by singers like Connie Francis. Yet another program director, Pat Martin, WBCS(AM)-WMKE(FM) Milwaukee, called the format of his FM station "rockabilly," and said it combines hard rock from groups like Lynard Skynard with cross-over country music by artists like Crystal Gayle.

To fine tune any format, a broadcaster must stay in constant touch with his audience, said Charlie Cook, program director of KHJ(AM) Los Angeles. "Our competition is changing all the time," he said, "yet how often do we go into the market to take its pulse?"

Jhan Hiber, a research consultant whose Los Angeles-based firm, Hiber & Hart performs ratings research, said focus groups, if conducted properly, can identify how a station is perceived by its listeners. Focus groups, which should be conducted "at least once a year," identify a few broad issues, said Hiber, and should be followed by telephone surveys to obtain more specific information from a broader range of people. A station should not pay more than about \$1,500 for a focus group study, said Hiber.

Another key to an audience's perception is the Arbitron diary, according to Hiber. "For all you pay, you only get about 25% of the information Arbitron offers in your ratings book," he said, and recommended that stations send a program director, manager or consultant to Arbitron headquarters at least once a year to study the diaries submitted in its market.

From a post-survey diary review a station can learn how well it is reaching its target audience, said Hiber, and whether listeners identify the station by its correct call letters or ID. A manager can measure the effectiveness of a promotional campaign launched during the survey, he said, and can also pinpoint where most of its listeners live.

Research should not be conducted unless a station plans to use it to create a "strong strategy" for programming, marketing and management, said Bill Moyes, The Research Group, Menlo Park, Calif. "Research gave us the Edsel," he said. "Strategy gave us the Mustang."

Cook and Hiber stressed that station management should always share the results of any research, including a ratings book, with its on-air and other staff. "On-air staff must know your game plan," said Hiber, "so they can express it on the air and will be aware of any tune-out factors."

Hiber predicted that measuring country radio could be changed somewhat with the growth of a second large rating service, The Birch Report, which recently purchased a major competitor, Mediastat (BROADCASTING, Feb. 1). Because Birch uses telephone rather than diary retrieval, it should show higher ratings for formats popular with younger, more mobile audiences and with ethnic groups, he said. Rock, country and ethnic stations could make "slightly better" showings in Birch than they do in Arbitron, while news/talk and beautiful music should do better in Arbitron, he said.

#### Radio offered advice on how to get more farm advertising

Last year, radio garnered a little less than 13% of farm advertising revenues spent in the U.S., while for the first time, TV edged ahead, capturing a little more than 13%.

As the number of U.S. farmers declines, the trend toward TV should continue, according to Bill Alford, Blair Radio. But he and three other experts at the Country Radio Seminar argued that radio, because of its peculiar attributes, could be getting a much bigger share of total farm advertising, which last year totalled about \$450 million.

Farm advertising is highly specific. According to Charles Might, National Association of Farm Broadcasters, Racine, Wis., about a million farmers located in highly concentrated pockets do 90% of the farming in this country. Advertisers need to target producers of specific crops of livestock.

Key selling times are short and intensely competitive, with advertisers vying for the attention of farmers who are far busier than during other times of the year. "They



## TV Log, Good News For Local Stations

**News programming generates big revenues for local stations, and TV Log boldface ads can help generate big audiences for your news. Promoting from within the TV listings of local newspapers, TV Log ads reach potential viewers 2.5 times per day.\***

\*Opinion Research Corp.

Write or phone for more information

**New York**

200 Park Ave. 212/687-0660

**Chicago**

One East Wacker 312/644-1655

**Los Angeles**

1717 N. Highland 213/466-5375



viable alternatives to nursing homes in a documentary look at long-term care for the elderly.

② El Mundo de los Espectaculos

③ This Is the Life

9:30 ④ Good News

9:55 ⑤ News

10:00 ② ③ News

**FLIGHT TO FREEDOM! ⑤  
NEWSCENTERS REPORT ★  
POLAND TO CHICAGO**

⑦ Barney Miller (R) Barney is turned down for a promotion and while he broods about it, his men bring in a burglar who got lost in the fog.

⑧ MacNeil/Lehrer Report (R)



# SUNDOWN SUCCESS...

## Saturday Night

### IN SACRAMENTO

In the lucrative Saturday 7-8 PM time period, SATURDAY NIGHT delivers more audience for KTXL than the previous four years of successfully programmed feature films.

Year	Program	Ratings	Share	Total Women	Women 18-34	Women 18-49	Total Men	Men 18-34	Men 18-49
1981	SATURDAY NIGHT	7	14	58	43	50	60	42	59
'80-'77	4 YR. AVG. MOVIE	6	11	39	18	27	44	19	31

Moreover, SATURDAY NIGHT is number one in ALL categories of young adults, outperforming the 3 network affiliates and competing independent.

City	Station	Program	Women 18-34	Women 18-49	Men 18-34	Men 18-49
SACRAMENTO	KTXL	SATURDAY NIGHT	43	50	42	59
	KGRA	HBE RAW/MUPPETS	14	33	13	30
	KMTV	WLD. WRLD. ANIMALS/SAFARI ADV.	9	33	9	21
	KOVR	YOU ASKED FOR IT/DANCE FEVER	21	37	22	33
	KRBK	MOVIE/BSKTBL	6	9	7	9

SOURCE: ARA NOV. 1977-81



FILMWAYS ENTERPRISES

LOS ANGELES  
(213) 567-8100

NEW YORK  
(813) 798-3100

CHICAGO  
(812) 846-0142

© 1981 FILMWAYS ENTERPRISES

© 1981 FILMWAYS ENTERPRISES





**Farm talk.** L-r: Moderator Bill Figenshu, Viacom; Might: Dapron; Shaw, and Alford.

need frequency," said Elmer Dapron, Mutual Broadcasting System, and because radio can give it to them, "it should be positioned as their primary media buy."

Farm magazines, TV and direct mail are wasteful during the harvest season, said Dapron, but "radio can reach the farmer at breakfast, in the barn or in the cab of his combine or pickup truck." Radio is also flexible enough to vary messages for before, during and at the end of harvest season, he said.

Nonetheless, farm magazines got 45%

of farm advertising revenues last year and collateral services, including direct mail, got 18%, according to Alford, who said he is one of eight radio reps who specializes in farm advertising. (Blair, Katz Radio, Torbet Radio, Eastman Radio Inc. and PRO Radio have reps specializing in farm broadcasting, he said.)

Farm advertisers want their messages in information programs, preferably those offering farm information, said Alford. Although music has little to do with the buying decision, "country or middle-of-

the-road formats with strong information blocks get most of the business."

To capture farm advertising, a station needs a farm director who programs farm information and a sales rep who specializes in national, co-op and local farm accounts.

"A farm director must be a good newsman," said Walt Shaw, program director, KRAK(AM) Sacramento, Calif., and he should be involved with the farmers in his area. "There's plenty of information out there," said Shaw. "But give your director a chance to excel in his field."

Farm commercials should never use a "hick" or gimmicky approach, said Alford. "Most farmers do at least a quarter- to a half-million dollar business," he said. "Many have masters degrees and own their own computers."

To capture more of the farm advertising dollar, radio stations must do a better job of measuring their farm audiences, said Alford. Arbitron plans to measure farm listenership in only nine markets this year and charges a "high price for what's offered," he said.

#### **Recession seen as no bar to ad sales on country radio**

Selling country radio in a recessed economy doesn't have to be any more difficult than selling it in good times, according to four experts who offered tips at the seminar last week. The key to success, they said, is planning ahead, cooperation be-

# **Knight-Ridder Newspapers, Inc.**

and

# **Tele-Communications, Inc.**

have formed a partnership

# **TKR Cable Company**

to own and operate selected cable television systems

*We initiated this transaction and assisted Knight-Ridder Newspapers, Inc., in the negotiations.*

**WARBURG PARIBAS BECKER**  
**A.G. BECKER**

February 1982



If you're looking for low-cost TV programming with broadcast quality...

## There's a Harris earth station system to fit your needs

The Harris SSL\* family offers a variety of satellite earth stations *specifically designed for broadcasters*. Whatever your system requirement—large or small, downlink or uplink—Harris has the complete package for you, including total planning, rapid reposition antennas, video receivers, exciter-high power amplifiers, microwave links, remote control and complete installation. All backed by Harris 24-hour-a-day service—the most responsive in the broadcast industry.

The high-speed drive system of the Harris kingpost pedestal allows rapid and accurate repositioning of the antenna, so that it can be rotated automatically between any domestic com-



6.1 meter



9.0 meter

munications satellites in less time than a normal commercial break.

The Harris 9.0 meter SSL provides the industry's most advanced feed horn antenna design, with video receive S/N (signal-to-noise) in the high 50s for network quality broadcasting. This antenna is also designed for uplink service, *where specifications and price outperform 10 meter designs!*

The 6.1 meter SSL provides *highly cost effective* TV receive only (TVRO) service for broadcasters, with S/N performance in the mid-50s.

Set your sights on a whole new universe of TV program sources. Contact Harris Corporation, Broadcast Products Division, Quincy, Illinois 62305-4290. 217-222-8200.

\*Satellite to Studio Link

Visit the Harris  
TV and radio equipment display  
at the 1982 NAB, Dallas



# HARRIS







“We’re in room 460.”

Doris & Dottie Rumplemayer could give “strip” a whole new meaning.

But they’re just a sample of the fascinating folks in this new, hilarious, habit forming show that’ll leave your viewers wanting more at the end of every episode.

T.H.E.  
HOSPITAL

A  
CASSIE  
COMBE  
PRODUCTION

T.H.E. HOSPITAL.  
An all new half-hour come  
serial, five times per week  
26 weeks. Available  
January '83.  
Television  
never looked  
better.



Come up and see us.

NATRE '83 HILTON SUITE 460

**NOW!  
CONTINENTAL'S  
20 KW FM**



**High performance.** Offers you high fidelity, dynamic balance, good stereo separation, extremely low noise and distortion; excellent frequency stability. Compact size. Simple installation. Low Power consumption. Proven exciter. Combine with duplicate Type 816R-2 and get 40 kW output.

Write for brochure on 816R-2  
Continental Electronics Mfg. Co.  
Box 270879  
Dallas, Texas 75227

**Continental**  
**Electronics**

**Phone Company  
Raise Your Rate?**

It is now less money per month to own your STL or RPU system and pull the plug on the phone company for good.

Remote pick up is only \$100 a month with \$400 down. STL link is \$225 monthly with \$900 down.

Find out why we sell so many. Call to discuss our lease or cash package. Satisfaction guaranteed.

**davidgreen**

P O Box 590/Leesburg Virginia 22075 Phone 703-777-8660  
broadcast consultants corporation

tween program and sales staff and a good relationship between a station and its national rep.

"If we all believed radio advertising works, we wouldn't be recessed," said Mike Kintner, WTCR(AM) Ashland, Ky. The country radio audience, most of which is 35-54 years old, is a group less affected by the depressed home market, he said, and for listeners in other age groups, the dip in home sales "can be a plus for discretionary income."

To avoid a first-quarter dip in revenues, a station must start planning early in the fourth quarter, said George Pine, McGavren-Guild Radio, N.Y. "Target the accounts you want early," he said, and stay visible with your rep by sending a newsletter to keep him informed of your market and station.

"New calls are important in a time of recession," said Pine. "Your cost-per-sales will go up, but don't cut incentives for your staff, especially the newer people."

Brian Moors, WHN(AM) New York, said a station's programming department must be able to help sales people "clean up commercials that don't sound good." The program director, he said, should "update the sales department at regular meetings on what the station is doing and why" and above all, should have "complete say over what goes on the air."

**Management through communications**

"Management is getting things done through other people while building them," said Fred Pryor, one of several experts at the seminar who shared their thoughts on how to manage people in radio. Control, communication and delegation were the buzzwords in a dialogue that continued through several sessions.

Pryor, whose Fred Pryor Seminars Inc. in Shawnee Mission, Kan., consults businesses in a variety of industries on management, said effective management combines "high control with high support." An authoritarian manager who never offers encouragement "stifles human enterprise," he said, while a nonassertive manager who can offer encouragement often fails to get things done.

"You don't manage others well until you manage yourself well," said Pryor. A manager should "look for ways to know himself better and to expand his own comfort with himself."

At a radio station, much of the control comes from communication between a manager and his staff. "A program director and general manager should meet daily and formally, every other week, said Charlie Oches, program director, KIKK-AM-FM Houston. "A program director should help air personalities plan their shows," he said. "The people you have on the air should be better than you at what they do," he said. "You can't teach them that, but you can teach them how to plan."

Ideas for promotional campaigns should come from everybody at the station, according to Rik Rogers, WPLO(AM) Atlanta.



**New president.** Bob English of WUBE-FM Cincinnati was elected head of the Organization of Country Radio Broadcasters at the seminar in Nashville.

"If they all have an opportunity to contribute, they'll feel they're part of the action," and that's a key to developing enthusiasm, he said.

Responsibility for promotional campaigns should also be spread around, according to Rogers, and after each campaign, management should analyze its effectiveness and keep notes from that analysis for future campaigns. Promotional campaigns should be planned a year in advance, he said.

**Using promotion to create a new image for country radio**

"Few country radio listeners lead the cowboy life style or even care about it vicariously," said Rob Balon, a research consultant who told country radio broadcasters it's time they fought their stereotype as a medium applying only to a segment of the population with neither education nor disposable income. In a presentation entitled, "From Cowchips to Karats," Balon, who is president of Robert E. Balon & Associates in Austin, Tex., said country radio is popular because of its music and not the life style it is often thought to represent.

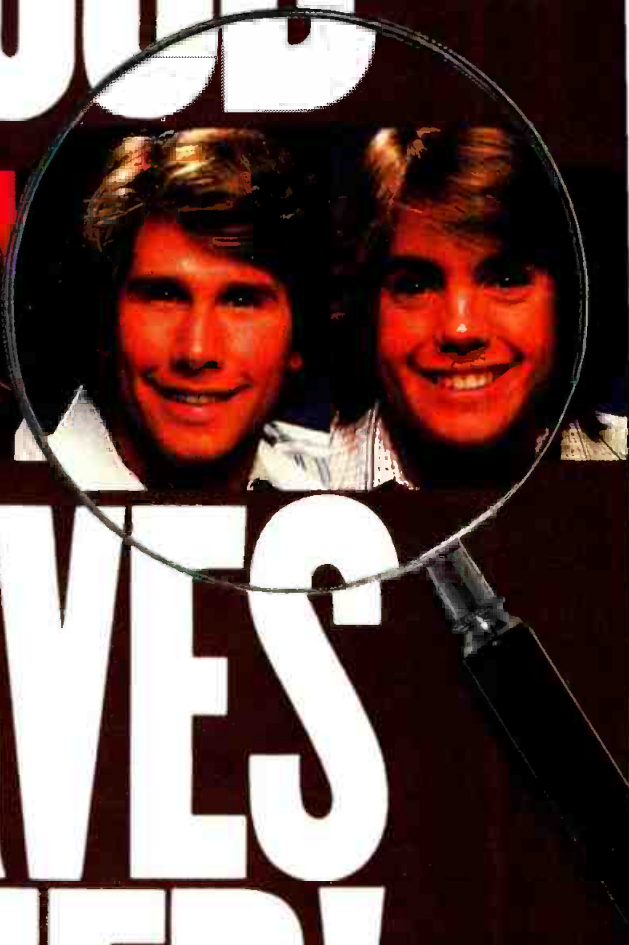
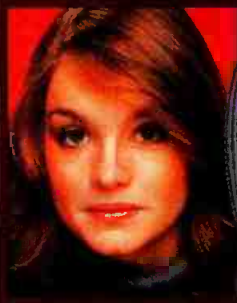
Balon's message seemed especially timely in the wake of an announcement shortly before the seminar that Eastern Airlines, working through a new advertising agency, would no longer buy country radio. Sarcastic remarks about the airline's decision surfaced repeatedly during the seminar, while major stations and the Country Music Association were said to be pressuring Eastern, with some success, into returning to the fold.

There are myths associated with most radio formats, said Balon, but they are "particularly outrageous when it comes to country."

Country listeners are characterized as country dwellers who play softball, go bowling and shoot pool instead of playing racquet ball and jogging, said Balon. They drink beer, eat chili and barbecue and drive pickup trucks instead of dining at nice restaurants, shopping at fine



# ONE GOOD RUN DESERVES ANOTHER!



We're bringing back **HARDY BOYS/NANCY DREW MYSTERIES** for another season of advertiser-supported programming!

The fact is, the series has taken all the mystery out of reaching the youth-oriented market. Just ask any of the advertisers who bought-in during its first year in syndication.

**HARDY BOYS/NANCY DREW MYSTERIES**—a great way to reach young adults, teens and kids! You can say that again!

## **HARDY BOYS/NANCY DREW MYSTERIES**

46 superbly-produced, suspense-filled hours.

Available Fall 1982 on an advertiser-supported basis.

Contact Bobbi Fisher, Stephanie Beatty or Shelly Schwab (212) 759-7500.



# **MCA TV**

stores and driving Mercedes Benzes.

The rural American and the urban cowboy are both included in the stereotype, said Balon, and until country stations dispel the myths associated with it, they'll have a tough time overcoming arguments from advertisers and agencies that can put their messages on any of a growing number of radio stations in other formats.

Research shows that country music is most popular among adults aged 35 to 54, said Balon, but it is gaining more and more listeners in younger demographics, including students. "People say they like country music because it is simple, reflects reality, identifies with basic human themes and talks about love," said Balon. "In 1957, these same characteristics were most often used to describe rock 'n' roll."

## SAG drops Asner recall move

Screen Actors Guild President Ed Asner, star of CBS-TV's *Lou Grant*, has acknowledged that he made "a slight goof" in failing to make clear that his support for medical aid to guerrillas in El Salvador was in his role as a private citizen, not as SAG president. In a news conference, Asner said he had made "an honest mistake" in not beginning his Feb. 15 announcement with the statement that he was not speaking on behalf of the 50,000-member union. The disclaimer was made well into the Washington press conference, in which Asner kicked off a fund-raising drive for medical shipments to rebel groups in the Central American country.

Organizers of a recall petition drive aimed at ousting Asner said the actor's apology canceled one of their major charges against the SAG president and that the effort would be suspended. About 800 signatures had been gathered on petitions, which began circulating in mid-February. Former SAG President Charlton Heston, actor Robert Conrad and four current SAG board members formed an ad hoc "watchdog" committee Feb. 27, which they said plans to keep an eye on Asner's behavior and future board actions. The committee met with recall supporters and agreed to put the petition drive on hold until such time as events warrant its resurrection.

## Entertainment Channel signs Heritage

**MSO with 45,000 subscribers is second to affiliate with service set to go June 4**

The Entertainment Channel announced its second affiliation agreement last week—a pact with Heritage Communications under which the cable operator will provide the pay-cable service to the 45,000

subscribers of its Des Moines, Iowa, system.

The Entertainment Channel, a joint venture of RCA Cable and Rockefeller Center Cable announced its first affiliation agreement, with United Cable, at the Western Cable Show in December. And when Entertainment Channel Chairman Arthur Taylor set the service's June 4 start date at a January press conference, he also said he hoped to have his second affiliate agreement "in the next day or so," predicting others would follow regularly through the launch (BROADCASTING, Jan. 18).

Jim Cownie, president of Heritage's Telecommunication Group, said he expects the service to "satisfy a market that other services have not addressed and significantly broaden the public's idea of what pay television can offer." According to the program provider, Heritage has agreed to expand its carriage of the Entertainment Channel through its 115 systems (with 235,000 total subs) on an "as feasible basis," provided the service meets certain performance criteria. It's expected that Heritage will test the service for four to six months in Des Moines before deciding if those criteria have been met.

## NBC losing young men, according to Bates study

**Report on prime time finds ABC and CBS stable, but NBC with 13% drop, most notably in men 18-49**

Ted Bates & Co.'s fourth report on the prime-time network season zeroes in on a continuing decline of NBC-TV audiences, particularly among young men.

For the first 19 months of the season starting last Oct. 5, Bates said NBC-TV's schedule-averaged a 15.5 household rating, off 13% from the previous year's period. ABC with an 18.3 rating and CBS with a 19.7 rating were down 1% and up 1% respectively.

"As you see, NBC is the only one of three networks to show any year-to-year change," Bates observed. "In the past, we might have expected a good part of those lost homes to switch to other networks but instead they went elsewhere entirely, to the independents, to the cable originating networks, to pay television operations and to superstations. ABC and CBS gained nothing from NBC's loss."

Among women, 18-49, NBC's rating for the first 19 weeks dipped by 4% to 11.2, while ABC and CBS each dropped by 3% to 14.0 and 14.2 respectively. But it was in the men 18-49 group that NBC's rating slide was most conspicuous, Bates pointed out. In regular prime-time network programs for the period, Bates said, NBC's rating fell to 9.3 among men 18-49, a decline of 18%. ABC's rating climbed by 6% to 13.2 and CBS's slipped by 4% to 11.2.

Bates concluded that NBC's young adult

## Ratings Roundup

Score another weekly win for CBS-TV—this time with a substantial lead over both ABC-TV and NBC-TV.

For the week ended Feb. 28, CBS took prime-time honors with a 19.3 rating and 30 share. ABC came in with a 17.6/28 and NBC lagged at 16.5/26.

Aside from a CBS/ABC tie a few weeks ago, CBS has won 16 out of 21 weeks. ABC has won four weeks and NBC none. In the season-to-date scores, CBS is way ahead with a 19.6/31 to ABC's 18.2/29 and NBC's 15.5/24.

During the 21st week, CBS won Thursday, Friday and Sunday; ABC took Tuesday, Wednesday and Saturday, and NBC was the high scorer on Monday.

As usual, Friday was the night CBS was able to beef up its weekly average and pull down its competitors. Together, *Dukes of Hazzard*, *Dallas* and *Falcon Crest* were worth a 25.0/42. ABC's regular lineup brought in only a 12.5/21 and *NBC Magazine* and the movie *The Prize Fighter* averaged only a 10.2/17.

Among the week's specials, ABC had the highest scorer with a two-hour *Love Boat* 24.6/43.

CBS also built upon a hit with an expanded series episode, earning a 23.3/35 for an hour of *Archie Bunker's Place*. Other CBS specials were a three-hour *Ivanhoe* (18.1/28), two-hour *Grammy Awards* 18.1/29 and hour *Suzanne Somers* special (17.9/21).

NBC, the network with the most series problems, found success with the hour *TV's Censored Bloopers* (23.0/36) and its two hour lead-in *Bob Hope's Women I Love* (20.2/39) also made the 30-share level.

### The First 20

1.	<i>Dallas</i>	CBS	30.0/49
2.	<i>Little House on the Prairie</i>	NBC	25.2/36
3.	<i>60 Minutes</i>	CBS	24.9/41
4.	<i>Love Boat</i>	ABC	24.6/43
5.	<i>Too Close For Comfort</i>	ABC	23.8/36
6.	<i>Archie Bunker's Place</i>	CBS	23.3/35
7.	<i>M*A*S*H</i>	CBS	23.1/33
8.	<i>TV Censored Bloopers (Special)</i>	NBC	23.0/36
9.	<i>Dukes of Hazzard</i>	CBS	22.8/38
10.	<i>Three's Company</i>	ABC	22.8/34
11.	<i>Hart to Hart</i>	ABC	22.6/36
12.	<i>Falcon Crest</i>	CBS	22.2/40
13.	<i>Real People</i>	NBC	21.6/33
14.	<i>Muggable Mary—Street Cop (Movie)</i>	CBS	21.4/34
15.	<i>A Wedding On Walton's Mountain (Movie)</i>	NBC	21.4/32
16.	<i>Dynasty</i>	ABC	21.0/34
17.	<i>Magnum, P.I.</i>	CBS	21.0/33
18.	<i>Bob Hope's Women I Love (Special)</i>	NBC	20.2/30
19.	<i>House Calls</i>	CBS	20.0/29
20.	<i>Fall Guy</i>	ABC	19.9/30

### The Final Five

60.	<i>NBC Magazine</i>	NBC	10.4/17
61.	<i>Best Of The West</i>	ABC	10.3/17
62.	<i>"The Prize Fighter" (Movie)</i>	NBC	10.1/17
63.	<i>Making A Living</i>	ABC	9.9/16
64.	<i>Billy Crystal Comedy Hour</i>	NBC	7.7/14



**Make Room for  
TV's Hottest New  
Personality.**

**"I see you!"**

Soon you can share  
**"Chef Tell's Good Life"**

**The Freshest New Daytime Half-Hour Strip.**

*Chef Tell proves you don't have to be wealthy to enjoy the good life - just rich in ideas that bring more fun, more pleasure, more beauty to everyday living.*

*"Chef Tell's Good Life" is designed to put the romance back into all areas of living.*

*There'll be cooking in the distinctive manner that has made Chef Tell the most popular national attraction on "PM Magazine." Nobody can come up with dishes more delicious or pass along recipes with such warm and witty style.*

*Most of the time, "Chef Tell's Good Life" will provide food for thought about topics other than food.*



*Top specialists will offer the latest on keeping trim, staying healthy, shopping, dressing, taking care of the kids, decorating.*

*Tell will go to the stars' houses so they can show you how they cook and entertain and live.*

*He'll suggest simple touches to make dining at home like a night at the Ritz and give tips on ordering and getting the best service when you do go out.*

*Good people from a variety of fields serving up generous portions of good information, good ideas, good humor.*

*And a great host, a one-of-a-kind personality who'll be talked about, watched with fascination and followed fanatically.*

**Get a taste of "Chef Tell's Good Life" at NATPE.**

**GROUP W  
PRODUCTIONS**  
WESTINGHOUSE BROADCASTING COMPANY  
70 UNIVERSAL CITY PLAZA, UNIVERSAL CITY, CA 91606, (213) 760-  
90 PARK AVENUE, NEW YORK, NY 10016, (212) 983-5515



problems can be attributed largely to its loss of male viewers. It explained that this audience is attracted to sports programming and motion pictures. Bates reasoned that the growing popularity of cable networks that specialize in sports have drawn some viewers from the networks. Bates said the TV networks offered 30% fewer motion pictures in the fall of 1981 than in 1980 and concluded that young men looked elsewhere for this programming fare—to cable systems, pay cable TV services, superstation WTBS(TV) Atlanta and to independent TV stations.

## NFL's phantom football pact

**Players official says networks and league have agreed on five-year deal worth \$2 billion**

Despite denials from the television networks and the National Football League, the top official of the players association insists that the networks and the NFL have reached agreement on a five-year contract, starting next fall and costing a total of \$2 billion over the period.

Details of the purported agreement were released by Ed Garvey, executive director of the National Football League Players Association during a news conference in Washington. Garvey, citing an uniden-

tified industry source, said the new television package stipulates that CBS will pay the league \$800 million, NBC will pay \$700 million and ABC \$500 million over the five-year span.

Joe Browne, information director of the NFL, characterized Garvey's statement as "false." He said the contracts are still being negotiated. Browne added that the TV figures have not been released in the past and are not likely to be released this time.

Spokesmen for the three television networks also said that no agreements have been reached and that negotiations are continuing. They noted that an agreement might be reached in a few days or could take a month.

Although rights figures have not been released officially in the past, there have been estimates that the television networks paid \$640 million over four years under terms of the contracts that expired with the 1981 season. Garvey told the news conference that club owners have remained silent on the agreement because they are in negotiations with the players association on a new contract. Garvey intimated that the owners were holding back information on the new agreement in the belief that its disclosure would strengthen the players' demands for substantial increases.

Garvey said the owners knew of the television agreements prior to the opening round of negotiations covering players two weeks ago, but remained silent. "They

[the owners] never put any money on the table and ended the talks quickly to set up a meeting among themselves," Garvey said. "Now that they know we know, I would assume they will change their thinking and put a substantial offer on the table at the next session."

Reports also circulated that under the new agreements, ABC-TV would telecast the Super Bowl in one of the five years. A spokesman for ABC Sports said "nothing definitely has been decided" but indicated this move was under consideration. ABC-TV has never telecast a Super Bowl game.

## Carson arrested

Johnny Carson, host of NBC-TV's *Tonight*, was arrested on suspicion of driving under the influence of alcohol early Saturday morning, Feb. 27. Carson was arraigned in Beverly Hills Municipal Court March 2 on a misdemeanor charge of driving under the influence of alcohol and an infraction for not having a valid driver's license in his possession. His blood-alcohol level at the time of arrest was reported to be .16% (.10% establishes drunkenness under California law). As a first time offender, Carson is subject to the following penalties if found guilty: 48 hours to six months in jail or 90 days restricted driving (to and from work only); \$375 to \$500 fine, and attendance at an officially sanctioned traffic school. His next court appearance is March 23.

# Here's what Programmers and Engineers know about ratings: BEAT 'EM TO THE PUNCH

Let's face it, competition is fierce. That's why the Transdynamic™ Processor took this year's NAB and NRBA shows by storm.

It's winning FM and AM stations from coast to coast. Because Audio & Design's highly-advanced technology means you can forget about distortion and undesirable side effects. Plus, all important operating parameters are field adjustable to compliment any format. And, this versatile tri-band processing system is stereo-ready for AM.

Find out why every quality station that tries it, buys it. Call Nigel Branwell toll-free at **800-426-6170** to arrange an audition. And out-punch your competition with Transdynamic Processing.

**Audio + Design**  
THE HIT SOUND IN BROADCAST SCIENCE.

AUDIO & DESIGN RECORDING, INC. • P.O. BOX 786 • BREMERTON, WASHINGTON U.S.A. 98310 • TELEPHONE 206-275-5009 • TELEX 15-2426  
AUDIO & DESIGN RECORDING, LTD. • NORTH STREET READING RG1 4DA • BERKSHIRE, ENGLAND • TELEPHONE (0734) 53411 • U.K. TELEX 848722

Copyright 1981 by Audio & Design Recording, Inc.



# COMTRAC

This new, on-line, computerized information resource helps Katz-represented TV stations make profitable programming decisions in an increasingly competitive marketplace.

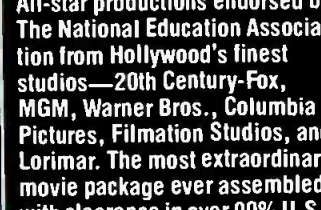


**Katz. The best.**

**SEE VIDEOTAPE DEMO**  
**DURING NATPE**  
**BY APPOINTMENT**  
**KATZ SUITE 27-121**  
**LAS VEGAS HILTON**

# SFM A Leader In Television Innovation

At SFM we've put together some of the brightest events that highlight a television season. We've brought entertainment back to the family, positioned prestigious programming for that special audience, successfully created ad hoc networks, and in turn opened the doors to a new world of television programming. Recognized as a leader in innovative entertainment, SFM carries on its tradition of excellence with diverse and exciting first-rate presentations and programs for 1982. SFM believes that advertising and advertisers drive the economy and we are dedicated to this premise. To this end we are proud to present . . .



**THE SFM HOLIDAY NETWORK**, now in its fifth successful season, takes viewers into a world of action-packed all-family adventure, powerful drama, passionate romance and entertaining comedy. All-star productions endorsed by The National Education Association from Hollywood's finest studios—20th Century-Fox, MGM, Warner Bros., Columbia Pictures, Filmation Studios, and Lorimar. The most extraordinary movie package ever assembled with clearance in over 90% U.S. TVH. The SFM HOLIDAY NETWORK—A special package for all those special times of the year.



**Sports Illustrated: A SERIES FOR TELEVISION** adds a new dimension to television journalism for the 1980's. Four one-hour programs to air in prime time on the same-date-time basis in each market. Premiering in May, the series goes beyond the games and exciting performance to explore the human drive, emotion and drama of behind-the-scenes sports life. Produced by Sports Illustrated and Ronox Productions, each program will be backed by national and local advertising and promotional support to insure pre-broadcast exposure and maximize program tune-in. Fully sponsored.





**CHURCHILL AND THE GENERALS, SEVEN DIALS MYSTERY, WHY DIDN'T THEY ASK EVANS AND I REMEMBER NELSON—**

Widely-acclaimed presentations as featured on The Mobil Showcase Network and Masterpiece Theatre. Brilliantly produced programming tailored to meet the specific needs of the special audience. Now, available for station sale and local advertiser sponsorship. Already purchased in over 40% U.S. TVH. Success stories are already available.



**CAR CARE CENTRAL**

Award-winning 39-week series of half-hour programs designed to teach the viewer a step-by-step approach to proper auto maintenance. CAR CARE CENTRAL provides tips for cutting car costs and how to make for better performing and fuel efficient vehicles. Produced by Diamond P Sports under the auspices of the Automotive Parts and Accessories Association with national promotional support backed by Popular Mechanics Magazine, this series has brought a new dimension to advertiser-supported television.



**HEISMAN TROPHY AWARD—'82**

explores the Heisman tradition of excellence . . . of courage, endurance and the drive to succeed. The hour-long story of the men who have won college football's most prestigious honor and the announcement of this year's winner will again be sponsored for the second year by Crum and Forster Insurance Companies through Telecom/Benton & Bowles. The special is telecast live from the Downtown Athletic Club in New York City and will run in early December 1982. Fully sponsored. Produced by Emmy Award winner Bud Greenspan/Cappy Productions.



Sfm Entertainment/Division of Sfm Media Corporation  
1180 Avenue of the Americas,  
New York, NY 10036  
212 790-4800

**the ORIGINS game**

**THE ORIGINS GAME—**

For the *first time* in television an animated/live action game show that informs, entertains, and stimulates audience involvement. A truly unique half-hour that will become the event of the 1980's. All those daily events, superstitions, and customs we do without question are now given their *origins* in THE ORIGINS GAME—Hosted by Bob Eubanks and Dr. "O". A Filmmation Studios and Sfm Entertainment co-production.

**THE EVENT OF 1983:**

The Mobil Showcase Network, who this year brought you James Clavell's "The Children's Story," will present "THE LIFE AND ADVENTURES OF NICHOLAS NICKLEBY" as a 9-hour fully sponsored truly special media event.

. . . And that's not all. Preview THE MARCH OF TIME SERIES, CRUSADE IN THE PACIFIC, A very special first-run presentation from Walt Disney Productions, THE Sfm DOCUMENTARY NETWORK, THE Sfm CLASSIC NETWORK, DAYAN, . . . AND *much much more*. Find out what else we have in store and just say "HELLO" by visiting us at the NATPE Convention, Suite #360 Las Vegas Hilton.

## Cameras in the Senate debated in newspaper

'Washington Post' op-ed columns by George Will and George Herman take different sides

A couple of Georges have debated in the op-ed pages of the *Washington Post* whether television cameras should be allowed to cover proceedings in the Senate. Neither George is a stranger to television. George F. Will, columnist and a regular on ABC's *This Week with David Brinkley* and on Post-Newsweek Stations' *Agronsky & Co.*, said cameras in the chamber "would not be good for the public, the Senate or journalism." George Herman, CBS News correspondent, said in rebuttal that Will's piece amounts to no more than an argument that print editors, but not television editors, should be allowed "to cut and snip" what they please of the Senate's deliberations.

The articles appeared as Senate Majority Leader Howard Baker (R-Tenn.), the principal backer of television coverage of the Senate, was marshalling his forces for a vote on the issue, probably this week, and served to summarize many of the points made repeatedly in the debate.

Will contended that the Senate is already a "fishbowl," with cameras covering most Senate hearings, "where most Senate business is performed—and where, perhaps not coincidentally, most of the demagoguery occurs." He also noted that senators have a studio where they can produce their own programs for television stations back home and that the Senate has provided journalists with facilities for conducting interviews.

Television coverage of the Senate, he added, would add little that would benefit the public, if at all. He talked of the "30-second snippets of debate" that would be seen on the evening news, "snippets wrenched from context and sandwiched between commercials for denture adhesives."

And with network newscasts restricted to about 22 minutes of news, he said, there is a tendency "to fill the time with footage of episodes that are vivid and brief. Cameras in the Senate would strengthen that baleful tendency by adding a new source of such footage."

Will suggested that senators should not be encouraged to provide "such vivid, brief episodes." The Senate, he added, "is supposed to be a place for calm and extended discussion."

Will dismissed the networks' argument that television coverage of the Senate



Will



Herman

serves the public's right to know as one that really cloaks the networks' self-interest. "The public's primary interest is in good government, and there is tension, not perfect harmony, between that goal and journalists' more parochial goals," he said. "The tension is apparent in the argument over televising the Senate."

The other George—Herman—said in reply that "playing to the gallery was a grand old tradition before reporters turned from their quill pens to their electronic display terminals." Herman, who joined CBS News in 1944, recalled that the cry, "Dirksen's up," would propel reporters through the doors and down into the writing press's gallery "to hear the melodious flow of golden syllables" from the throat of Senator Everett McKinley Dirksen (R-Ill.) "No cameras brought it forth."

What about the "snippets" Will complained of? Herman said he found such newspapers as the *Washington Post* and the *New York Times* performing editing jobs like those done in preparing pieces for

television newscasts. "Like us, newspapers take the quotes that seem to them most meaningful, most pungent, most neatly representative of what the senator has said and use them in quotation marks." Herman said that Will himself, in his column, has compressed a half hour of questioning of a newsmaker on CBS's *Face the Nation* "into two or three lines of brief quotation."

And Herman saw an inconsistency in Will's observation that the Constitution intends a more "aloof" role for the Senate than for the House, where television has covered proceedings for the past three years. "What Will means by that," Herman said, "is that writers and editors of newspapers should be free to cut and snip what they please of the Senate's operation, and to spread their version across the nation to millions of readers. That, apparently, is aloof. But if TV shows the operations of the Senate floor directly, cutting and snipping in parallel to print editors, that is not."

The issue is also occupying the attention of Jeff Greenfield, CBS's *Sunday Morning* commentator on television, who discussed it on Feb. 28. He seemed to sympathize with the arguments made by both Herman and Will.

On the one hand, Greenfield said it is "hard to see how TV coverage would radically change the Senate; the idea that politicians would suddenly change into publicity-hungry performers ignores the fact that they are pretty good at seeking publicity right now."

But on the other hand, he said, reflecting Will's contention, "television journalism should be careful not to assume that its interest in getting pictures of the Senate in action is necessarily the same as the public interest. This question, along with allied questions such as TV cameras in the courtrooms, has to be decided on what's really in the best interest of the workings of the government, not on what the journalism fraternity thinks is best for itself."

## TV networks get 'F' from Media Institute

Report from think tank on two oil crises in past decade finds network coverage wanting

The Media Institute has flunked the TV networks for their coverage of the 1973-74 and 1978-79 oil crises.

The criticism is contained in a TMI study released by the Washington-based research organization which operates on a nonprofit basis, supported by foundations, trade organizations, corporations and individuals. A prime objective is to find ways



Where can you find 46 weeks\*  
of family entertainment  
filled with adventure, comedy,  
travel, suspense, cows that sing,  
chimps that talk, an operatic  
parrot & a two-headed snake?

The hosts of this fascinating  
and involving weekly series  
that ran in prime time on  
the ABC television  
network are  
Burgess Meredith  
Jim Stafford  
and Priscilla Presley.  
They are joined by regular guests

including famed underwater  
explorer Jacques Cousteau  
and Joan Embury of  
the San Diego Zoo.  
It's a program  
the entire  
family will enjoy  
and one of which  
advertisers can be proud!

# Those Amazing Animals

An Alan Landsburg Production. \*23 episodes/23 repeats.

Available Fall 1982 on an advertiser-supported basis.  
For more information, call Shelly Schwab or  
Bobbi Fisher (212) 759-7500.

**MCA TV**

© 1982 UNIVERSAL CITY STUDIOS INC. ALL RIGHTS RESERVED

SPONSORS LIKE

# ASK THE API

A 60-Second Radio Reply To Listeners' Energy Questions Now Heard In Over 100 Markets

## FREE

24-HOURS A DAY 7 DAYS A WEEK

TO HEAR IT, CALL NOW  
**800-424-8038**  
American Petroleum Institute

## NEWS SETS NEW DIRECTIONS FROM TELEVISION'S LEADING DESIGNER



Byron Andrus has designed more television news environments than anyone else in the country. News sets with a high I.Q.\*

He can give your station the warmer, friendlier, lighter look that will be the direction of television news for the years ahead.

Call or write him today.

**The Graphic Express**

News Set Design/Animation/News Graphics

3678 Fourth Avenue  
San Diego, CA 92103  
(714) 565-2146

\*Identity Quotient

of improving economic and business reporting by the media as well as to resolve concerns of business and journalism in that area.

TMI said the current study concludes that the TV networks virtually ignored the role of economic forces such as supply and demand when discussing the causes of and possible solutions to the two major oil emergencies of the past decade. In addition, TMI charged that TV news relied too heavily on government sources for information about the crises.

The study was based on 1,462 news stories, totaling 39 1/2 hours, telecast by the networks during the two crisis periods.

TMI said the study found these shortcomings:

- Nonmarket solutions (such as rationing, price control) received three times the coverage that market solutions did—63% to 21%.

- Only 15% of all solutions discussed dealt with the major policy issue of regulation and price control vs. deregulation and decontrol.

- The largest single source of information overall was the government—56%. Outside experts were the source of information only 2% of the time. When solu-

tions were discussed, the government accounted for 77% of all sources.

- The networks identified government as a possible cause of the crises in just 18% of discussions about causes. But information on causes originated from the government 53% of the time.

- Twenty-five percent of all causes discussed blamed the oil industry for perpetrating a hoax, profiteering, withholding supplies, or other devious actions.

TMI President Leonard J. Theberge said: "We must conclude that television taught us very little about the causes and solutions to the crises. In fact, it may have contributed to the public's confusion." Theberge also pointed out that the TMI study was not commissioned by oil interests.

The report is the first of a three-volume set entitled "TV Coverage of the Oil Crises: How Well Was the Public Served?" The second volume, to be released in late March, is to be a quantitative comparison of coverage among the periods. The third volume, to be released in April, will be a commentary by economist Thomas W. Hazlett on how closely network coverage mirrored the reality of the crises as they are understood today.

## NewsBeat

**Texan exclusion.** Supreme Court last week refused to review decision of Texas judge who excluded press and public from pretrial hearing in case involving alleged bank mismanagement. Judge had said "the public wouldn't particularly understand the proceedings." *Lufkin (Texas) News* had petitioned high court to review order of state court judge that prohibited newspaper's reporter from covering proceeding in case in which stockholders had sued directors of Texas National Bank of Lufkin. Order was issued at request of bank directors' lawyer, who said hearing would involve "sensitive and confidential matters impinging upon [bank's] operation and reputation, and that mere airing of charges could be damaging." Texas supreme court refused to consider newspaper's appeal. Newspaper, in petitioning Supreme Court for review, said ruling ran counter to high court opinions in 1979 and 1980 limiting authority of judges to hold secret court sessions. But only one of nine justices—William J. Brennan—voted to hear cases. Review requires votes of four justices.



Cohen



Lawlor



Dolan

**CBS news.** Three CBS-owned TV stations named new news directors last week. Steve Cohen, news director at WCBS-TV New York, was named news director at KNXT(TV) Los Angeles, filling slot vacated since last fall when Johnathan Rodgers was promoted from news director to station manager. William Lawlor, news director at WCAU-TV Philadelphia, was moved to WCBS-TV to succeed Cohen, and Tom Dolan, managing editor at WCAU-TV, was promoted to news director as Lawlor's successor. Representative of CBS TV Stations division said moves, in addition to filling KNXT vacancy, represented a "repositioning for the very competitive situation of the 1980's." With cable coming along, representative said, stations must "gear up and do what they do best—which is news." CBS TV Stations division officials said despite strides in ratings, CBS-owned stations in those markets are still running second. In New York, they noted WCBS-TV moved from one-hour to two-hour early-evening news only few weeks ago. Agent representing wide range of newsmen said going rate for New York news director is between \$90,000 and \$120,000.



First, There Was  
"60 Minutes"

**NOW...**

# 90 SECONDS

Keep pace with the news explosion of the '80s with exclusive, 90-second news and feature inserts from nationally-known experts. Enhance your local news, talk shows and magazine strips with up-to-the-minute multi-weekly reports.



**JACK ANDERSON**



**REX REED**



**JACK BARRY**

**JACK ANDERSON** — Reports and predictions gathered by his staff of twenty investigative journalists throughout the world. Three spots weekly.

**REX REED** — Film reviews and commentary on the world of entertainment by the nationally syndicated columnist. Twice weekly.

**"THE QUESTION MAN"** — Veteran quizmaster Jack Barry answers viewer questions on every subject under the sun. Five inserts per week.

**"90 SECONDS" —  
Now...less is more!**

A BARRY & ENRIGHT PRODUCTION

*It's that Jody time of the year again at NATPE. See her in the Exhibition Hall, Booth #23, at the Las Vegas Hilton, March 11-16. Call Jody today to arrange for an immediate screening at your station or during the convention.*



**COLBERT TELEVISION SALES**

1888 Century Park East • Los Angeles, California 90067 • (213) 277-7751

441 Lexington Avenue • New York, New York 10017 • (212) 687-4840

**KING WORLD PRODUCTIONS** (201) 522-0100 • **HARVEY REINSTEIN** (516) 499-8382



## FCC is divided over what further cuts will do

**Chairman Fowler says FCC can, indeed, do more with less, but Fogarty and Washburn disagree**

Whether the FCC will be able to fulfill its responsibilities with a leaner budget in fiscal 1983 seemed more open to question last week after the FCC testified on that subject before the House Appropriations Subcommittee on Commerce, Justice and State.

While Chairman Mark Fowler, indicating that the majority of the commission shared his view, said the FCC should be able to get by on the \$74.5 million earmarked for it in President Reagan's budget recommendation (BROADCASTING, Feb. 15), Commissioners Joseph Fogarty and Abbott Washburn said they doubted it.

The \$74.5 million proposed for fiscal 1983, which will begin Oct. 1, would represent a cut of \$2.45 million and 260 employe positions from the amounts the FCC is counting on for fiscal 1982.

Fowler, noting that he supported "the President's budgetary goals, "and believed that "budgetary reductions must play a significant role in the economic recovery program," said that though it might be difficult, he thought the FCC had developed a "plan which would allow us to meet both the President's dollar totals and our statutory goals."

Fowler said that the FCC's budget didn't take into account "any new responsibilities we might receive under the AT&T antitrust case consent decree or any of the new responsibilities contained in the House or Senate proposals for new common carrier legislation." But, by increasing its efficiency and prudently allocating its resources, the FCC should be able to do "more for less," Fowler said.

But Fogarty said the cuts would be "counterproductive," severely hampering the FCC's ability to bring new services to the public.

According to Fogarty, the FCC was having enough trouble contending with the "new requirements imposed on it" by the introduction of new technologies, such as cellular radio, direct broadcast satellite and low-power television, with its larger staff and budget.

While there are now more than 6,000 applications for LPTV on file, if the commission lifted its LPTV application freeze, there would probably be 12,000 applications, he said. And it would take the commission "from here to eternity to process" those, he said.

Fogarty also noted that the General Ac-



Fowler:  
FCC can do "more for less"



Fogarty:  
Cuts "counterproductive"



Washburn:  
Serious "morale" problem

counting Office also had raised doubts that the FCC, again with its current budget and personnel level, would be able to implement its Computer II decision or its attempt to come up with a uniform system of accounts for telephone companies.

"We're not going to do more for less; if anything, we're going to do less with less," he said.

Washburn said that the FCC had only been able to "keep our heads above the water" in the past. In the future, with even more communications technologies to contend with, "it may be foolhardy to try to meet those responsibilities with fewer resources," he said.

Washburn also said he agreed with Fogarty that the personnel cuts were creating a "serious" morale problem at the agency. Anticipating possible RIF's, the agency's "young lawyers and young engineers were jumping ship and going to private industry," and the effect of that exodus on those remaining has been "severe," too, he said.

Nonetheless, Fowler painted a less bleak picture for the FCC's future. "It's not as if we're standing still; we won't have a cop on every block, but we will have a cop on every 15th block," he said.

To accommodate the cuts, Fowler said the FCC had proposed to:

- Implement reductions in force (RIF's) of 296 employe positions on Oct. 1, 1982, a move he said would save the FCC \$7.4 million.

- Maintain a hiring freeze throughout fiscal 1982, which would save the commission \$1,494,000 through the attrition of another 79 employe positions.

- Reduce other expenses by \$3,083,000.

- Lay off all remaining non-permanent staffers, which would save \$391,000.

- Furlough the remaining permanent staff for 2.6 days during fiscal 1983, a move that should save the commission \$476,000.

Although the Office of Management and Budget had originally requested the FCC to meet a budget of \$64.2 million for 1983, the FCC persuaded OMB to grant it authority to seek \$10 million more for "high priority" items including:

- \$2.8 million to offset the costs of cost-of-living and executive pay increases.

- \$2.1 million in severance pay, relocation expenses and unemployment payments for the RIF of the 296 employes.

- \$2.2 million, and 21 new employe positions, to implement its Uniform System of Accounts, Computer II and depreciation rates decisions.

- \$583,000, and 15 new positions, to begin processing the low-power TV applications now pending, with \$300,000 earmarked for the purchase of a "mini-computer" to process those applications automatically.

- \$463,000 to expand its management information network, with \$300,000 earmarked for the purchase of another "minicomputer."

- \$105,000 for restoring "high-priority, other object" expenses, such as official mail.

- \$2 million to fund the FCC's relocation at a consolidated headquarters. Fowler said the General Services Administration, which has taken over the task of finding the FCC new quarters, was completing its procurement process and expects to make a formal recommendation to the commission "in the next few weeks."

## Comments support dropping FCC trafficking rule

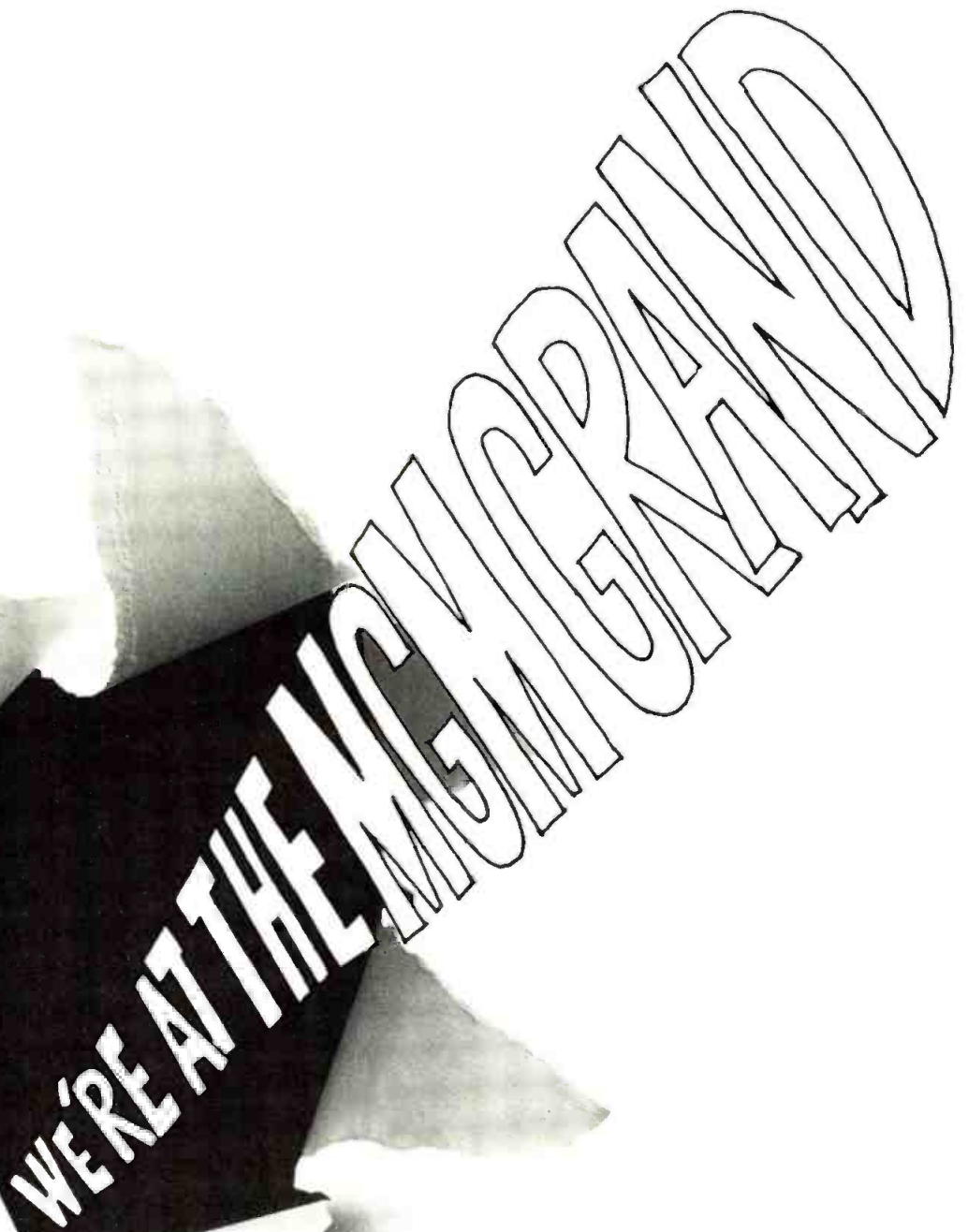
**Broadcasters lead call for end of restraints on sale of stations within three years of purchase; citizen groups voice disagreement**

The FCC's so-called trafficking rule which prohibits the sale of a broadcast station within three years of its purchase should be dropped, according to comments filed by broadcasters at the FCC last week.

The Department of Justice sided with the broadcasters, but consumer group argued that the rule should be retained.

The comments come in response to





WE'RE AT THE MGM GRAND

**AT THE NATPE,  
YOU'RE ONLY FIVE MINUTES AWAY  
FROM LEARNING TO DEFEND YOURSELF.**

Black Belt Theater 2 gives you Kung Fu capability, the kind of ratings punch you need to take on your competition. We have 26 brand new, all color, heart-stopping, martial arts feature films just released from World Northal Television.

We're at the MGM Grand, a little bit off the beaten path. But enjoy a change of pace. Come over and visit our suite for the full details on how you can put this ratings generating powerhouse into your schedule.

**MGM GRAND  
SUITE 1676A**



rulemaking the commission launched on its own initiative last December (BROADCASTING, Dec. 21, 1981).

The National Association of Broadcasters said it agreed with the FCC that the rule had "outlived whatever usefulness it may once have had."

Although the rule had been adopted primarily to halt speculative buying and selling of stations on the assumption that such activity could lead to a deterioration of service to the public, "it could not be more obvious that the public will benefit far more from a willing, financially able purchaser whose profit and resale potential is a function of the service it provides than from an unwilling or unable owner locked into an investment by arbitrary government regulations mandating a holding period for broadcast stations," NAB said. "Even the short-term owner seeking to maximize his investment will be motivated by market forces to provide service the public wants in order to increase station profits and enhance resale value."

NAB also said it supported the FCC's conclusion that the "present limitations on payments for the transfer of a bare construction permit should be retained."

The Department of Justice said it "strongly" agreed that the commission should drop the trafficking rule, labeling it "an artificial regulatory intrusion into the operation of the marketplace for the transfer or assignment of broadcast licenses."

The department, however, also urged

the commission to reconsider its "tentative conclusion" to retain its restrictions on the assignment or transfer of construction permits. "The department believes that the commission's justification for continuing these restrictions is inadequate and that the same analysis upon which the elimination of the three-year rule is based should likewise lead the commission also to rescind the restriction on the transfer of construction permits," Justice said.

CBS said it "unqualifiedly" supported the commission's proposal. "The artificial restriction on transfer of stations, which thereby restricts the supply of stations available for purchase, may actually be an inflationary factor in the prices for stations that are available," CBS said.

ABC said the trafficking rule was "a good example of a regulation which has outlived its usefulness." The rule "stands as a needless inhibition on normal business and marketplace forces in the radio and television industries," ABC said. "Obviously, any problem of 'trafficking' can be dealt with on a case-by-case basis if the need arises. A general rule is neither effective nor necessary for occasional troublesome situations," ABC said.

The National Radio Broadcasters Association said that dropping the rule "should serve to expedite the process of bringing new ownership into the broadcast industry and encourage efficient and successful newcomers to acquire better properties without any nonmeaningful waiting periods."

Metromedia Inc. said the rule effected an "unjustified drain upon the resources of both the commission and its licensees" and that "experience under the rule strongly establishes that it has served no useful purpose."

Mid America Media said that by deleting the rule the FCC could refocus its inquiries on whether an assignment should be granted "from examining the motive of the party seeking to sell a station to analyzing whether the new licensee will serve the public interest."

Gannett Co. Inc., Gaylord Broadcasting Co., and Lee Enterprises Inc. said that it was "essential" that the FCC re-evaluate its trafficking rules, "as well as several others embodying arbitrary ownership restraints, in the context of the growing strength and influence of other media competing with over-the-air broadcasters."

According to those groups, "removal of outdated ownership restrictions, of which the 'three-year rule' is an excellent example, will inevitably produce more vigorous, productive, and even-handed competition among regulated and nonregulated communications media, with commensurate public interest benefits."

The Citizens Communications Center, Chinese for Affirmative Action, the Citizens Committee on the Media, the National Association for Better Broadcasting and the National Citizens Committee for Broadcasting, however, opposed deleting the rule. According to the groups, there "is no evidence to support the com-

**TV's All-Time  
Favorite  
Adventure Series!**

**THE  
Saint**

Starring  
**ROGER  
MOORE**



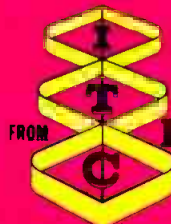
**#1**

**IN NEW YORK  
IN CHICAGO  
IN LOS ANGELES**

**In Average Rating And Share  
In Its Time Period  
Week After Week,  
Month After Month,  
From**

**June, 1981 To Feb., 1982**

**Telecast By The CBS.® Network!**



FROM

**ENTERTAINMENT**

AN **ABC** COMPANY

Source: NSI June 2, 1981 — February 4, 1982

The audience figures shown are estimates, subject to the limitation of the techniques and procedures used by the service noted.



# NOW MAKING HISTORY IN 75 MARKETS



ENCORE NEWS, TV's unprecedented new information series, reports the most memorable events in modern history. In a contemporary format, Floyd Kalber and the ENCORE NEWS team relive the past through spectacular TV news footage.

ENCORE NEWS premiered March 1st in over 75 markets with new stations being added every week. Join them now — and make history yourself!

**EN**  
**ENCORE NEWS**

Where yesterday reflects on today.

**GKM**  
GOLD KEY MEDIA

First-run sponsored programming.

6922 Hollywood Blvd., Suite 418, Hollywood, CA 90028 (213) 856-8400 or (800) 421-4248

Advertising Sales: Tower 53, 159 West 53rd St., New York, NY 10019 (212) 486-9116

See us at NATPE — Main Exhibit Floor — at the Las Vegas Hilton.

**Cleaning up cable.** Massachusetts House of Representatives has given initial approval to bill banning X-rated movies from cable television. Bill's sponsor, Michael J. Ruane, said during floor debate last week he would be willing to compromise if bill were to pass. His office said this means letting X-rated movies be shown after 11 p.m. or midnight. Ruane said his proposal was not prompted by Moral Majority's concerns about allegedly obscene material. Opponents said bill, which includes \$5,000 fine for offenders, is blatantly unconstitutional.

mission's claim that elimination of the trafficking rule would serve the public interest. Indeed, elimination of the rule could stifle entry and lead to increased concentration of broadcast ownership, in addition to causing a decrease in information programming."

The United States Catholic Conference said the FCC had premised the rulemaking on "speculations and assumptions rather than facts and rational analysis." As a result, the conference said: "We fear that deletion of the three-year rule under the circumstances could 'reward commercialization rather than mature programming.'"

## Miller holds line on FTC budget

**Chairman proposes expenditures of \$61 million, same as OMB request; Pertschuk dissents**

Federal Trade Commission Chairman James Miller is proposing a fiscal 1983 budget of \$60.8 million, a \$7.9-million drop from the previous year. Miller presented the budget to the House Appropriations Subcommittee last week. The budget calls for consolidating activities in the commission's three major bureaus, reductions in force (RIF) of 145 full-time employees, and the closing of four of its 10 regional offices. The closing of the regional offices would mean a staff reduction of 150. Miller's budget request is in line with the administration's \$61-million recommendation.

Miller admitted that consolidation in the agency's bureau "does reflect reductions in commission resources." However, he said that through consolidation the FTC will be able to "target its resources better."

The chairman outlined consolidation

efforts that have already occurred to accommodate reduced funding. He cited several changes in operations at the Bureau of Competition, Consumer Protection and Economics.

At the Bureau of Consumer Protection, Miller said through consolidation the number of programs had been reduced from 14 to eight and subprograms from 42 to 22. Additionally, he said, there would be "less emphasis on rulemaking" at the bureau, and a greater focus on traditional law enforcement, particularly of fraudulent and deceptive practices.

The Bureau of Competition, he noted, is currently reviewing all investigations to determine if they are in the public interest. "We plan to increase horizontal case development, particularly in the areas of price fixing, boycotts, and other collusive activities by competitors," the chairman explained.

Despite reductions in force, the chairman maintained that the FTC will be able to "operate efficiently and effectively." He insisted that the commission will be able to meet its "congressional mandate of protecting the marketplace from anticompetitive and deceptive practices." He noted that the changes which have already occurred at the agency were "designed to increase the FTC's operating efficiency" so that RIF's would not "reduce program effectiveness."

Subcommittee member Joseph D. Early (D-Mass.), questioned the effectiveness of the agency operating under a reduced budget. He expressed concern about plans to close some of the regional offices. Early contended that regional offices sometimes know better "what's going on."

The Massachusetts Democrat also said he feared that consolidation in the bureaus might be perceived as "cutbacks in the commissions' watchdog activities."

Subcommittee Chairman Neal Smith (D-Iowa) expressed concern that FTC en-

forcement in merger cases would diminish. While Miller agreed that there would be a reduction in force at the Bureau of Competition, he said it would not affect its ability to pursue violations.

Miller also took the opportunity to address the issue of special dispensation from FTC authority for certain groups. The chairman stated that he was ardently opposed to "special exemptions from FTC authority for selected groups, either on a blanket or case-by-case basis." He said the solution is to "narrow the discretion" the FTC has over groups, but not to exempt entire industries.

Miller's remarks were aimed at a movement in the House to limit FTC authority to intervene in the affairs of state-regulated industries. The FTC is up for reauthorization this year and that issue is expected to be a topic of much discussion.

FTC Commissioner Michael Pertschuk disagreed with Miller's testimony that the FTC "will not be harmed by proposed cuts." In a dissenting statement issued with the budget, Pertschuk said: "Despite the hoped-for gains in efficiency from the chairman's reorganization, the plain fact is that our enforcement capability would decline significantly."

## Television porn bill introduced in Senate

**DeConcini legislation would pose fines or jail sentences**

A bill to prohibit the showing of pornography on any television transmission, including cable, has been introduced by Senator Dennis DeConcini (R-Ariz.). The new law is needed, he said, because the Communications Act is unclear in its authority for the FCC to regulate obscene material on such services.

The bill (S. 2136) would amend the Communications Act to allow fines of up to \$10,000 and/or two years' imprisonment for any person who "knowingly utters any obscene language or distributes any obscene material, by means of TV or cable TV." Indecent or profane language on TV would bring a fine of up to \$5,000 and/or one year's imprisonment.

The advent of cable TV has made it "more difficult to restrict the flow of pornographic and obscene materials into the American home," said DeConcini. "I understand that there are certain channels on some cable systems that are devoted entirely to transmitting pornographic movies and other materials."

Under the bill, distribution of pornography would include the transmitting "by wire or satellite" as well as the production of obscene or indecent material for TV.

The bill, which has been referred to the Judiciary Committee and is co-sponsored by its chairman, Senator Strom Thurmond (R-S.C.), states that it does not seek to interfere with or pre-empt the "power of states and their political subdivisions over franchises."

## R. C. CRISLER & CO., INC.

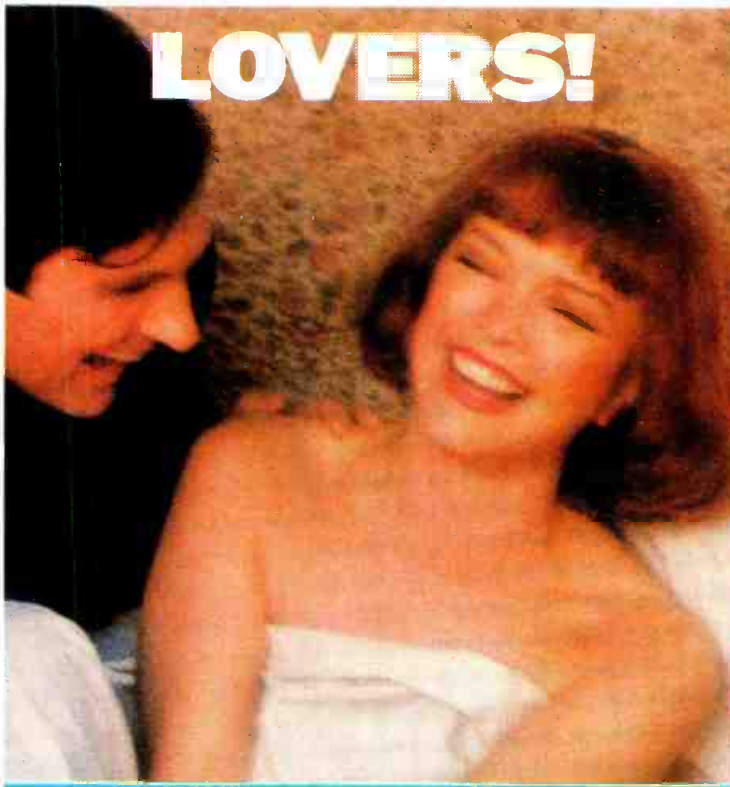
Business Brokers for C.A.T.V., TV & Radio Properties  
Licensed Securities Dealers  
Underwriting — Financing

Cincinnati

Richard C. Crisler, Clyde G. Haehnle, Alex Howard, Larry C. Wood  
580 Walnut Street, 45202, phone (513) 381-7775



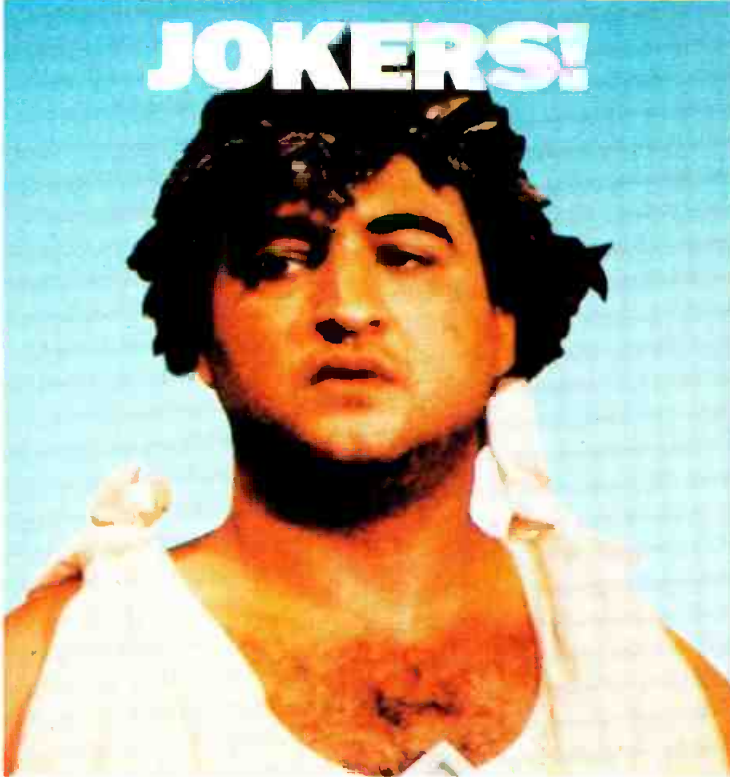
# LOVERS!



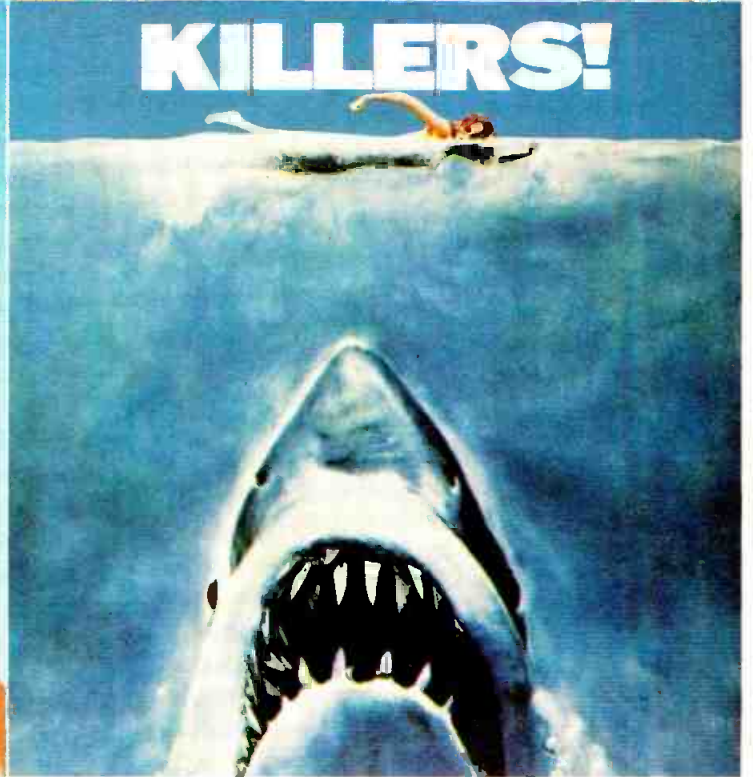
# GRABBERS!



# JOKERS!



# KILLERS!



Movies that you'll simply love, such as Same Time, Next Year with Alan Alda and Ellen Burstyn, Ranks and The Greek Tycoon.

Movies that will grab the big shares, such as The Coal Miner's Daughter, starring Academy Award-winner Sissy Spacek, The Seduction of Joe Tynan, Resurrection and Off the Minnesota Strip.

Movies that will bring a smile to your ratings, such as National Lampoon's Animal House, Slap Shot, Peter Sellers as The Prisoner of Zenda, More American Graffiti and The Brink's Job.

Movies that will knock 'em dead, such as Jaws, James Michener's Caravans, Dracula and Samurai.

# THE HIT LIST

36 hit movies from

# MCATV









# GUTMAN

Mr Moto

Sherlock Holmes

Great Western Theatre

Charlie Chan

East Side Kids



*"For me, film makes the impossible possible."*

*On the eve of the 1982 NATPE convention in Las Vegas, syndication specialist Leo Gutman takes time to share his thoughts on his love affair with the medium of film that turned his dream into reality.*

"Now you wouldn't call me a big time film maker," says Gutman. "Even I wouldn't call me a big time film maker. As a matter of fact I've never produced even one feature in my entire life. But everyone can't be a George Cukor or a Grant Tinker, right? Still, like George, Grant and all the other industry greats featured in Kodak's award winning ads, I think film is the only way to go.

"Film gives me the chance to put my name right up there with the biggies like Alfred Hitchcock, King Vidor, Walter Wanger, John Sturges and Arthur Lubin. Each of these legendary greats produced or directed at least one of the movies I own. And owning a movie that they produced... well, that sort of makes us 'partners'... and I truly like that.

"Of course, when it comes to film, I always specify Eastman and one time I got lucky. When I bought *The Guns of Will Sonnett* series from producers Spelling/Thomas... Bingo! I found that Eastman negative and print material was used extensively. That's why these fifty color half-hour programs starring Walter Brennan and Dack Rambo look just great on the television screen. And the buy out documents have the signatures of Aaron Spelling, Danny Thomas and Leo Gutman together, side by side, right on the same page. Bingo again!

"Now for my exciting new release, Chuck Connors' Great Western Theatre. It combines the network episodes of 'The Guns of Will Sonnett' with those of the 'Branded' series. Chuck Connors is star and host. I'm offering it three different ways: as 39 hours or 26 ninety minute trilogies or 78 half hours. All in color and all on film.

"By the way, I have a connection with Darryl Zanuck too. He produced two of the 14 Sherlock Holmes movies I own. All 14 star Basil Rathbone and Nigel Bruce and are in constant demand the world over. Zanuck's superb productions of 'The Hound of The Baskervilles' and 'The Adventures of Sherlock Holmes' are typical of the great entertainment values found in all of these 'thematic' classics.

"And when it comes to classy stars, I'm proud to present the incomparable Ingrid Bergman. I'm sure Alfred Hitchcock was proud too when he directed her in my superb movie 'Under Capricorn' which also stars Joseph Cotton and Michael Wilding. I coupled it with another Bergman classic, 'Joan of Arc'... a three time academy award winner. Both movies are available in a group I call The Spectacular Four.

"You know, it wouldn't be fair if I didn't say a word about 20th-Century Fox. They produced the Mr. Moto detective movies starring Peter Lorre. These nine films reflect the lavish care and attention to the quality and entertainment values that Fox is famous for. Now they're all mine. Thanks Fox!

"And thank you Monogram for my 11 Charlie Chan movies with Sidney Toler, Phillip Ahn, Keye Luke and Benson Fong. For my 13 East Side Kids movies with one of the greatest comedy teams of all times: Huntz Hall, Leo Gorcey, Bobby Jordan and Carl 'D'

... And thanks Columbia. Thanks RKO. Thanks Universal. You produced my great Hollywood 7 features studded with stars like Susan Hayward, Robert Mitchum, Loretta Young, Thomas Mitchell, Joan Bennett, Sterling Hayden, Lew Ayres, Victor Jory, and more. Even I'm carried away!

"But, getting back to basics, film. I rest easy nights with the knowledge that no matter how those television stations out there bang my prints around, those sturdy little Eastman sprockets, that satin-smooth emulsion and those precision spaced frames are proof-positive that Kodak puts out 'stand-up' product, reel after reel.

"To sum up, I stand side by side with Kodak, secure in the knowledge that Gutman likewise puts out 'stand-up' product that stands up to the most challenging competition in market after market, year after year."

*If you would like specific information about the availabilities of Gutman product in your market (world wide), visit Gutman in the NATPE Exhibition Hall, Booth 39 in the Las Vegas Hilton, March 12-15 or... write: Leo A. Gutman, Inc., Dept. 14, 230 Park Ave., New York, N.Y. 10017*

**LEO A. GUTMAN, INC.**  
TELEVISION, CABLE AND VIDEOCASSETTE/ DISC DIVISION  
NEW YORK: 212/682-5652  
LOS ANGELES: 213/277-7751  
LONDON: 44-1/402-7543  
PARIS: 33-1/621-4382  
ROME: 6/679-9085  
LATIN AMERICA: 54-1/311-6236  
CANADA: 415/361-1438

1972



1982

**The Syndication Specialist**

## Cable affiliates: taking a group approach to negotiating with networks

**ESPN's decision to rearrange the commercial time it made available to its affiliates served as a catalyst to what some considered inevitable: an affiliates association**

Cable television operators, like TV station operators before them, are finding a need for unity in dealing with their networks. And as broadcast TV network affiliates did long ago, they're forming an affiliates association to handle the job.

The catalyst that brought them together was one that has often unified broadcast network affiliates—and still does: network "inroads" on their commercial time.

Specifically it was the action of the Entertainment and Sports Programming Network last December in "redistributing" the time allotted them by ESPN for local sale. They had been getting—and still got—approximately 30% of ESPN's total commercial time, while ESPN got about 70%. But in the redistribution process the affiliates' 30% in prime time was reduced to about 15%, while their share in other, less valuable dayparts was boosted to about 40%.

Leaders of the group now setting up the affiliates association say ESPN officials were surprised by how many systems didn't like the new arrangement, which cut their hourly prime-time allotment from about three commercial minutes out of 10 to about one-and-a-half minutes out of 10.

Faced with the protests, ESPN convened a meeting of affiliates early last month and announced a policy of "dedicated affiliate positions" in prime time (which extends from 7 p.m. to 1 a.m. NYT). Under this policy, effective April 1, four new 30-second positions are being created for affiliate use each night, Monday through Sunday, and four other ones will be allotted them on Saturday afternoon and four more on Sunday afternoon (weekend afternoons being from noon to 7 p.m. NYT).

Together, these new positions add up to 35 30's—or 18 minutes—per week in prime time, and according to both affiliate and ESPN sources they will bring the affiliates' prime-time average up to about two minutes per prime-time hour per night.

This is not as much as some affiliates would like. Jack Yearwood of Gill Cable, San Jose, Calif., for one, says he's against the "settlement." He thinks affiliates should have 25% of the advertising time. "If it's eight minutes," he says, "I want two. If it's four, I'll take one."

Others, such as Geri Duckworth of Ca-

ble TV of Puget Sound, Tacoma, Wash., think the ESPN compromise is "a step in the right direction," though she, too, obviously thinks it could be much improved.

"We have become profitable," Duckworth said, with 1981 fourth-quarter sales up 82% from the third quarter—and up 192% from the fourth quarter of 1980. "I don't see it stopping as long as we have inventory," she asserted.

Still others think the prime-time average of two minutes per hour from ESPN may be about as much as they're going to get.

Roger Turner of Colony Communications, Providence, R.I., says Colony systems are using (or will use) four satellite networks: ESPN, Cable News Network, Music Television and one to be selected from among several now in negotiations. He figures that, with two commercial minutes per hour from each of the four, and with 24-hour-a-day operations, Colony systems will have 192 minutes a day for local sale—a not inconsiderable inventory.

Jim Cavazzini, ESPN vice president for affiliate and consumer marketing, says he thinks the upshot of ESPN's move and countermove is that affiliates "understand our problem and recognize that we're willing to compromise."

The problem, he said, was that "we were forced [into the prime-time cutback] by the acceleration of rights costs." Between 1981 and 1982, Cavazzini estimated, that acceleration will amount to about 285%. The redistribution of commercial time, he said, will probably take care of the increase in rights costs, but ESPN will still be operating in the red, probably until some time in 1984.

ESPN, he said, currently has about 3,400 affiliates, serving some 14.7 million subscribers. He estimated the number of affiliates currently selling advertising is approaching 200, and their subscribers probably represent 12%-13% of the network, or from 1.7 million to 1.9 million subscribers.

ESPN initially charged affiliates four cents per subscriber per month. It still charges, Cavazzini said, but the number of subscribers is predetermined at contract time and subscribers added beyond that point are "free." These fees, he said, are more than offset by ESPN's payments to them, which he said amount to 30 cents per subscriber per year for co-op advertising and 10 cents per subscriber per year for network compensation. "The cash we get from them is less than the cash they get from us," he said. "So we have not asked them to subsidize us with dollars."

Leaders of the group planning the affi-

ates association tend to agree that the attitude between ESPN and the affiliates over the redistribution move has not been one of confrontation. Nor, affiliates say, is it their purpose to be contentious in the association they're setting up. Most say it was the ESPN action that sparked the move, and that they've had no similar problems with other networks, but they also feel the association would have evolved in any event.

"We feel that the networks hear various concerns and get various points of view from individual cable operators," said Gill Cable's Yearwood. "We felt that if we could get a group together we could present the concerns of the majority—like the broadcast networks' affiliate boards."

Among other questions that the formative association's leaders expect to discuss with cable networks are faulty and sometimes nonexistent cueing, and questions of commercial availability generally. Some feel that superstation WTBS(TV) Atlanta, for instance, is ripe for discussions, in that it's "the very largest satellite network and it doesn't offer any local avails."

Whether it will be something for the association to take up remains to be seen, but some affiliates are concerned about the role of John Behnke of KOMO-TV Seattle as chairman of ABC-TV's Viewer Information and Education (VIE) committee and its campaign stressing the values of free broadcasting over cable (BROADCASTING, Aug. 10, 1981). Behnke's station has since been designated as one of those that will provide regional feeds to the upcoming ABC/Westinghouse Broadcasting News Channels cable news service, and some cable affiliates say they find it hard, if not impossible, to discuss with ABC any of its joint ventures in cable while this "anti-cable campaign" is going on.

Other affiliates say they're not particularly concerned. "What new industry has come along and grown that wasn't attacked by its competition?" asked one.

Among the leaders in the formation of the new association, announced last month (BROADCASTING, Feb. 15), are Colony's Turner and Don Olson, Gill Cable's Yearwood and Norm Andrus, Puget Sound's Duckworth, Whitney Goit of Warner Amex, Charles Townsend of United Cable and Tom Willett of Continental. Jack Matthews of the Washington law firm of Dow, Lohnes & Albertson has been retained to draft incorporation papers and bylaws and, in Duckworth's words, to make sure the group is not "accused of being an unlawful body." The Eastman Cable rep firm has also been active in the planning.



# THE PROMISE THE PROFIT THE ANSWER

In many markets radio is in trouble, the ratings are gone and sales are sagging. Enthusiasm for the product is low and overhead high. This challenge has had our attention for many months. Now we have the answer . . . the first radio concept designed specifically to reach the affluent middleclass market . . . the untapped 40+ . . . a tested and proven on-air format complete with our exclusive in-market profit building sales training. Official premier April 4 in Dallas at the NAB Convention. A limited number of charter affiliations are available now by calling (213) 883-7400. Presenting

DRAKE-CHENAULT'S

HITPARADE

HITPARADE

HITPARADE

HIT

PARADE

*Drake  
&  
Chenault*

## TVB, CAB in lingering feud over ratings

Incumbent advertising TV champion trying to keep contender out of the ring on basis of diary reports

While both sides are downplaying the dispute, the Television Bureau of Advertising and the Cabletelevision Advertising Bureau are still feuding over how the results of last November's Arbitron diary

sweeps should be interpreted in terms of cable viewing.

TVB started it four weeks ago when it issued a statement urging advertisers to invest their 1982 advertising budgets in "proven over-the-air commercial television," to the exclusion of cable TV.

That advice was based on TVB's analysis of the November sweeps, from which it concluded that cable networks in only 10 of 211 Arbitron markets reached the necessary minimum reporting standards (a weekly cumulative homes-reached figure of 20% for a market) to be included in market diaries. In nine of those markets HBO was the qualifying cable network. In the 10th, 197th-ranked

San Angelo, Tex., CNN qualified as well. TVB also concluded that no cable channel reached the minimum 3% net weekly homes-reached reporting standard.

A week after the TVB statement appeared, CAB retorted with its own release, asking TVB for a retraction. CAB called the TVB letter "misleading and a disservice" to advertisers and agencies. CAB President Robert Alter described Arbitron's diary survey as inadequate for measuring cable viewing. He said that channels cannot be prelisted if the cable system exceeds 15 channels, and that the diaries call for identification of channels by call letters that many cable channels do not have.

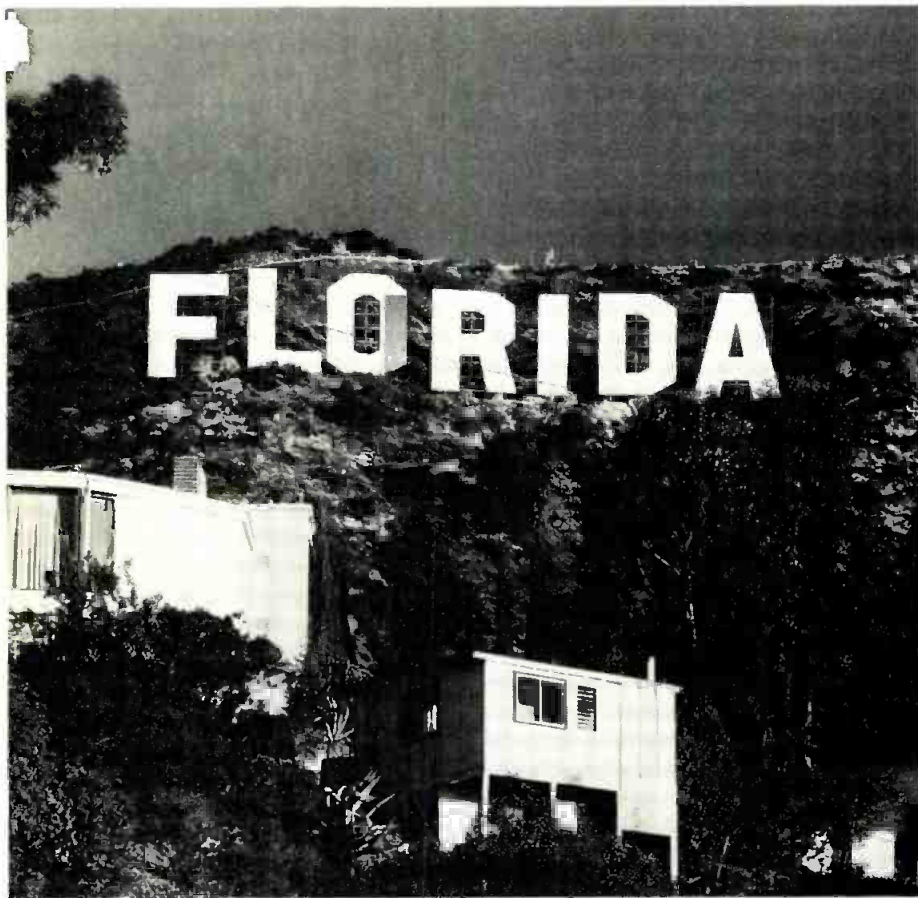
To some extent, the battle is one of semantics. For example, CAB disputed the TVB contention that the sweeps revealed that not one cable channel reached the 3% minimum reporting standard by stating that cable channels in 208 Arbitron markets actually made the grade. TVB was referring to locally originated cable channels and, according to Arbitron's Peter Megroz, TVB was correct in reporting that no such channels made the 3% reporting grade. CAB, on the other hand, was referring to all channels retransmitted over a cable system, and Megroz confirmed that it also was correct in concluding that such channels achieved the 3% reporting minimum in 208 markets.

While several projects to improve methods for measuring cable viewing are under way, Megroz contends that his company's diary sweeps are more than adequate for measuring cable viewing on systems with no more than 12 channels, which account for "70% of existing systems." He said that Alter's comment about the prelisting of channels in diaries "is true but not at all germane," because the prelisting is an editorial device.

Diary keepers are asked to record three bits of information concerning their program log entries: channel number or letter, call letters and program title. Megroz notes that in 92% of the entries all of the requested information is correctly supplied. Of the remaining 8% of entries that are incomplete or incorrectly filled out, most can be attributed to the correct program source by other means. Less than 1% of program viewing recorded in diaries remains unidentifiable, be it local-cable or over-the-air channel originated. Megroz concludes that the small amount of programming that remains unidentified would not significantly alter the ratings derived from the Arbitron sweeps.

Nevertheless, Arbitron has plans for improving its cable viewing measurements. In June it will test a cable-only diary and conduct a viewing survey over a two-way cable system.

Meanwhile, Alter says CAB's "request for a retraction still stands," and TVB's president, Roger Rice, says his group "has nothing to retract." The two will meet this week to see if some middle ground can be reached. Megroz hopes the two sides can work out a compromise, noting the futility of the current feud. "After all," he said, "both media are a fact of life."



## Hollywood weather without Hollywood overhead.

In Florida you can produce as good a film as you could in Hollywood or New York.

On a much better budget.

With the nation's third-largest pool of acting talent.

Experienced, professional technicians.

State-of-the-art equipment, facilities, and services.

Call us for all the help you need

in planning your next location shoot.

You'll bring back New York or Hollywood film in the can. On a Florida budget.

Ben Harris, Charlie Porretto, Ray Quinn; Motion Picture and Television Bureau; Suite BR4-3, Collins Building; Tallahassee, Florida 32301.

**(904) 487-1100**

Call Ben Harris, Ray Quinn, and Charlie Porretto at the Las Vegas Hilton — (702) 732-5111 — while they're in town for the NAPTE Convention. Find out for yourself why so many producers choose Florida for their location shoots.



# Give yourself a fighting chance.

NTA presents KUNG FU GOLD, 13 new, first-run Kung Fu features that will stand up to your toughest competition! KUNG FU GOLD has grossed over \$65 million at the box office. Titles include "Rage of the Dragon," "Black Samurai" and "The Tiger's Claw." Available now!



## KUNG FU GOLD

### NTA

12636 BEATRICE STREET, LOS ANGELES, CALIFORNIA 90066 (213) 306-4040  
GROSSKOPF, PRESIDENT — ARTHUR GROSS, V.P., WORLD-WIDE SALES

See us at NATPE '82  
Vegas Hilton, Suite 296

## Financial year in review: lackluster '81 for broadcasters

**Eight major companies report meager profit figures; in some cases, nonbroadcast divisions slow overall growth**

Last year wasn't a banner year for the major companies on BROADCASTING's list of broadcast concerns. Indeed, the top eight in the field (those whose market capitalizations stood above the \$200 million level) just barely managed to improve their aggregate net earnings in 1981, pushing the total up nine-tenths of one percent to \$596,248,000. That's what ABC, Capital Cities Communications, CBS, Cox Broadcasting, LIN Broadcasting, Metromedia, Storer Broadcasting and Taft Broadcasting together netted for the year. That virtually flat performance came on aggregate revenues that climbed 9.4% to \$8,708,841,000 (see chart below).

To a great extent, the mediocre overall performance is a reflection of other businesses in which several companies are involved. Cox, for example, showed a 1.6% drop in net earnings in 1981 because its 1980 figures included a one-time gain of \$9 million on the sale of a publishing operation—Cox's income from continuing operations rose 19% for the year. CBS re-

ported a 13.7% drop in net income for the year, but virtually all of the loss could be accounted for by the \$6.5-million operational loss and the net loss of \$20 million on the sale of its paperback book operations. Otherwise, the company's income from continuing operations was just the wrong side of flat, at \$193,397,000.

ABC managed to be on the right side of flat, thanks in part to a network programing accounting change that added 47 cents per share to 1981 earnings, while it had added only 32 cents in 1980. Logging gains in earnings in 1981 were Capcities—9.9%; LIN—8.6%; Metromedia—8.9%; Storer—28.5%, and Taft, which led the pack with a 37.6% leap in net income. Taft's improvement owed a considerable amount to the performance of its Attractions (amusement park) Group—operating profit there grew 124% to \$23 million in the 9 months ended Dec. 31.

Those results compare with the following operating profit improvements for the broadcast divisions of the group broadcasters: Capcities—15.6%, LIN—(no separate breakout), Metromedia—29.4%; Storer—17.8%, and Taft—4.3%.

At the networks, ABC didn't separate out its broadcast figures for the year, other than to say that television network profits were up, owned television station profits down, and radio profits up. CBS showed 20.6% improvement in Broadcast Group operating profits for the year.

## SRO for AT&T meeting with N.Y. analysts

**Company executives, including chairman Brown, discuss proposed settlement, data communications and financial future of local telcos**

"Information is the new capital of the worldwide economy of the future," and consumers are going to use telephone lines to supply the home information systems that will keep them abreast of that future. AT&T Chairman Charles L. Brown presented that scenario to New York security analysts last week. The opportunity to hear Brown, AT&T President William M. Ellinghaus and other principals in the firm drew an overflow crowd from the financial community.

Traditional concerns about corporate revenues and earnings took a back seat to discussion of the planned breakup of the company (BROADCASTING, Jan. 11), in which the proposed spin-off of AT&T's local operating companies into seven entities (see page 152) constitutes the largest divestiture in American business history.

Brown referred the analysts to the non-prophetic remarks he made when last appearing before them 27 months ago—at which time he said AT&T was "ready to

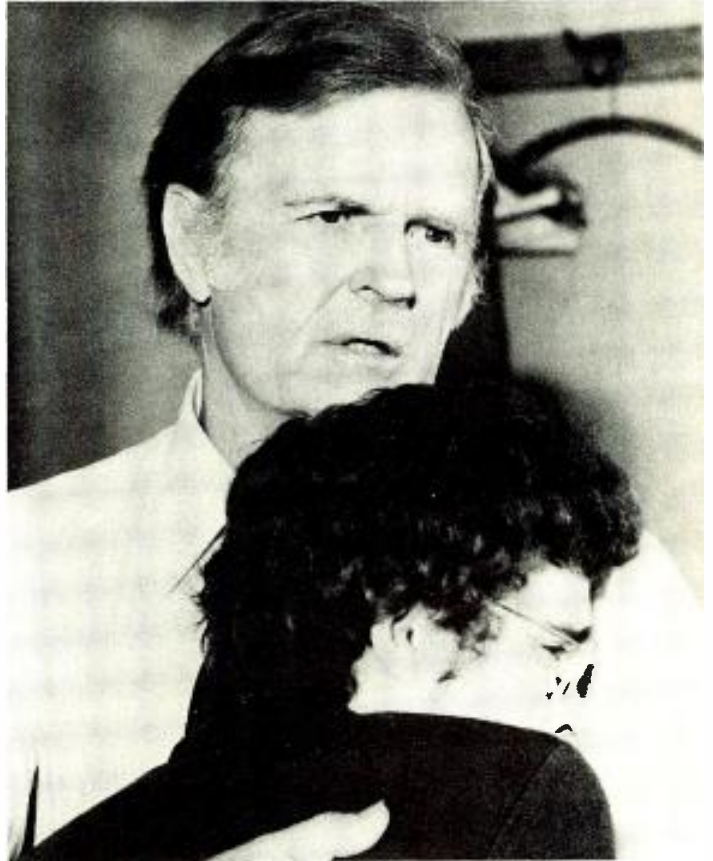
Company	Revenues		Earnings and Earnings per share		Stock Price*		
	1981	1980	1981	1980	Current	Year earlier	P/E
<b>ABC</b>	\$2,443,713,000	\$2,280,380,000	\$146,313,000 \$5.13	\$146,304,000 \$5.18	\$29.50	\$30.25	6
<b>Capital Cities</b>	573,784,000	472,108,000	80,518,000 6.12	73,313,000 5.56	70.50	63.50	12
<b>CBS</b>	4,125,954,000	4,007,998,000	163,811,000 5.86	189,708,000 6.80	42.50	54.125	7
<b>Cox</b>	403,497,000	309,232,000	55,490,000 2.04	56,399,000 2.09	33.00	29.375	16
<b>LIN</b>	71,036,000	64,503,000	17,384,000 3.18	16,006,000 2.89	41.00	29.25	13
<b>Metromedia</b>	461,781,000	403,517,000	59,699,000 14.38	54,798,000 12.36	174.00	99.50	12
<b>Storer</b>	276,437,000	197,068,000	31,900,000 2.07	24,827,000 1.88	25.75	32.75	13
<b>Taft†</b>	352,639,000	225,893,000	41,133,000 4.07	29,888,000 3.11	30.25	29.00	9
<b>Total</b>	\$8,708,841,000 (+9.4%)	\$7,960,699,000	\$596,248,000 (+0.9%)	\$591,143,000			

\* Current stock prices are for close of trading March 1. Year-earlier figure is for price at close of trading March 4, 1981.  
† Figures for Taft are totals for 12 months ending Dec. 31. (Company's fiscal years end March 31).



# “Tension Point” Works.

*Add Drama and Impact  
to Your Own  
Public Service Programming*



“Tension Point” is the kind of program you can use to suit your own needs. By inserting these 10 to 14 minute shows in your round table discussions, talk shows, and local documentaries, you add punch without adding the expense.

Eighteen contemporary subjects are covered in an open-ended format which allows flexibility. “Tension Point” works by getting the viewers interested and involved.

Lutheran Television, producer of the popular “This is the Life” series, is proud to offer you these outstanding programs for your use. Call Jan Naji or Kristi Weber, at 314-647-4900.

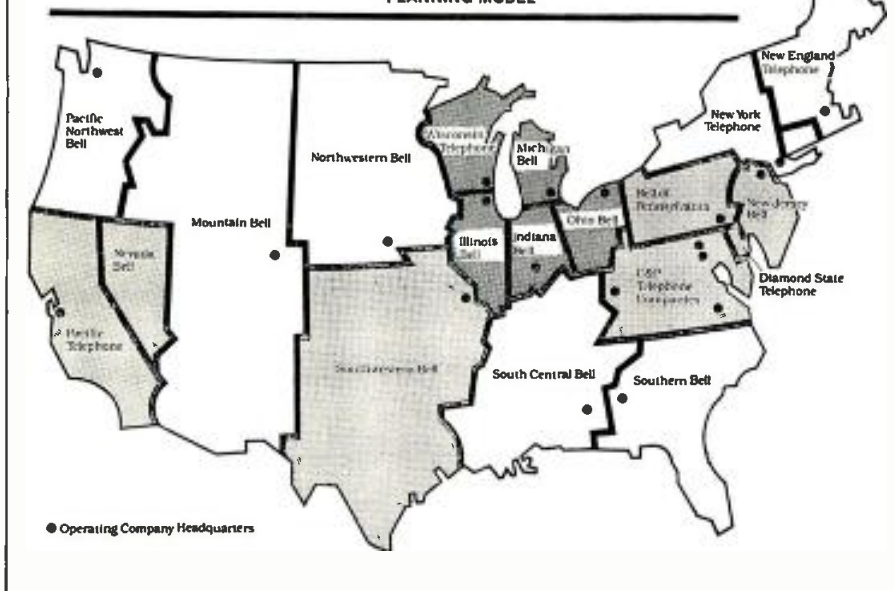
*When at  
NATPE,  
stop by our booth  
on the Exhibition Floor.*

## Lutheran Television

A Service of The International Lutheran Laymen's League  
2185 Hampton Avenue, St. Louis, Missouri 63139  
In Canada, Box 481, Kitchener, Ontario, Canada N2G 4A2



## Bell System Telephone Operating Companies PLANNING MODEL



**Reorganization.** As the first step in complying with the consent decree settling the Justice Department's antitrust case against it, AT&T has proposed reorganizing its 22 operating companies into seven independent regional corporations. The "planning model" is being used as a basis for further planning in preparation for the divestiture of the operating companies called for in the settlement. The companies, which provide most of the local telephone service in the country, would remain as separate corporations, retain their own identities and serve the same territories as at present. AT&T says the arrangement is intended to assure the companies' "financial strength."

## Recent Exclusive Listings

AM/FM Maryland	Excellent combo with real estate in growing and economically stable market; Terms.	\$ 900,000
FM Illinois	Profitable Class B opportunity in large economically healthy market; Terms.	\$1,200,000
FM Indiana	Underdeveloped Class B in classic midwestern setting; Cash.	\$ 600,000
AM/FM Illinois	Daytimer/Class A in rural setting. Excellent owner/operator opportunity; Terms.	\$ 600,000
AM/FM California	Daytimer/Class A in very desirable coastal area; Super terms.	\$ 850,000

# BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.  
20036  
1111 19th Street, N.W.  
(202) 331-9270

CHICAGO, 60601  
333 N. Michigan Ave.  
(312) 346-6460

ATLANTA, 30361  
400 Colony Square  
(404) 892-4655

BEVERLY HILLS, 90212  
9465 Wilshire Blvd.  
(213) 274-8151

3/8/82

accommodate to changes in the industry's basic structure that are perhaps more far reacting than any in U.S. business." Brown said the proposed consent decree AT&T and the Justice Department have submitted to U.S. District Court Judge Harold Greene honors AT&T's commitments to "widely available" telephone service at "readily affordable rates"; to provide a nationwide network; and to meet national security needs, as well as its obligations to shareholders, bondholders and others.

He also maintained that the decree would assure that the local companies that are spun off are viable businesses, while it also disposes of such issues as AT&T's size, cross-subsidies and equipment procurement.

The AT&T chairman charged that the "opportunity for public comment [following filing of the decree] is being used by those who would like to add restraints to AT&T," and he "suggested" that "after the judicial process is over" regulators and legislators can deal with any issues that need clarification.

Brown's remarks about home information systems came as he reviewed the future potentials of both the "new" AT&T and the divested local companies. Opportunities he noted for the parent included data transmission and the international market for telephone equipment. Meanwhile, citing AT&T's ongoing information experiment with Knight-Ridder and its anticipated joint venture with CBS, Brown said that local phone companies "should be the critical link between homes and sources of information." If the local operating companies "manage and market" their services properly and "price properly," "they will truly be ... gateways to the information age," Brown concluded.

Cellular radio will provide opportunities to both the local telephone companies, as the carrier, and AT&T, as the technology provider domestically and internationally, Brown said. Asked later to specify some of the details of equipment ownership he might envision, with the split between AT&T and the local service provider, Brown said the decree embodies a fair amount of "latitude" and that all the details aren't fully worked out yet. At another point Brown expressed his "exasperation" over the regulatory delay in bringing cellular radio to the marketplace. "We're already 13 years late on this damn thing," Brown maintained. "Let's get it to the public."

Another analyst inquired about AT&T's interest in the computer business, which drew Brown's observation that there are "clearly connections" between computer and telecommunications technologies, but that given the many opportunities to exploit those similarities, AT&T won't be entering the mainframe computer business.

While data communications at present are not "significant" to AT&T, compared to its voice transmission business, Brown told one questioner that data is "the fastest growing" element of the business and that "we expect to attain our share" of



the data market in the future.

Asked whether the decree left the local operators open to acquisition by other companies, Brown quoted some remarks he said he had made to an earlier gathering of "big business types" — "Boy, have I got a deal for you."

Much of the attention at the meeting focused on rate issues, particularly the future state of the access charges to be levied by local operating companies for connections by long distance carriers. (Currently, long distance AT&T telephone service subsidizes local message service.

The end of such subsidies, envisioned in the consent decree, could mean an increase in local rates.) Brown called current local rates "a real bargain," comparing 3.3% average annual growth in those rates since 1967 with 11.8% and 19.2% growth in electric and natural gas rates in the same period. Against that past growth, Brown said that once the subsidy goes away, to cover that cost, plus inflation, capital expenditures and other items, he expects local rates would have to grow approximately 8% to 10% a year over the next four to five years.

Shore Broadcasting Inc. to Lake Erie Communications Inc. for \$400,000. **Seller** is owned by R. Michael Goldman (50.2%), his sister, Gail M. Goldman (39.8%), R. David Ridgeway and wife, Myrna K. Ridgeway (10% jointly), who have no other broadcast interests. **Buyer** is owned by Robert S. Finley (85.8%), Betty L. Bradigan and Judith C. Anderson (7.1% each). Finley is Jamestown, N.Y., businessman and real estate investor. Bradigan is traffic manager at WDOE. Anderson is homemaker. None have other broadcast interests. WDOE is on 1410 khz with 1 kw day and 500 w night.

## Changing Hands

### PROPOSED

**WFTI-TV Poughkeepsie, N.Y.**  Sold by Family Television Inc. to Trinity Broadcasting of New York Inc. for \$2.9 million. **Seller** is closely held group owned by Evangelical Christian Corp. (43%) and eight others. Keith A. Houser is president and votes ECC stock. None have other broadcast interests. They have become insolvent and have no further access to capital. **Buyer** is affiliated with noncommercial Trinity Broadcasting Network, Santa Ana, Calif.-based group of three TV's and permittee of KTBO-TV Oklahoma City and WKOI-TV Richmond, Ind. Paul F. Crouch is president. WFTI-TV is independent on channel 54, with 3,265 kw visual, 326.6 kw aural, and antenna 1,609 feet above average terrain.

**WRJZ(AM) Knoxville, Tenn.**  Sold by Basic Media Ltd. to WRJZ Inc. for \$1.2 million. **Seller** is owned by N. Eric Jorgensen, who also owns WISE(AM) Asheville, N.C. **Buyer** is subsidiary of Sherwood, Hennes Broadcasting Inc., which is owned by Burt Sherwood and Bill Hennes (50% each). They are Glenview, Ill., broadcast consultants. Sherwood's wife, Ann W. Sherwood, owns 20% of WZWZ(AM) Sarasota, Fla. WRJZ is on 620 khz with 5 kw full time.

**WMNT(AM)-WMLD(FM) Manati, P.R.**  Sold by Arecibo Broadcasting Corp. to La Voz Evangelica de Puerto Rico Inc. for \$800,000. **Seller** is owned by Pedro C. Barbosa (40%), Jose A. Ribas and Guillermo A. Bonet (30% each), who have no other broadcast interests. **Buyer** is noncommercial corporation, Jorge S. Maymi president. He is Vega Baga, P.R., pastor and has no other broadcast interest. WMNT is on 1500 khz with 1 kw day and 250 w night. WMLD is on 96.9 mhz with 18 kw and antenna at average terrain.

**WQVE(FM) Mechanicsburg, Pa.**  Sold by West Shore Broadcasting Co. to Quaker State Broadcasting Co. for \$650,000. **Seller** is principally owned by George F. Gardner who has no other broadcast interests. **Buyer** is owned by Maury Brenner, Richard H. Jeffries, James P. O'Leary,

James R. Strohecker (20% each) and Keith A. Clark and John J. Shumaker (10% each). Brenner and Jeffries are Harrisburg, Pa., physicians. Clark and Shumaker are Harrisburg attorneys. O'Leary is Harrisburg advertising executive and Strohecker owns Harrisburg glass company. O'Leary owns 50% of WISL(AM) Shamokin, Pa., which was bought last year for \$325,000 (BROADCASTING, Nov. 2, 1981), and is applicant for new AM at Carlisle, Pa., which is designated for hearing. Rest have no other broadcast interests. WQVE is on 93.5 mhz, 3 kw and antenna 300 feet above average terrain. *Broker: The Keith W. Horton Co.*

**WDOE(AM) Dunkirk, N.Y.**  Sold by Lake

Other proposed station sales include: WABT(AM) Montgomery, Ala.; KGEN(AM) Tulare, Calif.; KKBG(FM) Hilo, Hawaii (BROADCASTING, March 1); KXXX-AM-FM Colby, Kan. (BROADCASTING, March 1); KSDK-TV St. Louis (BROADCASTING, March 23, 1981); KYBS(FM) Livingston, Mont. (BROADCASTING, March 1); KENN(AM) Farmington, N.M.; WJRI(AM) Lenoir, N.C.; WXII-TV Winston-Salem, N.C. (BROADCASTING, March 23, 1981); KWVR(AM) Enterprise, Ore.; WFBC-TV Greenville, S.C.; (BROADCASTING, March 23, 1981); WIZO(FM) Franklin, Tenn. (BROADCASTING, March 1); KEND(AM) Lubbock, Tex. (BROADCASTING, Jan. 4) (see "For the Record" page 168.)

### APPROVED

**KEGL(FM) (formerly KFJZ-FM Dallas-Fort Worth)**  Sold by Swanson Broadcast-

January 4, 1982

## Greater Media, Inc.

has completed the acquisition of the assets of

**WMJX**  
(formerly WBZ-FM)  
Boston, Mass.

from

**Westinghouse Broadcasting Company**

The undersigned represented the buyer  
in the negotiations.

**THE**  
**TED HEPBURN**  
**COMPANY** Cincinnati, Ohio

**AMERICAN NATIONAL ENTERPRISES, Inc.**

presents



**An extraordinary look at America  
Hosted and narrated by E.G. Marshall**

**World Premiere, 26-week television series offering audiences a sensational look at America's most recent 90 years through rare, vintage—as well as contemporary—footage.**

Join E.G. Marshall and our staff in Suite 2855-6 at the Las Vegas Hilton, and discuss the series and its programming implications for your station.

At NATPE, we will preview "The American Diary" along with other quality entertainment, including first-run theatrical features for television, cliff-hanger serials and short subjects.

At NATPE, as always, American National Enterprises is offering programming *your* audience wants to see. Please join us at NATPE.

**American National Enterprises, Inc.**

**At NATPE contact:**  
Charles King, VP/sales  
Suite 2855-6  
Las Vegas Hilton  
March 11-16

**International Offices:**  
106 West 2950 South  
Salt Lake City, Utah 84115  
801-486-3155 TWX 910-925-4087

729 North Seward, Suite 202  
Los Angeles, California 90038  
213-467-2490

NEW YORK / TORONTO / LONDON



ing to Sandusky Newspapers Inc. for \$8.5 million. Seller is Tulsa, Okla.-based group of five AM's and four FM's principally owned by Gerock H. Swanson, president. Buyer is Denver-based group of four AM's and five FM's owned by Dudley White, chairman, and family. It also publishes four daily newspapers in Ohio, Michigan and Tennessee and was granted approval to buy KERE(AM) Denver for \$2.5 million (BROADCASTING Dec. 14, 1981) and KWKI(FM) Kansas City, Mo., for \$3.1 million (BROADCASTING, Jan. 25). KEGL is on 97.1 mhz with 100 kw.

**WQIM(FM) Prattville, Ala.** □ Sold by Hagler Broadcasting Inc. to Downs Broadcasting Inc. for \$675,000. Seller is owned by Joe F. Hagler (99.8%) and wife, Katherine T., and William A. Stewart (.1% each), who have no other broadcast interests. Buyer is owned by Paul H. Downs (60%) and William Sanders (40%). Downs is vice president of Rollins Inc., Atlanta-based home services company, which also owns broadcasting stations and cable television systems. Sanders is former vice president of finance, Turner Broadcasting System, Atlanta, and owns 35% of WGUL(AM)-WPSO(FM) New Port Richey, Fla. WQIM is on 95.3 mhz with 3 kw and antenna 230 feet above average terrain.

□ Other approved station sales include: WRBA(AM) Normal, Ill., and WGEZ(AM) Beloit, Wis. (see "For the Record," page 168).

#### CABLE

**Cable system serving Boone, N.C.** □ Sold by United Antenna Service of Boone Inc. to Booth Communications Inc. for about \$1.5 million. Seller is owned by Ben Thalheimer (33%), his uncle, Albert Thalheimer, Paul Anderson, Alex Getman, Charles Loeb (16.5% each) and others who have no other broadcast interests. Buyer is Detroit-based group owner of five AM's and seven FM's owned by John L. Booth, chairman, and family. They have applications pending at FCC to sell WXCM(AM)-WIBM(FM) Jackson, Mich., and WMZK(AM) Detroit and to buy WSAI-AM-FM Cincinnati. Boone system serves 3,500 basic subscribers and passes 5,500 homes. Broker: *Communications Equity Associates.*

## Outlet move clears way for CPI-Coke merger

**Removal of agreement that could have complicated larger deal also may aid Coke buy of Providence, R.I.-based broadcaster**

The Outlet Co. has terminated the agreement under which it was to have been acquired by Columbia Pictures Industries. This theoretically removes any complication that transaction would have posed for the separate acquisition of Columbia by

Coca Cola (BROADCASTING, Jan. 25). Outlet and Coke had modified their deal to be structured as a Coke purchase of the Providence, R.I., broadcaster. However, the chapter 11 reorganization of United Stores, the company to which Outlet had sold a major portion of its once primary business, retail stores, raised a question whether Outlet was contingently liable for some of the stores' leases. That prompted Coke to reconsider the purchase of Outlet that was part of the deal (BROADCASTING, Feb. 8).

Outlet last week pictured the action by its board as "clearing away some of the legal underbrush," which would allow the

Coke/Columbia portion of the deal to move forward, and "in all likelihood" end with Coke completing the purchase of Outlet. An audit upon which Coke has conditioned its purchase of Outlet is proceeding, according to Outlet, coincident with the company's own year-end audit.

Sources familiar with the varied arrangements involved called the Outlet move a "technicality" that carries no inference that the Coke/Outlet transaction won't eventually take place. Outlet indicated Columbia's board would take similar action shortly, but no comment was forthcoming from either Columbia or Coke.

**Cablevision changes.** Charles F. Dolan has given himself a promotion. He is now chairman of Cablevision Systems Corp., which he founded in 1973 and of which he is still sole owner. John Tatta, Cablevision's executive vice president and chief operating officer, succeeds Dolan as president and chief executive officer.

Cablevision Systems is the 18th largest cable MSO (220,000 subscribers) but it is expected to move up fast in the rankings as it builds its franchises for Boston and Fairfield county, Conn., which together contain nearly 500,000 homes. Cablevision also is applying for cable franchises near Washington and Chicago.

Tatta, a 20-year cable veteran, joined Dolan from Time Inc. in 1973 after Time sold Dolan several Long Island, N.Y., cable systems, which now form the basis for Cablevision.



Dolan



Tatta

January 4, 1982

## Greater Media, Inc.

*has completed the sale of the assets of*

**WTCR-AM and WHEZ-FM**  
Kenova, W.Va.                      Huntington, W.Va.

*to*

## CRB Broadcasting

*The undersigned initiated this transaction and represented the seller in the negotiation.*

**THE**  
**TED HEPBURN**  
**COMPANY** Cincinnati, Ohio

# Bogner vs RCA®

Bogner is less famous than RCA. But in the twenty years since we innovated a remarkable slot array design we have succeeded to a leadership role in broadcast antennas. We had to be better than competition. And we still are. As proof, compare two typical Bogner and RCA slot antennas. Both are equal in gain, beam tilt and smooth null fill, (for Ch. 40).

A look at the chart shows that the Bogner antenna is superior in every item listed. Furthermore, from all known data, there is *no* other significant characteristic in which the Bogner antenna does not also clearly excel.

Bogner offers uncomplicated, highly efficient, low cost slot antennas with a long history of trouble free performance and unequalled coverage. In the past four years alone, we have put into broadcast use over forty 30 kw to 200 kw UHF slot antennas.

Wouldn't it be good sense to call us before you make a buying decision? Bogner Broadcast Equipment Corp., 401 Railroad Avenue, Westbury, NY 11590, (516) 997-7800.

**A Bogner  
UHF TV antenna  
has to be better!**

	<b>BOGNER</b>	<b>RCA</b>
<b>Model No.</b>	<b>BUH24N*</b>	<b>TFU25G**</b>
<b>Power Handling</b>	<b>134.7 kw</b>	<b>114 kw</b>
<b>Height</b>	<b>38.2 ft.</b>	<b>52.3 ft.</b>
<b>Weight</b>	<b>1.5 tons</b>	<b>2.8 tons</b>
<b>Wind shear</b>	<b>1715 lbs.</b>	<b>2377 lbs.</b>
<b>Moment</b>	<b>32,800 ft. lbs.</b>	<b>65,843 ft. lbs.</b>
<b>Climbing Provision</b>	<b>Full steel ladder</b>	<b>Pole steps</b>
<b>Horizontal Pattern</b>	<b>Omnidirectional, plus: eight standard directive patterns and over 100 special ones.</b>	<b>Omnidirectional</b>
<b>Convertibility of Horizontal Pattern in the field</b>	<b>Yes</b>	<b>No</b>
<b>Testing</b>	<b>Gain is measured directly against a precision reference standard.</b>	<b>Gain is calculated from the vertical pattern and from estimates of feed system and radome losses.</b>
<b>List Price</b>	<b>\$149,800</b>	

\* Bogner Catalog 201A \*\* RCA Catalog TT 9200B

**BOGNER®**  
WE MAKE THEM SMARTER



# On Target!

These days there are so many different programs, and they have such a high mortality rate, that it's pretty hard to sort out the future winners. At the same time, audiences are growing ever-more demanding and specific in their choices. The question is: How to deliver programming tailored to specific audiences' needs and still offer the broadest possible range of entertainment and information? The answer is: "Targeted Video."

Utilizing the nationwide information facilities available to JWT Syndication, we've been able to zero in on specific audience demands, and have created a roster of "targeted" programs to help you increase your audience. Here's a sample:

**Bureau Report**—Targeted to well-informed opinion-makers who are available only on weekends, very early or late in the day. Viewers sit in on weekly editorial conferences at Newsweek Magazine's Washington Bureau to absorb the up-close, insightful, in-depth analysis today's decision-makers are looking for. Delivered to stations by satellite the very same day it's produced.

**The Will to Win**—Targeted to families, this series spotlights young achievers, age 11 to 15, "aiming for the top." Each half-hour explores the lifestyle, motivation, character and sacrifices involved. Each young person will be joined by a star in his/her chosen field. Our host is Cybill Shepherd . . . the time . . . those precious all-family viewing hours in the early evening on Saturday and Sunday.

**China Magic**—Targeted as all-family entertainment for prime time, Mark Wilson reintroduces Western magic to the new China and brings the new China into our living rooms. Taped at the Great Wall, in communes, schools, and the Forbidden City—two truly unique one-hour specials that combine fun and entertainment.



**Personality News Network**— Four entertainment specials that turn out men and women, 18-49, in prime time, who really want to know more than the headline news about their favorite personalities. They really tell it all in sizzling one-hour specials: "Legends of the Screen," starring Ginger Rogers, Myrna Loy, Dorothy Lamour and Rhonda Fleming, as they talk about Hollywood then and now. "Women In Rock and Roll"—honest and intimate conversations about the fast-paced lives of women in the music business—with Grace Slick, Kim Carnes and more. "The Masculine Mystique" stars five men, including Tom Selleck and Dudley Moore—a new breed of male who talk about the way they look at women and women look at them. "Heavenly Bodies"—Hollywood's beautiful people, such as Catherine Bach, Tanya Roberts and Britt Eckland tell all about the ins and outs of staying in shape. They share with us their secrets on diets, exercise and keeping it all "together."

 **Syndication**

See what "Targeted Video" can do for you. Phone your local JWT sales rep. Or call New York (212) 210-7000. Ask for Syndication, collect. Be sure to see these and our other great shows on the Exhibition Floor at NATPE.

# Rex Humbard

## NATPE Breakfast

### Rex and the Humbard Family Singers

extend an open invitation for breakfast and good time gospel music in celebration of their 50th anniversary.

## Hilton Showroom

Sunday

7:45 AM

March 14th

Everyone  
Welcome



- Longevity
- Integrity
- Quality

Distributed by: H.I.S. Marketing & Advertising (216) 929-9947





# Stock Index

Exchange and Company	Closing Wed. Mar 3	Closing Wed. Feb 24	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	28 1/2	30 1/2	-2	- 6.55	6	804
N Capital Cities	69 3/4	70	- 1/4	- .35	12	908
N CBS	40 3/4	44	- 3 1/4	- 7.38	6	1,138
N Cox	33 1/4	33	+ 1/4	+ .75	17	974
A Gross Telecasting	25 1/4	25 3/8	- 1/8	- .49	7	20
O LIN	39 1/4	39	+ 1/4	+ .64	13	200
N Metromedia	176	172	+4	+ 2.32	13	699
O Mooney	4	4 1/2	- 1/2	-11.11	7	2
O Scripps-Howard	17 3/4	18 1/4	- 1/2	- 2.73	10	183
N Storer	24 3/4	25 1/8	- 3/8	- 1.49	14	393
N Taft	29 3/4	29	+ 3/4	+ 2.58	9	284
O United Television	7 1/2	7 1/4	+ 1/4	+ 3.44	12	90

## BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell	21 1/8	20 3/4	+ 3/8	+ 1.80	16	82
A Affiliated Pubs.	25 1/2	24 1/4	+1 1/4	+ 5.15	9	132
O A.H. Belo	20 1/2	20	+ 1/2	+ 2.50	7	188
N American Family	8 1/8	7 7/8	+ 1/4	+ 3.17	7	109
N John Blair	24 7/8	23	+1 7/8	+ 8.15	8	93
N Charter Co.	7 1/8	7 3/8	- 1/4	- 3.38	10	153
N Chris-Craft	34 1/8	33 3/8	+ 3/4	+ 2.24	10	85
N Cowles	29 1/4	29	+ 1/4	+ .86	18	116
N Dun & Bradstreet	64 3/4	63 1/4	+1 1/2	+ 2.37	16	1,816
N Fairchild Ind.	13	13 3/8	- 3/8	- 2.80	4	168
N Gannett Co.	33 7/8	34 3/8	- 1/2	- 1.45	11	1,796
N General Tire	20	19 7/8	+ 1/8	+ .62	6	461
O Gray Commun	34	34			7	16
N Gulf United	17 3/4	17 3/4			6	476
N Harte-Hanks	26	24 3/4	+1 1/4	+ 5.05	10	252
O Heritage Commun.	9 1/4	9 1/8	+ 1/8	+ 1.36	31	66
N Inslico Corp.	16 1/4	16	+ 1/4	+ 1.56	7	232
N Jefferson-Pilot	26	25 1/8	+ 7/8	+ 3.48	6	568
O Josephson Intl.	7 7/8	8	- 1/8	- 1.56	8	32
N Knight-Ridder	28	27 7/8	+ 1/8	+ .44	9	898
N Lee Enterprises	26 3/8	27	- 5/8	-2.31	10	183
N Liberty	14 1/2	14	+ 1/2	+ 3.57	6	184
N McGraw-Hill	49 1/4	49 1/2	- 1/4	- .50	13	1,223
A Media General	36 7/8	37	- 1/8	- .33	9	260
N Meredith	60 7/8	59 1/2	+1 3/8	+ 2.31	7	194
O Multimedia	34	33 3/4	+ 1/4	+ .74	14	345
A New York Times Co.	33 7/8	33 5/8	+ 1/4	+ .74	9	419
N Outlet Co.	32 1/2	31 1/2	+1	+ 3.17	96	85
A Post Corp.	25 1/8	24 7/8	+ 1/4	+ 1.00	15	45
N Rollins	16 1/4	15 7/8	+ 3/8	+ 2.36	10	446
N San Juan Racing	22 1/8	22 1/8				95
N Schering-Plough	27	28 1/4	-1 1/4	- 4.42	8	1,435
N Signal Cos.	22 7/8	23 3/4	- 7/8	- 3.68	7	1,652
O Stauffer Commun.	44	44			11	44
A Tech Operations	14	14 1/8	- 1/8	- .88	6	14
N Times Mirror Co.	45 1/2	44 3/4	+ 3/4	+ 1.67	11	1,553
O Turner Bcstg.	9 1/4	8 1/2	+ 3/4	+ 8.82	11	188
A Washington Post	29	28 3/8	+ 5/8	+ 2.20	14	407
N Wometco	22 7/8	21 1/4	+1 5/8	+ 7.64	13	307

## CABLE

A Acton Corp.	7 5/8	8	- 3/8	- 4.68	10	36
N American Express	46 1/8	45 1/8	+1	+ 2.21	8	4,225
O Burnup & Sims	10 3/8	12	-1 5/8	-13.54	10	89
O Comcast	19	19			18	84
N General Instrument	35	38	-3	- 7.89	12	1,074
O Rogers Cablesystems	6 1/4	6 7/8	- 5/8	- 9.09	52	120
O Tele-Communications	20 1/4	21 1/4	-1	- 4.70	49	565
N Teleprompter	37 1/2	37 1/2			30	638
N Time Inc.	35 1/2	35 1/4	+ 1/4	+ .70	13	1,715
O Tocom	8 1/2	9 1/4	- 3/4	- 8.10	13	42
N United Cable TV	22 1/2	23 1/8	- 5/8	- 2.70	21	245
N Viacom	22	20 1/4	+1 3/4	+ 8.64	14	248

Exchange and Company	Closing Wed. Mar 3	Closing Wed. Feb 24	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMMING</b>						
O Barris Intl.	1 7/8	1 7/8			14	10
N Columbia Pictures	61 7/8	61	+ 7/8	+ 1.43	14	515
N Disney	53 1/8	51 1/4	+1 7/8	+ 3.65	14	1,722
N Dow Jones & Co.	47 5/8	46 5/8	+1	+ 2.14	20	1,495
N Filmways	4 1/4	4 1/8	+ 1/8	+ 3.03	1	24
O Four Star	2	2			11	1
N Getty Oil Corp.	45 1/4	48 1/2	-3 1/4	- 6.70	4	3,717
N Gulf & Western	15 7/8	16 1/8	- 1/4	- 1.55	4	1,202
N MCA	47 1/2	45 1/4	+2 1/4	+ 4.97	11	1,131
N MGM Film	6	6 1/8	- 1/8	- 2.04	6	298
O Reeves Commun.	32 1/2	32 1/4	+ 1/4	+ .77	16	240
O Telepictures	8 3/4	6 7/8	- 1/8	- 1.81	13	31
O Video Corp. of Amer.	5 1/4	4 7/8	+ 3/8	+ 7.69	14	8
N Warner	53 3/4	56 1/2	-2 3/4	- 4.86	17	3,295
A Wrather	22 3/4	22 1/8	+ 5/8	+ 2.82	18	53

## SERVICE

O BBDO Inc.	39 1/2	39	+ 1/2	+ 1.28	8	105
O Compact Video	4 1/2	4 3/4	- 1/4	- 5.26	7	14
N Comsat	56 5/8	57 1/2	- 7/8	- 1.52	15	453
O Doyle Dane Bernbach	14 3/4	14 3/4			8	81
N Foote Cone & Belding	30 3/8	31	- 5/8	- 2.01	8	81
O Grey Advertising	65	67	-2	-2.98	6	37
N Interpublic Group	28	26 1/8	+1 7/8	+ 7.17	8	129
N JWT Group	19 3/4	18 1/8	+1 5/8	+ 8.96	14	103
O MCI Communications	32 3/4	32 3/8	+ 3/8	+ 1.15	53	1,555
A MovieLab	3	2 7/8	+ 1/8	+ 4.34	30	4
A MPO Videotronics	6 1/2	6 1/2			10	3
O A.C. Nielsen	42 7/8	42 3/4	+ 1/8	+ .29	13	481
O Ogilvy & Mather	30	28 1/2	+1 1/2	+ 5.26	9	128
O Telemation	2 1/2	2 1/2			15	2
O TPC Communications	2 1/2	2 1/2			3	2
O Unitel Video	8 1/2	8 1/2			3	2
N Western Union	34 1/8	33 5/8	+ 1/2	+ 1.48	16	541

## ELECTRONICS/MANUFACTURING

O AEL	9 1/2	11 1/4	-1 3/4	-15.55	3	18
N Arvin Industries	13	13 1/8	- 1/8	- .95	6	88
O C-Cor Electronics	19 3/4	19	+ 3/4	+ 3.94	16	59
O Cable TV Industries	8 3/4	9 1/4	- 1/2	- 5.40	10	26
A Cetec	4 3/8	4 5/8	- 1/4	- 5.40	8	9
O Chyron	16 1/2	16 1/4	+ 1/4	+ 1.53	15	43
A Cohu	4 3/4	4 7/8	- 1/8	- 2.56	7	8
N Conrac	22 7/8	23	- 1/8	- .54	14	49
N Eastman Kodak	69 1/8	67 3/8	+1 3/4	+ 2.59	9	11,156
O Elec Missie & Comm.	16	16			64	44
N General Electric	61 1/8	62	- 7/8	- 1.41	9	13,927
N Harris Corp.	28	33	-5	-15.15	9	875
O Microdyne	13	14	-1	- 7.14	15	59
N M/A Com. Inc.	17 3/8	20 3/4	-3 3/8	-16.26	17	663
N 3M	55	55 1/4	- 1/4	- .45	11	6,447
N Motorola	54 3/4	52 5/8	+2 1/8	+ 4.03	9	1,727
O Nippon Electric	82 7/8	88 7/8	-6	- 6.75	31	3,201
N N. American Philips	33 7/8	34 1/4	- 3/8	- 1.09	6	461
N Oak Industries	28 3/8	28 3/8			13	402
A Orrox Corp.	8 7/8	8 3/4	+ 1/8	+ 1.42	32	16
N RCA	17	17 3/8	- 3/8	- 2.15	10	1,281
N Rockwell Intl.	28 1/4	28 7/8	- 5/8	- 2.16	7	2,144
A RSC Industries	4 1/2	4 3/4	- 1/4	- 5.26	64	10
N Scientific-Atlantic	21 1/4	24 3/8	-3 1/8	-12.82	22	453
N Sony Corp.	13 5/8	14 3/8	- 3/4	- 5.21	11	2,937
N Tektronix	47 3/4	48	- 1/4	- .52	11	889
O Telemet (Geotel Inc.)	1 1/2	1	+ 1/2	+50.00		4
A Texscan	13 7/8	14 1/2	- 5/8	- 4.31	19	63
N Varian Associates	31	28 3/4	+2 1/4	+ 7.82	23	246
N Westinghouse	23	23 3/8	- 3/8	- 1.60	4	1,959
N Zenith	12 5/8	12 1/8	+ 1/2	+ 4.12	12	85

## Standard & Poor's 400

Industrial Average 123.44 124.63 - 1.19

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson/American Express, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by *Broadcasting's* own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: \* Stock did not trade on given day, price shown is last traded price. \*\* No P/E ratio computer, company registered net loss. \*\*\* Stock split two for one. + Stock traded at less than 12.5 cents. \*\*\*\* Stock inactive due to limited bidding.

THOSE RISKY GO, NO GO'S IN THE SKY

## Putting their money where their applications are

**DBS applicants have number of financing methods up their sleeves, but some of largest among them haven't yet decided whether to go forward if FCC makes grants**

The biggest decisions in direct broadcast satelliting may not be made until after the *big* decision. With prospects bright that the FCC will authorize direct broadcast satellite service late this spring, all eight applicants are getting ready for the day, although only six—Satellite Television Corp., Direct Broadcast Satellite Corp., Video Satellite Systems, United States Satellite Broadcasting, Graphic Scanning Corp. and Western Union—are prepared to say they'll damn all torpedoes and go full speed ahead. The other two, RCA and CBS, are making their own preparations to advance, but still project corporate caution until "we see the whites of their eyes" of the actual grants.

The FCC received 14 DBS applications before its July 16, 1981 deadline and subsequently rejected six that it judged to be inadequate. The FCC staff is now preparing "interim" rules, which will permit DBS to get off the ground before the 1983 Regional Administrative Radio Conference, the forum that will make the allocation of spectrum and orbital slots for North and South American countries necessary for the formulation of permanent rules. The interim rules should be ready for FCC action in early June, and, at the same time or shortly thereafter, the FCC will be asked by the staff to grant one or more of the eight remaining applications.

The eight have proposed building and launching 27 satellites that would deliver 29 channels of national DBS programming. Since most of the applicants have chosen to phase in their systems, which contain as many as four operational satellites, the FCC is now considering applications for just 13 satellites that would broadcast 12 channels nationwide, 12 to the Eastern time zone and two to the western half of the country.

It's not known how many of the applications—or, if not all, which ones—the FCC will grant. It's one thing to get a grant and another to go out with grant in hand and spend the hundreds of millions of dollars it takes to build and launch a system. Since the FCC could modify any of the pending applications before granting them, an ap-

plicant may be faced with the prospect of launching a system that no longer fits its marketing plan.

The Satellite Television Corp., buoyed by the reputation and \$225-million equity investment from Communications Satellite Corp., its parent company, is clearly ready, willing and able to move ahead on DBS (BROADCASTING, Feb. 22). It has proposed a four-satellite system to broadcast three channels of pay TV directly to the home. Its interim system—one operational satellite—would transmit the three channels to the Eastern time zone only. Including its substantial programming costs, the interim system will cost Comsat and its bankers nearly \$700 million to see through its first year of operation. So eager is STC to get into the DBS business that it is gearing up for DBS in 1986 by leasing transponders on fixed satellites to deliver a two-channel pay service to multiple-unit buildings in the Northeast, starting in late 1983. STC now has about 50 employees and already has spent a few million dollars preparing for the "early-entry" and full DBS service. Since the capital costs of launching its four-satellite system will easily exceed \$1 billion, STC realizes it needs a well-heeled partner and is actively searching for one.

DBSC also indicated it doesn't plan to fool around. It has asked to build and launch its entire three-satellite system under the interim rules and is now busily engaged in finding the \$577 million it estimates will be needed to do it. The company, founded for the express purpose of launching a common-carrier type DBS service, got a big boost last October when Kansas City Southern Industries Inc. agreed to acquire a 38% interest (80,000 shares) in it for \$1 million. Among its many holdings, KCSI owns Mid-America Television, licensee of KRCG(TV) Jefferson City, Mo., and WEEK-TV Peoria, Ill.

According to Executive Vice President Wladimir Naleszkiewicz, DBSC plans to fund its venture with a combination of equity and debt. The equity will come from a public stock offering in November, he said, assuming a spring grant of the application. The stock would be issued by a group of brokerage houses, perhaps headed by Bache Halsey, and it is hoped that around \$120 million will be raised. The rest of the money will be borrowed from a bank syndicate, he said, led by Chase Manhattan and probably including the Chemical Bank of New York and the

Bank of Montreal.

In addition to the conventional financing, DBSC has been approached by General Electric Credit Corp. which proposed a lease-buyback arrangement, by which GECC would buy the DBSC system once it is operational (for the tax benefits therein) and lease it back to DBSC Corp. Although Naleszkiewicz hasn't discounted the possibility of some kind of deal with General Electric, he said GECC's initial proposal was unworkable because it wanted all the satellites' capacity to be awarded in advance of its takeover and with its approval. Such requirements, he said, clash with DBSC's proposal to operate as a common carrier and award satellite time on a first-come, first-served basis.

Video Satellite Systems is proposing to distribute advertiser-supported programming to a network of affiliated broadcast stations. In areas where it has no affiliate, it would supply homeowners with a "black box" to descramble the programming for direct reception. VSS ultimately hopes to have two channels of nationwide service, but for now is asking for just one.

VSS is a wholly owned subsidiary of Dominion Satellite Network, which comprises a number of thus far unidentified investors. Dominion, according to Chairman Robert Johnson, is essentially a programming company that plans to acquire and produce family-oriented programming for distribution over fixed satellites to broadcast affiliates. Dominion will start small and work up to about 10 hours of programming per day. Once the VSS system is ready, Dominion will shift its programming from the fixed satellite service to DBS service.

Dominion is in the process of spending about \$22 million to build an uplink, production and playback facility in Naples, Fla., where it will be headquartered. Johnson said that within a year to 18 months, Dominion will issue a public stock offering. Meanwhile, Dominion will search for a partner or partners to acquire a major share of VSS, although it plans to retain control, Johnson said. Presumably, the equity put up by Dominion and its partners would be leveraged at the banks to give VSS the \$228 million it needs to get the two satellites of its interim DBS system in orbit.

Like DBSC, USSB has asked for immediate authorization of its entire system, capable of beaming three channels of pro-



# Myth:

19th-century land grants are 20th-century subsidies for freight railroads.

# Fact:

Railroads paid back those "Grants" by more than ten times their value.

On May 10, 1869, at Promontory, Utah, the Golden Spike was ceremoniously driven to open the first modern transportation link between East and West. This completed the transcontinental railroad and changed the history of the United States. Millions of eager Americans and immigrants poured into the West—to farm, homestead, mine and make things. The two shining steel rails linked this wilderness with the marketplaces of America.

Farsighted government investments called "Land Grants" made it possible. But the myth persists they were gifts. In fact, they were sound, hard-driven business investments in the future of a nation. And, for nearly 100 years, the U.S. Government and taxpayers earned a high rate of return on those investments in the form of greatly reduced rail rates. Railroads were required to transport government personnel and freight at 50 percent of established rates, and mail at 80 percent. This included the massive numbers of troops and unprecedented freight volume carried during World War II.

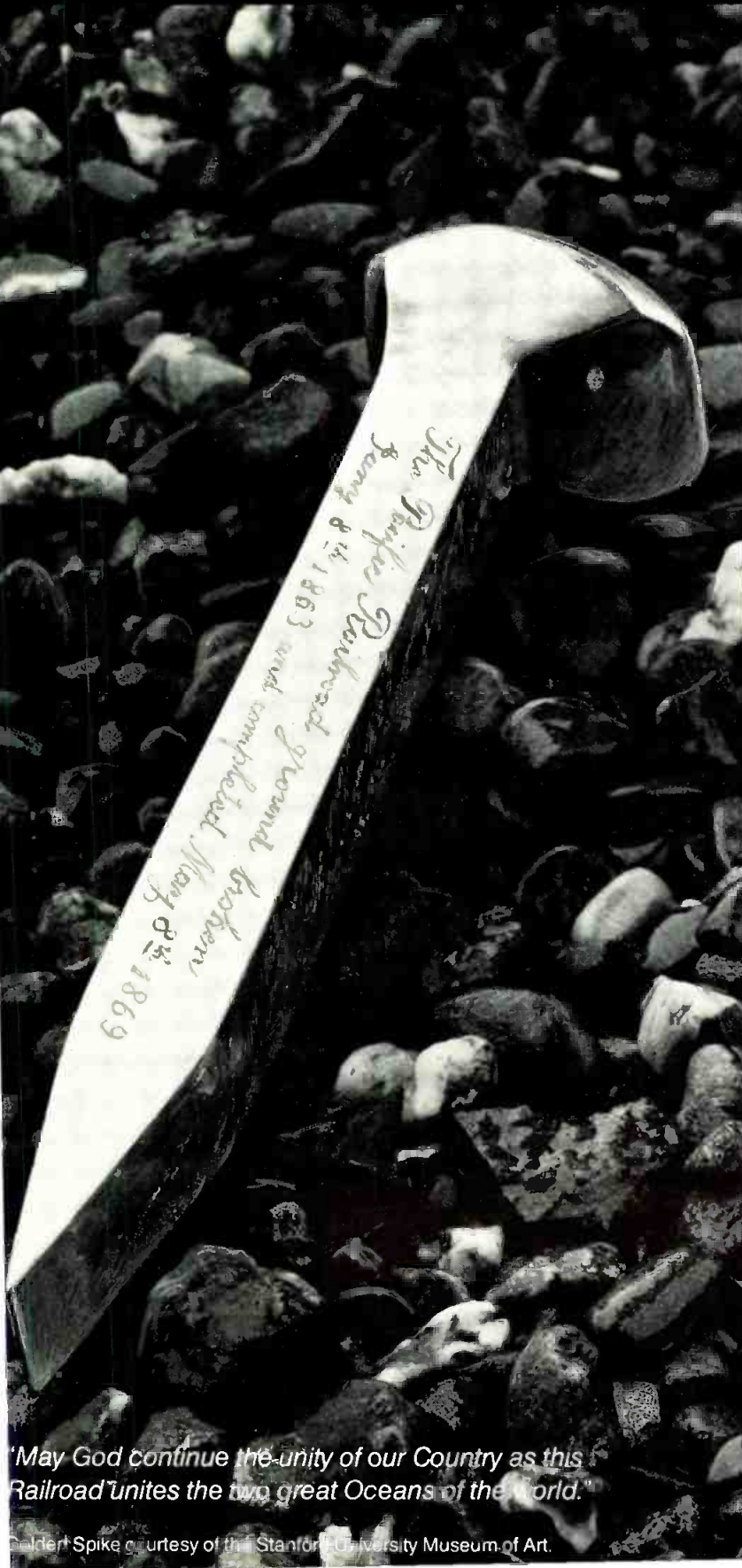
By the time the reduced rate provisions of the land grant acts finally were repealed in 1946, the debt had been repaid by a sum nearly 10 times the original value of the land, according to government estimates. Furthermore, less than 8 percent of today's rail mileage stems from those long-ago land grants.

The U.S. Government got everything it wanted from railroad land grants—and more. The policy opened the West, increased the value of adjacent public lands, and earned the taxpayers a return on their investment of some 1000 percent.

For more facts, write: Paid In Full, Dept. 60, Association of American Railroads, 1920 L Street, N.W., Washington, D.C. 20036.

# Surprise:

Railroad land grants were one of the best investments the U.S. Government ever made.



*"May God continue the unity of our Country as this Railroad unites the two great Oceans of the world."*

graming nationwide. Like VSS, it would establish a network of local television stations to rebroadcast its programing. By its own accounting, USSB will spend nearly \$1 billion in its first year of operation to build and launch the satellites and to acquire top quality television programing.

USSB is the creation of Hubbard Broadcasting, a group broadcaster based in Minneapolis, and, according to USSB Vice President Robert Fransen, it has spent around \$750,000 so far in planning and promoting the system and in pushing it through the regulatory process. Fransen said USSB has been talking to brokerage houses about a stock issue to raise all or part of the \$1 billion. What the company doesn't get from the stock offering it hopes to get from banks or from a lease-buy back deal, similar to that proposed to DBSC. Such an arrangement could help relieve some of the initial capital burden, Fransen said. The leasing firm could cover the cost of the satellites, he said, which amounts to about 30% of the total cost of the venture.

As a major domestic satellite carrier, Western Union has ample credentials to enter the DBS sphere. A Western Union spokesman said last week that the company has "every intention" of building its interim system (two satellites), at a cost of \$162 million and ultimately its permanent system (four operational satellites and two spares) for an additional \$288 million. The spokesman added, however, that Western Union was "not prepared" to say whether

its board had approved the project.

Graphic Scanning says it also is ready to go. According to Vice President Robert Slodowitz, the publicly traded company is "very well financed," having raised about \$105 million three months ago in a bond offering. That should give Graphic all the leverage it needs to fund its single-satellite interim system, which it estimates will cost \$136 million, excluding the cost of two channels of pay programing Graphic has proposed. Graphic's single satellite would serve the western half of the country; a second satellite to be launched later would serve the East.

More than any other applicant, CBS will be affected not only by what the FCC does but by how it does it. Its application was part of a comprehensive proposal to dedicate the entire DBS spectrum to the transmission of high-definition television. Now that that seems unlikely, CBS must decide whether it should go ahead solo on HDTV in the interim period. CBS's is the only application that contains no cost estimates, but for the network to launch its interim system—one operational satellite to serve the Eastern time zone—it would have to spend several hundred million dollars—a hefty investment to reach the estimated 260,000 homes that might be equipped with HDTV sets in 1987, according to Kalba Bowen's study for CBS.

No company seems better suited for the direct broadcast satellite business than RCA. It has the programing, marketing, satellite and technical know-how. But right

now, it doesn't have the money. In 1981 RCA's earnings slid to one-sixth of what they were in 1980 and it is now looking for cash (its Hertz subsidiary is on the block for \$800 million), not for ways to spend it. However, Thornton F. Bradshaw, RCA chairman and chief executive officer, said last month that RCA's way out of its current dilemma is to spin-off Hertz and other "nonelectronic" subsidiaries and concentrate on what RCA does best. RCA is exploring several areas for growth and DBS is one of them. An RCA spokesman said last week that no decision on DBS will be made before the grants come through.

## Search for HDTV standardization

**If high definition is to succeed, a common set of technical rules needs to be worked out among the different broadcast systems and motion picture industry**

Close on the heels of newly proposed telecommunications services comes talk of standardization. High-definition television (HDTV) is no exception. With CBS's proposal to dedicate the entire direct broadcast satellite medium to HDTV and its demonstration of the NHK HDTV system and programing in Los Angeles, New York and Washington during the past several weeks, the network has aroused intense interest in establishing a set of technical parameters that would define the service. HDTV promises a vast improvement over conventional broadcast system, offering more resolution and color fidelity, a wider bandwidth and stereophonic sound.

Encouraged by the establishment of a worldwide digital production standard, which was formally adopted by the International Telecommunication Union just two weeks ago, the television industry is now considering a worldwide HDTV standard. Indeed, Renville McMann, of Thomson-CSF, said at a meeting of the Society of Motion Picture and Television Engineers that competition among incompatible HDTV systems "will so fragment the market that none will succeed."

Because of the peculiarities of the various broadcast systems in use in the world today and the special needs of the motion picture industry, which has an interest as strong or stronger than broadcasters in HDTV, the industry may decide to follow the digital precedent and seek an HDTV production standard, independent of broadcast standards, that would allow for worldwide compatibility of studio equipment and facilitate the exchange of programing. The HDTV signal could be sent intact to homes via cable, DBS or videocassettes and videodisks, or downconverted (degraded) to the NTSC standard (525 lines and 30 frames per second) for broadcast to conventional sets in North America and Asia or to the PAL or SECAM standard (625 lines and 25 fps) for broadcast in Europe. By stepping

**Announcement**

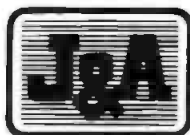
We are pleased to announce that on February 22, 1982

**OCEANIC BROADCASTING COMPANY,**  
(Principals Chuck Henry and T. M. Henry)

were granted a construction permit for a  
**NEW FULL SERVICE VHF (Channel 2) TELEVISION STATION**  
in Hawaii by the Federal Communications Commission.

The application was expeditiously processed by the  
Federal Communications Commission Television branch  
in only 186 days.

**EDWARD M. JOHNSON AND ASSOCIATES**  
is proud to have served as consultant in  
preparing the complete application on  
behalf of Oceanic Broadcasting Company.



**Edward M. Johnson  
& Associates, Inc.**

Suite 450, One Regency Square, Knoxville, Tennessee 37915

(615) 521-6464  
Washington, D.C. (202) 775-1802



# IT TOOK 204 YEARS TO MAKE THIS PICTURE.



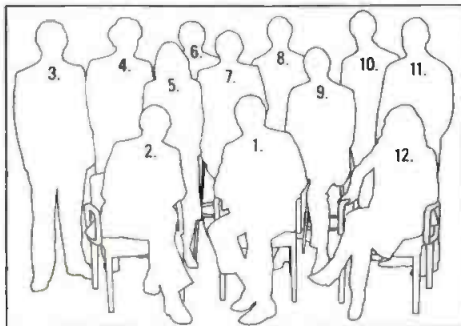
We thought it was time for you to meet the people behind the programs at BBI. Together, they form a professional production and marketing team with 204 combined years of experience in TV program innovation and sales.

It's taken time to put all this experience together, but when you look at any of our programs like "HealthBeat,"

"Tom Cottle. Up Close," "The Law Works," "Summer Solstice," or "The Boston Marathon Special," you'll see the results. Programs designed, produced, and sold by the top team in first run syndication. The experience comes through.

We know what stations want because we've been there. For 204 years.

# bbi



Meet the people. Watch the programs. Exhibit 47 at NATPE.

- |  |  |  |
|--|--|--|
| 1. Bob Bennett<br><i>President</i>           | 5. Toni Dauer<br><i>Sales</i>              | 9. Chet Collier<br><i>Vice President</i> |
| 2. Paul Rich<br><i>VP/GM Syndication</i>     | 6. Jack Duffield<br><i>VP/Media Sales</i>  | 10. Grant Norlin<br><i>Sales</i>         |
| 3. Tim Duncan<br><i>Marketing Director</i>   | 7. Bruce Marson<br><i>VP/GM Production</i> | 11. Ed Hawkins<br><i>Sales</i>           |
| 4. Steve Schlow<br><i>Executive Producer</i> | 8. Carl Menk<br><i>VP/Station Sales</i>    | 12. Deborah Burke<br><i>Sales</i>        |

"Tom Cottle. Up Close."

"Summer Solstice"

"HealthBeat"

"The Law Works"

"Boston Marathon Special"



New York: 212/953-1744  
Boston: 617/449-0400  
Los Angeles: 714/644-9078

down the frame rate of HDTV programing to 24 fps, it could be transferred to 35 mm film and distributed to theaters.

Even if there is agreement that a universal production standard is the way to go, reaching a consensus among television and motion picture engineers on what it should be would not be easy. There would be disagreement over all the key parameters, including number of horizontal scanning lines, frame rate and aspect ratio.

Since doubling of the scanning lines greatly simplifies downconversion and facilitates the design of HDTV sets compatible with an existing standard, NTSC countries like the United States and Canada may push for a 1,050-line standard, while PAL and SECAM countries pull for a 1,250-line standard. The solution may be found by simply splitting the

difference. "Our Japanese colleagues have shown themselves to be true diplomats by choosing 1,125," said McMann at the SMPTE conference. "It's a number both the Europeans and Americans should easily be able to compromise on without the long drawn-out battles and discussions which led to the [digital] standard."

The question of frame rate puts the NTSC countries, the PAL and SECAM countries and the motion picture industry at odds since each now uses a different rate. Force of argument, however, seems to favor the NTSC and its 30 fps. HDTV is envisioned as a large-screen service and most engineers agree that to use 24 fps [the motion picture standard] or 25 fps [the PAL or SECAM standard] would result in intolerable flickering on a large screen.

There is some concern that even 30 fps

may not be adequate, if the HDTV system includes the same interlace scanning format in use in today's broadcast systems. Consequently, some engineers have proposed continuous or "progressive" scanning of the television image. The frame rate would remain 30 fps, but the HDTV receiver, using a yet-to-be-developed digital frame store, would "refresh" the picture 60 times per second by showing each frame twice. According to Tektronix's Charles Rhodes, it would be similar to what happens in a film projector. "Twenty-four frames go through the projectors per second," he said, "but each time a frame enters the light gate, a shutter opens twice, so you see it twice."

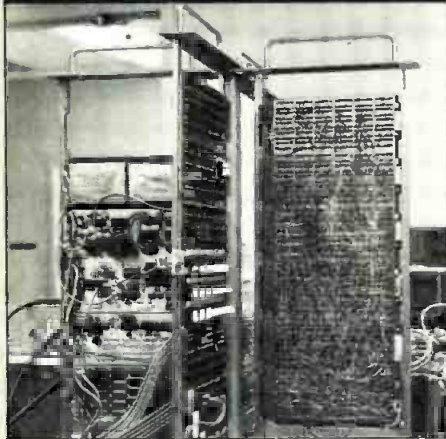
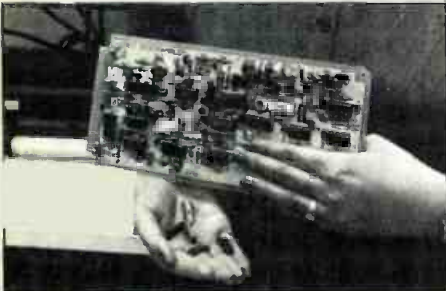
Donald Fink, head of the SMPTE's study group on HDTV, said the motion picture industry is locked into 24 fps by the thousands of projectors built to that standard, but added that fact should not prevent the motion pictures from using an HDTV production standard with 30 fps. Standard telecine techniques have allowed broadcasters for years to convert the 24 fps to 30 fps for broadcast, he said, and there are improvements in the frame conversion process just now becoming available. What's more, he said, in the future when theaters are equipped with video projection systems, the frame-rate conversion will no longer be necessary.

While the motion picture industry may be willing to accept a 30 fps rate, it would probably hold out for the two-to-one aspect ratio it has become accustomed to but which is probably too wide for the broadcasters who can't afford the additional spectrum it takes to transmit. Broadcasters would prefer nothing wider than a five-to-three ratio. Even at that, a good portion of the picture would have to be clipped in downconverting to conventional standards with their four-to-three ratios.

SMPTE has taken the initiative on setting standards for HDTV, or at least exploring the possibility of standards. A meeting of Fink's HDTV study group drew some 85 engineers the day before the opening of the SMPTE television conference (BROADCASTING, Feb. 8). One of the first questions they will address is how high does high definition have to be or, as Fink put it, what do the eyes and mind of the average viewer really want to get out of an HDTV system. The improvement has to be great enough to convince producers to move from film to videotape and to persuade consumers to buy relatively large and expensive HDTV sets to receive signals emanating from direct broadcast satellites, cable systems or from videodisk or videotape recorders. The engineers also have to keep in mind that there is a point of diminishing returns after which improvements are not worth their incremental cost.

The ITU, the body that would be called upon to set a world standard, has just begun a new four-year standardization cycle. CBS's Joseph Flaherty said at the Washington HDTV demonstration that if the ITU is to set a standard in 1986, an international consensus had better be in "fair condition" by 1984.

## In Sync



**Smaller please.** Mass of wires and electronic components (below left) is breadboard version of Satellite Television Corp.'s addressable descrambler that subscribers would need to receive STC's three channels of DBS service, beginning in late 1985 or early 1986 (BROADCASTING, Feb. 22) if STC gets DBS grant from FCC. Under contract to STC, technicians at Comsat Labs have been developing scrambling system and descrambler for past two years. According to STC's Leo Keane, trick now is to reduce most of circuitry to few integrated circuits or "chips" that will fit on small circuit board incorporated into subscriber's set-top converter. (Model of what chip set and circuit board will look like is shown above left.) Keane said Comsat technology has been turned over to chip manufacturer that should have prototype chips ready within six months. Comsat's addressable scrambling system is sophisticated. Along with its programing, Keane says, STC will transmit digitally to every set-top converter each month decoding information its needs to descramble programing for succeeding month. System also allows STC to scramble picture using different codes at different

times of day, thus permitting STC marketers to offer pay-per-view and pay-per-series programing. STC also could scramble three channels independently, Keane says, but at this time STC plans to offer channels as package rather than offering them.

**Basys in fact.** NBC affiliate KRON-TV San Francisco has entered computer age with News Fury electronic newsroom system, developed by Basys Inc., San Jose, Calif. Redundant system will be used to write and edit news as well as to store scripts, wire service copy and assignments. First 25 computer terminals are to be installed in May with additional 35 slated to go in by end of year. Terminals in Sacramento, San Jose and Washington bureaus will be linked to KRON-TV by telephone lines. Software for system was developed on-the-job at Cable News Network, where it remains integral part of news operation. System hardware is supplied by Onyx Systems Inc., San Jose.

**At NAB.** Harris Corp. will unveil latest generation of solid-state AM transmitters at National Association of Broadcasters convention this April in Dallas. Line includes 1,000-w SX-1; 2,500-w SX-2.5, and 5,000-w SX-5. MOSFET (metal oxide semiconductor field effect transistor) technology replaces bipolar transistor technology in new transmitters, Harris says, thereby improving reliability and increasing power efficiency. . . . Integrated Sound Systems plans demonstrations of its TDM-8000A time compressor and TDM-8200 stereo adapter at April NAB convention. Units are intended to speed up recorded audio without audible pitch alteration.



To three great agencies:

- Bonneville Productions,
- Western International Media and
- AVIS Telecommunications — —

*Thank you!*

for making the 1981 showing of

**MR. KRUEGER'S**  
**CHRISTMAS**

an outstanding success  
in 22 countries.

THE CHURCH OF  
JESUS CHRIST  
OF LATTER-DAY  
SAINTS  
(the "Mormons")

As compiled by BROADCASTING Feb. 22, through Feb. 26, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

## New Stations

### AM applications

- Austin, Tex.—Win Broadcasting Co. seeks 720 khz, 10 kw-D, 1 kw-N. Address: 6411 Mesa Drive. Austin 78731. Principals: Winifred Batsche (general partner) and Donald L. Markley, Leigh N. Feldsteen, Harold Gordon and Robert W. Healy (limited partners). Markley is Peoria, Ill., consulting engineer. Gordon and Healy are Washington attorneys. Feldsteen is president and principal owner of WBRB(AM) Mt. Clemens, Mich. Except Batsche, they also are applicants for new AM's at North Fort Myers, Fla. (BROADCASTING, Nov. 2, 1981). Depere, Wis. (BROADCASTING, Oct. 12, 1981) and Sartell, Minn. (BROADCASTING, Dec. 21, 1981). Filed Feb. 1.
- Goldendale, Wash.—Klickitat Valley Broadcasting Service Inc. seeks 1400 khz, 1 kw-D, 250 w-N. Address: 9235 N.E. 175th Street, Bothell, Wash. 98011. Estimated construction costs: \$21,500; first-quarter operating cost: \$12,000; first-year revenue: \$50,000. Principals: Joe C. Henry, Martin M. Lanser and Duane J. Polich (33% each). Henry is employee of Walnut Creek, Calif., cable television company. Lanser is announcer with KBDF(AM) Eugene, Ore. Polich is Seattle bank employee. They have no other broadcast interests. Filed Feb. 8.

### FM applications

- Twain Harte, Calif.—McFadden Broadcasting Co. seeks 93.5 mhz, 120 w, HAAT: 1,587 ft. Address: 237 West Yosemite Avenue, Manteca, Calif. 95336. Estimated construction costs: \$44,000; first-quarter operat-

ing cost: \$15,000. Principals: Jack L. McFadden Sr. (80%) and wife, Virginia Jo McFadden (20%), who own KQKK(FM) Manteca, Calif. Filed Feb. 5.

- Sandwich, Ill.—Pam-Lar Broadcasting Inc. seeks 930 khz, 500 w-U. Address: RFD No. 1, Plano, Ill. 60545. Estimated construction costs: \$61,000; first-quarter operating cost: \$15,000; first-year revenue: \$150,000. Principals: Lawrence W. Nelson and wife, Pamela A. Nelson (50% each). They own WCCQ(FM) Crest Hills, and are principal owners of WSPY(FM) Plano and WPOK-AM-FM Pontiac, Ill. Filed Feb. 16.

- Bath, N.Y.—Area Youth for Christ Radio seeks 103.1 mhz, 91 w, HAAT: 559 ft. Address: PO. Box 506, Bath 14810. Estimated construction costs: \$29,300; first-quarter operating cost: \$23,500. Principal: Non-profit corporation; Richard M. Snavelly is president. He is executive director of Area Youth for Christ Inc., Bath evangelistic association, and has no other broadcast interests. Filed Feb. 17.

- Ashland, Ore.—Winterbrook Communications Inc. seeks 105.1 mhz, 100 kw, HAAT: 1,453 ft. Address: P.O. Box 3928, General Point, Ore. 97502. Principals: Gary H. Safley and wife, Judith A. Safley (50% each) who have no other broadcast interests. Filed Feb. 16.

- Loudon, Tenn.—Tellico Broadcasting Inc. seeks 1140 khz, 1 kw-D. Address: Route 4, Box 318, Lenoir City 37771. Estimated construction costs: \$60,000; first-quarter operating cost: \$24,700. Principals: James W. McGhee and Howard H. Oberholzer Jr. (50% each). McGhee is producer and director at non-commercial WSJK(TV) Knoxville, Tenn. Oberholzer is engineer with Tennessee Valley Authority. Neither have other broadcast interests. Filed Feb. 17.

### TV applications

- Pensacola, Fla.—The Harbour Broadcasting Corp. seeks ch. 33; ERP: 1,380 kw vis, 138 kw aur., HAAT: 339 ft.; ant. height above ground: 350 ft. Address: 422 North Baylen Street, Pensacola 32501. Estimated construction cost: \$2,015,000; first-quarter operating cost: \$80,200. Legal counsel: Richard W. Rappaport, Miami. Consulting engineer: Cohen & Dippell, Washington. Principals: Cooper Yates, Jacob Horton, Frederick A. Baird Jr. (30.8% each) and Miriam Johnson (7.6%). Yates is president and Johnson is manager of Pensacola advertising agency. Horton is senior vice president of Pensacola public utility. Baird is Pensacola real estate developer and investor. None have other broadcast interests. Filed Feb. 9.

- Caldwell, Idaho—Canyon Communications seeks ch. 9; ERP: 155 kw vis., 24 kw aur., HAAT: 2,737 ft.; ant. height above ground: 289 ft. Address: 116 C Street, Ashland, Ore. 97520. Legal counsel: Kirkland & Ellis, Washington. Consulting engineer: Pathfinders Ltd., Far Rockaway, N.Y. Principals: Donald S. Smullin (80%) and wife, Sharon K. Smullin (20%). Donald Smullin owns KLOO-AM-FM Corvallis, Ore., and KPRB(AM) Redmond, Ore., and bought subject to

FCC approval, KHUG(AM) Medford, Ore. Filed Feb. 16.

- Caldwell, Idaho—Caldwell Television Associates Ltd. seeks ch. 9; ERP: 170 kw vis, 17 kw aur., HAAT: 2,734 ft.; ant. height above ground: 295 ft. Address: 485 Central Avenue, Cleveland, Tenn. 37311. Estimated construction cost: \$225,000; first-quarter operating cost: \$204,000. Legal counsel: McCampbell & Young, Knoxville, Tenn. Consulting engineer: James E. Price, Chattanooga. Principals: Forrest L. Preston, Phillip B. Brooks, Carl W. Campbell (28% each) and Elmer W. Adam (16%). Preston, Campbell and Brooks have interests in nursing homes and retirement centers. Adam is Boise, Idaho, real estate developer. Preston, Brooks and Campbell are also applicants for new TV at Portland, Ore. (BROADCASTING, Jan. 11). Filed Feb. 17.

- Caldwell, Idaho—Cascade Broadcasting Group, Inc. seeks ch. 9; ERP: 160 kw vis, 33.5 kw aur., HAAT: 2,748 ft.; ant. height above ground: 292 ft. Address: 401 Watt Avenue, Sacramento, Calif. 95825. Estimated construction cost: \$647,400; first-quarter operating cost: \$129,300; first-year revenue: \$300,000. Legal counsel: Gardner, Carton & Douglas, Washington. Consulting engineer: Edward R. Stolz II, Sacramento, Calif. Principals: Edward R. Stolz II (75%) and Thomas M. Steljes (25%). Stolz is general manager and owner of KWOD(FM) Sacramento, where Steljes is program director. Stolz has also been granted FCC approval to acquire KROQ(AM) Burbank, Calif., and is applicant for new FM at Desert Hot Springs, Calif. (BROADCASTING, Oct. 13, 1980). Filed Feb. 16.

- Des Moines, Iowa—David C. Smiley seeks ch. 63; ERP: 355 kw vis, 65.5 kw aur., HAAT: 525 ft.; ant. height above ground: 515 ft. Address: 1550 S.E. 55th Street, Des Moines 50317. Estimated construction cost: \$56,500; first-year operating cost: \$15,000; first-year revenue: \$73,000. Consulting engineer: Serge Bergen, Fairfax, Va. Principal: Applicant is vice president of KTAV(FM) Knoxville, Tenn., and KRGS(FM) Spencer, Iowa. Filed Feb. 12.

- Hobbs, N.M.—Lea County Television Inc. seeks ch. 29; ERP: 2,270 kw vis, 227 kw aur., HAAT: 538 ft.; ant. height above ground: 548 ft. Address: 801 West Broadway, Hobbs, N.M. 88240. Estimated construction cost: \$320,000; first-quarter operating cost: \$200,000; first-quarter revenue: \$100,000. Consultant: Edward M. Johnson & Associates, Knoxville. Principals: William H. Graham, Eddie M. Robinson, Edward B. Sanders, V.H. Westbrook and wife, April L. Westbrook, John T. Billingsley, Phillip H. Rannels and Romeo Ramirez (one-eighth each). Graham is publisher of *Lovington* (N.M.) *Daily Leader*. Robinson is Lovington realtor and Sanders is president of automobile dealership. Others are Hobbs businessmen. They filed 15 applications for new LPTV stations in New Mexico, Texas and Colorado. Filed Feb. 12.

- Greenville, N.C.—Elcom Inc. seeks ch. 14; ERP: 5,000 kw vis, 500 kw aur., HAAT: 1,478 ft.; ant. height above ground: 1,517 ft. Address: P.O. Box 550, Bethel, N.C. 27812. Estimated construction cost: \$3,770,400; first-quarter operating cost: \$230,400. Legal counsel: Midlen, Reddy, Begley, Martin, Washington. Consulting engineer: E. Harold Munn Jr. & Associates, Coldwater, Mich. Principals: Charles E. Franklin (90%) and wife, Elizabeth S. Franklin (10%). Charles Franklin owns 80% of WJIK(AM) Camp Lejeune, N.C., Filed Feb. 16.

- Greenwood, S.C.—Metro Communications South Inc. seeks ch. 48; ERP: 2,761 kw vis, 276.1 kw aur., HAAT: 1,616 ft.; ant. height above ground: 1,570 ft. Address: 303 South Adair Street, Clinton, S.C. 29325. Estimated construction cost: \$896,300; first-quarter operating cost: \$188,000; first-quarter revenue: \$167,400. Legal counsel: Powel, Goldstein, Frazer & Murphy, Washington. Principals: Closely held group of 13 stockholders; Pete J. Stathakis is president and 4.5% owner. He is Anderson, S.C., real estate agent. Along with brother, James Stathakis, he owns of WCCP(AM) Clemson, S.C. Other principals are South Carolina businessmen and none have other broadcast interests. Filed Feb. 17.

# Why a broker?

*They also serve who only mediate.*

## Lester Kamin & Company

■ 2020 North Loop West ■ Suite 111 ■ Houston, Texas 77018 ■ 713/957-0310 ■



# The One & Only in broadcast promotion

**9**

**WDVM TV**

4001 Brandywine Street, NW  
Washington, DC 20016  
202 686 6154

**Edwin W. Pfeiffer**  
Vice President and General Manager

October 28, 1981

Dear Bob:

Just a quick note to tell you how absolutely thrilled I am with the new spots. They literally exude quality and, most importantly, tell precisely the story about our people that we are interested in telling at this point in time. Somehow you and Diana have captured the essence of each of our anchor people in a way that I am sure will be effectively received by the people in our marketplace.

Diana has instructed me to be sure to make the point that the real heroes at your place in connection with this fine work are Jim Collier and John McBride. We are so grateful to you, and them, for one hell of a fine job.

Sincerely,



Edwin W. Pfeiffer

cc: Diana Richardson

Mr. Robert Klein  
KLEIN &  
1111 S. Robertson Boulevard  
Los Angeles, California 90035



See us at NATPE  
Call us at (213) 278-5600

## FM actions

■ \*Little Rock, Ark.—University of Arkansas granted 89.1 mhz, 100 kw, HAAT: 822 ft. Address: Fayetteville, Ark. 72701. Estimated construction costs \$130,000; first-year operating cost: \$78,000. Format, Educational. Principal: Board of Trustees on behalf of the University of Arkansas; Raymond P. Miller Sr., chairman; Mary J. Thomas, Dean, College of Communications. It owns and operates KUAF(AM) Fayetteville, Ark. (BPED-810416AD). Action Feb. 10.

■ Greenup, Ky.—Greenup County Broadcasting Inc. granted 105.5 mhz, 1 kw, HAAT: 480 ft. Address: Main & Harrison Streets, Greenup 41144. Estimated construction costs: \$90,000; first-quarter operating cost: \$36,400. Principals: Phillip B. Leslie, John R. McGinnis, Avery L. Stanley and five others (12.5% each) Leslie and McGinnis are Greenup attorneys. Stanley is Vanceburg, Ky., attorney and one-third owner of WKKS(AM) Vanceburg. Others have no other broadcast interests. (BPH-810605AD). Action Feb. 11.

■ Big Rapids, Mich.—James J. McCluskey granted 102.3 mhz, 1.8 kw, HAAT: 400 ft. Address: 954½ South Twelfth Street, Saginaw, Mich. 48601. Estimated construction costs: \$42,500; first-quarter operating cost: \$29,000; first-quarter revenue: \$25,000. Format: MOR. Principal: James J. McCluskey (100%), who is chief engineer at WKNX(AM) Saginaw, Mich., and has no other broadcast interests. (BPH-810514BC). Action Feb. 10.

■ Scottville, Mich.—West Shore Broadcasting Corp. granted 95.9 mhz, 3 kw, HAAT: 300 ft. Address: 958 North Scottville Road, Scottville 49454. First-year operating cost: \$135,000; first-year revenue: \$153,500. Principals: Kathryn Ziehm (51%) and father, Donovan Ziehm (49%). Donovan owns Scottville bottled gas and trucking company where daughter is employed. Neither have other broadcast interests. Action (BPH-800515AC). Action Feb. 11.

■ \*San Antonio, Tex.—Classical Broadcasting Society of San Antonio, Inc granted 90.9 mhz, 3 kw, HAAT: 300 ft. Address: 1717 Milam Bldg., 115 E. Travis St., San Antonio 78205. Estimated construction cost: \$33,800; first-quarter operating cost: \$8,410. Format: Classical. Principal: Applicant is San Antonio non-profit organization. Wilford Stapp is president and has no other broadcast interests. (BPED-801119AK). Action Feb. 11.

## Ownership Changes

### Applications

■ WABT(AM) Montgomery, Ala. (1000 khz, 5 kw-D)—Seeks transfer of control of Amendment One Inc. from J. Brady Lewis and Clete Quick to Thomas M. Percer. Consideration: Assumption of \$540,000 debt. Principals: Sellers are transferring 51.53% of stock to Thomas M. Percer, who also owns WSLA-TV Selma, Ala. Filed Feb. 12.

■ KGEN(AM) Tulare, Calif. (1370 khz, 1 kw-D)—Seeks assignment of license from Walls Broadcasting Inc. to Pappas Electronics Inc. Seller: Principally owned by Henry M. Walls (52.51%), Maria E. Cordiero, Robert I. Putman and Gary A. Smith (15.83% each) who have no other broadcast interests. Buyer: Subsidiary of Pappas Telecasting Inc., which is owned by Harry J. Pappas, president. He owns KMPH-TV Visalia, Calif., and WHNS(TV) Asheville, N.C., and is applicant for new TV's at Omaha, Neb. (BROADCASTING, July 23, 1979) and Austin, Tex. (BPTCT-791026KH). His brothers, Pete and Mike Pappas, own KTRB(AM)-KHOP(FM) Modesto, Calif. Filed Feb. 16.

■ KKBG(FM) Hilo, Hawaii (97.9 mhz, 35 kw (H), 29.5 kw (V), HAAT: minus 240 ft.)—Seeks assignment of license from Mauna Kea Broadcasting Co. to Philip L. Brewer for \$205,000. Seller: Subsidiary of Mount Wilson FM Broadcasters Inc., which is owned by Saul Levine (80%) and FF Wilson (20%). They own KKG0(FM) Los Angeles, and KSHO-FM Kailua, Hawaii, and KSHO-TV[CP] Honolulu. Buyer is president and 79% owner of KUAD-AM-FM Windsor, Colo. Filed Feb. 18.

■ KXXX-AM-FM Colby, Kan. (AM: 790 khz, 5 kw-D; FM: 100.3 mhz, 100 kw, ant. 610 ft.)—Seeks assignment of license from Golden Plains Inc. to Lesso Inc. for \$1.5 million (BROADCASTING, March 1). Seller: W. A. Mosier, W.G. Lowe, Dwight S. Reed and Edward P. Shurick (25% each) who have no other

broadcast interests, all Kansas. Buyer is owned by Lawrence E. Steckline (100%), who owns KJLS(AM) Hays, KWLS-AM-FM Pratt and KSLs(FM) Liberal, all Kansas. He also owns 49% of WWLS(AM) Norman, Okla. Filed Feb. 16.

■ KSDK-TV St. Louis (NBC, ch. 5, 100 kw vis., 20 kw aur., HAAT: 1,090 ft.)—Seeks assignment of license from KSDK Inc. to Multimedia for WXII-TV Winston-Salem, N.C., and WFBC-TV Greenville, S.C. (BROADCASTING, March 23, 1981 and below). Assignor is subsidiary of Pulitzer Publishing Co. stations, St. Louis-based newspaper publisher and group owner of one AM, one FM and five TV's. Buyer (assignee) is Cincinnati-based newspaper publisher and group owner of six AM's, six FM's and six TV's. Buyer Filed Feb. 19.

■ KYBS(FM) Livingston, Mont. (97.5 mhz, 100 kw, ant. 265 ft.)—Seeks assignment of license from Yellowstone Broadcasting Services Inc. to The Park Radio Co. for \$495,000 (BROADCASTING, March 1). Seller: Terry Kinne (73%), father-in-law, Artemas Taylor (25%), and Kinne's wife, Judy Kinne (2%), who have no other broadcast interests. Buyer: Rodger E. Divens (50%), Roger M. King (22%) and brother, Michael G. King (21%) and David Goldstein (7%). Divens is president and general manager of WSET-TV Lynchburg, Va. King brothers own Summit, N.J., television program syndication company. Goldstein is Miami attorney. Filed Feb. 19.

■ KENN(AM) Farmington, N.M. (1390 khz, 5 kw-D, 1 kw-N)—Seeks transfer of control of KENN-Land Broadcasting Inc. from Cloyd Kendrick to Kenneth B. Kedrick. Consideration: \$1.00. Principals: Cloyd Kendrick seeks to transfer control of his 42.5% interest in KENN(AM) to his son, Kenneth Kendrick, who is currently general manager of KENN. Elder Kendrick also owns 36% of KRWN(FM) Farmington. Filed Feb. 18.

■ WJRI(AM) Lenoir, N.C. (1340 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of WJRI Inc. from Grace R. Stewart and John P. Rabb (100% before; none after) to Katherine B. Rabb. Consideration: \$300,000 (BROADCASTING, March 1). Principals: Sellers own 66.77% of stock. Buyer is mother of sellers and currently one-third owner of WJRI. She also owns one-third of WGED(AM) Chester, S.C. Filed Feb. 22.

■ WXII-TV Winston-Salem, N.C. (NBC, ch. 12, 316 kw vis., 63.5 kw aur., HAAT: 1,980 ft.)—Seeks assignment of license from Multimedia Inc. to KSDK Inc. for KSDK-TV St. Louis plus \$9 million. Assignor is trading WXII-TV and WFBC-TV Greenville, S.C. for KSDK-TV plus additional consideration (see below and above). Filed Feb. 19.

■ KWVR(AM) Enterprise, Ore. (1340 khz, 250 w-SH)—Seeks assignment of license from High Valley East Broadcasting Inc. to Tri-Star Communications Inc. for \$150,000. Seller: David D. Dirks (99%) and wife, Connie A. Dirks (1%) who have no other broadcast interests. Buyer: Thomas F. Erickson (51%) and wife, Monica F. (49%). Thomas Erickson is former sportscaster at KESQ-TV Palm Springs, Calif. Neither have other broadcast interests. Filed Feb. 19.

■ WFBC-TV Greenville, S.C. (NBC, ch. 4, 100 kw vis., 20 kw aur., HAAT: 2,000 ft.)—Seeks assignment of license from Multimedia Inc. to KSDK Inc. for KSDK-TV St. Louis plus \$9 million. Assignor is trading WFBC-TV and WXII-TV Winston-Salem, N.C. for KSDK-TV plus additional consideration (see above). Filed Feb. 19.

■ WIZO(FM) Franklin, Tenn. (100.1 mhz, 2.5 kw, ant. 320 ft.)—Seeks assignment of license from Harpeth Valley Broadcasting Inc. to Mack Sanders for \$800,000 (BROADCASTING, March 1). Seller: Robert E. Sewell, Revis V. Hobbs, James H. Hayes and William D. Rogers (one-quarter each). Hobbs also owns 66.77% of WMLR(AM) Hohenwald and Hayes owns 25% of WAXO(AM) Lewisburg, Tennessee. Buyer is president and owner of WJRB(AM) Madison, Tenn., and WVOK(AM) Birmingham, Ala. He also bought subject to FCC approval, WNOX(AM) Knoxville, Tenn. (BROADCASTING, Jan. 25). Filed Feb. 19.

■ KEND(AM) Lubbock, Tex. (1590 khz, 1 kw-U)—Seeks assignment of license from Lubbock Radio Inc. to Lubbock Broadcasting Inc. for \$1,015,000 (BROADCASTING, Jan. 4). Seller: Larry Ackers (100%), who owns 11.6% of KRBC(AM) Abilene, Tex. Buyer: James Thrash and John Frankhouser who

own KLLL-AM-FM Lubbock, and are spinning of KLLL(AM) to separate buyer (BROADCASTING, March 1). They also own KAMA-AM-FM El Paso, Tex., which they bought earlier this year for \$2,070,000 (BROADCASTING, Feb. 1). Thrash also owns 25% of WGGT-TV Greensboro, N.C. Filed Feb. 16.

## Actions

■ WQIM(FM) Prattville, Ala. (95.3 mhz, 3 kw, ant. 230 ft.)—Granted assignment of license from Hagler Broadcasting Inc. to Downs Broadcasting Inc. for \$675,000. Seller: Joe F. Hagler (98.8%) and wife Katherine T. (0.1%) and William A. Steward (0.1%) who have no other broadcast interests. Buyer: Paul H. Downs (60%) and William Sanders (40%). Sanders is former vice president of finance, Turner Communications Corp., Atlanta, Ga., and owns 35% of WGUL(AM)-WPSO(FM) New Port Richey, Fla. Downs is vice president of Rollins Inc., Atlanta, Ga.-based home services company. (BALH-811029HD). Action Jan. 28.

■ WRBA(AM) Normal, Ill. (1440 khz, 1 kw-D, 500 w-N)—Granted assignment of license from Iroquois County Broadcasting Co. to American Radio Inc. for \$1,000 for stock and \$206,000 for assumption of debt. Seller: Richard A. Martin (42.86%), Donald J. Ruth (28.57%), Samuel L. Martin and Robert L. Bivans (14.28% each). They own WGFA-AM-FM Wateka, Ill., and WTKM-AM-FM Hartford, Wis. Buyer: Robert L. Bivans (52%) and son, Robert A. Bivans, (48%). Robert L. Bivans is vice president and 14.28% owner of Iroquois County Broadcasting Co. Robert A. Bivans is Danville, Ill., engineer. (BAL-811228EB). Action Feb. 12.

■ WGEZ(AM) Beloit, Wis.—Granted assignment of license from Seehafer Broadcasting Corp. to Winger Communications Corp. for \$400,000. Seller: Donald W. Seehafer (100%), who owns WOMT(AM) Manitowoc, WXCO(AM) Wausau and WQTC(FM) Two Rivers, all Wisconsin. Buyer: Eugene A. Winger Jr. (100%), who is Beloit stockbroker and has no other broadcast interests (BAL-811221GX). Action Feb. 12.

■ KEGL(FM) [formerly KFJZ-FM] Fort Worth Tex.; (97.1 mhz, 100 kw)—Granted assignment of license from Swanson Broadcasting Inc. to Eagle Radio Inc. for \$8,315,000 plus assumption of liabilities. Seller: Tulsa, Okla.-based group of five AM's and four FM's principally owned by Gerock H. Swanson, president. Buyer: subsidiary of Sandusky Newspapers Inc., Denver-based group of four AM's and five FM's owned by Dudley White, chairman, and family. Last year it bought KERE(AM) Denver for \$2.5 million (BROADCASTING, Dec. 14, 1981), and earlier this year was granted approval to buy KWKI(FM) Kansas City, Mo., for \$3.1 million (BROADCASTING, Jan. 25). (BALH-811225E2). Action Jan. 12.

## Facilities Changes

### AM applications

#### Tendered

■ KAAB(AM) Batesville, Ark.—Seeks CP to increase power to 1kw, DA-D. Ann. Feb. 25.

■ KXQR(AM) Clovis, Calif.—Seeks CP to change hours of operation to U by adding 2.5 kw-N; increase DA-2, and make changes in ant. sys. Ann. Feb. 23.

■ WQDI(AM) Homestead, Fla.—Seeks CP to increase D power to 5 kw, non-DA. Ann. Feb. 23.

#### Accepted

■ WPRZ(AM) Evanston, Ill.—Seeks MP of CF (BP-21,239, as mod.) to modify standard radiation pattern along three bearings. Ann. Feb. 22.

■ WHBF(AM) Rock Island, Ill.—Seeks CP to Reduce RMS and augment standard radiation pattern. Ann. Feb. 22.

■ KGAY(AM) Salem, Ore.—Seeks CP to change TL change ant. sys. and add RC. Ann. Feb. 22.

■ KPRB(AM) Redmond, Ore.—Seeks CP to change TL to 27th Street and Antler Road, Redmond Deshutes, Ore. Ann. Feb. 25.

### FM applications

#### Tendered

■ KKYS(FM) Hanford, Calif.—Seeks CP to change TL; change ERP to 16.4 kw; increase HAAT to 860 ft.



# INSTANT AUDIENCE RESPONSE

## UNTOUCHED BY HUMAN HANDS!

You may not believe this, but you can get on the air... television or radio... and ask your audience questions...like, for instance:

Are you for or against the E.R.A. amendment?  
Do you agree or disagree with the idea of capital punishment?  
Should the National League adopt the designated hitter rule? Yes or no.

Then give a phone number... and that's it!  
The TELEPHONE POLL does the rest.

When your audience calls in (no 900 number, no special charges, just an ordinary phone call), the phone is answered automatically and a voice... NOT A TAPE RECORDED VOICE, A SYNTHESIZED VOICE... asks the caller to vote. The caller does.  
The vote is instantly registered. One phone can take up to 360 calls an hour!  
With four rotary lines you've got 1,440 calls! Have your audience call in from the early news to the late news and you can record as many as 7,200 responses on only four lines! (The machine can accommodate many more than four.)

And how big a staff will you need to answer all these calls?  
None! Zero! Just the TELEPHONE POLL!

On television, a flick of the switch will put the results on the screen!  
You can actually see the votes being recorded. A digital readout gives you the choice of displaying total votes or percentages.

On radio, when you flick the switch you hear the latest count and what you hear is all synthesized...no moving parts!

A state-of-the-art micro-processor makes the whole thing possible.  
Installed in your control room or at the hand of a newscaster or talk show personality it will put you closer than you have ever been to your audience.

The TELEPHONE POLL is a really remarkable new development for anyone interested in audience response. Use it for opinions, for surveys, during elections. There's no faster or easier way to take the public pulse.

As we said, you may not believe this, but Marv Kempner can show it to you!

Visit Booth #59 at NATPE, or contact  
M.A. KEMPNER, INC.  
4699 North Federal Highway, Suite 102  
Pompano Beach, FL 33064  
TOLL FREE (800) 327-4994  
(305) 946-7660 in Florida



change type trans and make changes in ant. sys. Ann. Feb. 25.

■ **KKCS-FM** Colorado Springs, Colo.—Seeks CP to change TL: increase ERP to 79 kw; change HAAT to 2180 ft. and make changes in ant. sys. Ann. Feb. 22.

■ **KTEQ(FM)** Rapid City, S.D.—Seeks CP to change frequency to 91.3 mhz; No. 217, change ERP to 0.710 kw; change HAAT to 234 ft. Ann. Feb. 22.

#### Accepted

■ **KAER(FM)** Sacramento, Calif.—Seeks CP to make changes in ant. sys.; change TL; change SL and RC; change type trans.; change type ant.; decrease ERP to 50 kw; increase HAAT to 500 ft. and change TPO. Ann. Feb. 25.

■ **WBYZ(FM)** Baxley, Ga.—Seeks modification of CP (BPH-800317AH) to make changes in ant. sys.; change TL; change type ant.; decrease HAAT to 361 ft. and change TPO. Ann. Feb. 25.

■ **WZOT(FM)** Rockmart, Ga.—Seeks CP to increase HAAT to 253 ft. and change TPO. Ann. Feb. 25. ant. sys. Ann. Feb. 25.

■ **\*WUJC-FM** Chicago—Seeks CP to increase ERP to 100 w; change HAAT to 129 ft. and make changes in ant. sys. Ann. Feb. 25.

■ **WGFA-FM** Watseka, Ill.—Seeks modification of CP (BPH-820120AD) to change type trans.; change type ant.; increase ERP to 50 kw; increase HAAT to 366 ft. and change TPO. Ann. Feb. 25.

■ **WSIF(FM)** Wilkesboro, N.C.—Seeks CP to change TL to Collegiate Drive, 350 ft. West of Hayes Hall on Wilkes Community College campus, Wilkesboro, N.C. Ann. Feb. 22.

■ **KOFM(FM)** Oklahoma City—Seeks CP to make changes in ant. sys.; change TL; add RC at SL; change type trans.; change type ant.; increase ERP to 100 kw; decrease HAAT to 1318 ft. and change TPO. Ann. Feb. 25.

#### TV applications

##### Accepted

■ **WBAL-TV** Baltimore, MD.—Seeks CP to install precise frequency control. Ann. Feb. 22.

■ **\*WNET(FM)** Newark, N.J.—Seeks CP to install auxiliary ant. at One World Trade Center, New York City. Ann. Feb. 22.

#### AM actions

■ **WASG(AM)** Atmore, Ala.—Dismissed application for CP to request pre-sunrise authorization. Action Jan. 28.

■ **WVNA(AM)** Tuscumbia, Ala.—Granted CP to add MEOV's to directional N pattern. Action Feb. 16.

■ **WOKA(AM)** Douglas, Ga.—Granted CP to increase tower height to accommodate FM ant. and correct coordinates; reduce ant. input power to maintain radiation at same level. Action Feb. 16.

■ **\*KFNW(AM)** Fargo, N.D.—Granted CP to change frequency to 1200 khz; change city of license to West Fargo, N.D.; change D-DA to non-DA; change hours of operation to U by addign 1 kw-N, DA and make changes

in ant. sys. Action Feb. 10.

■ **KMOD(AM)** Tulsa, Okla.—Granted CP to change TL; and make changes in ant. sys. Action Feb. 16.

■ **KXVI(AM)** McKinney, Tex.—Granted modification of CP (20,412) as mod. for changes in ant. sys.

#### FM actions

■ **KZLE(FM)** Batesville, Ark.—Granted modification of CP (BPH-10,931) to make changes in ant. sys.; change TL; change SL and RC; change type ant.; increase HAAT to 666 ft. and change TPO. Action Feb. 16.

■ **KQMQ(FM)** Honolulu—Granted CP to make changes in ant. sys.; change type ant.; decrease ERP to 78kw; change HAAT to -119 ft., and change TPO. Action Feb. 16.

■ **\*WSKB(FM)** Westfield, Mass.—Granted CP to change frequency to 89.5 mhz; increase ERP to 10 w change HAAT to minus 214 ft. Action Feb. 10.

■ **\*WDR(FM)** Detroit—Granted modification of CP (BPE-801219AH) to make changes in ant. sys. and change type ant. Action Feb. 16.

■ **\*WJSU(FM)** Jackson, Miss.—Granted modification of CP to change frequency to 88.5 mhz; change ERP to 3 kw; change HAAT to 162 ft.; change transmitter, transmission line and make changes in ant. sys. (This corrects item of Feb. 22). Action Jan. 15.

■ **\*WCDB(FM)** Albany, N.Y.—Granted CP to increase ERP to 100 w; change HAAT to 209 ft. Action Feb. 10.

■ **\*WDEQ-FM** Degraff, Ohio—Granted CP to change frequency to 130.3 mhz; increase ERP to 11.5w; change HAAT to 23.4 ft. and make changes in ant. sys. Action Feb. 16.

■ **WIMZ(FM)** Knoxville, Tenn.—Granted CP to change type trans.; change type ant.; increase HAAT to 1846 ft.; change SL and RC, and change TPO. Action Feb. 16.

■ **WDXE-FM** Lawrenceburg, Tenn.—Granted CP to change TL; increase HAAT to 270 ft. (H) and change TPO. Action Feb. 16.

■ **KIKK-FM** Houston, Tex.—Granted CP to change TL; increase HAAT to 1919 ft.; change type trans and make changes in ant. sys. (This corrects item of March 1). Action Feb. 9.

■ **KLEF(FM)** Houston, Tex.—Granted CP to change TL; increase HAAT to 1919 ft., change type trans. and make changes in ant. sys. (This corrects item of March 1) Action Feb. 10.

■ **KYND(FM)** Pasadena, Tex.—Granted CP to change TL; increase HAAT to 1919 ft.; change type trans. and make changes in ant. sys. (This corrects item of Feb. 15). Action Jan. 28.

■ **WEZR(FM)** Manassas, Va.—Granted CP to decrease ERP to 34.7 kw; increase HAAT to 600 ft. and change TPO. Action Feb. 16.

■ **WRVQ(FM)** Richmond, Va.—Granted CP to install auxiliary ant. on main tower, to be operated on ERP of 21kw; change HAAT to 278 ft., and change TPO (for aux. purposes only). Action Feb. 16.

#### TV action

■ **\*KLPA-TV** Alexandria, La.—Granted MP (BPET-800226KE) to change ERP to 2,040 kw vis., 204 kw aur.; change TL; and make changes to the ant. sys. Action Feb. 11.

### In Contest

#### Procedural ruling

■ **Daytona Beach, Fla. TV proceeding** (Comark Television Inc., et al.)—ALJ John M. Frysiak scheduled conference for March 1 to consider motion by Daytona Beach Family Television to close record and granted joint motion by applicants and approved settlement agreement which calls for reimbursement to Comark of \$2,500 in expenses and dismissed with prejudice of its application in return for Comark Communications Inc., to submit competitive bid to prevailing applicant for contract

#### Designated for hearing

■ **Boulder and Broomfield, Colo.—new TV** (ch. 14)—Family Television Inc., C.S.T.V. Inc., and Boulder Telecasting Corp., and Rocky Mountain 14 Inc., for same channel at Broomfield, Colo.; to determine which of proposals would provide fair, efficient and equitable distribution of broadcast service; in event it is concluded choice should not be based on consideration relating to preceding issue, which of proposals would best serve public interest; if Family Television's proposed tower height and location would constitute hazard to air navigation; whether Boulder Telecasting's proposal to locate main studio outside Boulder would be in public interest; and which should be granted (BC Doc. 82-90-93). Action Feb. 12.

■ **Lexington, Ky.—new TV** (ch. 62)—Kentucky Authority for Educational TV, FBC Inc., Lexington Family Television Inc., and Way of the Cross Outreach Inc.: To determine whether there is greater need for noncommercial educational programming or for commercial programming in Lexington and surrounding area to be served; whether tower height and location proposals of Family Television and Way of the Cross would be hazardous to air navigation; whether Kentucky Authority for Educational TV and Way of the Cross are financially qualified; which of proposals would best serve public interest; and which applications should be granted (BC Doc. 82-105-108). Action Feb. 16.

■ **Blue Earth, Minn.—new FM** (100.9 mhz)—Minn-Iowa Christian Broadcasting Inc., Logos Communications Inc., and Minn-Iowa Radio Inc.: To determine whether Logos and Minn-Iowa are financially qualified; which of proposals would best serve public interest; and which should be granted (BC Doc. 82-94-96). Action Feb. 12.

■ **Bozeman, Mont.—new TV** (ch. 27)—New West Broadcasting Inc., Edward M. Johnson, Tri-B Broadcasting Inc., and Bee Broadcasting Inc.: To determine whether Johnson's proposed tower height and location would be hazardous to air navigation; which of proposals would best serve public interest; and which should be granted (BC Doc. 82-101-104). Action Feb. 12.

■ **Boone and Blowing Rock, N.C.—new AM** (1510 khz)—Blue Ridge Media Inc., at Boone N.C., and Mountaineer Broadcasting Service Inc., at Blowing Rock, N.C.: To determine nature and extent of distortion of radiated signals from WATA Boone, N.C., and from Blue Ridge's proposed station due to their proximity, and susceptibility of such distortion to reasonable corrective measures; whether Blue Ridge's proposed signal would encompass Boone business district with its 25 mv/m contours as required by rules, and if not, whether waiver is warranted; areas and populations which would receive primary service from each proposal, and availability of other primary aural service to those areas; which of proposals would better provide fair, efficient and equitable distribution of radio service; if it is concluded that choice between applicant should not be based solely on preceding issue, which of proposals would better serve public; and which should be granted (BC Doc. 82-115-116). Action Feb. 17.

■ **Carthage, Tex.—new FM** (98.9 mhz)—K-106 Inc. and East Delta Communications Inc.: To determine whether East Delta's proposed tower height and location would be hazardous to air navigation; which would better serve public interest; and which should be granted (BC Doc. 82-97-98). Action Feb. 12.

■ **Appleton, Wis.—new TV** (ch. 32)—Apogee Inc.

## Summary of Broadcast

### FCC tabulations as of Jan. 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,634	1	0	4,635	131	4,766
Commercial FM	3,350	1	0	3,351	200	3,551
Educational FM	1,120	0	0	1,120	92	1,192
Total Radio	9,104	2	0	9,106	403	9,509
Commercial TV						
VHF	523	1	0	524	7	531
UHF	225	0	0	225	113	368
Educational TV						
VHF	103	1	3	107	9	116
UHF	158	2	4	164	19	183
Total TV	1,009	4	7	1,020	148	1,168
FM Translators	449	0	0	449	206	655
TV Translators						
UHF	2,704	0	0	2,704	153	2,857
VHF	1,568	0	0	1,568	375	1,943

\*Special temporary authorization

\*\*Includes off-air licenses

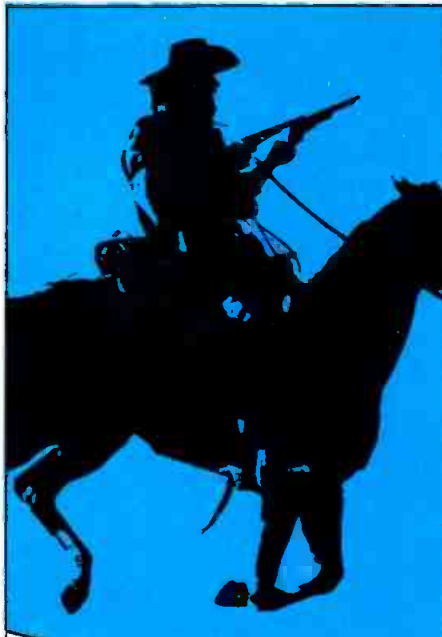




## **ACTION I**

Twelve exciting movies including "The Poppy Is Also A Flower," "The Stranger And The Gunfighter" and "I Will Fight No More Forever."

**(1966-1981)**



## **ADVENTURE I**

Six bigger than life features including "The Battle of El Alamein," "The Young War Lord" and "High Country Calling."

**(1971-1975)**



## **HORROR/SCI-FI**

Eleven of the most chilling tales ever available for TV including "Die Screaming, Marianne," "Blood Legacy" and "Lady Dracula."

**(1967-1973)**



*The Curtis Signature Collection*

Twelve classic television movies produced and directed by Dan Curtis, currently doing the same for the biggest single project in the history of television, the seven-part, 16-hour dramatization of Herman Wouk's "The Winds of War."

**DAN CURTIS DISTRIBUTION CORP.**

5555 Melrose Avenue • Los Angeles, California 90038 • (213) 468-5000

**Exhibition Hall Booth #13 at NATPE**

**SY SHAPIRO** Executive Vice-president & General Manager

and Appleton Midwestern Television: To determine which would better serve public; and which should be granted (BC Doc. 82-88-89). Action Feb. 12.

## Allocations

### Petitions

- Yellville, Ark.—In response to petition by Adams Broadcasting Co.: Proposed assigning 97.7 mhz to Yellville as its first FM; comments due April 12, replies April 26 (BC Doc. 82-114). Action Feb. 18.
- Morgan City, La.—In response to petition by Tri City Broadcasting Inc.: Proposed substituting 96.5 mhz for 96.7 mhz at Morgan City and modifying KFXV to specify operation on 96.5 mhz instead of 96.7 mhz; comments due April 12, replies April 26 (BC Doc. 82-109). Action Feb. 16.
- Marshall, Minn.—In response to petition by Donnell Inc.: Proposed assigning 107.1 mhz to Marshall as its second FM; comments due April 12, replies April 26 (BC Doc. 82-113). Action Feb. 18.
- Charleston, S.C.—In response to petition by B.K. Enterprises: Proposed assigning ch. 24 to Charleston as its first UHF; comments due April 12, replies due April 26 (BC Doc. 82-112). Action Feb. 16.
- Goldendale, Wash.—In response to petition by Klickitat Valley Broadcasting Service: Proposed assigning 102.3 mhz to Goldendale as its first FM; comments due April 12, replies due April 26 (BC Doc. 82-110). Action Feb. 16.
- Lost Cabin, Wyo.—In response to petition by John S. Tyler: Proposed assigning 99.1 mhz to Lost Cabin as its first FM; comments due April 12, replies April 26 (BC Doc. 82-111). Action Feb. 16.

### Assignments

- Kodiak, Alaska—Assigned 101.1 mhz to Kodiak as its second FM; effective April 27 (BC Doc. 81-569). Action Feb. 18.
- Naknek, Alaska—Assigned 100.9 mhz to Naknek

as its first FM; effective April 26 (BC Doc. 81-570). Action Feb. 16.

- Orlando, Fla.—Assigned ch. 65 to Orlando as its fourth commercial TV; effective April 27 (BC Doc. 80-774). Action Feb. 18.
- Agana, Guam—Assigned 100.3 mhz to Agana as its third FM; effective April 27 (BC Doc. 81-595). Action Feb. 18.
- Abilene and Hays, both Kansas—Assigned 99.5 mhz to Hays as its second FM and substituted 98.5 mhz for 98.3 mhz at Abilene and ordered KABI-FM Abilene, be modified to operate on 98.5 mhz (BC Doc. 80-563). Action Feb. 18.
- Columbia, Jamestown and Smiths Grove, all Kentucky—Rescinded previous order affirming denial of assignment of 93.5 mhz to substitute 93.5 mhz for 104.9 mhz at Jamestown; comments due April 12, replies April 27 (BC Doc. 80-75). Action Feb. 18.
- Greenfield and Springfield, both Missouri—Denied request by Watkins Investment Co. to delete 93.5 mhz from Greenfield and reassign it to Springfield (BC Doc. 81-503). Action Feb. 16.
- Truth or Consequences, New Mexico—Substituted 98.7 mhz for 96.7 mhz at Truth or Consequences; effective April 26 (BC Doc. 81-502). Action Feb. 16.
- Bismark, N.D.—Assigned 96.5 mhz to Bismarck as its third FM; effective April 26 (BC Doc. 81-567). Action Feb. 16.
- Durant, Okla.—Assigned 97.7 mhz to Durant as its second FM; effective April 26 (BC Doc. 81-572). Action Feb. 18.
- Goose Creek, S.C.—Assigned 94.3 mhz to Goose Creek as its first FM; effective April 26 (BC Doc. 81-571). Action Feb. 16.
- Uvalde and Crystal City, both Texas—Substituted 94.3 mhz for 102.3 mhz, at Crystal City and reassigned 102.3 mhz to Uvalde as its second FM; effective April 26 (BC Doc. 80-397). Action Feb. 16.
- Virginia Beach, Va.—Assigned ch. 43 to Virginia Beach as its first TV; effective April 27 (BC Doc. 81-577). Action Feb. 18.

## Earth Stations

### Applications

- Common Carrier Bureau accepted following applications to build and operate new earth stations:
  - Hughes Communications Inc. for Fillmore, Calif. (10.3m; Andrew; E4132).
  - Satellite Business Systems for San Francisco (5.5m, Hughes, E2113).
  - Satellite Business Systems for New York (5.5m, Nippon, E2114).
  - Racom Service Corp. for Marshalltown, Iowa (4.6m, S-A, E4126).

### Grants

- Common Carrier Bureau granted following applications for authority to build and operate new earth stations:
  - United Cable Television Corp. for Morrison, Colo. (E3601).
  - Cylix Communications Network Inc. for Phoenix (E3963).
  - Satellite Business Systems for Cincinnati (E3878).
  - Cylix Communications Network Inc. for Omaha (E4052) and Columbus, Ohio (E4053).

## Call Letters

### Applications

Call	Sought by
	<b>New AM</b>
WKEO	Glen J. Goldenberg, Burnside, Ky.
	<b>New FM's</b>
KJLC	Lewis-Clark State College, Lewiston, Idaho
WAAQ	James J. McClusky, Big Rapids, Mich.
	<b>New TV's</b>
WTWC	Holt-Robinson Television Inc., Tallahassee, Fla.
WSMK	Indianapolis Television Corp., Indianapolis
WTTE	Commercial Radio Institute Inc., Columbus, Ohio
KOWY	Chrysostom Corp., Lander, Wyo.
	<b>Existing AM's</b>
WNPS	WEAN Providence, R.I.
KWAZ	KLLL Lubbock, Tex.
	<b>Existing FM's</b>
KGO-FM	KSFX San Francisco
WEGS	WPOL Gaylord, Mich.
KAMZ	KAMA-FM El Paso, Tex.
	<b>Existing TV</b>
KDOC-TV	KGOF Anaheim, Calif.

### Grants

Call	Assigned to
	<b>New AM</b>
WMBE	Maszka Broadcast Enterprises, Chilton, Wis.
	<b>New FM's</b>
KRRI	Ferraro and Ferraro, Boulder City, Nev.
KMUN	The KBOO Foundation, Astoria, Ore.
KPCQ-FM	Camdeck Corp., Powell, Wyo.
	<b>New TV</b>
KCWC-TV	Central Wyoming College, Lander, Wyo.
	<b>Existing AM</b>
KQEU	KITN Olympia, Wash.
	<b>Existing FM's</b>
KZTR	KGAB Pacific Horizons Broadcasting Inc., Camarillo, Calif.
WKAK	WWCW Albany Radio Inc., Albany, Ga.
WSHW	WILO-FM Frankfort, Ind.
KZOO	KYLT-FM Scottie Broadcasting Co., Missoula, Mont.
WTBZ	WQIT-FM Taylor-Barbour Broadcasting Inc., Granton, W. Va.

## Services

### dataworld inc

AM • FM • TV

Translators/Low Power TV  
Allocation Studies/Directories  
1302 18th St, N.W., Suite 502  
Washington, D.C. 20036  
(202) 296-4790

### AERONAUTICAL CONSULTANTS

Tower Location/Height Studies  
FAA Negotiations  
JOHN CHEVALIER, JR.  
AVIATION SYSTEMS  
ASSOCIATES, INC.  
1650 So Pacific Coast Hwy  
Redondo Beach, CA 90277  
(213) 316-5281

### SOUTHERN BROADCAST SERVICES

COMPLETE TURNKEY SYSTEMS  
STUDIOS, TRANSMITTERS,  
TOWERS, ANTENNAS  
Full Rigging & Erection Services  
Custom Electronics Design & Installation  
PO Box 740, Alabaster, AL 35007  
(205) 663-3709

### contact

BROADCASTING MAGAZINE  
1735 DeSales St. N.W.  
Washington, D. C. 20036  
for availabilities  
Phone: (202) 638-1022

### DON'T BE A STRANGER

To Broadcasting's 157,000\* Readers  
Display your Professional or Service  
Card here. It will be seen by the decision-making station owners and managers, chief engineers and technicians applicants for AM, FM, TV and buyers of broadcasting services  
\*1977 Readership Survey showing 44 readers per copy



# Professional Cards

**ATLANTIC RESEARCH CORP.**  
Jansky & Bailey  
Telecommunications Consulting  
Member AFCCE  
5390 Cherokee Avenue  
Alexandria, Virginia 22314  
(703) 642-4164

**EDWARD F. LORENTZ & ASSOCIATES**  
CONSULTING RADIO ENGINEERS  
1334 G St., N.W., Suite 500  
Washington, D.C. 20005  
(202) 347-1319  
Member AFCCE

**A.D. RING & ASSOCIATES**  
CONSULTING RADIO ENGINEERS  
Suite 500  
1140 Nineteenth St., N.W.  
Washington, D.C. 20036  
(202) 223-6700  
Member AFCCE

**COHEN and DIPPELL, P.C.**  
CONSULTING ENGINEERS  
1015 15th St., N.W., Suite 703  
(202) 783-0111  
Washington, D.C. 20005  
Member AFCCE

**CARL T. JONES ASSOCS.**  
(Formerly Gautney & Jones)  
CONSULTING ENGINEERS  
7901 Yarnwood Court  
Springfield, VA 22153  
(703) 569-7704  
AFCCE

**LOHNES & CULVER**  
Consulting Engineers  
1156 15th St., N.W., Suite 606  
Washington, D.C. 20005  
(202) 296-2722  
Member AFCCE

**A. EARL CULLUM, JR.**  
CONSULTING ENGINEERS  
INWOOD POST OFFICE  
BOX 7004  
DALLAS, TEXAS 75209  
(214) 631-8360  
Member AFCCE

**SILLIMAN AND SILLIMAN**  
8701 Georgia Ave. #805  
Silver Spring, MD 20910  
ROBERT M. SILLIMAN, P.E.  
(301) 589-8288  
THOMAS B. SILLIMAN, P.E.  
(812) 853-9754  
Member AFCCE

**MOFFET, RITCH & LARSON, P.C.**  
CONSULTING ENGINEERS  
1925 North Lynn Street  
Arlington, VA 22209  
(703) 841-0500  
Member AFCCE

**STEEL, ANDRUS & ASSOCIATES**  
David L. Steel, Sr., P.E.  
P.O. Box 230, Queenstown, Md.  
(301) 827-8725 21658  
Alvin H. Andrus, P.E.  
351 Scott Dr., Silver Spring, Md.  
(301) 384-5374 20904  
Member AFCCE

**HAMMETT & EDISON, INC.**  
CONSULTING ENGINEERS  
Radio & Television  
Box 68, International Airport  
San Francisco, California 94128  
(415) 342-5208  
Member AFCCE

**JOHN B. HEFFELFINGER**  
9233 Ward Parkway, Suite 285  
816-444-7010  
Kansas City, Missouri 64114

**JULES COHEN & ASSOCIATES**  
Suite 400  
1730 M St. N.W.  
Washington D.C. 20036  
(202) 659-3707  
Member AFCCE

**CARL E. SMITH**  
CONSULTING ENGINEERS  
AM-FM-TV Engineering Consultants  
Complete Tower and Rigging Services  
8500 Snowville Road  
Cleveland, Ohio 44141  
216/526-9040

**VIR JAMES**  
CONSULTING RADIO ENGINEERS  
Applications and Field Engineering  
Computerized Frequency Surveys  
4940 E. 39th Ave.—80207  
(303) 393-0468  
DENVER, COLORADO  
Member AFCCE & NAB

**E. Harold Munn, Jr., & Associates, Inc.**  
Broadcast Engineering Consultants  
Box 220  
Coldwater, Michigan 49036  
Phone: 517-278-7339

**ROSNER TELEVISION SYSTEMS**  
CONSULTING & ENGINEERING  
250 West 57 Street  
New York, N.Y. 10107  
(212) 246-2850

**JOHN H. MULLANEY**  
Consulting Radio Engineers, Inc.  
9616 Pinkney Court  
Potomac, Maryland 20854  
301-299-3900  
Member AFCCE

**HATFIELD & DAWSON**  
Consulting Engineers  
Broadcast and Communications  
4226 6th Ave., N.W.,  
Seattle, Washington, 98107  
(206) 783-9151  
Member AFCCE

**MIDWEST ENGINEERING ASSOCIATES**  
Consulting Engineers  
150 Wesley Rd.  
Creve Coeur, IL 61611  
(309) 698-3160  
Member AFCCE

**MATTHEW J. VLISSIDES, P.E.**  
STRUCTURAL CONSULTANT  
TOWERS, ANTENNAS, STRUCTURES  
Studies, Analysis, Design Modifications,  
Inspections, Supervision of Erection  
6867 Elm St., McLean, VA 22101  
Tel (703) 356-9765  
Member AFCCE

**C. P. CROSSNO & ASSOCIATES**  
CONSULTING ENGINEERS  
P. O. BOX 18312  
DALLAS, TEXAS 75218  
Computer Aided, Design & Allocation Studies  
Field Engineering.  
(214) 669-0294  
Member AFCCE

**RADIO ENGINEERING CO**  
BOX 4398 RR.1  
SANTA YNEZ, CA 93460  
CONSULTANTS  
ALLOCATIONS, INSTALLATIONS, FIELD  
ANTENNA & TYPE ACCEPTANCE MEASUREMENTS  
NORWOOD J. PATTERSON  
PRESIDENT (805) 886-2333

**JOHN FX. BROWNE & ASSOCIATES, INC.**  
CONSULTING ENGINEERS  
1901 Pennsylvania Ave., NW  
Washington, D.C. 20006  
525 Woodward Avenue  
Bloomfield Hills, MI 48013  
Tel (313) 642-6226 (202) 293-2020  
Member AFCCE

**WILLIAM B. CARR & ASSOCIATES, INC.**  
DALLAS/FORT WORTH  
WILLIAM B. CARR, PE.  
1805 Hardgrove Lane,  
Burleson, Texas 76028, 817/295-1181  
MEMBER AFCCE

**D.C. WILLIAMS & ASSOCIATES, INC.**  
BROADCAST AND COMMUNICATIONS  
Computer Assisted Directional Array and  
Feeder System Design, Analysis, and  
Bandwidth Optimization  
Applications - Field Engineering  
10517 CATAWA WAY  
RANCHO CORDOVA, CALIFORNIA 95870  
(916) 366-7666

**R.L. HOOVER**  
Consulting Telecommunications Engineer  
11704 Seven Locks Road  
Potomac, Maryland 20854  
301-983-0054  
Member AFCCE

**SADACCA, STANLEY & ASSOCIATES**  
AM FM TV  
P.O. Drawer LT.  
Crestline, CA 92325  
(714) 338-5983

**SHERMAN & BEVERAGE ASSOCIATES, INC.**  
Broadcast/Communications Consultants  
Box 181, R.D. #2  
Medford, N.J. 08055  
(609) 983-7070

**BROMO COMMUNICATIONS**  
Broadcast Technical Consultants  
P.O. Box M. St. Simons Island, GA 31522  
(912) 638-5608  
Computer designed applications - Field Engineering  
Frequency Measuring Service

**MEYER GOTTESMAN**  
BROADCAST ENGINEER  
3377 Solano Ave., Suite 312  
NAPA, CA 94558  
TELEPHONE (305) 463-0092 Anytime!

**LAWRENCE L. MORTON, E.E.**  
AND ASSOCIATES  
CONSULTING TELECOMMUNICATIONS ENGINEERS  
LOW-POWER TV, AM, FM, TV APPLICATIONS,  
FIELD ENGINEERING, COMPUTERIZED CHANNEL SEARCHES.  
1747 SOUTH DOUGLASS ROAD, SUITE D  
ANAHEIM, CALIFORNIA 92806  
(714) 634-1662

**RALPH E. EVANS ASSOCS.**  
Consulting Telecommunications  
Engineers  
AM-FM-TV-CATV-ITFS  
216 N. Green Bay Rd.  
THIENSVILLE, WISCONSIN 53092  
Phone: (414) 242-6000  
Member AFCCE

**EDM & ASSOCIATES, INC.**  
ENGINEERING CONSULTANTS  
1444 Rhode Island Ave., N.W.  
Suite 1018  
Washington, D.C. 20005  
(202) 234-4150  
EARLY D. MONROE, JR., P.E.,  
PRESIDENT

**LECHMAN, COLLIGAN, LEDFORD & JOHNSON**  
Telecommunications Consultants  
Empire Building  
2033 M Street, N.W., Suite 702  
Washington, D.C. 20036

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Expanding Southern Group** looking for experienced, sales-oriented G.M. for regional fulltime AM and 100,000 watt FM giant. Excellent career opportunity in a dynamic medium market. Send resume to: Box R-157. EOE/MF.

**General Manager:** Excellent opportunity in the Virgin Islands on the island of your dreams. Requires a proven background in radio sales, promotional skills, and a people motivator. Our employees know of this ad. Reply in complete confidence. Send resume to Box T-60.

**Manager** for new public radio station. Fundraising necessary. \$14,000+. Resume by March 15 to: WNCPR, Emily Quinn, 38 Imperial Ct., Asheville, N.C. 28803.

**Experienced small market manager** required now! Must purchase small equity at inception. Will receive additional stock on incentive. Write Box T-12.

**Enthusiastic sales leader** to manage small market station in Minnesota. Excellent income and growth opportunity. Reply Box T-1.

**GM needed.** Middle Atlantic stations. Ours did a great job. We have gone through all the changes. Ready to go. \$1.3 million potential. Can you pick up where he left off? Write Box T-111.

**Sales Manager:** News Radio 92, KARN, is looking for an experienced person for management of our sales staff. Salary, override and full company benefits. Contact Rusty Gold, General Manager, P.O. Box 4189, Little Rock, AR 72214 501-661-7510. M/F. EOE.

**Qualified Co-op specialist** needed for midwestern AOR station. Self-starter! Person selected will have station's full backing and cooperation. Need heavy digger with outstanding sales personality who has background of steady sales achievement! Must create bottom line business. Write Box T-97.

**Arizona:** New FM needs business manager, preferably with about \$15,000 to invest. 602-889-9797, 11 a.m.-2 p.m., M.S.T.

**AM/Country-FM-A/C** needs solid manager to continue good job of existing manager moving up. If you're a strong, aggressive, and experienced person with management, sales, and programming skills, we'd like to hear from you. Reply Box T-110.

### HELP WANTED SALES

**Sales manager needed** for top 40 market. Aggressive, experienced, team-oriented. Rush resume. EOE. Write Box T-51.

**Sales Representative**—looking for broadcast advertising sales professional loaded with enthusiasm and adept at creative business problem solving. AM/FM. Top numbers. Madison, Wisconsin. Send resume to Box T-43. EOE.

**General Sales Managers,** Billboard's "Station of the Year" co-owned with newspaper as a unique opportunity to manage both broadcast and print, doubling or tripling earnings potential. Only experienced sales professionals will be considered. \$40K plus, plus potential. Send resume to Rob Kemper, WDFW, Box 10,000, Marion, OH 43302. EOE.

**Wanted for successful AM/FM operation** in a growing community: A hard-working salesperson to round out our present sales staff under the direction of an experienced Sales Manager. Draw against 15% of an established account list plus what you can add. \$150 travel allowance monthly additional. Call or send resume to Jesse Bonner, KLMR AM/FM, Box 890, Lamar, CO 81052, 303-336-2206.

**Radio sales manager** for leading suburban Philadelphia adult FM. Must be an experienced, proven professional. This is not a desk job. Send credentials and references in confidence to Box T-80.

**Take charge of sales** and share management responsibility with experienced partner at booming SE medium market AM/FM. Equity participation preferred. This is a great growth opportunity for right person on the way up. Reply Box T-102.

**KKSN-AM, Portland, Oregon,** seeks account executive with understanding of marketing/merchandising approach to radio sales. Experience recommended. Send resumes to: Mickie Hall, P.O. Box 3910, Portland, OR 97208.

**Sales pro and/or Sales Manager:** We need you and are willing to pay for talent. AM/FM combo, upstate N.Y. We're tops and only want the same. Send resume to Box T-84. E.O.E.

**Sell for Lynchburg's No. 1.** Top account list available. Must be good, local/regional. Big bucks for a hard working pro. Resume to: WJJS, 8th & Church, Lynchburg, VA 24504. An Equal Opportunity Employer.

**Ready to move into television?** If you're an experienced, progressive radio sales person with a proven track record and are looking for another challenge, consider television as an account executive with our growing, professional organization. Contact Brad Worthen, Sales Manager, WNEE-TV, Box 906, White River Junction, VT 05001. 802-295-3100.

**Lansing, Michigan**—opening for experienced sales pro-established list for adult contemporary AM/AOR FM. Great opportunity. No phone calls. Send resume and references to Terry Knust, WLS, 600 West Cavanaugh Road, Lansing, MI 48910.

**Northern Illinois**—established AM/FM looking for bright, articulate self-starter to handle AM and FM sales. Some experience or education desired. Send resume to R. Vickrey, WLPO/WAJK, PO Box 215, LaSalle, IL 61301. An Equal Opportunity Employer, M/F.

### HELP WANTED ANNOUNCERS

**Air Personality** for top-ten mid-Atlantic market full-time. Must have ad-lib capability, strong (and genuine) sense of humor on air, ability to identify with listeners, be willing to participate in community affairs. Send resume, 15 minute (or longer) air-check demonstrating copy delivery, news, ad-lib style, other virtues you consider relevant, income requirement, availability to Box 7091, Arlington, VA 22207.

**Experienced Announcers Sought** for major east coast AM station. M/F EOE. No calls. Send T&R to Cindy Walk, WSID, 6623 Reisterstown Road, Baltimore, MD 21215.

**Immediate Opening** for experienced announcer. Good facilities and pleasant working conditions (west Texas town of 20,000 population.) Mail tape and resume to: Buddy Peeler, KPAN, Drawer 1757, Hereford, TX 79045. EEO Employer.

**WCXI, Detroit,** is looking for overnight talent. Send tape and resume to Larry Patton, Program Manager, 18900 James Couzens, Detroit, MI 48235. No phone calls, please. EOE, M/F.

**Experienced adult morning** personality needed at MOR station in Missouri market of 20,000. Tape and resume, salary requirements to KMPL, PO Box 907, Sikeston, MO 63801.

**Announcer/Producer**-Cultural Affairs. Salary: \$11,609.28, plus benefits. Application Deadline: 3/18/82. Starting Date: 4/1/82. Duties: selects and schedules classical music for weekday morning radio programs. Prepares commentary to inform listeners about the music. Performs duties of broadcast engineer, operating all broadcast equipment and performing other duties related to on-air operation during assigned shifts. Announces classical music for morning programs. Requirements: Graduation from standard high school and two years' experience as radio announcer. Send resume with references and nonreturnable audition tape to Daniel MacDonald, Cultural Affairs Director, WFSU-FM, 420 Duffenbaugh Building, Florida State University, Tallahassee, FL 32306.

**Growth opportunity available** at Greater Media "Magic" adult contemporary station suburban to NYC. We are looking for a quality individual to fill a prime air shift. Minimum of two years' commercial experience. Send tape, resume and salary history to: Bob Dunphy, WMGO, Box 100, New Brunswick, NJ 08903. EOE M/F.

**America's most desirable** radio market seeks a morning personality/production specialist. Bright and beautiful adult format, state of the art equipment, fantastic listener loyalty. Possibly the finest small-market station in the nation. Experience is a necessity, major-market ability preferred. Audition tape, resume, references, salary requirements first letter. EOE-MF. Al Rogers, VP-GM, WHHR, Box 5683, Hilton Head Island, SC 29938.

**Immediate!** Entry level news/production announcer. Possible assistant news or program director. Upstate NY AM/FM. 717-888-7745.

**Applicants wanted** for West Coast Radio-Television positions. All types jobs. No placement fees. For information: Western RTV Personnel, Box 5401, Yuma, AZ 85364.

**Excellent salary** for an excellent A/C morning drive personality. Quad Cities market (400,000). Tapes and resumes to Charlie Bennett, Program Director, WQUA, 1801 Sixth Avenue, Moline, IL 61625. No calls, please.

**Producer/Host** for 6-9 AM weekday FM radio program. Creative person, comfortable with classical and other music; must have radio experience and imagination. Send audition tape, resume, letter to: Marilyn Heltzer, Minnesota Public Radio, 45 E 8th St., St. Paul, MN 55101.

**Program Directors:** WJAZ, Albany, Georgia, needs a top notch individual to run his own department. This is a well-paying, middle level management position with a growing organization. Contact Bill Pope, GM, today, 912-432-9181.

### HELP WANTED TECHNICAL

**Top Radio Engineer** sought to maintain new transmitting plant and to build new studios. Must take a disciplined approach to maintenance, record keeping, and new construction. Top salary. KQDS, Box 6167, Duluth, MN 55806.

**Colorado Front Range AM-FM** needs full-time, permanent chief engineer. Competitive salary, excellent working conditions in lovely community. Resume references to GM, KFKA/KGBS, Box K, Greeley, CO 80632.

**Energetic Dynamo Wanted** as chief engineer for AM/FM operation in beautiful Reno. Enjoy year-round activities in this mountain paradise. Please contact Bob Ordonez at 702-826-1355, or send resume to PO Box 10630, Reno, NV 89510.

**Chief Engineer** for WUNC 100kw Public FM Station. Must maintain high quality studio, STL, transmitter and remote recording equipment. Construction experience, music recording ability, digital knowledge helpful. Salary competitive. Contact: Employment Division, 111 Pettigrew Hall, The University of North Carolina at Chapel Hill, Chapel Hill, NC 27514. 919-962-2991. Equal opportunity/affirmative action employer.

**Experienced combo engineer/announcer.** Full charge engineer, light announcing. Well maintain AM/FM combo offering good salary and superior living by the ocean. Immediate opening. Contact Michael Burns, WJWL, Box 111, Georgetown, DE 19947 302-856-2567. EOE.

**Consulting Chief Engineer** for Chicago area station. All applicants must have first phone, familiar with maintenance of directional AM antenna, studio equipment. Send resume to: Ross Fraser, WEEF Radio, 21 Skokie Valley Rd., Highland Park, IL 60035. EOE.

**Kentucky-looking** for engineer on way up. Be equipment to work with. Some announcing. Call Ji Ballard, 606-248-5842.



## HELP WANTED TECHNICAL CONTINUED

**Well-established California** 5 KW, DA-N needs experienced chief engineer. Modern studio facilities, new transmitter. Insurance, major medical, dental and vision plans. Located in California's wonderful wine country. Contact Frank McLaurin, VP/GM, KSRO, P.O. Box 1598, Santa Rosa, CA 95402. 707-545-3313.

## HELP WANTED NEWS

**KWTO, Springfield, Missouri**, needs News Director. Sent T & R to Orv Koch, Stuart Broadcasting, 625 Stuart Bldg., Lincoln, NE 68501. 402-475-4204. EOE.

**Wanted:** An anchor/desk editor with a strong voice, good writing and complete news background. This is not an entry level job. Send tape and resume to Scott White, News Director, WBT Radio, Charlotte, North Carolina 28208. An Equal Opportunity Employer.

**Radio Newscaster/Reporter.** Minimum two years' experience in gathering, writing, and reporting. Tape and resume to Gordon Decker, WFLS AM-FM, 616 Amelia Street, Fredericksburg, VA 22404.

**Journalist needed.** Stakes are high, issues complex and KPCW has the only game in town, a booming western ski resort. Print experience helpful. We generated three, 30 minute local newscasts daily. No ambulance chasers, no beginners, no calls. Pay competitive with nearby Salt Lake. Send tape and resume to KPCW, PO Box 1372, Park City, UT 84060. EOE.

**Wanted:** Assignment Editor/Correspondent for one of Washington's largest independent bureaus. Duties: coordinating coverage, some reporting for bureau that provides localized coverage of Congress, federal agencies for radio stations, newspapers in U.S., Canada, overseas. Assignment desk experience, broadcast, and print news background required. Salary: \$16,000. Resume, writing samples to Box T-71.

**Assistant News Director** for FM/UHF. Must have strong news background. B.S. degree. E.O.E. Closing: March 31, 1982. Contact Jack Eads, Vincennes University, Vincennes, IN 47591.

**We'll work you hard**, pay you a living wage, and make you the mainstay of an extensive local information commitment. You'll keep our news operation humming, work with a great staff, and be a true professional broadcast journalist. Together, we'll keep our station one of the best small-market operations in the country. Experience is required. Major market ability helpful. Audition tape, resume, references, salary requirements first letter. EOE-MF. Al Rogers, VP-GM, WHHR, Box 5683, Hilton Head Island, SC 29938.

**Morning News Anchor** with mature conversational delivery wanted for mid-Atlantic medium market A/C with heavy news/information. Above average pay, exceptional benefits including 5-day week. Brand new state-of-the-art facilities. Must have extensive experience in news gathering & reporting. EOE/M/F. Send resume to Box T-98.

**WFIR/WPVR** has an opening for a news reporter. Duties include local government coverage and news anchorage; background in journalism desired, radio experience helpful. Send tape and resume to: Peter Vieth, P.O.B. 150, Roanoke, VA 24022, or call 703-345-1511. EOE.

**Attention Bi-Linguals!** News Director wanted for KEPS/KINL. Need experienced pro to cover market of 28,000. No rip and readers, please. \$1200 per month, plus hospital plan. Tape & resume to Doug Stalker, Box 1123, Eagle Pass, TX 78852. EOE.

**WCVS/WFMB, Springfield, IL**, needs another member for the Capitol City's most aggressive news team. Must have experience in gathering, writing and reporting. Tape, resume and writing samples to: John Torre, PO Box 2989, Springfield, IL 62708.

**Aggressive News Director** needed for fulltime FM in Utah. Strong delivery and excellent writing skills a must. Tape, resume and references to: Radio Clearinghouse, 2504 Regent Court, Lafayette, IN 47905. Women and minorities encouraged to apply.

**For Fast Action Use  
BROADCASTING'S  
Classified Advertising**

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Wanted:** Experienced radio producer for public radio station. Skills desired in writing, interviewing, mixing, program design and execution. Send resume and tape sample to: KUAC-FM, University of Alaska, Fairbanks, AK 99701. Closing date: 3-31-82. The University of Alaska is an EO/AA employer and educational institution. Your application for employment may be subject to public disclosure if you are selected as a finalist.

**Looking for a well-rounded sports director** with the ability to communicate excitement and interest. Must be able to dig out and report sports news under wide coverage area. An air shift is involved. Write Box T-34.

**Director of Development & Promotion** (Information Specialist II). Salary: \$12,900.00-\$14,200.00, negotiable, with fringe benefits. Application deadline: 3/19/82. Position starting date: 4/1/82. Duties: 1. Plans, organizes, coordinates, implements all development and fund raising objectives of WFSU-FM, including on-air, underwriting, and special projects. 2. Acts as publisher of WFSU-FM program guide; determines content and format of guide, writes articles and edits other submissions; approves final product for publication; writes and prepares special information mailings to listeners regarding program offerings. 3. Acts as public relations contact for WFSU-FM; responsible for press relations with newspapers and other radio and TV stations; consults with Director of Radio on public relations image and methods of development; arranges and organizes Director's appearances before community organizations and involvement in public relation activities. 4. Plans, organizes, coordinates and implements all promotional activities for WFSU-FM, including on-air promotion, newspaper advertising, and special promotional projects. Qualifications: Minimum requirement is Bachelor's degree and one year of professional experience in public relations, news reporting, editing or Master's degree in Public Relations, Advertising, Communications, Journalism, or English or professional experience in news reporting, editing, or public relations may be substituted on a year-for-year basis for the required college training. Additional preferred qualifications include: Demonstrated experience in organizing, supervising, managing on-air and underwriting campaigns for public radio stations. Demonstrated superior written and oral communication skills. Demonstrated ability to work effectively with others in a policy-setting and management role. Applicants should submit complete resumes with references to: James H. Irwin, Director of Radio, WFSU-FM, P.O. Box 20036, Tallahassee, FL 32304. 904-644-6220.

**Classical music station** seeks Adv/Promo Director with experience in radio and knowledge of newspaper advertising. Strong creative background including writing and production essential; knowledge of retail sales very important, sensitivity/knowledge of format useful; promotional/marketing experience important; strong organizational skills; attention to detail, strong typing. Must be well-groomed, good telephone manner; cooperative; work well under pressure and be able to function as a team player on one of radio's most professional staffs. Send resume to WGMS AM/FM, 11300 Rockville Pike, Rockville, MD 20852. Attn: Patti Nuttycombe. No phone calls accepted.

## SITUATIONS WANTED MANAGEMENT

**General Manager**, presently employed, desires to relocate in the Southeast. 15 years' experience in small and medium markets. AM and FM, all formats, sales, and promotions. Dedicated, hardworking, professional. References. Box T-66.

**GM, small market** background. Bottom line oriented. Over 20 years' experience. Presently employed. Prefer West or Midwest, but location not as important as opportunity. Write Box T-39.

**Successful**, young GM. Outstanding credentials. Experience all phases. Sunbelt, please. Box T-13.

**General Manager.** Sales Manager considered. 21 years broadcasting. All locations, equal consideration. Bottom Line Oriented. Reply Box T-7.

**Station Manager.** Small-medium market. Over 20-years total broadcasting. Currently sales manager. All areas considered. Write Box T-109.

**Sales Manager.** Proven veteran. Sales department builder and trainer. See classified display Ad under "Consultants" this issue. Trade for Sales Training, Inc.

**Solid Morning Performer**, skilled in major college play by play, sports, news, and management. Seeks combo slot with people-oriented organization. Write Box T-104.

**Organizer Manager**, Over a decade of experience in sales and teaching. Will train a team for turnaround results. Have done it all. Will handle an "A" list. If you are looking for a "dollar a holler" sales person, save your stamp. Seeking a professional General or Sales Manager, I'm in the West, but will consider all. Write Box T-103.

**Stable GM** over ten years, compatibly employed, seeks change. Sales-oriented, including many promotions. Knowledgeable all phases, programming, regs, reports, P&L. Cost-conscious, community-active family man. Prefer small-medium market. Salary negotiable. Full credentials. Positive doer. Box T-108.

**General Manager:** committed to professionalism and goal achievement. Qualifications include 19 years managing AM/FM. Sales and profit oriented. Organizational and basic management skills. If you want quality, check it out. Excellent track record and references. Write Box T-100.

## SITUATIONS WANTED SALES

**Sales Manager.** Proven veteran. Sales department builder and trainer. See classified display Ad under "Consultants" this issue. Trade for Sales Training, Inc.

## SITUATIONS WANTED ANNOUNCERS

**Dependable self starter**, well-trained DJ, sales, production. Broadcasting school graduate. Seeks entry level position. Willing to relocate and work hard. Part of full time. Call Scott Adler, 219-865-2544, after 5.

**Sportscaster**, experienced play-by-play, all major sports. Available immediately and willing to relocate. Not necessary to deal through agent. Resume, tapes furnished upon request. Write Box T-28.

**Announcer/Sportscaster.** 5½ years experience. Know rock format. Colorado, Arizona, West Coast preferred. 303-651-3549 after 2:00.

**Trained Jock** with good pipes. Loves gospel & urban contemporary. Will go anywhere for first job. Terry Posey, 312-975-1650.

**Experienced Announcer/DJ.** Wants full-time air work at small market station. Any format. Will relocate. 714-658-1094.

**Experienced sportscaster** seeks employment immediately. Am willing to relocate. Expert PBP in football, baseball, basketball, and hockey. Also am able to anchor daily sportscasts, do sports commentaries, and interview work. Have tape and resume available. Call Joe at 312-652-2452, after 6:00 p.m.

**Trained, Talented!** Great tape! Available now to help meet your programming goals. Ralph Esposito, 312-631-6231, 8 A.M.- 5 P.M., C.T.

**I've got it!** Experience and versatility. I've worked Top 40, Adult Contemporary, and Country. If you need a dependable jock, call Frank, 414-782-1182.

**Pilot-Reporter.** Airborne traffic & live news experience. 5000 hours pilot time. Certified aircraft mechanic. Currently working on helicopter pilot rating. Can manage your aviation dept. like warm weather. Mike; Box 38581, Denver, CO 80238. 303-364-4237.

**Experienced Drive time pro.** Looking for pro station. Have rock, will travel. Ad libs my specialty. Phone whiz. Additional experience in production and remotes. Box T-95.

**Excellent voice and reader.** Anywhere. William Hess, 11401 Arrowhead Trail, Hales Corners, WI 53130 414-425-4924.

**Talk Show Host**—Ratings winner (No. 1—Latest Arbitron). Personable, educated, mature, world travelled. Any style format (phones, interviews, controversy, commentary). Considered one of Top 5 in East. Prefer network or Top 30, but will consider all offers. Seeking permanent, amicable attachment with growing station. Box T-82.

**Good Voice, Read Well,** Good attitude. Anywhere. Steve Leist, 1725 South 23rd Street, Milwaukee, WI 53204 414-672-1134.

## SITUATIONS WANTED ANNOUNCERS CONTINUED

**Your Prayers** are answered. Attention: difficult bosses, I never quit, complain or sleep. Totally trained DJ-News-caster loves small market—gives 1000%. Phone Maurice Mercer at 212-292-6411 or 561-4493.

**Dynamite Morning Personality** with excellent voice, creative, interview & telephone talk skills, outrageously satirical, topical, community-minded. 216-731-0084.

**Top 40/Top 50** credentials. Bruce Wayne: adult personality/communicator. Good raps/Arbitroned. Nice track record. 513-372-1657.

**Ten years' experience.** Dependable, mature voice, first phone, sales oriented, reasonable. Bill, 612-447-2835, after 2 PM.

**Chicago Jock** available for medium and major markets. Let's talk. Paul, 312-824-0676, 9 a.m. to 5 p.m., Mon-Fri.

**I Don't Need a break—you do!** You're running a business, not a broadcast kindergarten, right? I paid my dues with excellent training, good character—No Problem Personality—professional sounding tape available. Phone Marv, 212-996-4181.

## SITUATIONS WANTED TECHNICAL

**Experienced Chief 39**, married: 22 years, all phases radio. 914-297-4852, anytime.

## SITUATIONS WANTED NEWS

**Veteran, award-winning**, sports director seeking new directions, new challenges. Hard working. Excellent skills. Box R-139.

**Vivid, engaging PBP**—experienced, young, hard-working, basketball, football, baseball. Write Box R-140.

**Attention: Small Markets.** Female with some radio experience seeks first job on commercial radio. Call Sheryl, 6:00 PM to 12:00 midnight, 212-392-6449.

**News-caster/Reporter**—five years with No. 1 ranked suburban NY station. First-rate writer, excellent on-air looking for solid major market station. Janice, 914-946-6208.

**News/News** talk formats. Street reporter or talk show host. 15-year radio veteran. Seen and done some amazing things. Available March 8th. All markets considered. Write Box T-105.

**Excellent PBP man** is just a phone call away. Young, aggressive sports-caster, plenty of PBP experience, seeking high school or college PBP or other sports position in Kentucky. Call 606-987-2548 today.

**Young Female** desires news announcing position. Pennsylvania and/or New Jersey preferred. Will relocate. Will consider D.J. position also. C. Johnston, 2131 North Third Street, Philadelphia, PA 19122.

**Accomplished anchor**—seeks all news/sports talk station. All offers considered, 50KW sold. Available for interview. Degree, Journalism. References. Henry (day/eve), 617-679-6957.

**Diligent, career-minded** seeking first break in news. Interested in production, writing, announcing. BA, Broadcast Journalism. Valeria Humphrey, 725 E. 52nd St., Brooklyn, NY 11203. 212-629-0428.

**Four year news vet** can dig, write, deliver, get involved in your small town environment. Rockies to the Mississippi. 313-891-2811.

**Attention:** small markets. Looking for first job. News, sports, DJ. Call Larry, anytime. 313-732-1262.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Ready, willing and able** for my first programing job. Currently an RAB salesperson, on-air experience in a nice size market, record experience, and college background. Creativity and community involvement. Prefers the sunshine. 412-833-9837.

**Soul Programer**, seven years' know-how, seeking to relocate. Richard, 919-483-6530.

**Make the Move** to urban contemporary. Young, aggressive programer wants to win with you in '82! Ray Rossi, 2690 Drew St., Apt. 132, Clearwater, FL 33519. 813-797-1968.

**Plan ahead.** Seeking permanent programming and/or operations/production position with growth oriented company. Over eight years commercial experience; nearing completion of B.A.—Telecommunications. Presently employed, solid references, geography no problem. Available in August. 812-379-2259 after 4:15 EST or Friday mornings.

**Let me professionally program** your small market station(s) to relate one-to-one with the community. Able to train and lead air staff. Write Box T-101.

# TELEVISION

## HELP WANTED MANAGEMENT

**Television Operations Director** wanted for Washington, D.C. news and production facility. Daily supervision of ENG/EFP crew and control room personnel (40), and their equipment. A thorough knowledge of personnel management and ENG/EFP equipment operation a must. Experience with microwave and satellite communications a must. Applicants should send resume and salary requirements to Box R-9.

**Top 50 Sunbelt** independent looking for general sales manager. Individual must have local and national sales experience and familiarity with inventory control. Should be strong administrator looking for opportunity to train and develop a sales team. EOE. Respond Box T-6.

**Power on the Tower!** Outstanding opportunity for street-fighting sales manager at WPWR-TV, 5 megawatts from Chicago's Sears Tower. Start March 15-30. EOE. Write Metrowest Corp, 3505 North Ashland, Chicago, IL 60657.

**General Sales Manager** for powerful independent to premier this fall. New group broadcaster is looking for an individual with proven retail and national sales expertise. If you can organize, train and develop a strong sales team in a true growth situation, write WVAH-TV, P.O. Box 2464, Charleston, WV 25329.

## HELP WANTED SALES

**Account Executive.** WCBD-TV in Charleston, S.C., the East Coast's most beautiful city, needs salesperson. Will consider buyer, marketing or agency experience. College degree or equivalent experience preferred. References a must. No phone calls. Send resume to Bill Evans, P.O. Box 879, Charleston, SC 29402. EOE.

**Account Executive.** VHF network station in a middle-sized Texas market seeking individual with television sales experience and retail knowledge. Must be creative, very organized, and self-motivated. We are looking for an over-achiever with successful broadcast sales experience to take over an existing list of agencies and retailers with emphasis in retail development. There are also opportunities to get into sales management. Send resume to Box T-54. Equal Opportunity Employer, M/F.

**Sales Representative:** Southeast ABC affiliate has opening for local retail sales representative with 2 years TV sales experience preferred, but will consider applicants with radio experience wishing to enter television. Compensation package includes guarantee, commission and full range of benefits. First year earnings: \$25-\$35,000. Write. Box T-19.

**Account Executive**—CBS affiliate in a rapidly growing top 50 market seeks a team-oriented individual with a proven record of excellence in television sales. Established agency/client list. Experience in retail/co-op development beneficial. A group-owned station. Reply to: Box T-62. EOE.

**Account Executive.** Top 20 network affiliate in Southeast seeking an ambitious A.E. Knowledge of agencies, retail and production a must. Must be a self starter with demonstrated sales ability and proven track record. Equal Opportunity Employer. Box T-14.

**Local Sales Manager** - top ABC affiliate is seeking an experienced local sales manager. Must have TV sales experience with a demonstrable track record of setting and accomplishing goals. College education is desirable. Send resume to KMBC-TV, 1049 Central, Kansas City, MO 64105. No phone calls, please. An equal opportunity employer.

## HELP WANTED TECHNICAL

**Major Production Facility** located in Florida is offering top salaries to experienced Maintenance Engineers. Work in a modern new facility with state of the art equipment. Contact: Robert Hemsky, Chief Engineer, 305-920-0800, 2040 Sherman Street, Hollywood, Florida 33020.

**Wanted: Video Technician**, maintenance experience required. ENG experience preferred. Great opportunity for Operations Engineer, doing some maintenance, to move into a maintenance-oriented position. Live and work in a warm resort community. Contact: John Ross, Chief Engineer, KIII-TV, Corpus Christi, TX, 78411 512-854-4733.

**Assistant Chief Engineer.** Opportunity for person with strong maintenance background and good management potential. Excellent salary, fringe benefits and advancement potential with small group. Contact John Ozier, WIFR-TV, P.O. Box 123, Rockford, IL 61105, 815-987-5300. E.O.E.

**KAET-TV, Phoenix**, is looking for an experienced engineer in the maintenance and operation for a new ITFS facility. Primarily responsible for two studios and three four-channel transmit sites. A good background in digital and microprocessor technology is essential because the system is designed using microprocessors and fiber optic systems. This is an all new full-color system for the Phoenix metropolitan area. Installation of equipment to begin in March, with operation commencing in August, 1982. Applicant should have 3 to 5 years previous experience in the maintenance and operation of three-tube color cameras, VCRs, switching and terminal equipment and ITFS transmitters. Also requires training and experience in digital electronics with an understanding of microprocessor operation and programming. All switching, machine control and logging functions will be microprocessor controlled, programming in BASIC and machine language. Salary: \$21,079, depending on experience. Many university benefits and further technical training available. Application deadline: March 15, 1982. Send application to: Personnel Department, Arizona State University, Tempe, AZ 85287. An Equal Opportunity/Affirmative Action Employer.

**Chief Engineer:** Production center serving broadcast and nonbroadcast clients. Responsible for 10 w FM transmitter, all engineering design, maintenance and technical personnel. Digital experience required. Prior experience in production support and management of technical facility and personnel desired. First phone or equivalent. Bill Lewis, Wright State University, 102 TV Center, Dayton, OH 45435.

**Assistant Chief Engineer** wanted immediately to work in East Coast major market television station. Starting salary: \$30,000.00. Box T-86.

**Maintenance Engineer.** WHAG-TV needs a quality conscious maintenance engineer. Requires First or General Phone License with 1 to 2 years of broadcast TV maintenance experience. UHF transmitter experience very helpful. This is a growing company and an excellent opportunity to join our team. No phone calls. Send resume to: Kenneth Johnson, Chief Engineer, WHAG-TV, P. O. Box 310, Hagerstown, MD 21740. EOE.

**Hands-On Chief** - proficient in areas of: RF, Digital Ampex Quad, RCA Telecine, BVU, Vidifont. New facility in pleasant mid-Atlantic area. Salary commensurate with experience. Send resume to Box T-89. AA, EOE MF

**Engineer, Senior**, at television transmitters, Council Bluffs, Iowa. Salary range \$20,342-\$25,500. Supervision of engineers at two UHF transmitter sites. Main tain equipment for maximum performance. Requirements: FCC license and 4 years' experience maintaining UHF transmitter. Phone 515-281-4498 for application and job description. Contact: Personnel Office, Iowa Public Broadcasting Network, P.O. Box 175, Des Moines, Iowa 50306. EOE/M-F



## HELP WANTED TECHNICAL CONTINUED

**Electronics Maintenance and video engineer.** Must have at least 2-3 years of electronic maintenance experience; be thoroughly familiar with the repair of VTR's and cameras; be able to read oscilloscopes and wave form monitors. Must be flexible in work hours. Electronics degree preferred. Send detailed resume including salary history requirements to: Box T-76.

**Chief Engineer** for university telecommunications facility. Experience a must. Excellent salary and fringes. Contact: Jack Eads, Vincennes University, Vincennes, IN 47591 by March 31, 1982.

**Technical directors** with FCC license apply today for work in a major market production house/TV station. Only those with exp. in CMX need apply. Box T-87.

**Maintenance Engineer:** Need experienced engineer to maintain 2", 1", and 3/4" VTR's, ENG, microwave and translators. Send resume to D. Balfour, Chief Engineer, KTVL, P.O. Box 10, Medford, OR 97501. KTVL is an Equal Opportunity employer.

## HELP WANTED NEWS

**Midwest Independent TV** seeking experienced directors, producers, reporters and photographers. Equal Opportunity Employer, M/F. Send resume and salary requirements to Box T-48.

**Wanted: visual communicator** to join 15-member news team as early/late news producer. No beginners. Salary requirements, tapes, resumes to Tom Maxedon, WLFV-TV, Box 7018, Lafayette, IN 47903. Equal Opportunity Employer.

**Meteorologist** with several years' experience. Must be committed to the idea of making weather relevant and exciting to the audience. Sophisticated, aggressive, modern station in a top 50's market. Please send resumes to Box T-30.

**News Producer**—nightly statewide program seeks information-oriented producer. Requirements: any combination of experience or training equivalent to BA/S Degree, considerable print or broadcast news experience, supplemented by some supervisory experience. Contact APTN, 631 South Hull Street, Montgomery, AL 36104, for application procedure. EOE, M/F. 205—832-6900.

**Top 100 Midwest** market seeks creative, aggressive producer for its early and late news blocks. Successful applicants must have prior news producing experience with video tape examples of your work. Rush resume and salary history to: Box T-20. EOE.

**Position of investigative reporter** available in Midwest area—top 50 market. Only experienced, energetic need apply. Write to: News Director, WOWK-TV, P.O. Box 13, 625 Fourth Avenue, Huntington, WV 25706. Equal Opportunity Employer.

**Sports person:** to anchor sports Monday through Friday, 5:30 and 10:00. Emphasis on local sports. Send resume, resume and salary requirements to Dick Vestbrook, WAND-TV, 904 Southside Drive, Decatur, GA 30025. An Equal Opportunity Employer.

**Assistant Sports Director.** Must have at least a year's experience as a television sports reporter or anchor. College degree in journalism or related field preferred. Must be able to prepare a fast-paced weekend sportscast, which includes writing, shooting videotape and editing sports features. Must be able to anchor the weekday sports in the absence of sports director. Submit 3/4 inch video tape of recent sportscast plus resume to: James Baum, Executive Producer, KOTV, P.O. Box 6, Tulsa, OK 74101. No interviews without prior appointment. KOTV is an Equal Opportunity Employer, M/F.

**Co-anchor/Reporter:** Opportunity to co-anchor early and late newscasts. Need experience in writing, anchoring, on-camera, and familiarity with ENG. Send resume, resume, and salary requirements to Station Manager, WHAG-TV, 13 East Washington Street, Hagerstown, MD 21740. No phone calls. EOE/M/F/H.

**Position for noon weathercaster** for top 50 market television station in Midwest area. Must have experience and also be able to anchor news cut-ins. Write to: News Director, WOWK-TV, P.O. Box 13, 625 Fourth Avenue, Huntington, WV 25706. Equal Opportunity Employer.

**Weekend Anchor**—Must have a minimum of two years anchoring experience. Good writing skills are a must. Please send tapes and resume to: Ned Warwick, WTVD, P.O. Box 2009, Durham, NC 27702. EOE.

**News Producer:** Minimum one year broadcast news experience. Superb writer and excellent news judgment. Must be able to produce highly visual, fast-paced newscast. Send resume, writing samples, tape and salary requirement to: Steven D. Hammel, News Director, WHTM-TV, PO Box 2775, Harrisburg, PA, 17105. Equal Opportunity Employer.

**We're expanding again!** We need a top-notch producer and reporters. Large staff, state-of-the-art equipment, solid news commitment. Previous professional experience a must, absolutely no beginners. Reporters must be able to perform well on live remotes and know how to dig for stories. Our producer position requires someone who has good news judgment, excellent writing skills, and knows how to incorporate live remotes and a live bureau into a fast paced newscast. Tapes and resumes to: Michael Bille, News Director, WQAD-TV, Moline, IL 61265. No phone calls. EOE.

**Correction** - In the 2/15 and 2/22 issues of Broadcasting, WTOG-TV, Tampa/St. Petersburg, ran a display ad for various positions in the newsroom. Due to a clerical error, the term "Equal Opportunity Employer" was left out of the ad. We wish to correct that mistake and stand by our record of equal employment opportunities. Tom Wayne, News Director.

**Expanding network affiliate,** in medium-sized Midwest market, is seeking news and sports reporters/anchors, who can shoot and edit as well. Send resume and salary desired to Box T-88. One year experience. Positions opening soon.

**Immediate opening** for reporter in a rapidly developing market. Good writing skills and ability to work under deadline pressure a must. Some anchor work possible. Send tape and resume to: News Director, KTUU Channel 2, P.O. Box 2880, Anchorage, AK 99510. KTUU is an EOE.

**Assignment Editor:** Top rated news shop in Oklahoma City is looking for the best to fill the worst job in TV news: Assignment Editor. Must be aggressive and creative innovator, able to motivate 45-person news staff and juggle helicopter, satellite and remote feeds into people oriented product with impact in emotion. Experienced applicants only. Contact: Nick Lawler, News Director, KOCO-TV, Oklahoma City, OK 73113. E.O.E.

**Weathercaster** - Top station in top 100 market seeks weather personality for the early and late news programs. We have complete array of weather equipment. Send resume to Box T-77. Equal Opportunity Employer.

**Medium market station** wants aggressive executive to run news department. Heavy editorial and production experience a must. Resume to Box T-90.

**Weekend anchor/general assignment reporter.** Strong journalistic credentials a must. Work in pleasant climate at an aggressive ABC station. Send tape and resume to News Director, KNTV, San Jose, CA 95110. An EOE Employer.

**News Producer for Wichita's leading news organization.** Minimum 1 year commercial TV news production experience. College degree required. Must have demonstrably outstanding writing, interpersonal, and organizational skills. Send videotape, resume, and references to Robert Cohen, Executive News Director, KAKE-TV, P.O. Box 10, Wichita, KS 67201. No phone calls, please. E.O.E.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**TV Producer/Director,** University of Florida. Producer/director trainee under a CPB grant for a north central Florida PTV station. Requires a Bachelor's degree in Broadcasting/Programming and three years TV production experience or HS diploma and seven years' experience. Salary: \$16,307. Send complete resume to Central Employment Center, 3rd Floor Stadium, University of Florida, Gainesville, FL 32611, by March 15, 1982. Requests must refer to position identification number 21543 in order to guarantee consideration. Equal employment opportunity/affirmative action employer.

**Promotion Director** for top-rated midwest ABC affiliate. Applicants must have strong on-air promotion, writing and producing background. Rush resume and videotape to: Ron Loewen, KAKE-TV, Wichita, KS 67201. E.O.E.

**Program Promotion Manager.** Middle-sized Sunbelt market established VHF with network affiliation. Responsible for programming and promoting TV station and related duties. Must have several years experience in television programming and complete knowledge of FCC rules and requirements. Movie scheduling experience preferred. Excellent salary and benefits. Send resume to Box T-55. Equal Opportunity Employer, M/F.

**Dominant PM Magazine** in Top 60 Midwest market needs co-host to work with male co-host. Strong writing and producing skills a must. Previous PM experience preferable, but not necessary. Send tape and resume to: Jo-Allison Phillips, WTOL-TV, P.O. Box 715, Toledo, OH 43695. An Equal Opportunity Employer, M/F.

**Radio/TV Specialist,** University of Florida. Associate producer/host for a magazine program and specials with a north central Florida PTV station. Requires a Bachelor's degree in Radio/TV Production and one year TV experience or a HS diploma and five years' experience. Ability to cover minority affairs. Salary: \$13,676. Send complete resume to Central Employment Center, 3rd Floor Stadium, University of Florida, Gainesville, FL 32611, by March 15, 1982. Requests must refer to position identification number 21542 in order to guarantee consideration. Equal employment opportunity/affirmative action employer.

**Immediate opening** for news photographer/editor. Shoot and edit for daily cast. Some studio camera work possible. Send tape and resume to: News Director, KTUU Channel 2, P.O. Box 2880, Anchorage, AK 99510. KTUU is an EOE.

**Commercial Producer:** Individual must have strong creative and copywriting experience, organized work habits, the ability to work directly with clients in all phases of commercial production, and good working knowledge of state of the art video field production. Minimum of 3 years' experience in television and/or agency production is required. If you are a self starter, and meet the above qualifications, please submit a resume to Personnel Director, WGHP-TV, Inc., P.O. Box 2688, High Point, NC 27261.

**Researcher** for summative research in connection with intercultural studies and application of U.S., British and Canadian communications practices and social effects. Will examine social impact and the significance of the newer telecommunications technologies. Applicant must be experienced in television production and have a degree in psychology or sociology. Send resume to Box T-73. EOE. Salary \$20 K.

**Fund-raising producer** for public broadcasting stations KUAT-TV-AM/FM. Reports to Development Manager and is responsible for the coordination and production of on-air campaigns, including scheduling, supervision of graphics, membership spot production, special programs. Bachelor's degree plus proven experience. Salary range: \$16,500 to \$18,000. Send resume by March 12, 1982, to Employment Office, Babcock Building, University of Arizona, Tucson, AZ 85721. An equal opportunity/affirmative action employer.

**PM Magazine Co-host.** Top-rated medium market station is looking for a bright, talented individual to replace our female co-host, who is leaving for a bigger market. Producing experience helpful. Send resume to Box T-81. E.O.E.

**Creative Services Director** - must have experience in all aspects of television production, ability to supervise, schedule and coordinate production facilities. Requires working closely with sales department and commercial clients from concept through production. Strong writing necessary and knowledge of NAB Code. Send resume and salary requirements to Box T-96. An Equal Opportunity Employer, M/F.

**Photo-Journalist:** Immediate opening for a person with minimum of two years' experience. Must have working experience in ENG, both shooting and editing. Writing skills helpful. Send tape samples and resume to: Max Smith, News Director, WREX-TV, Box 530, Rockford, IL 61111. EOE.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

**ENG Photographer.** Minimum 3 years' experience. Ability to operate a microwave van mandatory. Light maintenance and editing skill desirable. Aggressive total tape news operation with top equipment. S.E. location. Equal Opportunity Employer, M/F. Write Box T-106.

**Documentary Series Personnel** sought by WGBH-TV/Boston for the following three positions: Senior Producer - must have extensive news and documentary filmmaking experience on nationally broadcast programs as well as demonstrated administrative and financial management skills. The Senior Producer will have key editorial role in development of the series. Coordinating Producer - must have thorough knowledge of tape and film production and proven skills in budget development and management, negotiating and executing contracts, and long range project planning. Experience coordinating production teams and schedules and a familiarity with technical resources is also essential. Unit Manager - must have at least two years' experience preparing and monitoring both film and tape production budgets on a day-to-day basis. Primary responsibility will be monitoring expenses of individual film and administrative budgets, developing payment schedules, preparing monthly financial reports, and standard contractual agreements. Send resumes to: WGBH, Personnel Department (A-119), 125 Western Avenue, Boston, MA 02134. Deadline: March 19, 1982. An Equal Opportunity Employer.

**Public Affairs Producer.** News series, remotes, special events, elections. Need self starter who's strong on ideas, writing, visual concepts. Minimum 2 years' experience. Tape, writing sample, resume to George Mills, WCKT-TV Miami, P.O. Box 1118, Miami FL 33138. E.O.E.

**First-rate Art Director** for Florida broadcast and production center. Oversee small staff with great growth potential. Extensive professional hands-on experience in TV graphics, print and scenic design. Creative, positive swift worker, competent in administrative detail; able to interact in team situations, offering imaginative solutions to graphics problems. Excellent new facility, good benefits, outstanding quality of life. Send resume to Box T-91. EOE, M/F.

**WVUT, Ch. 22.** is seeking individual experienced in EFP. One year only. Send resume and demo tape to Jack Eads, Vincennes University, Vincennes, IN 47591. Deadline: March 31, 1982. Tapes will be returned. E.O.E.

## SITUATIONS WANTED MANAGEMENT

**Available Immediately!** 20 year veteran of station operations and programming. Outstanding credentials and references. Will be at NATPE Convention. Can be reached in Las Vegas at 702-731-3674, or please write to Box T-52.

**Al Hollander,** Program Director of WABC-TV and WCAU-TV, Executive Producer, has cable and advertising experience, now consultant to small and blue chip clients, available for consulting, or staff. 609-924-5034, 20 Mulberry Row, Princeton, NJ 08540.

## SITUATIONS WANTED SALES

**Motivated, Organized, Disciplined** pro seeks opportunity to re-enter media. Will seriously consider any responsible position. Guaranteed results. Call Tom Short, 504-387-4391.

## SITUATIONS WANTED NEWS

**Sharp minority female** reporter seeks position with highly committed news organization in small to medium market. Write Box T-67.

**Meteorologist,** excellent appearance, enthusiastic delivery, loves weather and shows it. 2 years medium market, looking for a number one spot. Write Box T-59.

**Reporter:** Enterprising, bright female with 8 years general/special assignment experience; Solid interviewer, creative writer T.V./radio. Will relocate. Call 804-574-9973.

**Special Projects reporter/producer.** Seven years' television experience. Currently working overseas. Specialty: features. Available now. Box T-27.

**Award-winning sportscaster.** Very popular. Looking to relocate. Call now: 601-355-6537.

**Prime anchor:** strong numbers in medium market. Also have management background. Write POB 5253, Lexington, KY 40555.

**TV Sports,** knowledgeable, versatile and creative. PBP and ENG experience, looking for medium or small market work. Write Box T-93.

**Sportscaster**—top 30 market, looking for challenge. All markets considered. Box T-83.

**Major Market reporter/anchor,** 15 years news experience, seeks evening anchor or news director/anchor. Stable, positive attitude, award winner. Write Box T-74.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Creative, hard-worker,** experienced in EFP, seeks responsible position with production outfit. Call Steve Higginbotham, 205-674-9006.

**CMX Editor** for 5 years. 10 in TV, 4 radio. Age 31. CBS, NBC, PBS credits, all formats. Laserdisc. BA plus 1 year USC Cinema grad. 1st phone. Flexible. Will relocate. No. 17J, 1601 W. MacArthur, Santa Ana, CA. 92704.

**Production Specialist:** 23, holds degree in Communications (Radio, TV), desires entry level position in TV/video operation. Experienced in all aspects of production. Can start now, willing to relocate. Please contact: Marian Lawson, 6416 Roselawn Rd., Richmond, VA 23226. 804-288-3991.

**Science For People.** Experienced science writer seeks clients who need creative communicator of complex scientific concepts. I have eight years research and five years communication experience—demonstrated ability to translate and make interpretive judgments about science. I have film, television, theatre, and still photography experience and enjoy working with a media team. I can help you bring high-tech ideas to people—giving them valuable tools for making decisions about social policy and practical matters. Write Box T-79.

**Co-host position,** PM. or talk/variety program. Attractive, zestful, articulate female. Excellent credentials. Jody Bart, 615-292-5089.

**Experienced Operations/Program Manager** seeks challenge in major market, or station manager in small market. 18 years' experience; all phases of TV operations, programming, production, sales, promotion. Radio-TV degree. Write Box T-75.

**Radio Announcer wants job** as studio camera operator. Received training as a studio camera operator, ENG photographer and editor at a broadcasting school. Hard worker. Great Personality. Please give me a job? 417-624-7760.

**Marketing Research Assistant.** Tired of advertising traffic and media buyer assistant positions, young New York City hustler is seeking to make it big in the Marketing Research field starting as an assistant in the cable industry. I possess a B.S. degree in Communications and am looking into possibility of attaining an M.B.A. If you've got the time, I've got the ear. Call 212-909-0323 (business) or 212-384-2999 (home) after 7 PM.

## ALLIED FIELDS

### HELP WANTED MANAGEMENT

**Director of University Relations,** The University of Alabama. Position reports directly to the President and has responsibility for coordinating all external and internal public information programs. Applicants with significant managerial experience with public information programs within a major academically-oriented institution of higher education or with advanced degrees will be given preference. Nominations and applications (including resume) should be sent by March 31 to Mr Malcolm MacDonald, Search Chairperson, P.O. Box 8, University, AL 35486. EEO/AA.

## HELP WANTED SALES

**Experienced Video Sales Person** wanted for Video Production/Post-Production facility in Marina del Rey. Must have production experience. Call Brad at 213-821-4873, or send resume to American Film Factory, 4150 Glencoe Avenue, Venice, CA 90291.

## HELP WANTED TECHNICAL

**Installations Specialist.** Leading developer of software for broadcast industry seeking individuals to introduce new package. Responsibilities include installation of all products at customer site, and participation in sales presentations and training programs. Desire general data processing experience in Broadcast related applications with college level work in Broadcasting or Data Processing fields. Send resume and salary requirements to P.O. Box 76291, Atlanta, GA 30356. EOE.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Graduate Assistantships available**—Radio-TV department, Arkansas State University, Jonesboro, has assistantships available to students enrolling in Department's graduate program in Mass Communications: Radio-TV. Must be accepted for admission to graduate school. Radio-TV Department moves into new building this summer; outstanding broadcast facilities. For more information write Chairman, Radio-TV Department, Arkansas State University, Box 2160, State University, AR 72467. Tel: 501-972-3070.

## HELP WANTED INSTRUCTION

**Announcer/Broadcaster/Entertainer**—we placed over 94% of our graduates last year. Instructor positions open if you are able to relate the real world to your students, not the collegiate ivory tower Disney world. You need at least 5 years' experience in broadcasting, no experience in teaching required. Faculty manager needed. Also, electronics instructors, we also have an opportunity for you. American Academy, 833 Chestnut Street, Phila., PA 19107. 215-922-0605.

**Assistant or Associate Professor** in radio-television (general) (tenure-track position). Date of appointment is August 30, 1982. The position involves teaching undergraduate courses and related labs in all areas of broadcasting including production, management, reporting and writing. Candidate must be committed to actively engage in faculty service, to counsel students in their academic career programs, to conduct research, and to supervise student-operated campus carrier station. Candidate must coordinate RATV-General sequence program with department radio station, campus National Public Radio affiliate Community Public Service TV station, and an inter program with the local media. Also should assist in preparing sequence for possible ACEJ/MC accreditation in conjunction with other sequence programs in department. All members of the faculty are expected to participate in curriculum development, individual scholarship, and professional service. Minimum of Master's degree in relevant area of Mass Communication and three to five years of successful professional experience in broadcasting. Minimum three year teaching experience at college or university level. Some administrative experience and/or management experience desirable. Must have working knowledge of radio-television production techniques. The University of Texas at El Paso is a member of the University of Texas System. UTEP's student population is about 16,000, with more than 350 of these majoring in some area of mass communication. The Department of Mass Communication is a multi-sequence department specializing in News Editorial, Advertising, Photojournalism, and Radio-Television, (General). Two former broadcast sequences are being merged into the large RATV-General with three tracks: Production/Directing Advertising/Sales/Management and New Reorganization of the sequence is expected by Fall 1983. The department is housed in a recently renovated building with one entire floor designated for RATV. Send vita and a minimum of three letters recommendation to: Wilma Wirt, Chairperson, Department of Mass Communication, University of Texas at Paso, El Paso, Texas 79968. Closing date for receipt of vita is April 15, 1982, or until adequate pool of qualified applicants is received. The University is an Equal Opportunity, Affirmative Action Employer.



## HELP WANTED INSTRUCTION CONTINUED

**Assistant or Associate Professor** of radio-TV to teach television production, news. Must be able to work with ENG equipment. Courses include video production, reporting, and broadcast news. Also will work with TV students in producing a 30-minute afternoon newscast (Mon-Thur) aired over the local cablevision system. Ph.D. preferred. Strong media and teaching experience essential. The department, located 20 minutes from Kentucky's western waterland, has more than 300 majors and 20 graduate students. Rank, salary commensurate with qualifications. Position open beginning Fall, 1982. Application deadline: March 22, 1982. Send up-to-date resume, college transcript, and three current references to: Chairman, Department of Journalism and Radio-TV, Box 2456, Murray State University, Murray, KY 42071. An Equal Opportunity, Affirmative Action Employer.

**CBN University's** Graduate School of Communication is seeking full time faculty members with expertise in one or more of the following areas: film, radio, television, journalism, advertising and marketing. Responsibilities include program development, teaching, research, student counseling and advising. An earned Ph.D. with relevant teaching and other professional experience in the communication field preferred. Master's degree with significant professional experience considered. Position available August, 1982 at rank of Assistant, Associate, or Full Professor, depending on qualifications. Salary competitive. Send resume and names of three references to J.D. Keeler, Dean, School of Communication, CBN University, Virginia Beach, VA 23463. CBN University is a community of mature Christian scholars who are highly competent in their chosen disciplines, and who know God and His Word as the source of all wisdom. The University is a distinctive, graduate-based educational institution holding the highest of intellectual standards, with the transcending purpose of glorifying God and His Son, Jesus Christ. The University is an equal opportunity employer sharing an evangelical Christian perspective and is associated with the Christian Broadcasting Network.

**The University of the Pacific**, Department of Communication is seeking to fill a tenure track position in mass communication (broadcast and media management emphasis) at the Assistant Professor level, beginning September 1, 1982. The Department offers a general communication program leading to B.A. and M.A. degrees with ten full-time faculty and 200 undergraduate majors. Ph.D. is required, experience in broadcasting and media management desirable. Teach undergraduate courses in applied radio production and broadcast journalism. The University operates a 30 kw National Public Radio station with a new facility and a substantial audience in California's Central Valley. Salary competitive at the Assistant Professor level. Applications will be considered as received. Send resumes to: Dr. Donald Duns, Chairman, Search and Selection Committee, Department of Communication, University of the Pacific, Stockton, CA 95211. University of the Pacific is an Equal Opportunity/Affirmative Action Employer.

**Theatre Department** seeks full-time tenure track instructor to teach television and related theatre courses. Should have strong qualifications in production and some background and/or experience in theatre. Additional duties include: supervision of student and departmental productions for cable programming. Ph.D. completed and/or professional equivalency required. Professional and teaching experience required. Apply to Alvin J. Keller, Chairman, Department of Theatre, California State University, Fullerton, CA 92634. Application Deadline: April 1, 1982. Affirmative Action, Equal Opportunity, Title IX employer.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Comedy Writing & consulting** co. looking for clients. The most ridiculous comedy you've ever heard—scripts, movies, quips, etc. Marx Bros. influence/adaptable—will work with you. Write portion of your requests as sample, consult scripts-flexible. JIL Creative Productions, 5 N. Service Rd., Melville, NY 11747.

## WANTED TO BUY EQUIPMENT

**Wanted:** Harris FC 80 SCA monitor. ASAP 208-23-3710.

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Wanted** - your old news set. Send video, dimensions and price to Manager, WQOW-TV, 2881 S. Hastings Way, Eau Claire, WI 54701. Looking for the right deal.

**Equipment Wanted:** Four, six, or eight Bay Batwing Antenna on Channel 8 with 3 1/8" input fittings. Must be capable of handling average input power of 20 kw. Contact: E. Doren, Director of Engineering, Donrey Media Group, POB 550, Las Vegas, NV 89125, or phone 702-452-2080.

**Western or Westrex Electric Equipment:** tubes, microphones, mixers, amps, drivers, speakers: 213-576-2642. David Yo, Box 832, Monterey Park, CA 91754.

## FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**Revox PR-99 New 2 track reel to reel tape deck** list \$2,095 sale price \$1,750 Transcom 215-379-6585.

**FM Transmitters for sale:** 1KW McMartin(1976), RCA-BTF3B, 5D, 10D, CCA 12000E(1978), Collins 831-F2(1977). Call M. Cooper, 215-379-6585.

**Videotape Editing System.** Two Sony BVU-200 broadcast editing U-matic videocassette recorders. These VTR's include separate time code track, frame lock servo, and standard broadcast audio levels and impedance; one Sony BVE-500A broadcast standard automatic editing console unit. \$15,000 or best offer. Television character generator: 3M Datavision Model D-3016. A self-contained character generator featuring high resolution character display and two video channel outputs. The D-3016 can store and selectively display 16 pages of text. \$4000 or best offer. Contact: National Video Industries, 15 W. 17 St. NY, NY 10011. 212-691-1300.

**High Band TR-22** with Cavec and DOC. Currently in daily on-air use. Available immediately. WTSP-TV, PO. Box 10,000, St. Petersburg, FL 33733. 813-577-1010.

**Best offer liquidation.** Two, 3M-D2000 character generators. Four, 3M-210 sync generators; Three Electrohome 9 inch B/W video monitors. Edward J. White, 118 South Royal Street, Alexandria, VA. 22314. 703-836-5444.

**Remote Truck 3 Philips LDK-11's and 1 JVC KY2000.** Grass Valley sync, Tektronix monitoring, ISI SEG w/chroma key, downstream keyer, 3M C.G. w/1,000 page memory, RCA quad, Altec audio, 2 Onan generators, extras. Good condition. Priced to move. H.S. Productions, Inc., 312-972-0078.

**55KW UHF Transmitter.** Visual electronics VTU-55A, complete, tuned to ch. 47. Reliable, well-built unit. Ten years old. Includes: If-modulated exciter, diplexer, set of varian klystrons, demod., marconi sideband analyzer. \$80,000.00. Gary Breed, WTVR, 309-676-4747.

**RCA-TK-76A** with Canon 10-1 Zoom & Power supply - 22K JVC 4400 LU 3/4" VCR, PS, batteries, anvil travel case. Both in excellent condition. Privately owned. Vector Video, 516-661-1019.

**420 ft. self-supporting galvanized tower** still standing in desert climate, excellent condition - as is, where is (Las Vegas, Nevada). Best offer. Listec Krestel Camera Crane, like new, w/field tires. 1 year old, used in studio. \$17,500 or best offer. ISI 821 Master Control Switcher, 20 X 2 (PST, PGM) w/auto transition, keyer, clock, AFV plus 6 input breakaway/over/under audio system. Make offer. Contact: General Manager, KVBC-TV, PO. Box 44169, Las Vegas, NV 89116. 702-649-0500.

**For Sale:** Television ENG package: TK76 camera, JVC 4400 3/4" portable video tape recorder, 5 battery belts, VTR batteries, tripod portable Sony monitor, metal flight cases. \$25,000. Call 213-470-2851.

**370' self-supporting tower.** Excellent condition. You remove. \$2,500.00. Call 803-796-7757, Director of Engineering.

**Stereo Audio Console.** 5 channels. 8 inputs. Bargain! \$995.00. Write: Tower, Box 213, Dunkirk, MD. 20754.

**1 CCA model 2500F FM Transmitter,** 97.7 mhz. Used on-air for approximately 7 months. Price negotiable. 703-935-2816.

**High Power AM and FM xmitters** for sale. RCA 50 kw AM with 8 month old solid state exciter, like new, \$25,000 in spares. Continental 5 kw, 10 kw AM. Collins and RCA 5, 10 and 20 FM units. All in stock. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

**Used Automation Systems** - three different stations have listed their systems with us for sale. Each is available on a low down payment and \$235 to \$800 a month depending on what new equipment you want added. All have 18 commercial minute per hour capability. Call Art Reed to discuss your needs with what is available. David Green Broadcast Consultants Corp., toll free, 800-572-2042, or 703-777-8660. Write for specifications - Box 590, Leesburg, VA 22075.

## COMEDY

**Free Sample** of radio's most popular humor service. (Request on station letterhead). O'Liners, 1448 C West San Bruno, Fresno, CA 93711.

**Hundreds Renewed Again!** Free sample. Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

## MISCELLANEOUS

**Artist Bio Information,** daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-595-9588.

**Bingo Newsprint Cards** personalized with your client's ad message for radio, TV, cable or city phone system promotion. Send for free samples. Bingo Cards Omaha, Box 4069, Omaha, NE 68104. 402-453-2689.

**Prizes! Prizes! Prizes!** National brands for promotions, contests, programming. No barter or trade-better! For fantastic deal, write or phone: Television & Radio Features, Inc., Newberry Plaza, 1030 N. State, Suite 40-E, Chicago, IL 60610 312-944-3700.

## RADIO PROGRAMING

**New York City Pros** train you as announcer, D.J., newscaster-sportscaster. Free booklets-placement assistance-FCC 1st Class License Prep. A.T.S. 152 West 42nd St., New York City, 10036. 212-221-3700.

**Radio and TV Bingo.** Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, PO. Box 2311, Littleton, CO 80160. 303-795-3288.

## INSTRUCTION

**San Francisco,** FCC License, 6 weeks, 4/5/82. Results guaranteed. Veterans Training Approved. School of Communication Electronics, 612 Howard St., San Francisco, CA 94105. 415-392-0194.

**FCC License, \$475.** Three or six week classes. Learn electronics, not memorization, from Robert Burger. RG Broadcasting, 1800 N. Highland, No. 222, Hollywood, CA 90028. 213-876-9415, x 4065.

## CONSULTANTS

**MJO News Associates.** The broadcast news specialists. Box 11043, St. Louis, MO 63135. 314-522-6325.

**Job-Seekers:** Our new approach gets you hired. For catalog, send \$3.00 postage and handling to: Broadcast Careers, Inc., 5248 Downs Way, Atlanta, GA 30093.

**Save Ten Percent!** Purchase "The Matchbook Christmas Stories with Bill Downs" before June 30th. Call Ron Grattan, toll free, 800-233-8758, to reserve. 100-sixty second commercial showcases. Sold on 706-stations in 1981!

**On The Air?** Professional staff will give you honest evaluation of your capabilities, plus supply you with list of ten radio stations where you might attain employment. No placement guaranteed. Send tape and twenty dollars to: Announcers Evaluation Service, Box 592, Merrick, N.Y. 11566.

## RADIO

### Help Wanted Sales

# REGIONAL SALES MANAGER

## Atlanta Office

...with Arbitron's radio sales office in Atlanta ... fast growing recognition and acceptance of our service has generated an exceptional opportunity for a Regional Sales Manager to join our advertiser/agency radio sales department. The person we are seeking should have at least 5+ years experience in agency media and/or television, radio broadcast sales. You should be a self-starter, ready to travel, committed to hard work and ready to meet the challenge of this exciting job opportunity. We offer an excellent starting salary, plus incentives, generous and comprehensive fringe benefits, and a professional atmosphere conducive to person advancement. To explore this exceptional opportunity, send resume and salary history in confidence to:

Richard Greenhut

### THE ARBITRON COMPANY

a Control Data Company

1350 Avenue of the Americas  
New York, NY 10019

An affirmative action employer

### \$1,000 FINDERS FEE

We'll pay \$1,000 if you're the first to recommend, in writing, the person we hire for sales manager at our El Paso property. Our station, KLOZ, is the No. 1 adult station in the market. Our current sales manager has been offered a part-ownership position in another city. We need someone that is highly motivated, well-organized, knows how to hire and train top notch sales people and has an outstanding track record in sales management, particularly in developing retail dollars. Don't be afraid to recommend yourself. We want the best. Write—Do not call: Lee Masters, Vice President/Station Operations: WAV970, P.O. Box 37970, Louisville, KY 40233. An Equal Opportunity Employer.

### Help Wanted Management

#### Highly-rated, profitable

Southwestern Class C FM looking for proven sales-oriented General Manager. Great Sunbelt location in medium market with large university. Equity position available for moderate cash investment, with opportunity to earn additional stock based on performance. Company owned by highly successful broadcasters with integrity, offering growth potential beyond one station. Your inquiry held in strict confidence. Write Box T-37.

### Help Wanted Management Continued

#### RADIO OPERATIONS MANAGER/ PROGRAM DIRECTOR

University of Florida

Responsible to the Director of 24-hour commercial AM/FM radio station for the daily organizing and directing of station operations and management to include: all phases of programming, formulating policies and procedures in compliance with FCC rules and regulations, evaluating and compiling budget within academic and fiscal guidelines. Must have thorough knowledge of all types of sports production and musical formats at the network level, plus possess the ability to teach/train University level communication students. Requires Master's Degree in Broadcasting with three years' commercial radio experience, or Bachelor's Degree in broadcasting with 4 years' commercial experience. Salary range \$14,640-\$24,400. Send letter of application and resume by March 15, 1982, to: Mr. George P. Bradley, Employment Manager, 337 Stadium, University of Florida, Gainesville, FL 32611. Equal Employment Opportunity/Affirmative Action Employer.

### Help Wanted Technical

#### DIRECTOR OF ENGINEERING

We are hiring a Director of Engineering for our nine station major market radio group which is headquartered in Washington, D.C. We are looking for an aggressive leader who has significant experience in high quality broadcast engineering and administration. The successful applicant will be a quality control conscious engineer who can take charge at a group undergoing major technical upgrading and who can demonstrate proven leadership ability and administrative skills. Excellent compensation and benefits plan. Send resume to United Broadcasting Company, 4733 Bethesda Avenue, Bethesda, MD 20814, EOE, M/F.

#### Electronics Engineers

Voice of America is recruiting for GS-13/14 Radio and Audio Electronics Engineers for Washington, D.C. and overseas. Salary \$33,586-\$39,689. Experience in design/construction of high power, HF transmitters or broadcast recording studios. Engineering degree or equivalency plus three years professional experience and U.S. citizenship required. Submit standard Federal application form SF-171 to Voice of America, VOA/PR, Rm 1341, 330 Independence Ave., S.W., Washington, D.C. 20546, by April 2, 1982. Contact Francine Gunnell, 202-755-4700 for information. An Equal Opportunity Employer.

### Help Wanted Announcers

#### WE NEED A KILLER

and haven't found the person yet! Somewhere in radioland there must be a killer on-air talent to Rock Out Nighttime at Capital Cities PRO-FM/Providence. Is it you? Let's talk! No matter what size market you're in now, if you've got what it takes, we want to hear from you! Tapes & resumes to: Gary Berkowitz, Programming Manager, 92/PRO-FM, 1502 Wampanoag Trail, East Providence, RI 02915.

### Help Wanted Programing, Production, Others

# ASSISTANT PROGRAM DIRECTOR

KMPC 710 has an exciting opportunity for a person interested in talk radio. You must be able to interface with program hosts and producers with creativity and organization. You will need a thorough knowledge of radio and experience in audio production and voice work. You will assist in the scheduling of guests and topics for our talk shows.

A thorough knowledge of news and current events is required as well as proficiency in studio operation. This includes dubbing, tape editing, mixing and carting. A good announcing voice and style is a must. If you are interested in this exciting opportunity to become a key part of our management team, send your resume or call:

Personnel Department  
Golden West Broadcasters  
5858 Sunset Blvd.  
P.O. Box 710  
Los Angeles, CA 90028  
(213) 450-5641

Equal Opportunity Employer

### A GREAT RADIO PRODUCTION DIRECTOR

is some where out there...

And YOU should be HERE, if you're brilliant with creative ideas and words.

YOU should be HERE, if you're gifted with a razor blade and a production console.

YOU should be HERE, if you're experienced at directing talent and managing a department.

*The Creative Factor* INC

6255 Sunset Boulevard, Suite 1026 Hollywood, California 90028

Send resume, and sample of work on cassette only. Will not be returned. Send to: Jim Hampton.



## Situations Wanted Announcers

### COMMON SENSE

"The quality of a talk show can only be as good as the quality of the host!" The best talk show co-hosts in the industry are looking for a good signal! If you've got it—we'll give you the market. We can talk about anything!! Write Box T-38.

## Situations Wanted News

### CHICAGO SPORTS AUDIO

Network-quality pro will cover your baseball team vs. Cubs or Sox. Actualities, personalized voicers, features for each game. Other sports stories covered too. Reasonable. Also TV. 312-654-2070. Box 294, Hinsdale, IL 60521.

## TELEVISION

### Help Wanted Technical

#### IF YOU'RE NO. 2

and want opportunity to be chief engineer, we need someone strong on studio maintenance. We have 1, 2, & 3/4 format. Chyron, etc. Hands-on imperative. transmitter & microwave helpful. Good pay and benefits, booming sunny market. Send resume to Box T-21. Equal Opportunity Employer.

## Help Wanted Programing, Production, Others

### PHOTO/EDITOR

Videa, Ltd., leading Midwest industrial/commercial video house, seeks individual with combination of skills to fill challenging position as photographer/editor. If you are an experienced EFP photographer and 3/4" editor and have enough technical background to learn our unique 3/4" to 1" and 1" to 1" editing system, we want to hear from you. Send resume and tape to:

Videa, Ltd.  
P.O. Box G  
Cedar Rapids, IA 52401  
Equal Opportunity Employer, M/F



### VIDEOGRAPHER-EDITOR

No. 1 rated show has opening for efficient, aggressive, quality minded videographer-editor-field producer with minimum two years experience. No phone calls. Send tape and resume to: Robert W. Shaw, Executive Producer, WCMH-TV, P.O. Box 4, Columbus, Ohio 43216. Equal Opportunity Employer.

## Help Wanted Programing, Production, Others Continued

## GROWING NATIONAL CABLE TV BUSINESS PUBLICATION HAS TWO OPENINGS FOR EXPERIENCED PERSONNEL

\* Advertising space sales to cover Northwestern states including San Francisco. Minimum two years of advertising space sales required, preferably on TV or cable TV publications.

\* Advertising space sales to headquarter in Los Angeles. Minimum two years of advertising space sales required, preferably on TV or cable TV publications. Equipment sales background helpful.

Both positions offer \$30,000 a year base with profit-sharing or sales-incentive bonuses, paid hospitalization, four week vacations, pension- and stock-incentive plans.

Qualified applicants should be immediately available. Send letter of application and resume to:

**Box N-70**  
An Equal Opportunity Employer

## ATTENTION! TELEVISION STATION SPORTS DIRECTORS

1. Do you have at least 5 years of Sports Director/Sports Anchor experience in a market that cares about sports?
2. Do you exercise editorial and production control over all sports news?
3. Are you beginning to wonder whether on-camera work is the best way to fulfill your needs?

If you answered "yes" to the above and are interested in a major challenge as a Sports Producer, contact us by sending a resume and salary history in confidence to:

**ESPN**  
**ESPN Plaza**  
**Bristol, CT 06010**

ATTN: Dir. Human Resources & Administration. No phone inquiries, please. An Equal Opportunity Employer, M/F

**Help Wanted Programing,  
Production, Others  
Continued**

**NEWS SPECIAL PROJECTS PRODUCER**

We are a top ten, group-owned network affiliate in the Midwest. We are currently conducting a nationwide search for the best special projects producer in the country. The person we are seeking is first and foremost a journalist and a leader; has 3-5 years experience producing special pieces, series, documentaries, newscasts; can work well with anchors and reporters; understands both the grammar and technology of television production, including use of quantel and sto-mo. This is an opportunity to join one of the best news operations in America. We are an equal opportunity employer. Send resume to: Box T-50.



A growing southern market seeking on-air talent for top five nationally rated PM Magazine. Seeking bright, articulate person to work with male co-host already on staff. PM Magazine on-air experience preferred. Field and story producing experience necessary. Please send resume to Box T-92. Equal Opportunity Employer.

**Help Wanted News**

**CONSUMER  
REPORTER**

Minnesota's leading news station needs a self-starting consumer reporter. This is a rare opportunity to join one of the largest and best equipped news staffs in the country. Send your resume and samples of your work to:

Bob Jordan  
News Director, KSTP-TV  
3415 University Avenue  
St. Paul, MN 55114  
No beginners, please.  
Equal Opportunity Employer

**EYEWITNESS  
NEWS**



**KSTP-TV**  
St. Paul / Minneapolis

**MAJOR CALIFORNIA MARKET**

Have primary sports anchor position open for experienced, strong, warm, charismatic TV sports professional. Should be a solid, cooperative, no nonsense person who can make sports interesting to the non-fan. Should also be adept at telling the non-traditional sports story. Good position with excellent News staff. Equal Opportunity Employer. M-F. Send complete resume and references to Box T-11.

**Help Wanted News  
Continued**

**METEOROLOGIST**

To join superb forecasting team. Strong on-camera skills. Equal Opportunity Employer, M/F. Major market. Send resume to Box T-107.

**News Program Producer**

for top 20 market network affiliate in Southeast. Applicants should have at least 2 years' experience in producing television news programs with emphasis on live ENG programming. Must be a good writer with creative ideas, must be knowledgeable in the use and application of ENG videotape editing and live ENG, must have experience in producing magazine formats. Also need an ENG Photographer/Editor capable of operating a live ENG unit. At least 2 years' experience. Resume to Box T-78. Equal Opportunity Employer, M/F.

**METEOROLOGIST**

Group-owned station seeks experienced meteorologist. We're equipped with color radar and graphics and NAFA. Number one and planning to stay there. Excellent salary and benefits. Send tape and resume to News Director, WFIE-TV, P.O. Box 1414, Evansville, IN 47701. EOE.

**FEATURE REPORTER**

WDIV, the Post-Newsweek station in Detroit, is currently looking for a true original, from writing style to perspective to on-air presence. We define features broadly: from sidebars, to breaking stories, to full-blown profiles of people and events. The person we are seeking believes that often a well-crafted feature about the way we live tells as much as a hard news story. If you have 3-5 years reporting experience and have a way of storytelling that is both compelling and empathetic, please send a resume and samples of your work to: Mark Elfron, Executive News Producer, WDIV, 622 Lafayette Blvd., Detroit, MI 48231. EOE.

**WEATHERCASTER**

If you know weather and can present it in personable style, send tape to: Virgil Dominic, WJKW-TV, 5800 S. Marginal Rd., Cleveland, OH 44103.

**For Fast Action Use  
BROADCASTING's  
Classified Advertising**

**REPORTER**

Major, aggressive Midwest television news department with the latest state-of-the-art equipment, including live helicopter, needs general assignment reporter. Candidates should have journalism degree plus at least three years television news experience. We are searching for someone to complement our AP & UPI newscast of the year. Please send resume to Box T-49. E.O.E., M/F.

**PRODUCER**

For newscast with emphasis on developing a daily news theme through special reports and live remotes. We need an experienced producer with good news judgement, creative instincts, and extensive experience with live coverage. Send resume and tape to Ken Middleton, Assistant News Director/Programs, WJLA-TV, 4461 Connecticut Avenue, N.W., Washington, DC 20008. Equal Opportunity Employer.

**ANCHOR/CALIFORNIA**

CBS affiliate in 21st market is looking for a weekend anchor. If you're looking for the best of both worlds, anchoring and reporting, in one of the most attractive California markets, send resume, audition tape and references to Jim Morgan, News Director, KXTV, 400 Broadway, Sacramento, CA 95818. An Equal Opportunity Employer. M-F.

**Help Wanted Management**

**TELEVISION  
PROMOTION  
OPENINGS**

A number of our television station clients—ranging from medium to major markets—have current openings for marketing and promotion managers and on-air producers. For consideration, send resume and ¼" tape. All replies confidential. No fees

**COMMUNICATIONS SCIENCES  
GROUP, INC.**

\* Applied Research in Programming & Promotion  
2333 Waukegan Road • Bannockburn, Ill 60015  
A DIVISION OF FRANK N. MAGID ASSOCIATES



# Senior Audience Research Analyst

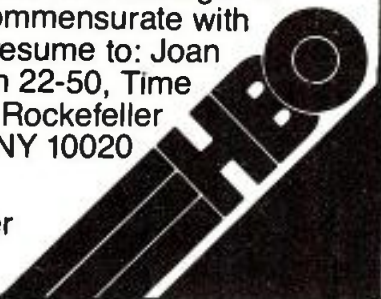
The position will involve the coordination, analysis, and distribution of daily Nielsen Meter Measurement of HBO household viewing.

Will also coordinate data-base design for storage and retrieval of the data as well as manage and analyze special studies such as reach, frequency and program flow based on the meter data.

Essential background skills include in-depth understanding of Nielsen methodologies, 2+ years of audience analysis, 1+ years of data-base design, as well as direct contact with computer applications based on metered audience ratings. Thorough knowledge of television programming and scheduling strategies is a must. College degree required.

Position reports directly to HBO's Manager of Audience Research. Salary commensurate with experience. Please send resume to: Joan Kilcarr, Personnel Dept., Room 22-50, Time Inc., Time & Life Building, Rockefeller Center, New York, NY 10020

An equal opportunity employer



## Radio Programing

### The MEMORABLE Days of Radio

30-minute programs from the golden age of radio  
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION  
included in each series

Program Distributors  
410 South Main  
Jonesboro Arkansas 72401  
501-972-5884



## Employment Service

### RADIO JOBS

10,000 radio jobs a year for men and women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newspeople & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list, \$8.00. Special bonus: six consecutive weeks, only \$14.95—you save \$21.00!  
**AMERICAN RADIO JOB MARKET, 8215  
Don Gaspar, Las Vegas, NV 89108.**

# Books For Broadcasters

**T5213 HANDBOOK OF RADIO  
PUBLICITY & PROMOTION**, by Jack Macdonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1,500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8-1/2 x 11" bound in long-life 3-ring binder. **\$34.95**

**T5819 JOURNALIST'S NOTEBOOK OF  
LIVE RADIO-TV NEWS**, by Phillip Keirstead, network news producer, adjunct prof., Fordham Univ. Written to provide broadcast journalists with a solid understanding of journalism concepts and techniques. Covers the techniques of gathering, processing, writing, and broadcasting live news, using the latest electronic equipment. Contains special sections on laws relating to journalism, documentaries, and editorials. 252pp., 29ill. **\$12.95**

**T5769 HOW TO MAKE NEWS AND INFLUENCE PEOPLE**, by Morgan Harris and Patti Karp. The secrets of gaining publicity for any business from small local organizations to large national groups. Starting with the basics of writing a news story, the authors proceed to unveil the process of planning a full-scale publicity campaign. Relations with editors, photographers, correspondents, and other news people are highlighted. Sample radio announcements and correct formats for submission are a large part of the section on radio. There is a similar section on television. News releases, newsletters, and handbills can pack a meeting or event, and the authors have detailed pointers on their preparation and distribution. This volume is slanted towards fattening a group's treasury, increasing its membership, and getting those all-important messages over the airwaves or in print so they can reach the desired audience. 140 pages. **\$7.95**

**BROADCASTING BOOK  
DIVISION  
1735 DeSales St., N.W.  
Washington, D.C. 20036**

Please send me book(s) number(s) \_\_\_\_\_ My \_\_\_\_\_ payment is enclosed.

Name \_\_\_\_\_

Firm or call letters \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

**ALLIED FIELDS**  
**Help Wanted Programing,**  
**Production, Others**

**ADMINISTRATIVE LIBRARIAN**  
**(CHIEF, MOTION PICTURE, BROADCASTING**  
**AND RECORDED SOUND DIVISION)**  
**GS-16 \$54,755-\$57,500**  
**THE LIBRARY OF CONGRESS**  
**WASHINGTON, D.C.**

The Library is recruiting for the position of Chief, Motion Picture, Broadcasting and Recorded Sound Division. The incumbent will be responsible for the custody and service of motion pictures, radio and television materials, and sound recordings; manages all divisional activities pertaining to these collections, including reference service, collections development, preservation, liaison, and research activities related to these collections. Represents the Library in national and international associations and conferences concerned with library bibliographical matters relating to motion pictures, broadcasting, and recorded sound, and maintains continuing professional contact with the scholarly world and with the library profession.

For additional information interested individuals should contact the Employment Office regarding Vacancy Announcement 20110 on 202-287-5620 or by writing to the Library of Congress Recruitment and Placement Office, Washington, D.C. 20540 by March 26, 1982.

CIVIL SERVICE STATUS NOT REQUIRED  
 ALL FEDERAL EMPLOYEE BENEFITS  
 U.S. CITIZENSHIP REQUIRED  
 EQUAL OPPORTUNITY EMPLOYER  
 LB82-832

**Help Wanted Management**

**EXECUTIVE DIRECTOR**  
**BROADCAST RATING COUNCIL**

Audience measurement researcher with administrative skills needed to direct BRC activities. The Executive Director reports to the BRC Board, works with the rating services to insure compliance with BRC standards, supervises ratings audits and serves as a spokesperson on audience measurement issues. The person selected must possess strong methodological skills and will work closely with other media organizations. New York City office. All replies confidential. Applicants should submit a resume, references and salary request to:

BRC Search Committee  
 c/o Larry Patrick, Senior Vice-President  
 National Association of Broadcasters  
 1771 N Street, N.W.  
 Washington, D.C. 20036

**Ratings Research**

**THE INDEX RESEARCH**  
**RECESSION PLAN**

To help radio come through recession '82, our 1981 rate card has been held over. RADIO INDEX rating reports still start as low as \$350. One index can help you make more Sales at a time when you need them most.

Call us free:  
 800-528-6082



**Miscellaneous**

**WANTED**

Tonight Show segments from 1962 thru 1972 for use on the 20th Anniversary Tonight Show. Call Marla collect at 213-840-3670.

**BROADCAST SOFTWARE**  
**ASSOCIATES**

Visicalc Diskette Formatted for: (1) FCC Form 324, (2) ASCAP Return, (3) BMI Return, (4) NAB Revenue & Expense Yardsticks. Available for Apple, Commodore and TRS-80 Micro Computers. Special Price... \$49.00. BSA, Box 466, Keene, NH 03431. 603-357-5264.

**Consultants**

**TRADE FOR SALES TRAINING!**

Why pay cash? If you can trade for a car, you can trade for sales training and consultation! Long term, in-house radio (entire) sales staff training program includes on-the-street coaching of individuals. Will train your current staff or recruit and train new sales manager and staff. Sales people I have trained are sincere professionals who get their clients advertising results. Difficult assignments welcome. Top references. Twenty-year background. For details, write or phone Trade For Sales Training, Inc., 1916 74th St., Des Moines, Iowa 50322. 515-276-0573.

**Consultants**  
**Continued**

**Communications Consultants**

A full-service communications consulting firm that specializes in preparing all aspects of Federal Communications Commission application filings.

**CONSULTING SERVICES:**

Applications: For new broadcast facilities

- Low Power Television
- FM Radio
- AM Radio
- Full Service Television

Computerized frequency

**FACT:**  
 290 of the LOW POWER TELEVISION applications on the FEBRUARY 9, 1982 "Cut Off" notice, 150 are clients of Edward M. Johnson & Associates!

**2 WEEK DELIVERY**



**Edward M. Johnson & Associates, Inc.**

Suite 450, One Regency Square,  
 Knoxville, Tennessee 37915  
 [615] 521-6464  
 Washington, D.C. [202] 775-1802

**GNAWING DOUBT?**

Got doubts about a proposed sales or programming strategy... don't feel comfortable about a major decision which will affect your station's profitability? You can benefit from an informed second opinion from someone outside your organization, an unbiased analysis which will bring new perspective and fresh ideas to your problem evaluation and decision making process. Done on a one-time basis, with no attempt to sell you future services. Extensive experience, exceptional industry credentials. A small investment now can save you a bundle or buy peace of mind. Confidential. Reply Box T-99.

**LOW POWER TELEVISION SPECIALISTS**

Channel searches & complete application preparation. Full service planning/reasonable rates. Have a question? Call 305-981-8480.



**Communications Consultants**  
 3590 S. 80th Avenue, Suite 9  
 Hollywood, FL 33023

**Public Notice**

**APPLICATION FOR A CABLE**  
**COMMUNICATIONS FRANCHISE**

The City of Moose Lake and the Townships of Moose Lake, County of Carlton; and Windemere, County of Pine, Minnesota, invite application for a cable communication franchise. A standard application form shall be completed and submitted in accordance with the system design and services as specified in the "Request for Proposals" both of which are available from the undersigned. Applications will be accepted until April 12, 1982 at 4:30 p.m. All applications received will be available for public inspection during normal business hours at the City Clerk's Office, Moose Lake, Minnesota. Each such application shall be accompanied by a \$50.00 non-refundable filing fee payable to the Clerk of Moose Lake, Don Clausen, City Clerk, Moose Lake, MN 55767. 218-485-4243.



## Public Notice Continued

### PUBLIC NOTICE

The Finance/Development Committee of the Board of Directors of National Public Radio will meet on March 15, 1982, in Washington, D.C. at NPR, 2025 M Street, N.W. from 11 a.m. to 3 p.m. to discuss the NPR FY 1983 budget. For further information concerning this meeting, please contact Michael A. Glass, NPR General Counsel, at 202-822-2043.

### NOTICE CITY OF MARQUETTE, MICHIGAN

The City of Marquette, Michigan, is considering the issuance of a Request For Proposals (RFP) to provide cable television service after the expiration of its current franchise in June, 1982. Those interested in receiving a copy of such RFP in the event that it is issued should promptly send written notification of their interest to: David A. Svanda, City Manager, 300 W. Baraga Avenue, Marquette, MI 49855.

## For Sale Stations

### WALKER MEDIA & MANAGEMENT, INC.

Mid-South AM-FM	\$500,000
Midwest AM-FM	600,000
Southeast AM-FM	600,000
Mid Atlantic AM-FM	900,000
Midwest FM	900,000
Carolina AM	235,000
Georgia AM	280,000

### For details contact:

202/223-1553 813/778-3617  
William L. Walker John F. Hurlbut  
1730 Rhode Island PO. Box 1845  
Avenue, N.W. Holmes Beach  
Suite 417 Florida  
Washington, D.C. 33509  
20036

### THE KEITH W. HORTON COMPANY, INC.

For prompt service  
contact

Home Office: P.O. Box 948  
Elmira, N.Y. 14902  
24 hr Phone: (607)733-7138

Bob Kimel's office:  
P.O. Box 270,  
St. Albans, VT 05478  
24 hr Phone: (802)524-5963

Brokers and Consultants

## BROKERAGE

Over twenty years of service to Broadcasting  
Appraisals • Brokerage • Analysis  
Westgate Mall, Bethlehem, PA 18017  
215-865-3775

## THE HOLT CORPORATION

### H.B. La Rue, Media Broker

RADIO TV CTV APPRAISALS

West Coast  
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast  
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

## For Sale Stations Continued



### R.A. Marshall & Co.

Media Investment Analysts & Brokers  
(803) 842-5251

Beat the high interest rates! Over \$300,000 in favorable assumptions for this Carolina fulltime AM in an under-radioed market. \$200,000 down, \$850,000 total price.

EXECUTIVE SUITE - 200 PROFESSIONAL BUILDING  
HILTON HEAD ISLAND, SOUTH CAROLINA, 29928



### Wilkins and Associates Media Brokers

Midwest AM. Class C-CP	410K	Small
AZ AM	450K	Small
IA AM/FM	360K	Small
TN AM	330K	Small
KY AM/FM	500K	Small
AR FM	625K	Small
OK FM	380K	Small
MS AM	300K	Small
MO AM/FM	300K	Small
MI AM	625K	Small
WY AM	225K	Small
VA AM	325K	Small
GA AM Downpayment	12K	
GA FM Downpayment	15K	
NC AM Downpayment	25K	
SC AM Downpayment	20K	
ND AM/FM Downpayment	20K	
FL AM Downpayment	20K	
AR AM Downpayment	15K	
NM FM Downpayment	35K	
OR AM Downpayment	30K	
South 5KW	Potential	
	Gospel	Major

109 North Main, 2nd Floor  
Sioux Falls, South Dakota 57102. 605/338-1180

### N.E. Texas Single Station Market

One KW daytimer with full time potential and valuable R.E. in booming N.E. Texas. Priced to sell quickly. Call Aaron Durham. 615-473-6535 (owner).

### FOR SALE

1000 Watt AM daytimer (FM is granted) in north central Minn. 3 acres of real estate included. Terms available. \$220,000. Fred Tomas, 612-927-1100, 612-884-2755.

### Major Midwest Market

Full time, ethnic, class IV, profitable station under absentee ownership. \$1,000,000 cash, plus \$300,000 in terms. Reply Box T-94.

- Fulltimer. Fantastic town west of Montgomery. \$450,000. Terms.
- FM. Western Oklahoma. Less than 2 times billing. \$390,000. Terms.
- Fulltimer. S.E. Arizona. Real estate. Nice town. Owner financed. \$500,000.
- FM. California ski area. \$950,000. Good terms.
- Daytimer. Large Minnesota city. Reduced to \$265,000.
- Fulltimer in Kentucky city. College town. \$1.1 million. Terms.
- AM-FM in Va. covering large population. \$1.2 million. Terms.
- Daytimer near Nashville. \$290,000.
- Daytimer covering 1 million people with prime signal. Fast growth area in GA. \$390,000. Extra good terms.
- No downpayment. Central Fla. powerful daytimer. \$320,000.
- Powerful daytimer. S.W. Va. \$490,000. Good value. Terms.
- Fulltimer. N. Ala. Nice sized town. Large county population. Dominant facility in the market. Good real estate. Good terms. \$500,000. (Possibility of minority purchase with management contract)
- Daytimer. S.E. Wyoming City. \$250,000.
- AM-FM S.E. coastal United States Class C and fulltimer. \$3.7 million. Good value. Terms.
- Daytimer. Powerful. Roanoke-Lynchburg area. Bargain. \$360,000. Terms.
- AM-FM in W. Ohio. \$1.1 million. Good buy.
- Daytimer. New Mexico. \$200,000.
- Daytimer. E. Ark. \$150,000. Terms.
- Daytimer North Central NC. Good buy. \$160,000. Terms.
- Good facility covering Charlotte, N.C. \$600,000. No down payment.
- AM/FM in good single station market in W. Tenn. \$800,000. Terms.
- Powerful daytimer covering large Central Fla. city. \$1.2 million.
- AM/FM S.W. Tenn. FM covers big town. \$540,000.
- Fulltime N.W. Ala. City. \$520,000.
- South Carolina. SE daytimer. \$220,000. C.P. for fulltime.
- Fulltimer. West Virginia. \$275,000.
- Powerful daytimer in large Tennessee city. Ethnic. 2 times billing. Good terms.
- Powerful ethnic daytimer. Central GA. \$560,000.
- Daytimer. Large city in Ohio. Variety ethnic. \$490,000. Terms.
- Daytimer. CA resort area north of San Francisco. \$430,000.
- Fulltimer in central Texas city. \$1.2 million. Owner wants offer.

Let us list your station. Confidential!

DROP BY OUR HOSPITALITY  
SUITE, NAB CONVENTION,  
DALLAS HYATT REGENCY, APRIL  
4-7.

BUSINESS BROKER ASSOCIATES  
615-756-7635 24 HOURS



**CHAPMAN ASSOCIATES®**  
media brokerage service

STATION			CONTACT		
S	Small	AM	\$140K	Terms	Bob Thorburn (404) 458-9226
E	Sm/Sub	Fulltime	\$150K	\$15K	Jim Mackin (207) 623-1874
SW	Small	Fulltime	\$200K	\$10K	Greg Merrill (801) 753-8090
MW	Small	AM	\$235K	Cash	Ernie Pearce (615) 373-8315
MW	Small	AM	\$335K	29%	Peter Stromquist (612) 831-3672
MW	Small	FM	\$400K	Cash	Paul Crowder (615) 298-4986
S	Small	AM/FM	\$625K	\$200K	Bill Chapman (404) 458-9226
SW	Metro	AM/FM	\$1600K	\$300K	Bill Whitley (214) 387-2303
MW	Metro	AM/FM	\$3000K	Terms	Corky Cartwright (303) 740-2224
S	Metro	AM/C1C	\$3000K	\$750K	Bill Cate (904) 893-6471
SW	Metro	AM/FM	\$4000K	Cash	Ray Stanfield (213) 366-2554

To receive offerings within your area of interest, or to sell, contact John Emery, General Manager, Chapman Co., 1835 Savoy Dr., Atlanta, GA 30341 (404) 458-9226

**THE FUTURE IS NOW  
MEDIA BROKER, APPRAISER...  
318-868-5409**

**JOHN  
mitchell**  
P.O. Box 4065 Shreveport, LA 71163

**RALPH E. MEADOR**  
Media Broker  
AM - FM - TV - Appraisals  
P.O. Box 36  
Lexington, Mo. 64067  
Phone 816-259-2544

**NORTH AMERICAN MEDIA BROKERS**

We have stations for sale in Florida, Georgia, Missouri, Ohio, Illinois, New Mexico, Idaho, Tennessee, and more, from \$170K to over \$2M. In-house legal services available without charge. Sellers, call collect.

**305-525-2500 Suite 210, 1400 E. Oakland Park Blvd.,  
Ft. Lauderdale, FL 33334**

**JWE BARNELL & ASSOCIATES, LTD.**

RADIO • CATV • TV • NEWSPAPERS • PURCHASE & CORPORATE FINANCING •  
BROKERS • CONSULTANTS • APPRAISERS • NEGOTIATORS •

Profitable, Medium market opportunity available in the Northeast. Price \$1,200,000. Financing available to qualified buyer.

"Specializing in the Northeast"  
329 Elmwood Ave., Suite 1000  
Buffalo, N.Y. 14222  
716-885-2030

**Central Pennsylvania**

AM station for sale in single station market. Excellent equipment. \$675,000, including real estate. Less than 8 times cash flow. Principals only. Write to Box T-72.

**901/767-7980**

**MILTON Q. FORD & ASSOCIATES**  
MEDIA BROKERS—APPRAISERS  
"Specializing in Sunbelt Broadcast Properties"  
5050 Poplar • Suite 816 • Memphis, Tn. 38157

**W. EDWARD McCLENAHAN  
AND ASSOCIATES, INC.**

BROADCAST—Brokers & Consultants.  
P.O. Box 144—Ivy, Virginia 22945.  
804-977-4096.  
"Fine stations—financing available"

**FOR SALE**

Midwest Class-B 50 KW FM with nearly a million and a half people within 1 MV/M. Profitable with real estate. Excellent growth potential. 309-828-3340.

**Dan Hayslett**  
& Associates, Inc.  
*Media Brokers*  
RADIO, TV, and CATV  
(214) 691-2076  
11311 N. Central Expressway • Dallas, Texas

**PROFITABLE PITTSBURGH, PA  
AREA**

Daytimer. Includes property. Good facilities and staff. Ideal for group ownership. Qualified principals only. No brokers. Reply Box T-85.

**BROADCASTING'S CLASSIFIED RATES**

**Payable in advance.** Check or Money order only. (Billing charge to stations and firms: \$3.00).\*

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted, or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (NO telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING, Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

**Rates:** Classified Listings (non-display) Help Wanted: 85c per word. \$15.00 weekly minimum. Situations Wanted: (personal ads) 50c per word. \$7.50 weekly minimum. All other classifications; 95c per word. \$15.00 weekly minimum. Blind box numbers: \$3.00 per issue.

**Rates:** Classified Display: Situations Wanted (personal ads) \$40.00 per inch. All other classifications: \$70.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice advertising require display space. Agency commission only on display space.

\*For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, Radio Programming, Miscellaneous, Consultants, For Sale Equipment, Wanted To Buy Equipment and Situations Wanted advertising require payment in advance.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word Count: Include name and address. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as one word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.



# Fates & Fortunes

## Media



Hughes

**Paul Hughes**, president and general manager of Viacom's WYIT(TV) Hartford, Conn., has been named to newly created position of president of Viacom Broadcasting, (effective April 1) with responsibility for all Viacom-owned television and radio stations. Hughes will also assist Viacom's corporate

development in acquisition of additional stations. Hughes is newly elected president, Connecticut Broadcasters Association, and serves on UHF committee of National Association of Broadcasters.

**Ron Blue**, general manager, KRMG(AM) Tulsa, Okla., named executive VP and chief operating officer of parent Swanson Broadcasting there. **Don Berndt**, VP-general manager of Swanson's KKNZ(FM) Oklahoma City, succeeds Blue. **Mike Nauman**, sales manager, KKNZ, succeeds Berndt.

**David Barrett**, executive VP, Rogers Radio Broadcasting, Toronto, joins Doubleday Broadcasting as executive VP and general manager of Doubleday's WAVA(FM) Arlington, Va. **Richard Anderson**, VP, Doubleday, elected senior VP, inance. **E. Patrick McNally**, general sales manager of Doubleday's WLLZ(FM) Detroit, joins WAVA as station manager.

**Kenneth MacQueen**, president, Tartan Communications, New York-based communications consulting firm, joins Palmer Communications Co., as general manager of its WOC Broadcasting Co. division, Davenport, Iowa, comprising WOC-TV and WOC(AM)-KLIK(FM), all Davenport.

**Iris Shook**, general manager, WXEX-TV Richmond, Va., joins KOLR-TV Springfield, Mo., as VP-general manager.

**Randy Odil**, VP, general sales manager, WKOT(TV) Bowling Green, Ky., joins WSLN-TV Danoke, Va., as VP, general manager.

**Ray Hoker**, VP-general manager, KSRR(FM) Houston, joins KZEW(FM) Dallas as general manager.

**Jack McCarthy**, VP and general manager, PXHT(TV) Pittsburgh, resigns.

**Bill Peterson**, news director, KNBC(TV) Los Angeles, joins KCST-TV San Diego as assistant general manager.

**Harry Hersh**, national sales manager, WSKS(FM) Hamilton, Ohio, named general manager.

**Steve Hilton**, program director, WCMT(AM) Martin, Tenn., named general manager, WCMT-1-FM.

**George Caraway**, general manager, WAIK(AM) Malesburg, Ill., joins WSWT(FM) Peoria, Ill., as station manager.

**Rosalie Sturtevant**, financial and accounting analyst, Dayton (Ohio) Power and Light Co., joins WDTN(TV) there as assistant to controller.

**Dale Stafford**, production manager, WAFF(TV) Huntsville, Ala., joins noncommercial WXGA-TV Waycross, Ga., as operations manager.

**Larry Cook**, sales manager, WSPA(AM) Spartanburg, S.C., assumes additional duties as station manager.

**George Wymer**, director of operations, Great Trails Broadcasting's WING(AM) Dayton, Ohio, and co-owned WJAI(FM) Eaton, Ohio, joins Great Trails' WHAG-TV Hagerstown, Md., as station manager.

**James Cavanaugh**, VP-finance, Tribune Company Cable, Mahwah, N.J., named senior VP of operations.

**Susan Clamo**, Eastern marketing manager, CBS Television Stations Division, New York, named district manager, affiliate relations, CBS Television Network there.

**George Niwinsky**, senior training specialist, human resource development department, ABC, New York, named manager, training, human resource. **Richard Hockman**, general attorney, employment practices, ABC, New York, named general attorney, network government relations.

**Bruce Lindgren**, VP, Davis, Johnson, Mogul & Colomatto, San Francisco, joins KRON-TV there as director of creative services.

**Joanne Stern**, promotion director, WJKW-TV Cleveland, named creative services director.

## Advertising

**Mary Rowan**, manager, radio and TV division, client accounting department, Dancer Fitzgerald Sample, New York, elected VP.

**Robert Niemi**, account executive, Kenyon & Eckhardt, Denver, elected VP, and central area supervisor, K&E, Chicago. **Robert MacGregor**, account supervisor, K&E, Detroit, elected VP.

**Phyllis Foreman**, media group supervisor, BBDO, Minneapolis, joins Carmichael-Lynch Advertising there as manager of planning services.

**Fred Burns**, from Seltel, joins Harrington, Righter & Parsons, Chicago, as account executive.

**Ann McClenahan**, account supervisor, and **Jan Malin**, print production manager, Earle Palmer Brown, Bethesda, Md., elected VP's.

**Gary Towers**, writer, McCann Erickson, Atlanta, joins D'Arcy-MacManus & Masius, St. Louis, in same capacity. **Thomas Morrison**, media supervisor, Tracey-Locke Advertising, Dallas, joins D'Arcy-MacManus St. Louis, as account executive.

**Robert Calandrucchio**, management representative and director of broadcast buying unit,

Vitt Media International New York, named to additional post of group VP and director of internal resources administration.

**Martin Antonelli**, account executive, Telerep, New York, named director of manpower development and quality control. **Maralyn Stelzer**, director of sales administration, named manager of sales assistant training. **Alex Corteselli**, manager of station computer services, named manager of research/computer training.

**Steven Van Ophuijsen**, director of market development, West, Katz Communications, joins Eastman Radio, Los Angeles, as VP-office manager.

**Bob Baila**, regional representative, Salt Lake City office, John L. McGuire, Inc., broadcast representatives, elected VP, Salt Lake City and Denver offices, based in Denver.

**Martin Goldberg**, VP, research and programming services, Top Market Television, New York, joins Metro Television Sales there as director of research and marketing.

**Michael Brochstein**, marketing manager, Blair Television, New York, named director of marketing, market development division. **Bert Goodstadt**, account executive, Blair Televi-

**SHERLEE SENDS HER BEST.**



When Sherlee Barish is asked to fill an executive position or a news talent opening at a television station, you can bet her candidate is the best you can find. She not only attracts the most successful candidates, she also has the greatest expertise in finding and recruiting the top person. More than 1,000 past placements prove it.

**BROADCAST PERSONNEL, INC.**  
Experts in Executive Placement  
**327 MADISON AVENUE**  
**NEW YORK CITY**  
**(212) 353-2672**

sion, named manager of ABC/Red sales team.

**Frank Truglio**, from Katz, New York, joins Seltel there as sales manager.

**Michael Wang**, from J. Walter Thompson, Detroit, joins Ketchum Communications, New York, as director of network research, television programming department.

**Michael Steinberg**, teaching assistant, Syracuse (N.Y.) University, joins Katz Television, New York, as sales research analyst.

**Pablo Ortiz**, account executive, Spanish International Network, New York, joins Petry Television there in same capacity.

**Bill McGlamery**, general sales manager, KFMK(FM) Houston, joins WRC(AM) Washington as director of sales.

**Charlie King**, local sales manager, KRIV-TV Houston, joins KTBC-TV Austin, Tex., as general sales manager.

**Tony Onellion**, account executive, KKNZ(FM) Oklahoma City, joins WSHO(AM)-WBYU(FM) New Orleans as sales manager.

**Michael Knox**, general manager, KQYT(FM) Phoenix, joins KJZZ-AM-FM there as sales manager.

**Ralph Dawn**, regional account executive, WDEF-TV Chattanooga, named sales manager.

**Phyllis Becker**, local sales account executive, KTTV(TV) Los Angeles, named national sales manager.

**Tony Colosimo**, local sales manager, KTVI(TV) St. Louis, joins WCCO-TV Minneapolis-St. Paul, as national sales manager.

**Paulette Baydush**, local sales manager, WFOG-FM Suffolk, Va., named general sales manager.

**Bill Bannister**, sales manager, Storer Television Sales, joins WFLD-TV Chicago as national sales manager.

**Douglas Roberts**, account executive, WLKY-TV Louisville, Ky., joins WHAS-TV there as national sales manager.

**Lisa Kampfmann**, account executive, WTOP(AM) Washington, joins WASH(FM) there in same capacity.

**Wylie Drummond**, from Buckley Radio Sales, Los Angeles, joins KGIL-AM-FM San Fernando, Calif., as account executive.

**Tim Holland**, producer, WDBJ-TV Roanoke, Va., named account executive.

**James Longo**, from WRKR-FM Racine, Wis., joins WEZW(FM) Wauwatosa, Wis., as account executive.

**Michael Marrone**, business director, Barre Advertising, Santa Barbara, Calif., joins KSBY-TV San Luis Obispo, Calif., as account executive.

**Rick Caffey**, from WYEN(AM) Des Plaines, Ill., joins WCLR(FM) Skokie, Ill., as account executive.

## Programming

**Carl Menk**, president, Post-Newsweek Distribution, joins Boston Broadcasters syndication division, Boston, as VP, station sales.

**Lynn Klugman**, independent producer, joins Showtime, New York, as director of current programming.

**Mike Stokey**, freelance television consultant,



Flannery



Keating



Scott

ABC Radio has restructured New York and Washington news bureaus. **Peter Flannery**, assistant director of ABC Radio News, has been named to top spot of general manager, news programming, radio. **Joseph Keating**, director of radio news operations, has been named general manager, news operations, radio. Both are based in New York. **George Phillips**, manager of news programming, was appointed director of news coverage, radio, for ABC News. Other New York bureau appointments include following managers named directors: **Dick Rosenbaum**, news director, ABC Information Radio Network; **Kathy Lavinder**, news director, ABC Entertainment Radio Network; **Fred Davis**, news director, ABC Direction Radio Network and **Jeff Sprung**, news director, ABC FM Radio Network. News directors for ABC Rock and Contemporary Radio Networks will be announced shortly.

In Washington, **Ken Scott**, manager, has been named director of Washington news coverage, radio, succeeded by **Robin Vierbuchen**, formerly assistant manager. **Mark Richards**, assignment/operations manager, has been named international assignment manager. **Dick Dressel** news manager of Contemporary Network becomes domestic assignment manager, and **Chris Johnson** steps up from cable coordinator to cable supervisor, radio, ABC News.

joins Century National Productions. Hollywood, as VP, program development.

**Jacqueline Babbitt**, VP-novels for television and limited series, ABC Entertainment, Los Angeles, named producer. *All My Children*, ABC-TV daytime serial.

**Eileen Hench**, from Audio Brandon Films, New York, joins The Entertainment Channel there as manager, film programming.

**Bill Sanders**, manager, variety programs, ABC Entertainment, Los Angeles, named director, variety and late-night programs.

**Bernard Lefson**, VP, personnel industry relations, IT Corp., Los Angeles, joins VHD Programs and VHD disk manufacturing there as VP, employee relations.

**Richard Gentile**, VP, Elias Sports Bureau, New York, named manager, editorial services, CBS Sports there.

**Diane Judt**, market research analyst, research department, Group W Productions, Universal City, Calif. promoted to research manager. **Yvette Ayers** moves into market research analyst post from research secretary position.

**Stephen Elsky**, manager of operations, Time-Life Films Inc., New York, joins King Features Entertainment there in new post of marketing and financial administration manager.

**Edward Payne**, freelance photographer, Salt Lake City, joins Video West, division of Bon-neville Productions there as producer.

**Paul Ryan**, talk show host, *The Paul Ryan Show*, produced and distributed by Wilton Communications, Ltd., Los Angeles, named host. *Singles Magazine*, new series produced by Metromedia Producers Corp./Hunt-Jaffe Productions there.

**Howard Lam**, Western regional sales manager, Four Star Entertainment, joins National Telefilm Associates, Los Angeles, as account

executive for Southwest region.

**Michael Roe**, assistant manager, Knoxville, Tenn., cable system, Telecommunications, joins Prism, Philadelphia-based pay television service, as regional marketing manager.

**Curt Chaplin**, freelance sports and news correspondent, New York, joins RKO Radio Networks there as anchor, *Sportsweekend*.

**Dave Arlington**, assistant program director, WCBM(AM) Baltimore, named program director.

**Chuck Lutz**, program and operations manager, KTIV(TV) Sioux City, Iowa, joins KTBC-TV Austin Tex., as program director.

**Larry O'Neal**, operations manager, WJDQ-AM FM Meridian, Miss., assumes additional duties as program director.

**Johnny Velchoff**, from WHYI(FM) Fort Lauderdale, Fla., joins sister station WCKX(FM) Clear water, Fla., as program director.

**Karen Miller**, production manager and assistant program manager, WISH-TV Indianapolis named program manager.

**John Funk**, general sales manager, KGMB-TV Honolulu, named general manager of Hawa Production Center, station's production facility and will serve as executive director of KGMB-TV Enterprises, new division of station concentrating on new business development.

**Betty Dixon**, assistant program director, WBN-TV Columbus, Ohio, retires after 33 years with station.

**Jon Miller**, director of public affairs, WPVI-TV Philadelphia, joins WTVD(TV) Raleigh-Durham N.C., as director of programming.

**Joy McGugan**, program and creative service administrator, WCVB-TV Boston, named assistant program manager.

**Andy Harvey**, associate producer and production assistant, KNXT(TV) Los Angeles, appointe



manager, production operations, there.

**Alan Sanford**, staff director, WTAE-TV Pittsburgh, named production manager.

**Tony Royer**, news production manager, WAFF(TV) Huntsville, Ala., named production manager.

**Jay Paul**, producer-director, WXII(TV) Winston-Salem, N.C., named creative services director.  
**Jim Turcovsky**, production manager, WTAJ-TV Altoona, Pa., succeeds Paul.

**Todd Donoho**, acting sports director, WLWT(TV) Cincinnati, named sports director.

**Wendy Wilson**, freelance writer-producer, Washington, joins WRC-TV there as writer-producer.

**Tawnya Townsend**, director, WRIF(FM) Detroit, joins WHN(AM) New York as music research coordinator.

**Gary Dunes**, account executive, air personality, WMBO(AM) Auburn, N.Y., joins WGVA(AM) Geneva, N.Y., as music director, air personality.

## News and Public Affairs

**Lew Allison**, weekend producer, *CBS Evening News*, New York, named senior producer and deputy director, special events unit, CBS News.  
**Fran Stern**, producer, ABC News, New York, joins CBS News there, as assistant news director and executive producer of RadioRadio.

**David Bohman**, producer for ABC News's *Nightline*, New York named to newly created position of senior producers.

**Warren Levinson**, writer-editor, Associated Press Broadcast News Center, New York, named correspondent. **Melissa Herman**, anchor-reporter, WHP(AM) Harrisburg, Pa., **Robert Kimball**, assistant director of production, Enterprise Radio, and **David Pultz**, from WRKL(AM) New City, N.Y., join AP Broadcast News Center as writers.

**Robert Cohen**, editor-announcer, Dow Jones Radio Network, joins UPI Audio Network, New York, as business-consumer editor. **Nick Charles** and **Patrice Sikora**, newscasters, named morning anchors UPI Audio. **Ginny Rosola**, newscaster, WFIL(AM), joins UPI as reporter-newscaster.

**Michael Eguchi**, information systems manager, Fisher Broadcasting, Seattle, elected VP and general manager, Fisher Communications, subsidiary formed to manage company's involvement in Group W/Satellite News Channels. Eguchi replaces **Fred Kaufman**, who recently assumed position ("Fates & Fortunes," Feb. 8). Kaufman asked for reassignment for reasons of health.

**Phil Sirkin**, news editor, WHDH(AM) Boston, named assistant news director.

**Carol Silva**, reporter, WLIR(FM) Garden City, N.Y., named news director.

**Avid White**, assignment editor-anchor, WING(AM) Dayton and co-owned WJAI(FM) Dayton, both Ohio, joins WTVQ-TV Lexington, Ky., as news director.

**Andy Swan**, reporter, WDAM-TV Hattiesburg, Miss., named news director.

**erry O'Laughlin**, reporter, WRKG-TV Mobile, Ala., named Pensacola, Fla., bureau chief.

**Eloy Sedillo**, weekend news producer, KABC-TV Los Angeles, joins KIRO-TV Seattle as news producer **Nick Walker**, weekend anchor KARD-TV Wichita, Kan., joins KIRO-TV as reporter. **Jim Byrne**, sports director, KHQ-TV Spokane, Wash., joins KIRO-TV as sports writer.

**Tom Ritchie**, news writer and producer, KMOX-TV St. Louis, joins WBAL-TV Baltimore as news producer.

**Mike Graywitt**, news planning editor, KNXT(TV) Los Angeles, named senior news assignment editor. **Danny Tobias**, per diem writer, KNXT(TV), named to staff news writer.

**Dave Robinson**, from WAVE-TV Louisville, Ky., joins WJAR-TV Providence, R.I., as executive news producer.

**Virginia Ellis**, temporary producer-reporter, KHOU-TV Houston, named producer/reporter.

**Tony Dorsey**, news director-anchor, KTVC(TV) Ensign, Kan., joins WDTN(TV) Dayton, Ohio, as reporter.

**Roseann St. Aubin**, reporter, WGR-TV, Buffalo, N.Y., joins WITI-TV, Milwaukee in same capacity.

**Mike Conway**, anchor-reporter, WDTN(TV) Dayton, Ohio, joins WKW-TV Cleveland as reporter.

**Allison Ash**, anchor-writer, WNCT-TV Greenville, N.C., joins WCMH-TV Columbus, Ohio, as reporter.

**Karen Marx**, from WQAD-TV Moline, Ill., joins KTVH(TV) Wichita, Kan., as reporter-anchor.

**Bill Peterson**, from WTCN-TV Minneapolis-St. Paul, joins WOKR(TV) Rochester, N.Y., as chief meteorologist.

**Gail Brown**, from WCCO-TV Minneapolis, joins WAOW-TV Wausau, Wis., as general assignment reporter.

**Terry Cole**, from KTIV(TV) Sioux City, Iowa, joins KTVH(TV) Wichita, Kan., as reporter.

## Technology



Woywood

**Dennis Woywood**, manager, special systems, RCA government communications systems, Camden, N.J., named VP, broadcast systems division, RCA commercial communications systems division there.

**Reuben Gant**, coordinator of specialized services, Satellite Syndicated Systems, Tulsa, Okla., named business program coordinator.

**James Heffernan**, president, New York Racing Association, joins General Instrument Corp., there as VP.

**S. James Miller**, staff attorney, Oak Industries, promoted to senior staff attorney of San Diego-based company. **Randall Sherman**, associate with Finley, Kumble, Wagner, Heine, Underberg & Manley, Los Angeles law firm, joins Oak as staff attorney. **Donald N. Granger**, manager-employer relations, Oak Industries, appointed director, human resources.

**Daniel Schwarzbaum**, writer-producer, video product communications, Sony, New York,

**SALES  
PRODUCTION  
PROGRAMMING**

We have a library to fit your needs and format...check us out...eight different services available on an exclusive basis in your market.

Call David Tyler or Carl Reynolds collect (901) 320-4340 for a free demo.

**WILLIAM B.  
TANNER  
COMPANY, INC.**

named manager, product communications group, Sony video communications division.

**Richard Thayer**, engineering manager, Dekoron division, Eaton Corp., Aurora, Ohio, joins Times Fiber Communications, Wallingford, Conn., as director of engineering, cable television division. **Thomas Hartmann**, manager of manufacturing engineering, Data Products, joins Times Fiber as manager of electronic manufacturing engineering.

**Kent Gratteau**, assistant director of engineering, WTSP-TV Tampa-St. Petersburg, Fla., joins KMGH-TV Denver in same capacity.

**Robert Weiss**, director of engineering, non-commercial WVUT(TV)-WVUB(FM) Vincennes, Ind., joins WCPO-TV Cincinnati as assistant chief engineer.

## Promotion and PR



Tassie

**Robert Tassie**, VP, sports sales, CBS Sports, New York, named VP, communications, CBS Sports, succeeding **George Schweitzer**, who has been named VP, communications, CBS/Broadcast Group ("Fates & Fortunes," March 1).

**Roger Kranz**, freelance writer and design consultant, Washington, joins Group W Satellite Communications, Stamford, Conn., as manager, information services.

**Hal Pearman**, public relations director, Keller-Crescent, Evansville, Ind., elected VP, public relations.

**Mal Karwoski**, assistant director of public relations, North American Soccer League, New York, joins public relations department of SIN Television Network there, handling sports publicity.

**Paul Hammons**, from KNXT(TV) Los Angeles, joins NBC Sports, New York, as manager, on-air promotion and advertising.

**Susan Finley**, freelance writer-producer, WKW-TV Cleveland, named on-air promotion director

**Helen Leavines**, assistant promotion director, noncommercial WUSF-TV Tampa-St. Petersburg, Fla., named promotion director.

**Rusty Wilcoxon**, executive promotion producer, KJRH(TV) Tulsa, Okla., named promotion manager.

**Kerry Richards**, creative services director, WTAE-TV Pittsburgh, named director of promotion and creative services. **David Crantz**, promotion manager, named director of public relations and special projects.

## Allied Fields

**Richard Harris**, president, Group W's radio group, assumes additional responsibilities for planning and policy and direction of Muzak, recently acquired in Teleprompter purchase.

Elected officers, newly formed Greater Lynchburg, Va., Radio Broadcasters Association: **Edward Smith**, WLGM(AM)-WJJS-FM, president; **Wayne Campbell**, WWOD(AM)-

WIZZ(FM) vice president; **Ray Kempton**, WLLL(AM)-WGOL(FM), secretary-treasurer.

**Robert Muller**, former president, Gold Key Entertainment, forms own television marketing and distribution firm, Muller Media, Inc., New York.

**Miguel Centeno**, manager, The Great American Puzzle Factory, New York, joins Arbitron Eastern Radio Station Sales there as client services representative.

**Lawrence Carr III**, from Pierson, Ball & Dowd, Washington, **Roy Morris** and **Jay Krupin**, from Feldman, Krieger, Sheehan, Goldman & Tish, Washington, and **Stephen Graeff**, from Frank, Bernstein, Conaway & Goldman, Baltimore, form own firm, Krupin, Carr, Morris & Graeff, Washington, specializing in communications law.

**Terrie Williams**, executive director, Black Owned Communications Alliance, New York, joins World Institute of Black Communications, there in same capacity.

**Gloria Messinger**, director, office of president, American Society of Composers, Authors and Publishers, New York, named managing director.

**Janet Zahler**, account executive, WDOK(FM) Cleveland, joins Arbitron Southwestern Radio Station Sales, Dallas, in same capacity.

Elected officers, Arizona Cable TV Association: **Jim Monroe**, Apache Cablevision, Scottsdale, president; **Ingo Radicke**, Cablecom, Globe, vice president; **John Fellet Jr.**, Storer, Glendale, secretary-treasurer.

**Dick McMahon**, Western sales manager, Telmar Media Systems, New York-based supplier of marketing and media research for broadcasting industry, named VP, general manager, Telmar Communications, London.

**Lieutenant Colonel Robert Bubniak**, commander, American Forces Network, Europe, becomes executive assistant to director, American Forces Information Service, Washington.

**Jack Long**, assistant general manager and sales manager, WVUE(TV) New Orleans, elected president, Louisiana Association of Broadcasters.

**J.L. Fredstrom**, account manager, A. C. Nielsen, Fort Mitchell, Ky., elected VP.

## Deaths

**Julius Seebach**, 84, former director of program operations, CBS, New York, died Feb. 28 at DeWitt nursing home, New York. Seebach who had also been vice president, programs, for Mutual Broadcasting System, and consultant to United States Information Agency in 1950's, survived by his wife, Elizabeth Morgan, and three daughters.

**Jon Arthur Goerss**, 64, air personality, Family Radio Network, Oakland, Calif., and creator of children's program, *The Further Adventures of Big John and Sparkie*, which ran on ABC Radio from 1950 to 1958, died of cancer Feb. 24, at his home in Fremont, Calif. He survived by his wife, Rosalie.

**Charles Caley**, 73, former president and principal owner, WMBD-AM-TV, both Peoria, Ill., died Feb. 19 of cancer at his home in Atlantis, Fla. He is survived by his brother and sister.

# TV LOG PROMOTES PRIME ACCESS

**55 Lawmakers Special Edition**  
Coverage of President Reagan's economic message.

11:00

**7 News**  
**9 CBC News**

**50 ADV.**

**A COPTOR PILOT MAKES DUST FLY.**  
M\*A\*S\*H at 11

**50 M.A.S.H.**

Henry refuses to let a wounded chopper pilot go home.

**55 Jack Benny**  
"Don Invites Gang to Dine"

**52 Lottie Glynn**

11:25

**9 News**

TV Log promotes prime access programming in prime space, the TV listings of local newspapers. There's no section of the paper that gets more attention than those listings, and there's no listings that get more attention than your TV Log boldface ad.

Write or phone for more information

New York

200 Park Ave. 212/687-0660

Chicago

One East Wacker 312/644-1655

Los Angeles

1747 N. Highland 213/466-5375





## FCBA's Stanley: an affinity for his broadcasting clients

At a time when communications lawyers increasingly are tailoring their practices to developments on the leading edge of the technological revolution in telecommunications, Earl R. (it doesn't stand for anything; it's just an initial) Stanley, the president of the Federal Communications Bar Association, serves as a reminder of what communications lawyers used to be—and, indeed, for the most part, still are. There is something of the general practitioner, or family doctor, in him. He even makes house calls.

It's not that Stanley, who is 61 years old today, lacks the credentials for the more glamorous practice. He is a partner in Dow, Lohnes & Albertson, one of the largest communications law firms in Washington, if not the largest, a firm with which he has been associated since 1953. And he represents some of the larger companies in broadcasting—the John E. Fetzer (he of the Detroit Tigers) Stations (two AM, two FM and four television), for instance.

But when Stanley is asked about the 50 or so licensees on his client list, he reels off call letters of stations not normally thought of as in the front rank of the broadcasting business: WJWS(AM) South Hill, Va.; WTNS(AM) Coshocton, Ohio; WBOB(AM) Galax, Va.; WMSG(AM)-WXIE(FM) Oakland, Md., and WHEE(AM) Martinsville, Va., among them.

And that kind of list seems to satisfy him; there is no hint of frustration but—rather of a life fulfilled. "I like my clients," he says. "I always have. I like them as people. I was very fortunate to end up in communications law. I think it's the world's greatest practice. You know why?" he asks, then answers the question: "You're dealing with honorable people; you are dealing with business people. They can be our friends, and come into your home."

The attitude carries over into the way he conducts his practice, which consists largely of advising on sales and contracts, in helping with the myriad problems confronting people in a regulated industry and educating them as to how to avoid problems with the FCC. Even in a time of deregulation, he says, broadcasters must still comply with hundreds of rules and policies. Stanley does some work by mail, come on visits to stations, but a lot by telephone. "I try to answer clients' questions quickly, so the client doesn't worry," he says. "Every question the client asks reflects a worry, and I don't want him to worry very long."

That kind of consideration is appreci-



Earl R. Stanley—president, Federal Communications Bar Association, and partner, Dow, Lohnes & Albertson; b. March 8, 1921, Windham, Ohio; BS, Kent State University, 1943; U.S. Navy, 1943-46, discharged as lieutenant, JG; JD with honors, George Washington University, 1946; and masters degree in law, 1950; FCC, attorney adviser, 1949-53; Dow Lohnes & Albertson, 1953, and partner, 1954; chairman, Broadcast Pioneers, Washington chapter, 1979-81; m. Alberta Royal, Jan. 28, 1945; children—Ann Leonard, 30, and Margaret A. Massari, 26.

ated. W. Brown Hofler, president of WJWS, in South Hill, says of Stanley, "He's always been tops . . . I consider him a close personal friend for 25 years . . . I've been to his office, and he's been to the station . . . All the work he's done for the station has been tops." And Bruce W. Wallace, president of WTNS, in Coshocton, notes that he is the second generation of ownership Stanley has represented. "We feel he's the best," Wallace says. He too, reports that Stanley has visited the station; and he said that Stanley traveled to Coshocton to attend the funerals of Wallace's father and mother. Stanley, it seems, is family.

George Lohnes, the consulting engineer whose late brother, Horace, recruited Stanley for the law firm, puts it another way. Stanley has "a feeling for the little guy," Lohnes says. "He would make a good coach for a Little League baseball team. He'd make sure all the kids got into the game."

None of this should be taken to mean Stanley is a pussycat. First of all, he is fiercely competitive. He developed that

quality in high school, where he lettered in football, basketball and baseball, and at Kent State University, where he won an AAU northeastern Ohio championship as a 155-pound wrestler. And it is as evident in him on the golf course of the Congressional Country Club, where he carries a 16 handicap, as in a commission hearing room where he is representing a client's interests. "I hate to lose," he says.

What's more, the compassion he clearly harbors for his broadcasting clients is not in unlimited supply. Like other lawyers in Washington, Stanley has on occasion received assignments from the U.S. Court of Appeals for the D.C. circuit to represent appellants on a pro bono basis. He does not remember the assignments with pleasure. In part, at least, that is because the criminal law work involved was foreign to him; he did not feel confident in taking it on and presenting the cases. But in part, too, it seems, the clients were not his kind of people. "I have," he says, referring to that other, very limited, part of his professional life, "represented some crooks on an assigned basis."

Stanley had not planned on communications as a field of law. But like so many communications lawyers in Washington, Stanley was routed to the practice through the FCC, where he found his first job after law school, in 1949. One of his lasting memories of his days at the commission was the role he played, as head of a small group of lawyers who, along with engineers and accountants, in 1952 helped speed the processing of hundreds of television applications that had been frozen while the commission worked out its television allocations policy.

Stanley has been active in the FCBA for almost as long as he has been in private practice. One of the first assignments he drew was to help park cars at the association's annual outings, then held at the Vienna, Va., estate of Horace Lohnes. Today, as president of the association, his concerns are more august. He is presiding over an effort to increase the FCBA's visibility—and to burnish its reputation as an expert communications bar group—within the American Bar Association.

Now, after 28 years in private practice, Stanley may not seem to be traveling in the fast lane, with clients in the *Fortune* 500 that are into teletext or satellites, or that are gobbling up companies that are only slightly smaller than themselves and becoming even larger. But he is, as he says, happy in his work. Besides, he takes the long view. "You have to remember," he says, "that when Cox Broadcasting started, it was probably a Berkeley Springs, W. Va. (Actually, it was a Dayton, Ohio.) But that's part of the gamble you take. You hope all of your clients end up as a Cox."

## In Brief

**RCA's board last week slashed quarterly dividend in half, to 22.5 cents from 45 cents.** That's first time dividend has been cut since quarterly payments began in 1937. Move underscores troubles of cash-poor RCA, but wasn't unexpected. When Chairman Thornton F. Bradshaw announced 1981 earnings and plans to sell Hertz subsidiary last January (BROADCASTING, Feb. 1), he also said that "desirability of continuing the present level of dividend payout" would be reviewed at board meeting that took place last Wednesday. Meanwhile, RCA employees on Thursday got memo noting that along with previously announced resignation from board of former chairman, Edgar Griffiths, six remaining inside members (save for Bradshaw) won't stand for re-election. (Removal of insiders from boards is trend these days; CBS announced similar move week earlier [BROADCASTING, March 1].) Leaving RCA board: George Fuchs, executive vice president, industrial relations; William C. Hittinger, executive vice president, research and engineering; Walter S. Holmes, chairman of C.I.T.; Frank A. Olson and Roy H. Pollack, also executive vice presidents, and Grant Tinker, NBC chairman. On RCA's 75,380,000 common shares outstanding, dividend cut amounts to \$16,960,500 this quarter. If continued through year, it would total close to \$68 million. Value of that cash in pre-tax dollars is more than NBC television network could be expected to make in good year.

**As stock market slid to lowest levels** in almost two years, with Dow Jones industrial average on Thursday at 807.55, lowest since May 1980, **network broadcasters were going along for ride.** ABC closed at its 52-week low, \$27.75, and RCA at \$17.75, near low it set on Wednesday of \$16.25. But CBS has fallen through floor, at \$40.25 hitting prices it hasn't seen since 1975.

England got jump on U.S. when British government last week authorized **BBC to begin two-channel, direct-to-home satellite television broadcasting** in 1986. Service will include one channel of movies, sports and cultural events, supported by subscriber fees, and one channel of foreign programming, funded by



**Honored.** Sol Taishoff (r), chairman and editor of Broadcasting Publications Inc., received American Business Press's annual ABP Crain Award last Thursday (March 4) for "outstanding career contributions to editorial excellence in the business press." Crystal trophy and \$1,000 honorarium were presented to Taishoff by ABP President Thomas H. King during ABP editorial awards luncheon in New York. Taishoff said check would be turned over to Broadcasting/Taishoff Foundation.

country's television license revenues. British Aerospace PLC, Marconi division of British General Electric and British Telecom will launch and operate satellite system.

**Teleglobe Pay-TV System, New York, and Telebase, Los Angeles, have settled their dispute over license** granted by Teleglobe to Telebase for **Teleglobe 410 pay-TV system** Settlement, reached in Eastern District Court of New York calls for two companies to share equally in royalties from license to SelecTV in Los Angeles and Milwaukee. It also stipulated that system may also be used in Miami market. Telebase also will pay Teleglobe \$600,000. Settlement provides that with exceptions of those three cities and of decoders manufactured by Clarion Co., Tokyo, all rights to use of Teleglobe 410 revert to Teleglobe. Telebase has confirmed plans to market independently system for pay-TV.

**CBS-TV has won February prime-time sweeps** by almost full rating point. For both Arbitron (Feb. 3-March 2) and Nielsen (Feb. 4-March 3) periods, CBS scored 19.0 rating and 30 share to ABC-TV's 18.1/28 and NBC-TV's 15.5/24. Three networks are down considerably from sweeps year ago when Arbitron and Nielsen periods brought CBS 20.5/32 average to ABC's 19.0/29 and NBC's 17.0/26.

**"If we do not do an adequate job of policing ourselves** there are other groups that will take on that task," said ABC News's *Nightline* anchor **Ted Koppel** to meeting of state association presidents in Washington Thursday. Remarks followed on heels of announcement earlier that day by Rev. Donald Wildmon of plans to boycott RCA and NBC (story page 39). Koppel said broadcasters **"can't dismiss lightly"** what Wildmon is doing, admitting that networks aren't as "sensitive" as the ought to be.

FCC Chairman **Mark Fowler** wrote House Appropriations Subcommittee Chairman Neal Smith (D-Iowa) last week in effort to **"clarify" record on comments made at FCC appropriation hearing** for fiscal 1983 (see page 138). At hearing, Fowler had indicated that majority of commission approved Office of Management and Budget's proposed budget for FCC in fiscal 1983. In letter, however, Fowler said commission had voted only to send forward budget package in December that would have demonstrated how commission would meet "putative budget mark" of \$64.2 million. "Although it's my personal view that the commission not only could, but should conform to the budget level, with budgetary supplements for specific major programs, I did not intend to suggest that the commission's vote connoted affirmative support for OMB's proposal," he said. "I regret any misimpression my response may have conveyed."

**FCC last week rejected petitions for reconsideration** of its decision approving **merger of Teleprompter into Westinghouse Broadcasting Co.** Petitions for reconsideration had been filed by Cable News Network, which feared loss of Teleprompter cable affiliates to Satellite News Channels, which is half-owned by Group W. Also filing petitions were Society for Private and Commercial Earth Stations, National Citizens Committee for Broadcasting and Response Broadcasting Corp.

**All-news WINS(AM) New York** owned by Group W, was **struck last Monday (March 1) by 17 announcers and newsmen** belonging to **American Federation of Television and Radio Artists** after negotiations failed to produce new agreement to replace one that expired Feb. 28. Strikers seek 33 1/3% increase in first year \$1,200 per week and increase to \$1,500 second year. Station has continued to operate using management and nonunion personnel. In another labor development, staffers of **Cable News Network, Atlanta, voted 146 to 52 not to join** local 15 of **National Association of Broadcast Employees and Technicians.**



responsibilities of **Robert S. Walsh**, president of NBC Television Stations division since 1979, have been broadened to include NBC radio networks. His new title: **president, NBC Television Stations/Radio**. **Michael Eskridge**, executive VP, NBC Television Stations, adds radio to his duties as well. **Al Bromberg**, formerly VP-general manager, WNBC-TV New York, named executive VP, NBC Television Stations.



Walsh



Glaser



Block

**Robert L. Glaser**, veteran TV executive and since 1973 president of RKO General Television, will join Viacom International's terrestrial division April 5 as president-domestic, responsible for domestic business activities including TV syndication sales and first-run product development and sales. He will report to **Harold Block**, division president, who is expected to concentrate more on new business development already under way, international activities and product acquisition. Block explained the move: "We're very bullish about the future, and we're taking all necessary steps to develop the strongest possible cadre of executives." He cited "unparalleled growth opportunities" in basic and pay cable, low-power TV and rising number of independents, and said Glaser will be "invaluable in all of these areas and in setting policy for first-run approach (but denied speculation that plans for new *Night Court in Vegas* were being dropped). Changes, he said, will necessarily "impact some people." Other sources said **Peter Yamen**, VP-first-run sales, was leaving, reportedly to go to Gold Key Entertainment. **Barry Weiner**, VP-program packaging, was also reported leaving.

On the heels of resignation of **Compact Video** Chairman Robert Seidenglanz and his replacement by president Wendell L. (BROADCASTING, March 1), Compact has announced a **\$10-million deficit** for quarter ended Jan. 31, and said it's seeking advice of investment banker regarding sale and merger possibilities.

**Steve Sohmer**, VP-advertising and motion, CBS Entertainment, has been named VP, advertising and creative services, NBC-TV, reporting to Raymond Timothy, NBC-TV president. Sohmer replaced Walter (Buck) Biggers, who resigned last January. Succeeding Sohmer as VP, advertising and promotion, CBS-TV, is Morton J. Mack, who has been VP, on-air promotion for network.



**Davis Broadcasting** announced sale of WRCB-TV Chattanooga, to Sarkes Tarzian Inc. Seller owns six TV's and this year announced all are up for sale; sale is second in four months. (WJKS-TV Jacksonville, Fla., was sold, subject to FCC approval, for about \$18 million in December.) Buyer, based in Annapolis, owns two AM's, two FM's and one TV. Neither party would reveal price, but analysts put it around \$15 million.

**WFXI(AM)-WOWE(FM) Rossville, Ga.**, has been sold by Jay Sadow to be operated by David King for **\$1,060,000**. Buyer is president of

WFXI(AM) Haines City, Fla. Walker Media & Management was broker. Also, **WOTI(FM) Dunn, N.C.**, was sold by Gardner Altman Sr. and son to William Belch for **\$525,000**. Belch owns WIDU(AM) Fayetteville, N.C. Blackburn & Co. handled transaction.

Network Publishing Corp., publisher of **Soap Opera Digest** magazine and producer of new magazine-formatted half-hour strip with same name (see story, page 74), has replaced Sandy Frank Film Syndication with **Firestone Program Syndication to distribute new show**.

"Popularity" and "instant name recognition" are two qualities Ted Turner says **Mike Douglas** will bring to **Turner's WTBS(TV) Atlanta** and his **Cable News Network**. Turner last week signed Douglas (who hosted his own Group W talk show for more than 18 years) to two-year contract. Douglas will take over from Lee Leonard as host of CNN's weekend *People Now* series out of Hollywood, and host eight one-hour specials each year on WTBS. (Leonard is expected to become senior sports anchor for CNN.) According to Turner's Bob Wussler, Douglas is on tap to host cable industry's ACE Awards ceremony in November over WTBS. And, he said, Douglas-hosted series for WTBS is "not inconceivable."

**Continental Radio**, Christian Broadcasting Network's 24-hour satellite radio network, announced last Friday it was **shutting down**. With 13 stations carrying service that started last Sept. 21, Continental is first of new turnkey operations to pull plug. "A failure to keep corporate commitment" is main reason for its discontinuing, said Craig Hodgson, executive director of Continental. CBN's president, Pat Robertson, expressed reluctance to continue spending money on service that would probably not turn profit for "three to four years."

**\$10 million program** to reward public broadcasting stations with membership growth rates above normal was approved last week by Corporation for Public Broadcasting over objections of several board members who thought better uses could be found for \$5 million CPB itself will put up for program in first year.

Senate Commerce Committee Chairman **Bob Packwood** (R-Ore.) will receive National Association of Broadcasters 1982 **Grover Cobb Award** on Monday, April 5, at NAB convention in Dallas. Award is presented each year to broadcaster or public servant for outstanding service in government affairs. Packwood led effort last summer that resulted in extended license terms for broadcasters.

**Velma Dilworth McCollough**, wife of broadcast pioneer Clair McCollough, died Feb. 20 following massive stroke during dinner party in Lancaster, Pa. Mrs. McCollough was believed to be in her late seventies. He is retired president and general manager of Steinman Stations, was prime mover in reorganization of National Association of Broadcasters in 1938, and served two terms as NAB board chairman (1961-63). Survivors also include daughter, Constance.

## Upcoming

**On Capitol Hill:** House Telecommunications Subcommittee will hold hearing on public broadcasting Thursday, site and time to be specified. **At FCC:** Open meeting will consider elimination of annual financial reporting form (324), Thursday; Advisory Committee on Radio Broadcasting will meet at 10:30 a.m., Wednesday. **In Las Vegas:** National Association of Television Program Executives 19th annual conference opens Thursday at Las Vegas Hilton (see page 62). **In New York:** Association of National Advertisers will hold cooperative advertising workshop at Roosevelt hotel Wednesday.

## Who us?

Believers in the commercial time standards of the National Association of Broadcasters television code may be worshipping a crumbling idol. The only message to be read in Judge Harold H. Greene's opinion of last week is that the government has made an impressive antitrust case.

True, Greene summarily enjoined only one of three code provisions that were challenged by the Department of Justice and set the other two for trial, but the tone and comprehensiveness of his opinion afford little cheer to the defense. Whatever the ultimate reckoning, the NAB's lawyers are starting from behind. Indeed, unless Judge Greene can be somehow overturned, the NAB has already lost one-third of the battle.

As this point broadcasters may wish to consider whether it is worth the expense to defend the code through the all but endless course of an antitrust proceeding. Is the code as valuable as the NAB bureaucracy makes it out to be?

In the broadcasting establishment, it has been an enduring, if mystifying, myth that codes provide protection against government regulation. The facts prove otherwise. For years the FCC used the NAB radio code's commercial standards as its own in the licenses renewal process. That procedure was abandoned in the FCC's radio deregulation of 1981, after the agency discovered that a significant proportion of radio broadcasters carried less commercial load than the code permitted. The television code's commercial quotas are still guidelines to renewal at the FCC. Those pertaining to children's programming were put there at the specification of the then chairman of the FCC and promptly incorporated into FCC standards.

If the codes have in fact become instruments of government control, what other purpose have they served? In striking down the television code's restraint on multiple-product commercials, Judge Greene last week called it "an artificial device to enhance the demand for commercial time, as a means to limit the supply of such time." As such, he found it to be a per se violation of the antitrust laws.

That is at considerable odds with the NAB's defense of the code as a public service. But then Judge Greene had this to say in general about the case before him: "... the court concludes that none of the defenses asserted by NAB in support of the entry of summary judgment in its favor has merit."

Is it time to think twice about the code and its utility?

## Bonanza, sort of

The FCC is attempting to be realistic in its issuance of low-power television grants. By its decision of last week, it will start with the easiest problems, considering applications for stations 55 miles or more from any existing television market, and go on to the harder ones later on. It may be the only way to attack the stacks of applications now on hand and others that are expected after the lifting of the freeze.

Years will pass before the first low-power station is granted in any population center of consequence. It is possible that other television delivery forms will develop to make low-power stations obsolete before their urban introduction.

That prospect differs from the one held out for low-power TV when the FCC initiated this proceeding in September 1980. In a publicity coup for the chairman of that time, whose name has slipped our mind, newspapers coast to coast trumpeted the news that television stations by the thousands would soon be falling from the skies and into the waiting arms of minorities and

women. "Not in memory," it was noted on this page, "has another FCC chairman, aided expertly by the press agency he hired, so oversold a prospect of economic exploitation."

By April 1981, an FCC under new and more sensible management imposed a freeze on low-power applications in the hope of some day being able to count, never mind process, those already had on hand. The count exceeds 6,500. The slow processing begins. Those who see a future for low-power TV in, say, the Southwest desert will soon be in on the ground floor.

## Mississippi mud

The Rev. Donald E. Wildmon, of the Coalition for Better Television, has made his promised pilgrimage from Tupelo, Miss., to Washington, D.C., to smite godless television. It turns out godless television is personified by RCA/NBC, the announced objects of a Wildmon boycott.

At last week's news conference, which drew a crowd probably exceeding in number the membership of the Coalition for Better Television, Wildmon once again displayed his keen knowledge of sex and violence on the air, especially sex, but he was emphasizing a new theme: RCA and NBC are anti-Christian. He didn't say whether he found the companies to be pro some other religion but among reforms that he demands is this: "In all new programs the number of characters identified as Christian and Jewish should be approximately the same as in real life."

In their present economic state, the last thing that RCA and NBC need is a public boycott against their products and services. But if a boycott is to be their fate, they are lucky it is this one. The bet here is that Wildmon peaked last week.

## Cleaning up the place

To the FCC's credit, it has disavowed the threats of the various different FCCs of 1979 to break up AM-FM crossownership. It has also removed a condition that has been attached to every AM-FM transfer since June 7, 1979. The condition provided that such transfers would be subject to divestiture if rules were ultimately adopted to prevent them.

The 1979 actions, like many of those times, were hip shots taken by regulators who saw broadcast properties as vested interests to be dismantled and distributed to others. Happily, the present FCC represents more mature views.



Drawn for BROADCASTING by Jack Schwartz

"Stop-go-stop-go is not our idea of a traffic control center."





December 2, 1981

Mr. Dennis Fraser  
Vice President & General Manager  
NEC America, Inc.  
130 Martin Lane  
Elk Grove Village, Illinois 60007

Dear Dennis:

I wanted to get back to you and thank you for your company's prompt attention to our order for the DNE Digital Video Effects Unit. We had it operational within 24 hours of receipt and it is now a daily part of our news and production operation.

We are extremely pleased with the performance of this new equipment and your company's attention to service during the installation period has been excellent.

Again, thanks for your prompt attention to our order and we look forward to doing business with you again in the future.

Cordially yours,

*Marvin R. Chauvin*  
Marvin R. Chauvin  
Vice President and  
General Manager

MRC:RE

**NEC CUSTOMERS  
SAY IT BEST!  
WOTV/GRAND RAPIDS  
IS JUST ONE OF THEM.**

**NEC**

NEC America, Inc.  
Broadcast Equipment Division  
130 Martin Lane  
Elk Grove Village, IL 60007

Call toll free 800-323-6656; in Illinois, call 312-640-3792.



# The dawning of a new era in wide screen sound technology by Ward-Beck

Ward-Beck does the virtually unlimited lengths to provide the ultimate in custom audio control systems for today's imaginative film producer. Today's needs are fully accommodated in this highly sophisticated console at the PATHE Film Studios in Toronto. For final mixing it accepts the creative talents of up to three sound engineers working together as one.



First by Design.

Ward-Beck Systems Ltd., 841 Progress Avenue, Scarborough, Ontario, Canada M1H 2X4.  
Tel: (416) 438-6550.