

Broadcasting Apr 15



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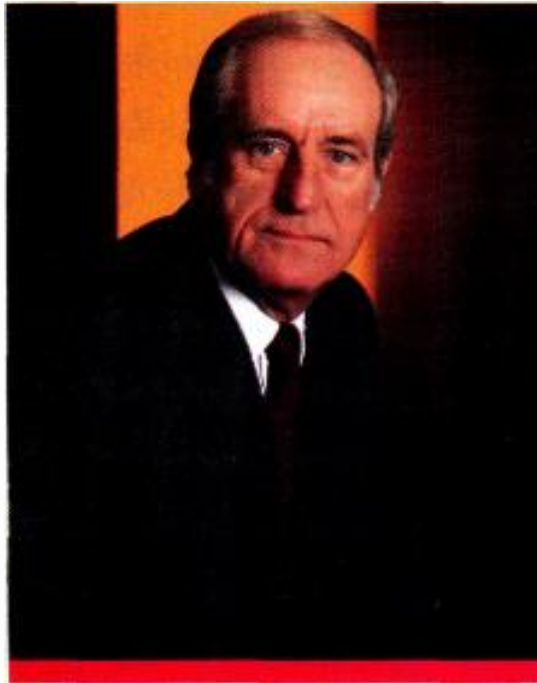
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A handwritten signature in black ink, appearing to read "Jack Fritz".

Jack Fritz
President
John Blair & Company



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| BALTIMORE | WBAL-TV | CBS |
| SACRAMENTO-STOCKTON | KOVR-TV | ABC |
| KANSAS CITY | KMBC-TV | ABC |
| NASHVILLE | WSMV-TV | NBC |
| BUFFALO | WGRZ-TV | NBC |
| GREENVILLE-SPARTANBURG | WSPA-TV | CBS |
| KNOXVILLE | WATE-TV | ABC |
| MOBILE-PENSACOLA | WALA-TV | NBC |
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Broadcasting **Apr 15**

Broadcast stocks: New darlings on Wall Street FCC won't block Storer takeover effort NAB on stage in Las Vegas □ Advancing on MIP

BULLISH VALUES □ While stock market averages have dropped in past six weeks, broadcast stocks have shot up in value with dizzying flurry of announcements of mergers, acquisitions and leveraged buyouts. **PAGE 43.**

FOCUSED ATTENTION □ Wesray Corp. and Lorimar make offers to buy Multimedia, but company resists bids. **PAGE 44.**

TAKE BACK □ Principal owners of Cox Communications, who already own 40% of the company, extend offer to take it private in deal valued at \$1.3 billion. **PAGE 46.**

STORER VOTE □ FCC votes by narrow majority not to block efforts by dissident shareholders to take control of Storer. Commission rules that short-form transfer application is needed but that proposed change in ownership by Full Value Committee is not "substantial." **PAGE 47.**

PEACEFUL APPROACH □ NAB President Eddie Fritts says association will be less combative with Congress on regulatory and legislative issues and will work to solve must carry issue, funding alternatives for public broadcasting. **PAGE 49.**

SOBER VIEW □ Founder of Mothers Against Drunk Driving, Candy Lightner, is pleased with media's

response to drunk driving problems but says more needs to be done. **PAGE 54.**

NAB 85 □ National Association of Broadcasters opens its 63d convention to some 30,000 attendees. A look at what's in store during the show appears on **PAGE 58.** An examination of equipment on display and a complete listing of exhibitors runs from **PAGES 74 to 134.**

LIBEL DEFEAT □ Appeals court overturns decision in *Washington Post*-Tavoulaareas suit. Action could have chilling effect on investigative journalism. **PAGE 136.**

MEDIA STUDY □ ASNE study shows much of public has problem with media credibility, but also says that people are more likely to rely on TV news over newspapers, magazines or radio. **PAGE 140.**

P-P-V PLANS □ Jeffrey Reiss is putting together money to begin pay-per-view cable programming service for fall launch. **PAGE 152.**

STORM WEATHERING □ Survey of financial health of public broadcasting stations finds problems in some areas but success in others. **PAGE 163.**

MAKING MUSIC MAKE SENSE □ BMI's Len Hensel interprets role of music licensing group to broadcasters. **PAGE 195.**

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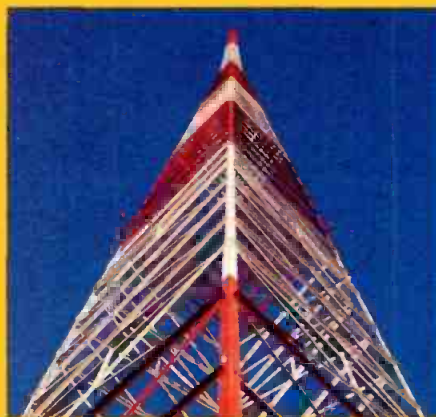
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To the table

Must-carry issue is forcing itself back to forefront of broadcast and cable industry concerns. *De facto* change in regulatory attitude on subject has been evident at FCC for some time, and pressure on cable carriage capacity grows daily. Happily for prospects of compromise, both sides appear willing to seek accommodation at bargaining table rather than fighting it out at commission or before Congress. National Association of Broadcasters President Eddie Fritts, in exclusive interview with BROADCASTING (see page 49), welcomes initiatives he's seen from cable, and National Cable Television President James Mooney, in major policy speech to be given to Washington Metropolitan Cable Club this Wednesday will take "stiff" line on subject and indicate urgency of getting to table quickly. Failing that, cable may soon find itself forced to seek court resolution of issue.

HDTV accommodation?

Chances for European acceptance of U.S.-backed Japanese high-definition television production system as international standard improve as selection process reaches highest ranks of Europe's broadcast technical management. Inclination of top-level European Broadcasting Union committee meeting early this week in Seville, Spain, is not to scuttle worldwide standard, group's head, Carlo Terzani, of Italy's RAI, is known to believe.

There's said to be increased willingness at management levels to weigh advantages of world standard against desire for further technical study of Japan's wide-screen, 1,125 scanning-line system. Key technical issue is quality of conversion between HDTV system's 60-cycle-field-per-second rate (same as NTSC) and 50-cycle rate of European TV systems. Possibilities of selection of 60-cycle standard, at least provisionally, are good, Terzani believes.

Scaling down

All-Industry Television Station Music License Committee will showcase at National Association of Broadcasters convention this week how two highly rated television stations have eliminated nearly all ASCAP and BMI licensed music for locally produced programs. Stations—WAGA-TV Atlanta, owned by Storer, and

KWTV-TV Waco, Tex., owned by Buddy Bostick, have gone to outside sources to obtain performance rights for music that appears in local news and public affairs programming.

CBS affiliate KWTV-TV analyzed program schedule and found that during two-week period it aired 34 hours of local programming containing five hours and 24 minutes of actual music use. Because of efforts to pre-clear music rights from independent music libraries and packagers, station was able to eliminate use of BMI music and utilize only one minute of ASCAP music. WAGA-TV was able to eliminate both entirely. Bottom-line result is that both stations, although they are still paying ASCAP and BMI fees as required by law, found that for only few dollars a day they could do what costs WAGA-TV six figures and KWTV-TV \$35,000 annually to do.

End to content criterion

FCC source last week said commission is now considering elimination of "content orientation" from comparative renewals in its inquiry aimed at streamlining those proceedings. Inquiry, which has been pending since 1981, asked, among other things, whether commission should adopt more specific standards to determine when program record warrants renewal expectancy that gives incumbent broadcaster leg up over challengers at renewal time. Source said commission is exploring whether it can come up with standards for renewal expectancy that wouldn't be based on program content. One idea would be to base renewal expectancy solely on whether incumbent complied with statutory obligations and nonprogramming-related FCC rules.

One after another

FCC Commissioner Henry Rivera has still not publicly announced his expected resignation, but he has now recused himself from cases involving law firm of Paul, Hastings, Janofsky & Walker. He previously recused himself from cases involving Fisher, Wayland, Cooper & Leader and White & Case ("Closed Circuit," April 1).

Ball's in another court

Look for ABC Radio to announce exclusive radio broadcast rights agreement with National Basketball Association (NBA) for 1985's best-of-seven

championship series, slated to begin on either May 27 or May 30. Announcement was expected to be made at ABC Radio Networks annual affiliates meeting during this week's National Association of Broadcasters convention in Las Vegas. Mutual had carried 20-game NBA package for several years.

Daytime can wait

Madison Avenue gurus responsible for several hundred million dollars their clients annually spend on network television say they're under no pressure this year to break daytime upfront advertising buys on networks before prime time deals are negotiated. Last year, with daytime ratings up, market tight, and at least one network reportedly pushing to get daytime out of way in time for last summer's Olympics, upfront daytime sales broke before prime time. This year, with daytime ratings down and advertisers not anxious to trigger early buying spree, Madison Avenue planners see daytime not breaking until mid- or late May with prime time to follow soon afterward.

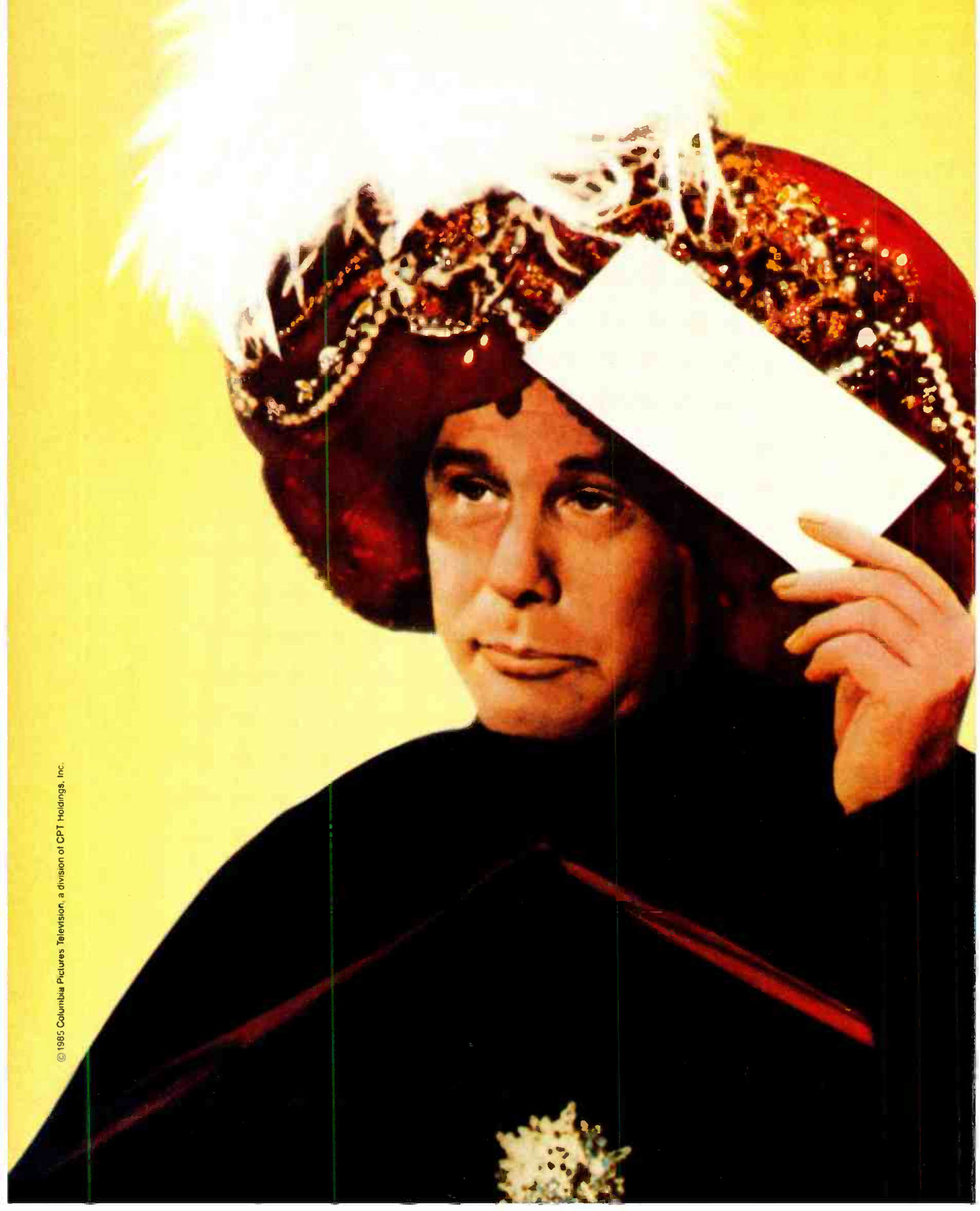
Sky's limit



Discussions are under way on possibility of satellite exchange between Radio-Television News Directors Association convention in Nashville and Radio 85 Management and Programming Convention in Dallas sponsored by National Association of Broadcasters and National Radio Broadcasters Association to be held at same time, next Sept. 11-14. If organizations can raise payment for gear and time, they'll do it.

Custom coverage

Look for announcement soon by Westinghouse Broadcasting and Cable Inc. of new service to local stations around country called *D.C. Live*. Service is designed to help television stations insert live interviews from Washington in news or talk programs, at price that Group W sources say can't be beaten. Cost for three-minute insert, which includes use of crew, equipment and transponder, will be \$875. Officially, it's corporate project, but subsidiary Newsfeed Network will run show. Service will be offered to Newsfeed affiliates and other stations alike, although it's understood affiliates will be offered discounted prices for *D.C. Live* material.

“The answer is ...”



| | | | | | |
|------------------|---------|----------------|---------|--------------|---|
| NEW YORK | WPIX | TAMPA | WFTS | SPOKANE | KHQ-TV |
| LOS ANGELES | KTLA | DENVER | KDVR | JOHNSTOWN | WTAJ-TV |
| CHICAGO | WGN-TV | SACRAMENTO | KCRA-TV | TUCSON | KZAZ |
| PHILADELPHIA | WPHL-TV | HARTFORD | WHCT-TV | LAS VEGAS | KVVU-TV |
| SAN FRANCISCO | KTVU | PHOENIX | KUTP-TV | BINGHAMTON | WBNG-TV |
| BOSTON | WLVI-TV | PORTLAND, OR | KPTV-TV | YAKIMA | KIMA-TV |
| WASHINGTON, D.C. | WDCA-TV | ORLANDO | WMOD-TV | WILMINGTON | WJKA |
| DALLAS | KTVT | RALEIGH | WPTF-TV | RENO | KAME-TV |
| CLEVELAND | WUAB | SALT LAKE CITY | KSTU | BOISE | KTRV |
| HOUSTON | KTXH | HARRISBURG | WLYH-TV | MACON | WMGT |
| MIAMI | WCIX | GREENSBORO | WGCT | FORT SMITH | KHBS |
| MINNEAPOLIS | KMSP-TV | ALBUQUERQUE | KGSW | LAKE CHARLES | KVHP |
| ATLANTA | WATL-TV | FRESNO | KSEE | MANCHESTER | WGOT-TV |
| SEATTLE | KCPQ | JACKSONVILLE | WJXT | FAYETTEVILLE | WFCT  |
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The question ... Who's got Carson's Comedy Classics?

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Decency case

For the fourth time in four cases—three of them decided in Utah courts—legislation designed to prohibit cable television systems from carrying "indecent" programming has been declared unconstitutional, a violation of the First Amendment. In the case decided last week, U.S. Senior District Judge Aldon J. Anderson in Salt Lake City suggested another approach for those concerned about some of the offerings on cable television: Let parents "assume an important responsibility for maintaining a decent society."

At issue in the Utah case was a new state statute, one fashioned with an eye to avoiding the constitutional problems that had done in an earlier state law as well as an ordinance adopted by Roy City, Utah. It purports to regulate cable material according to "the time, place, manner and context in which the material is presented," and thus meet a standard under which the Supreme Court has upheld restrictions on speech.

But Anderson said the law does not meet the standard because, although the attorney general said he would not enforce the law between midnight and 7 a.m., he would be enforcing it "by reference to its content." The judge also said the law is "unconstitutionally overbroad and vague, and void on its face." He also said that the state act is preempted by the new federal cable TV policy law—but only because he found the state regulations unconstitutional.

Anderson's decision is of a piece with the two other opinions by U.S. district courts in Utah on efforts to regulate "indecent" cable television programming, as well as with one by the U.S. Court of Appeals for the 11th Circuit, in Atlanta in a case involving a Miami ordinance (BROADCASTING, April 1). Anderson said that the new Utah statute is more restrictive than the precedent established by the Supreme Court in *Miller v. California* permits—and that the rationale used by the FCC to prohibit broadcasters from airing "indecent" programming, as in the *Pacifica* case, cannot be applied to cable television.

George Shapiro, counsel for HBO, one of the plaintiffs in the case, said of the opinion: "It's a confirmation of what the other courts that considered the matter have said."

The Decency Act, enacted in 1983, would prohibit the depiction by cable television systems of "a human sexual or excretory organ or function," "a state of undress so as to expose the human male or female genitals, pubic area, or buttocks . . .," "an ultimate sexual act . . .," or "masturbation, which the average person applying contemporary community standards for cable television or pay-for-viewing television programming would find is presented in a patently offensive way for the time, place, manner and context in which the material is presented." The constitutionality of the act was promptly challenged in court by several cable systems, followed by HBO and a group of sub-

scribers.

A key deficiency of the Decency Act, in Anderson's view, is its failure to meet "all three prongs of the *Miller* test." (That test was devised in 1973 to define obscenity, but, Anderson noted, the state act goes beyond obscenity in the effort to attempt to regulate indecency.) He noted the act would permit banning material that does not "appeal to the prurient interest in sex or that, taken as a whole, contains serious literary, artistic, political or scientific value." Those are the first and third prongs of the *Miller* decision. To fall within the second prong, material must depict sexual conduct in a patently offensive way. But under the Utah statute, material would be indecent if it is patently offensive for the time, place, manner and context shown, regardless of whether the material depicts sexual conduct.

By failing to meet the *Miller* test, Anderson said, the Decency Act does not protect the values meant to be protected. It goes too far. It is, he said, "an unconstitutional regulation of cable television."

The state sought to invoke the Supreme Court's decision in the *Pacifica* case, in which the FCC was held to have the authority to impose sanctions on stations broadcasting "offensive" and "shocking" language at a time of day when children could be exposed to it. But Anderson—as have other judges in cases where that case was cited to support regulation of cable programming—said the decision is limited to the facts in the case. And, perhaps more important, he said "the fundamental differences between the broadcast medium and cable television require that *Pacifica* not be extended to cable television."

Anderson noted that the "scarcity" rationale which has been used to support government regulation of the content of broadcasting does not apply to cable television, a different medium. What's more, he agreed with the arguments made by the plaintiffs and the commission, which filed a friend-of-the-court brief, that cable television, unlike the FM station in the *Pacifica* case, "is not an uninvited intruder." A subscriber must initiate the service. Anderson also said the restrictions are so vague as to infringe upon protected speech. Because the meaning of the words of the restriction are unclear, Anderson said, cable operators are left without notice of what material can or cannot be shown. "Thus, operators may be deterred from distributing protected material because they are uncertain whether the showing of such material will subject them" to the penalties that are provided for in the act.

As for his personal suggestion, Anderson said: "Following Supreme Court precedent, today's ruling delineates an area in which private individuals, particularly parents, must assume an important responsibility for maintaining a decent society. The First Amendment," he added, quoting from an earlier case, puts "the decision as to what views shall be voiced largely into the hands of each of us . . ."

Cable sales aid: the VCR

Hoping to capitalize on the public's growing interest in home videocassette recorders, Jones Intercable announced last week plans to test market a VCR-cable package in four Jones systems beginning May 1.

During the two-month trial, Jones will offer consumers a General Electric VCR along with basic and two pay cable services for \$44.95 a month. Consumers will have to sign a two-year contract for the package, but, at the end of the two years, they will own the VCR.

If all goes well during the trial, said Glenn Jones, chief executive officer and president, the MSO will offer the package in its more than 50 other systems across the country. The systems serve 460,000 subscribers.

"We see a real synergy between VCR's and cable," said Jones. Cable can supply the programming to "fill up" the VCR, he said. Research has shown that VCR's are used primarily to time-shift—record and play back cablecast or broadcast programming at a more convenient time, he said.

The trial will be conducted in Jefferson county, Colo.; Oxnard, Calif., and Cedarburg-Grafton and Waupaca, both Wisconsin. The systems, which represent a cross section of Jones' cable systems, serve more than 50,000 subscribers, but pass nearly 150,000 homes, Jones said.

Jones hopes the marketing scheme will generate revenues by bringing aboard new basic and pay subscribers and by improving pay subscription retention through the two-year contracts.

The MSO, Jones said, will also make money off the sale of the VCR's. Around 15% of Jones Intercable's subscribers are expected to purchase VCR's in the coming year, Jones said. "So why shouldn't they buy them from us?"

The cable company will sell the GE Model 6010, which features two-event, 14-day programability and wireless remote control and, according to Jones Intercable, has a "normal retail price" of \$499. Jones would not reveal what the MSO is paying for the units, but a major Washington retailer said the wholesale price would be between \$250 and \$300. The retailer sells the earlier, similarly equipped GE Model 5010 for \$439.

In the largest of the test systems, Oxnard, consumers will be asked to pay a premium of around \$12 a month to purchase the VCR or nearly \$300 over the two-year contract period. At the moment, Oxnard subscribers are paying about \$33 a month to receive basic service along with HBO and Cinemax.

The three pay combinations that will be available with the VCR and the basic service in Oxnard and the other three markets: HBO and Cinemax; Showtime and The Movie Channel, and HBO or Showtime and the Disney Channel.

Jones said that the cable company would deem the trial a success and offer the VCR-cable package on a national basis if 2,000 or



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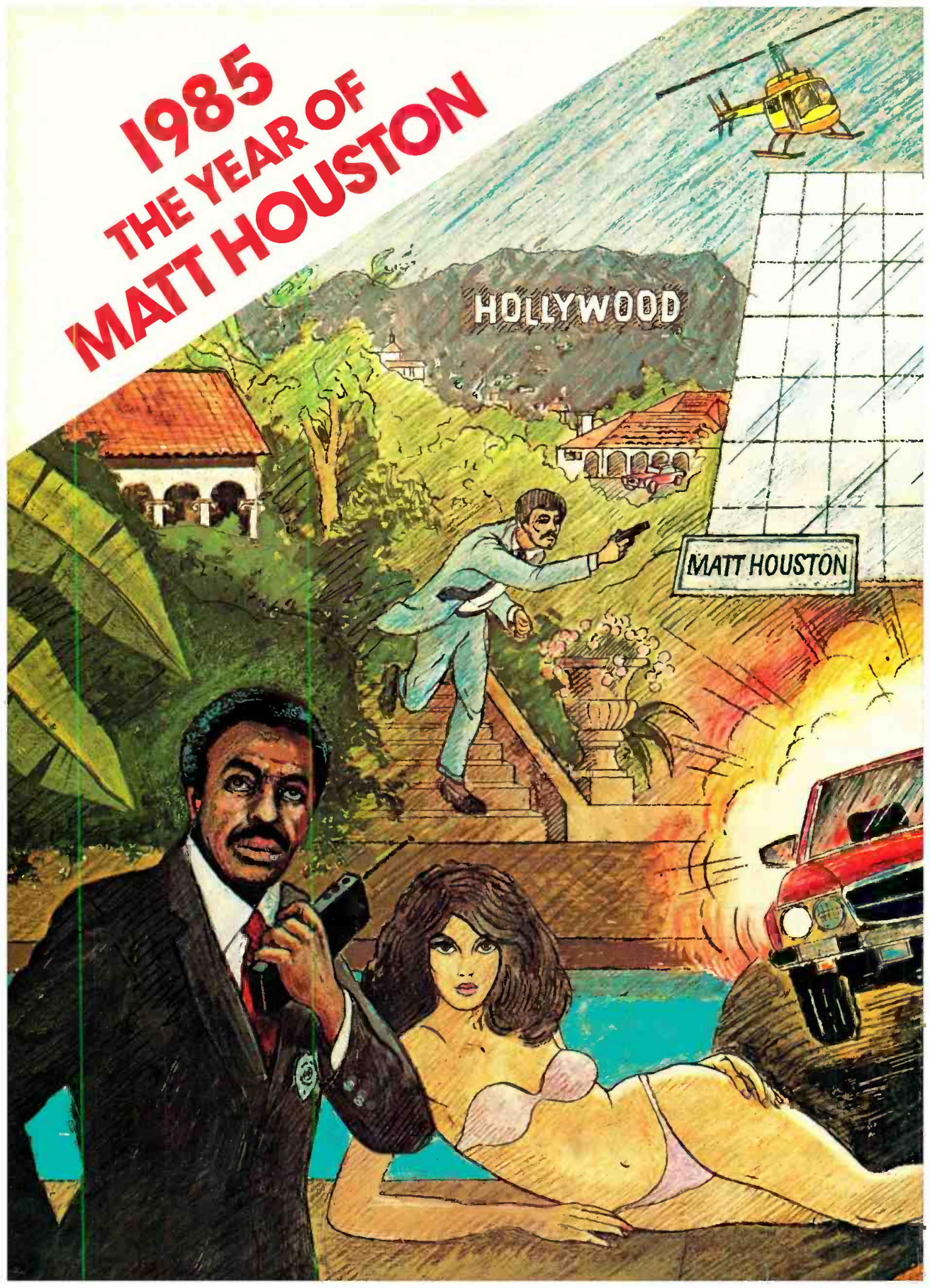
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more people in the four systems sign up.

Jones promised to discuss preliminary results of the trial at the National Cable Television Association convention in Las Vegas, June 2-5.

Summer push

Home Box Office Inc. is announcing today (April 15) what it calls "HBO All-Star Summer," stressing its "strongest lineup of programming in years," backed by "the most extensive marketing campaign in our history."

A \$100-million lineup of films and original programming will be offered on HBO from this summer through the end of the year, and a "massive, integrated marketing effort" supporting it is intended to reach over 45 million households. It is valued at approximately \$10 million, according to the announcement by Seth Abraham, senior vice president, programming operations, and John Billock, senior vice president, marketing.

They said the campaign will kick off with HBO's exclusive national pay-cable premiere, in June, of "The Natural," starring Robert Redford, and continue with major music events, such as "Tina Turner: Private Dancer" in June, such as "The Muppets Take Manhattan" (in July); films that will appear on no other national pay cable service, other specials featuring such stars as Olivia Newton-John, Kenny Rogers and Dolly Parton; new HBO Premiere Films, such as "Blackout," starring Richard Widmark and Keith Carradine; "Reunion at Fairborough," with Robert Mitchum and Deborah Kerr, and "Fortress," with Rachel Ward; sports events like Wimbledon '85 and World Cham-

pionship Boxing, and a variety of other programming events.

Billock said that "the fully integrated nature of the advertising campaign reflects the new marketing realities. The cable business today is much more marketing-driven than it has been in the past. We must actively, aggressively and continuously market our programming to attract and keep cable viewers."

During May and June, All-Star Summer will be promoted by an HBO on-screen campaign featuring contemporary graphics and a musical theme. It will also be supported by a marketing effort featuring "television, radio and newspaper advertising, direct-response TV, direct mail, a national sweepstakes, sneak previews, simulcasts, community baseball games and a cable affiliate incentive program," valued at about \$10 million. Local promotions will include television, radio and newspaper advertising in 35 major cities, and advertising will also run in 12 editions of *TV Guide* and several other cable guides.

Billock said more cable affiliates are participating in this campaign's direct-mail effort than ever before, that more than 10 million pieces of direct mail will be delivered to homes passed and basic households, and that more than 12 million billstuffers highlighting HBO All-Star Summer will go to basic and HBO subscribers. Local promotions due to start in June include sneak previews, simulcasts and community baseball games sponsored by participating cable systems to raise funds for local charities. National advertising will run in *Time Inc.* publications *Time* and *People* in June and on superstation

WTBS(TV) Atlanta and the ESPN, USA, CNN and BET networks for an eight-week period beginning April 22.

Making it easy

The Southern California Cable Television Marketing Council, a consortium of Los Angeles area cable operators and national cable programmers, will launch an \$800,000 direct-response television advertising campaign in Los Angeles beginning April 18. The five-week campaign is designed to produce an immediate increase in basic penetration for the 11 participating cable companies. Operating some 60 systems, the companies now serve 2.5 million basic subscribers. Two 60-second and eight 30-second spots, all variations of the same theme, will urge noncabled viewers to call a toll-free number (1-800-CABLE-85) to order. As an inducement, the spots will offer a 15-day money-back guarantee.

"For the first time, southern Californians will be able to order cable by calling one central number," said Anthony Farwell, executive director, SCCTMC. "That, combined with our strong offer, should produce significant subscription increases." According to an SCCTMC spokesman, Asher/Gould, the council's advertising agency, will place the spots on nine stations, including two Spanish-language outlets, mostly in day and fringe time. The spots, he said, will air 1,000 times during the flight.

HBO's new BET

Home Box Office Inc., which is acquiring a minority interest in Black Entertainment Television, will also take on the management of all sales and marketing activities for the black-oriented, advertising-supported basic cable service. Don Anderson, HBO senior vice president, will head the BET sales and marketing operations, reporting to Peter Frame, HBO executive vice president, affiliate sales and operations.

BET President Robert L. Johnson said the new relationship was "exactly what we wanted and needed to grow"—access to HBO's expertise in marketing cable services. HBO President Joe Collins also saw "tremendous crossover potential between HBO and BET in terms of marketing and programming," because, he said, BET has demonstrated that it attracts nonblack as well as black viewers.

Officials said BET will pay HBO an annual fee for its services. Anderson will be supported by BET's sales organization, which will also retain primary responsibility for launch and affiliate services support.

The new alignment followed HBO's agreement to acquire approximately 14% of BET common stock in exchange for having provided BET with transponder space.

Signal action

Representative Robin Tallon (D-S.C.) introduced H.R. 1837 which would prohibit duplication of network signals under the FCC's must-carry rules. The bill applies to "certain out-of-state broadcast signals" and protects cable systems from having to carry the signals if the station is "neither in the state served by the cable system nor in a major television market, and the programming of such station is substantially duplicated by the programming of another station carried by the cable system."

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25th ANNUAL CONFERENCE • PALMER HOUSE CHICAGO • MAY 11-15, 1985

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ONLY ONE CAMERA SHOOTS THIS WELL IN 2 FOOTCANDLES. IMAGINE HOW IT SHOOTS IN BROAD DAYLIGHT.



The Panasonic® N-3 NiteHawk™. It's one of a kind because it's the only camera with three Newvicon® tubes. And that means you get outstanding picture quality under a wide variety of lighting conditions.

When you're shooting at night or in dimly lit locations, as in the simulated example above, the N-3's

unique combination of three 1/2" Newvicon tubes lets you make the most of available light by providing bright, natural video images.

In sunlight and in the studio the N-3 continues to shine with 600 lines horizontal resolution. An impressive S/N ratio. As well as minimal lag, burn-in, comet tailing and geometric distortion. What's

more, the N-3 has all the professional features you'd expect from the broad line of Panasonic three-tube cameras.

Still, with all the N-3 has going for it, there's another bright spot. Its price.

Audition the NiteHawk and see why from sunlight to night light no other camera can hold a candle to it.

For more information, call your nearest Panasonic regional office: Northeast: (201) 348-7620. Southeast: (404) 925-6835. Midwest: (312) 981-4826. Southwest: (214) 257-0763. West: (714) 895-7200. Northwest: (206) 251-5209.

Panasonic
Industrial Company

See us at NAB booth 1019.

Straight talk to AM Station Managers.

**HERE'S WHAT
WE DELIVER.
AND IT'S MORE
THAN TALK.**

Seventy percent of all radio listening now takes place on the FM dial. AM Stations, faced with declining audience shares, are looking to ABC Talkradio for superior programming to attract new listeners and advertisers.

Many of the top-ranked ADI's are now combining ABC Talkradio with their own local talent. We're only three years old, and already 94 radio stations have joined forces with us. With flexible weekday or weekend programming, these stations are showing dramatic increases in ratings, revenues and profits.

Now when you put ABC Talkradio to work for your station, you have your choice of quality daytime, all night or weekend programming, proven listening success, greater advertising revenues, and an end to "copycat" radio.

ABC TALKRADIO DELIVERS LISTENERS.

Talk radio is a new form of learning and entertainment. It is attracting more 35- to 64-year-old premium listeners. That's the audience with the highest disposable income, leisure time and specific consumer needs. As the baby boom generation matures, ABC Talkradio speaks its language.

ABC TALKRADIO DELIVERS PERSONALITIES.

The ABC Talkradio lineup is packed with personalities and guests not available in your local market. They are informed, provocative, and entertaining. With a special toll-free number to call,

audiences do more than just stay tuned; they get involved with the hosts and guests.

Each of the weekday program hosts, Dr. Susan Forward, Owen Spann, Michael Jackson, Dr. Toni Grant, Dr. David Viscott, Ira Fistell, and Ray Briem, have achieved national recognition. They continue to generate widespread press coverage. Let these stars and the weekend program hosts shine for your market: Bill Bresnan (Finance), Ralph Snodsmith (Gardening), Tom Shorall (Law), Leon Kaplan (Car care), Al Ubell (Home repair), Dr. Robert Atkins (Nutrition), Dr. Lawrence Balter (Child Psychology), Dr. Dean Edell (Medical), Dr. Malcolm Kram (Pet care), Larry Miller and Barbara Rosen (Children's Radio Workshop), along with Bob Fitzsimmons as host.

ABC TALKRADIO DELIVERS FLEXIBILITY.

Selecting your own flexible programming is the key to our ratings success. Flexible programming saves you time, money, and energy for the sole purpose of concentrating on your biggest money makers: morning and afternoon drive, sports, or special events. We know that, for many, drive time is when you make the bulk of your profits. ABC Talkradio can fill the rest of your regular broadcasting day with quality programming at no cost, yet saleable for greater revenues.

We provide a daily total of 12 hours of local time programming, plus 6 optional hours Monday

through Friday, in addition to 9 hours of programming on Saturday and Sunday. There are windows in the format for newscasts, and many opportunities within each hour for local station identification and promotion.

ABC TALKRADIO DELIVERS COMMERCIALS.

Your commercial sales opportunities are unlimited. You can insert up to 13½ minutes of commercials per hour. Many of these programs are designed as sponsorship hours for special advertisers.

Because talk radio has the right audience, for the first time in many years, radio is winning back many of the big name advertisers. Local advertisers, many brand new to radio, are also selecting those programs that best suit their service or products.

ABC TALKRADIO DELIVERS DIRECT.

We deliver the highest-quality talk radio programming via RCA Satcom IR satellite. Depending on your satellite receiving capability, the cost of the necessary initial equipment can be as little as \$950 for a decoder. All local talk radio programming elements are customized for each station at no charge.

Be a part of ABC Talkradio and put this powerful format to work for you. To learn more, talk with Rick Devlin, Vice President, Director of ABC Talkradio at (212) 887-5638. But do it now! You can't afford to miss this exclusive opportunity for your market.



WE DO MORE THAN TALK. WE DELIVER.

RADIO ONLY

HIP of Greater New York □ In expanded use of radio in 1985, health service organization has set radio advertising in flights over 19 weeks ending in November on four stations in New York. Commercials, which will be carried in all dayparts, are aimed at small businessmen with as few as three employees. Agency: Koehler Iversen, New York.

American Cyanamid □ Six-week flight in support of company's insecticide for farm crops is scheduled to start this week in more than 20 markets. Commercials will run in farm programs. Target: farm families, 25-54. Agency: Tucker Wayne & Co., Atlanta.

Great Western Savings & Loan □ One-week flight in late April and two one-week flights in May will support company's Florida real estate loan offices in Boca Raton, Miami, Fort Lauderdale and Tampa. Commercials will run in morning and afternoon periods.

Target: adults, 25-54. Agency: Dailey & Associates, Los Angeles.

Delco Electronics □ Car and truck radios will be spotlighted in five-week flight set to begin this week in 11 markets, including Atlanta, Chicago and Houston. Commercials will run in daytime periods on weekdays and weekends. Target: men, 18-49. Agency: Campbell-Ewald, Warren, Mich.

Honey Baked Ham Co. □ In expansion of its summer promotion program, company is preparing 16-week flight to run in 14 markets, starting in early May. Commercials will be placed in weekday periods in daytime slots. Target: adults, 15-54. Agency: Mills Hall Walborn & Associates, Cleveland.

TV ONLY

W.B. Roddenberry Co. □ Campaign for various food products will run for three weeks in late April in 12 markets in South. Fringe, daytime and prime time periods will be used for commercials.

Target: women, 25-54. Agency: Evans/Atlanta.

New England Apple Co. □ Apple sauce and juice drinks will be highlighted in three-week flight to start in early May in eight New York and New England markets. Commercials will be carried in all dayparts. Target: women, 25-54. Agency: Harold Cabot & Co., Boston.

Popeye's Famous Fried Chicken & Biscuits □ In Doyle Dane Bernbach's first campaign since taking on account, Popeye's fried chicken is featured in



initial flight of two weeks that began last week, recesses for one week and returns on April 29 for three additional weeks. List contains 25 markets, including New Orleans, Chicago and Washington. In

AP SALABLE UPCOMING FEATURES

WIRECHECK: AP RADIO WIRE

AFTER THE FALL—WEEK OF APRIL 22—AP analyzes the impact of one of America's most bitter conflicts, The Vietnam War. Ten 90-second scripts describe the effect it's had here at home as well as in Southeast Asia. Scripts run in advance April 13.

SPORTS QUIZ—Test your listeners' memory with this sports trivia feature. Use questions as a contest for tickets and other prizes. Questions and answers run Tuesday and Thursday mornings.

AIRCHECK: AP RADIO NETWORK

VIETNAM, 10 YEARS LATER—APRIL 22—David Melendy reports on the U.S. and Vietnam ten years after the fall of Saigon. Based on interviews with soldiers and civilians, he explores the feelings of those whose lives were most drastically changed by the war in this 10-part series.

CASH AS CASH CAN—APRIL 26—Mary Belton explains how small investors can make the most of declining interest rates in her 10-part series of 90-second reports entitled, New Money Strategies.

TUNING IN TO VIDEO TECH—Bob Moon delivers news about the latest developments in home video equipment, from recorders to games. Plus, he tells you what to watch for when choosing and maintaining your video equipment. 60-second feature shows run Monday-Friday at 10:32 a.m. ET.

For more information call (800) 821-4747

AP ASSOCIATED PRESS BROADCAST SERVICES

Rep Report

KRDO-TV Colorado Springs-Pueblo and KJCT(TV) Grand Junction, Colo.: To Blair Television from Avery-Knodel Television.

□

Kxxv(TV) Waco, Tex.: To Katz Television Continental (no previous rep).

□

Wksz(FM) Philadelphia: To Masla Radio from Christal.

□

WOKY(AM)-WMIL(FM) Milwaukee: To Eastman Radio from Republic Radio.

□

WORC(AM) Worcester, Mass.: To Masla Radio from P/W Radio.

□

KFYE(FM) Fresno, Calif.: To Eastman Radio from Selcom Radio.

□

WOKV(AM)-WAIV(FM) Jacksonville, Fla.: To Eastman Radio from Blair Radio.

□

WVOK(AM)-WLTB(FM) Birmingham, Ala., and KONO(AM)-KOZZ(FM) Reno: To Eastman Radio from Christal Radio.

TRANSTAR #1 In Daytona Beach

In Daytona Beach, Florida—a market with 16 good signals—WCFL-FM started carrying Transtar's Adult Contemporary programming via satellite before the fall Arbitron sweep. The results? Just what successful stations all across America are learning to expect from Transtar: Great!

Daytona Beach, Florida
Arbitron AQH Share
Fall 1984, M-S, 6A-Mid.

| | |
|-----------------|------|
| #1 Adults 25-54 | 19.7 |
| #1 Adults 25-49 | 22.1 |
| #1 Adults 18-49 | 19.3 |
| #1 Adults 18-34 | 20.7 |

Transtar's Adult Contemporary, Country, and special Format 41™ programming is available on a market-exclusive basis. Can we help you build superior adult ratings?

1-800-654-3904

TRANSTAR
The Quality Satellite Network

Come see us at the NAB - TRANSTAR Suite, Las Vegas Hilton.

AdVantage

Where there's Smokey... For more than 40 years, Smokey Bear advertising has tried to show that people's carelessness can start fires and destroy beauty of forest. In 1985 version of Smokey Bear TV commercial now being distributed to television stations, emphasis has shifted: Spot stresses that person who starts forest fire—even accidentally—can be arrested. Foote, Cone & Belding, Los Angeles, volunteer agency for Advertising Council's campaign, called on producer Bob Girdali to produce spot which, in mini-documentary style, depicts agony of man as he is booked for starting fire by accident.



Smokey Bear



Kodak

Americana. Eastman Kodak Co. has added new segment to its "Because Time Goes By" theme begun last year, introducing its new "America" series, starting last week on network television. "America" spot is in same emotional vein as its predecessors—"Reunion," "Goodnight" and "Baseball"—as it describes odyssey of young man riding motorcycle throughout U.S. to find his own "America."

Lots of TV money. Television advertising investment by financial services grew by 24% in 1984 to \$687.2 million, according to Television Bureau of Advertising. Largest category within financial services was banks and savings and loan companies, which spent \$203.7 million last year, up from \$171.1 million in 1983. Largest single TV advertiser within category was American Express Co., with estimated expenditures of almost \$78 million, up 112%.

commercial, patron reacts to his first bite of chicken with hair standing up in surprise at pleasant taste. Commercials are to be carried during early and late fringe periods. Target: adults, 21-49. Agency: Doyle Dane Bernbach, New York.

RADIO AND TV

TransSouth Financial Corp. □

Availability of loans will be promoted in five-week flight to run in more than 30 markets on radio and 14 on television. Market list includes Nashville, Orlando and Tampa, Fla. Commercials will be carried on radio in all dayparts and on TV in fringe, prime time and sports periods. Target: men, 25-54. Agency: Loeffler Marley Mountjoy, Charlotte, N.C.

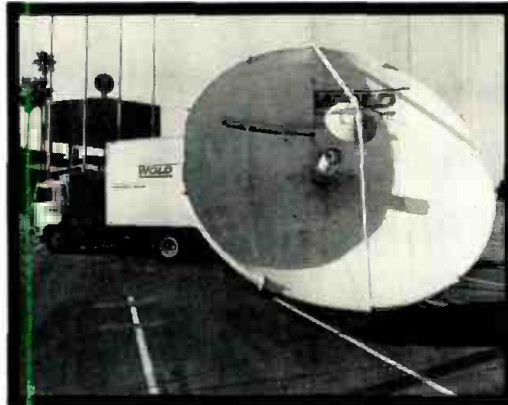
BMW Dealers □ Radio effort is scheduled to start this week in 20 markets in South for four weeks and four-week television flights will begin in April and May in about 50 markets. Commercials will be placed in all dayparts. Target: men, 25-54. Agency: Ammirati & Puris, New York.

Roy Rogers Restaurants □ Four-week flight in five markets, including New York and Baltimore, is set to begin this week. Commercials will be placed in all dayparts. Target: adults, 18-49. Agency: Smith, Burke & Azzam, Baltimore.

FOR MORE LESS

Economical, one-stop shopping at lower prices than the major carriers. ● That's what you get from Wold Communications when you need to get your television signal from here to there.

● Why go to one company for a mobile uplink, another for satellite time, another for a downlink—when you can get all of it from one company for less? ● Unlike other companies, Wold Communications offers its customers a full range of services



and facilities. Wold has the largest satellite capacity of any organization in the world. ● The largest number of earth stations, including three mobile uplinks. Full-service traffic, station relations and engineering

departments and a 24-hour network control center. ● Call Wold to cut down your shopping time and expenses. ● More for less from the first and the best. You can have quality service with budget rates.

Call us and compare.

WOLD
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Los Angeles
10880 Wilshire Blvd., Suite 2204
Los Angeles, CA 90024
(213) 474-3500

New York
875 Third Avenue
New York, NY 10022
(212) 832-3666

AMERICAN MUSIC MAGAZINE



STARRING

RICK DEES

Radio stations can now make RICK DEES a part of their air-staff all week long.

"AMERICAN MUSIC MAGAZINE starring RICK DEES" . . . five one hour shows, one for each day Monday through Friday, every week. Ideal for drive time adjacencies, mid-days or early evenings.

Just as TV's Entertainment Tonight lets everyone know what's happening in the entertainment world, "AMERICAN MUSIC MAGAZINE starring RICK DEES" will let your listeners know what's happening day by day in the world of music . . . from Rick's vantage point in Hollywood—the record capital of the world.

You'll find out the WHO, WHAT, WHERE, WHY AND WHEN of videos, tours, new albums and new projects. Who's hot and who's not.

"AMERICAN MUSIC MAGAZINE starring RICK DEES" is filled with lots of music, Rick's ingenious wit, his irresistible charm and his entire cast of comedic characters who have made his week-end program a giant success. Drop-ins from the actual stars themselves will complete the program.

For station clearance information call our Washington, D.C. office at (703) 556-9870.

For national sales information call our New York office at (212) 869-7444.

The United Stations

AMERICA'S TARGET RADIO NETWORKS

Producing more than 2,000 hours of first-run programming yearly

New York • Chicago • Washington, D.C. • Los Angeles

A radio advertising commentary from Robert Galen, senior VP for research, Radio Advertising Bureau, New York

Proving radio's effectiveness with a make-believe mall

The Greater Cincinnati Radio Broadcasters Association, like many radio marketers, wanted to demonstrate the effectiveness of radio. Having been exposed to advertisers and agencies who weren't really quite sure that radio worked, 17 member stations decided to do a major test during the early part of 1985 to prove radio's tremendous ability to communicate.

Working with Jerry Galvin, creative director of a local ad agency, Galvin, Mender-son, Maier & Press, they developed a radio campaign and researched awareness to demonstrate the power of our medium. They built a campaign for a hypothetical mall called Plummet Mall. The copy points stressed that the mall would be Cincinnati's first vertical mall. Moving sidewalks, spiral escalators, controlled temperatures and low prices based on pass-along energy savings were selected as the distinctive features of the product. To build anticipation and demand, the campaign teased the opening at an undisclosed location in Cincinnati "soon." These points were emphasized and reinforced by a tag line, "The best value in town is a hole in the ground—Plummet Mall."

To demonstrate how easy it would be for an advertiser to duplicate the campaign, they produced the spots with only one voice, minimal sound effects, short musical phrases and dramatic pauses. The commercials were produced by a local firm, Jay Gilbert Productions. Of four 60-second spots, the first three talked about Plummet Mall coming soon. During the fourth week, the spots announced that "heavy freezes had caused a seismological occurrence" that shifted the mall to a location somewhere between Cincinnati and Lincoln, Neb.

The spots were run according to a media plan developed by Rudy Siegel at Galvin, Mender-son. Using a Tapsan schedule analysis, four weekly flights were designed to generate 60%-70% reach and 2-2.5 frequency using run-of-schedule placements with even distribution through all dayparts and days of the week. Each station ran a "typical" schedule, 14 to 30 spots per week, from Jan. 14 through Feb. 10. The total cost of the "buy" would have been \$60,700.

The campaign attracted immediate attention in town. Stations referred all telephone calls to the advertising agency, which maintained the confidentiality of the project. Calls came from merchants who wanted to know what other merchants would be opening stores there, from people interested in opening stores or selling services (Muzak, Cincinnati Bell, Cincinnati Gas & Electric) and even from somebody seeking the contract for Plummet Mall's waste disposal. Ralph Leibing, the Hamilton county build-



Robert Galen was appointed senior vice president for research of the Radio Advertising Bureau in August 1984. He is responsible for the planning, conceptualization, operation and development of research efforts to support radio's sales and marketing arm and is the association's chief adviser on matters pertaining to research and media analysis. Before joining RAB, Galen served as senior vice president and general manager of the Marketing Services/Research Division of Blair Radio—a job which culminated 25 years at Blair and several key executive positions in research and marketing. His accomplishments include the conceptualization, design and development of the BRAIN radio research computer system, the planning and teaching of "The College of Radio Knowledge," a high-intensity media workshop, and the design and direction of numerous qualitative and quantitative research surveys used by the radio industry. Galen is also a founder and co-chairperson of the RAB Goals Committee, a member of the Electronic Media Rating Council, Radio Technical Committee and a member and former chairman of the Station Representatives Association Radio Research Committee.

ing commissioner, told the *Cincinnati Post* that he was flooded with calls, as did the Greater Cincinnati Chamber of Commerce, which reported 20-25 calls a day.

Now comes the research part. The radio group hired Burke Marketing Research to do an awareness study. The first question was: "Have you, yourself, heard anything recently about a new mall opening in the Cincinnati area, or not? If yes, what is the name of that mall?" Of respondents, 33.2% correctly identified Plummet Mall by name. If a per-

son indicated that he did not know about a new mall opening, he was prompted: "Have you heard of a new *underground* mall opening soon in the Cincinnati area, or not? If yes, what is the name of the underground mall?" Plummet Mall was correctly identified by 7.5%. Of the sample of 506 people, 40.7% were able to identify the mall correctly without prompting after only four weeks of radio advertising.

The study also went further and asked those who did not remember the name whether they had heard of a new underground mall called Plummet Mall. Another 19.8% of those surveyed acknowledged awareness. This means that 60.5% of people interviewed had some awareness after only four weeks of advertising. According to Jim Russell, vice president of Burke Marketing Research, "These results are extraordinary awareness figures no matter what qualifications. A 41% unaided awareness number after just four weeks is to my knowledge unprecedented, and it was achieved with a relatively modest radio buy. Most product managers are very happy with 10%-15% figures, which are gained only after significant television advertising supplemented with couponing, sampling, etc."

In spite of several caveats—general problems in gauging consumer awareness, the brevity of the campaign and its local scope, the relative size of the product category and the difficulty in squaring this test with Burke's normal three-month ad cycle—Russell told us that many of the people on his staff were "amazed" at the impact of this campaign.

The Plummet Mall test firmly reinforces our strong belief in radio. It says that radio sure does work. It also says that certain things must be done to make radio work. First, a good commercial is needed. These spots were very well produced even though they were not expensive. Second, a radio campaign must be reasonably sized. People who buy six spots a week on one radio station and then wonder about the impact are missing the boat. The Plummet Mall's \$60,700 budget was much less than what Biggs, a department store, spent when it opened its first U.S. store in Cincinnati during 1984. Finally, radio, all alone, can develop major impact for an advertiser. This gives us two sales points. One, a radio campaign with sufficient thought and budget can pay off for advertisers. Two, if radio alone can ring the bell, radio can certainly improve the effectiveness of a TV, newspaper or direct mail campaign. Plummet Mall was strong proof of radio's ability to sell. The results say clearly that radio shouldn't take a back seat to any other medium. People listen to radio and rely on what they hear. After all, Americans didn't buy over 50 million radio sets in 1984 to use as doorstops. ■

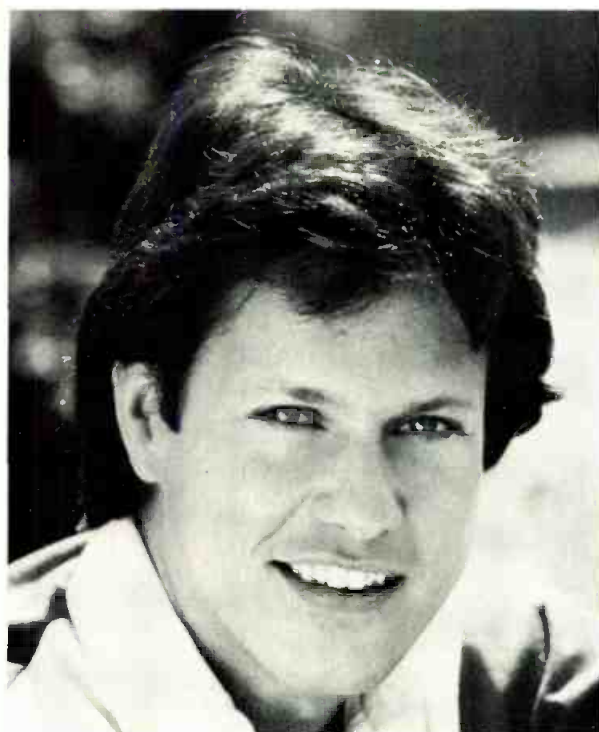
Rick DEES' WEEKLY TOP 40

Did You Hear What Rick Dees Said This Week-End?

Now every market can hear what one of America's most creative and successful air personalities is saying.

RICK DEES' WEEKLY TOP 40, a weekly four hour countdown from The United Stations, is hosted by Rick Dees, Los Angeles' premier morning personality from KIIS Radio.

RICK DEES' WEEKLY TOP 40 is already broadcast on



Rick Dees is the biggest success story in personality radio. His ingenious wit, his irresistible charm, his cast of comedic characters will attract new listeners and keep them coming back week after week.

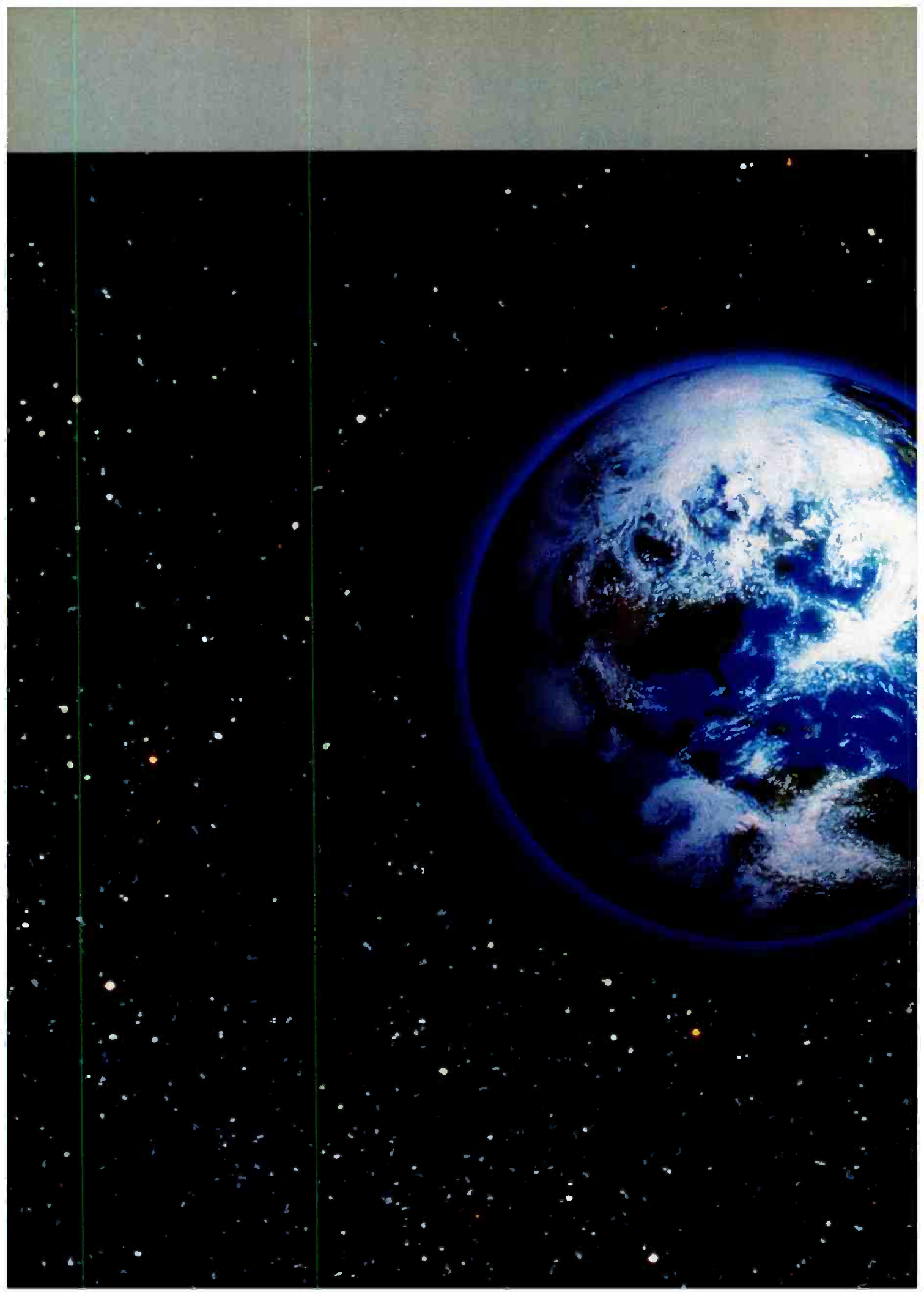
some of the hottest radio stations. The most successful program in the history of modern radio—the *only* long form entertainment program to be heard in every one of the top fifty markets.


For national sales information call our New York office at (212) 869-7444.

For station clearance information call our Washington, D.C. office at (703) 556-9870.

The United Stations
AMERICA'S TARGET RADIO NETWORKS
(Producing more than 1300 hours of first-run programming yearly)

New York • Chicago
Los Angeles • Washington, D.C.





T O BUILD THE FINEST NEWS
SERVICE IN THE WORLD,
WE HAD TO LEAVE THE PLANET.

We built our radio news service from the ground up. 22,300 miles up to be exact. All the way to Satcom I-R. A satellite that delivers the purest news sound you can get on radio today. And yet, the high-tech delivery system is really a secondary selling point. Because CNN RADIO delivers more news per hour in every major category than the competition. More live news, business, sports, features and feeds than anybody else. And for a whole lot less than you're probably paying now. So do yourself a favor. Call your CNN RADIO rep for the full story. You'll like what you hear. Because the facts are out of this world.

CNNRADIO.

1050 Techwood Drive, Atlanta, GA 30318, (404) 827-2085
A Division of Turner Broadcasting, Inc.

Datebook

This week

April 14-17—*National Association of Broadcasters* 63d annual convention. Las Vegas Convention Center, Las Vegas.

April 14-18—Computer Graphics '85, conference and exposition sponsored by *National Computer Graphics Association*. Dallas Convention Center, Dallas. Information: 1-800-543-8000.

April 14-20—INPUT '85, international public television screening conference, hosted by *Institut National de la Communication Audiovisuelle*. New International Trade Center, Marseille, France. Information: (33) 1-347-63-85; INA, 193, rue de Bercy, 75582 Paris Cedex 12, France.

April 15—Deadline for entries in 29th annual *National Psychology Awards for Excellence in the Media*, sponsored by *American Psychological Association* and *American Psychological Foundation*. Information: APA, 1200 17th Street, N.W., Washington, 20036; (202) 955-7710.

April 15—*Association of Maximum Service Telecasters* engineering breakfast. Las Vegas Hilton.

April 15-16—*National Association of Broadcasters* second minority television programming exhibition, during NAB annual convention. Las Vegas Convention Center, Las Vegas.

April 15-16—*Recording Industry Association of America* workshop on transportation, distribution and warehousing. Harley hotel, Atlanta. Information: (212) 765-4330.

April 16—*Academy of Television Arts and Sciences* forum luncheon with Elton Rule, partner, Rule/Starger Co. Century Plaza, Los Angeles. Information: (818) 506-7880.

April 16—*Television Bureau of Advertising* regional sales training conference. Americana Inn (Airport), Albany, N.Y.

■ **April 16**—First Student Endowed Centennial Lecture, sponsored by *University of Texas*. Speaker: Bill Moyers, CBS News correspondent and senior news analyst. Hogg Auditorium, UT, Austin, Tex.

■ **April 16**—*Southern California Cable Association* roundtable, "Employe Motivation and Development." Marina del Rey Marriott, Marina del Rey, Calif. Information: (213) 684-7024.

April 17-18—*University of Notre Dame's* Red Smith Lecture, to be delivered by James J. Kilpatrick, columnist and author. Memorial Library auditorium, Notre Dame campus, Notre Dame, Ind.

April 18—*Television Bureau of Advertising* regional sales training conference. Hilton (Downtown), Philadelphia.

April 18—*Women in Communications* 15th annual Matrix Awards luncheon. Keynote speaker: New York Governor Mario Cuomo. Waldorf-Astoria, New York.

April 18—*Federal Communications Bar Association* monthly luncheon meeting. Speaker: Abner J. Mikva, judge, U.S. Court of Appeals for District of Columbia Circuit. Touchdown Club, Washington.

■ **April 18**—*Broadcast Advertising Club of Chicago* luncheon, featuring presentation of "Person of the Year

Award" to Grant Tinker, chairman, NBC. Hyatt Regency, Chicago. Information: (312) 525-2644.

April 18-20—*National Federation of Local Cable Programers* Central states region spring conference, "Promoting the Use of Cable." Holiday Inn, Farmington Hills, Mich. Information: Lark Samouelian, (313) 474-1017.

April 19-20—*Radio-Television News Directors Association* region six conference, with *Society of Professional Journalists, Sigma Delta Chi*. Best Western Regency Inn, Omaha.

April 19-20—*Radio-Television News Directors Association* region 12 conference. Buffalo Hyatt Regency, Buffalo, N.Y.

April 19-21—*California AP Television-Radio Association* 38th annual convention. Banquet speaker: Sander Vanocur, ABC News. Monterey Sheraton, Monterey, Calif. Information: Rachel Ambrose, (213) 746-1200.

April 20—*New York Women in Film* "Young Professionals Seminar on Opportunities for Staff Positions in the New York Film and Television Industries." YWCA, New York.

April 20-25—20th annual *MIP-TV*, international TV program marketplace. Palais des Festivals, Cannes, France.

Also in April

April 21-23—*West Virginia Broadcasters Association* spring meeting. Marriott hotel, Charleston, W. Va.

April 21-24—13th annual *Telecommunications Policy*

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| ★ WOAC Canton/Cleveland | ★ KHAI Honolulu |
| ★ WKCH Knoxville | ★ KBSI Cape Girardeau/Paducah, KY |

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MCATV

Source: Los Angeles Arbitron, M-F March 18-April 5, 1985. Subject to qualifications on request.
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Research Conference, "Equity: Social and Economic Issues." Airlie House, Airlie, Va. Information: James Miller, Hampshire College, Amherst, Mass.: (413) 549-4600.

■ **April 23**—*Women in Cable, Greater Philadelphia chapter*, meeting. Speaker: Robert Pittman, executive vice president-chief operating officer, MTV Networks Inc. Adam's Mark hotel, Philadelphia.

■ **April 23**—*Florida Association of Broadcasters* "Legislative Day" Tallahassee, Fla.

April 24—*International Radio and Television Society* newsmaker luncheon. Speakers: Mel Harris, Paramount Pictures Corp.; Richard Block, Metromedia Television; David Henderson, Outlet Communications; Jerome Dominus, CBS Television Network, and Michael Moore, Benton & Bowles. Topic: "The Fourth Network Market—How Real? Who's in Charge?" Waldorf-Astoria, New York.

April 24—Presentation of 49th annual *Ohio State Awards*, for "excellence in educational, informational

and public affairs programming." Awards administered by *Ohio State University's WOSU-AM-FM-TV Columbus, Ohio*. National Press Club, Washington.

April 24—*American Women in Radio and Television, Washington chapter*, newsmaker luncheon. Speaker: Sheila Tate, former press secretary to First Lady. National Press Club, Washington.

■ **April 24**—*Society of Cable Television Engineers, Chattahoochee chapter*, engineering session, "Multi-channel TV Sound." Speakers: Alex Best, Scientific Atlanta; Larry Brown, Pioneer Communications, and Ned Mountain, Wegener Communications. Holiday Inn South, Atlanta. Information: (404) 949-7370.

April 24-26—*Ohio Association of Broadcasters* spring convention. Kings Island Resort near Cincinnati.

■ **April 24-26**—*Indiana Broadcasters Association* spring conference. Columbus Holiday Inn, Columbus, Ind.

April 24-28—Third annual National Hispanic Media Conference, sponsored by *National Association of Hispanic Journalists*. Doubletree hotel, Tucson, Ariz. Information: (213) 739-1721.

April 25—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Frank Biondi Jr., executive vice president, entertainment business sector, Coca-Cola Co.

April 25—Journalism conference on business/media, sponsored by *Foundation for American Communications*. Plaza of the Americas, Dallas. Information: (213) 851-7372.

■ **April 25**—*Southern California Broadcasters Association* 12th annual radio and television career day for women and minorities. California Museum of Science and Industry, Los Angeles. Information: (213) 466-4481.

April 26—*Marist College* presentation of Lowell Thomas Award to outstanding broadcaster. Helmsley Palace, New York.

■ **April 26-27**—*Radio-Television News Directors Association* region six meeting with University of Kansas. University of Kansas campus, Lawrence, Kan.

■ **April 26-27**—*Radio-Television News Directors Association* region 14 meeting with Florida UPI. Wyndham hotel, Orlando, Fla.

April 26-28—*Texas AP Broadcasters* annual convention and awards banquet. La Mansion, Austin, Tex.

■ **April 26-28**—*Alabama AP Broadcasters Association* annual meeting and awards convention. Alpine Bay Resort, Talladega county, Ala.

April 26-28—*Carolinas UPI Broadcasters Association* annual convention and awards banquet. St. John's Inn, Myrtle Beach, S.C.

April 26-28—*UPI Broadcasters of Florida* annual meeting and awards ceremony, in conjunction with Radio-Television News Directors Association region 14 meeting (see item below) and National Association of Black Journalists meeting (see below). Wyndham hotel/Sea World, Orlando, Fla. Information: (305) 422-8051.

April 26-28—*Radio-Television News Directors Association* region 14 meeting. Wyndham hotel/Sea World, Orlando, Fla. Information: Lee Hall, (305) 843-5800.

April 26-28—*National Association of Black Journalists* Southeastern region meeting. Ramada Court of Flags, Orlando, Fla. Information: (305) 420-5360.

■ **April 26-28**—*National Association of Black Journalists* third annual Western regional conference, hosted by *Black Journalists Association of Southern California*. Airport Hilton hotel, Los Angeles. Information: Pat Tobin, (213) 856-0827.

April 26-28—*Society of Motion Picture and Television Engineers, Ottawa section*, special meeting, "Innovations '85." Westin hotel, Ottawa. Information: Ivan Barclay, SMPTE, P.O. Box 2427, station D, Ottawa, Ontario, K1P 5W5.

■ **April 27**—*National Federation of Local Cable Programmers* mountain states regional spring conference, focusing on "Community Programming and the Law: Assets and Liabilities." Temple of Music and Art, Tucson, Ariz. Information: (505) 345-4900.

■ **April 27**—*Radio-Television News Directors Association* region 12 meeting with Syracuse University. Newhouse School of Public Communications, Syracuse N.Y.

April 27—Great Lakes Radio Conference, sponsored

Stay Tuned

A professional's guide to the intermedia week (April 15-21)

Network television □ **ABC**: *Lady Blue* (detective drama), Monday 9-11 p.m.; *The Velveteen Rabbit* (animated children's special), Saturday noon-12:30 p.m.; *That Was the Week That Was* (comedy review), Sunday 8-9 p.m.; *Embassy* (suspense drama), Sunday 9-11 p.m. **CBS**: *Ringling Bros. and Barnum & Bailey Circus*, Monday 8-9 p.m.; *Space* (13-hour miniseries), continuing Monday 9-11 p.m., Tuesday 8-11 p.m., Wednesday 8-10 p.m. and Thursday 8-11 p.m.; *Malice in Wonderland* (comedy-drama), Sunday 9-11 p.m. **NBC**: *Bob Hope's Salute to the Soaps* (comedy-musical spoof), Monday 8-9 p.m.; *The Best Times** (light drama series), Friday 8-9 p.m. **PBS** (check local times): *The Sporting Life** (behind-the-scenes series), Tuesday 10:30-11 p.m.; *Titus Andronicus* (Shakespeare play), Friday 9-11:30 p.m.



A scene from PBS's *Titus Andronicus*

Conviction and Integrity, 50 dramatic teleplays, now through May 4. *Hallmark Hall of Fame: A Tradition of Excellence*, examination of key role sponsor has played in development of programming, focusing on 14 dramatic themes, through Thursday.

*indicates premiere episode

Cable □ **Arts & Entertainment**: *Swan Lake, Minnesota* (avant-garde fairy tale), Friday 9-10 p.m.; *Don't Wait Up** (comedy series), Sunday 8-8:30 p.m.; *A Party With Comden & Green* (musical comedy revue), Sunday 9-11 p.m. **Cinemax**: "Up the Creek" (comedy), Friday 10:05-11:45 p.m. **ESPN**: *Boston Marathon* (live coverage), Monday 11:30 a.m.-3 p.m., and race highlights 7:30-8 p.m. **Showtime**: *Father Guido Sarducci Goes to College* (comedy special), Monday 10-11 p.m.

Play It Again □ **WTBS Atlanta**: "Witness for the Prosecution" (courtroom drama), Sunday 10:35 a.m.-1:05 p.m.

Museum of Broadcasting (1 East 53d Street, New York) □ *Milton Berle: Mr. Television*, 60 hours of material highlighting Berle's early days of translating vaudeville to television, Friday through July 11. Also, two seminars conducted by Berle, Wednesday and Thursday, 5:30-7 p.m., at McGraw-Hill Theater, 1221 Avenue of the Americas. *Produced By... Herb Brodtkin: A Signature of*



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Major Meetings

April 14-17—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Dallas, April 13-16, 1986; Dallas, March 29-April 1, 1987; Las Vegas, April 10-13, 1988; Las Vegas, April 30-May 3, 1989; Dallas, March 25-28, 1990, and Dallas, April 14-17, 1991.

April 20-25—20th annual *MIP-TV*, Marche International des Programmes, international TV program marketplace. Palais des Festivals, Cannes, France.

May 5-8—*ABC-TV* annual affiliates meeting. New York Hilton, New York.

May 7-11—*American Women in Radio and Television* annual convention. New York Hilton. Future convention: May 27-31, 1986, Loew's Anatole, Dallas.

May 11-15—*Broadcast Financial Management Association/Broadcast Credit Association* 25th annual conference. Palmer House, Chicago. Future conferences: April 27-30, 1986, Century Plaza, Los Angeles, and April 26-29, 1987, Marriott Copley Place, Boston.

May 12-15—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 15-18—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 15-18—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. St. Francis hotel, San Francisco.

May 19-22—*CBS-TV* annual affiliates meeting. Fairmont hotel, San Francisco.

May 19-23—*National Public Radio* annual convention. Marriott City Center, Denver.

June 2-5—*National Cable Television Association* annual convention, including National Cable Programming Conference. Las Vegas Convention Center, Las Vegas. Future conventions: March 16-19, 1986, Dallas, and May 17-20, 1987, Las Vegas.

June 6-9—*Broadcast Promotion and Marketing*

Executives/Broadcast Designers Association annual seminar. Hyatt Regency, Chicago. Future conventions: June 11-15, 1986, Loew's Anatole, Dallas; June 10-14, 1987, Peachtree Plaza, Atlanta; June 8-12, 1988, Bonaventure, Los Angeles, and June 21-25, 1989, Renaissance Center, Detroit.

June 6-12—*Montreux 1985*, 14th International Television Symposium and Technical Exhibition. Montreux, Switzerland. Information: P.O. Box 97, CH-1820 Montreux, Switzerland.

June 8-12—*American Advertising Federation* national convention. J.W. Marriott, Washington. Future convention: June 14-18, 1986, Hyatt Regency Chicago.

Aug. 4-7—*Cable Television Administration and Marketing Society* 11th annual conference. Fairmont hotel, San Francisco.

Aug. 8-Sept. 14—Space WARC, first of two sessions to develop plan for space services in geostationary orbital arc. Some 150 countries expected to attend. Second session of *World Administrative Radio Conference* scheduled for October 1988. Geneva.

Aug. 25-27—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Georgia World Congress Center, Atlanta.

Sept. 11-15—"Radio '85: Management and Programming Convention," second annual conference jointly sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. Dallas Convention Center, Dallas.

Sept. 11-14—*Radio-Television News Directors Association* international conference. Opryland, Nashville. Future convention: Aug. 26-29, 1986, Salt Palace Convention Center, Salt Lake City, and Sept. 1-4, 1987, Orange County Convention Center, Orlando, Fla.

Sept. 18-20—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 27-Nov. 1—*Society of Motion Picture and Television Engineers* 127th technical conference and equipment exhibit. Convention Center, Los Angeles.

Nov. 10-13—*Association of National Advertisers* annual meeting. Boca Raton hotel, Boca Raton, Fla.

Nov. 20-22—*Television Bureau of Advertising* 31st annual meeting. Anatole, Dallas. Future meetings: Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

Dec. 4-6—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Jan. 5-9, 1986—*Association of Independent Television Stations* 13th annual convention. Century Plaza, Los Angeles.

Jan. 17-21, 1986—*NATPE International* 23d annual convention. New Orleans Convention Center, New Orleans. Future convention: Jan. 24-27, 1987, New Orleans.

Feb. 1-4, 1986—Sixth annual Managing Sales Conference, sponsored by *Radio Advertising Bureau*. Amfac Airport hotel, Dallas.

Feb. 2-5, 1986—*National Religious Broadcasters* 43d annual convention. Sheraton Washington, Washington.

Feb. 7-8, 1986—*Society of Motion Picture and Television Engineers* 20th annual television conference. Chicago Marriott, Chicago.

Feb. 27-March 1, 1986—17th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville.

May 20-23, 1986—26th annual Texas Cable Show, sponsored by *Texas Cable Television Association*. San Antonio Convention Center, San Antonio.

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by *Central Michigan University* and *Specs Howard School of Broadcasting*. Bovee-University Center, Central Michigan University, Mount Pleasant, Mich. Information: (517) 774-3851.

April 27-May 2—*Pennsylvania Association of Broadcasters* executive conference. Belmont Golf and Beach Club, Bermuda.

April 28-30—Third annual "Improving On-Air Promotion for Public Television," sponsored by *University of Wisconsin-Extension*. Wisconsin Center, UW-Extension campus, Madison, Wis. Information: Heather Goldfoot, (608) 262-6512.

April 29—*Women in Cable, Dallas-Fort Worth chapter*, luncheon. Marriott Quorum, Dallas.

April 30—Deadline for entries in *National Broadcast Association for Community Affairs* Community Service Awards. Information: Marsha Kaminsky, WOR-TV New York, 1481 Broadway, New York, N.Y., 10036; (212) 764-6755.

■ **April 30-May 1**—Songwriters' symposium, sponsored by *Broadcast Music Inc.* National Press Club, Washington. Information: (212) 586-2000.

April 30-May 2—*Maryland/Delaware Cable Television Association* annual spring meeting. Annapolis Hilton, Annapolis, Md.

May

May 1—*Society of Satellite Professionals, southern California chapter*, monthly meeting. Sheraton Miramar hotel, Santa Monica, Calif.

May 1-4—*Concert Music Broadcasters Association* annual meeting. Westin St. Francis hotel, San Francisco.

May 2—*Broadcast Pioneers, Philadelphia chapter*, "Person of the Year" award to performer David Brenner. Adam's Mark hotel, Philadelphia.

Errata

American Broadcasting Companies Inc. said statement that 1,100 broadcast engineers and technicians are employed by WABC-AM-TV and WPLJ(FM) all New York, made by official of National Association of Broadcast Engineers and Technicians ("Top of the Week," April 1), is incorrect. Company said there are 1,116 engineers, technicians and graphic artists employed in New York operations of stations and radio and television networks, of whom only 246 are actually employed by stations.

□

Richard Wald is former president of **NBC News**, not NBC, as incorrectly reported in April 8 issue.

May 2-5—*Western States Advertising Agencies Association* annual Western advertising conference. Rancho Las Palmas Resort, Rancho Mirage, Calif. Information: (213) 387-7432.

May 3—Public Radio meeting, sponsored by *Pennsylvania Council on the Arts*, exploring "ways to increase production and broadcast of creative radio programs." Information: Pennsylvania Public Radio Associates, P.O. Box 41002, Philadelphia, 19127; (215) 483-7888.

May 3—Deadline for entries in Ceba Awards, honoring "communications excellence to black audiences," sponsored by *World Institute of Black Communications*. Information: Ceba Awards, 10 Columbus Circle, 10th floor, New York, N.Y., 10019; (212) 586-1771.

■ **May 3-5**—"Free Press/Fair Trial: Into the 1980's and Beyond," region two conference of *Society of Professional Journalists, Sigma Delta Chi*. Baltimore Plaza-hotel, Baltimore.

May 3-5—*Illinois News Broadcasters Association* spring meeting. Hilton, Springfield, Ill.

May 4—*University of Detroit* reunion of journalism, communications, public relations, English, marketing and advertising graduates. Student Union Fountain Lounge, UD, Detroit. Information: (313) 927-1008.

■ **May 4**—*Radio-Television News Directors Association* region six meeting. Howard Johnson Inn, Columbia, Mo.

■ **May 4**—*Georgia AP Broadcasters Association* annual meeting and awards banquet. Omni International hotel, Atlanta.

May 5—"Ethnic Images in Mass Marketing... The Creative Challenge," conference sponsored by *Balch Institute for Ethnic Studies of Philadelphia* and *Anti-Defamation League of B'Nai B'rith*. Bellevue Stratford, Philadelphia.

May 5-7—*Virginia Cable Television Association* 19th annual convention. Wintergreen, Va.

May 5-8—*ABC-TV* annual affiliates meeting. New York Hilton, New York.

May 6-7—*Videotex Information Systems Exposition and Conference*, sponsored by *Videotex Industry Association* and *Cahners Exposition Group*. Sheraton Center hotel, New York.

■ **May 6-8**—Children and the Media, first international conference, sponsored by *Children's Institute International of Los Angeles* and *International Children's Center of Paris*. Speakers include Representative Tim Wirth (D-Colo.), chairman of House Subcommittee on Telecommunications, and Peggy Charren, president, Action for Children's Television. Ambassador hotel, Los Angeles. Information: (213) 385-5104.

May 6—*National League of Cities* briefing session on provisions of Cable Communications Policy Act. San Francisco. Information: (202) 626-3140.

May 7-11—*American Women in Radio and Television* 34th annual convention. New York Hilton, New York.

May 8—*Connecticut Broadcasters Association* spring sales and management seminar. Hartford Marriott hotel, Farmington, Conn.

May 8—*National League of Cities* briefing session on provisions of Cable Communications Policy Act. Chicago. Information: (202) 626-3140.

May 8-15—25th Golden Rose of Montreux Television Festival, organized by *Swiss Broadcasting Corp.* and *city of Montreux*, for light entertainment programs (music, comedy, variety), which can be submitted by independent producers and national broadcasting organizations. Montreux, Switzerland. Information: John Nathan, (212) 223-0044.

May 10—*National League of Cities* briefing session on provisions of Cable Communications Policy Act. Atlanta. Information: (202) 626-3140.

■ **May 10-26**—*Museum of Broadcasting's* second Television Festival, featuring seminar conducted by Milton Berle. Universal Studios, Los Angeles. Information: (213) 410-1062.

May 11—"Stereo for Television, A Whole Different Ballgame," seminar sponsored by *University of Southern California, School of Cinema-Television*, and *Society of Motion Picture and Television Engineers (Hollywood chapter)*. USC campus, Cinema-Television Center, Los Angeles.

■ **May 11**—*Radio-Television News Directors Association* region eight meeting. Pontchartrain hotel, Detroit.

May 11-15—*Broadcast Financial Management Association/Broadcast Credit Association* 25th annual conference. Palmer House, Chicago.

Open Mike

Answering Geller

EDITOR: FCC broadcast deregulation has been the product of both the Carter and Reagan administrations. It has been upheld by the courts. And a Congress which has not been shy about taking the FCC to task has not uttered a peep as to its radio and TV deregulation actions. Yet, Henry Geller in-

sists that the FCC and the NAB have somehow taken advantage of an unwary broadcasting industry ("Monday Memo," April 1).

Let's once again stop to consider what broadcast deregulation means to radio and TV stations:

■ Gone are the formal ascertainment requirements of the primer's 33 questions and answers and the liability that attached to noncompliance with that precise detail.

■ Stations now can do remotes from business locations without risking violation of the commercial limits. A lot of potential revenue was lost prior to deregulation.

■ Program-length commercials are now a programing option. Previously they were ruled out by the commercial limits.

■ The logging rules and the liability and frequent forfeitures that resulted from them are gone. Sure, people still log, but you do it as you see fit.

■ No longer do stations have to conform to arbitrary programing percentages in the news, public affairs, and other nonentertainment categories.

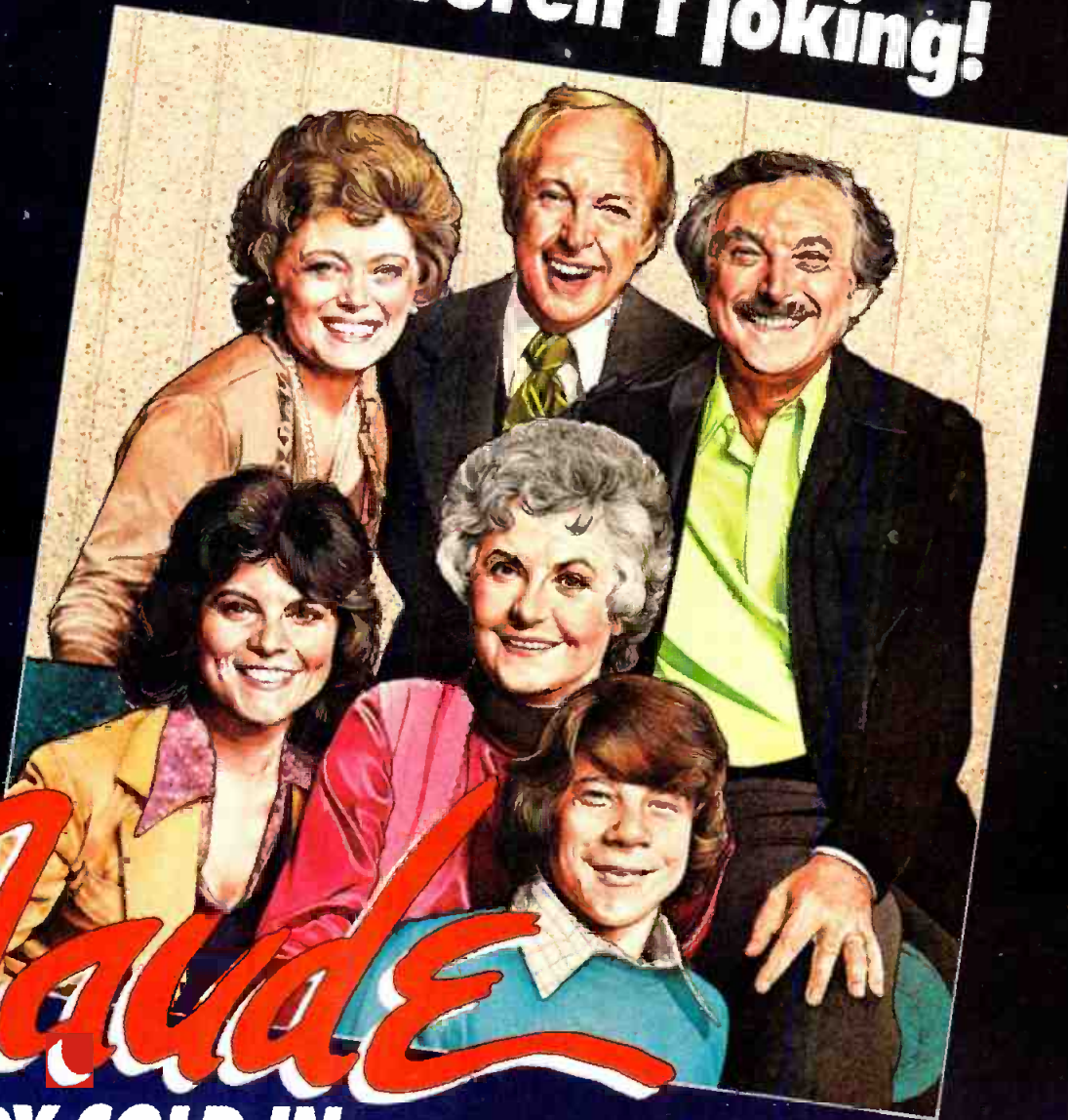
■ Those glib announcers who can run a 30-second spot into a 50 can no longer get you in trouble—witness the \$5,000 fine paid

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by WMAL(AM) Washington in 1978.

■ State associations can again enter into agreements with state tourist agencies whereby the association is compensated handsomely for PSA-type announcements run by member stations on behalf of those agencies.

■ Those silly first and 16th of the month announcements are down the drain.

■ Annual financial reports are no more.

■ Short-form renewals have replaced the old long forms and the tedious job of assembling a composite week.

Henry says the best and simplest approach is to keep as regulation the nonentertainment category and the logs the stations keep today. When radio deregulation was acted upon in 1981, then Commissioner Anne Jones said it was time the FCC stopped treating broadcasters like schoolchildren. Henry would seem to prefer returning to the good old days when the commission did just that. Program log regulations served no other purpose than to allow government officials and citizen groups to dissect and second-guess a station's nonentertainment programming decisions. Response to community issues is a far less intrusive and a much more meaningful way of demonstrating compliance with the public interest standard.

Henry notes that the public interest groups also want the nonentertainment category and logging requirements retained. That seems to say it all.—*John B. Summers, executive vice president, National Association of Broadcasters, Washington.*

Capital coverage

EDITOR: Your March 25 coverage of the Capacities/ABC story was simply superb.

I don't know if you guys in the publishing business go after Pulitzer prizes, but if there is one for masterful journalism, you should get it hands down.—*Charles H. Crutchfield, president, Media Communications Inc., Charlotte, N.C.*

Pricing potential

EDITOR: Your good digging for broker values of the Capacities/ABC spin-offs (April 1) caused me to figure just how crazy \$60-\$80 million is for one stand-alone AM—KGO San Francisco, a market where the hills are signal-alive with the sound of AM.

The last FCC broadcast financial figures in 1980 showed net radio revenues of \$71 million in the Bay Area. A 10% annual gain rate to date would make it a \$114-million radio market.

KGO's long-lived audience rank strength with a format that tolerates higher volume avails could give KGO a 20% market revenue share, or \$22.8 million. With, say, a 33% operating profit margin, that's \$7.5 million. To get to KGO's reported top dollar value of \$60 million, in this scenario, an 8.0 multiple is necessary. The new owner could reduce it by increasing operating profit margin, revenue share, and/or projecting market growth.

The Tom Gammon \$60-million highball is more potable if some usual AM bias is balanced by unusual station/market characteris-

tics.

Your "Changing Hands," at any rate, will need space!—*Charles A. Macatee, Chevy Chase, Md.*

Breakdown

EDITOR: A significant inaccuracy was attributed to me in the April 1 article, "Intelsat's Colino Outlines Measures to Protect Services." The quote states "... of the \$1.8 million mentioned in the PanAmSat filing, \$1.5 million was spent to generate the information, in the form of research material." What I actually did was to confirm a quote, attributed to me in the *Washington Post*, stating that \$300,000 had been spent on information dissemination activities; BROADCASTING did the arithmetic. In fact, much of the \$1.867 million was spent on routine business activities, including approximately \$120,000 for legal work primarily related to patents and registrations; about \$100,000 for outside accounting and auditing reviews, and a significant portion was also spent on events related to Intelsat's 20th anniversary.—*Kim E. Degnan, executive assistant to the director general, Intelsat, Washington.*

Editor's note: In discussing the \$1.8-million expenditure with BROADCASTING, Degnan spoke only of "generating" and disseminating the information. We are happy to make her further breakdown a part of the record.

Farm fan

EDITOR: Just back home from an absence of over three months, I have finally gotten around to reading the fine report on farm broadcasting in the Dec. 17, 1984, issue of BROADCASTING.

From the number and diversity of people interviewed for the story and the balanced handling of the various viewpoints, I feel that is the best thing that has been done in print about this unique and widely misunderstood part of U.S. broadcasting in a long time.—*Layne R. Beaty, former head of radio-television division, United States Department of Agriculture, Washington.*

Looking for dedication

EDITOR: Most announcers fight any plans by a station to automate either by tape or by satellite. Of course, they see a loss of their job, but I can tell them a lot of broadcasters are automating because they simply can't find good announcers to make their stations sound as good as they do with some type of automation.

Radio training schools across the nation have told me that they are having trouble attracting good applicants, and thus the industry is not getting good announcers—one thing leads to another.

What we need to keep automation from taking over is dedicated young announcers who will give over 100%. I realize one reason it's hard to attract good announcers is low pay in many smaller cities, but if they can do an excellent job in a small community, they'll move up to bigger and better things.—*T.S. Storck, president, KTRF(AM)-KSNR(FM) Thief River Falls, Minn.*

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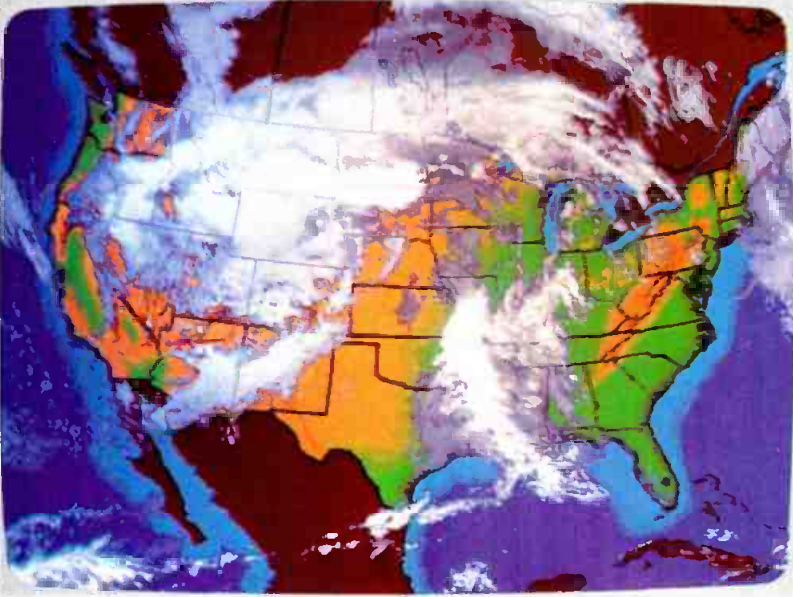
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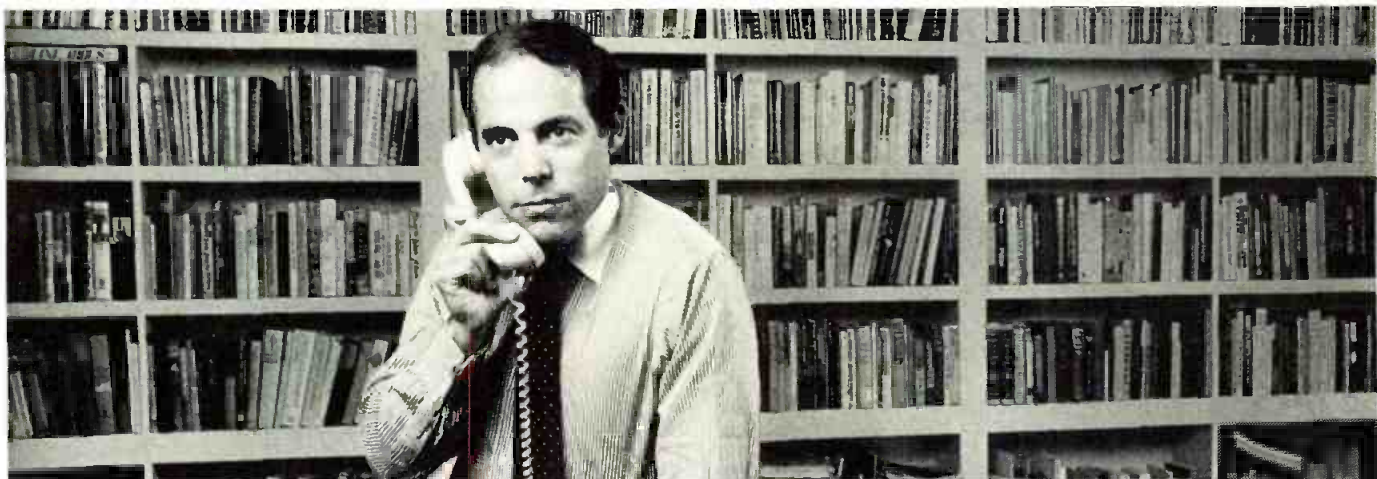
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LIEBERTHAL



"For visual scope, the look demands film."

Gary Lieberthal is president of Embassy Telecommunications. He is also a former member of the Board of Directors of the National Association of Television Program Executives and is a founder of the Association of Program Distributors.

"Syndication has changed dramatically over the years. Its evolution directly correlated to the decline of usable product from the network. Historically, half-hour comedy has been the backbone of our business, with as many as five series available each season for off-network play. The probability of any series surviving on the network long enough to have a syndication afterlife has decreased so enormously that, today, if two comedies a year can be offered to the stations, it's considered a bumper crop. The residual effect of this trend is that prices for comedies have escalated exponentially, turning a good business into a sensational business—if you have comedies to offer. Fortunately, we currently have seven in syndication.

"First-run syndication is also in a transitional period. The success rate is not great. Talk and game show strips are still the mainstay of first-run because viewers can turn them on anytime without thinking they've missed something. But, there is a strong movement afoot to try to re-create the

results brought about by our introduction of *Mary Hartman, Mary Hartman* into the marketplace. *MH, MH*, hailed as true 'breakthrough programming,' not only proved that entertainment could survive in first-run, but also helped create the viability of UHF television. These stations had never done better than a 2 or 3 rating anywhere in their schedule, and suddenly they were doing a 12 at 10:30 p.m. *MH, MH* did for UHF what *Happy Days* and *Laverne & Shirley* did for ABC. No one has been able to duplicate the success in this genre in first-run syndication since, but the industry is looking to change all that.

"Theatrical motion pictures have also affected the syndication business. Independent stations have successfully used films to counter-program the networks. A 12 rating in early fringe and an 8 in prime time is not uncommon. Stations are taking advantage of the viewer acceptability mind-set being created by pay television and are being more creative and more aggressive than the networks in promoting films. To attain this success, they are looking to distributors for 'fresh' movie packages such as our *Embassy Night at the Movies*.

"Comedies recorded on video tape have been an Embassy hallmark, but as the public's thirst for diversification becomes more and more insatiable, we look to broaden our horizons. We are now producers of mini-series, dramatic series, movies for television and feature films—all of which are, or will be, done on film. Film has a whole different

look and feel to it. It lends the work a sense of scope, a more intense depth perception and a feeling of texture that just isn't found on tape. Our motion picture company is currently shooting *A Chorus Line* on Eastman color high-speed negative film 5294 because it allows more range in lighting the set. Director Richard Attenborough is looking to maintain the feeling of a Broadway theatre without sacrificing the all-important dance numbers to lights that are too hot or to shadows that are too deep. For visual scope, the look demands film."

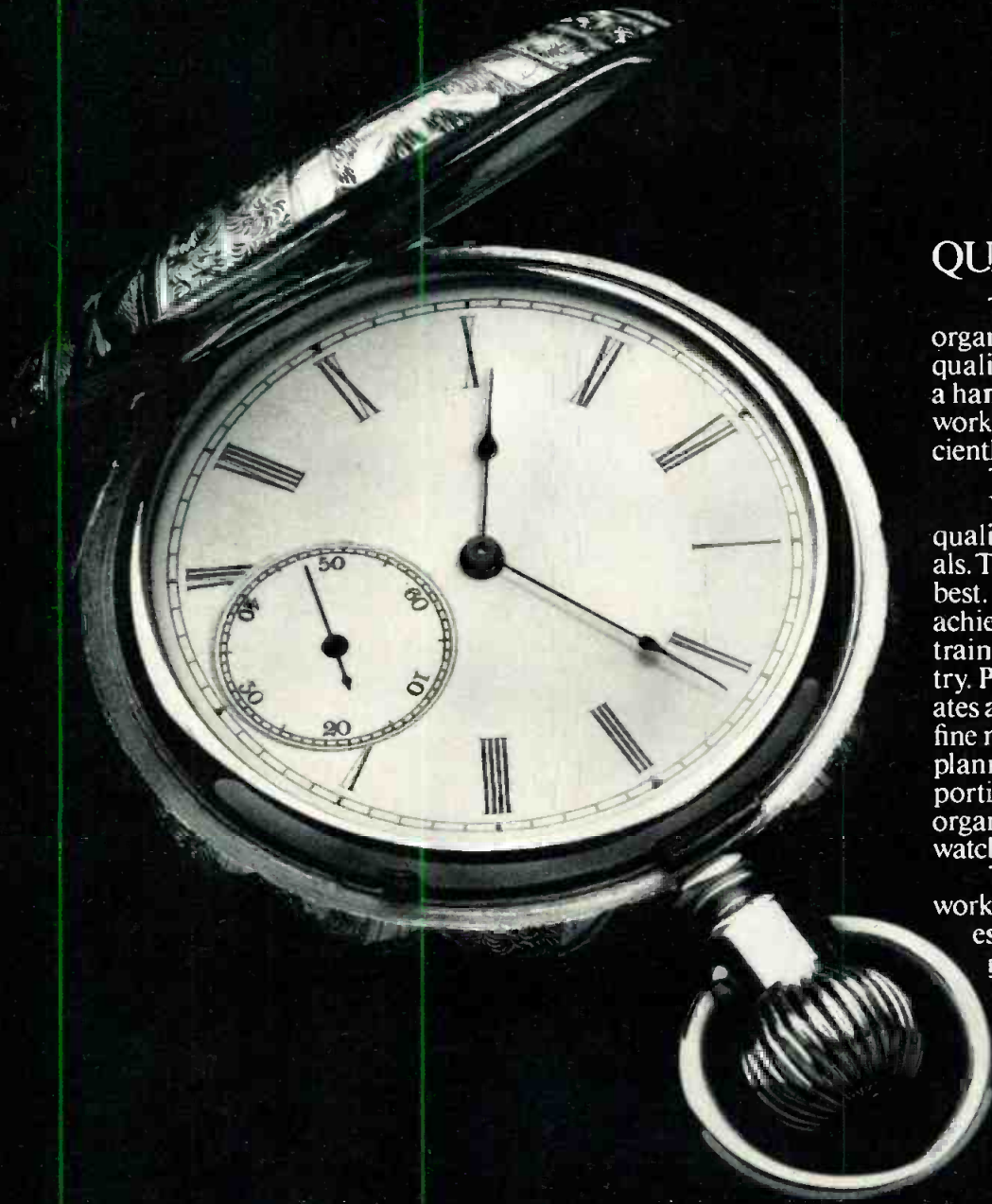
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Broadcasting Apr 15

Vol. 108 No. 15

TOP OF THE WEEK

The new bonanza in broadcasting

Rash of mergers, acquisitions and takeover attempts has pushed electronic media stocks into a new level of respect on Wall Street, and into a shift from earnings to cash flow orientation; change may be both profound and permanent

When broadcasters come together for the annual meeting of the National Association of Broadcasters in Las Vegas this week, many of the owners among them may feel like officers in the days when the sun never set on the British Empire—secure in the knowledge that they are part of an enterprise that at present has no parallel. And although it may not always be felt by the rank and file, a major change has occurred in the electronic media: Their net worth is considerably greater than when the NAB last met.

The frenzy of mergers and acquisitions among media companies, along with speculation of hostile takeovers of CBS and the proposed friendly takeover of ABC by Capital Cities Communications, has pushed the stock prices and trading activity of several Fifth Estate companies to record levels over the past several weeks. In the process, owners and investors of Fifth Estate companies have seen the industry undergo the kind of convulsions previously thought limited to oil concerns and multinational conglomerates.

During the past 10 weeks, deals have either been announced or attempted at a dizzying velocity:

- Feb. 1. Taft announces it has reached agreement to buy Gulf Broadcasting's six TV stations and eight radio stations for \$755 million. On the same day, the management of Multimedia Inc. proposes a leveraged buyout of the company valued at \$825 million.

- Feb. 28. Counsel to Ted Turner inquires at the FCC about how it would react to an unsolicited bid to buy CBS.

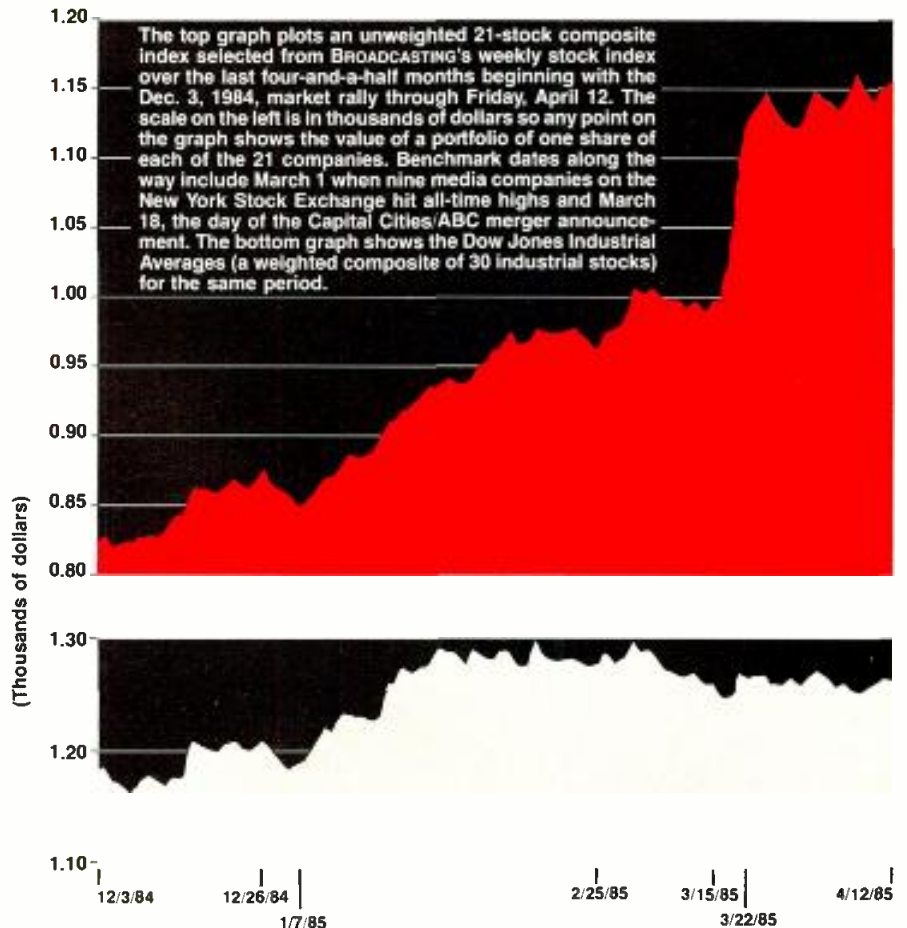
- March 18. ABC and Capital Cities Communications announce a \$3.5-billion "cash merger," which is widely interpreted as the latter buying the former.

- March 19. A dissident shareholder group surfaces and announces it wants to take over the board of Storer Communications and sell off its television stations and cable systems. The "breakup" value of the company is estimated by analysts at more than \$2 billion.

- Some time in March. Wesray Corp. makes a bid for Multimedia at \$1 billion.

- April 1. Arbitrager Ivan Boesky files

Broadcasting Business Index



| Date | 12/03/84 | 01/02/85 | 03/01/85 | 03/15/85 | 03/18/85 | 03/22/85 | 03/29/85 | 04/12/85 | % Change |
|----------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| ABC | 59 1/4 | 62 3/8 | 69 1/8 | 74 1/2 | 105 7/8 | 106 1/8 | 106 | 105 | 43.57 |
| A.H. Belo | 41 1/2 | 42 1/4 | 48 | 49 1/4 | 49 7/8 | 53 1/4 | 54 1/4 | 54 1/4 | 23.50 |
| John Blair | 15 5/8 | 16 1/2 | 23 3/4 | 22 1/4 | 23 | 22 1/8 | 22 | 22 | 28.98 |
| Capital Cities | 154 1/4 | 162 | 179 1/4 | 176 | 183 1/2 | 215 | 213 1/2 | 203 1/4 | 24.29 |
| CBS | 71 1/4 | 73 3/4 | 88 1/2 | 88 1/2 | 94 1/2 | 108 3/4 | 109 3/4 | 103 3/4 | 31.33 |
| Cox Commun. | 50 | 48 1/8 | 59 | 55 5/8 | 57 1/8 | 63 1/4 | 60 5/8 | 75 3/8 | 33.67 |
| Gulf Broadcast | 11 1/2 | 14 7/8 | 14 3/4 | 14 3/4 | 14 3/4 | 14 3/4 | 14 7/8 | 14 7/8 | 22.69 |
| Heritage | 17 5/8 | 18 1/4 | 21 1/2 | 23 1/8 | 22 7/8 | 23 3/4 | 23 3/4 | 23 3/8 | 24.60 |
| LIN Broadcast | 19 1/2 | 23 7/8 | 24 7/8 | 24 3/8 | 25 5/8 | 26 1/2 | 26 5/8 | 28 1/8 | 30.67 |
| Lorimar | 29 1/4 | 30 1/4 | 39 | 37 5/8 | 37 1/2 | 37 3/8 | 38 3/8 | 35 1/4 | 17.02 |
| Malrite | 11 1/2 | 11 1/2 | 15 3/8 | 16 1/4 | 16 1/2 | 16 3/4 | 16 | 16 3/8 | 29.77 |
| Multimedia | 33 1/4 | 36 3/4 | 48 1/8 | 48 3/8 | 48 1/4 | 51 1/2 | 51 7/8 | 54 1/2 | 38.99 |
| Park Commun. | 27 1/4 | 26 3/4 | 32 1/2 | 32 1/2 | 32 1/2 | 33 | 33 | 35 1/2 | 23.24 |
| RCA | 34 1/2 | 35 1/2 | 40 3/4 | 38 | 40 3/8 | 42 7/8 | 41 3/8 | 41 1/2 | 16.87 |
| Scripps | 26 1/2 | 30 | 32 3/4 | 33 1/2 | 34 | 38 | 35 | 37 1/2 | 29.33 |
| Storer | 43 1/2 | 45 5/8 | 60 1/8 | 59 5/8 | 64 3/8 | 72 3/4 | 71 7/8 | 74 | 41.22 |
| Taft | 57 | 60 1/4 | 61 | 60 1/2 | 61 1/2 | 66 | 67 1/2 | 68 1/2 | 16.79 |
| Tele-Commun. | 20 7/8 | 22 7/8 | 24 | 23 1/4 | 23 3/8 | 25 7/8 | 25 7/8 | 26 | 19.71 |
| Time | 41 1/4 | 42 5/8 | 48 5/8 | 47 5/8 | 49 1/8 | 51 7/8 | 56 | 57 1/4 | 27.95 |
| Tribune | 33 | 33 3/4 | 41 1/4 | 38 | 40 | 43 1/2 | 41 3/8 | 42 1/8 | 21.66 |
| United Cable | 28 1/8 | 30 1/2 | 37 1/2 | 37 | 37 1/8 | 38 1/4 | 39 | 37 7/8 | 25.74 |

The chart above lists 21 broadcasting and multi-media companies traded on the New York and American stock exchanges as well as over the counter. The stocks selected offer a broad representation of companies involved in broadcasting, broadcasting with other interests and cable. Also listed are companies involved in mergers or acquisitions (ABC, Capital Cities, etc.) or takeover speculation (CBS, John Blair).

documents with the Securities & Exchange Commission showing that through various companies he has acquired an 8.7% interest in CBS at an average per-share price of \$95.50, a \$247-million acquisition.

■ April 5. The management of Multimedia sweetens its proposal to acquire the company for \$890 million after rejecting Wesray offer of \$1 billion.

■ April 8. Cox Enterprises Inc., the privately held, 40.2% owner of Cox Communications, proposes to buy the balance of the group broadcaster and cable MSO's publicly traded stock for \$1.3 billion.

■ April 10. Lorimar offers \$61 per share cash for Multimedia, making the total purchase price \$1.02 billion.

One of the principal effects the above events have had is a rub-off value on the stock trading of Fifth Estate companies in general, industry executives and analysts agree. The result, they say, is a fundamental—and perhaps permanent—change in the way these companies are viewed by the investment community. What the rash of proposed acquisitions and mergers among broadcasters shows, explains Carl Hirsch, president of Cleveland-based group broadcaster Malrite Communications, is something the owners have believed all along: that the stock of a publicly traded Fifth Estate company sells at a discount of its private market value—that is, the value that could be realized if the company were sold on the private market.

"There's more to it than speculation," says Hirsch. ["With a hard asset industry it was easier [to determine private market values]. But we're in a cash flow business, and Wall Street didn't recognize that. I think they are just starting."]

The kind of recognition from Wall Street that Hirsch and other broadcasters feel is long due is illustrated in a composite of stock trading prices of 21 publicly traded Fifth Estate companies compiled by BROADCASTING. The analysis shows that for the past five months, these companies have far outperformed major stock market indices. And some of the stocks have nearly doubled in value.

To conduct the analysis, BROADCASTING selected 21 broadcasting and multimedia stocks with major broadcasting/cable interests. The list includes companies that have experienced sharp rises in their trading prices recently as a direct result of acquisition or other market activity (ABC, Capital Cities, CBS, Cox, Multimedia, Storer and Taft) as well as some lesser-watched companies such as Malrite and Park Communications, which despite having limited shares available for public trading still outperformed the market.

Since the beginning of the market rally early last December, the BROADCASTING composite index has advanced 28% compared to the Dow Jones Industrial Average, which advanced 6.7%, and the Standard & Poor's list of 400 stocks, which advanced 9.9%. Since March 1, the day after news of Ted Turner's inquiry to the FCC leaked to the press and nine of the 24 broadcast group owners traded on the New York Stock Ex-

change hit all-time highs (BROADCASTING, March 11), the broadcasting composite has increased 14%, compared to the DJIA, which is down 2.8%, and the S&P 400, which is off 2%.

The NASDAQ composite advanced 16.5% between Dec. 3, 1984, and April 11, to close at 280.12, although it is off from a 287.6 on March 1.

In March, trading volume in many Fifth Estate companies was at all-time highs. During January and February, for example, about 350,000 shares of CBS traded on an average day—but in March the average daily volume was over one million, although it has since backed off to under 500,000. Capital Cities, which traded with an average daily volume of about 50,000 shares in January and February, jumped up to 171,000 on an average day in March, and has fallen off to

about 60,000 shares per day in April. A.H. Belo Corp., which traded at an average daily volume of 140,000 shares during the first two months of the year, hit nearly 500,000 shares per day in March.

The stock prices, although fluctuating, tended to move up accordingly. Outside of the big multi billion-dollar broadcasters like ABC and CBS, smaller concerns rode the wave as well. LIN Broadcasting, which was under \$20 per share in early December, steadily moved up more than eight points to close at \$28 on April 11. Malrite Communications, which closed at 16 $\frac{3}{8}$ on April 11, was trading around \$11 per share in early December. Scripps-Howard Broadcasting has moved up 10 points from 26 in early December to a close of 36 $\frac{1}{2}$ on April 11—although the price is actually down from a 42 where it had once traded. Taft, which was

Tug-of-war for Multimedia

Greenville, S.C., group owner and MSO is sought by Simon's Wesray and Lorimar, but company's family owners are resisting takeover offers

Some big spenders are trying to woo Multimedia Chairman Wilson C. Wearn, but the owning families disapprove matrimony. Those families, the Furmans, Sisks, Jolleys and Peaces, merged their media holdings to form Multimedia Inc. 17 years ago, and last week they gave clear indication on two separate occasions that they have no intention of letting outsiders take over. Although their defense so far appears successful, billion-dollar offers for the Greenville, S.C.-based company from Wesray Corp. and Lorimar forced Multimedia to scrap plans announced Feb. 1 to take the company private in a leveraged buyout (BROADCASTING, Feb. 11).

The first display of resolve was the families/management decision to reject a \$60-per-share offer made by Wesray, a Morristown, N.J.-investment company headed by former Treasury Secretary William E. Simon and his partner, Ray Chambers.

Wesray's original offer was \$60 cash ("Closed Circuit," April 8) and reportedly would allow the founding families to "roll over" their holdings to the new operation, as in their own leveraged buyout proposal, enabling them to avoid paying taxes until the new stock was sold.

It was difficult to confirm details of the offer. Wearn, who refers to it only as the "third party offer," told BROADCASTING there were no specific details in writing and one participant in the negotiations opined that was because either Wesray was just testing the waters or because any formal proposal might have to be made public. Wesray officials have declined to return phone calls.

Wesray, presenting its offer as friendly, felt compelled to inform the founding families that money borrowed for the deal would be repaid by selling off newspaper properties. In fact, Wesray had already found a possible buyer for the newspapers, valued at close to \$500 million—the Toronto-based Thomson Newspapers Inc., according to

one Multimedia director.

The Wesray offer was presented to a Multimedia directors' committee formed to evaluate the fairness of the initial LBO proposal. Helping the fairness committee was the New York-based investment banking firm of Brown Brothers Harriman & Co. and the law firm of Skadden, Arps, Slate, Meagher & Flom.

There are three "outside" or "disinterested" directors of the firm, but the review of the Wesray proposal was done by two of them. The third director, Richard T. Dugan, retired chairman of Cincinnati Bell Inc., has been ill and unable to participate in company business.

Of the other two directors on the fairness committee, one, George H. V. Cecil, has in recent weeks also been overseeing the sale of Asheville, N.C.-based Biltmore Dairy Farms, of which he is president. The other member of the committee is William D. Sellers Jr., chairman and chief executive officer of Baggett Transportation Co., a Birmingham, Ala.-based trucking company.

The committee's answer, which was subsequently adopted by the full board, came on Friday, April 5, rejecting Wesray's offer and accepting a new proposal from the families/management group, this time a recapitalization of the company offering shareholders about \$54 per share.

Asked why families and management decided to drop their leveraged buyout proposal, Multimedia's president and chief executive officer, Walter Bartlett, said: "The new proposal came in response to inquiries from institutional and public stockholders who wanted to have a piece of the new company." When asked if the decision were also a result of Wesray's bid—which Multimedia describes only as a "third-party offer"—Bartlett said: "Oh sure, there is no question it came in response to that, as well as questions from our directors' fairness committee and three or four stockholder suits."

The new proposal substituted a recapitalization plan in which there would be 11 million shares issued at \$10 (\$110 million in equity) instead of the 16.7 million shares

hovering around 57 in early December, closed at 69¼ on April 11. Cox Communications, which traded at 50 early in December, jumped 16 points to close at 76 on April 11. Park, with only about 10% of its shares available for public trading, has moved up to 34 from 27 in early December.

Roy H. Park, president of that Ithaca, N.Y.-based company, notes that the stock of his company has risen more than 80% in the year and a half since Goldman Sachs brought it out on the public market (in October 1983). "The investor public is taking a harder look at broadcasting stocks," Park commented, and it realizes "this is a growth industry regardless of what people have said in the past."

But, according to analysts, the recent activity is more than just a simple faith that the industry's future is bright and sunny. Some

point out that there is a fundamental difference in the way these companies are evaluated today, having more to do with the perceived private market value than with traditional measures like earnings potential.

Barry Kaplan, a securities analyst with Bear Stearns & Co., agrees that media stocks are outperforming the market since such stocks have been undervalued in their own right and because the successive merger and acquisition announcements have brought them to investors' attention. "The two are dovetailing. The valuation [of media stocks] is shifting from an earnings orientation to a cash-flow orientation, and I think it represents a permanent shift."

Kaplan said the events of the past weeks have their roots in the leveraged buyout deals of 1983-84 (Metromedia, SFN, Hart-Hanks) and were influenced by A.H. Belo's

buy of Corinthian "which entailed a lot of good will amortization, and the Taft-Gulf deal. The Capcities/ABC deal brought things to the forefront."

The question remains, however, how long these Fifth Estate stocks will sustain the momentum of the past months. Analysts expect no sudden precipitous drop in the stock prices of media companies, especially as long as the merger and acquisition activity continues. Says Gordon Crawford, an analyst with Los Angeles-based Capital Research, "it will keep going on until public market values approach private market values. The simple reality is that a VHF station is a relatively liquid asset that has an easily determinable value." That's no surprise at all to broadcasters like Roy Park, who contends "I still think my stock is worth more than it brings." □

recently trading at about \$54 (\$900 million). Management said they have been told by investment bankers that the new shares might, in fact, trade for \$12-\$14.

The difference between the old and new market capitalization would be made up by exchanging some of the old stock for roughly \$400 million in 16% subordinated discount debentures. The debentures would not start paying interest until 1990, but the note holders would start paying taxes immediately on the imputed interest.

If the debentures were fully subscribed, stock in the old Multimedia would then be exchanged for either \$54.26 cash or \$49.01 plus half a share of new stock (.527 share to be exact). If the debentures were not fully subscribed, the current shareholders would get a combination of stock and debentures.

Not only would the company stay public, but families and management would still own less than a majority of the stock, according to Bartlett. "The amount of stock the management can buy is written into the agreement and the families are controlled by federal law from continuing to own more than 80% of their holdings in the old company," he said. He added that public shareholders, as opposed to management and founding families, would determine the fate of the plan, which can not be adopted unless a majority of them approve.

Still, the perception of some observers

was that the latest proposal from Multimedia management was a delaying tactic, that they are "taking the company public again," to buy it out several years down the road.

By last Wednesday, observers were trying to figure out what, if any, options Simon and Chambers had when a third party appeared on the scene. That afternoon Wearn and other directors received a letter from Lorimar offering \$1.02 billion, or roughly \$61 per share, for the company. The bid from the production and advertising company, preceded by no feelers or forewarning, was nonetheless characterized by one Lorimar official as "friendly."

Wearn said he wasn't so sure: "I don't regard it as friendly or unfriendly. . . I don't know how to regard it." Lorimar Chairman Merv Adelson told BROADCASTING the surprise approach could not be avoided: "You have to examine the circumstances; everything was on a short fuse. Simon had an offer in and even though we had been looking at it for a long time we didn't really have a chance to talk it over."

The offer from Culver City, Calif., did not sit well in Greenville, however, even though Lorimar officials indicated there would be no selling of newspapers or other properties. The next day the founding families and management issued a terse statement stating that the company was not for sale. They further sought to discourage the idea of a merger,

friendly or unfriendly, by noting that with their 40% control of outstanding shares, there would be no easy way for anyone to force change on the South Carolina-chartered company for which state law requires a two-thirds vote of stockholders on any major business combinations.

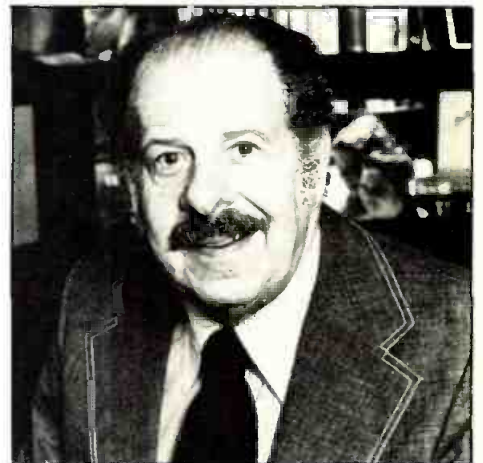
Also responding quickly to the Lorimar offer was Wesray, which went back to the fairness committee with a reportedly more friendly \$60-per-share offer. Simon and Chambers would probably like to be "white knights" against any possible danger to Multimedia posed by Lorimar, and, no doubt, vice versa. But at last glance, it appeared that the founding families wished both suitors would go away.

As part of the politicking to mold shareholder opinion, the recapitalization group dropped an important name—Phil Donahue. At the end of its April 5 press release the group noted that "26% of the net earnings of Multimedia in 1984 (or \$8.8 million) came from Multimedia Entertainment, and the predominant part of this was contributed by the *Phil Donahue Show*." It was added that Donahue was also a stockholder. The implication was that Donahue had worked with the Multimedia management for 18 years, and if management were unhappy, he might be unhappy as well.

The idea of providing a contractual escape clause if ownership changed was "never ad-



Wesley Simon and Chambers



Lorimar's Rich

dressed" in Donahue's agreement with Multimedia, according to one source familiar with it. "Nonetheless," said a representative of families/management, "that doesn't mean he can't take a walk."

Equally important participants were also subject to some politicking. It was confirmed by sources on both sides that Wearn, Bartlett and other members of management were offered a greater participation in the Wesray proposal than was arranged for them in the leveraged buyout proposal. Unconfirmed numbers mentioned by one source indicated a 15% ownership with an option for an additional 5% by Wesray compared to 5% ownership with an option for an additional 5% provided in the LBO. When asked whether the "third party" proposal gave management a greater participation, Bartlett told BROADCASTING: "That may be true, but I cannot comment on it."

Why have Wearn and other management so far shunned the bigger carrot from Wesray? According to one in the families/management group, "It was really out of their hands. The families are not exactly slick and sophisticated New Yorkers and they don't feel comfortable with that [Wesray] offer."

Adelson, when asked if his offer would give the families and management of Multimedia a participation in Lorimar started out by saying no, but then expanded on his response: "The offer is as it is. That is where we are right now and we have made a very fair offer for the company." The Lorimar

chairman also said, "I hope to be able to communicate soon with management and the families as to why we see this as such a positive arrangement for both companies. We plan on keeping the whole company. For us, this isn't a deal deal, it's a business deal. We're not just building up interest in the stock so we can cash in our shares."

Strategists for both Lorimar and Wesray are likely calculating whether Wearn, Bartlett and others can be broken away from the families or whether the families might start arguing among themselves. But according to a member of the fairness committee: "No one has yet produced the living body of someone who said they weren't going to back the deal."

At week's end, observers were contemplating various possibilities, including a possible proxy fight, more negotiation with the four families and management or yet another outside proposal for a cash merger. The situation was made interesting by the fact that the New York-based investment banker Drexel Burnham Lambert, which already had an agreement to represent Lorimar, was also talking with Wesray.

The prize in what may or may not turn out to be a fight is a group owner of four AM's, four FM's and five TV's; the 26th-ranked cable MSO with 265,000 subscribers; publisher of 13 daily and 31 nondaily newspapers, and production company whose syndicated shows include *Donahue* and *Sally Jessy Raphael*. □

Cox is next

Founder's family wants to take communications company private; if it buys all outstanding shares, deal would be worth \$1.3 billion

Plans were announced last week to take another large, publicly traded media company private—the Atlanta-based Cox Communications Inc., which owns seven television, seven FM and five AM stations. It also operates the fourth largest cable MSO, which at last count had more than 1.5 million basic subscribers. The company also has interests in the radio common carrier business and owns 16 automobile auctions. As expected, the Cox board of directors decided at a meeting last Thursday (April 11) not to take a public stand on the offer.

The plan to take the company private came in the form of a proposed tender offer by the Cox family—through its privately owned newspaper chain—which has controlled Cox Communications since it was spun off from the newspaper properties in 1964. The tender offer, which took effect last Friday (April 12) and extends through May 9, is for "any and all" of the 60% of the 28 million outstanding shares not owned by Cox Enterprises. The offer is \$75 per share, which would put the value of the buyout proposal, assuming all the public shareholders decide to sell at that price, at \$1.3 billion. First Boston Corp. is the dealer-manager of Cox's tender offer.

But whether the Cox family will succeed

with its current proposal is questionable, at least in the minds of some of the analysts who were scrutinizing the offer last week and who believe the \$75 per share offer is lower than the true value of the stock, based on market appraisals of the company's various holdings. Barbara Russell, an analyst with Prudential-Bache Securities, said last week that according to her calculations the stock is worth closer to \$90 per share. "The market doesn't indicate," said Russell, that the communications company can be taken private for \$75 a share. One sign of that last week, she said, was that on Tuesday (April 9) the company's stock was trading for more than \$77, or more than \$2 higher than the tender offer. The week before the offer was made Cox was trading at around \$61 and in the fourth quarter of last year had been trading in the \$50 range. "They know it has a lot higher buyout value," she said, contending that the Cox family will have to sweeten its offer if it expects to gain full ownership of the company.

There was considerable speculation last week that perhaps the Cox family, led by the two surviving daughters of company founder, the late James M. Cox, a former governor of Ohio, were actually giving a signal to potential buyers that the company was for sale. But according to Garner Anthony, chairman and chief executive officer of Cox Enterprises, and husband of Barbara Cox Anthony, one of the daughters, that is not the case. The intention, he said, was to

remerge the newspaper and communications companies under one roof and take advantage of the strength of the larger entity to explore "all kinds of situations that in the past neither company could have taken on by itself." He stressed that the purpose is to "grow the company, not liquidate it. We are not buying to sell."

The new company would explore acquisition opportunities within its current areas of expertise, said Anthony. He stopped short of saying that it would also look at new businesses, but stressed that the proposed buyout would "enable us to do so if we choose." Asked if there would be any management changes with the buyout, Anthony replied, "God, I hope not. We're thrilled with what we have." Any changes along those lines, he said, are "unplanned and unwanted."

Lee Wilder, an analyst with the Atlanta-based investment banking firm, Robinson Humphrey, said the offer was "a pretty smart move." She too agreed however, that Cox Enterprises may have difficulty taking the communications company private at \$75 per share. "Is it worth \$90 to \$95 per share? Probably. Will they get a bid that high? Not probably." While it's pretty much a guessing game at this point, Wilder stressed, she said the family could successfully take the public company private with a sweetened bid, perhaps \$83 per share.

Nevertheless, sources close to the deal said that the current thinking is that most of the public shareholders will deem it an attractive enough offer to sell.

It's understood that the Cox family began contemplating some kind of move last September, when its holdings in Cox Communications slipped below 40% temporarily, due to distributions of common stock from the estate of James M. Cox. That triggered a rule established by a trust fund in the late founder's name whereby the family permanently lost the right to elect a majority of the board of directors of Cox Communications. And even though the family still maintained de facto control over the public company with its 39% block of common stock, it had lost the absolute and legal right to control.

Cox family advisers do not believe FCC approval will be an issue (a short-form transfer application [FCC Form 316] has been filed at the commission), since those seeking to take the company private have had de facto control of it since it was spun off 21 years ago. An FCC official concurred with that assessment.

The Cox Broadcasting properties include: WSB-AM-FM-TV Atlanta; WSOC-AM-FM-TV Charlotte, N.C.; WHIO-AM-FM-TV Dayton, Ohio; WKBD-TV Detroit; WAGO(FM) Elmwood Park, Ill.; KFI(AM)-KOST(FM) Los Angeles; WIOD(AM)-WAIA(FM) Miami; KTVU(TV) Oakland, Calif.; WZGO(FM) Philadelphia; WPXI(TV) Pittsburgh and KDNL-TV St. Louis. The cable division operates 50 systems in 23 states.

For the year ended Dec. 31, 1984, Cox Communications generated operating revenues of \$742,855,000 (up 21%), with operating income of \$169,645,000 (up 20%). Net income totalled \$87,292,000, or \$3.09 per share, up 12% over 1983. □



Rivera, Quello, Fowler, Dawson, Patrick

FCC won't stand in way of Storer proxy fight

Commission votes three-to-two that change in control at company would occur, but that since change would not be "substantial," only a short-form transfer application is needed

Publicly traded broadcast corporations are vulnerable to proxy fights—even those explicitly aimed at their dissolution.

The FCC hammered that point home last week when the commission majority—consisting of FCC Chairman Mark Fowler and Commissioners Mimi Dawson and Dennis Patrick—said it will not block the Committee for Full Value of Storer Communications from pursuing its plans to take control of Storer's board of directors at the company's May 7 annual meeting and sell off the company's TV stations and cable systems.

The commission's action last week isn't likely to be the last word on the subject. An attorney for Storer management said the company will ask the Court of Appeals in Washington to review the decision and to rule on the case before the shareholder meeting. If the court can't act by that date, Storer plans to ask the court for a stay. "And we expect to win," the attorney said.

Some on the commission were blasting the majority's decision. "With this action, I'm afraid the FCC is promoting bust-up liquidations promoted by professional raiders and causing potential anarchy throughout the communications industry," said Commissioner James Quello. "Companies carefully developed over years by current management are now sentenced to publicly announced, summary dismemberment for a quick, short-range profit."

Said an attorney for the committee, however: "The signal here is that the commission doesn't want to be put in the position of defending incumbent management in an intracorporate dispute. Now they [Storer management] are going to have to take their arguments to the shareholders."

The commission's action followed a staff ruling on the Storer committee's proposed plans. The staff ruled that no transfer of control would occur under the committee's

plans. Yet it granted a short-form transfer application (FCC Form 316, which is not subject to holding periods or petitions to deny) that the committee had filed, "so as to remove any uncertainty" about the committee's authority to proceed (BROADCASTING, April 1).

Storer management, in an application for review, asked the commission to reverse the staff and rule that a voluntary de facto transfer of control would occur under the committee's plans. Storer asserted that no such transfer could be accomplished without the prior filing and grant of a long-form transfer application (FCC Form 315, which is subject to a 30-day holding period and petitions to deny), a regulatory requirement that would appear to derail the committee's plans for a takeover at the May 7 meeting.

At an open meeting convened on short notice last Thursday afternoon (April 11), the FCC majority (with Fowler and Dawson concurring in part) overruled the staff to the extent of holding that the committee's plans would constitute a de facto transfer of control. It also voted to require the committee to file additional information on a "modified" short-form application.

In a news release, the FCC majority said it had directed the staff to prepare an item concluding that, under the specific facts of the case at hand, the proposed change in the Storer board of directors would constitute a transfer of de facto control under Section 310 of the Communications Act. But, under Section 309(c)(2)(B) of the act, the change in control would not be "substantial," and a short-form application—modified to include a list of the proposed directors and information about their citizenship, media ownership and any violations of the laws—could be used.

According to the majority, the item is also to conclude that there would be no change in ownership under the committee's plans. Nor would there be a "substantial change in control," the majority added, "because shareholders effectively delegate authority to directors under corporation law" and because no voting shares will be transferred. "In any

event, under Section 309(g) the commission has the discretion to adopt reasonable classifications and fashion appropriate procedures to effect its review under Section 310," the majority said. "This modified short-form procedure fulfills the commission's obligations under Section 310 without unduly conflicting with corporation law and practice. It allows the commission to be neutral as between the parties to the contest.

"The commission has the necessary information about the proposed directors and their citizenship and media interests," the majority said. "We need information about any violations of criminal or other laws. Upon review of that information and a determination of acceptability, the commission can grant the committee's 316, as supplemented. This approval of the application prior to the transfer is required by Section 310. But, this action should not in any way be construed as endorsing either party in the contest."

The commission also announced that it will "shortly" release a notice of inquiry looking toward a policy statement on transfer of control of publicly owned licensees. "The commission will continue to act expeditiously on applications during the pendency of the inquiry," it said.

Commissioners Quello and Henry Rivera agreed with the decision to launch a notice of inquiry on the subject. But both also dissented to the majority's ruling in the Storer case.

In a statement, Quello charged that the committee's plans were a "prime example" of a substantial transfer of control requiring the filing of an FCC Form 315 up front. "The new proposed board proposes a drastic transformation from an operational business to a nonbusiness," Quello said. "It requires very substantial control to effect this complete reversal of current management directions and long-range planning.

"With a substantial transfer of control, the FCC must make a public interest finding before transfer of control and allow the public a 30-day comment period. The commission has a broader obligation in transfers than the Securities and Exchange Commission,

which protects shareholders, or antitrust departments, which preserve competition. The FCC has the obligation to protect the public interest—to assure quality service to broadcast viewers and listeners. Quality service requires stability of ownership, long-range planning and development.

Rivera said he didn't want to be characterized as "protectionist" for management, but that he thought the statute required the filing of a 315 application under the circumstances. If all of the members of the Storer board are changed, "you couldn't have any more substantial a transfer of control," Rivera said. Rivera also said there were ways the commission could provide for the filings

of 315's without acting as a "shark repellent" to proxy battles. After the meeting, Rivera added that he only meant that a 315 must be filed "at some point" in such proceedings, not necessarily up front as Quello would have it.

Even the majority appeared to be divided on the commission's proper course. Fowler said he and Dawson questioned whether a transfer of control would occur under the committee's plans. Fowler and Dawson were to issue a joint statement. Patrick, however, said he believed a transfer of control would occur, but not a "substantial" one for purposes of Section 309 of the Communications Act. □

CBS wins a round in takeover fight

Court upholds network's change in bylaws; rumors continue over Ted Turner's interest

Last week at least one anecdote surfaced suggesting that Shearson Lehman Brothers was looking for some FCC-approved "buccaneers" to sign on with "Captain Ted" for a raid on Black Rock. An Eastern-based group broadcaster told BROADCASTING he received a call from a partner at Shearson Lehman, the New York-based investment banking firm which has been rumored to be helping Ted Turner prepare a takeover bid of CBS (BROADCASTING, April 8). "Where do you stand?" he was asked by the Shearson partner and, although no dollar figures were mentioned, it was clear to the group owner from their subsequent conversation that the inquiry related to joining a possible takeover of CBS.

But as has been the case from the start, it was still unclear how serious the threat to CBS actually is. In fact, a sampling of rumors at the end of the week suggested that Turner and Shearson had parted ways. Officials at both Shearson and Turner continued to answer questions with an unrelenting "no comment."

Meanwhile, tangible activity took place mostly in the courtroom, where Fairness In Media failed in its effort for some immediate relief against some CBS defensive action. On Monday (April 8), Judge William C. Conner of the U.S. District Court for Southern Manhattan denied a request by counsel for Fairness in Media to prevent a change in CBS's bylaws from taking effect. That change, voted by the CBS board the previous week, ended a chance for 10% or more of stockholders to call a special meeting. While denying the FIM request, Conner also indicated that the Raleigh, N.C.-based organization could return after the CBS's April 17 annual meeting to pursue the matter.

It was also less clear last week how much CBS stock investor Ivan Boesky owned. But the company wasn't counting on his having already sold his 8.7% stake—recently worth \$250 million—at a profit and filed suit against Boesky last Tuesday in U.S. District Court for Southern Manhattan. The complaint charged Boesky with misrepresentations and omissions in his April 1 filing with

the Securities and Exchange Commission. One of the more interesting assertions was that Boesky, through various corporations he controls, had violated SEC margin rules—which limit the proportion of stock that may be purchased on credit.

The complaint asserts that Boesky's holdings in CBS are dangerously leveraged, "making them extremely vulnerable to decreases in the price of CBS stock," and creating "unwarranted volatility and instability in the market for CBS stock."

John Backe, chairman of the New York-based production company, Tomorrow Entertainment Inc., and a former CBS president, praised Chairman Thomas H. Wyman's handling of matters in recent months: "They have not done anything to hurt the corporation such as making dumb acquisitions or building up a lot of debt to fend off a takeover. . . . Right now they are probably feeling a combination of frustration and toughness." □

FCC moves to implement most of cable act

Commission also turns down ACT request to prevent broadcasters from entering profit-sharing agreements with producers of children's animated fare

Cable won another big one last week.

In implementing most of the Cable Communications Policy Act of 1984, the FCC gave cable much of what that industry wanted.

Broadcasters won in another arena. Or, to put it another way, Action for Children's Television lost, again.

The major issue in the cable proceeding was the commission's definition of the "effective competition" prerequisite for deregulation of basic cable rates under the cable act. In its rulemaking, the commission had suggested as a possible definition the presence in a market of four unduplicated broadcast signals, including those of the three ma-

major networks. But the standard adopted, which could result in fewer than 20% of the nation's cable systems' basic tiers still being subject to rate regulation, was even less onerous: The commission ruled that a cable system will be considered to face effective competition when a franchise market receives three or more unduplicated broadcast signals, with no requirement that any of them be from a network. (In a press conference after the meeting, James McKinney, FCC Mass Media Bureau chief, said broadcast signals will be considered to be received when the predicted Grade B contour of a television station overlaps any part of the cable community's franchise boundaries or those signals are considered "significantly viewed.")

What's more, for those systems in which basic tiers may still be regulated, the FCC defined basic cable service as the tier of service that is regularly provided to all subscribers and includes the retransmission of all must-carry broadcast television signals (or, in the absence of at least three must-carry signals, all "unaltered" broadcast TV signals) and public educational and government channels, if required by a franchise authority. (At the press conference, McKinney also said that "unaltered signals" included distant signals imported by microwave, but not those imported by satellite.) In addition, the FCC provided for those cable systems to hike their basic rates by 5% each year, allowed them to pass along to ratepayers any cost increases directly related to basic services. Beyond that, the commission also mandated that local franchise authorities negotiate "in good faith" with the cable operators over rate matters.

■ On the children's television front, the FCC rejected Action for Children's Television request for a rulemaking aimed at prohibiting broadcasters from entering into profit-sharing arrangements in broadcasting children's programming. It also rejected another ACT request for an inquiry into product-based programming for children.

ACT had proposed a rule to prohibit "arrangements where in return for airing a particular program, TV stations share in the profits from the sale of products bearing the name of the program, its characters or program devices such as vehicles and weapons" (BROADCASTING, June 25, 1984).

In rejecting the petition, the commission (with Commissioner Henry Rivera dissenting) said profit-sharing arrangements were an "innovative technique" to fund children's programming. "Such financing is advantageous to the continuation and growth of children's television offerings, which is clearly in the public interest," the FCC said in a press release.

In a dissenting statement, Rivera said the practice of toy companies offering broadcasters a share of the profits the toy company earns from sales to induce broadcasters to air programs based on toys was "very troublesome." He said he was concerned that, in the wake of the FCC's TV deregulation, "the marketing of toys will dominate children's television, squelching other, diverse and educational shows." □

Love, not war, is NAB's new lobbying strategy

On eve of national convention, President Eddie Fritts says he's narrowed list of issues association will take on, revised attitude toward adversarial process; he expresses concern over unfriendly takeovers, says NAB is ready to do its part on must-carry issue, children's programming and funding for public broadcasting community

The National Association of Broadcasters may be charting a more moderate course on Capitol Hill in this session than in the past. The new strategy appears designed to seek peaceful solutions rather than colliding with lawmakers or others over regulatory and legislative issues.

On the eve of NAB's annual convention in Las Vegas, NAB President Eddie Fritts discussed with BROADCASTING the association's legislative priorities on such issues as the threat of a ban on beer and wine commercials, the FCC's proposed cost-of-regulation fee schedule and must-carry rules for cable television. In addition, mergers, unfriendly takeovers and acquisitions of broadcast properties appeared to weigh heavily on his mind.

"I think it concerns us all that the [FCC] has no clearly defined guidelines for public company takeovers, and that is something that in our opinion has to be addressed," said Fritts, "so that in this day and age of mergers, acquisitions, takeovers, invaders, white knights, greenmailers, and all of this Wall Street terminology that is suddenly applied to the broadcast industry, one must know what qualifications it takes for a public company to change either its management or its ownership.

"Apparently, the commission views this somewhat differently than they do a private company," said Fritts, where a transfer of 50% amounts to a transfer of control. "In a publicly held company, nobody has 50% so the board elects the management and the officers, and the management runs the company. We think the commission has got to address that problem, and very quickly. And not on an ad hoc basis, because you get too much emotion and too much irrational thinking into something like that. The commission needs to establish a rational game plan of whether to file a 315 or a 316, long form or short form, and when it should be filed relative to the ownership change.

"We're very concerned about hostile takeovers, because this industry has a history of service to the community. There's a symbiotic relationship between the government, the broadcasting industry and the public, which has been maintained since the advent of the system we know as broadcasting. And that relationship I think is somewhat exposed to becoming unbalanced. Always we've had the three ingredients, the three parties, working together to provide the best service, and by that unique relationship, we have seen the best system of broadcasting—free, over-the-air radio and television—and all the

other media, accommodated to where the American consumer has the widest choice of services, the most accurate information, the fastest, of any country on earth.

"We have concerns that unfriendly takeovers would tilt that delicate balance, absent a commission policy that clearly spells out the ground rules for everybody well in advance so everybody knows what the rules are.

"I'm not saying that the invaders are bad people—I don't know them. I'm saying that we have companies well established and entrenched with a historical perspective of service to their communities and to this industry that are being put at risk by the people who intend to liquidate them for the highest dollar value, and that's the new ingredient in the mix.

"Broadcasters have always recognized that their stocks lag behind other industries.



Fritts

And part of the reason is because of the regulatory process through which broadcasters serve their communities, number one, and number two, because broadcasters have to serve their communities, and without that, we'd become another business. We'd become a corner grocery store. And to me that's a significant change.

In the Capcities/ABC relationship, you have a friendly takeover. You have a company selling to another company or merging with another company for intent which is not to liquidate but to offer better service in the future of those historical values that all of us in broadcasting have grown up with and respect—and help maintain those three balanced partners—the government, broadcasters and the public—and there's a role for all three. And I think that the public could be the big loser in unfriendly takeovers provided the commission doesn't set some clear

ground rules.

"At NAB and in the broadcasting industry, we've never advocated elimination of the public interest standard, but when a company announces that they're going to take over another company, not to make it a better company, except for the profit of the stockholders, then I think it gives all of us some concern. I think members of Congress are concerned, and I suspect deep down that people at the FCC, although philosophically they may be not in tune with that—depending on how they come out, I don't want to prejudge their voting on it—but I suspect they have some concern about this system, which has worked so well and has grown and offered so much to the American people—becoming unbalanced. And I think that gives us all need for reflection and concern."

But, if the FCC doesn't act, Fritts believes that as long as broadcasters continue to serve the public—and he doesn't think that will change—Congress will step in. "I think Congress will monitor this very carefully. They're not going to let the balance of power tip."

With a full plate of legislative issues facing it, NAB has scaled back its priorities somewhat. It has moved from a broad front, where it became involved in everything that came along, "to a shorter list of items, with more resolution for each one of those items," Fritts explained.

The must-carry issue is critical, he said. And broadcasting deregulation is a matter that "never goes away." But in light of the threat of a ban on beer and wine commercials, NAB has made that its number-one priority, Fritts said.

On must-carry, Fritts thinks an accommodation may be possible. NAB is not eager to launch a major offensive on must carry and Fritts welcomed the remarks made by Ralph Baruch, chairman of Viacom International, who spoke before Ohio cable operators on the subject (BROADCASTING, April 8). Baruch called for cable operators and broadcasters to resolve the must-carry issue without congressional or regulatory interference. He also suggested the possibility of setting aside a percentage of a cable system's channels for must-carry. Or, he said, limit the number of duplicated network affiliates or PBS stations a cable system is required to carry. Another possibility would be to limit the geographic area in which a cable system must carry broadcast signals.

Indeed, Fritts characterized Baruch's remarks as a major breakthrough. "There are inequities on both sides. There are cable operators who have to carry stations which have absolutely no viewership on their systems. There are broadcasters who have good stations providing great service and can't get on those systems. There has to be some degree of flexibility."

Fritts said he plans to pursue the matter further with the National Cable Television Association. "We think the best solution for must carry is an agreed-upon, negotiated settlement between the two. It seems to me

that you just allocate a percentage of the system to must-carry and re-establish a priority system by which those stations are allocated on must-carry," he said.

"There will be a lot of bumps and bruises along the way," Fritts said. Nevertheless, "if the Ralph Baruchs and the Bill Bakers [William Baker, president, TV group, and chairman of Group W Satellite Communications] and players in that league decide that there is a reasonable, equitable solution and a formula can be developed that benefits everybody, I have no doubt then it will pass."

Must-carry may not be the only area in which NAB will seek an accommodation. It may soon mend its relationship with House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.). Wirth has already stated his interest in burying the hatchet (BROADCASTING, April 1), and last week Fritts sent a letter suggesting they meet (see box, above). Is this the start of something great? "I don't know," Fritts answered. "We're willing to do our part."

NAB has also volunteered to discuss with Wirth possible alternatives to aid public broadcasting in its search for funds. However, Fritts did not embrace a suggestion from Corporation for Public Broadcasting President Edward Pfister that commercial broadcasters match public television's programing commitment to children "dollar for dollar." Pfister made the suggestion ("Closed Circuit," April 8) in light of the U.S. Court of Appeals decision that broadcasters have broad discretion in meeting the programing needs of children, and may count children's programs provided by public broadcasting.

"We've always supported public broadcasting in our lobbying efforts," Fritts said. "Maybe rather than ask for \$86 million, we just say, 'Pfister, appropriate all this \$86 million to children's television that we're help-

NAB's response

National Association of Broadcasters President Eddie Fritts called for a meeting last week with House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) to discuss, among other things, public broadcasting and alternative programing sources. "I read with interest the article in BROADCASTING of April 1, 1985, in which you expressed your views regarding several broadcast issues including public broadcasting. The National Association of Broadcasters would be pleased to meet with you to explore alternative methods of financing public broadcasting and to discuss your ideas concerning alternative programing sources," Fritts wrote.

He told the chairman that NAB is prepared to establish a committee of broadcasters to explore ways in which commercial broadcasters might assist "in assuring adequate funding for public broadcasting." NAB created a similar panel in 1982 to examine alternative financing methods for public broadcasting.

ing you lobby for." He said the CPB president had not contacted him.

Fritts also maintained that commercial broadcasters are not using public television as an "excuse" to walk away from children's programing.

In the meantime, NAB keeps mustering its forces to block attempts by citizen groups to obtain a legislative ban on beer and wine commercials. Broadcasters, he noted, knew advertising issues would dominate their legislative agenda this year. "It's expanded a little bit over what we thought it would be, with smokeless tobacco and aspirin coming on." Fritts was referring to legislation that would eliminate smokeless tobacco ads on radio and television and would require a 48-word health warning in aspirin commercials.

"I think we're ahead of the curve on beer and wine," the NAB president said. He believes broadcasters have made "tremendous strides" in getting their view across on the matter. "I think this is an issue that NAB's managed right from the very beginning. We organized a national task force and state task

forces in every state. We've taken the high road and been very straightforward in our awareness campaign," he said, referring to NAB's national public service campaign against drunk driving.

But where does NAB draw the line? "It is impossible to have a campaign for every cause. I think we have to pick and choose the campaigns that we're involved in. And what we have done is try and rely on the stations to give us a sense of which campaigns and which issues to get involved in," he stated.

Another issue likely to draw broadcaster attention is the FCC's proposed cost-of-regulation fees. "We're opposed to fees," Fritts said. The NAB, he continued, has traditionally opposed fees. "We accepted fees as a part of S. 55, which was a broad deregulation package. Fees for the sake of fees are anathema. However, in a world of realism, if Congress in its own wisdom—and over our objections—decides to enact fees, then we have some very strong recommendations."

NAB's primary concern is a proposal to tax broadcasters with an annual fee. Many broadcasters, he argued, have absolutely no interchange with the FCC during an entire year. "And to say that they should pay the government X amount of dollars is inherently wrong." A transactional-type fee makes more sense, he added. "If the Congress decides to ask for fees, that would be a more preferable way to do it than an across-the-board-tax-everybody approach."

Fritts wasn't anxious to launch a major congressional battle over the fees. "We recognize that we only have so many chits that can be cashed—if you will—in the Congress and we have to prioritize things. It's a difficult issue. The Congress wants to offset a deficit, the FCC wants to look good in the administration's eye by helping to offset that deficit, and the broadcasters currently are not paying fees. We're opposed to fees and we will work not to have fees. Will we cash our last chit to stop from having fees? No. We're going to save our trump card for bigger issues," the NAB leader said.

What does he hope delegates to the Las Vegas convention will come away with? "We would like them to come away with a positive feeling about their industry, about their own growth potential and about the stewardship of NAB as a trade association. We are growing with them, becoming stronger year by year. And, I think, more effective." □

Test case?

The first holding by the Fowler FCC that a broadcaster has violated the fairness doctrine may provide the basis for the first challenge to the constitutionality of the doctrine since the Supreme Court upheld it in *Red Lion* in 1969. The Meredith Corp. made it clear last week it will make such a challenge if it is unable to persuade the commission to reconsider its decision that Meredith's WTVH(TV) Syracuse, N.Y., violated the doctrine in a case involving commercials it had carried for the Energy Association of New York, a trade association for utilities, in the summer of 1982 (BROADCASTING, Oct. 29, 1984).

The commercials advocated the continued construction of the Nine Mile II nuclear plant in upstate New York, and the issue reached the commission on a complaint by the Syracuse Peace Council that the station was presenting only one side of a controversial issue of public importance. The commission, in a 4-1 decision, agreed with the SPC, and ordered the station to meet its fairness obligations.

Meredith last week, in a pleading supporting an earlier one for reconsideration, challenged the constitutionality of the doctrine, both as applied in the WTVH case and generally. "The legal underpinnings of that doctrine must be reviewed, both by the commission and by the courts, if necessary," Meredith said, adding that it "will pursue all legal remedies to achieve that review." Meredith counsel Michael Bader said later his client is prepared to take the case to the Supreme Court.

"The time," Meredith said, "is propitious for the courts to revisit this anachronism."

Last summer, the Supreme Court, in a decision overturning a law prohibiting federally funded public broadcasters from editorializing, offered what was taken as a strong signal it would welcome a new case testing the constitutionality of the fairness doctrine (BROADCASTING, July 9, 1984).

BLAIR HAS ONLY ONE RECORD TO BEAT.



OUR OWN.

Extra points. You can't take them for granted. They can make the difference between winning and losing. A special team called Blair Programming goes all out to score for Blair-repped stations. Our specialists make points with hard facts and figures that count in buying and scheduling programs. Research on first-run and off-network shows. Movies. Sports. Specials. Performance across every market in the country. Demos and daypart data. A unique ProFocus approach for analyzing trends, individual market and station strategies. One-on-one consultation about what's available. When. And how it fits your game plan. How a program can beat the competition. Lead-in, lead-out factors. Play-off ideas. Counter-programming tactics. Blair Programming knows what it takes to win in the sales game. Leadership. It's **BLAIR. ONLY BLAIR.**

a tradition we share with our clients.

Television



REMINISCENCE ABOUT THE FUTURE.



Imagine that it's 1986 and you've just received the ratings from the latest sweeps.

Now imagine how happy you are with the performance of "Catch Phrase," the biggest hit of '85-'86, and the newest strip that you added to your station line-up.

You reminisce about the day that you bought "Catch Phrase." You knew that instant hits don't happen by accident. They happen when all of the elements that it takes to make a successful game show come together on one project.

And you had the insight to realize that "Catch Phrase" is one of those instant successes.

You review in your mind all of the reasons why you bought "Catch Phrase."

THE GAME WAS EASY TO WATCH

You played along with the pilot program and knew that your viewers would too. You noticed that the show isn't a complicated program, yet its appeal is undeniable.

THE PUZZLES WERE ADDICTIVE

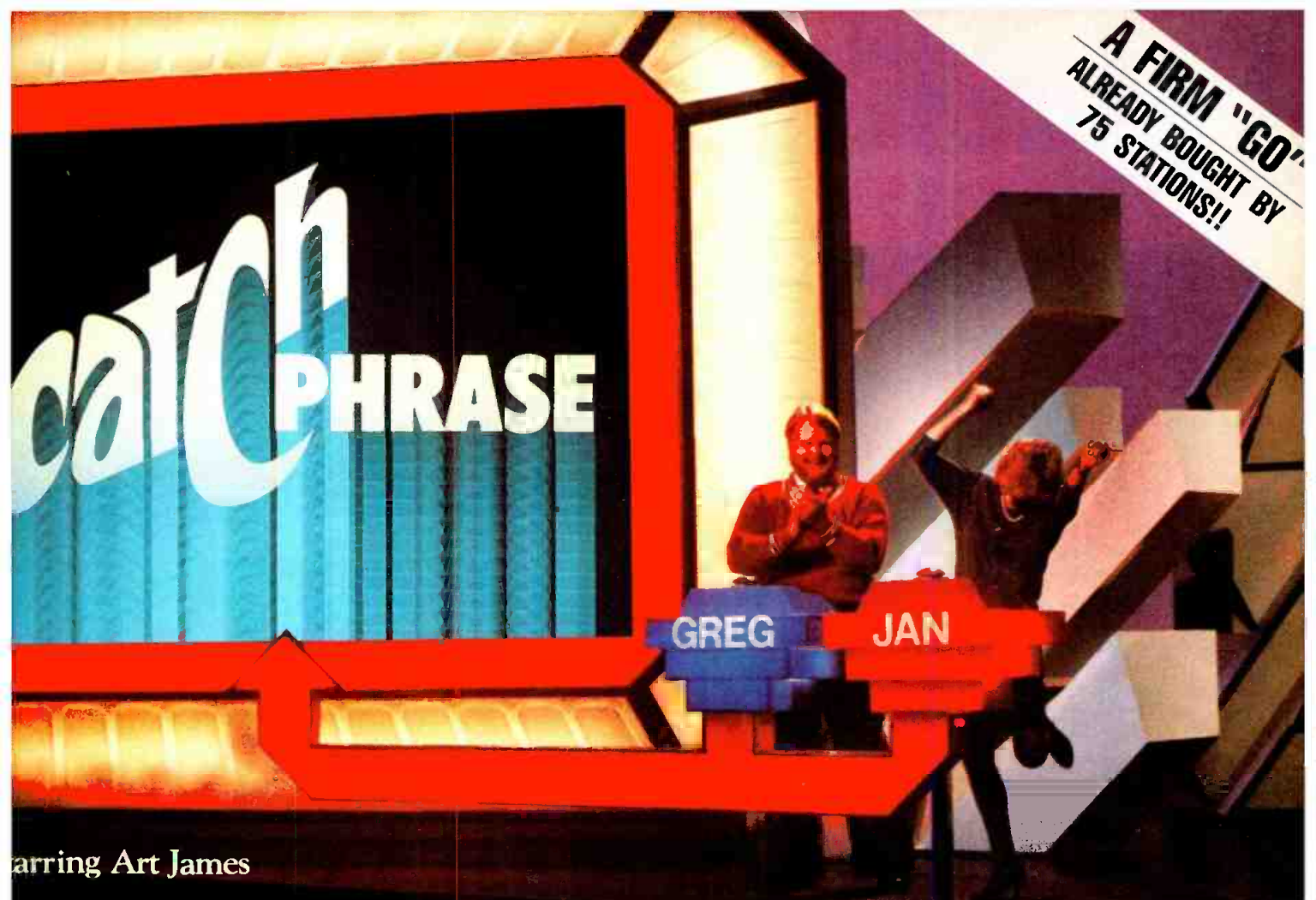
As you watched the show, the "Catch Phrase" puzzles became addictive. Like eating peanuts, once you start watching, you just can't stop.

THE GAME WAS FOCUSED

You instantly realized that the catch phrases are the main focus of the show. They're the star of the program. There are no questions and answers slowing down the pace and turning off young viewers, just lightning-quick catch phrases to play along with.

**A FIRM "GO"
ALREADY BOUGHT BY
75 STATIONS!!**

catch PHRASE



GREG

JAN

starring Art James

THE HOST WAS WELL KNOWN
You liked the host of the show. You knew that Art James is a proven master of ceremonies, having starred on such network shows as "Say When," "Temptation," "The Magnificent Marble Machine," "Who, What, Where," and the huge hit, "Concentration." And you realized that his 15 years of experience on the networks would pay off when "Catch Phrase" debuted.

THE PERFECT FINISH
And as you watched the pilot, you were captivated by the electrifying "Catch Phrase" bonus round, the fastest-paced climax on the air. A bonus round in which a contestant can win over \$10,000 in only 60-seconds.

Yes, you're glad that you decided to become a part of the biggest success of the new season.

You're proud that you made the decision to be the one station in your market that stepped up to buy the freshest, fastest and most addicting game show of the season.

catch PHRASE

Next year, don't be caught on the outside looking in. Join the growing "Catch Phrase" line-up right now.

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MADD as hell and not going to take it anymore

Candy Lightner, who was founder and remains guiding light of Mothers Against Drunk Driving, is willing to work in tandem with broadcasters on beer-wine issue but insists on holding to position of independence

When Candy Lightner, founder of Mothers Against Drunk Driving, appears at the National Association of Broadcasters annual meeting in Las Vegas this week (April 15) she is likely to toss both darts and laurels at the broadcasting industry. On the one hand, she is pleased with the attention the media have devoted to drunk driving. But at the same time, she wants to see more done. Lightner, who has been linked with the NAB as part of its national campaign against drunk driving, is expected to ask the industry to "clean up its act."

Is there pressure from NAB and other organizations? No, Lightner said. "We've always chided the media for not paying enough attention to the impaired driving issue. We made our decision not to support Project SMART a year ago. Long before I even knew what the NAB was."

MADD was created in 1980 by Lightner following the death of her 13-year-old daughter, Cari, by a hit-and-run drunk driver. Her story was even depicted in an NBC made-for-television movie, *Mothers Against Drunk Driving: The Candy Lightner Story*. Five years later, MADD has 340 chapters in 47 states and 600,000 supporters.

Alcohol advertising is really not MADD's issue, Lightner underscored. Only certain aspects of it fall under MADD's purview. "There are portions of alcohol advertising that would be our issue if it tied into the drinking and driving aspects. It's very important that people realize we try and keep the two issues separate: alcohol from drinking and driving or drinking from drinking and driving. And that's what we're trying to do in the position that we're taking."

The group, however, is not taking a stand on counteradvertising, although it will discuss the depiction of alcohol in TV programming. Lightner, speaking for herself, is concerned about commercials that "depict alcohol combined with driving." She is particularly disturbed by those ads that show a situation in which someone has obviously driven to a place to drink and will be driving home.

She said that with the exception of Christmas and the PSA's ABC has been airing recently, there are still not enough PSA's on impaired driving. Furthermore, she contended, "they are aired at ungodly hours when the majority of the public isn't watching." Indeed, Lightner stressed that more needs to be done than just PSA's. She suggested that more drunk driving documentaries and docudramas should be produced. "Every once in a while they'll get carried away on alcohol abuse, but they really don't, in all truthfulness, do that much on impaired driving. They do news stories, but they don't do docudramas, documentaries or prime time spe-

cial on what is to me the worst crime that we have."

She was reluctant to blame advertising for the problems associated with alcohol abuse. "All marketers glamorize their products; that's part of advertising," she said. "Just because an ad might show someone who looks sexy when they have a glass of wine—I guess I think the American public is smarter than other people do—I don't think people think: 'I have to go out and have a glass of wine to be sexy.'"

The ads, she said, might contribute to younger people drinking. "And then I thought, 'Well, you look at all the obese people in this world and every time they advertise Wendy's hamburgers, you know darn good and well it probably does encourage those people to go out and buy hambur-



Lightner

gers, or just munch on potato chips or anything. But do we say: 'All right, we eliminate advertising Wendy's hamburgers because of the problem of obesity?'"

"And I understand the issue of where you draw the line. And you know at some point you have to hold individuals responsible for their own actions, but at the same time the alcohol industry should also be responsible for its own actions and so should the media. And I don't think the media can take a part, for example, and continue to advertise it when there is a potential for harm, without taking some accountability."

The American people, she noted, are concerned about the media and their portrayal of alcohol. "I think unfortunately what has happened is the media have waited so long to address it that groups like the Congress will probably get involved. If the media had been astute some time ago and seen this coming and decided immediately to start taking some action, it may not have been necessary for Congress to get involved."

Still, Lightner is unsure if alcohol advertising should be a congressional issue. She compared SMART's activities to MADD's drive to raise the drinking age to 21. "We tried to raise it at the state level for four or five years without success and finally went to Congress. I feel the same way about what Project SMART has done. To me they should have tried to work with the media for a period of time before they came out calling for a ban."

She makes it clear that MADD will not work with SMART. "We will not support Project SMART ever. I have real problems with the way they've handled their campaign and the way they came out and made derogatory remarks about our organization because we haven't supported them. I think they've been extremely callous and unfair and very biased in their whole attitude about the whole issue." MADD, she continued, will always take a separate position. "It may be a similar position, it may be the same position or same goals, but it will be ours," she said.

Moreover, she argued, a ban won't "make any difference one way or another." After visiting Norway and Sweden, which don't air any advertising, Lightner concluded that eliminating alcohol advertising wouldn't eliminate the problems of alcohol abuse. "Alcohol is not the problem here; the problem is the individuals who abuse alcohol and those are the ones who need to be dealt with."

Although the MADD leader recognized that broadcasters have increased the public's awareness about drunk driving, she criticized the media for entering the scene so late. "I have some problems here. As a victim, the feeling that I have is, 'This is nice, but where were you five years ago?' Where were you 10 years ago? Maybe if you had been there, maybe if the media had increased the awareness long before MADD came along, frankly we wouldn't need a MADD or Cari would be alive today."

However, as the leader of a cause-oriented group, Lightner said, "I have to say: 'Well, here you are; let's work together; let's see what else we can do.'" But her own views are colored with cynicism. "We are talking about the number-one crime. The most often committed crime, the most expensive crime, and lo and behold the media are doing something about it. However, they're not doing something about it because all of a sudden they're concerned about impaired driving. You tell them for five years that it's killing people and you still get 2 a.m. PSA's. You threaten to take away their revenue and money and all of a sudden you're getting prime time PSA's."

There's a part of her, Lightner said, that is "grateful" for the media's attention. "I want the issue out, but then there's a part of me that's angry. We need the media to keep the issue alive so there's a hesitancy by groups like ours to alienate the media, because we always want drunk driving in the forefront. But on the other hand, I have to be honest and tell you, in many ways I am angry about their slow response to the issue." □

NAB 1985

Where monumental change is the order of the day



*Channel 2 News
Winner of five Illinois
1985 UPI Awards*

*Best Newscast
"The 10 o'clock News"*

*Best Investigative Report
"Churn & Burn"*

*Best Sports
"The Big Clinch"*

*Best Documentary
"Dead Wrong"*

*Best Feature
"Rise of the Right"*

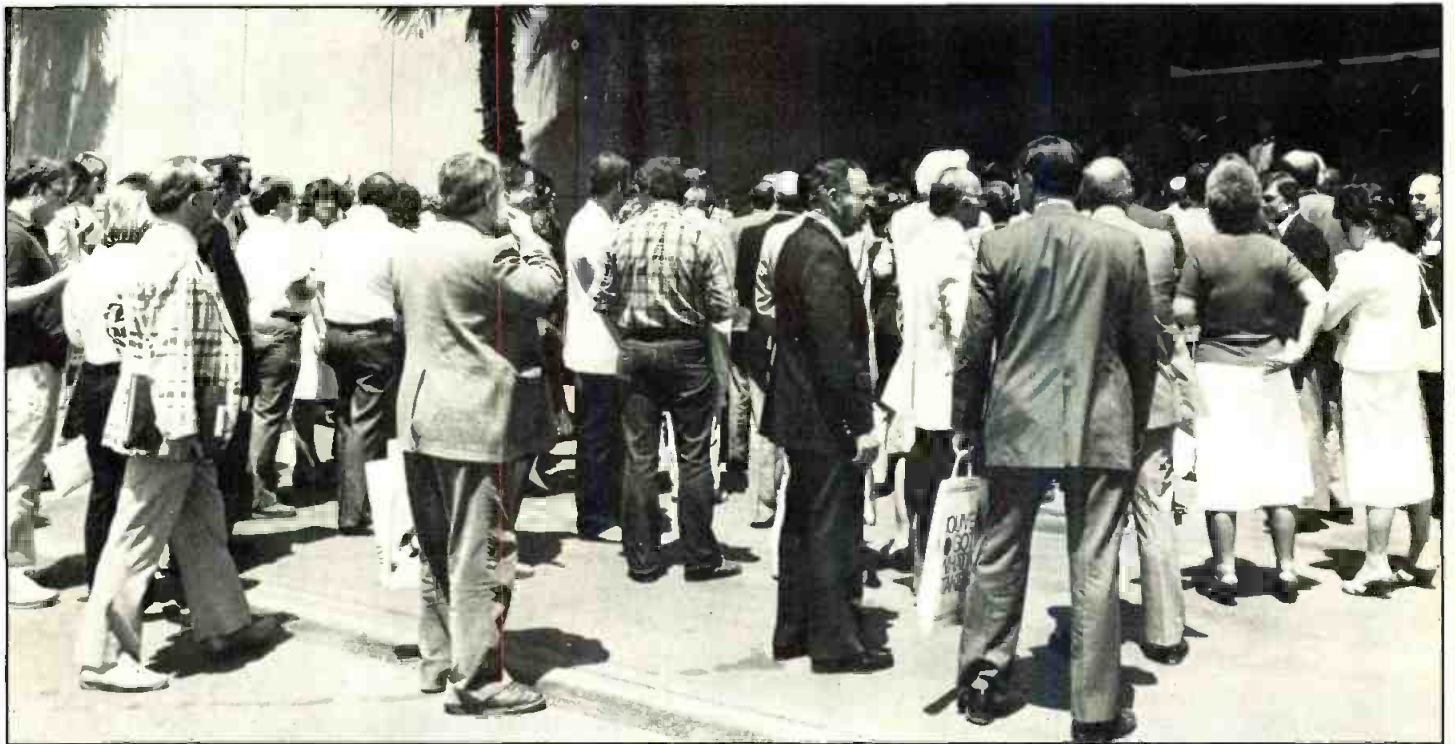
*First the viewers, now the judges
have made us #1.*

CBS **CHANNEL 2 NEWS**
WBBM-TV CHICAGO

Awarded by the
Illinois State United
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NAB

85



For the 63d time, the National Association of Broadcasters opens the doors on its annual convention. More than 30,000 people are expected at the Las Vegas Convention Center for five days of panels, luncheons, workshops, suites and exhibits. ¶ BROADCASTING's convention preview and complete agenda begin on page 58 with a list of hospitality suites on page 70. An examination of some of the new or innovative radio and TV products appears on page 74 and a guide to the companies exhibiting begins on page 76.

Broadcasters poised to 'Take Part...Take Pride'

That's the theme of NAB's annual convention in Las Vegas where public service will be highlighted

More than 30,000 broadcasters will descend on the Las Vegas Convention Center this week for the National Association of Broadcasters annual meeting (April 13-17) to "celebrate" their contributions as "community leaders." "Take Part...Take Pride" is the theme of this year's gathering which will focus on the industry's commitment to serve the public interest.

The association's public service campaign against drunk driving will be highlighted throughout the meeting and specifically during a joint radio and television session on Monday, April 15, featuring Candy Lightner, founder of Mothers Against Drunk Driving. The legislative outlook on proposals to ban beer and wine advertising will be discussed by a panel of key House members following that session and NAB has set up booth where its members can receive information on drug and alcohol abuse. Several other congressional panels are scheduled to explore other issues. NAB also is hosting an invitation-only congressional breakfast on Monday, April 15, where members will discuss regulatory policy. Scheduled for that session: Senator Larry Pressler (R-S.D.); Representatives Wayne Dowdy (D-Miss.); Jim Bates (D-Calif.); Mickey Leland (D-Tex.); Dan Coats (R-Ind.); Cardiss Collins (D-Ill.); Michael DeWine (R-Ohio); Thomas Luken (D-Ohio); Don Ritter (R-Pa.); Hal Rogers (R-Ky.); Billy Tauzin (D-La.); Tom Tauke (R-Iowa), and Michael Billirakis (R-Fla.).

The general convention was to open at 2 p.m. on Sunday, April 14, with NAB President Eddie Fritts and his "State of the Industry" address. (On Saturday, April 13, a series of radio management sessions and a number of TV and radio engineering workshops were to be held.) The Radio Advertising Bureau and the Television Bureau of Advertising are sponsoring several workshops, including RAB's "Radio Sales: The State of the Art,"

on April 16 and TVB's "Selling TV in the Year 1985" on April 16.

Among the television management sessions likely to draw a crowd is Monday's "The Free Press Issue: A Matter of Principal & Profit," with Elie Abel, Stanford University; Walter Cronkite, CBS; Timothy Dyk, Wilmer, Cutler & Pickering, and Robert Morse, WHAS Inc. Also on Monday, "Communicating with the FCC," a panel featuring: John Lane, Wilkes, Artis, Hedrick & Lane; Richard Wiley, Wiley & Rein, and



Cuomo

FCC Commissioners Henry Rivera and Dennis Patrick. For radio, a Monday session called "AM Stereo: A Medium Whose Time is NOW," with John Gehron, WLS(AM) Chicago; Tom Glade, KSL(AM) Salt Lake City, and Dick Walsh, WABK(AM) Augusta, Me., is expected to attract an audience. Radio broadcasters can also hear FCC Commissioners Mimi Dawson and James Quello, Peter Tannenwald of Arent, Fox, Kintner, Plotkin & Kahn, and Bernard Koteen of Koteen & Naftalin discuss FCC issues on Tuesday. A one-on-one with FCC Mass Media Bureau Chief James McKinney will also be held on Tuesday. FCC Chairman Mark Fowler will speak on Wednesday. And TV

broadcasters may want to sit in on "Programming for the 1990's" featuring Michael Garin, Telepictures Corp.; Lee Rich; Lorimar; B. Donald Grant, CBS Entertainment, and Mel Harris, Paramount.

Scheduled to appear during the TV luncheon is New York Governor Mario Cuomo—an appearance credited to NAB board member William O'Shaughnessey, WVOX-AM-FM New Rochelle, N.Y. John Gambling, WOR(AM) New York, will address the radio luncheon on Tuesday. Radio broadcasters can also attend a special session on Monday entitled "Radio: In Search of Excellence." The session will be conducted by McKinsey & Co., the management consulting firm associated with the book, "In Search of Excellence: Lessons from America's Best-Run Companies." The firm will present its findings on 11 stations in with consistently high performances in markets of various stages.

But radio operators won't be the only ones to receive recognition during the meeting. A reception is being held on Monday to announce the winners of NAB's "Service to Children Award." The awards will be presented to 13 TV stations based on several categories including specials, special projects, public service announcements and non-broadcast activities. The event will be held in conjunction with the J.C. Penney-University of Missouri Television Awards for Community Leadership. FCC Commissioner Rivera will speak.

Some of the other related activities planned include a minority television programming exhibition on April 15 and 16. This is the second year the exhibit is being held. In addition, the NAB and the American Bar Association are sponsoring a day-long law forum on Saturday, April 13. A "Broadcasters Christian Heritage Prayer Breakfast," is scheduled for Monday, Tuesday and Wednesday mornings at 7 a.m. FCC Commissioner Mimi Dawson will hold a briefing on the Emergency Broadcast System on Tuesday at 4 p.m. and a ham radio operators reception is slated for Monday at 6 p.m. □

A day-by-day guide to NAB 85

The registration desk, located in the convention center rotunda, will be open 8 a.m.-5 p.m., Sunday and Monday, April 14 and 15; 9 a.m. to 5 p.m., Tuesday, April 16, and 9 a.m. to noon, Wednesday, April 17. All events are at the convention center unless otherwise noted.

Sunday, April 14

RADIO SESSIONS

Radio engineering session. 10 a.m.-12:30 p.m. *Studio Maintenance Workshop.* Room 21. Session chairman: Al Resnick, WLS(AM) Chicago. Opening presentation: Steve Messer, WHFB-AM-FM Benton Harbor, Mich. Participants: Messer; Dave Montgomery, ITC/3M; Steve Church, WNDE(AM)-WFBQ(FM) Indianapolis; Richard Adler, consultant; Jim Loupas, James Loupas Associates.

Daytimers forum. Noon-2 p.m. Room L. Presenters: Gary Capps, Capps

Broadcasting; James Wychor, KWOA(AM) Worthington, Minn.; Barry Umansky, NAB. Moderator: Michael Rau, NAB. Panelists: A.L. Anderson, KBMR(AM) Bismarck, N.D.; Robert Vickery, WLPQ(AM) La Salle, Ill.; Joe Allen Sr., KLIQ(AM) Portland, Ore.; Charles Schott, FCC.

Session. 12:30-1:30 p.m. *Recruitment and Retention of Minorities in Radio.* Room R1. Moderator: Eugene Jackson, National Black Network. Panelists: Abe Thompson, WGCI(AM) Chicago; Joshua Jackson, KJCB(AM) Lafayette, La.; Athena Sofias, WOJO(FM), Evanston, Ill.

TELEVISION SESSIONS

Television engineering maintenance workshop. 10 a.m.-1 p.m. Room 18. Session chairman: Jerry Plemmons, Outlet Communications. *Common Pitfalls in Designing Transmitter Cooling and Ventilation Systems.* Michael Chiarulli, ABC. *Guidelines for Transmitter Plant Installation and Maintenance.* James Pickard, Harris Corp. *Microcomputer Control Enhances NiCad Battery Fast Charging.* D.C. Hamill, PAG Ltd. Panel discussion participants: Chiarulli; Pickard; Talmadge Ball, KSL-TV

FOR AFFILIATES

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WITH YOUNG WOMEN!

| MARKET | STATION | M-F | RTG | SH | W 18-49 | W 25-54 |
|------------------------|---------|---------|-----|----|------------|------------|
| Dallas | WFAA/A | 3:00pm | 12 | 33 | 1 | 1 |
| Denver | KMGH/C | 3:00pm | 5 | 22 | 1 | 1 |
| Phoenix | KPNX/N | 3:00pm | 6 | 25 | 1 | 1 |
| Nashville | WKRN/A | 4:00pm | 11 | 23 | 1 | 1 |
| San Antonio | KENS/C | 11:00pm | 6 | 27 | 1 | 1 |
| Tulsa | KOTV/C | 3:00pm | 7 | 25 | 1 | 1 |
| Richmond | WXEX/A | 4:00pm | 7 | 21 | 1 | 1 |
| Wichita- Hutchinson | KAKE/A | 3:00pm | 7 | 29 | 1 | 1 |
| Flint | WJRT/A | 4:00pm | 9 | 22 | 1 | 1 |
| Des Moines | WOIA | 3:00pm | 6 | 22 | 1 | 1 |
| Paducah | WPSD/N | 3:30pm | 8 | 22 | 1 | 1 |
| Jackson, Ms | WLBT/N | 2:30pm | 15 | 41 | 1 | 1 |
| Baton-Rouge | WBRZ/A | 9:00am | 10 | 35 | 1 | 1 |
| Ft. Wayne | WPTA/A | 4:00pm | 8 | 20 | 1 | 1 |
| El Paso | KDBC/C | 2:00pm | 6 | 24 | 1 | 1 |
| Peoria | WRAU/A | 3:00pm | 8 | 27 | 1 | 1 |

| MARKET | STATION | M-F | RTG | SH | W 18-49 | W 25-54 |
|-------------------------|---------|---------|-----|----|------------|------------|
| Colo Sprgs | KKTV/C | 2:00pm | 5 | 21 | 1 | 1 |
| Chlstrn., SC | WCSC/C | 4:00pm | 18 | 42 | 1 | 1 |
| Madison | WMTV/N | 3:00pm | 5 | 23 | 1 | 1 |
| Savannah | WTOC/C | 9:00am | 10 | 40 | 1 | 1 |
| Amarillo | KFDA/C | 3:00pm | 7 | 24 | 1 | 1 |
| McAllen- Brownsville | KRGV/A | 3:00pm | 10 | 33 | 1 | 1 |
| Beaumont | KFDM/C | 3:00pm | 17 | 51 | 1 | 1 |
| Wheeling | WTRF/A | 4:00pm | 9 | 22 | 1 | 1 |
| Wichita Falls | KAUZ/C | 3:00pm | 8 | 30 | 1 | 1 |
| Wausau | WSAW/C | 10:30pm | 8 | 27 | 1 | 1 |
| Topeka | WIBW/C | 3:30pm | 9 | 30 | 1 | 1 |
| Ft. Smith | KHBS/A | 3:00pm | 6 | 23 | 1 | 1 |
| Missoula- Butte | KECI/N | 12:00n | 7 | 44 | 1 | 1 |
| Tyler | KLTV/A | 3:00pm | 8 | 30 | 1 | 1 |
| Meridian | WTOK/A | 3:30pm | 15 | 42 | 1 | 1 |

LORIMAR®

cheson III and Lee Shoblom, Community Broadcasters Association.

Four concurrent sessions. 4-5:15 p.m. *Microcomputers in TV Station Operations.* Moderator: Richard Ducey, NAB. Panelists: Patricia Foley, Katz Broadcasting; Howard Kelly, WFLV-TV Jacksonville, Fla.; Jeff Sales, computer consultant.

The Free Press Issue: A Matter of Principle & Profit. Rooms E2 and 3. Moderator: Roy Danish, TIO. Panelists: Elie Abel, Stanford University; Walter Cronkite, CBS; Timothy Dyk, Wilmer, Cutler & Pickering; Robert Morse, WHAS Inc.

Communicating with the FCC. Room G1. Moderator: Jeff Baumann, NAB. Panelists: John Lane, Wilkes, Artis, Hedrick & Lane; Richard Wiley, Wiley & Rein; FCC Commissioners Dennis Patrick and Henry Rivera.

Advertising on Television in the Year 2000. Room D1. Moderator: William Moll, Harte-Hanks Communications. Panelists: Neil Derrough, CBS; David Henderson, Outlet Co.; Robert Kizer, Avery-Knodel; Marcella Rosen, N W Ayer; Stephen Seymour, F&F Communications.

RADIO ENGINEERING SESSIONS

AM-FM Allocations. 8-10 a.m. Room 21. Session chairman: Jack Hyde, KDHL-AM-FM Faribault, Minn. *How International Agreements Affect U.S. Broadcasting.* Wallace Johnson, Moffett, Larson & Johnson. *Extended Hours and Increased Power—Optimizing the AM Band.* Ralph Heller, FCC. Panel discussion participants: Johnson; Haller; William Hassinger, FCC; Michael Rau, NAB. Legal advisor: William Silva, Bilger & Blair.

Radio Subcarriers. 10 a.m.-12:20 p.m. Room 21. Session chairman: Jack Hyde, KDHL-AM-FM Faribault, Minn. *Radio Teletext—The Grail System.* Howard Ginsberg, Communications Engineering. *The Care and Feeding of FM Subcarriers—They Needn't Affect the Main Channel.* John Kean, NPR. *Utility Load Management Via AM Broadcast.* Frank Hyde, utility consultant. *Using AM Subcarriers for Reliable Data Transmission.* Charles Patton, McGraw-Edison. *Computer Simulation of FSK Data Impairments on FM and AM Subcarriers.* Harry Anderson, telecommunications consultant. Legal advisor: Ramsey Woodworth, Wilkes, Artis, Hedrick & Lane.

Engineering luncheon. 12:30-2:15 p.m. Hilton ballroom. Introductions: Russell Pope, Golden Empire Broadcasting. Award presenter: Thomas Keller, NAB. Engineering achievement award recipient: Carl Smith, consultant and president of Smith Electronics. Keynote speaker: E. William Henry, Advanced Television Systems Committee.

TELEVISION ENGINEERING

Television Broadcast Engineering. 8:30 a.m.-12:40 p.m. Room 18. Session chairman: R. LaVerne Pointer, ABC. *Should You Develop Your Own Computerized Newsroom?* Timothy Black, Scripps-Howard Broadcasting. *S-MAC: Proposed SMPTE Studio Component Video Distribution System.* S. Merrill Weiss, Image X. *High Speed Video Recording for "Super Slo-Mo" and HDTV.* Michael Fisher, ABC. *The CCD Camera—A New Way to Look at Television Resolution.* Thomas Gurley, RCA Broadcast Systems. *Novel Procamp Corrects Video Level & Contrast.* Robert Murch, WPIX(TV) New York. *Multiplex Operation of Aural and Visual Transmitters at Full Power.* Antoon Yttendaele, ABC; William Dryer, KABC-TV Los Angeles. *A Case for Broadband Broadcast TV Antenna Systems.* James Wilson, LeBlanc and Dick Communications. *Towards a Digital Television Tape Recorder Standard.* Frederick Remley, chairman of SMPTE digital recording working group.

Multichannel TV Sound Technique. 2-6 p.m. Room 18. Session chairman: Charlie Spicer, NBC. *Console Requirements for TV Stereo Sound.* Douglas Dickey, Solid State Logic. *Our Experiences in Converting to Multichannel Sound.* Charles Morris, KIRO-TV Seattle. *Production and Post Production for TV Multichannel Sound.* Robert Liftin, Regent Sound Studios. *Stereo Sound Conversion for the TCR-100 Video Cartridge Recorder.* C. Robert Thompson, RCA Broadcast Systems. *How the Television Networks Will Handle the Distribution of TV Multichannel Sound.* Cary Wight, PBS. *Network Distribution of Digital Audio for TV Multichannel Sound.* Chieu Nguyen, M/A-Com DCC. *Stereo Sound Synthesizers Enhance Monophonic Sound for TV-MTS.* John Bubbers, Kintek Inc. *Composite Multichannel Sound Over TV-STL.* Joseph Wu, TFT Inc.

ENGINEERING SPECIALS

Broadcast Auxiliary. 1:45-3:45 p.m. Room 21. Session chairman: John Owen, Tait Broadcasting. *Efficient Digital Audio Coding and Transmission System.* Craig Todd, Dolby Laboratories. *High Dynamic Range Mi-*

crowave Receiver. Ernest Hicken, M/A-Com. *Using LORAN-C for Automatic ENG Antenna Pointing.* Vincent Rocco, Nurad. *Operational Experience in the 38 ghz Band.* Ralph Green and Akira Yamasaki, CBS.

Spectrum Management. 4-5:30 p.m. Room 21. Session chairman: George Capalbo, RKO Radio. *Future Trends in Spectrum Management.* Panel participants: FCC Commissioner Mimi Dawson; David Markey, NTIA; Robert Powers and Ralph Haller, FCC; Thomas Keller and Ralph Justus, NAB.

Tuesday, April 16

RADIO SESSIONS

Joint breakfast session. 7:45-9 a.m. *FCC/Congressional Staff* continental breakfast. Ballrooms D and E. Moderator: Belva Brissett, NAB.

Three concurrent sessions. 7:30-8:45 a.m. *Successful Collection Techniques.* Rooms R1 and 3. Presenters: Donald Willoth and Sue Cissel, WMAL(AM)-WRQX(FM) Washington, and Dotti Pricer, WCLT(AM) Newark, Ohio.

Selling Big Bucks for the Barn. Rooms S1 and 3. Presenters: Tom Thompson, WHO(AM) Des Moines, Iowa; Gordon Bennett, Eric Brown and Richard Hawkins, KRMN(AM) Lexington, Neb.

Strategic Planning: A Marketing Approach that Works. Rooms R2 and 4. Presenter: Jim Hooker, Jim Hooker & Co.

Sales session. 9-10:15 a.m. *Radio Sales: The State of the Art.* Hilton pavilion. Introduction: William Stakelin, RAB. Presenter: Don Beveridge, D.W. Beveridge & Associates.

Five concurrent sessions. 10:30-11:45 a.m. *How Newspapers Sell Against Radio.* Rooms S1 and 3. Presenter: Bill Lyke, Lyke International.

Radio Allocations Through the '80's and '90's. Rooms S2 and 4. Moderator: Barry Umansky, NAB. Panelists: John Kamp and Sheldon Guttman, FCC; William Potts Jr., Haley, Bader & Potts; Jules Cohen, Jules Cohen & Associates.

The Rapidly Changing World of Radio Reps. Rooms R1 and 3. Presenter: Jerry Feniger, Station Representatives Association.

Building a High Performance Powerhouse Sales Staff. Rooms L1 and 3. Presenter: Ken Greenwood, Greenwood Development Programs.

What's Happening at the FCC? Rooms R2 and 4. Moderator: Valerie Schulte, NAB. Panelists: Commissioners Mimi Dawson and James Quello; Peter Tannenwald, Arent, Fox, Kintner, Plotkin & Kahn; Bernard Koteen, Koteen & Naftalin.

Radio luncheon. Noon-2:15 p.m. Luncheon and hall of fame ceremony. Hilton pavilion. Inductees: Fred Palmer and Casey Kasem. Spirit of Broadcasting Award presented to William Quarton, chairman of KWMT Inc., Fort Dodge, Iowa. Keynote speaker: John Gambling, WOR(AM) New York.

Five concurrent sessions. 2:30-3:45 p.m. *The Pieces, Promotions & Parts that Build Success in Small Markets.* Rooms R2 and 4. Presenter: Jay Mitchell, Mitchell Communications.

Sales Marketing: A Strategy for Success... and Survival. Rooms S2 and 4. Presenter: Bill Weaver, KFRU(AM) Columbia, Mo.

One-on-One with Jim McKinney. Rooms E1, 2 and 3. Moderator: NAB President Edward Fritts with FCC Mass Media Bureau Chief Jim McKinney.

Category Selling: Beating Newspapers at Their Own Game. Rooms R1 and 3. Presenter: Jack Sweeney, Electronic Media Consultants.

Doubling and Tripling Your Station's Billing. Rooms L1 and 3. Presenter: Pam Lontos, Pam Lontos Inc.

Seven concurrent sessions. 4-5:15 p.m. *An EBS Briefing with Commissioner Mimi Dawson.* Convention Center, room 1.

The Secrets of Busting Big Retail Budgets. Rooms L1 and 3. Presenter: Tony Durpetti, McGavren-Guild.

Using Research to Slay Newspapers and Other Dragons. Rooms R1 and 3. Presenters: Bob Galen, RAB; Bob Lobdell, Republic Radio Sales.

Selling Without Saying A Word: Dressing for Success. Rooms R2 and 4. Presenter: Luciano Franzoni, Hartmax Corp.

Making Money with Co-op. Rooms S2 and 4. Presenters: Joyce Reed, RAB; Stephen Strauss, Howe, Strauss & Associates.

Subcarriers: Dollars and Business Sense. Rooms L2 and 4. Moderator:

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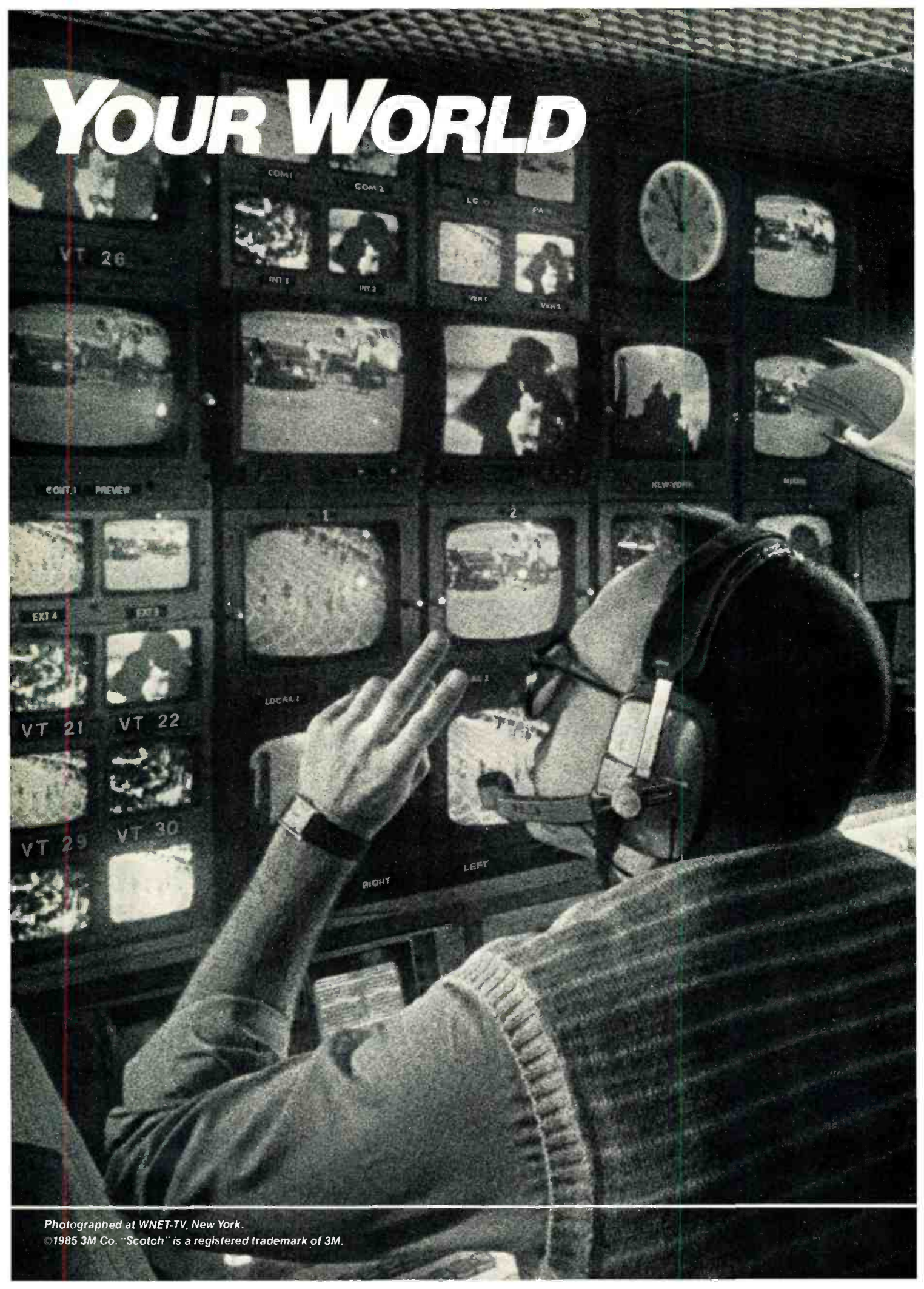
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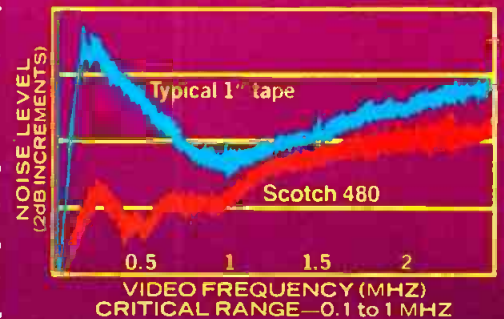
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Now it's a network feed. Later, a local production. Record it, replay, erase and record again. Signal after signal. Day after day on the same roll of tape. And with millions watching, every second of every show has to look perfect. But you know you're covered... because you know your tape.

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NUMBER ONE IN THE WORLD OF THE PRO

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Marcia De Sonne, NAB. Panelists: Gene Swanzy, Mutual Broadcasting; Hi Mayo, Sinder Corp.; James Wychor, KWOA-AM-FM Worthington, Minn.; Michael Elliott, Warner Stations.

Selling Minority Radio. Rooms S1 and 3. Moderator: Glenn Mahone, Sheridan Broadcasting. Panelists: Eduardo Caballero, Caballero Spanish Media; Earl Jordan Jr., KYOK(AM) Houston; Pat Stevenson, J.P. Martin Associates.

Rap session. 7-8 p.m. *AM Stereo Receivers—Is the Marketplace Responding?* Hilton conference rooms 8, 9 and 10. Presenter: P. Dale Ware, KUTV(AM) Palmdale, Calif.

TELEVISION SESSIONS

Session. 9-10:15 a.m. *Programming for the 1990's.* Rooms A2, 3, 5 and 6. Moderator: Joel Chaseman, Post-Newsweek. Panelists: Michael Garin, Telepictures Corp.; Lee Rich, Lorimar; B. Donald Grant, CBS Entertainment; Mel Harris, Paramount.

Session. 10:30-11:45 a.m. *Selling TV in the Year 1985.* Presenters: William Moll, Harte-Hanks Communications; Roger Rice, TVB.

Four concurrent sessions. Noon-1:15 p.m. *A New Station in an Established Market.* Room G2. Moderator: Donna Zapata, WHAS-TV Louisville, Ky. Panelists: Michael Fisher, KTXL(TV) Sacramento, Calif.; Harry Pappas KMPH(TV) Visalia, Calif.; Steve Pruett, Media Management Corp.; Harold Protter, WNOJ-TV New Orleans. Legal advisor: William Green, Pierson, Ball & Dowd.

Music Video... A Different Tune. Room G1. Moderator: Gary Smithwick, Keith Smithwick Co. Panelists: Dain Eric, Discovery Music Network; Mort Nasatir, Association of Music Video Broadcasters; Rick Sklar, Sklar Communications.

The People Meter Experiments. Room D2. Moderator: John Abel, NAB. Panelists: Norm Hecht, AGB Television Research; Pierre Megroz, Arbitron; David Traylor, A.C. Nielsen Co.

The College Sports Tangle. Room D1. Moderator: Rex Lardner, Turner Broadcasting. Panelists: James Babb, Jefferson-Pilot Broadcasting; Fred Botwinik, Katz Communications; Eugene Corrigan, University of Notre Dame; Phil Hochberg, Baraff, Koerner, Olender & Hochberg; Neal Pilsen, CBS.

Session. 2:30-3:45 p.m. *One-on-One with Jim McKinney.* Rooms E1, 2 and 3. Moderator: NAB President Edward Fritts with FCC Mass Media Bureau Chief Jim McKinney.

Session. 4-5:15 p.m. *An EBS Briefing with Commissioner Mimi Dawson.* Convention Center, room 1.

RADIO ENGINEERING SESSIONS

Radio New Technology. 8-9:55 a.m. Room 21. Session chairman: James Hoke, Edens Broadcasting. *An Evaluation of FM Signal Penetration Using a Small Computer.* Michael Callaghan, KUIS(AM) Los Angeles. *Newsroom Computers for Radio Broadcasting.* Kenneth MacBride, NBC News. *Compact Digital Disk—Broadcast Applications.* Takeshi Yazawa, Sony Communications Products. *Combining News Transmission and Companding Systems for Improved Reception.* Emil Torick, CBS.

Radio Production Technique. 10 a.m.-noon. Room 21. Session chairman: James Hoke, Edens Broadcasting. *High Performance Telephone Facing Uses Digital Signal Processing Technology.* Steve Church, WNOE(AM)-WFBO(FM) Indianapolis. *Stereo Microphone Technique for Radio Broadcasting.* Skip Pizzi, NPR. *Panel discussion.* Participants: Pizzi; Church; Mark Durenberger, Hubbard Broadcasting; John Shadle, KTAR(AM)-KCLT(FM) Phoenix; Peter D'Antonio, RPG Diffuser.

Audio Measurements and Processing. 2:30-4 p.m. Room 21. Session chairman: Russell Pope, Golden Empire Broadcasting. *A Proposed Peak Program Meter Standard.* Kevin Dauphinee, Dolby Laboratories. *Automatic Phase Error Correction Using an Audio Cross-Correlation Technique.* David Howe, Howe Audio. *Audio Program Analysis—A New Approach to Evaluating Your Air Sound.* David Harry, Potomac Instruments.

AM Stereo. 4:15-6 p.m. Room 21. Session chairman: Michael Rau, NAB. *Audio Processing for AM Stereophonic Transmission.* Ronald Jones, Circuit Research Labs. *Converting AM Studio Facilities to Stereo.* David Obergöenner, KUSA(AM)-KSD-FM St. Louis. *Second Generation AM Stereo Exciter.* Edward Anthony, Broadcast Electronics. *A Modern Independent*

Side-Band AM Stereo Exciter. Leonard Kahn, Kahn Communications. Legal advisor: Edward Henneberry, Howrey & Simon.

TELEVISION ENGINEERING SESSIONS

TV Satellite Systems. 8:30-11 a.m. Room 20. Session chairman: Robert Flanders, McGraw-Hill. *Satellite News Gathering System Uses Ku Band.* Raymond Conover, Conus Communications. *News Express: The Florida News Network's Mobile Ku Band Satellite Service.* Bramwell Flynn, Dalsat; Susan Kalla, GTE Spacenet. *Fly Away SNG Systems Users Portable Ku Band Antenna and Digital Compression Techniques.* Eric Schechter, GEC-McMichael. *An Update of the ABC TV Network Distribution Plan.* Brent Stranathan, ABC. *The CBS Network Satellite System.* Charles Dages, CBS/Broadcast Group. *The NBC Television Ku Band Network.* Robert Butler, NBC.

Advanced Television Systems. 9 a.m.-noon. Room 18. Session chairman: Richard Streeter, CBS. *Advanced Television Systems Committee Report.* E. William Henry and Dr. Robert Hopkins, ATSC. *ATSC Technology Group Reports.* Dr. Kerns Powers, RCA; Daniel Wells, STC; Renville McMann, CBS. *Experimental Camera and Recording Systems for Reduced Bandwidth HDTV Studio Production Facilities.* Dr. William Glenn, Institute of Technology. *Resolution Requirements for HDTV Based Upon Performance of 35mm Film.* Arthur Kaiser, CBS. *Newly Developed Standards Converter for HDTV to PAL.* Dr. Takashi Fujio, NHK. *Political Aspects of International Television Standardization.* Howard Miller, Westinghouse Broadcasting & Cable.

UHF Transmission Systems. 2:30-6 p.m. Room 20. Session chairman: Jack Kean, Connecticut PTV. *Status of Multistage Depressed Collector Klystron Development Project.* E.W. McCune, Varian Associates. Panel discussion participants: FCC Commissioner Henry Rivera; Ralph Haller and William Hassinger, FCC; Thomas Keller, NAB; George DeVault, WKPT(TV) Kingsport, Tenn. *The Development of a High Power, High Efficiency Integral Cavity, UHF-TV Klystron.* Howard Foster, Varian Associates. *An Integrated Exciter/Pulser System for Ultra High-Frequency UHF-TV Operation.* Nat Ostroff, Comark. *The Klystron: a New Medium Power High-Efficiency UHF Amplifier.* George Badger, Eimac Division. *High Efficiency UHF-TV Klystron Transmitter Technology.* Glenn Wild, RCA.

Non-Ionizing Radiation. 3-6 p.m. Room 18. Session chairman: Jules Cohen, Jules Cohen & Associates. *Non-Ionizing Radiation—Measurement Methods & Artifacts.* Edward Aslan, Narda Microwave. *In-Service Measurement Techniques of Broadcast Electromagnetic Energy.* Neil Smith, Smith & Powstenko. *Report of the Activities of the Electromagnetic Energy Policy Alliance.* Jules Cohen, Jules Cohen & Associates. Panel discussion participants: Edward Minkel, Robert Powers, Ralph Haller and William Hassinger, FCC; Richard Tell, EPA; Barry Umansky, NAB. Legal advisor: Robert Harvey, Nixon, Hargrave, Devans & Doyle.

Four concurrent engineering sessions. 7-8:30 p.m. *TV Transmitter Measurements.* Room 18. Dane Erickson, Hammett & Edison; William Zears, FCC; John Lewis, Tektronix.

Satellite Uplink Users Workshop. Room 20. Paul Tyler, WFV-TV Indianapolis; Ed Gordon, Wold Communications; Kurt Oliver, Comsearch.

Radio Contract Maintenance & Chief Operations. Room 21. Jim Loupas, Loupas Associates; Howard Ginsberg, Communications Engineering; Richard Adler, Adler Associates.

Studio Acoustics. Room 23. Al D'Alessio, Northeastern Communications Concepts; Jeff Schmitt, Tracoustics; Joe McGuire, RKO Radio; Peter D'Antonio, RPG Diffuser.

NIGHT COURT SESSIONS

Seven concurrent sessions. 8-9 p.m. *EEO and Hiring and Firing: The Rules and Solutions.* Room 1. Moderator: Barry Umansky, NAB. Panelists: Katherine Schmeltzer, Fisher, Wayland, Cooper & Leader; Mark Prak, Tharrington, Smith & Hargrove; Richard Swift, Tierney & Swift; Glenn Wolfe, FCC.

How to Make Money with Your Satellite Dish. Room 3. Moderator: Valerie Schulte, NAB. Panelists: Dennis Corbett, McKenna, Wilkinson & Kittner; Henry Goldberg, Goldberg & Spector; Raul Rodriguez, Leventhal & Senter; Marvin Rosenberg, Fletcher, Heald & Hildreth.

"Dangerous Talk"—How to Stay Out of Trouble on Talk and Call-in Shows. Room 4. Moderator: Steven Bookshester, NAB. Panelists: Harry Cole, Bechtel & Cole; David Olive, Donrey Media Group; Molly Pauker,

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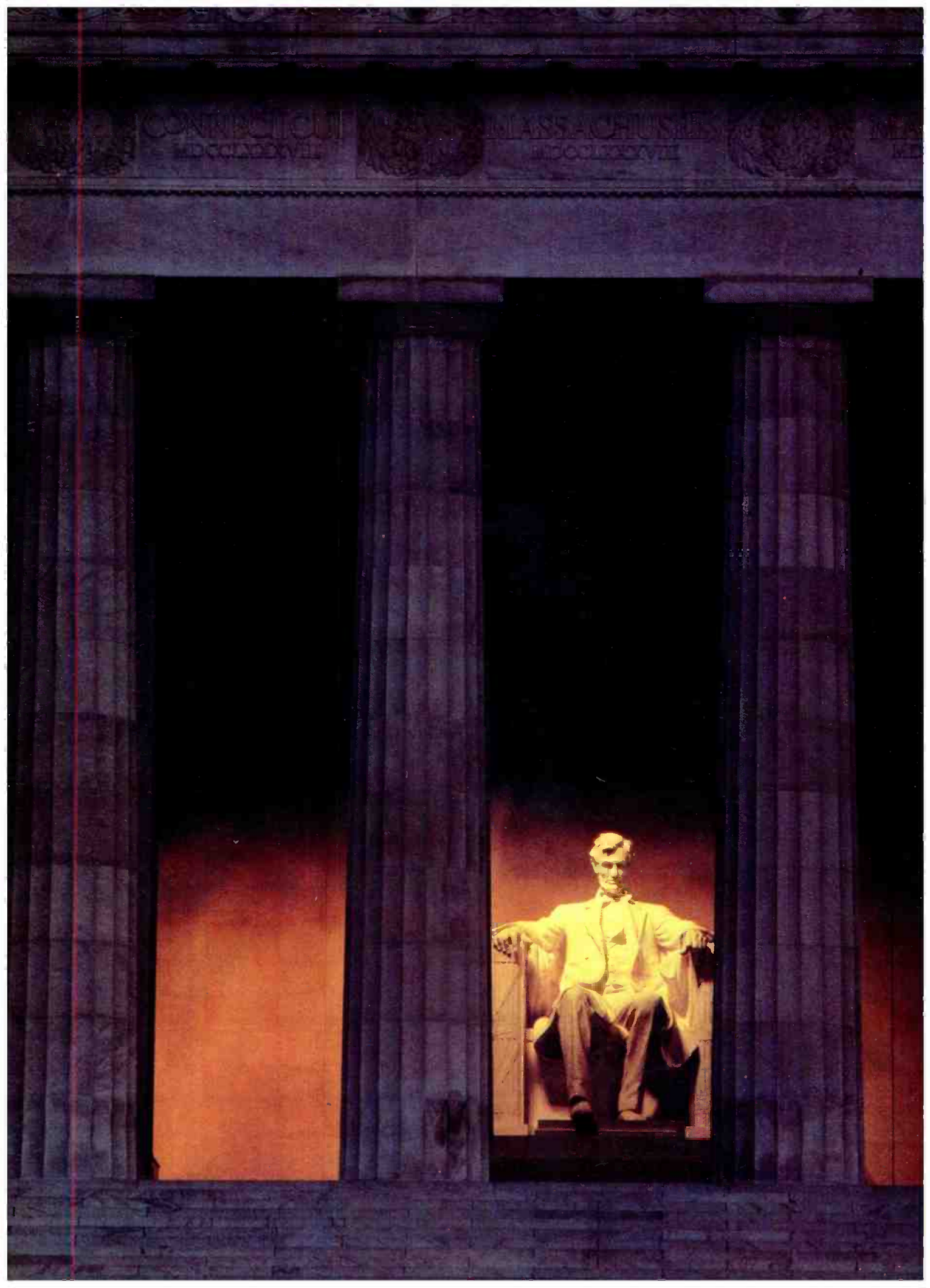
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“Those who would deny freedom to others deserve it not for themselves, and, under a just God, cannot long retain it.”

Abraham Lincoln, 1859

Although Lincoln's eloquent words addressed the tragic contradiction of human slavery, they apply universally where one entity is unjustly restrained or restricted solely for the benefit of another.

For almost 100 years, America's railroads were bound in servitude to various special interests, and stifling federal regulations prohibited the railroads from competing freely in the marketplace. With little hope for an equitable return on investment, railroads deteriorated. Lacking the freedom to conduct business in a reasonable manner, many became insolvent.

In 1980, the Staggers Rail Act lifted

some of the more crippling regulations. Today, after heavy investments in equipment and repair, railroads are providing the type of service the nation needs. In areas where trains once lurched and swayed at 10 mph, they now roll smoothly at 70. Where bankruptcy was once a widespread threat, financial health is slowly becoming a reality. Suffocating regulatory red tape has been replaced by marketing initiatives and innovative services.

The vast majority of rail customers appreciate the benefits of a solvent and competitive rail system. A recent study shows that 87% of rail customers sur-

veyed believe that railroads should continue to compete in an open market. And no wonder: Rail rates were increasing twice as fast before Staggers as they are now.

Yet certain special interests, masquerading as a consumer group, are trying to persuade Congress to modify the Staggers Act, to again force the nation's railroads into economic involuntary servitude.

For more information, write: Freedom of Choice, Dept. 513, Association of American Railroads, 1920 L Street, N.W., Washington, DC

20036. Or if you're on a deadline, call us at (202) 835-9550 or 9555.



ASSOCIATION OF AMERICAN RAILROADS

NBC; James Weitzman, Shrinsky, Weitzman & Eisen.

Dealing with the FCC: Tips from the Commissioners' Legal Assistants. Room 2. Moderator: Michael Berg, NAB. Panelists: Vincent Wasilewski, Dow, Lohnes & Albertson, and FCC legal assistants: Kenneth Howard (Quello), Renee Licht (Rivera), Robert Pettit and Jack Richards (Dawson) and Diane Silberstein (Patrick).

New Telephone Rates & Services: How to Cope with the Post-Divestiture Environment. Room 5. Moderator: Julian Shepard, NAB. Panelists: Mary Jo Manning, Wilkes, Artis, Hedrick & Lane; Randolph May, McKenna, Wilkinson & Kittner; Albert Halprin and Jerald Fritz, FCC.

Advertising Issues from A to Z. Room 6. Moderator: Miguel Martin, NAB. Panelists: George Borsari, Daly, Joyce & Borsari; Tom Davidson, Sidley & Austin; Edward Hayes, Baker & Hostetler; John Hoover, Hogan & Hartson.

Stump the Experts. Room 7. Moderator: Jeff Baumann, FCC. Panelists: Commissioner Mimi Dawson; Sheldon Guttman and Charles Schott, FCC; M. Scott Johnson, Gardner, Carton & Douglas.

Six concurrent sessions. 9:15-10:15 p.m. **Radio Allocations: More Stations, More Power, More Hours.** Room 1. Moderator: Barry Umansky, NAB. Panelists: John Logan, Dow, Lohnes & Albertson; Frederick Polner, Rothman, Gordon, Foreman & Groudine; Gregg Skall, Baker & Hostetler; Richard Bodorff, Fisher, Wayland, Cooper & Leader.

Copyright: Unlocking the Mysteries. Room 2. Moderator: Michael Berg, NAB. Panelists: Edwina Dowell, Spanish International Communications; David Leibowitz, Wiley & Rein; James Popham, Fawer, Brian, Hardy & Zatzkis.

Cable and Broadcasters: Adversaries or Partners? Room 3. Moderator: Valerie Schulte, NAB. Panelists: Craig Blakely, Schnader, Harrison, Segal & Lewis; Charles Ferris, Mintz, Levin, Cohn, Ferris, Glovsky & Popeo; Thomas Keller, Verner, Lipfert, Bernhard, McPherson & Hand; Robert Roper, LeBoeuf, Lamb, Leiby & McRae.

There Are Still FCC Limits on What You Say and Do. Room 4. Moderator: Steven Bookshester, NAB. Panelists: Howard Braun, Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun; Arthur Goodkind, Koteen & Naftalin; John Kamp, FCC; Vincent Pepper, Pepper & Corazzini.

Buying and Selling Stations. Room 5. Moderator: Julian Shepard, NAB. Panelists: Roy Stewart, FCC; Erwin Krasnow, Verner, Lipfert, Bernhard, McPherson & Hand; J. Geoffrey Bentley, Arter & Hadden; Zave Unger.

You Mean My Innocent & Ingenious Promotion is a . . . Lottery. Room 6. Moderator: Miguel Martin, NAB. Panelists: Irving Gastfreund, Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun; Janice Hill, Arter & Hadden; Robert Jacobi, Cohn & Marks; Howard Weiss, Mullin, Rhyne, Emmons & Topel.

Wednesday, April 17

Two concurrent radio sessions. 7:45-9 a.m. **NAB Radio Swap Shop.** Rooms R1 and 3. Moderator: David Parnigoni, NAB.

Station Acquisitions: The Really Big Deals. Rooms S1 and 3. Moderator: Jason Shrinsky, Shrinsky, Weitzman & Eisen; Susan Harrison, Frazier, Gross & Kadlec; Gary Edens, Edens Broadcasting; Ted Hepburn, media broker; Gary Corr, CitiBank.

Engineering session. 8-9:15 a.m. Room 18. **FCC Engineers Panel.** Session chairman: Warren Happel, Scripps-Howard Broadcasting. Panel discussion participants: James McKinney, Robert Powers, Ralph Haller, William Hassinger and William Zears, FCC. Legal advisor: Barry Friedman, Wilner & Scheiner.

Closing joint session. 9:30 a.m. Gala champagne brunch. Speaker: FCC Chairman Mark Fowler. Entertainment: The Pointer Sisters.

Sunday, April 14

TARPAC board of trustees meeting. 11:30 a.m. Conference room 7.

AMST membership meeting. 12:30 p.m. Convention Center room 20.

ABES membership meeting. 12:30 p.m. Convention Center room 1.

Engineering handbook reception. 5:30 p.m. Ballroom D.

Monday, April 15

Broadcasters Christian Heritage prayer breakfast. 7 a.m. Royal Salon.

Syndicators/program producers breakfast. 7 a.m. Ballroom C.

Related Events

MST engineering breakfast. 7:30 a.m. Ballroom F.

Minority television programing exhibition. 9 a.m.-5 p.m. Convention Center rooms B1, B2, B3.

J.C. Penney/University of Missouri television awards reception and children's awards with FCC Commissioner Henry Rivera. 5 p.m. Room 1.

MTPE reception. 5-6 p.m. Convention Center meeting rooms B.

Ham radio operators reception. 6-7:30 p.m. Ballroom A.

Tuesday, April 16

Broadcasters Christian Heritage prayer breakfast. 7 a.m. Royal Salon.

Broadcast Pioneers breakfast. 7:30 a.m. Ballroom C.

Minority television programing exhibition. 9 a.m.-5 p.m. Convention Center rooms B1, B2, B3.

TARPAC reception. 4 p.m. Crown Room.

EBS briefing with FCC Commissioner Mimi Dawson. 4 p.m. Convention Center room 1.

Wednesday, April 17

Broadcasters Christian Heritage prayer breakfast. 7 a.m. Royal Salon.

NAB hospitality suites

| | | | |
|---|------------------------|---|-----------------------|
| David S. Abbey Associates/ Media Incentive Marketing | MGM Grand 2010A | Arent, Fox, Kintner, Plotkin & Kahn | MGM Grand |
| Acrodyne Industries | MGM Grand 2109A | The Associated Press | Hilton 2921 |
| ADDA Corp. | MGM Grand 6609A | AT&T Communications | MGM Grand 5509A/5510A |
| Advanced Broadcast Management | MGM Grand | Avery-Knodel | MGM Grand 2061A |
| AGB Television & Research | MGM Grand 2034A | Baraff, Koerner, Olender & Hochberg, P.C. | MGM Grand 1633A |
| Agfa-Gevaert | MGM Grand 7310A | Basys Inc. | MGM Grand 6510A |
| All-Industry Radio Music License Committee | Hilton 1510 | Blackburn & Co. | Hilton 2976 |
| American Diversified | Hilton 1669 | Blair Radio | Hilton 11-121 |
| American Image | Hilton 1410 | Bonneville Broadcasting System | Hilton 1310 |
| American Broadcasting Cos. Radio Network | Hilton 29-118 | Bowen Broadcast Service Co. | MGM Grand 2175A |
| TV Network | Sands—Seattle Slew/161 | Bridal Fair | Hilton 2169 |
| American Radio Brokers | Hilton 319 | BROADCASTAP | Hilton 1369 |
| Americom Media Brokers | Hilton 2350 | Broadcast Investment Analysts | Hilton 327 |
| Ampex Corp. | Hilton 373/364 | Broadcast Management Plus | MGM Grand 2133A |
| Arbitron Ratings Co. | Hilton 1150 | Broadcast Microwave | MGM Grand |
| | | BROADCASTING Magazine | Hilton 5-103 |

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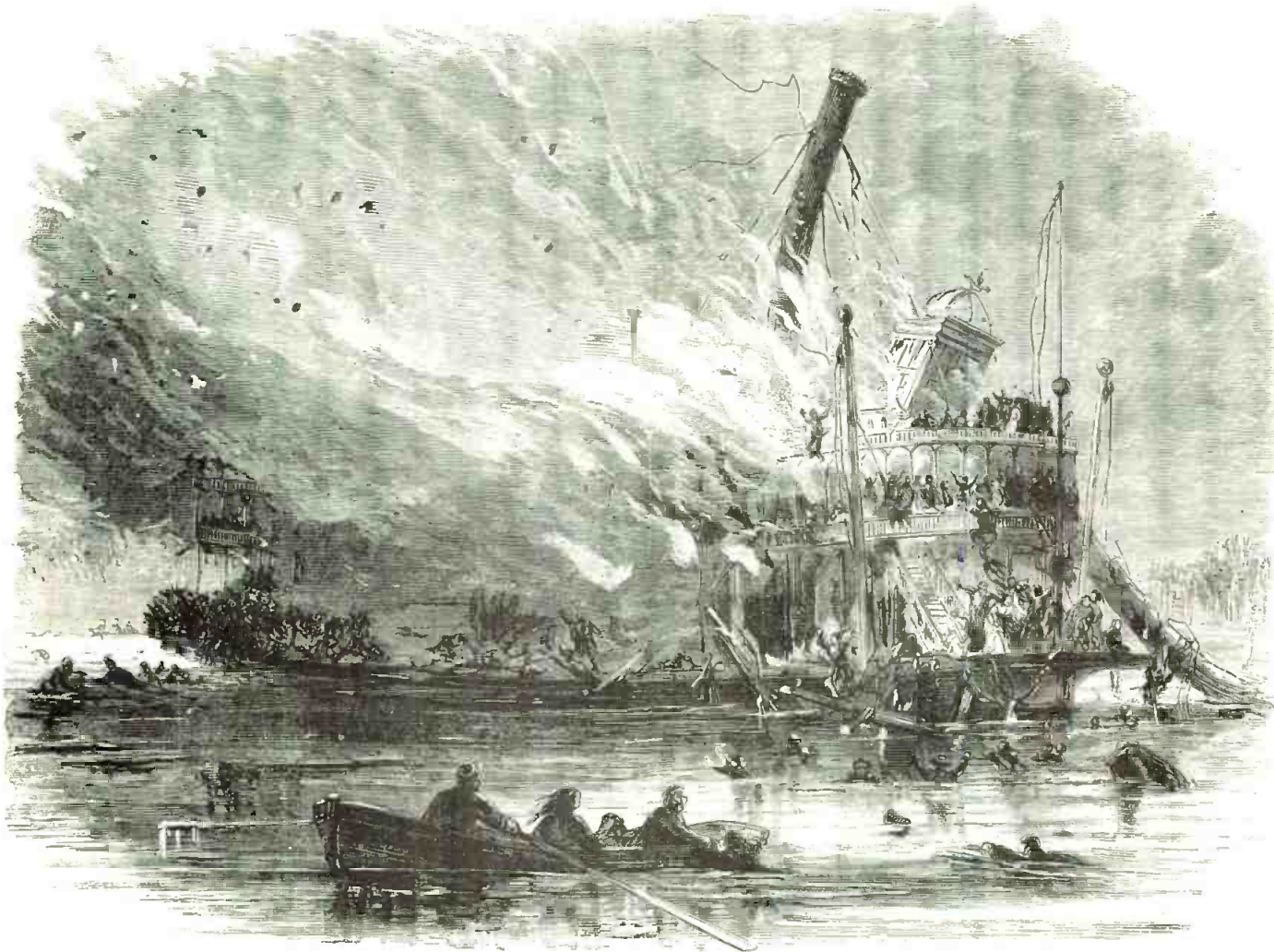
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| CBS Inc. | | Masla Radio | Hilton 14-121 |
| RadioRadio, Radio Network and Representatives | Hilton 29-102 | McGavren Guild Radio | Hilton 3000 |
| Television Network | MGM Grand 1661A | MCI/Quantel | Hilton 769 |
| Century 21 Productions | Hilton 9-121 | Ralph E. Meador, Media Broker | Hilton 307 |
| Cetec Antennas | Hilton 1610 | Meadowland Communications | MGM Grand 2376A |
| Chapman Assoc. | Hilton 669 | Media Central | MGM Grand |
| Chemical Bank | MGM Grand | Media General Broadcast Services | Hilton 360 |
| Christie Electric Corp. | MGM Grand 2275A | Montage Computer Corp. | MGM Grand 1761A |
| Churchill Productions | Hilton 1710 | Multi-Track Magnetics | Caesars Palace |
| Chyron Corp. | MGM Grand 2033A | Al Ham's "Music of Your Life" | Hilton 1430 |
| Cinemills Corp. | MGM Grand 1962A | Musicworks | Hilton 334 |
| Citibank | MGM Grand | Mutual Broadcasting System | Hilton 2964 |
| Donald K. Clark Inc. | Hilton 930 | MZB & Associates | Hilton 1210 |
| CMC Technology | MGM Grand | National Black Network | Hilton 2980 |
| CNN Radio/Turner Program Service | Hilton 477 | National Broadcasting Co. | |
| Cohn & Marks | Hilton 2369 | Radio Network | Hilton 2925 |
| Communications Brokers | Dunes | Television Network | MGM Grand 1862A |
| Computer Graphics Laboratories | MGM Grand 2075A | Nisus Video | MGM Grand 1609A |
| Otis Conner Productions | Hilton 2861 | Nightingale-Conant Co. | Hilton 21-121 |
| Continental Electronics Manufacturing Co. | Hilton 560 | Norpak Corp. | MGM Grand 1997A |
| Convergence Int. | MGM Grand 1961A | One Pass Video | MGM Grand 2062A |
| Corporate Excellence Inc./KLIN | Hilton 1650 | Paltex | MGM Grand 1933A |
| R.C. Crisler & Co. | Hilton 1750 | C.R. Pasquier Associates | MGM Grand |
| CSI Electronics | Hilton 1130 | Pepper & Corazzini | Hilton |
| Custom Audience Consultants | Hilton | PESA America | MGM Grand 1898A |
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| Desisti Lighting/Desmar Corp. | MGM Grand 1962A | Jeff Pollack Communications | Hilton 313 |
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| EEV | Flamingo Hilton | Cecil L. Richards | Hilton 1950 |
| Elector USA | MGM Grand 2361A | R&R Syndications | MGM Grand 1833A |
| William A. Exline Inc. | Hilton 25-121 | Thomas L. Root, P.C. | MGM Grand |
| Fairlight Instruments | MGM Grand 6610A | RKO Radio Networks | Hilton 2962 |
| FairWest | Hilton 1550 | Robert W. Rounsaville & Assoc. | MGM Grand 1834A, Hilton 2469 |
| Firstmark Financial Corp. | Hilton | Satellite Music Network | Hilton 2865 |
| Norman Fisher & Associates | Hilton 969 | Schwem Technology | MGM Grand 1897A |
| Fisher, Wayland, Cooper & Leader | MGM Grand | Selcom Radio | MGM Grand |
| Fletcher, Heald & Hildreth | Sands | Shane Media Service | MGM Grand 1798A |
| Milton Q. Ford & Assoc. | Hilton 1330 | Barry Sherman & Associates | MGM Grand |
| Fostex Corp. of America | Maxim | Shrinsky, Weitzman & Eisen, P.C. | MGM Grand 1875A |
| Frazier, Gross & Kadlec | MGM Grand 1976A | Barry Skidelsky/attorney-consultant | Hilton 343 |
| Gammon & Ninowski Media Investments | Hilton 650 | Society National Bank | MGM Grand |
| Grace Broadcasting | MGM Grand 1998A | SoftPedal Inc. | MGM Grand |
| Grandy & Berkson | Caesars Palace | TA Associates | MGM Grand |
| Grumman Aerospace Corp. | MGM Grand 7109A | TeleRep | MGM Grand 2534A |
| Gulf Broadcast Group | MGM Grand 6910A | Thomson-CSF Broadcast | MGM Grand 5609A |
| Bob Harper's Co. | Hilton | TM Communications | Hilton 2871 |
| Hillier, Newmark, Wechsler & Howard | Hilton 2879 | Torbet Radio | Hilton 464 |
| Holt Corp. | Hilton 2150 | Edwin Tornberg & Co. | MGM Grand 1797A |
| Horizon International | MGM Grand 2009A | Transtar Radio Network | Hilton 2869 |
| Intergrated Media Systems | MGM Grand 2110A | Turner Engineering | MGM Grand 1734A |
| ITS Corp. | MGM Grand 2209A | Unidyne Research & Direct Mail | Hilton 1869 |
| Jamar-Rice Co. | Hilton | Varicom Inc. | MGM Grand 2134A |
| Kadison, Pfaelzer, Woodard, Quinn & Rossi | MGM Grand 2297A | Venture Lighting | MGM Grand 1962A |
| KalaMusic | Hilton 1850 | Wall Street Journal Report Radio Network | Hilton 5-121 |
| Kalil & Co. | Hilton | Weiss & Powell/Interep | Hilton 2918 |
| Kaman Sciences/KBS | MGM Grand 2210A | Western Union | MGM Grand 1697A |
| Katz Television Group | Hilton 10-121 | Wilkinson, Barker, Knauer & Quinn | Dunes |
| Kline Iron & Steel Co. | MGM Grand | WRS Motion Picture & Video Laboratory | MGM Grand |
| The Mahlman Co. | Hilton 2550 | Adam Young Inc. | MGM Grand |
| Major Market Radio | Hilton | Zonal Ltd. | MGM Grand 1598A |

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Pick of the gear on the NAB floor

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Steady growth has become the hallmark of both the equipment exhibition and the engineering conference at the annual convention of the National Association of Broadcasters. This year's event, which opened April 12 at the Las Vegas Convention Center and Las Vegas Hilton, is no exception.

Six hundred and seventy-eight companies grace the exhibit halls, 10% more than 1984, 20% over 1983 and 50% above 1981. Some of the companies new to the trade show have come from other industries seeking to sell their wares in the broadcast marketplace. But many are small entrepreneurial firms, in a few cases spun off from larger full-line companies, seeking to fill specialized niches.

The same kind of expansion has come to the engineering conference, which, with 91 technical papers during 50 hours of sessions, has increased by 20% over last year's schedule and nearly doubled since 1983.

But both exhibit hall and session rooms offer more than just abundance. They serve as open houses for ongoing advances in the technology of the industry. In the exhibit hall this year, for instance, the attention of attendees may be drawn to anything from the protracted fight for dominance in small-format video technology to fresh markets in multichannel TV sound, satellite news gathering, newsroom computers and radio transmission gear, as well as continuing advancements in graphics equipment and editing gear.

In one corner of the small-format ring, Sony continues to build its half-inch videotape Betacam line with the introduction of new tape decks and a new camera, and with a spotlight on the Betacam half-inch multicassette system for the second year in a row.

But supporters of the incompatible M format, including Panasonic and RCA, are also on the offensive. Panasonic is introducing a new half-inch deck of its own and will also show a new half-inch metal particle tape format, M2, with a 65-minute cassette and studio tape player. Apparently meant as an enhancement for existing M-format gear, with which it is easily interchangeable, M2 was recently developed by Panasonic's parent Matsushita together with Japan's national TV network, NHK, and will most likely have its most immediate applications in production facilities for mastering.

RCA is pushing for M format as well, with plans to highlight a new M-format automated video cart machine meant to replace the widely used TCR-100 two-inch videotape unit. Panasonic will also show its own M-format spot player and a whole range of other companies are expected to pursue that fast-growing replacement market.

One video cart machine most likely to draw inquiries is the digital recorder/player being worked on by Ampex and rumored to use a 19 mm tape format that equals or surpasses the quality of one-inch Type C video-

tape. The unit also apparently uses an elevator mechanism similar to that of the Sony Betacart.

For followers of quarter-inch format developments, this NAB may not be the one to "go all the way," as predecessors were asked to do in the brighter times of 1983 and 1984. Standardization efforts have so far failed to achieve a single system from proponents of two incompatible methods at Robert Bosch and Hitachi Denshi (BROADCASTING, April 8).

Work will continue over the next six months, nonetheless, to study the potential for replacing the metal oxide tape currently used by the Hitachi format with new metal particle formulations. A modified Hitachi system was selected a year ago by an industry group as a possible standard, but it recently failed to meet quality requirements set up by the group. Also under study will be the line sequential color system used by Bosch's Quartercam equipment.

Both quarter-inch systems are expected to be on the floor, although Hitachi does not intend to offer its for sale yet, and whether Bosch will sell is also in question. Both companies have sold small numbers of the products outside the U.S.

Stereo audio is likely to be literally ringing out in many of the aisles, with numerous products for production to transmission of multichannel TV sound on display. Several MTS generator manufacturers are pushing to keep up with a growing demand (more than 30 stations are now equipped for the service, see story page 146) and will be joined by several other companies with generator products. Other transmission plant equipment, especially modulation monitors, transmitters and their retrofits, can be expected to be widely sought out by broadcasters considering MTS.

Production gear for stereo audio, including new and upgraded audio consoles, stereo synthesizers, meters and audio processors, is also anticipated to be on many MTS broadcasters' shopping lists.

New markets may be opening on the radio side of the hall, with the FCC's authorization of several hundred new FM channels likely to boost sales in many equipment areas, especially for radio transmitters made by firms like Harris, Broadcast Electronics, Continental, QEI and CSI Electronics. AM stereo continues its battle over system dominance, with contenders this year down to two—Kahn Communications and Motorola.

Newsroom computer manufacturers have their own hopes for growing sales this year, especially with the path partly cleared by NBC and CBS buys of systems for network news operations and owned-and-operated stations. Colorgraphics, which sold to CBS, and Basys, supplying NBC, will be joined by Data Communications and ANT Telecommunications/Solway. Also on the floor will be computerized weather graphics systems from Environmental Satellite Data and Alden Electronics, as well as service suppliers such as WSI Corp. and Accu-Weather.

Component video continues to cast its net

over a growing number of product lines. A good example is the video production switcher, with new component units expected from Shintron and Philips, and rumors of a Grass Valley Group component unit based on its last year's Model 100 switcher.

Other products expected to draw traffic on the floor include new editing systems from Interactive Systems Corp. (recently bought by Grass Valley Group), CMX, Convergence and Ampex. New cameras include units from Sony and Ikegami, while RCA has its ENG/EFP-oriented CCD cameras out in force. A range of test and monitoring equipment introductions is expected from Tektronix, Sony and Leader, and time base correction developments will come from Ampex and Sony, among others.

Accompanying and complementing the vast display of equipment in the exhibition are nearly two dozen technical sessions scheduled from Saturday through Wednesday and touching on topics such as multichannel sound, engineering maintenance, satellite broadcasting and AM stereo.

Saturday sessions, which last year drew some of the largest crowds, were expected to do the same this year with programs for radio engineers on AM technical improvement and transmitter-antenna engineering, while TV engineers were to be treated to a review of electronic graphic centers and the first of two gatherings on MTS. A second MTS session, focusing on production and studio conversion, is scheduled for Monday.

Being tried for the first time is a series of maintenance workshops, the first on RF for radio engineers Saturday, with a second on studio maintenance beginning the program Sunday. For TV engineers, studio and RF maintenance is covered in one three-hour session Sunday.

Highlighting TV sessions later in the week is a series of Monday talks on a range of TV engineering topics, from computerized newsrooms to component video. On Tuesday a satellite TV systems program focuses on satellite news gathering systems and the satellite interconnection plans of the commercial networks. Also on Tuesday is an overview of the work of the Advanced Television Systems Committee and a discussion of UHF transmission systems, including a panel on UHF spectrum use led by FCC Commissioner Henry Rivera.

Radio sessions feature a Monday discussion on AM-FM allocations, while a review of new technologies, such as digital compact disks, takes place on Tuesday. AM stereo is also a Tuesday afternoon topic.

Joint radio-TV sessions include one on spectrum management, featuring a panel with FCC Commissioner Mimi Dawson and other FCC representatives, and another on nonionizing radiation with officials of the FCC and the Environmental Protection Agency.

FCC representatives also join a final program on Wednesday—an open panel on engineering topics with Mass Media Bureau Chief Jim McKinney and Chief Scientist Robert Powers. □

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A look at what's on display on the exhibit floor

The exhibit floor in the Las Vegas convention center will be open 9 a.m. to 6 p.m. on Sunday, Monday and Tuesday, April 14-16, and 9 a.m. to 2 p.m. Wednesday, April 17. An asterisk indicates a product new to the market. Public service exhibits are located in the Hilton center and the East concourse.

Abbott & Co. 2179
1611 Cascade Dr., Marion, Ohio 43302

Abekas Video Systems 1228A
319 Lincoln Center Dr., Foster City, Calif. 94404

A62 digital disk recorder*, A42 digital still store system, A52 digital special effects and digital effects combiner. **Staff:** Junaid Sheikh, Yeshwant Kamath, Phil Bennett, Lance Kelson, Martha Lash, Ian Craven, Ted Marsh, Mitch Yawitz, Doug Johnson, Art Shifrin.

About Time 2141
Box 805, Encinitas, Calif. 92024

Accu-Weather 1010A
619 W. College Ave., State College, Pa. 16801

Database*, satellite images*, national radar*, news sports and financial graphics*, NAFAX* (weather maps and charts) and morning graphics*. **Staff:** Dr. Joel Myers.

Acrian Inc. 2230
490 Race St., San Jose, Calif. 95126

Acrodyne Industries 1228
516 Township Line Rd., Blue Bell, Pa. 19422
5 kw UHF television transmitter, 1 kw UHF LPTV transmitter, 100 w UHF translator, 10 kw VHF transmitter, 30 w VHF dual translators and 10 w VHF translator. **Staff:** Tom Creighton, Joe Wozniak, Ron Briggs, Marshall Smith, Tim Hulick, Dan Traynor, Steve Wozniak, Bill Barrow.

Ad Audit 2110
901 Prince St., Alexandria, Va. 22314

Adams-Smith 1508
34 Tower St., Hudson, Mass. 01749
Bi-phase interface*, video reference generator*, LTC and VITC time code generators, readers, character inserters, code restorers and code translators, tape synchronizers, communications interfaces, event/edit controllers and displays for audio-for-video editing. **Staff:** Harry Adams, George Jaramillo, Jeffrey Junker, Gerry Lester, Sam Porter, Andrew Simon, Steve Strassberg, Harold Williams.

ADC Magnetics 1320
4900 W. 78th St., Minneapolis 55435
Prewired jackfields, pro-audio connectors, plugs, audio components and accessories, coaxial jacks, plugs and panels. **Staff:** Sue Saltarelli, Dan Gettens, Linda Sweet, Doug Smidl, Jack Brand-

mueller, Pat Gallagher, V.J. Brennan, John Mow, Bruce Bailey, Lonnie Pastor, Tom Jensen.

ADDA Corp. 1100
130 Knowles Dr., Los Gatos, Calif. 95030

ESP II digital still store system, electronic still processors, library control system, dual channel video signal processor, video image processor, frame synchronizer/time base corrector. **Staff:** William Hendershot, William Chavez, Walter Werdmuller, Frank Alioto, Butch Fadley, Pat Hines.

ADM Technology 1223
1626 E. Big Beaver Rd., Troy, Mich. 48084

Stereo for television and radio on-air, production and post-production, S/TV stereo TV console*, post-pro editor controlled audio console*, BCS stereo console and ST stereo and small market TV console. **Staff:** Robert Bloom, Richard Hajdu, Murray Shields, John Juhasz, Richard Fisher, Gordon Peters, Dan Kageff, Dennis Bennett, Tom Harmon.

Advanced Designs Corp. 146
924 W. 17th St., Suite 3, Bloomington, Ind. 47401

Doprad II super high resolution display unit*, RCD-1000 remote radar display unit*, Doprad II high resolution multifunction display unit. **Staff:** Martin Riess, Brian Frederick.

Advanced Imaging Devices 1782
875 Maude Ave., Mountain View, Calif. 94043

Manufacturing videograph printer. **Staff:** Ed Wine, Paul Goldberg, David Mei, Bill Thompson.

Advanced Music Systems 1330
Wallstreams Ln., Worsthorne, Burnley Lancs, UK

Digital audio processing systems.

Agfa-Gevaert 1608
275 North St., Teterboro, N.J. 07608

Broadcast Plus one-inch type C video tape*, Broadcast Plus U-Matic and Professional Beta/VHS videocassettes, tapes packaged and in bulk, and duplicators. **Staff:** Maria Curry, Ken Wiedeman, Mark Nevejans, Andrew DaPuzzo, John Matarazzo, Bob Zamosciany, Peter Jensen, John Riggs, Bob McNabb, Joe Tibensky, Chris Emery, Brian Kelly, Mike Caputo, Dean Sauer, Elissa Regina, Jerry Mahler, Barry Rosen, Teri Sosa.

A.F. Associates 1611
100 Stonehurst Ct., Northvale, N.J. 07647

Commercial compilation system*, A/S 6500 digital standards converter*, Audix assignable audio console and digital intercom*, TV mobile units for ENG/EFP*

turnkey video systems and mobile units, Applied Video Systems digital standards converter, ADM audio consoles and DAs, Sharp color cameras and monitors, Marconi CCD telecine. **Staff:** Arnold Ferolito, Lou Siracusano, Marty Irwin, Irv Pannaman, Dick Sirinsky, Tom Canavan, Bud Pearson, Rich Lunniss, Rick Gross, Jim McGrath, John Dale, Marc Bressack, Meryl Altman.

AKG Acoustics 2274
77 Selleck St., Stamford, Conn. 06902

Alamar Electronics 1507B
36 Railway Ave., Campbell, Calif. 95008

MC-1000 cart machine replacement system, MC-2000 SMPTE sequencer/automation system*, SC-2000 SMPTE machine controller/time code reader-generator. **Staff:** Douglas Hurrell, Dewitt Smith, Michael Short.

Alden Electronics 1785
40 Washington St., Westboro, Mass. 01581

C2000M color weather radar display system*, weather graphic system. **Staff:** Michael Porreca, Richard Boire.

Alexander Mfg. 1714
1511 S. Garfield Pl., Mason City, Iowa 50401

Allen Avionics 1627
224 E. Second St., Mineola, N.Y. 11501

Video and pulse delay lines (VAR 256*), video filters, rack mountable variable delay lines, HEC 1000 hum eliminators, NW 400 and 500 pre-emphasis and de-emphasis networks. **Staff:** Lester Jacobson, Richard Mintz, John Sessoms.

Allied Broadcast Equipment 645
625 Southeast St., Richmond, Ind. 47374

Compusonics DSP-2002 computer audio console*. **Staff:** Tom Lewis, Cal Vandegrift, Mark Drummond, Tom Harle, Dave Gill, Joe Zierner, Jon Young, Dave Burns, Jeff Nordstrom, Roy Ridge.

Allied Tower 409
12450 Old Galveston Rd., Webster, Tex. 77598

Microwave broadcast and two-way guyed and self-supporting towers. **Staff:** Jerry Bennett, Bud Duvall, Arthur Joseph, David Little.

Allisop 1177
Box 23, Bellingham, Wash. 98227

Video recorder cleaners, microcassette cleaners.

Alpha Audio 210
2049 W. Broad St., Richmond, Va. 23220

Acoustical materials, The Boss automated editing system, sound-tex acoustical wall fabrics*. **Staff:** Eric Johnson, Nick Collieran, Dave Jones, Bobby Tulloh, Russell Leighton, David Walker.

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Alpha Video & Electronics 1790

28 E. Mall Plaza, Carnegie, Pa. 15106

Zero offset time code and time code stripe for alphasized 5850's and high band U-matics. **Staff:** Henry Lassige, Terance Lassige, Vincent Ferry, Daniel Reynolds, Thomas Stoffel, John Tomini, Gary Craig.

Amber Electro Design 422

4810 Jean Talon West, Montreal H4P 2N5

Audio test and measuring equipment.

Amco Engineering 1218

3801 N. Rose St., Schiller Park, Ill. 60176

Communications consoles, styling options, computer desks and desk-top cabinets, EMI cabinet aluminum structural system, blowers and fans. **Staff:** Floyd Johnson.

Amek Co. 1620

10815 Burbank Blvd., N. Hollywood, Calif. 91601

Broadcast production consoles. **Staff:** Tim Mungovan.

American Image Productions 653

Box 366, Memphis, Tenn. 38151

Radio and TV station image campaigns, station ID's, sales production libraries for CHR*, AC*, country* and urban* formats. **Staff:** Tom Lannan, George Lale, Ron Mote, Tim Riley.

Ameritext 808

108 Westlake Dr., Valhalla, N.Y. 10595

World system teletext system, origination and receiving equipment.

AMP Special Industries 634

Box 1776, Southeastern, Pa. 19399

Audio and video connectors, hex crimp plug, taper technique. **Staff:** Jim Chase, Charlie Connor, Jack Havck, Pat McKinley, Bill Long.

Amperex 1412

Providence Pike, Slatersville, R.I. 02876

XQ4087 half inch stability diode gun plumbicon camera tube*, XQ4187 two-thirds inch high stability diode gun plumbicon*, XQ3457 two-thirds inch mixed field diode gun plumbicon*, XQ3467 two-thirds inch electrostatic focus plumbicon camera tube*, high efficiency klystrons*, tetrode and cavity, camera tubes and accessories for color studio and portable cameras, transmitting tubes, high efficiency klystron transmitting tubes, diode gun low output capacitance plumbicon camera tubes. **Staff:** Ron Barnes, Sandy Camicia, Bob Carlin, Ed Feinberg, Pete Fochi, Greg Gambill, Greg Murphy, Lee Nowell, Kipp Rabbitt, Vasanth Rao, Jim Robinson, Jeff Stewart, Greg Smith, Gordon Turner, Stan Lovitz, Raleigh Utterback, Cor Weyer, Herb Joly.

Ampex 1400

401 Broadway, Redwood City, Calif. 94063

ADO Dimension*, ADO II* and ACE Micro*, VPR-3, 5, 6, 80 Type C videotape recorders with companion time base correctors, ACE editing systems, AVC and 4100 series production switchers, ADO

special effects systems, A/A-3 graphics system, ESS-3 still store, post-production systems, after-sale services. **Staff:** M. Sanders, R. Wilson, R. Natwick, M. D'Amore, M. Gray, G. Merrick, P. Krueger, J. Diermann, R. Hagerty, R. Miller, T. Nielson, R. Coomes, F. Nault, F. Rush, R. Stanford, P. Hansil, D. Kleffman, W. Scullion, D. Chapman, J. Williamson, A. Bergman.

Magnetic Tape div. 1400

Two-inch quadraplex videotape, two-inch cart videotape*, one-inch helical video tape, three-quarter-inch U-matic videocassette, audio mastering tape. **Staff:** Don Bogue, Dick Antonio, Ed Pessara, Phil Ritti, Ed Engberg, Bruce Pharr, Mike Wilke, Morgan Rees, Chuck Pope, Jack Becker, Arnold Schlinke, Bob Pellino, Dennis Atkins, Greg Martin.

Amtel Systems 1745

400 W. Cummings Park, Woburn, Mass. 01801

VITC/LTC reader, portable VITC/LTC generator, SMPTE generator/reader, distribution amplifiers. **Staff:** Mark Wronski, Peter McDonnell, Alan Lambshead, Shawn Carnahan, Allan Leon, Don Herring, Gary McKoen, Mike Martin, Ed Labanowicz.

Analysis Technologies 2232

Box 821603, Dallas 75382

Anchor Audio 1618C

913 W. 223rd St., Torrance, Calif. 90502

AN-1000 broadcast and edit monitor*, porta-com battery-operated intercom and sound systems. **Staff:** Evan Landrum, Jim Van Waay.

Andrew Corp. 1201A

10500 W. 153d St., Orland Park, Ill. 60462

Microprocessor-controlled, dual band receive-only earth station*, Ku-band earth station system for ENG*, VHF-TV transmitting antennas*, circular waveguide rigid coaxial transmission lines, Trasar single, dual and circularly polarized UHF-TV transmitting antennas, microwave antennas and transmission lines. **Staff:** Gary Dorsay, Eric Munro, Vern Kilion, Jack Herbert, Tom Hewlett, Dave Rodola, John Hanley, Bill Corondan, Loring Fisher, Chris Brown, Dave Kitching, Laddie Basa, Joe Moscola, Dave Neubauer, John Thiesing.

Angenieux 1201

7700 N. Kendall Dr., Suite 303, Miami 33156

Zoom lenses* and optical accessories for TV, CCD and ENG cameras. **Staff:** Bernard Angenieux, Tony Martinez, Gerard Corbasson, Jean Dumas, Andre Masson, Fernando Guillot, Charles Stampfli, Joe Abbattucci, Dick Scally, Phil Hawkes, Donna Leon, Don Kane, Greg Reilman.

ANT Telecommunications/Solway Inc. 2345H

Box 7647, Hollywood, Fla. 33081

Newswire 2000 computerized newsroom system*, telkos-MC switching and audio-routing automations system, professional

noise reduction system. **Staff:** Martin Munzer, Gerhard Dempf, Wolfgang Schneider, Detlev Henke, Erwin Hieble.

Anton/Bauer 1337

One Controls Dr., Shelton, Conn. 06484

Portable battery and lighting equipment for cameras, VTR's, monitors.

Anvil Cases 1112

4128 Temple City Blvd., Rosemead, Calif. 91770

Heavy duty and rackmount cases.

Apert-Herzog 1703

7007 Realm Dr., B3, San Jose, Calif. 95119

Telecine digital video enhancement device, digital frame synchronizer, time base corrector/synchronizer, video distribution amplifier, hybrid video line driver, traveling digital to analog converter. **Staff:** William Herzog, William Nichols.

Aphex Systems 513

13340 Saticoy St., N. Hollywood, Calif. 91605

Intelligent multiband audio processor for broadcast, mono version—program controlled compressor/leveler/peak limiter. **Staff:** Marvin Caesar, Jon Sanserino, Paula Lintz, Johnny Garcia, Jim Martindale, Barry Victor, Jeff Levinson.

Applied Digital Technology 1730

39 W. 14th St., New York 10011

Arbitron 802

1350 Avenue of the Americas, New York 10019

Staff: Theodore Shaker, A.J. Aurichio, Kathy Baske, Rhody Bosley, Dave Burrill, Susan Dingethal, Dave Dorin, Jay Guyther, Scott Herman, Jeff Hodge, Marjorie Johnson, Marvin Korach, Barbara McFarland, Pete Megroz, Jim Mocarski, Jon Nottingham, Debbie Priore, Rip Ridgeway, Jim Ridings, Bill Rose, Eric Schindler, Maddy Schreiber, Bill Shafer, Dick Sheppard, Kit Smith, Dennis Spragg, Virginia Tierney, Mark Young, Janet Zahler, Sherm Brodey, Maejean Fong, Mark Greenspan, Jackie Lutler, Thom Mocarsky, Mel Sherman, Katy Stock.

Toby Arnold & Associates 2177

3234 Commander Dr., Carrollton, Tex. 75006

Automated and live-assist radio formats.

Arrakis Systems 211

309 Commerce Dr., Unit 2, Fort Collins, Colo. 80524

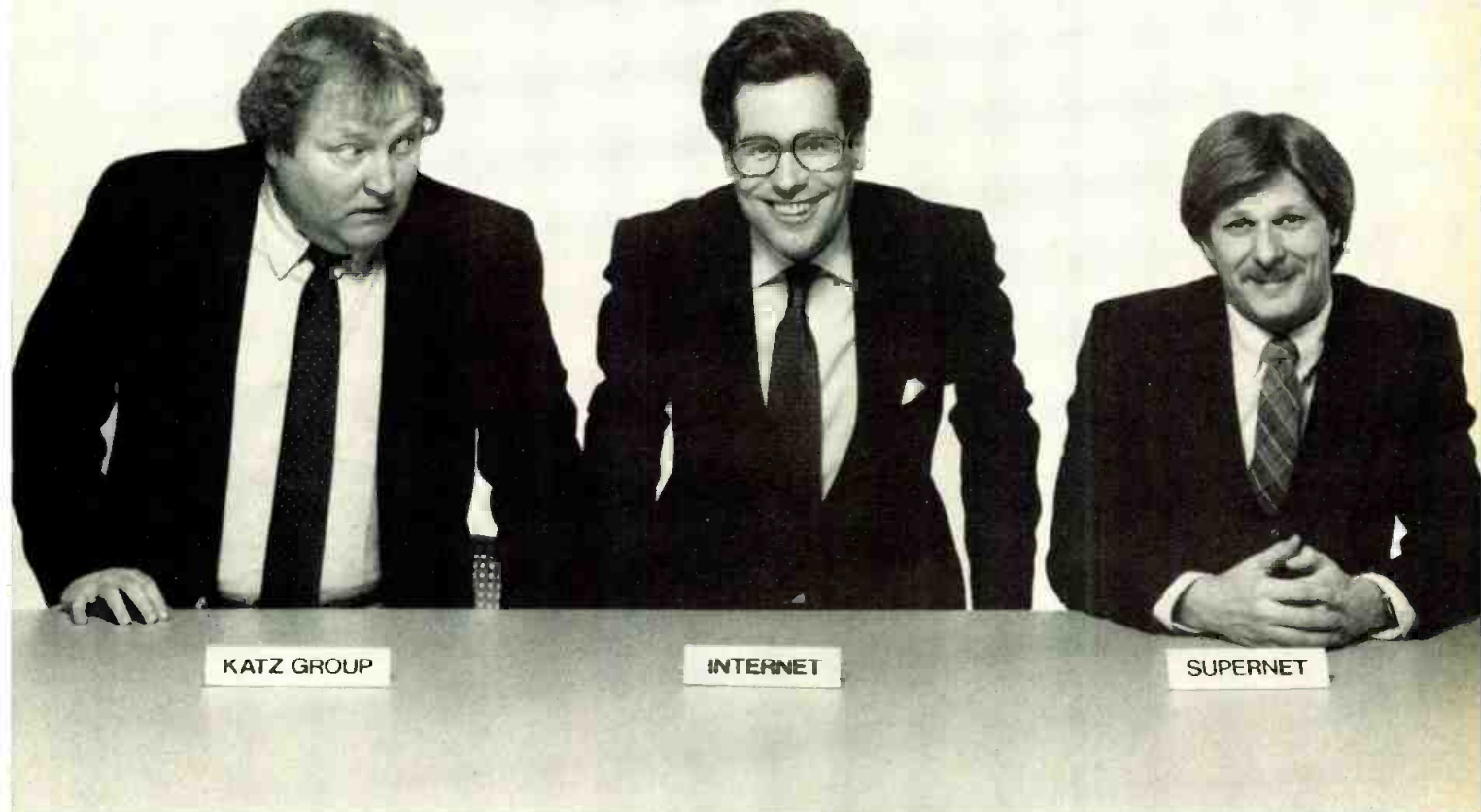
Audio consoles, audio routing switchers.

Arriflex Corp. 1421

500 Route 303, Blauvelt, N.Y. 10913

Lightflex contrast control system for video cameras*, ARRI 35mm film camera*, Arrilite 600 portable tungsten lighting line*, ARRI 16mm and 35mm film cameras, video assist film editing*, video and film camera crane, lighting and lights. **Staff:** Volker Bahemann, Richard Schreiber, Juergen Schwinzer, Charles Davidson, Stephen Chamberlain, Horst Bergmann, Robert Arnold, Rolf Mueller.

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12509 Bearice St., Los Angeles 90066

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1825 K St., NW, Washington 20006

AP NewsPower, AP TV, AP Radio Wire, AP Network News, Music Country Radio Network, Ed Busch Talk Show, AP Laser-photo, AP NewsPlus graphic-enhanced videotext service for cable*. **Staff:** Roy Steinfort, John Reid, Glenn Serafin, Pat Hazan, Jim Hood, Jim Williams, Mary Clunis, Bill Cook, Sue Cunneff, George Mayo, John Kenney, Pat Adsit, John Seidel, Kate Ennis, Daryl Staehle, Kim Price, Ed Busch.

Associated Production Music 150
888 7th Ave., New York 10106

AT&T Communications 1409C
Route 202-206, Bedminster, N.J. 07921

AT&T Information Systems 1429
1 Speedwell Ave., Rm. 613E, Morristown, N.J. 07960

AT&T personal computer*, 32-bit super microcomputer*, digital information processor*, office voice system*, data entry voice response audience polling system, teleseer call accounting system, videoconferencing unit, portable data entry terminal, Horizon call management system. **Staff:** Donald Ross, Glenn Voparil, Jeffrey Syphus.

Auburn Instruments 1711
107 Church St., Watertown, Mass. 02172

Two-wire machine remote control system.

Audico 1343
219 Crossen Ave., Elk Grove, Ill. 60007

U-matic, VHS and beta videocassette tape loaders, reloaders, rewinders, labels*. **Staff:** Bill Hinkle, Norm Deletzke.

Audi-Cord 123
1845 W. Hovey Ave., Normal, Ill. 61761

Models A, S and TDS cartridge tape machines.

Audio Broadcast Group 637A
2342 South Division, Grand Rapids, Mich. 49507

On-air studio system including Auditronics 200 console with studio cabinetry, Auditronics 300 TV/production console. **Staff:** Dave Veldsma, Phyllis Freeman, Dave Spoelhof, Ted Feuerstein, Dave Howland, Scott Homolka.

Audio Developments 1743
414 N. Sparks St., Burbank, Calif. 91506

Multimixer, pico mixers, ENG mixer, battery powered boxes, distribution amplifier*. **Staff:** Antony Levesley, Roger Tromans, Ron Fuller, Rolf Burckhardt.

Audio Engineering 221
1029 N. Allen Ave., Pasadena, Calif. 91104

MS 38 active MS matrix, BBC studio and radio remote ribbon microphones, condenser microphones, AN2 stereo simulator*. **Staff:** Wes Dooley, Gordon Kapes,

Carolyn Cashel, Zenobia Millet, Craig Bell.

Audio Kinetics
4721 Laurel Canyon Blvd., Suite 209, N. Hollywood, Calif. 91607

Master mix independent console automation systems, time code synchronizer, time link. **Staff:** Richard Newman, Ian Southern, David Neal, John Frazer, Deborah Boren.

Audio Precision 325
Box 2209, Beaverton, Ore. 97075

Audio Services 2361
4210 Lankershim Blvd., N. Hollywood, Calif. 91602

ATI-Audio Technologies 420
328 W. Maple Ave., Horsham, Pa. 19044

Bi-directional 1HF-pro level and impedance converter*, Uni-Directional 1HF-pro interface for digital compact disk players*, mike, line, turntable amplifiers, audio distribution amplifiers, audio processors. **Staff:** Edward Mullin, Samuel Wenzel.

Audio Video Consultants 1766
11538 Prager Ave., Lake View Terrace, Calif. 91342

Slave machine interface system for VHS, beat and U-matic transports. **Staff:** John Ballinger, Clifford Conforti.

Audio + Design 2115H
Box 768, Bremerton, Wash. 98310

Audio signal processing equipment, compressors, limiters, equalizers, noise reducers, filters, de-essers, DAs, time code equipment. **Staff:** Nigel Branwell, Tom Candy, Kathleen Mallory, Howard Smith, Michael Beville, Ken Farrar.

Audio-Technica 1141
1221 Commerce Dr., Stow, Ohio 44224

Staff: Ken Reichel, Charlie Winkler, Bob Herrold, Mark Taylor, Don Kirkendall, Bob Carr, Jim Kelly, Jeff White, Steve Hebrock.

Auditronics 505
3750 Old Getwell Rd., Memphis, Tenn. 38118

Audio consoles, peak program meters. **Staff:** Welton Jetton, Steve Sage, Larry Lamoray, Mike Uhl.

Aurora Systems 1312
185 Berry St., Suite 143, San Francisco 94107

Digital videographics and animation system.

Autocue/Q-Tv 1318A
33 W. 60th St., New York 10023

Autocue 1000 computer prompter, word-box II, 15-inch on-camera video-prompter, 2000 newsroom computer. **Staff:** Jamie Rugge-Price, Jeff Scott Turner, Jim Greenfield.

Autogram Corp. 120
Box 456, 631 J Pl., Plano, Tex. 75074

Microgram microprocessor-based audio console (six-, eight- and 10-channel). **Staff:** Ernest Ankele Jr., Jimmy Laird, Neva White, Don Klusmann, DeLores An-

kele.

Avantek 1742
481 Cottonwood Dr., Milpitas, Calif. 95035

N W Ayer 2037
1345 Avenue of Americas, New York 10105

2B Systems 2157
30105 Stephenson Hwy., Madison Heights, Mich. 48071

B&B Systems 1336
28111 Avenue Stanford, Valencia, Calif. 91355

AM-3 stereoscope stereo television audio phase verification system*, AM-2 stereo audio phase verification system, AM-1 stereo audio and SMPTE time code phase verification system for TV post-production houses. **Staff:** William Burnsed, John Bradford.

William Bal Corp. 1614
947 Newark Ave., Elizabeth, N.J. 07207

Barco Industries 2251
Sevenlaan 106, B-8500, Kortrijk, Belgium

Barcus-Berry Elect. 2215
5381 Production Dr., Huntington, Calif. 92649

Barrett Associates 1606
3205 Production Ave., Oceanside, Calif. 92054

Used and reconditioned broadcast equipment, transmitters to turntables. **Staff:** W. Barrett Mayer, Derri Stanley, Margaret Salwach, John Mayou, Roy Shantz, Carlos Peinado.

Basys 1129
2685 Marine Way, Mountain View, Calif. 94043

Newsroom computer equipment and software. **Staff:** David Lyon, Ed Grudzien, David Simmons, Paul McKee, Adrian Scott, John Chapman, Pat Stevens, Tina Harrison, Roy Terry, Janet LaRoss.

Beaveronics 1313
8 Haven Ave., Port Washington, N.Y. 11050

Video production switching systems.

Belar Electronics 203
Box 76, 119 Lancaster Ave., Devon, Pa. 19333

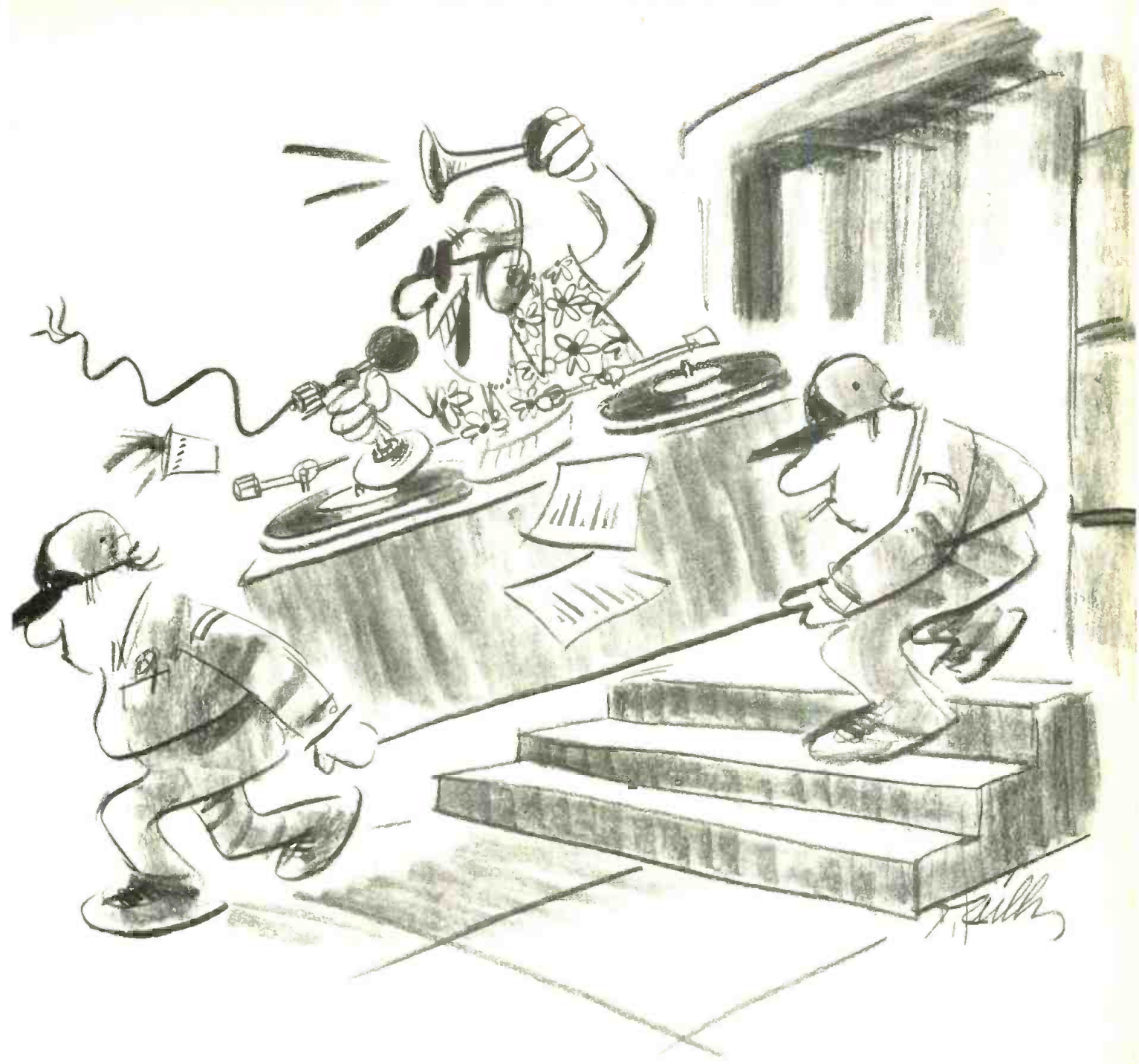
TV stereo aural modulation and frequency monitors* including SAP and Pro Channel monitors, FM, FM stereo and SCA modulation and frequency monitors, AM modulation and frequency monitors, TV modulation and frequency monitors. **Staff:** Arno Meyer, Harry Larkin, Manuel Krangel, Walter Voelker, Mohammad Olama.

Belden 166
2200 U.S. Hwy., 27 South, Richmond, Ind. 47374

Broadcast cables, TV camera cables. **Staff:** John Lund, Rick Webber, Stu Cudworth, John Duffin, Jerry Dorna, Dave Blish, Mark Warren, Bill Caughlin, Dick Stoner, Jim Krabec, Mike Wakeland.

Belden Communications 1640
534 W. 25th St., New York, N.Y. 10001

Staff: Michael Sheppard, Rita Jaye Mill-



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And no matter how many times a format changes, one thing will never change. You'll always have plenty of BMI music to play.

Wherever there's music, there's BMI.

er, Patrice Sulton, Damian Vaudo, John Lee, Benny Lee, Steve Israel, Ralph Young, David Holmes, Eddie Ruffell.

Bencher 2282
333 W. Lake St., Chicago 60606

Benchmark Media Systems 2264
3813 Bachman Blvd., Garland, Tex. 75043

Beyer Dynamic 426
5-05 Burns Ave., Hicksville, N.Y. 11801

Paul Murphy, Robert Lowig, Tony Hawkins, Derek Allen, Mordy Foodym, Tom Parnell, Mike Reed, Peter Blair, Stan Somers, Dick Lewis.

BGW Systems 421
13130 S. Yukon Ave., Hawthorne, Calif. 90250

Audio power amplifiers, model 85*. **Staff:** Brian Wachner, Barbara Wachner, Karen Lee, Carlos Moreno, Dan Lasley, Martha Vazzana.

Bird Electronic 1625
30303 Aurora Rd., Cleveland 44139

15 kw and 25 kw load resistors*, plug-ins for Thruline wattmeters, RF measurement components, RF wattmeters*, heat exchanger loads, line terminations, digital calorimeters, RF power analyst, calorimetric self-cooled load system. **Staff:** Bruce Bird, W.L. Yochum, Leon Kuklinski, Greg Johns, Leo Lesyk, Herb Heller, George Churpek.

BIW Cable Systems 1405
65 Bay St., Boston 02125

Cable, connectors, assemblies and repair services for broadcast cameras, VTR cable assemblies.

Black's Communications Consultants 2179
130 W. Picacho, Las Cruces, N.M. 88005

Bogen Photo 1705
17-20 Willow St., Fairlawn, N.J. 07410

Bogen tripods, fluid heads, dollies, caddies, light stands, video lights, lighting rail system, gaffing equipment and TSE camera cases. **Staff:** Bruce Landau, Richard Bogen.

Bogner Broadcast Equipment 1319
401 Railroad Ave., Westbury, N.Y. 11590

High power UHF TV transmitting antenna (220 kw), low- and medium-power VHF and UHF slot and dipole transmitting antennas, circularly polarized FM transmitting antennas, MDS and ITFS transmitting and receive antennas, LPTV transmitters and communication antennas for cellular radio. **Staff:** Leonard King, Richard Bogner, Robert Piano, Kathy Piano, Steve Weinstein, Pat Riley, Joe Nigro.

Robert Bosch Corp. 1603
2300 South 2300 W., Salt Lake City 84119

FGS 4000 software—animation editor and smooth shading editor, field recorder and playback unit for KBF-1 quartercam system. **Staff:** Dietmar Zieger, Al Jensen, Alan Schoenberg, Bob Walters, Ron Ferguson, Tony Pignoni, Tony Magliocco, Stephanie Caltabiano, Dave Spinole,

Clay Selthun, John Camarda, Carl Gardner, Larry Riddle.

Bowen Broadcast Service 1770
8343 Lynn Haven Ave., El Paso 79907

Optical isolator kit for TCR-100 remote control lines*, TCR-100 message length counter with installation. **Staff:** Bill Bowen, Santiago Bowen, George Nowak, Pauline Bowen, Leroy Bowen.

David Brace Displays 2229
11600 Genesee St., Aiden, N.Y. 14004

Bradley Broadcast Sales 186
15555-L Frederick Rd., Rockville, Md. 20855

Telos 10 digital telephone hybrid*, existing selections from full product line. **Staff:** Art Reed, Neil Glassman, Steve Church.

Bretford/Knox 1712
9715 Soreng Ave., Schiller Park, Ill. 60176

Video equipment support furniture, security centers, TV/VTR cabinets and stands, mobile equipment tables, TV wall/ceiling mounts, projection screens. **Staff:** Dave Petrick, Bob Redding, Mitch Brzezinski, Ken Wodek.

Bridal Fair 2036
8901 Indian Hills Dr., Omaha, Neb. 68114

British Aerospace 2122
Argyle Way, Stevenage, England SG-2AS

Broadcast Audio 319
11306 Sunco Dr., Rancho Cordova, Calif. 95670

Audio consoles, amplifiers, studio furniture. **Staff:** David Evans, John Fernandez, Gary Maggiore, Doug Laue.

Broadcast Electronics 303
4100 N. 24th St., Box 3606, Quincy, Ill. 62301

Single-, three- and five-deck tape cartridge machines, audio consoles, vertical attenuators, microprocessor control program automation system, FM transmitters, exciters, stereo and SCA generators, AM stereo exciter studio equipment, turntables, tonearms and preamps, TZ-30 TV stereo generator*. **Staff:** Lawrence Cervon, Curtis Kring, Tim Bealor, David Evers, John Burtle, Geoff Mendenhall, Rick Carpenter, E.L. Corujo.

Broadcast Microwave Services 1749
7322 Convoy Ct., San Diego 92111

Portable microwave equipment—transmitters, receivers and antennas—for helicopters and vans, transmitters, receivers and antennas. **Staff:** Everett Shilts, Bill Brewer, Les Lear, Tom Stewart, Chris Frair, Jeff Harding, Greg Rowley, Nick Taylor.

Broadcast Music Inc. 619
320 W. 57th St., New York 10019

Staff: Joan Thayer, Larry Sweeney, Edward Molinelli, Oliver Henry, Thomas Curry, John Alves, Paul Bernard, Ted Chapin, Edward Cramer, Robert Warner Jr., Alan Smith, Len Hensel.

Broadcast Supply West 112A

7012 27th St. W, Tacoma, Wash. 98466
Proraz compact disk racks*, recording cartridge racks*, turntable bases. **Staff:** Tim Schwieger, Bernice McCullough, Irv Law, Jack Ewer, Pat Medved.

Broadcast Systems 1500
8222 Jamestown Dr., Austin, Tex. 78758

Multitransport VTR system, DC-10 automatic video cartridge machine. **Staff:** Chuck Balding, Len Barrerca, John Duggin, Byron Fincher, John Harms, Les Hunt, Art Smith, Donald A. Forbes.

Broadcast Video Systems 1326
1050 McNicoll Ave., Unit 15, Agincourt, Ont. M1W 2L8

Decoder*, translator*, encoder with component video inputs*, rack-mounted video delays with on-board active amplifier*, encoded color corrector with time code control and event memory, vertical interval transmission of ID, date, time and control system*, portable safe area generator*, combination waveform/vector-scope, component color corrector, component waveform monitoring, 5-channel safe area generator. **Staff:** Bert Verwey, Randy Conrod, Brian Elliot, Tony Frere, Hugh Reynolds.

Bruel & Kjaer Instruments 511A
185 Forest St., Marlboro, Mass. 01752

Studio microphones, recording and sound reinforcement and line amplifier/power supply.

Bryston Ltd. 517
57 Westmore Dr., Rexdale, Ont. M9V 3Y6

Broadcast preamplifier*, other amplifiers. **Staff:** John Russell, Christopher Russell, Doug Simon.

BSM Systems 637
S. 9604 Cedar Rim Ln., Spokane, Wash. 99204

Audio routing switchers, video routing switchers, audio distribution amplifiers.

BW Lighting Systems
Box 470162, Tulsa, Okla. 74147

Electrical distribution and grid systems*, curtain and track systems*, 70.DTRS double track rotary switch*, dimming and control systems, lighting fixtures, miscellaneous studio equipment. **Staff:** Wally Whaling, W. Blair Powell, Chuck Parker, Jim Freeman.

Cablewave Systems 108
60 Dodge Ave., North Haven, Conn. 06473

Coaxial cables and elliptical waveguide, RF connectors, microwave antennas for all STL requirements and pressurization equipment. **Staff:** William Meola, Margie Barneschi, Ken Robinson, Doug Proctor, George Gigas, Wally Brooks, John Peterson, John Gailey.

Calvert Electronics 125
One Branca Rd., East Rutherford, N.J. 07073

Transmission, power and camera tubes, TRW replacement semiconductors for gates TE3 exciters. **Staff:** Larry Broome,



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Chris Cane, Ian Stewart, Mauricio Rodriguez.

Calzone Case 1179
225 Black Rock Ave., Bridgeport, Conn. 06605

Travel and shipping cases including video, camera, rack mount, camera, monitor, lighting and editing systems, recording, audio and broadcasting. **Staff:** Joseph Calzone, Vincent Calzone, Tom Mackno, Perry Lengyel, Jim Edelmann, Theresa Bates, Wayne June, Jim Monroe, Rod Rodriguez, Alan Sarfaty, Heidi Rosenthal, Al Stompfly, Randy Tenicki, Rusty Duke.

Cambridge Products Corp. 1328
244 Woodland Ave., Bloomfield, Conn. 06002

Flush-mounted wall plates. **Staff:** Alan Horowitz, Joyce Johnson.

Camera Mart 1018
456 W. 55th St., New York 10019

Video production and post-production equipment. **Staff:** Samuel Hyman, Paul Meistrich, Shelly Brown, Jeffrey Wohl, Herb Browning, Leo Rosenberg, Shimon Ben-Dor, Dean Leeson, Peter Lussier, Jesse Diaz, Nick Liatsis, Steve Gordon, George Winslow, Jean Yacobellis, Cathy Smith, Ana Marie Sagastegui, Laszlo Denes, Jose Rosado, Quent Nelson.

Canare Cable 1732
10834 Burbank Blvd., N. Hollywood, Calif. 91601

Canon U.S.A. 1012
One Canon Pl., Lake Success, N.Y. 11042
Lenses.

Capital Magnetic Products 206
6920 Sunset Blvd., Hollywood, Calif. 90028

Capitol Production Music 165
1750 N. Vine St., Hollywood, Calif. 90028

CAT Systems 1014B
401 E. 74th St., New York 10021

Computerized remote control system with color graphic displays for radio, TV and earth station facilities, facility monitoring system*, security system*, monitoring and control facilities, computer systems and consultation, station planning and construction. **Staff:** J. M. Soll, T. J. Vaughan, S. Pumple, M. Des Noyers, C. Jadusingh.

Catel Telecomm./United 2154
4800 Patrick Henry Dr., Santa Clara, Calif.

Dwight Cavendish 442
2117 Chestnut Ave., Wilmette, Ill. 60091

Staff: Marshall Ruehrdanz, Dave Jones, Joe Hollenkamp, Jim Dow, Joe Bottali.

CBS Radio Stations News Service 606
2020 M St., Washington 20036

Byline magazine with news/information features (14). **Staff:** Allen Balch, Anna Mae Sokusky, Nancy Johns.

CBX Inc. 160
147 E. Olive Ave., Monrovia, Calif. 91016

Ceco Communications 208A

2115 Avenue X, Brooklyn 11235

High power transmitting tubes, camera tubes, semiconductors, video equipment and accessories, industrial and receiving tubes. **Staff:** Anthony Ianna, Hugh Mullins, Lew Levenson.

CEL Electronics 1762, 64
5460 Buena Vista, Shawnee Mission, Kan. 66205

P148 processor-driven effect controller, P169V digitally controlled 8 by 4 matrix routing switcher, P154 dual camera multiplexer, P147-12 standards translator. **Staff:** Jim Grunder, Nick Nichols, Jim Bendure, Robin Palmer.

Celwave R.F. 202
Route 79, Marlboro, N.J. 07746

Antennas, coaxial cable, connectors, couplers, filters. **Staff:** Saul Esocoff, Jack Nevin, Ed Boehm, John Peterson, Henry Edwards, Bill Bryson, Don Ayes.

Central Dynamics 1409
401 Wynn Dr., Huntsville, Ala. 35805

Video production switchers, FlexiKey digital video effects system, distribution amplifiers, master control switchers, signal distribution system, routing switchers, downstream keyer. **Staff:**

Centro Corp. 1101
9516 Chesapeake Dr., San Diego 92123

Electronic news production mobile production unit, project coordination and responsibility for turnkey broadcast or production facilities, including facilities use analysis, site prep, architectural design, construction and systems design and installation. **Staff:** Darrell Wenhardt, Fred Powers.

Century Precision Optics 1781
10713 Burbank Blvd., N. Hollywood, Calif. 91601

Periscope V16 lens* for two-thirds video cameras and 16mm film cameras, wide angle adapter set. **Staff:** Steve Manios, William Turner, Jeff Giordano, Bern Levy.

Century 21 Programing 204
4340 Beltwood Pkwy., Dallas 75234

SuperSchedules* computer music researcher and scheduler, SuperCarts, 19 automation formats. **Staff:** Dave Scott, Richie Allen, Dave Nelson, Eddie Davis, Stuart McRae, John Miller, Sam Taylor, Mickey Briggs, Kinnon Thomas, Carl Barringer.

Cercone-Vincent Assoc. 2241
2741 Nobles Town Rd., Pittsburgh 15205

Cesco 2228
Box 669, Westerville, Ohio 43081

Cetec Antennas 509
6939 Power Inn Rd., Sacramento, Calif. 95828

Circularly-polarized FM and TV antennas, Broadband Community FM panel antenna plus TV and FM pattern measurements, combiners, filters and complete turnkey antenna systems, UHF horizontal TV slot antenna*. **Staff:** Jim Oliver, William Cunningham, Edward Fitzgerald, Ali Mahnad.

Cetec Vega 1401C
9900 Baldwin Pl., El Monte, Calif. 91731

Wireless microphones and accessories. **Staff:** Gary Stanfill, Ken Bourne, Stan Fowler, Paul Baughman.

Channelmatic 328
821 Tavern Rd., Alpine, Calif. 92001

Audio/video/pulse distribution amplifiers, audio/video switcher, cable commercial insertion equipment, automated VCR control, automatic videocassette changer, custom control systems for satellite receivers, audio/video switching. **Staff:** Bill Killion, Vern Bertrand, Dwain Keller, Bill Amos, Dick White, Tim Lange, Al Taylor.

Chester Cable 1320A
Drawer D, Chester, N.Y. 10918

Studio wire and cable.

Chisan Photron Trading 2039
Jinguame 6-12-15, Shibuyaku, Tokyo, 150

Christie Electric Corp. 1607B
20665 Manhattan Pl., Torrance, Calif. 90501

Universal charger, analyzer, sequencer and programmable power supply*, reflex chargers with super ni-cad battery, bulk tape/cassette degaussers. **Staff:** Fred Benjamin, Betty Trenberth, Diane Church.

Chroma Digital Systems 2260
2065 Martin St., Suite 104, Santa Clara, Calif. 95050

Engineer, manufacturer and marketer of digital television equipment.

Chyron Corp. 1610
265 Spagnoli, Melville, N.Y. 11747

Chyron IV, RGN-2, VP-1, VP-2, paint system*. **Staff:** Joseph Scheuer, David Buckler, Janice Haigney, Ron Witko, Bill Reinhart, Bill Hendler, Larry Mincer, Roi Agneta, Bill Buynak.

Cine 60 1423
630 Ninth Ave., New York 10036

Modular on-board camera battery*, Beta-cam battery*, switchable battery belts and paks, in-line battery voltage reducer, fast charger, power supplies, lighting equipment. **Staff:** Robert Kabo, Paul Wildum, Paul Wildum Jr., Don Civitillo, Evan Green.

Cinema Products 1018, 1153
2037 Granville Ave., Los Angeles 90025

Video cameras, remote control systems, power supplies, portable camera prompting systems, fresnel light systems, microphone boom on display in Cameramart and Film Video Equipment Service Co. booths.

Cin-Tech 2074
23620 Monument Cyn, Diamond Bar, Calif. 91745

Cipher Digital 1606
150 Huntington Ave., Boston 02115

Vertical interval time code products, high resolution character displays.

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- ★ *major stars*
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Circuit Research Labs 300
(see CRL Audio)

Clear-Com 1502
1111 17th St., San Francisco 94107

Staff: Robert Cohen, Peter Giddings, Bill Fluster, Bob Tourkow.

CMC Technology 1425
2650 Lafayette St., Santa Clara, Calif. 95050

Replacement video head for C-format VPR series machines*, Videomax TD-800 bulk tape demagnetizer, quad video and audio head and VTR accessories. **Staff:** Tony Mlinaric, Bill Fitts, Jim Whitely, Helen Thomas, Rich Winger, Jim Goehring, Fred Koehler, Tommy Thompson, Ted Emm, Bill Zimborski.

CMI 441
612 Hampton Dr., Venice Calif. 90291

Creates, develops and markets TV promotional campaigns. **Staff:** Robert Benderson, Sean Phillips, Patrick Aumont, Kate Lewis.

CMX/Orrorx 1639
3303 Scott Blvd., Santa Clara, Calif. 95030

Medium and large scale editing systems (CMX 330XL product line*), editing systems accessories*, interfaces*. **Staff:** Sam Goodman, Larry Weiland, Stan Becker, George Cotroneo.

Coaxial Dynamics 2161
15210 Industrial Pkwy., Cleveland

Coherent Communications 2148
13756 Glenoaks Blvd., Sylmar, Calif. 91342

Colorado Video 1222
Box 928, Boulder, Colo. 80306

Transmitters and receivers for slow-scan television transmission, video to computer interfaces, digitizers, special effects generators, sync generators.

ColorGraphics Systems 1116
5725 Tokay Blvd., Madison, Wis. 53719

Artstar I and II paint systems, weather central and graphics system, Newstar computer system. **Staff:** Terry Kelly, Doug Hinahara, Jim Waterman, Bob Weaver, Ken Simmons, Valerie Jones, Linda Post, Sande Smith, Patricia Sprewell, Marshall Tanner.

Colortran 1205
1015 Chestnut St., Burbank, Calif. 91506
Fresnels.

Columbine Systems 118, 1323
1620 Jackson St., Golden, Colo. 80104

Broadcast information system with traffic, sales, billing, accounts receivable, payroll, general ledger, accounts payable, cash management, music, media inventory and film investing and amortization.

Comark Communications 1217
Box 229, Rt. 57, Feeding Hills Rd., Southwick, Mass. 01077

Transmitter systems.

Comex 1724
1645 NW 79th Ave., Miami 33126

Communication Graphics 214
313 N. Redbud, Broken Arrow, Okla. 74012

Comprehensive Video Supply 1145
148 Veterans Dr., Northvale, N.J. 07647

Comprehensive dealer display racks, video supplies, computer cables, lighting systems and accessories. **Staff:** Jules Leni, Harvey Bass, Art Kramer, Stephen Godfrey, Michael Schimmel, Lori Marrie, Elizabeth Coppinger, David Mandala, Patrick Birch, Peter Anderson, Michael Levin.

Comprompter ENR 2163
401 Main St., Suite 415, La Crosse, Wis. 55947

Compucon 1405D
Box 809006, Dallas 75380

Satellite and terrestrial microwave interference analysis and coordination, engineering services for FM broadcast/transmitters, ITFS, multichannel MDS, TV broadcast, DTS/DEMS, complete system design capabilities, site selection and acquisition services, on-site field services, FCC license application preparation and marketing research services. **Staff:** Philip Lindsley III, Becky Shipman, Vince Dainotto, Mike Carr, Phil Camel.

Compulink 2328

Computer Concepts 404
8375 Melrose Dr., Lenexa, Kan. 66214

PC-based traffic, music management and sales management systems*, other broadcast computer and co-op management systems, microbridge 80, rate card optimizer program. **Staff:** Greg Dean, John Clark, Wayne Blackmon, Klover Schafer, Frank Crane, Bob Manley, Grant Cowan, Donna Bush.

Computer Graphics Lab 1143
405 Lexington Ave., New York 10174

Computer-based work station (Images II*), real time grab*, single frame record package*, text and business graphics package. **Staff:** Mark Miller, Bill Taylor, George Vales.

Compu-Prompt (Dreamdata) 1728
940 N. Orange Dr., Los Angeles 90038

Computer Prompting Corp. 2208
234 Fifth Ave., Suite 301, New York 10001

Comrex 400
60 Union Ave., Sudbury, Mass. 01776

Frequency extenders, telephone couplers*, sports remote consoles. **Staff:** John Cheney, Lynn Distler, Peter Burk.

Comsat World Systems 2174
950 L'Enfant Pl., SW, Washington 20024

Comsearch 1136
11503 Sunrise Valley Dr., Reston, Va. 22091

Systems design and engineering of satellite earth stations, point-to-point microwave systems, common carrier private, auxiliary broadcast (STL), CARS band and LPTV systems including site acquisition, frequency engineering, coordination and protection, FCC application and FAA notification form preparation, radio and facilities engineering, project management.

Comtek Inc. 1122B
357 W. 2700 South, Salt Lake City 84115

Wireless microphones and specialty communication systems, lavalier and handheld transmitters, miniature personal receivers, base station transmitters. **Staff:** Raphael Belgique, Robert Kendall.

Comvid 2202
4085 E. Lapalma, Unit B, Anaheim, Calif. 92807

Comwave 2277
Box 69, Mountaintop, Pa. 18707

Concept Productions 423
1224 Coloma Way, Roseville, Calif. 95678

Adult Contemporary, Contemporary Hit Radio, Album Rock, Country and Contemporary MOR formats. **Staff:** Dick Wagner, Mary Wagner, Rich Lee, Jim Attebery, Elvin Ichiyama.

Connectronics Corp. 608
652 Glenbrook Rd., Stamford, Conn. 06906

Portable mixing consoles*, audio signal processors, wire and cable, connectors, spring reverberation unit. **Staff:** Richard Chilvers, Stephen Ash.

Otis Conner Cos. 414
2829 West NW, Hwy. 940, Dallas 75056

Conrac 1401
600 N. Rimsdale Ave., Covina, Calif. 91722

Model 6200 color video monitor*, model 2600 monochrome monitor*, master color video monitor, RGB monitor. **Staff:** Gene Ornstead, Warren O'Buch, Bill Ems, John McClimont, Robert Carlson, Pete Portoulas, Paul Thomsen, Russ Westman, Dave DeHoog.

Continental Electronics 101
Box 270879, Dallas 75227

AM transmitters (from 1 kw to 50 kw), FM transmitters (from 2.5 kw to 60 kw), AM and FM stereo exciters, stereo audio consoles, FM antennas, processors, monitors, cart machines, remote control equipment and other related equipment.

Staff: J. Weldon, Gene Harrison, B. Watson, W. Mitchell, A. V. Collins, J.D. Rogers, E.L. King, R. L. Floyd, Steve Claterbaugh, Bob Dunkin, Paul Kittenbacher, Cliff Rogers, John Hutson, Dave Hulstman, John Abdnour, Jim Littlejohn, Barry Ariaz, Steve Schott, Tom Cauthers, Marvin Steelman, Ken Perkins, Gene Randolph.

Control Concepts Corp. 1751A
328 Water St., Box 1380, Binghamton, N.Y. 13902

Islatron/Isafil power conditioners. **Staff:** Oral Evans, Robert Gallagher, Robert McLoughlin, Herbert Montague, Ron Shapiro.

Conus Communications 2130
3415 University Ave., Minneapolis 55414

Satellite-delivered, national and regional news service via Ku band transponders, mobile uplink vans, master control station, IFB, PL, two-way interactive and computer information system. **Staff:** Charles Dutcher III, Stanley Hubbard II,

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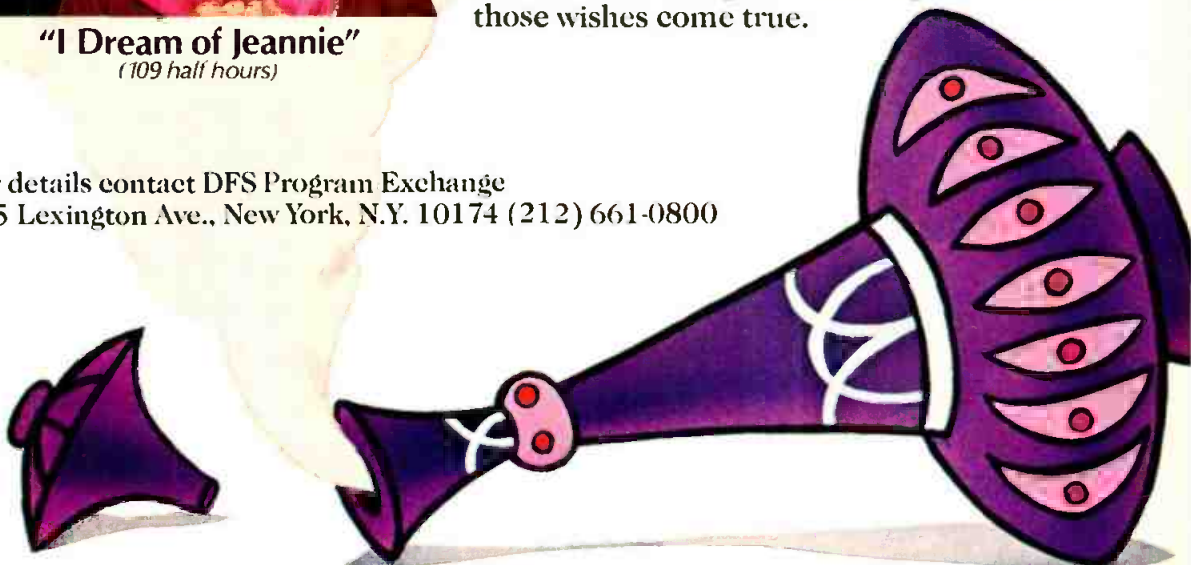
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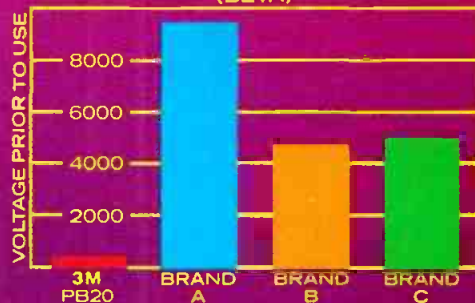
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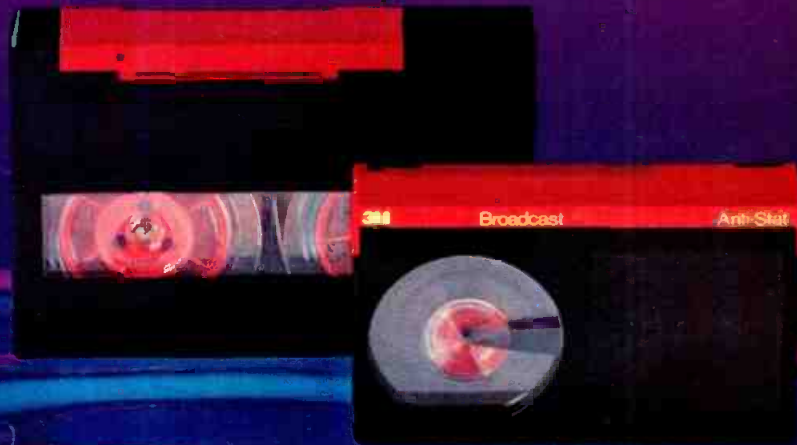
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Convergence Corp. 1430
1641 McGaw, Irvine, Calif. 92714

ECS-195 A/B roll system with internal memory*, ECS-205 (upgrade of 204), cuts-only systems with built-in time code readers and generator, 200 series edit controllers, video editing systems and accessories, dual disk drive, production switcher interfaces, command generator, time code reader system, character inserter and switcher/effects generator. **Staff:** George Bates, Leslie Bills, Carla Denney, Monique De Vusser, Stephen Di Franco, Julian Hansen, Rush Hickman, Doug Hutten, Frank Jackson, Richard Moscarello, Frank Rasor.

Cool Light 1329
5723 Auckland Ave., N. Hollywood, Calif. 91601

Lighting and video accessories.

Corporate Communications Consultants 1161
4250 Veterans Memorial Hwy., Holbrook, N.Y. 11741

System BM color correction system*. **Staff:** Armand Belmares-Sarabia, Stanley Chayka, Kenneth Huldgtren, Donald Dutton, Jerry Keller, Mike Ellis.

Countryman Associates 1720
417 Stanford Ave., Redwood City, Calif. 94063

Staff: Carl Countryman, Kevin Dolby, Alan Marzoline, Carolyn Countryman, Greta Lunde, Joan Lewin.

Creative Trade 217A
456 W. 55th St., New York 10019

CRL Audio 300
2522 W. Geneva Dr., Tempe, Ariz. 85282
AM, FM and TV audio processors including AM stereo and SCA subchannel control systems, FM stereo generator. **Staff:** Bob Richards, Tony Mezey Jr., Ben VanBenthem, Ron Jones, Stan Salek, Chuck Adams, Dee McVicker.

Crosspoint Latch 1321
95 Progress St., Union, N.Y. 07083
Staff: Michael Molinaro, James McKay, Tony Grosboll.

Crown International 428
1718 W. Mishawaka Rd., Elkhart, Ind. 46517
Pressure zone microphones (PCC-160*), broadcast amplification systems (MT-1000*), AM/FM tuner*, audio spectrum analyzer/computer. **Staff:** Jim Bumgardner, Chuck Gushwa, Jim Beattie, Tony Satariano, Larry Shank, Don Eger, Tom Szerencse, Bill Raventos, Preskel Gayheart.

CSI Electronics 507
5204 Hwy. 985, Highland City, Fla. 33846
AM and FM transmitters. **Staff:** Bernard Gelman, Blanch Gelman, Saul Gelman, Mike Krowitz, Bill Hoffman, Jorge Bicocchi.

Cubicomp Corp. 1629
3165 Adeline St., Berkeley, Calif. 94703

Computer graphics system* with 3D solid modeling. **Staff:** Harry Taxin, Edwin Berlin Jr., Stephen Crane, James Dixon.

Custom Business Systems 317
Box 67, Reedsport, Ore. 97467

Business complete computer system with Wang PC computer system addition. **Staff:** Steve Kenagy, Jerome Kenagy, Wes Lockard, Barb Simon, Bob Lundstrom, Ira Apple, Kathy Sias, Steph McKenna, Regina Werth, Cindy Wasson, Sue Brower.

Bill Daniels 1706
9101 Bond, Overland Park, Kan. 66214

Dalsat 1136
Box 1960, Plano, Tex. 75074

SNG-25 transportable*. **Staff:** C.M. Willingham, P.C. Zilliox, M.J. Drach, W.B. Flynn, DeWayne Gray.

Data Communications (broadcast div.) 1014, 609
3000 Directors Row, Memphis 38131

BIAS newsroom computer system. **Staff:** Norfleet Turner, Scott Pierce, Skip Swayner, Doug Rother, Doug Domergue, Sarah Turnipseed, Greg Calhoun, Michael Hunter, Cindi Marshall, Dick Dortch, Susan Whalen, Frances Ryan, Bob Livingston, Randy Culpepper, Steve Weaver.

(broadcast micro div.)
BIAS PC radio computer system. **Staff:** Ned Briner, Brad Melis, Mike Seawright, RaeDean McEwen, Kass Wood.

Datatek 1428
1121 Bristol Rd., Mountainside, N.J. 07092

Staff: Robert Rainey, Robert Rainey Jr., Richard Rainey, Mervyn Davies, Michael Davies, Daniel Antonellis, Eugene Malley, Allen Witheridge.

Datatronix 1504
(see Southlake Technologies)

Dataworld 315
1302 18th St., NW, Suite 502, Washington 20036

Broadcast database including AM, FM, TV, LPTV, translators, allocation studies, FCC data. **Staff:** Jack Neff, Shirley Ostmann, Bob Kircher, Hank Brandenburg, Mabel Nelson.

Datum 1708
1363 S. State College Blvd., Anaheim, Calif. 92806

SMPT/EBU longitudinal and vertical interval time code generators and readers, video data encoders and decoders, character generators/inserters. **Staff:** Mike Coffin, Randy Smith, Marty Ficken, Gary Geil.

dbx 107A
71 Chapel St., Newton, Mass. 02195

Tape noise reducers, compressor/limiters. **Staff:** Greg Green, Scott Berdell, Karen Leeds, Bill Allen, Gary Soprano, Greg Tiernan, Joe Lemanski, Les Tyler, Ilisa Aronow.

Delcom Corp. 1636
6019 S. 66th E. Ave., Tulsa, Okla. 74145

Standardized production console*, system tracing and connection documentation*. **Staff:** Sam Pate, Chris Miller, Tom Roberts, Gerald Whitworth, Martin Brown, Jerry Koerner, Cherridah Pate, Bobbi Matthews.

Del Compu-Cable Systems 2061
31-1736 Quebec Ave., Saskatoon S7K 1V9

Deloitte, Haskins & Sell 2081
28 State St., Boston 02109

Broadcast financial consulting services.

Delta-Benco-Cascade 2167
124 Belfield Rd., Rexdale, Ont. M9W 1G1

10kw VHF, 20w UHF and 100w UHF transmitters. **Staff:** C.J. Evans, James Evans, Heinz Peters.

DeSisti Lighting/Desmar Corp. 1131
328 Adams St., Hoboken, N.J. 07030

1k, 2k, 5k DeSisti "Leonardo" fresnels*, 4k quartz halogen softlight*, 1200w HMI or CID PAR64*, venture lighting lamps*, location lighting kit case*, 2500w CID open face focusable spotlight 250w CID sungun*. **Staff:** Mario DeSisti, Frank Marsico, Fred Costantini, Jorge Montero, Walby Mills.

De Wolfe Music Library 1734
25 W. 45th St., New York 10036

Production music library, sound effects library. **Staff:** Mitchel Greenspath, Rick Lake.

Dielectric Communications 455
Tower Hill Rd., Raymond, Mass. 04071

FM antennas, coaxial switches, coaxial transmission line, dehydrators, RF loads, waveguides and accessories, waveguide switches, multiplexers, combiners and diplexers.

Digital Entertainment Corp. 1600
555 W. 57th St., Suite 1530, New York 10019

Mitsubishi digital audio recording system: digital master recorder, 32-channel digital audio recorder. **Staff:** Tore Nordahl, Lou Dollenger, Cary Fisher, Tom Behrens, Kiyoshi Kondo.

Digital Services 1302
3622 N.E. 4th St., Gainesville, Fla. 32609

Illusion digital video effects device with Still Store*. **Staff:** John Davis, Jim Seipp, Ann Merideth, Hugh Gillogly, Morrell Beavers, John Barker, Chuck Wacker.

Digital Techniques 2172
209 Middlesex Trnkp., Burlington, Mass. 01803

Digivision 1620A
4980 Carrol Canyon Rd., San Diego 92121

Ebcoder/decoders, video engineering services, enhancers, video noise reduction, security systems.

Display Sciences 2015
146 E. 56th St., New York 1002

Di-Tech 1221
48 Jefryn Blvd., Deer Park, N.Y. 11729

Audio follow video routing switchers, audio/video/pulse distribution amplifiers, video equalizers, audio only routing

WKRN-TV

Nashville,
Tennessee

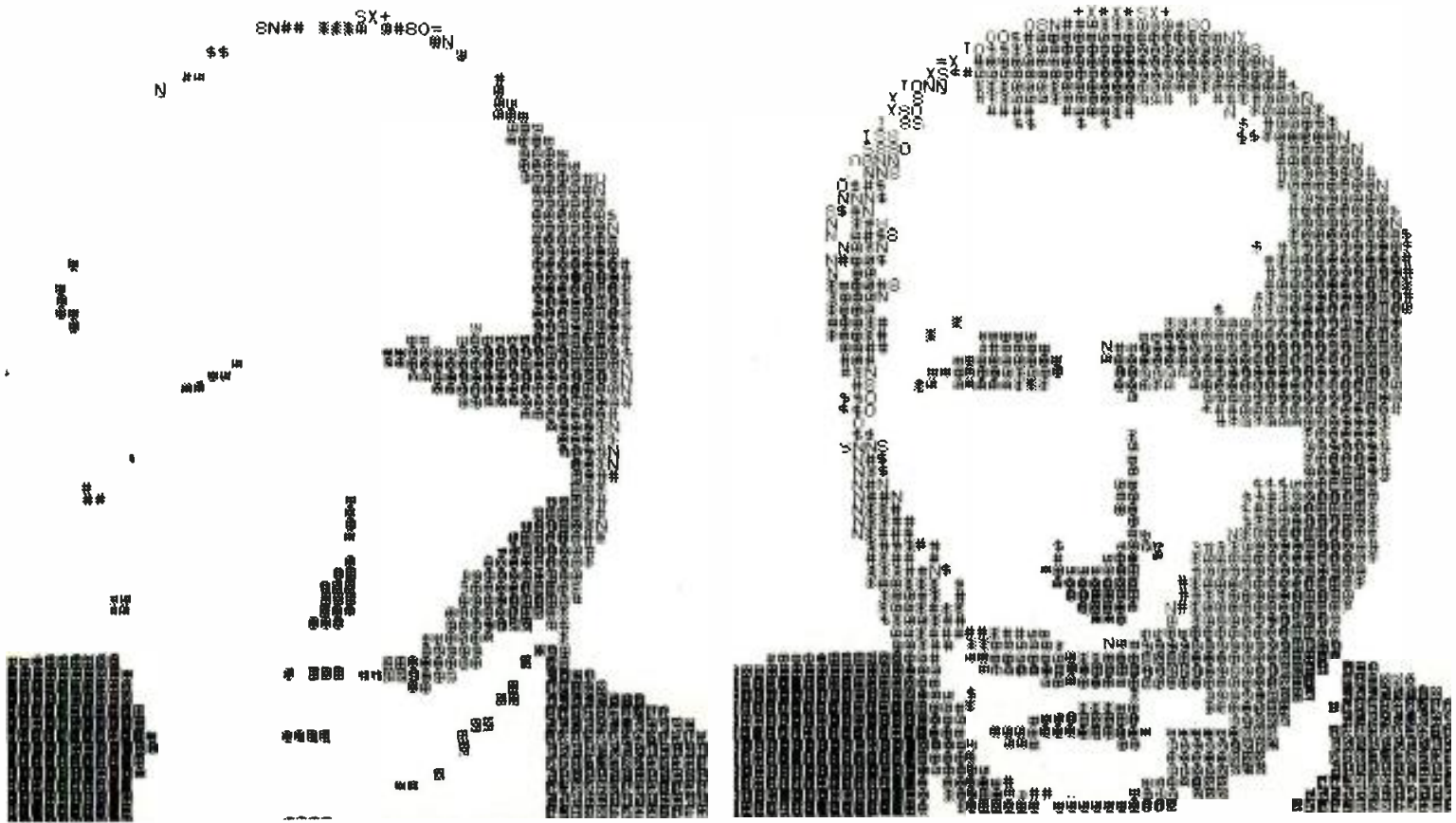
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 **ARBITRON RATINGS COMPANY**
A Control Data Company



switchers, audio monitor amplifier. **Staff:** George Petriak, Bob Johnson, Joe Perullo, Anthony Bolletino.

Dolby Laboratories 1311
731 Sansome St., San Francisco 94111

Noise reduction equipment for audio and videotape recording, SP series for multi-track recording, outboard applications.

Staff: Stacey Rehm, Kevin Dauphinee, Ioan Allen, Ed Schummer, Scott Schuman, Bill Jasper.

Dorrrough Electronics 312
5221 Collier Pl., Woodland Hills, Calif. 91364

AM, AM stereo, FM and TV audio processors, stereo generator, loudness meter model. **Staff:** Mike Dorrough, Kay Dorrough, Scott Stevens.

Drake-Chenault 2875
8399 Topanga Canyon Blvd., Box 1629, Canoga Park, Calif. 91304

Playlist Plus in six formats, Hitparade, Contempo 300, Lite Hits, XT-40, Great American Country, Lite Country*, Super-soul, Great Gold. **Staff:** Denny Adkins, Steve Sandman, Bob Laurence, Mike Kinoshian, Frank Proctor, Joe Patrick, Len Boardman, Paul McQuillan, Franke Jolle.

Dubner Computer Systems 1630
158 Linwood Pl., Fort Lee, N.J. 07024

Video graphics generators, color corrector computers, character generators.

Dynair Electronics 1404
5275 Market St., San Diego 92114

Routing switchers, controls, machine control system, distribution equipment.

Staff: Garry Gramman, Bob Vendeland, Bob Jacobs, Al Cervenka, Al Wilson, Ed Manzo, Tom Meyer, Jim Meek, Ellie Jett, Phyllis Lynch.

Dynatech Corp. 1114
3 New England Executive, Burlington, Mass. 01803

Eagle Syndications 2263
3412 Terry Ridge, Fort Collins, Colo. 80524

Eastman Kodak 1214
343 State St., Rochester, N.Y. 14650

EB-930 and EP-930 3/4 inch video tapes*

imaging products, negative family of films for origination, print film for duplication and syndication. **Staff:** William Koch, Leonard Coleman, John Spence, James MacKay, Robert Woolman, George Winter, D. Brian Spruill, Richard Schafer.

ECD Industries 230
2034 Armacost Ave., Los Angeles 90025

Camera/transitting tubes, semiconductors, Aval Prom programmer*. **Staff:** Anita de Villeneuve, Tim Stone, Kevin Wake, Sabi Kent, Daniel Kent.

Echolab 1510
175 Bedford Rd., Burlington, Mass. 01803

Color special effects generators, audio follow video programable audio switcher.

Staff: Ted Whittaker, Russell Whittaker, Larry Baxter, Rodger Smith, Bob Carsley, Bob Bouehler.

Econco Broadcast Service 1759
1318 Commerce Ave., Woodland, Calif. 95695

Rebuilt power tubes for AM, FM and TV. **Staff:** Bill Barkley, Jean Baker, Ray Shurtz, John Sullivan, Dave Elliott, Debbie Storz, Debbie Baker.

EECO Inc. 1775
1601 E. Chestnut Ave., Santa Ana, Calif. 92702

Computer-controlled video editing system including IVES II desktop editing system with A/B option and EMME computerized editing system with two different control devices—video editing workstation and cinemagraphic editing workstation for film-style editing, SMPTE/EBU time code peripherals, still frame encoders and decoders for interactive laser videodisk systems. **Staff:** John Ludutsky, George Swetland, Eloy Chairez, Gerald Miller, George Treneer.

EEG Enterprises 1155
1 Rome St., Farmingdale, N.Y. 11735

Vertical interval digital transmission equipment, closed captioning and line 21 text service data recovery decoders, computers for data transmission.

EEV 1316
7 Westchester Pl., Elmsford, N.Y. 10523

Leddicon and vidicon camera tubes, am-

plifier klystrons for UHF transmitters, CCD's and CCD cameras, power tubes for AM and FM transmitters, 55 kw klystron. **Staff:** Paul Plurien, Tom Soldano, Mike Kirk, Vijay Patel, Jim Fisher, Dave Farrar, Mike Mandl, Tim Sheppard, Geoff Clayworth, Dave Wilcox, David Clissold, Chuck Bocan, Harry Kozicki, Don Rose, Kees Van Der Keyl.

EG&G Electro-Optics 1327
35 Congress St., Salem, Mass. 01970

High intensity lighting equipment.

El Mar Plastics 2358
821 E. Atesia Blvd., Carson, Calif. 90746

Elcom Bauer 412
6199 Warehouse Way, Sacramento, Calif. 95286

AM and FM (250w*, 1kw*, 5kw* and 10kw*) transmitters. **Staff:** Paul Gregg, Richard Noteman, Rene Trujillo, Gina Wagner, Jim Fox.

Elector USA 1707
Box 699, Pine Brook, N.J. 07058

Staff: Donald Power, Steven Barlow, C.E. Barlow.

Electro Controls 2245
2975 S. 300 West, Salt Lake City 84115

Studio lighting and control equipment.

Electro Impulse Laboratory 117
116 Chestnut St., Box 870, Red Bank, N.J. 07701

High power RF loads, attenuators, baluns and wattmeters. **Staff:** Mark Rubin.

Electro-Voice 1159
600 Cecil St., Buchanan, Mich. 49107

Sentry 100EL powered studio monitor*, ELX line of broadcast electronics, ELX-1 broadcast audio mixer, other monitor systems, broadcast electronics, microphones. **Staff:** Greg Silsby, Doug MacCallum, Rob Boatman, Dave Goldschmidt.

Electrohome Ltd. 1744
809 Wellington St., North Kitchener, Ont. N2G 4J6

Video and data monitors.

Electronic Research 105A
108 Market St., Newburgh, Ind. 47630

FM panel antennas, side mount FM antennas, duplexers, field service. **Staff:** Ray Ryan, Tom Silliman, Robert Rose, Bill Elmer.

Electronic Systems Lab 406A
2624 Tortugas Ln., Fort Lauderdale, Fla. 33312

Elicon 143

245 Viking Ave., Brea, Calif. 92621

Model 825 overhead gantry system—animatics system with graphics capability. **Staff:** Peter Regla, Elizabeth Regla, Larry Farnham, Tom Francis.

EMCEE Broadcast Products 1621
Box 68, White Haven, Pa. 18661

MMDS, LPTV transmitters, ITFS transmitter and repeaters, UHF/VHF medium power transmitters. **Staff:** Bob Nash, John Sauf, Ron Merritt, Bob Luka, Perry



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Jim Wright, Vice-President, Operations/Engineering, Koplal Communications.

“The icing is their new Stereo Reference Decoder.”

Bob Venditti, Chief Engineer, KRBK-Sacramento.

“When Ted Koplal asked me: ‘What’re the problems when we go Stereo?’, I said: ‘None. The Modulation Sciences TSG™ stereo generator will work with both our U and V RCA transmitters with a minimum of hassle.’”

Bob Venditti adds: “We all heard how hard and expensive MTS was going to be. For us, neither proved to be the case. I’m glad we jumped-in early. . . the decision to go with Modulation Sciences was the right move. After some preliminary transmitter checks, we quickly and easily installed their generator. The system’s architecture is definitely superior to anything else we’ve seen. The bottom line—performance—is absolutely impeccable. It meets all the FCC’s specs. More important, it meets our criteria for signal quality.”

Jim Wright continues: “Now that we’re up, both sister stations are airing as much true stereo material as possible and synthesizing everything else. In fact, we’re creating our own stereo programming: Koplal’s subsidiary production company (based in Hollywood) is syndicating the new Sci-Fi cartoon series,

‘Voltron’—in stereo.

Just one more thing. The guys from MSI are great to work with. Given their considerable expertise and experience with MTS, that’s what *I* consider the icing.”

Modulation Sciences can get your station up and running in stereo too. We’re delivering the only fully-integrated stereo generator that truly meets all the technical recommendations of the FCC’s OST #60. We’re also the only company that’s delivering a transfer standard stereo reference decoder—our new model SRD™



With the MSI precision Stereo Reference Decoder (SRD), you can quickly, easily verify performance and calibrate any MTS generator with normal station test equipment.

Contact us now for full information on both. We’d like to help you—just like we helped Jim and Bob at Koplal Communications. Call us toll-free at (800) 826-2603.

modulation sciences, inc. The Multichannel Television Sound Experts.
 115 Myrtle Avenue
 Brooklyn, New York 11201
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Spooner, Jim DeStefano.

Emcor 429
1600 4th Ave., Rochester, Minn. 55901

Modular electronic cabinetry, EMI/RFO enclosure line*. **Staff:** John Horton, Mark Fritsch.

ENG Corp. 1022
2930 Cloverdale Ave., Concord, Calif. 94502

Mobile news vans and cars.

Environmental Satellite Data 1509A
5200 Auth Rd., Suitland, Md. 20746

Color Connection I and II weather graphics and production systems, weather graphics, mini-weather software. **Staff:** Terry Hambrick, Walter Gilbride, Dale Brian, Larry Hambrick.

ESE 1757, 116
142 Sierra St., El Segundo, Calif. 90245

Digital clocks, timers, time code generators and readers, master clock systems, programable timers. **Staff:** Bob Mayers, Jerry Johnson, Bill Kaiser, Brian Way, Terry Williams, Diane Johnson, Jan Mayers, Lois Stroud, Corey Campbell.

Eventide 323
One Alsan Way, Little Ferry, N.J. 07643

H969 ProPitch harmonizer*, Generation II effects software for SP2016 effects processor/reverb*, H949 harmonizer pitch change, special effects and audio unit, broadcast delay device, time compression systems. **Staff:** Suzanne Langle, Joseph Shapiro, James Goodman.

Excalibur Industries 1108
12427 Foothill Blvd., Lake View Terrace, Calif. 91342

Standard, custom and shock absorber cases.

Farrtronics 1505
151 Bentley St., Markham, Ont. L3R 3X9

Intercom systems, pre-wired audio patchfields, audio distribution amplifiers, audio consoles.

Feldmar Watch 1777
9000 W. Pico Blvd., Los Angeles 90035

Analog and digital stopwatches and clocks, timers and watches. **Staff:** Sol Meller, James Andrus, Ellie Schlomowitz, Barney Feldmar, Harriet Feldmar, Nancy Meller, Richard Keane.

Fenwal Inc. 196
400 Main St., Ashland, Mass. 01721

Halon 1301 fire suppression system*. **Staff:** J.C. Lowrey, H.W. Liu, M. Charney, G. Pobanz, F. Foss, C.A. Sabah, R. Yellin.

Ficon 202A
Box 40726, Nashville 37203

Fidelipac 411
Box 808, Moorestown, N.J. 08057

Dynamax CTR100 series NAB cartridge tape recorders and players, NAB tape cartridges, test and calibration tapes and gauges, cartridge tracks, studio warning lights, bulk audio and video tape erasers and Dynamax 1/4 inch back-lubricated re-

cording tape. **Staff:** Roger Thanhauser, Dan McCloskey, Rosemary Jukes, Michael Sirkis, Joe Meyers, Ray Teabo.

Film House Inc. 231
700 18th Ave., South, Nashville 37203

Television commercials for various formatted radio stations. **Staff:** Curt Hahn, Mike Watson, Peter Natalie, Eric Hahn.

Film/Video Equipment Service 1153
1875 S. Pearl St., Denver 80210

Battery packs and belts wide angle attachments for ENG lenses.

First Citycom Corp. 2325
301 E. 2d, Box 607, Kimball, Neb. 69145

Flash Technology 1619
55 Lake St., Nashua, N.H. 03060

High intensity lighting for marking tall structures. **Staff:** Lew Wetzel, Fred Gronberg, Stan Kingham, Denis Buckland, Rick Sullivan.

John Fluke Mfg. 2234
6920 Seaway Blvd., Everett, Wash. 98206

Focal Press 2083
80 Montvale Ave., Stoneham, Mass. 02180

For-A Corp. 1306
49 Lexington St., West Newton, Mass. 02165

CVM-500 component video switcher*, FA-45-full frame component TBC*, TBC with image processing, FA-800 autocor frame synchronizer with auto level control*, ENC-110 NTSC encoder*, NTSC decoder. **Staff:** D.E. Acker, R. Morioka, T. Jacoby, M. Komiya, R. Blake, T. Yamashita, T. Kawasumi, C. Fries.

Fort Worth Tower 1010
1901 E. Loop 820S, Box 8597, Fort Worth 76124

Towers and equipment buildings. **Staff:** Tommy Moore, Betty Moore, Fred Moore, Cheryl Moore, Carl Moore, Valinda Moore.

Fortel 1409B
2985 Gateway Dr., Suite 600, Norcross, Ga. 30071

Time base correctors, synchronizers, image correction systems.

Foster-Reichart 279
3131 N. MacArthur, Oklahoma City 73123

Fostex 1765
15431 Blackburn Ave., Norwalk, Calif. 90650

B-16DM direct drive three-head multi-track*, TT-15 tone generator*, MN-50 line mixer with built-in compressor*, 5030 + 4 from 10 line amp*, AL-16 nine-position autolocator, coaxial*, three-way* and dual six* monitors, recorders, line mixers, monitors, patch bay, graphic equalizer, noise reduction system, digital delay, gated limiter/compressor, two-channel reverb, stereo microphones and headphones. **Staff:** Mark Cohen, Fred Huang, Y. Abe, Ted Telesky, Nick Nuetra, Maggie Hughes, Allen Wald, Lee Marshall, Kim Roberts, Lisa Johnson, Sandy Golightly, Tom Lubin, Shoji Sato, Gary Watson, Shinji Sugiura.

Frezzolini Electronics 1107
7 Valley St., Hawthorne, N.J. 07506

Dual mini-fill lighthead*, single- and dual-channel AC line eliminators*, compact series of Ni-cad battery fast chargers*, dual channel battery conditioner/charger*, battery/lighthead mounting brackets for Sony Beta Cam*, VB series 12 volt Ni-cad battery pack*, ENG/EFP power packs, multiple-battery charger stations, chargers, on-board AC power supplies, portable lighting systems. **Staff:** James Crawford, Jack Frezzolini, Jack Zink.

Fuji Photo Film 1413
350 Fifth Ave., New York 10118

Videotapes, VHS and Beta videocassettes. **Staff:** S. Bauer, B. Friedrich, T. Daly, B. Kuczik, J. Lester, D. Corrigan, D. Jackson, K. Kajikawa, J. Hegadorn, T. Shay, G. Kern.

Fujinon 1411
672 White Plains Rd., Scarsdale, N.Y. 10583

Wide angle studio lense* for 1 1/4-inch camera, compact 44x zoom for 2/3-inch camera*, 16x 9.5 ENG lense with f1.8 max. aperture*, hand controls*, lenses and controllers for teleconferencing. **Staff:** Jack Dawson, Dave Waddell, Jess Kodaira, Y. Ito, John Newton, John Geiger, N. Suzuki, Rob Russin, Bill Kelemen, Scott Dunlap, N. Watanabe.

G & H Broadcasting 2072
416 E. 85th St., New York 10028

G-M Power Products 1618
943 N. Orange Dr., Los Angeles, Calif. 90038

Staff: Gideon Ben-Akiva, Gerald Meisel, Avi Yaron, Ronny Yom Tov.

Garner Industries 1233
4200 N. 48th St., Lincoln, Neb. 68504

Audio, video and computer tape erasers. **Staff:** Phil Mullin, Bruce Alderman, Terry Morrison, Juan Alonso.

GEC McMichael 1514, 1509B
8260 East Raintree, Scottsdale, Ariz. 85260

Portable satellite news gathering unit, Ku band earth stations, ACE standards converter, Marconi telecine machines, PAL and NTSC VTR's and monitors, comb filter decoders, clock and generator. **Staff:** Granville Cooper, Steve McGuinness, Dave Garrood, Eric Schechter, Tony Nowak, Roger Robinson, Mike Tribe, Mick Uprichard, Alistar Hamilton, Roger Crawshaw, Tim Duffy, Richard Cochman, Phil Taylor, B. Goulden, S. Watson.

General Electric 1007
Nela Park-4033, Cleveland 44112

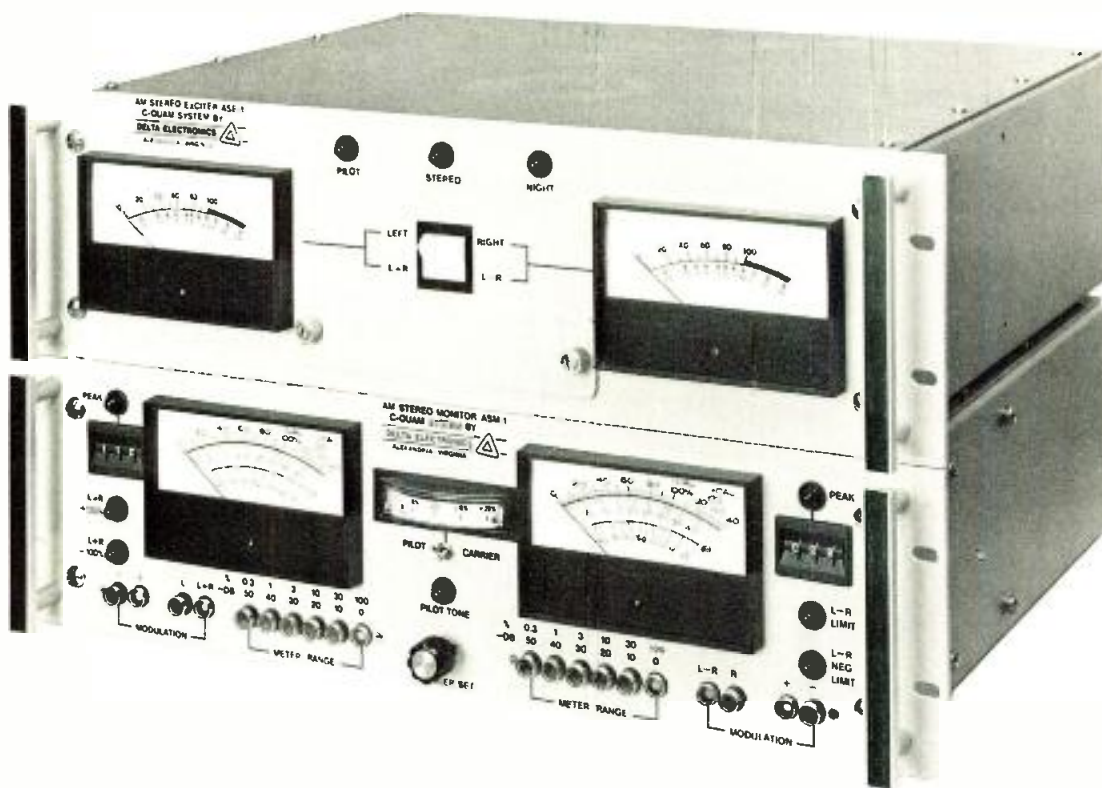
Lighting equipment.

Generic Computer Systems 308
357 N. Main St., Butler, Pa. 16001

Software for traffic and billing on the Apple and IBM personal computers. **Staff:** Joel Rosenblum, Dai Rosenblum.

Gentner Engineering 636
540 W. 3560 South, Salt Lake City 84115

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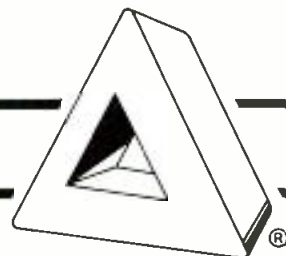
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5730 General Washington Drive, Alexandria, Virginia 22312
Telephone: 703-354-3350 • TWX: 710-832-0273 • Telex: 90-1963



Telephone interface systems and coupler*, prewired patch panels, audio routing systems, mono program switchers*, radio station intercom system*. **Staff:** Russell Gentner, Bill Gillman, Elaine Jones, Lewis Heaps, Rick Pawlowski, Wayne Johnson, Karen Bump, Chris Gentner, Patti Heaps.

Gerstenslager Co. 1347
1425 E. Bowman St., Box 390, Wooster, Ohio 44691

Mobile TV vans and trailers.

Giese Electronic 327
Klaus-Groth-Strasse 84-86, Hamburg 26, West Germany 0

Time code synchronizers, automatic dialog replacement, **Staff:** Wolfgang Giese, Bernd Petri, Greg Lamping.

Global Systems Corp. 1123A
15 Hale St., Haverhill, Mass. 01830

GML Inc. 2311
2323 Corinth Ave., Los Angeles 90064

Gold Nugget 628
Box 13 EE, San Antonio, Tex. 78201

Manufacture and sell wholesale custom company trademarks and logos in 14 and 18 kt gold. **Staff:** Bobby Watson, Martina Watson, Tina Watson, Rita Northcraft.

Alan Gordon Enterprises 1134
1430 Cahuenga Blvd., Hollywood, Calif. 90028

Power supplies and batteries, video dolies and accessories, fluid heads, jib arm, windscreens and sound accessories, video test charts.

Gorman-Redlich 506
6 Curtis St., Athens, Ohio 45701

EBS encoders-decoders, NOAA weather receivers, digital AM antenna monitors. **Staff:** James Gorman, Judy Gorman, John Gorman, Elizabeth Gorman, Catherine Gorman, Tom Gorman.

Gotham Audio 509A
741 Washington St., New York 10014

EMT 448 digital audio spot recorder, Neumann microphones and accessories, edit turntables and broadcast products, NTP audio peak level meters and analysis system, loud speakers, audio cable. **Staff:** Russell Hamm.

Graham-Patten Systems 1227A
Box 1960, Grass Valley, Calif. 95945

Downstream keyer for post production, post production audio mixer, distributions amplifiers.

Grass Valley Group 1207, 1409C
Box 1114, Grass Valley, Calif. 95945

Model 100, 1680 and 300/DVE video production switchers, horizon and Ten-X routing switcher, 4S/M200 master control automation, Wavelink fiber optics transmission, 3250 series sync generators, 3200 series video processing equipment, signal distribution equipment.

Staff: Doug Buterbaugh, Robert Cobler, Larry Ehnstrom, Roger Hale, Randy Hood, Jay Kuca, Rick Le Forge, Pete

Mountanos, Tom O'Conner, Tom Parrish, Bill Powers, Don Schlichting, Louis Swift, Bob Webb, Dan Wright.

Gray Communications 1618A
404 Sands Dr., Albany, Ga. 31705

Supplier of video equipment to broadcast, cable and professional users, mobile production vehicles.

Gray Engineering Labs 1755
504 W. Chapman Ave., Orange, Calif. 92668

Design and manufacturer of SMPTE longitudinal and vertical interval time-code products, video assisted film editing products and safe title generator equipment. **Staff:** John Gray, Scott Gray, Lewis Reitz Jr., Gary Thompson, John Canton.

Great American Market 1147
826 N. Cole Ave., Hollywood, Calif. 90038

ShowPlot computer-aided drafting and scheduling for lighting designer*, special effects machine, random flash curtain strobe, three-fire flicker generator, LZR lighting control console, light curtain, computerized rolling color charger, four-channel 16 program electronic chase, low voltage battery-powered sequencer, Camralite, Stik-Up and Blackwrap. **Staff:** Joseph Tawil, Andrea Tawil, Debra Tawil, Jon Harshaw, Mofid Bissada, Len Shulman, Nuella Armbruster.

David Green Consultants 417
7483 Candlewood Rd., Harmans, Md. 21077

Equipment sales and rental, consulting services.

Grosh Scenic Studios 1163A
4114 Sunset Blvd., Hollywood, Calif. 91206

Design, manufactures and installs tru-roll cyc. tracks, counterweight systems, trulimber and tru-controls. **Staff:** Vince Silveri, Richard Nicholson, Zachary Schwartz, Ralph Cichetti, Renee Hoss.

Grumman Aerospace 1631B
Mail Station C1405, Bethpage, N.Y. 11714

Sync generator and video processing amplifier machine control system.

James Grunder & Associates 1762-4
5460 Buena Vista, Shawnee Mission, Kan. 66205

GTE Spacenet Corp. 1339
1700 Old Meadow Rd., McLean, Va. 22102

Multisatellite system providing transponder time, C and ku-band. **Staff:** Michael Jeye, Gene Tamplin, Ivan Riley, Jim Grady, Susan Kalla, Vince Wallisko, Susan Conway, Marianne Voight, Dave Schwegge, A. Murray.

GTE Sylvania 1401B
100 Endicott St., Danvers, Mass. 01923

Metal halide, tungsten halogen and fluorescent lamps. **Staff:** Paul Berry, Roger Brown, Steve Collins, Ray Fleming, Dr. Tim Fohl, Steve McClenaghan, Ward Powers, Don Richardson, Dave Sciolli, Bob Shay, Mike Skerry, Arnie Westlund.

Hallikainen & Friends 208
141 Suburban Rd., San Luis Obispo, Calif. 93401

DRC190 automated multisite transmitter remote control system, audio mixing system, digital metering update kits. **Staff:** Harold Hallikainen, Frank Calabrese, Gerry Franke, Rick Smith, Eric Dausman, Len Filomeo, Donna Franke, Norma Smith, Cathy Dausman, Betsy Ehrler, Rita Kinneer, Mike Nowlen, Chris Ehrler, Ron Kinneer.

Harris Corp. 401, 709
Box 4290, Quincy, Ill. 62305

Phase fixer audio time base corrector*, Gold medalist 12-channel audio console*, Ulti-mate 91 tri-band AGC*, SXA 1kw, 2.5kw and 5kw medium wave transmitters*, STX-1B AM stereo exciter*, STM-1B AM stereo modulation monitor*, FM-3.5k and 3.5kw FM transmitters*, SignalStar FM antenna*, TV-30H 30kw high band VHF transmitter*, TVE-60S 60 kw UHF transmitter*, Challenger microwave receiver*, compact still-store system, digital video effects system, video frame synchronizers and time base correctors, studio and ENG/EFP broadcast cameras, audio consoles, audio preamp, radio program automation system, satellite control systems, teletext data bridges for both NABTS and World System Standards, AM, FM and TV transmitters and antennas including MW-50C 50 kw AM transmitter and Wavestar UHF slotted waveguide transmitting antenna, TV stereo demonstration, microwave transmitters and receivers. **Staff:** G. Whicker, J. Smith, K. Schwenk, J. Delissio, K. Reginier, G. Thursby, J. Parke, J. DeAngelo, G. Evans, W. Kabrick, T. Ranson, R. Frillman, E. Gagnon, R. Weirather, C. Fields, T. Corbell.

Harrison Systems 1324, 214
Box 22964, Nashville 37202

TV-4 television stereo/mono audio production system, HM-4 front-of-house live sound mixing, MR-4 multitrack original music recording, audio routing switcher, VSI video switcher/editor interface, other mixing consoles and production equipment, RM-8 rack mount mixer series, SM-4 live sound stage monitor mixing. **Staff:** David Harrison, Brad Harrison, Claude Hill, Eric Johnson, David Purple, Ellen Elliott, Jennifer Rugg, Tom Leis, William Owen.

HEDCO 1225
Box 1985, Grass Valley, Calif. 95945

Audio and video switchers, self-powered DA's, distribution amplifiers, routing switchers, monitoring and IRS routing switchers. **Staff:** Peter Hughes, Ross Shelton, Steve Miller, Bob Grant, Sherri Douglas, Maggie Flecksteiner.

Heie Engineering 508
2480 S. 52d St., Acala, Fla. 32671

Karl Heitz 1737
34-11 62d St., Woodside, N.Y. 11377

Compact five-section microphone fishpole, mono-tripods with incorporated four-section monopod in one tripod leg, portable mini-collimator for field testing.



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tyrant MING THE MERCILESS, and his vast army of evil accomplices are working overtime to annihilate the human race.

The DEFENDERS OF THE EARTH, led by The Phantom, Flash Gordon, and Mandrake, challenge Ming in a series of great adventures. Both sides employ powerful computers and space-age technology. To defeat Ming, the DEFENDERS must learn to work effectively as a team and to cope with the

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The DEFENDERS OF THE EARTH production team employs eminent child psychologists to advise on content and values.



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U.S. DISTRIBUTION CONTACT:



432 Park Avenue South, New York, NY 10016 (212) 685-6699

Staff: Karl Heitz, Sylvia Dellamula, Laval Fuller, Debbie Thomason.

Hipotronics 1779
Rt. 22, Brewster, N.Y. 10509
Automatic voltage regulators.

Hitachi Denshi America 1402
175 Crossways Park West, Woodbury, N.Y. 11797

SK 97/970, Z-31, HR-230, high definition TV, digital HDTV VTR. **Staff:** Bernard Munzelle, R. Muto, S. Hotta, J. Breitenbucher, Fred Scott, Dr. Onishi, Tony Delp, Karen Kellerher.

HM Electronics 1130
9675 Business Park Ave., San Diego 92131

Wireless microphones system, cabled intercom system (power supplies, belt pacs, wallmount stations, wireless belt pace interface), intercom system (base station and wireless belt pace). **Staff:** H. Y. Miyahira, Don Kutz, John Kenyon, Irene Machaj, Dan Taylor, Kodo Kawamura, Jack Anthony, Bernard Darmstedter, Bob Partridge, Dean Nordquist, Eunice Davis, Phil Walter, Ron Ridderhoff, Bob Edsall, Don Otomo.

Holiday Industries 206A
14825 Martin Dr., Eden Prairie, Minn. 55344

Isotropic broadband field strength meters for magnetic and electric RF fields. **Staff:** Reed Holaday, Burton Gran.

Horizon Tower 2231
Box 1516, Kogore, Tex. 75662

Hotronic 1331B
1210 S. Bascom Ave., Suite 128, San Jose, Calif. 95128

TBC/frame synchronizer.

Howe Audio/BCP 321
2300 Central Ave., Suite E, Boulder, Colo. 80301

Series 9000 console* for radio and TV, phase chaser, console accessories. **Staff:** David Howe, Jeffrey Michael, Lee Edwards, Terry Sweeney, Joe Davis.

Hubbard Communications 2029, 2088
10383 Oak St., NE, St. Petersburg, Fla. 33702

Mobile news bureau*, SNG vehicle, HCF-1 telecine camera, HCC-55 cart machine. **Staff:** Alan Jester, Bud Henley, George Orgera.

Hungerford & Co. 310
678 Front St., NW, Grand Rapids, Mich. 49504

Composite monthly radio and television revenue reports. **Staff:** Clifford Aldrin, Richard Hungerford.

ICM Video 1766
Box 26330, Oklahoma City 73126

Video processors, video enhancers, video/audio distribution amplifiers, satellite receivers and accessories. **Staff:** Mike Janko, David Broberg, Mike Schueder, Ace Ranslem, Dan Batista.

IGM Communications 403
4041 Home Rd., Bellingham, Wash. 98226

Instacart, Go-cart, Marc broadcast automation control systems, IGM-SC computer controlled live assist full automation system*. **Staff:** Jim Wells, Nick Solberg, Fred Harkness, Carl Peterson, Rick Sawyer.

Ikegami Electronics 1011, 1013
37 Brook Ave., Maywood, N.J. 07607

Broadcast video cameras, monitors, telecine systems and ENG microwave systems. **Staff:** Nick Nishi, Herman Schkolnick, Sam La Conte, Yukimitsu Sato, Harvey Caplan, John Webb, John Lynch, Craig Sloss, Tom Calibro, Frank Heyer, Wayne Weichel, Bud Mills, John Chow, Jim Starks, Jerry Kraus, Glenn Smith, Bruce Wallace, Bill Warnke, Barry Rubin, Kevin Goetz, Michael Aiello, Tom Laury, Jeff Cohen, S. Yana, M. Narumi, T. Kazuma, Gordon Tubbs, Ron Abbey, E. Tanoue, Robert Schindler, T. Arai.

Image Video 1341
705 Progress Ave., Unit 46, Scarborough, Ont. M1H 2X1

Routing switchers, master control switchers, passive routing switcher, under monitor display, voltage monitor, border generator downstream keyer. **Staff:** Andy Vanags, Brian Mitchell, Alek Makarewicz, Gary Youngs, Bob Crowder, J. Balmer, M. Dziawa, W. McMullen.

Industrial Acoustics 322
1160 Commerce Ave., Bronx, N.Y. 10462

Acoustic structures including wall, roof and ceiling modular all-steel components, acoustic doors and windows, silenced ventilation systems. **Staff:** Zachary Jaquett, Robert Buelow, John Duda, Gus Sauter.

Industrial Sciences 1232
2101 NE 31st Ave., Gainesville, Fla. 32608

Audio and video distribution amplifiers, terminal/processing equipment, desk top controller.

Information Transmissions Systems 1734A
16 E. Water St., Canonsburg, Pa. 15317

UHF and VHF exciters, stereo compatible UHF transmitters, MMDS transmitters.

Innovative Television Equipment 1215
6445 DeSoto Ave., Woodland Hills, Calif. 91367

System 30 and 40 fluid head and tripod, pneumatic pedestal, fluid drag cam head. **Staff:** Bert Rosenberg, Mike Rosenberg, Rick Low, Stant Hollingsworth, Bob Gallagher, Mark Rosenberg.

Inovion Corp. 2363
195 E. Gentile, Suite 7C, Layton, Utah 84041

Inovonics 304
1305 Fair Ave., Santa Cruz, Calif. 95060

Audio recording, signal processing, and instrumentation equipment for broadcast and recording, audio processing for stereo AM and TV, acoustic analysis and

audio level measuring gear. **Staff:** Jim Wood, Ann Pelz, Steve Chrisco.

Integrated Media Systems 2160
1552 Laurel St., San Carlos, Calif. 94070

Intergrated Technologies 1740
1834 Pembroke Rd., Suite 17, Greensboro, N.C. 27408

Interactive Systems 1167, 71
Box 1114, Grass Valley, Calif. 95945

System 51 editing system*, RS-422 direct control interfaces*. **Staff:** David Barger, Rome Chelsi, Vic Borgogno, Bob Webb, Dennis Shelton, Randy Hood, Kirt Andrews, Mike Bober, Larry Mast, Chuck Clark.

Interand 1016
3200 W. Peterson Ave., Chicago 60659

Discon 725 compact videographic teleconferencing system*, ImageFile II video image storage system*, Telestrator 100, Discon 1000. **Staff:** Linda Phillips, Carol Buysse, Geoffrey Dunbar, M. Edwin Marlin, Tom Niehaus, Scott Baker.

Interface Electronics 1405A
One Studio Center, 8535 Fairhaven, San Antonio, Tex. 78229

Audio production mixer module for radio and television, remote recording mixer for film, portable VTR and ENG.

Information Transmission Systems
375 Valley Brook Rd., McMurray, Pa. 15317

Combination exciter and 1kw transmitter for standby service, VHF aural exciter for broadcast multichannel sound service, 1kw UHF transmitter. **Staff:** Jeffrey Lynn, Ronald Zborowski, Robert Unetich, Kenneth Foutz.

Intergroup Video Systems
Box 1495, Gainesville, Fla. 32602

903 and 904 video production switchers, 899 and 831 master control switcher, 1100 series routing with new microprocessor controller, terminal equipment and production switcher enhancements. **Staff:** Craig Birkmaier, Roy English, Dave Shuman, Doug Akers, Gregg Smith, Cody Claxton, Gary Peek, Bill Coomes, Bill Lange, Charles Kunz.

International Tapetronics/3M 311
2425 S. Main St., Bloomington, Ill. 61702

Audio tape cartridge equipment, 99B, Delta and Omega* cart machines, Scotchcart broadcast cartridge, ESL-IV splice locator, FB-1 telephone interface. **Staff:** Charlie Bates, Bob Bomar, Mike Bove, Jack Hanks, Cecil Henocq, Mark Hill, Chuck Kelly, Bill Kidd, Dick Lund, Dave Montgomery, Bill Parfitt, Gregg Paul, John Schaab, Janet Schroeder.

Itelco USA 1338
1620 W. 32d Pl., Hialeah, Fla. 33012

J-Lab 2070
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JBL/UREI 615
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**MEN 18-49, 6TH TO
7TH TO 4TH; ADULT
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ADULTS 25-54, 6TH
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ADULTS 25-49, 6TH**

Just look where we stand today in RADAR 30¹ compared to RADAR 28 in the field of adult profile networks.*

This phenomenal roll started when we began adding major new adult affiliates in major markets. In just 12 months, since RADAR 28, we've climbed in the most

¹Source: RADAR 30 vs. 28: Mon-Sun 6A-12MID A.Q.H. (Volume 2)
Rankings based on qualifications available upon request from MBS.

important adult demographics.

Like Adults 25-54 in the top 25 ADIs We're up 15%. We've jumped 4% in the top 10 ADIs. And we've improved 5% with Adults 25-54 having a \$30M + household income

And when you consider that the full weight of our new affiliates still hasn't been

*NOTE: Adult Profile Radio Networks: CBS, NBC, ABC-D, ABC-E, ABC-I, RKO-2, TALKNET, Satellite Music and Mutual.

out we've been pulling rank.

BRD; ADULTS 25-34,
18-49, 6TH TO 4TH;
5TH; WOMEN 18-49,
25-49, 6TH TO 4TH;
TO 4TH; MEN 25-54,
25-54, 6TH TO 4TH;
TO 4TH; MEN 25-54,

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Staff: Ronald Means, Ken Lopez, Steve Armstrong, Mark Gander, Drew Daniels, Bill Hamilton.

Jefferson Pilot Data Systems 1629
 501 Archdale Dr., Charlotte, N.C. 28210

Complete sales, traffic and sales management systems, radio music rotation and radio sales and demographics, electronic news processing equipment, program management system. **Staff:** Mike Jones, Lou Pfeiffer, John McDonald, John Pearce, Richard Harper, Bill Bryant, Holly Holmes.

Jensen Tools 1747B
 7815 S. 46th St., Phoenix 85040

Electronic service/maintenance tool kits. **Staff:** Tom Fenzel, Bill Hewitt, Andy Smiley.

Johnson Electronics 229
 4300 Metric Dr., Box 4728, Winter Park, Fla. 32793

SCA equipment and related accessories.

Jones Communications Group 2267
 4340 N. Central Expwy., Dallas 75206

Radio and TV jingles.

JVC Corp. of America 1234
 41 Slater Dr., Elmwood Park, N.J. 07407

KY and ProCam video cameras, tape-handler three-quarter inch and VHS videocassette recorders, VE series edit controllers, special effects generators, monitors/receivers and accessories. **Staff:** Daniel Roberts, Michael Messerla, Gary Horstkorta, David Walton, John Brown, Steve Martin, Douglas DiGiacomo, Charles Roberts, Logan Enright.

K&H Products 1746
 Box 246, N. Bennington, Vt. 05257
 (See Porta-Brace).

Kahn Communications 625
 425 Merrick Ave., Westbury, N.Y. 11590
 AM stereo exciter, high and low frequency extenders for remote broadcasts. **Staff:** Leonard Kahn.

Kaman Sciences 1607
 1500 Garden of the Gods Rd., Colorado Springs 80933

Television and radio traffic and billing systems designed and implemented on the IBM in-house system 38 minicomputer.

Kangaroo Video Productions 1151
 10845 Wheatlands Ave., Suite C, Santee, Calif. 92071

KVP-1's*, KVP-20*, raincoat*, super-tough*, video pack, semi-tough, Nagra pack, gripper strap. **Staff:** Steve Leiseron, Steve Sickman, Jenny Cuff, Joni Maussang, Julie Elkins, Martha Zeiher, Gary Webb, Pam Satterfield, Lynne Domash.

Kavouras 1635
 6301 34th Ave., South, Minneapolis 55450

Triton satellite communication system*, weather data access terminal*, NWS Difax and alphanumeric data from domestic and international services, high-resolution weather graphics and animation systems, doppler weather radar, color weather radar meteorological data service.

Kay Industries 122
 604 N. Hill St., South Bend, Ind. 46617

Rotary phase converters. **Staff:** Aaron Katz.

Kem Elektronik 2046
 30 Berry St., San Francisco 94107

Keylite Productions 1220
 333 S. Front St., Burbank, Calif. 91502

1000w and 2000w folding softlight—"Handilight." **Staff:** Gary Wolf, Brian Hartley, Edward Carlin, Carole Carlin, Sharon Fitzgerald, Ray Wolfe, Charlie Hurth, Robert Young, Bud McKinney, Norm Bleicher.

Kintek 2278
 224 Calvary St., Waltham, Mass. 02154

Kinometrics/Tru Time 1134C
 3243 Santa Rosa Ave., Santa Rosa, Calif. 95407

Staff: Rick Dielman, John Van Groos.

Kings Electronics 1623
 40 Marbledale Rd., Tuckahoe, N.Y. 10707

Video patch panels, patch cords, coaxial, triaxial and camera connectors.

Kintronic 2201
 801 English St., Bristol, Tenn. 37620

George Kleinknecht Inc. 1769
 940 8th Ave., New York 10019

Broadcast consulting, engineering, design and installations. **Staff:** William Ochs, Alex MacDonald, G. Edward Hamilton, Michael Kelly, Dave Huff, Leo Jorgenson.

Kliegl Bros. 1604
 32-32 48th Ave., Long Island City, N.Y. 11101

Fresnel's*, memory lighting control systems, digital and portable dimmer banks, ellipsoidal pattern projectors, scoop floodlights. **Staff:** Dr. Joel Rubin, Michael Connell, Josephine Marquez, Ira Minkoff, Peter Baselic, Tom Hays, Michael Dalzell, Laura Askew, Alan Kibbe, Harold Emmert, Horst Emmert.

Knox Video Products 1511
 8547 Grovemont Cr., Gaithersburg, Md. 20877

K7000 video corrector, K100 and K50 chromafont character generators, color generator, K701 color corrector. **Staff:** Philip Edwards, Roland Blood, Suzanne Edwards.

Kobold of America 1725
 1905 Amerstone Ct., Silver Spring, Md. 20904

Laird Telemedia 1721
 2424 S. 2570 West, Salt Lake City 84119

1500 character generator*, 7200 and 3302 character generators, 3300 time/date generator, 1040 Q-board, 1060 video printer, 5300 and 5400 multiplexer, 5050 automatic light wheel, 5320 dual drum dissolve slide projector. **Staff:** William Laird, Ronald Jones, Gary Erickson, Tom Lang, Ken Wooton, Dave Golding, Dave Tubbs, Diana Laird.

Lake Systems 1165
 55 Chapel St., Newton, Mass. 02160

La-Kart TV station automation system.

Landy Associates 1747A
 1890 E. Marlton Pk., Cherry Hill, N.J. 08003

Ikegami HL-79EAL and HL-95* cameras, color monitors, audio consoles, lights and batteries, countdown/safe area generator and switchers, Interphase M-40 machine control system*. **Staff:** James Landy, David Newborg, Bradley Reed, Michael Keller, Michael Landy, Frederick Majewski.

Lang Video Systems 1780
 700 Warrington Ave., Redwood City, Calif. 94063

Digital video test generators and source identifiers.

Larcen Communications 1626A
 6520 Northam Dr., Mississauga, Ont.

30kw high channel TV transmitter, 250w solid state lo/hi TV transmitter*, demonstration of multichannel sound with Modulation Sciences stereo equipment and Larcen TEC-1Vexciter, 25kw FM transmitter*. **Staff:** Peter Balodis, Rosalyn Beaudoin, Douglas Gallant, Lew Page, Ernie Paskaruk, Lou Spence, Clyde Turner.



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LB Telesystems 2214

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LEA Dynatech 302

12516 Lakeland Rd., Santa Fe Springs, Calif. 90670

High-power series-hybrid three-phase surge eliminators* (1000, 1500, 2000 and 4000 amps). **Staff:** E. Alvin Rich, Peter Carpenter, Ed Bellamy, Robert Rozanski.

Leader Instruments 1349

380 Oser Ave., Hauppauge, N.Y. 11788

LCG-420 NTSC sync/test pattern generator*, LAG-126S low distortion audio generator with balanced outputs*, LBO-552BH1 10 mhz stereoscope*, waveform monitors, other NTSC sync/test pattern generator, digital storage oscilloscope. **Staff:** W. Brydia, S. Hirota, B. Storch, R. Storm, R. Sileo, M. Reiner, G. McGinty, J. Fisher, A. Ambrosio.

LeBlanc & Dick Communications 1149

14440 Cherry Lane Ct., Suite 201, Laurel, Md. 20707

Broadband FM and TV antennas and combiners, tower systems. **Staff:** J. Wilson, R. Tattershall, G. Patton, M. Anders, R. Baldwin, P. Dickie, A. Dick, K. DeBelsler, D. Cuthbertson.

Leitch Video of America 1021

835K Greenbrier Cr., Chesapeake, Va. 23320

Series audio distribution amplifier, digital frame processor, master clock driver, digital analog clocks, test signal generator, digital test signal generator, video processing amplifier. **Staff:** Jim Leitch, Robert Lehtonen, John Walter, Gary Becknell, Bernie Poulin, Garry Newhook, Don Jackson, Ray Smart, Stan Moote, Richard Kupnicki.

Lemo U.S.A. 1334

Box 11006, Santa Rosa, Calif. 95406

Three and seven pin keyed connectors*, connector with microswitch, other electronic cylindrical connectors. **Staff:** Samuel Sokolik, David Battaglia, John Connolly, Carol Taylor, M. Marcello Pesci, Jose Pesci.

Lenco 1419

300 N. Maryland St., Jackson, Mo. 63755

Video distribution, processing and test equipment, monitors, noise meters.

Lexicon 1139

60 Turner St., Waltham, Mass. 02154

1200S/MS stereo digital audio time compressor/expander system*, 1300m/s digital audio delay synchronizers*. **Staff:** Ronald Noonan, Lance Korthals, Joel Silverman, Larry Rich, Charles Bagnaschi, Jack Letscher.

Lighting Methods 182

691 St. Paul St., Rochester, N.Y. 14605

RD digital dimmer system*, portable dim-

mer packs, computer control consoles with color graphics, manual control consoles. **Staff:** J. Nettleton, W. Florac, A. Pfeiffer, S. Nettleton.

Listec Television 1406

39 Cain Dr., Plainview, N.Y. 11803

Vinten camera mounting equipment including microprocessor controlled pan and tilt heads and pedestals, on-camera monitor prompter*, portable field prompter*, do-it-yourself monitor prompter*, electronic prompter in new rack design*. **Staff:** Jack Littler, Joanne Camarda, Ray Blumenthal, Rudy Zadworny, Paulette DiBona, Jon Bart, Cliff Guice, Paul Gomes, Bill Vinten, Mike Martin, Peter Wayne, Adrian Matthews, Keith Takenaka, Mike Solomons.

Logica 1405E

955 N. Plum Grove Rd., Schaumburg, Ill. 60195

Teletext origination equipment.

Logitek 613

3320 Bering Dr., Houston 77057

Perfectionist 12-channel audio console*, BPA-200S balanced input phono-preamp, 10 input moniotr/meter panel*, other audio consoles, custom audio series consoles, audiorack consoles, audio distribution amps, audio power amps, Pyramid speakers, audio level displays, presettable program timers, audio preselector. **Staff:** Scott Hochberg, Tag Borland.

Pam Lontos Inc. 120A

12160 Abrams Rd., Suite 417, Dallas 75243

Sales motivational seminars. **Staff:** Pam Lontos.

Lowel-Light Manufacturing 1309

475 10th Ave., New York 10018

Location and studio lighting equipment. **Staff:** Marvin Seligman, Amy Carter, Roy Low, Dave Tearle.

LPB 405

28 Bacton Hill Rd., Frazer, Pa. 19355

Signature and Citation series audio consoles, PSRA/PSSA transmitters. **Staff:** Richard Crompton, Frederick Avila, Charles Sheridan, James Malone, Richard Burden, William Johnson, Alex King.

LTM 1518

1160 N. Las Palmas Ave., Hollywood, Calif. 90038

Motion picture and TV lighting equipment, production services. **Staff:** Gilles Galerne, Herb Breiting, Jean Galerne, Claude Crevet, Rob Halle, John Banner, Bill Frein, Chip Harley.

Lucasfilm 1772

Box 2009, San Rafael, Calif. 94912

L-W International 1602
50 E. Easy St., Simi, Calif. 93065

Athena telecine projectors, 4500 and 6000 plus Athena telecine systems. **Staff:** Dave Greve, Al Malang, Bob Lawrence.

Lyon Lamb Video Animation 1632A

4531 Empire Ave., Burbank, Calif. 91505

Animation system, videodisk mastering,

3M 1002**Magnetic Audio/Video products**

3M Center Bldg., 225-3s-05, St Paul 55144

BetaCart cassette for new Sony BetaCart system, SHG Beta and VHS cassettes for half-inch in-camera systems, premium grade three-quarter-inch U-matic. **Staff:** J. Leon, E. Lehrmann, T. Kenny, F. Russomanno, E. Heisser, J. Farrell.

Stormscope 200

3M Center Bldg., 225-3s-05, St Paul 55144

M/A-Com MAC 1004

63 Third Ave., Burlington, Mass. 01803

G-line remodulating microwave systems, J-line heterodyne radio systems, ENG portables and MRC central receiver, sky-pod, super scan and mini scan antennas. **Staff:** Yong Lee, Bob Morrill, Ed Dahn, Duke Brown, Carl Guastaferrro, Dan McCarthy, George Hardy, Bill Ramsey, Gary Schmidt, Don Sicard, Luis Barzana, Ed Misrahi, Maureen McCaffrey, Bob Morrisette, Erik Stromsted.

Magnasync/Moviola 1331A

5539 Riverton Ave., North Hollywood, Calif. 91601

Magnum Towers 119

Box 26628, Sacramento, Calif. 95826

AM, FM*, VHF and UHF towers. **Staff:** Larry Smith, Pete Smith, Ron Smith, Alexander Perchevitch, Wayne Davidson.

The Management 612

Box T, Aledo, Tex. 76008

Co-Operator computer system*, Super Log and Super Log TV computer system, Electric Log, Pro Log, Sky Log, Simple Log. **Staff:** Pete Charlton, Donald Stafford, Debra Patrick.

Manhattan Production Music 2111

300 W. 53d St., Suite 2A, New York 10019

Marcom 306

Box 66507, Scotts Valley, Calif. 95066

Model 710 television stereo generator*, model 720 FM stereo generator*, C.N. Rood BAX 1 bandwidth expander, Ino-ronics model 260 audio processor. **Staff:** Martin Jackson, Ted Tripp, Doug Howland, Andy Thompson, Jim Wood, Ann Pelz, Steve Chrisco, Steve Keating.

Marconi Electronics 1226

100 Stonehurst Ct., Northvale, N.J. 07647

Marconi Instruments 1615

3 Pearl Ct., Allendale, N.J. 07401

Model 2955 radio communications test set*, model 2923 television signal generator/insertor*, signal generators, modulation meter, RF power meter and microwave counter. **Staff:** Ken Harrison, John Robinson, Jim Olliff, Gary Gentry.

Mark Electronics 1227

4324 SW 35th Terrace, Gainesville, Fla. 32608

Modular rack equipment and mobile VTR

HOW TO TALK TO TEENAGERS ABOUT DRINKING AND DRIVING.

KEEPING OUT OF HARM'S WAY.

Teenagers can get into a lot of trouble with alcohol. Even teenagers who don't drink. Often they aren't aware of the facts.

A new view of the statistics shows where part of the problem lies, and can lead to a better communication between adults and teenagers.

Teenagers are in the high-risk group. People between the ages of 16 and 24 represent only 20 percent of the licensed drivers of our country. But that same group is involved in 42 percent of all the alcohol-related fatal crashes. When you think about that, two tragic things are revealed:

First, not all teenagers killed in such accidents are themselves drunk at the time. Often they have had nothing to drink at all, but are passengers in cars driven by teenagers who have been drinking.

Second, teenagers are often on the roads late at night, especially on weekends, when most crashes involving alcohol occur. They are targets for cars driven by people who have had too much to drink.

Some facts about alcohol you might want to discuss with teenagers are often surprising to adults:

- One can of beer, as well as one four-ounce glass of table wine, and one 1.2-ounce drink of 80-proof liquor are all equally intoxicating. The risk is the same regardless of what you've been drinking.

- The legal definition of intoxication is based on "Blood Alcohol Concentration" or "BAC." If you have a BAC of .10 percent, you are legally drunk in most states. But for drivers or drinkers who are less experienced, a BAC of .05 percent, or sometimes lower, can be dangerous.

- Even relatively low levels of alcohol can reduce your tolerance to injury, increasing the danger in an accident.

Arm your teenagers with the facts and give them time to reflect on them.

If expected to show good judgment, teenagers are more likely to live up to it.

Please discuss the problem of drinking and driving with your teenagers now, and if you think this advertisement will help, ask them to read it.

And keep in mind, that the best way to teach young people—as they may tell you—is by example.

The people of General Motors care, and urge teenagers, and their parents, to give serious thought to the dangers of drinking and driving. It's something we all can do.

This advertisement is part of our continuing effort to give customers useful information about their cars and trucks and the company that builds them.



Chevrolet • Pontiac
Oldsmobile • Buick
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consoles, straight racks, audio monitoring system jackfields.

Marshall Electronics 1331
Box 2027, Culver City, Calif. 90230

Audio and video cables, triaxial, BNC RF coaxial, sub miniature coaxial, miniature circular and water-proof circular connectors. **Staff:** Leonard Marshall, Eileen Rothman.

Marti Electronics 501
Box 661, Cleburne, Tex. 76031

Automatic transmitter switchers, aural STL, base station, watt telemetry return links, aircraft power supply, automatic repeater, battery powered remote transmitter, aircraft RPU transmitter. **Staff:** George Marti, M.E. McClanahan, Rick Neace, Charles Wells, Steve Jones, Claudia Von Lange.

Matthews Studio Equipment 1209
2405 Empire Ave., Burbank, Calif. 91504

Cranes, dollies, track, stands, lighting control and diffusion, mounting and grip equipment, remote camera head and controls. 24 new products. **Staff:** Ed Phillips, Carlos DeMattos, Bob Nettmann, Loet Farkas, Fred Farish, Rick Hansen.

Maxell Corp. 1624
60 Oxford Dr., Moonachie, N.J. 07074

Blank audio and videotape, cassette and open reel. **Staff:** Jim Ringwood, Joe Birkovich, John Selvaggio, Joe Santangelo,

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Dan Maida, Phil Konecki, Herb Matsuno, Mort Cogen, Linda Healy, Pat Byrne, Maureen Ebers.

MBI/AHB 148
5 Connair Rd., Orange, Conn. 06477

McCurdy Radio 207
108 Carnforth Rd., Toronto M4A 2L4

Audio consoles, switchers, DAs, inter-coms.

McGraw-Edison
20620 S. Leapwood Ave., Carson, Calif. 90746

Commercial applications for AM SCA. **Staff:** Rex Trobridge, Charles Patton, Jerry Sillman.

McGraw-Edison Power Systems 124A
420 Rouser Rd., Carapopolis, Pa. 15108

McMartin Industries 701
4500 S. 76th St., Omaha 68127

TV stereo broadcast line*, FM translator* and Super S five-channel SCA system*, AM and FM transmitters, monitors, EBS, RPU consoles, generators, FM SCA products. **Staff:** Ray McMartin, Jay McMartin, Charlie Goodrich, Rudy Nabel, Richard Dennis.

MCG Electronics 167
12 Burt Dr., Deer Park, N.Y. 11729

Heavy duty AC power line protectors, transient/surge suppressors, mini surge master, transient suppressors with filtering. **Staff:** Robert Ivey, Ed Jelley, Christine Coyle, Michael Coyle.

MCI/Quantel 1631
3290 W. Bayshore Rd., Palo Alto, Calif. 94303

DFS 1750 framestore synchronizer, DSC 4000 series standards converters, DLS 6000 series library systems, DPB 7000 Paintbox art/graphics/animation system, encore effects system with floating viewpoint control, Mirage digital effects systems, Cypher* character generator, random access digital video recorder. **Staff:** George Grasso, Richard Taylor, Hugh Boyd, Howard Shephard, Dave Dever, Dave Diels, Dave Brack, Bob Knowles, Larry Beihl, Paul Fletcher, Tom McGowan.

Media Computing 2204
4401 E. Kings Ave., Phoenix 85032

Media General Broadcast Services 410
2714 Union Extd., Memphis, Tenn. 38112

Production libraries, production and sales libraries, contest/promotion packages, syndicated music formats, station ID's, musical commercials, syndicated campaigns, custom video. **Staff:** L. Donald Robinson, Zack Hernandez, Dick Denham, Carl Reynolds, Bill Koenigsberg, Kurt Alexander, Bob Blow, Bob Dumais, Jack Inman, John Hagerman, Ken Theiss, Suzanne Cheshire.

Merlin Engineering 1023
1880 Embarcadero Rd., Palo Alto, Calif. 94303

VTR's and accessories, engineering services for VTR's.

Micro Communications 1014A
Box 4365, Manchester, N.H. 03108

MTS multichannel stereo sound diplexers*, ITFS antennas*, MDS/ITFS multichannel combiners and diplexers, RF components, circular/rectangular waveguide transmission line, FM antennas. **Staff:** Tom Vaughan, Howard Bouldry, Jerome Pozgay, Cindi Daniel, Dean Dixon, Dennis Heymans, Jonathan Winsor.

Micro Controls 104
Box 728, Burleson, Tex. 76028

STL and TSL microwave equipment, remote control equipment, subcarrier paging equipment*. **Staff:** Jeff Freeman Jr., J.E. Freeman III, Tom Butler, Jim Adams.

Microdyne 1612
Box 7213, Ocala, Fla. 32672

1100 HDR LNC type satellite video receiver for C or Ku band reception, 1100 DS(RT) single channel per carrier FM analog modem, five- and seven-meter receive/transmit antennas, transportable Ku-band satellite newsgathering vehicles. **Staff:** Louis Wolcott, David Alvarez, Earl Currier, Steve Benoit, Tom Kidd, Tom MacAllister.

Microlink Communications 2048
160 Speen St., Suite 300, Framingham, Mass. 01701

Micron Audio Products 1122C
210 Westlake Dr., Valhalla, N.Y. 10595

CNS-500 wireless microphone systems* with noise suppression, portable systems. **Staff:** Paul Tepper, John Wykes, Linda Tepper, Harry Glass, John StTeard, David Comstock.

Microprobe Electronics (MEI) 331
910 Sherwood Dr., Suite 19, Lake Bluff, Ill. 60044

Radio program automation equipment, Satmaster, digital mastering controller* and tone generator. **Staff:** Dave Collins, Dave Alvin.

Microsonics 2069
60 Winter St., Weymouth, Mass. 02188

Microtime 1230
1280 Blue Hills Ave., Bloomfield, Conn. 06002

Digital effects programable controller*, A/B roll effects systems, time base correctors, synchronizers. **Staff:** Dan Sofie, Gary Armour, Ray Bouchard, David Everett, Steve Krant, Jerry Rankin, Robert Wickland, Robert McAll, John Kissell, David Brown, Langdon Cook, Chris Hadjimichael, Peter Hamar, Daniel Barton, Mark Podesla, Uri Thier, Norman Pinette.

Midwest 1710, 10A
One Speri Dr., Edgewood, Ky. 41017

Mobile television production vehicles. **Staff:** David Barnes, Jay Adrick, Chris Summey, Chris Siddell, Skip McWilliams, Lloyd Hicks, Fred Wood, Brad Nogar, John Loughmiller, Roy Williams, Pete Rightmire, Jerry Willingham, Kevin Thompson, John Handley, Ron Bradley.

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TOP 84 OF '84

CASHBOX TOP 100 SINGLES 1984

Billboard HOT 100 1984

- 1 WHEN DOVES CRY—Prince
- 2 WHAT'S LOVE GOT TO DO WITH IT—Tina Turner
- 3 SAY SAY SAY—Paul McCartney and Michael Jackson
- 4 FOOTLOOSE—Kenny Loggins
- 5 AGAINST ALL ODDS (TAKE A LOOK AT ME NOW)—Phil Collins
- 6 JUMP—Van Halen
- 7 HELLO—Lionel Richie
- 8 OWNER OF A LONELY HEART—Yes
- 9 GHOSTBUSTERS—Ray Parker Jr.
- 10 KARMA CHAMELEON—Culture Club
- 11 MISSING YOU—John Waite
- 12 ALL NIGHT LONG (All Night)—Lionel Richie
- 13 LET'S HEAR IT FOR THE BOY—Deniece Williams
- 14 DANCING IN THE DARK—Bruce Springsteen
- 15 GIRLS JUST WANT TO HAVE FUN—Cyndi Lauper
- 16 THE REFLEX—Duran Duran
- 17 TIME AFTER TIME—Cyndi Lauper
- 18 JUMP (FOR MY LOVE)—The Pointer Sisters
- 19 TALKING IN YOUR SLEEP—The Romantics
- 20 SELF CONTROL—Laura Branigan
- 21 LET'S GO CRAZY—Prince & The New Power Generation
- 22 SAY IT ISN'T SO—Daryl Hall & John Oates
- 23 HOLD ME NOW—Thompson Twins
- 24 JOANNA—Kool & The Gang
- 25 I JUST CALLED TO SAY I LOVE YOU—Stevie Wonder
- 26 SOMEBODY'S WATCHING ME—Rockwell
- 27 BREAK MY STRIDE—Matthew Wilder
- 28 99 LUFTBALLONS—Bona
- 29 I CAN DREAM ABOUT YOU—Dan Hartman
- 30 THE GLAMOROUS LIFE—Sheila E.
- 31 OH, SHERRIE—Steve Perry
- 32 STUCK ON YOU—Lionel Richie
- 33 I GUESS THAT'S WHY THEY CALL IT THE BLUES—Eton John

- 34 SHE BOY—Cyndi Lauper
- 35 BORDERLINE—Madonna
- 36 SUNGLASSES AT NIGHT—Corey Hart
- 37 EYES WITHOUT A FACE—Billy Joel
- 38 HERE COMES THE RAIN AGAIN—Eurythmics
- 39 UPTOWN GIRL—Billy Joel
- 40 SISTER CHRISTIAN—Night Ranger
- 41 DRIVE—The Cars
- 42 TWIST OF FATE—Olivia Newton-John
- 43 UNION OF THE SNAKE—Duran Duran
- 44 THE HEART OF ROCK 'N' ROLL—Huey Lewis and The News
- 45 HARD HABIT TO BREAK—Chicago
- 46 THE WARRIOR—Scandal Featuring Patty Smyth
- 47 IF EVER YOU'RE IN MY ARMS AGAIN—Peabo Bryson
- 48 AUTOMATIC—The Pointer Sisters
- 49 LET THE MUSIC PLAY—Shannon
- 50 TO ALL THE GIRLS I'VE LOVED BEFORE—Julio Iglesias & Willie Nelson
- 51 CARIBBEAN QUEEN—Billy Ocean
- 52 THAT'S ALL—Genesis
- 53 RUNNING WITH THE NIGHT—Lionel Richie
- 54 SAD SONGS (SAY SO MUCH)—Elton John
- 55 I WANT A NEW DRUG—Huey Lewis and The News
- 56 ISLANDS IN THE STREAM—Kenny Rogers with Dolly Parton
- 57 LOVE IS A BATTLEFIELD—Pat Benatar
- 58 INFATUATION—Rod Stewart
- 59 ALMOST PARADISE... LOVE THEME FROM FOOTLOOSE—Mike Reno and Ann Wilson
- 60 LEGS—Z Z Top
- 61 STATE OF SHOCK—Jacksons
- 62 LOVE SOMEBODY—Rick Springfield
- 63 MISS ME BLIND—Culture Club
- 64 IF THIS IS IT—Huey Lewis and The News
- 65 YOU MIGHT THINK—The Cars
- 66 LUCKY STAR—Madonna
- 67 COVER ME—Bruce Springsteen

- 68 CUM ON FEEL THE NOIZE—Quiet Riot
- 69 BREAKDANCE—Irene Cara
- 70 ADULT EDUCATION—Daryl Hall & John Oates
- 71 THEY DON'T KNOW—Tracy Ullman
- 72 AN INNOCENT MAN—Billy Joel
- 73 CRUEL SUMMER—Santitas
- 74 DANCE HALL DAYS—Wang Chung
- 75 GIVE IT UP—KC
- 76 I'M SO EXCITED—The Pointer Sisters
- 77 I STILL CAN'T GET OVER LOVING YOU—Ray Parker Jr.
- 78 THRILLER—Michael Jackson
- 79 HOLIDAY—Madonna
- 80 BREAKIN'... THERE'S NO STOPPING US—Olivia & Jerry
- 81 NOBODY TOLD ME—John Lennon
- 82 CHURCH OF THE POISON MIND—Culture Club
- 83 THINK OF LAURA—Christopher Cross
- 84 TIME WILL REVEAL—Debarge
- 85 WRAPPED AROUND YOUR FINGER—The Police
- 86 PINK HOUSES—John Cougar Mellencamp
- 87 ROUND AND ROUND—Bananarama
- 88 HEAD OVER HEELS—The Go-Gos
- 89 THE LONGEST TIME—Billy Joel
- 90 TONIGHT—Roxi & The Ex
- 91 GOT A HOLD ON ME—Christine McVie
- 92 DANCING IN THE SHEETS—Shalamar
- 93 UNDERCOVER OF THE NIGHT—The Rolling Stones
- 94 ON THE DARK SIDE—J. Cafferty & Beaver Brown Band
- 95 NEW MOON ON MONDAY—Duran Duran
- 96 MAJOR TOM (COMING HOME)—Peter Schilling
- 97 MAGIC—The Cars
- 98 WHEN YOU CLOSE YOUR EYES—Night Ranger
- 99 ROCK ME TONITE—Billy Squier
- 100 YAH MO BE THERE—James Ingram with Michael McDonald

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70% OF ENTIRE YEAR-END CHART

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9 OF TOP 10, 18 OF TOP 20
75% OF ENTIRE YEAR-END CHART

CASHBOX

9 OF TOP 10, 18 OF TOP 20
74% OF ENTIRE YEAR-END CHART

ASCAP

Minolta 1113

101 Williams Dr., Ramsey, N.J. 07446

Audio distribution and switching equipment, amplifiers, switcher crosspoint cards, VCA modules, oscillators, equalizers, compressor/limiters, pre-wired jackfields and patch cords, newsroom dubbing and switching units.

Miralite 2281

4050 Chandler, Santa Ana, Calif. 92704

Mitomo Co. 1509

1-8-11 Innan, Shibuy-ku, Tokyo 150

Computerized laser disk random access changers, VHS Videocassette winder/eraser.

Modulation Associates

897 Independence Ave., Mountain View, Calif. 94043

SR 13 subcarrier receiver*, T sat tunable SPCPC satellite receiver*, DR 23 demodulator*, Su 10 solid state satellite uplink, MC SAT multichannel satellite receiver, R SAT receiver for regional networks, DR 56 data demodulator. **Staff:** Donald Haight, J. Walter Johnson, Tim Scholz, Linda Hayes.

Modulation Sciences 204B

115 Myrtle Ave., Brooklyn, N.Y. 11201

TSG TV stereo generator, TV sidekick SAP generator and pro sidekick professional channel generator, FM sidekick SCA processor/generator, data sidekick

for high data rate/low error rate transmission on FM SCA*, CLD-2500 composite wired STL system for FM and TV aural baseband transmission. **Staff:** Dr. Eric Stoll, Eric Small, Alan Perkins.

Modulight Systems 2339

Box 1009, Cumming, Ga. 30130

Mole-Richardson 1006

937 N. Sycamore Ave., Hollywood, Calif. 90038

Lighting equipment including Solar-spots, risers, fixtures, kits, grip equipment, hangers and adapters. **Staff:** Howard Bell, Larry Mole Parker, Michael Parker, William Krokaugger, Michael Hodgins.

Montage Computer Corp. 2330

52 Domino Dr., West Concord, Mass. 01742

Video and film editing equipment. **Staff:** Ron Barker, Martin Soloway, Gail Carberry, Charles Smith, Chester Shuler, Robert Alzapiedi, Patricia Fennessey, Steven Cox, Gregory Dyer, Chuck Urian.

Moseley Associates 301

111 Castilian Dr., Goleta, Calif. 93117

Aural STL and multiplexed data links, remote and supervisory control systems, subcarrier generators and demodulators, stereo generators and demodulators, remote pickup links, audio limiters, microwave and remote control accessories. **Staff:** K. Zimmermann, C. Rockhill, W. Squyres, D. Chancey, A. Constantine, P. McGoldrick.

Motorola Communications 309

1216 Remington Rd., Schaumburg, Ill. 60195

AM stereo system.

MPCS Video Industries 1121

514 W. 57th St., New York 10019

Portable A/B roll system, broadcast cameras.

MPO Videotronics 1767A

2580 Turquoise Cr., Newbury Park, Calif. 91320

Multi-Track Magnetics 1712

3 Industrial Ave., Upper Saddle River, N.J. 07458

Ultra high speed recorders and reproducers.

Musad 2035

9777 Harwin 203, Houston 77036

Musco Lighting 2060

100 First Ave. West, Box 258, Oskaloosa, Iowa 52577

Music Director**Programing Service 511**

Box 103, Indian Orchard, Mass. 01151

Safest Oldies library, Top 1000 Biggest Hits 1955-1984, playlist and music supply service, Christmas programing package, country gold oldies library. **Staff:** Budd Clain, Carl Drake, Bill Schoenborn, Brenda Clain.

Musicworks 209

Box 111390, Nashville 37211

Alive Country, Casual Country, Country 80, Pop Adult Lifestyle, Christmas Music Service, Jim Reeves Radio Special, weekend and evenings and all-night programing*. **Staff:** Bill Robinson, Skeeter Dodd, Jeff Miller, Gary Havens, Tom Perryman.

Mycro-Tek 1752

303 N. West St., Wichita, Kan. 67203

Character generators.

MZB & Associates 1507A

4203 Beltway, Dallas 75234

Four by four Jimmy mobile vehicle*, Iveco 12-foot mobile production vehicle on Iveco chassis. **Staff:** Richard Bock, John Zienkosky, Herb Hoff, Danny Dyess, Ralph Miller, George Hawk, Don Ingalsbe, Joe McNay, Tim Stockhaus, Tommy Hooper.

Nady Systems 1133

1145 65th St., Oakland, Calif. 94608

501 and 601/701 VHF and UHF wireless microphone system, IRT-200/IRM-210 cordless studio monitor system. **Staff:** Peter Kalman, Jim Maloney, Rick Gentry, Eric Schultheis.

Nagra Magnetic Recorders 1213

19 W. 44th St., New York 11036

Portable and miniature recorders, T-audio recorder, synchronizers.

Nakamichi USA Corp. 2364

19701 S. Vermont Ave., Torrance, Calif. 90502

Nalpak Video Sales 1124

1937-C Friendship Dr., El Cajon, Calif. 92020

Tripak tubular carrying case, travelpak*, pocket version of Accu-chart test chart set, cable reels, ATA type shipping cases. **Staff:** Bob Kaplan, Debbie Kaplan, Stanley Singer, Jack Eddy, Les Weinstock, Tracy Eddy, Jim Murphy, Wayne Callaway, Al Rocklin, Dennis Vance.

Narda Microwave 2322

435 Moreland Rd., Hauppauge, N.Y. 11788

National Video Service 2219

2150 Rheem Dr., Pleasanton, Calif. 94566

Nautel 216

201 Target Industrial Cr., Bangor, Me. 04401

Solid state 50kw MF broadcast transmitter*, 2.5kw AM transmitter with AM stereo, 10w-400w solid state rack mount MF broadcast transmitter. **Staff:** Dave Grace, Jorgen Jensen, Wendell Loneragan.

NEC America 1415

130 Martin Ln., Elk Grove Village, Ill. 60007

Digital video effects, CCD cameras, VHF, UHF and FM transmitters, eight- and 10-bit frame synchronizers, audio synchronizers, digital video multipliers, 7 ghz microwave. **Staff:** K. Kano, R. Curwin, M. Mitsui, J. White, J. Engle, R. Dienhart, L. Litchfield, F. Stolten, T. Fujiyasu, M. Burleson.

Answers. Contacts. Background.

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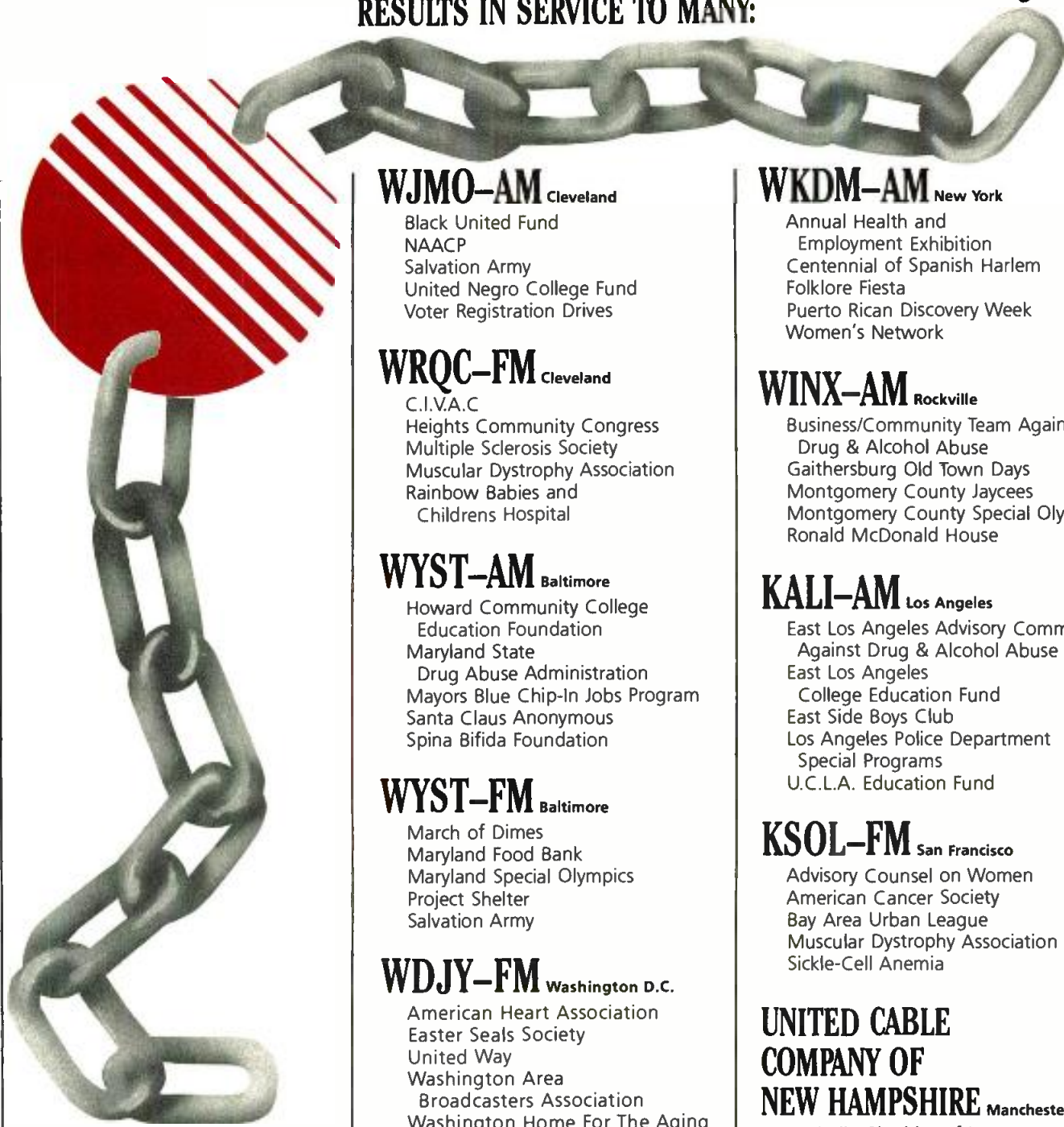
Call or write: Public Relations Department, 16A-2 Phillips Building, Bartlesville, Oklahoma 74004.

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Multiple Sclerosis Society
Muscular Dystrophy Association
Rainbow Babies and
Childrens Hospital

WYST-AM Baltimore

Howard Community College
Education Foundation
Maryland State
Drug Abuse Administration
Mayors Blue Chip-In Jobs Program
Santa Claus Anonymous
Spina Bifida Foundation

WYST-FM Baltimore

March of Dimes
Maryland Food Bank
Maryland Special Olympics
Project Shelter
Salvation Army

WDJY-FM Washington D.C.

American Heart Association
Easter Seals Society
United Way
Washington Area
Broadcasters Association
Washington Home For The Aging

WKDM-AM New York

Annual Health and
Employment Exhibition
Centennial of Spanish Harlem
Folklore Fiesta
Puerto Rican Discovery Week
Women's Network

WINX-AM Rockville

Business/Community Team Against
Drug & Alcohol Abuse
Gaithersburg Old Town Days
Montgomery County Jaycees
Montgomery County Special Olympics
Ronald McDonald House

KALI-AM Los Angeles

East Los Angeles Advisory Committee
Against Drug & Alcohol Abuse
East Los Angeles
College Education Fund
East Side Boys Club
Los Angeles Police Department
Special Programs
U.C.L.A. Education Fund

KSOL-FM San Francisco

Advisory Counsel on Women
American Cancer Society
Bay Area Urban League
Muscular Dystrophy Association
Sickle-Cell Anemia

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1209 Park Cr., Las Vegas 89102

Neopak Corp. 408

1154 W. Belmont Ave., Chicago 60657

Mixers, floor coverings for sound studios. **Staff:** Jerome Mills, Greg Braithwaite, Gregory Davis, Craig Connelly, Ken Jensen.**Netcom International** 1507

1702 Union St., San Francisco 94123

Satellite transmission services. **Staff:** William Tillson, Lillian Chin, Paula Nunes, Bob Patterson, Gene Deck, Walt Munro, Gene Bormann.**Network Production Music** 1138

4429 Morena Blvd., San Diego 92117

Music production and sound effects library. **Staff:** Robert Skomer, Thomas Di Noto, Michael Anderson, Larry Kessler, Laurie Anderson, Sherry Harrison.**A.C. Nielsen Co.** 2343

Nielsen Pl., Northbrook, Ill. 60062

Staff: Dave Traylor, Roy Anderson, Paul Baard, Dave Woolfson, Hal Fleig, Lerry Frerk, Mike Chico, Stan Peterson, Bill Miller, Tom Hargreaves, Dave McCubbin.**Nisus Video** 2205

6329 Lomas Blvd., NE, Albuquerque, N.M. 87110

Nordic Software 622

4910 Dudley St., Lincoln, Neb. 68504

Log and billing microcomputer system for radio stations.

Normex 2215

55 Montpellier. St. Laurent, Quebec H4N 2G3

Norpak Corp. 2236

10 Hearst Way, Kanata, Ont. K2L 2P4

Nortronics 2310

8101 10th Ave., Minneapolis 55427

Magnetic tape heads for reel-to-reel and cartridge tape recorders for replacement and original equipment. **Staff:** Ed Bedell, Jim Campeau, Carole Carlson, Joe Dundovic, Sam Nicholson, Karen Nickolauson, Steve Stillier, John Yngve, Tony Price.**Nova Systems** 1345

20 Tower Ln., Avon, Conn. 06001

Time base correctors, Nova 490* and 510*. **Staff:** Stephen Kreinik, William Deegan, Priscilla McGuire.**NTI America** 1014-D

1680 N. Vine St., Los Angeles 90028

DSS-11 digital still store, VFCG-2 video filing and character graphics. **Staff:** T. Mikado, S. Nakayama, I. Aoyama, S. Okamoto, C. Michel, S. Michel.**Nurad** 1426

2165 Druid Park Dr., Baltimore 21211

SQ-6 series receive antenna system*, 130CT1 compact transmitter and antenna*, 20CT1 compact transmitter and 20PA15 mast-mounted power amplifier*, Logic Track*, 20CA1 compact antenna*, automatic tracking system, AT-series rack mounted frequency agile transmitters, 130AR2 13 ghz frequency agile rack mounted receivers*, AR2-series central ENG/EJ receivers*, Superquad II, Silhouette, Quad receive antenna systems, Silhouette remote transmit systems, PT series and RX series portable transmitters and receivers, Super Pod airborne system, STL/ICR with antennas, FT2 series transmitters, FR2 receivers and HS hot-standby unit. **Staff:** J. Gordon Neuberth, Vincent Rocco, Stephen Neuberth, Fred Hock, Eric McCulley, Lisa Czirjak, Andrew Downing, Cheryl Jacobs, David Fairley, Doug Marcus.**Nytone Electronics** 1135

2424 South 900 West, Salt Lake City 84119

O'Connor Engineering Labs 1103

100 Kalmus Dr., Costa Mesa, Calif. 92626

Camera support system 105-HD*, other camera support systems. **Staff:** Chadwell O'Connor, J. Bruce Frenzingler, Gary Nelson, Mike Thompson, Jerry Opsahl.**Olesen** 1307

1535 Ivar Ave., Hollywood, Calif. 90028

Studio packages with pipe grids, lighting, distribution, dimming, curtains and tracks, cycloramas, sales and installation. **Staff:** Terry Collopy, Rae Medvitz, John Canton, Ted Conroy, Marge Ro-

mans, Bob Downs.

Omicron Video 1748

22251 Roscoe Blvd., Canoga Park, Calif. 91311

Model 516 production switcher, Elepac-90, 465 stereo TV modulator. **Staff:** K. Akiyama, M. Akiyama, C. Voyemant, L. Nacaya, E. Yuki.**Omnimount Systems** 2220

10850 Van Owen St., N. Hollywood, Calif. 91605

Omnimusic 185

52 Main St., Port Washington, N.Y. 11050

Production music library. **Staff:** Rita Pecora.**Orban Associates** 607

645 Bryant St., San Francisco 94107

TV stereo generator*, stereo synthesizer*, Optimod AM, FM and TV equalizers, limiters and reverb for production. **Staff:** Robert Orban, John Delantoni, Sid Goldstein, Dave Shantz, David Dunetz.**Otari Corp.** 601

2 David Dr., Belmont, Calif. 94002

Multichannel open-reel professional audio recorder/reproducers, MTR-12-II*, line cassette duplicating equipment.

Staff: John Carey, David Roudebush, Jeff Phillips, Steve Krampf, Steve Hill, Jack Soma, Joe Hanf, Wende West, Phil Sun, Barry Ross, Mark Yamashita, Tim Shima, Mike Babbitt, Larry Good, Scott Heine-man.**Pacific Bell** 2134

444 Market St., San Francisco 94111

Pacific Radio 2137

1351 Cahuenga Blvd., Los Angeles, Calif. 90028

Pacific Recorders & Engineering 113

2070 Las Palmas Dr., Carlsbad, Calif. 92008

Audio production consoles, cartridge recorders, studio systems, distribution amplifiers, turnkey systems, studio furniture.

Paco Electronics 2313

714 W. Olympic Blvd., Suite 706, Los Angeles 90015

Pag America 1747

Box 15194, Asheville, N.C. 28813

Microprocessor-controlled battery charging systems for NiCads, batteries, camera battery clips, belts, portable lights and lighting kits.

Paltex 1005

2752 Walnut Ave., Tustin, Calif. 92680

ESPR II videotape editing system*, Gemini digital video processor*, other videotape editing systems. **Staff:** R. Bailey, A. Paz, G. Carter, J. Cirincione, T. Belford, D. Curtin, F. Blaha, T. Wagner.**Panasonic** 437/1019,20

1 Panasonic Way, Secaucus, N.J. 07094

In-camera recorders, camera kits, low capacitance diode gun plumbicon tubes, saticon tubes, editing systems, editing controllers, high resolution monitors.

'Sweet 2875'
Las Vegas Hilton

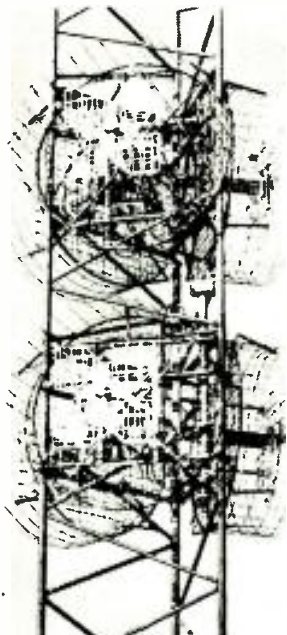
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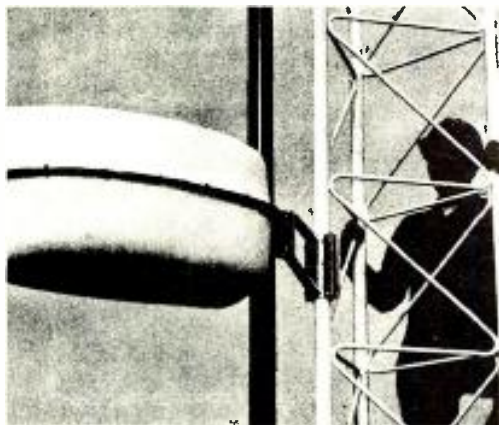
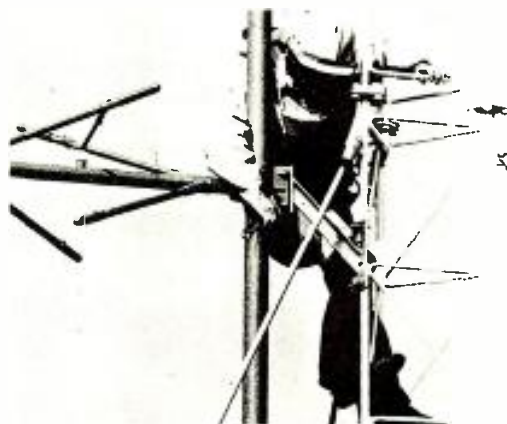


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Parsons Manufacturing 2155

1055 O'Brien Dr., Menlo Park, Calif. 94025

Patch Bay Designation 1773

4742 San Fernando Rd., Glendale, Calif. 91204

Labeling for rear-lighted switches. **Staff:** Scott Lookholder, Charles Schufer, Dale Lookholder, Ted Lookholder.

Peavey Electronics 2314

711 A St., Meridian, Miss. 39301

Peerless Sales 1618B

1950 Hawthorne Ave., Melrose Park, Ill. 60160

TV/A/VCR/cable accessory products including security hardware, stands, mounts, carts and brackets for desk, wall and ceiling. **Staff:** Walter Griffing, Marilyn Griffing, Randy Snodell, Ron Snodell, Tom Miller, Frank Shaw, Chuck Lange.

Penny & Giles 436

2716 Ocean Park Blvd., Suite 1005, Santa Monica, Calif. 90405

Professional studio faders*, joysticks. **Staff:** David McClain, Bob Rose, CJ Raymes.

PEP 1408

25 W. 54th St., New York 10019

ENG power and battery equipment.

Perrott Engineering Labs 1729

7201 Lee Hwy., Falls Church, Va. 22046

Nickel cadmium, silver zinc and lead

acid power systems in clip-on or belt styles, single or multiple fast medium fast or overnight minicharger for ni-cads and silver zinc packs, lighting systems, cam/light maxi power belt, silver zinc BP-90 pack for VTR camera, Nicad universal clip-ons with built-in chargers, combo packs, microprocessor universal sequential multiple minicharger for nicads, accessories. **Staff:** V. Tygesen, W. Mallon, R. Clutter, W. Aylor, John Stead, Harry Glass, Doug Sheer, Elton Bowers.

Peters Productions 204C

9590 Chesapeake Dr., San Diego 92123

Philips Television Systems 1500A, 707

900 Corporate Dr., Mahwah, N.J. 07430

LDK 6 family of automated production cameras, LDK 54 portables*, 20-inch color monitor*, other 14 and 20-inch color monitors, component video effects system, digital comb filter decoder, 60kw UHF transmitter*, LDM 1791 UHF transmitter*, other UHF transmitters, FM transmitters, television cameras, monitoring, signal processing and transmission products and services. **Staff:** Jim Wilson, W. Anderson, N. LaBate, A. Keil, B. Blair, B. Sturcke, R. Mahoney, J. Clarine, M. Mackin, M. Hartt.

Philips Television Systems 236

Box 41, Coldhams Ln., Cambridge, Cambridgeshire, England CV1 3JU

Philips Test & Measuring Instruments 1408A

85 McKee Dr., Mahwah, N.J. 07430

Color generators, sync test generator, TV test modulator, color generator multipattern, teletext test generator, studio V ITS generator, TV modulator.

Phoebus Manufacturing 1331C

2800 Third St., San Francisco 94107

Ultra family followspot lighting*, Mighty Arc*. **Staff:** John Tedesco, Laura Krum, Dikran Kotchounian.

Piher Electronica 1409A

Albala, 12, Madrid 17

Box 947, N. Miami Beach, Fla. 33160

Color character generators, professional color and B/W monitors, transposers, transmitters, color sync generators, video, audio and pulse distribution amplifiers, video switcher, mobile units.

Pinzone Communications Products 1617

10142 Fairmont Rd., Newbury, Ohio 44065

Computer diagnostics and refurbishment service for RCATCR-100 videotape cart machines, vertical interval multichannel audio system stereo mod* for two-inch quad machines and STL links. **Staff:** Basil Pinzone Jr., James Toohig, Frank Murzynski, Diane Evans, Bob Sourek, Dave Soll, Ray Walsh, Mark Leslie, Herb Schoenbohm, Bob Cox, Dale Ogilvie.

Pioneer Video 2120

5150 E. Pacific Coast Hwy., Suite 300, Long Beach, Calif. 90804

Laser optical videodisk players, video-

disk replication, digital programming products, video display and monitor systems.

Plastic Reel 170

240 W. 60th St., New York 10023

Porta-Brace 1746

Box 246, North Bennington, Vt. 05257

Cases for Sony Betacam system*, case for Sony 6800 recorder*, nylon and foam padded cases and covers for video cameras, recorders and other field production equipment and accessories. **Staff:** Bob Howe, Ken Berry, Marjorie Robertson.

Porta-Pattern 1427

Box 38945, 750 N. Highland Ave., Los Angeles 90038

BBC zone plate charts and transparencies*, 11-step log chip chart and grey scale transparency*, depth of modulation chart and transparency*, Bantam test chart system*, other test charts and systems, telecine test slides and films, spherical transparency illuminator and test transparencies, medical television test patterns and specialized optical test media. **Staff:** Ed Ries, E. Taylor Jr., Anne Summers, Tom Pressley, Corney Webster, Chandu Luhar, Henry Cheong, Debbie Carter, Lucy LeBlanc.

Potomac Instruments 100

932 Philadelphia Ave., Silver Spring, Md. 20910

Real time program audio analyzer*, C-Quam stereo demodulator*, audio test system, AM and FM-TV field strength meters, synthesizer detector, antenna monitors, AM monitor receiver, data acquisition and logging system, automatic remote control system, automatic modulation and power controller, UHF field strength meter. **Staff:** Guy Berry, Bob Ellenberger, Cliff Hall, Dave Harry.

PPS Electronics 2307

101-10 Foster Ave., Brooklyn, N.Y. 11236

Prismagraphics 204

2422 W. Clybourn St., Box 703, Milwaukee 53201

Staff: R. Schmaelzle, Cleo Ware, Marsha Harvey.

Procart 112

7012 27th St., W., Tacoma, Wash. 98466

AA recording cartridges for AM and FM broadcasting. **Staff:** Don Kalmokoff, Irv Law, Tim Schwieger, Bernice McCullough.

Procommotion 434

350 W. Green Tree Rd., Milwaukee 53217

Promotional items.

Pro-med 2324

7969 Engineer Rd., Suite 203, San Diego, Calif. 92111

Protolite Corp. 2140

985 Timothy Dr., San Jose, Calif. 95133

QEI Corp. 307

Box D, Williamstown, N.J. 08094

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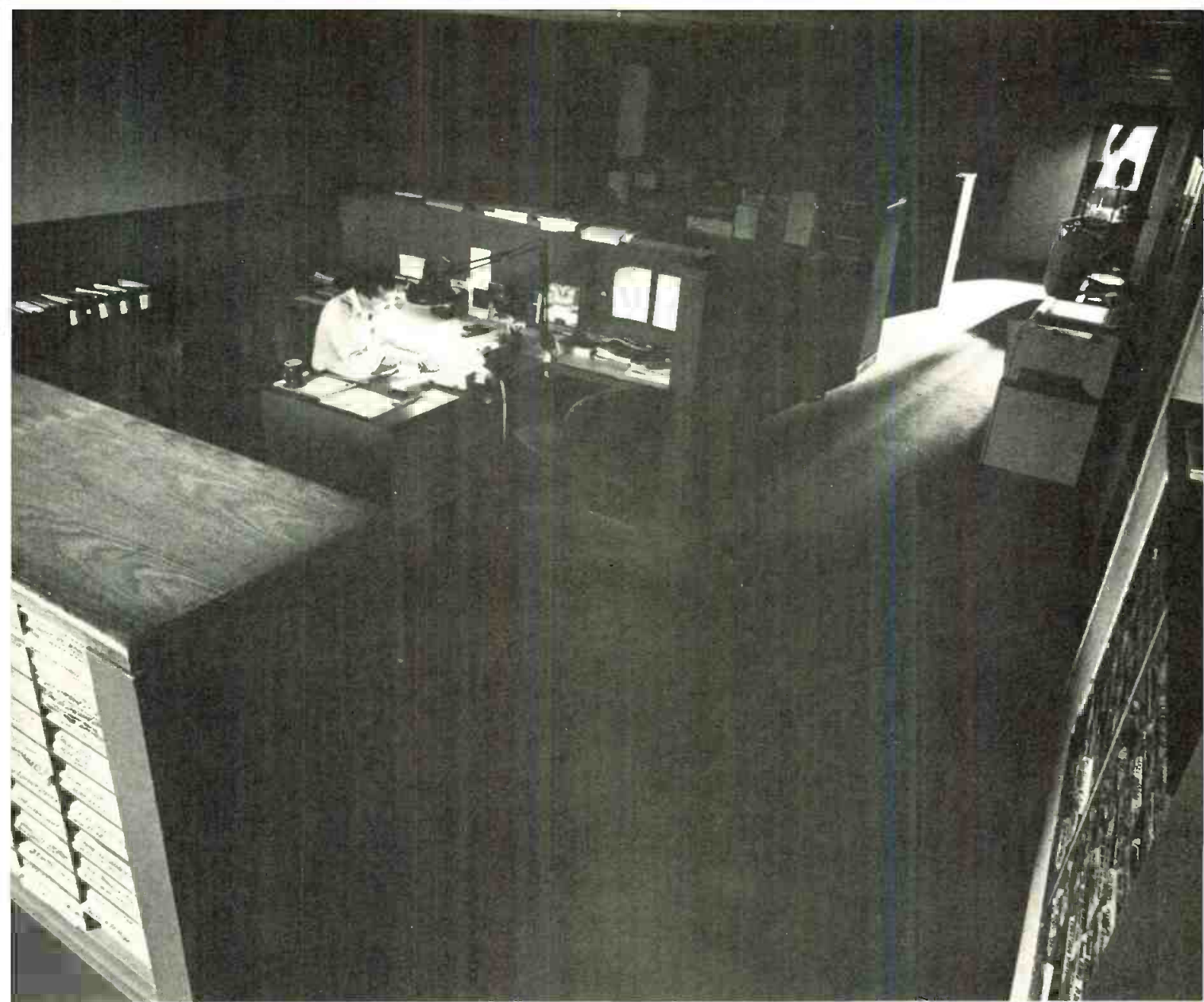
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PO Box 405

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model 691 FM stereo modulation monitor and low-power FM emergency transmitters. **Staff:** Charles Haubrich, John Pilman, William Hoelzel, John Tiedeck, Edwin Etschman.

QSC Audio Products 626
1926 Placentia Ave., Costa Mesa, Calif. 92627

Audio power amplifiers, 1080* and 1700*, input octal accessories. **Staff:** Gregory Hockman, Patrick Quilter, Andrew Murray, Brian Oppegaard.

QSI Systems 1325
12 Linscott Rd., Box 2176, Woburn, Mass. 01801

SW 402 production switcher for EFP vans*, PSF-777 battery operated NTSC split-field color bar generator with eight-character generation*, CB-1680 SMPTE color bar generator with 16-character ID*, VSID-1664 NTSC/PAL 16-numeral ID*, NTSC/PAL eight-character ID in vertical interval, auto-phasing blackburst generator, 10-second video lead-in countdown generator. **Staff:** Alfred Smilgis, Dick Smilgis, Ed Ricciardi, Richard Sanford.

Q-TV 1401-D
33 W. 60th St., New York 10023

VPS-500 and VPS-1000 computer-prompter systems. **Staff:** George Andros, Al Eisenberg, John Maffe, Hy Sheft.

Quad-Eight Electronics 1636
11929 Vose St., N. Hollywood, Calif. 91605

Digital reverberation system, audio console.

Quanta Corp. 1432
2440 S. Progress Dr., Salt Lake City 84119

Dual- and single-channel Quantafont eight-character generators, Select 7 mid-range character generator, Q8 graphics options*, Microgen character generator models*. **Staff:** Ray Unrath, Len Zaller, Arnold Taylor, Ron Ward, Vicki Pearson, Gary Montgomery, Chuck Martin, Mel Williams, Peter Glassberg, Brent Bullock, David Hughes, Laura Lunceford, Ginny Faison, Blake Jones, Rex Davis.

Quantum Audio Labs 2323
1909 Riverside Dr., Glendale, Calif. 91201

On-air production consoles*. **Staff:** Stephen Temmer, Russell Hamm, John Hall.

Quickscan Systems 1405B
9465 Wilshire Blvd., Beverly Hills, Calif. 90212

Electronic publishing via video stillframe on off-the-shelf home VCR's. **Staff:** George Van Valkenburg, Bill Carlquist, Hans Marki.

Quickset 1105
3650 Woodhead Dr., Northbrook, Ill. 60062

Support equipment including tripods, pedestals, friction heads, cam and fluid heads, dollies, cable equipment.

Radio Advertising Bureau 511
485 Lexington Ave., New York 10017

RAB sales/marketing information. **Staff:**

William Stakelin, Wayne Cornils, Bob Galen.

Radio Arts 418
210 N. Pass, Suite 104, Burbank, Calif. 91505

American Rock, Sound 10, Soft Contemporary, The Entertainers, Country's Best, Encore, Too Marvelous for Words, plus The Dream Concert, History of the Big Bands, Your Hit Parade, Unforgettable, Billboard Honor Roll of Hits, Holiday Spirit (240), Light of My Life, Bing*. **Staff:** Larry Vanderveen, John Benedict, Dave Price, Clair Marlo, Mary Perkins.

Radio Systems 213
Box 356, Edgemont, Pa. 19028

Phono preamp, distribution amplifiers, studio timer, ESA-10 broadcast console, turnkey installation. **Staff:** Daniel Braverman, Andy Lovell, Peter Koenig, Lori Heller.

Ram Broadcast Systems 2184
346 W. Colfax St., Palatine, Ill. 60067

Ramko Research 415
11355A Folsom Blvd., Rancho Cordova, Calif. 95670

Intercoms, distribution amps, audio routers, broadcast consoles, phasemaster cart machines, audio mixers, mic/line amps, line equalizers, solid state meters, compressor noisegates, power amps.

Rank Cintel 1219
Watton Rd., Ware, Heerts, England

Spot change detector on MK IIIC + Amigo*, Steadyguide—picture anti-weave feature, ADS 1 telecine for broadcasting from film, MK IIIC telecine for film-to-tape transfers, Digiscan III. **Staff:** C. Waldron, J. Campbell, A. McIlwaine, D. Fenton, N. Kempt, J. Brittain, F. Bundesmann, I. Glenn, L. Pinner.

RCA Broadcast Systems 1000
Box 900, Gibbsboro, N.J. 08026

CCD-1 and CCD sports camera, TK-48 automatic studio camera, TH-400, 700 and 900 one-inch VTR, TK-29 telecine camera/system, HR-2A half-inch chromatrak VTR's with editing systems, TTG-600 G-line UHF transmitter, TTG-30 VHF G-line transmitter, Magictee output switcher for UHF transmitters, Opto-sx output switcher for VHF transmitters, antennas. **Staff:** J. Voipe, D. Woywood, R. Alleger, C. Musson, D. Mager, A. Gargano, S. Griffin, J. Gimbel, T. Newman, W. Culbertson, R. Abbenante, R. West, C. Smith, W. Trippel, J. Adison, V. Mattison, D. Wright, R. Winn, J. Shipley, A. Galinus, K. Johnson, G. Passanante, G. Allison, C. Thompson.

**RCA New Products Division/
Tube Operations** 1000
New Holland Ave., Lancaster, Pa. 17604

Lead oxide Vistacons, Saticons and Vidicon camera tubes, VHF power tubes, FM tubes, tape of charged coupled device technology.

R-Columbia Products 1111

2008 St. Johns Ave., Highland Park, Ill. 60035

Headphones/microphones, sports and studio broadcasting headphones, remote intercom headphones, telephone headphones, 6058 IFB/ENG hands-free telephone*, CC-700 replacement headphone for intercomsystems. **Staff:** I. Rozak, E. Hill.

Real World Tech. 1520
3176 Pullman St., Suite 106, Costa Mesa, Calif. 92626

Analog VU bargraph keyed over monitor video, stereo coherency evaluators.

Recortec 1416
275 Santa Ana Ct., Sunnyvale, Calif. 94086

Videotape evaluators, cleaners and winders.

Rees Associates 1727
4200 Perimeter, Oklahoma City 73112

Architectural planning, consulting, design and engineering services. **Staff:** Frank Rees Jr., C. Leroy James, James Little Jr., Walter Gregg.

Register Data Systems 128
Box 1246, Perry, Ga. 31069

Broadcast computer systems, Music master*, software systems to run under Turbodoe, MSDOS and CPM based computers. **Staff:** Lowell Register, Janice Register, Richard Spruill, Donald McDougald, Debbie Hart, Cliff Coull, James Register, Betty McDougald.

Regis-BLT 152
2 Bluejay Way, Woodside, Calif. 94062

Research Technology 1626
4700 Chase Ave., Lincolnwood, Ill. 60646

One-inch videotape evaluator*, other videotape evaluators, film editors for TV film, cleaners and accessories. **Staff:** Steve Little, Tom Boyle, Howard Bowen, Ray Short Jr., Thomas Tisch.

RF Technology 171
145 Woodward Ave., S. Norwalk, Conn. 06854

950 mhz wireless microphone transmitter*, high gain weatherproof RF power amplifiers*, design rack mount fixed link system* with programmable RF frequency in built diagnostics*, 2.7ghz 10/2w switchable RF output remote controllable transmitter*, 7 ghz portable microwave for ENG*. **Staff:** Patrick Bradbury, Charles Bobbins, Ian Aizlewood, John Clifford, Drew Lance.

Riviera Broadcast Leasing 1784
6922 Hollywood Blvd., Suite 421, Hollywood, Calif. 90028

Broadcast financial services. **Staff:** Robert Bernfeld, Greg Lewis.

Rockwell Int. 1767
1200 N. Alma Rd., Richardson, Tex. 75081

Video transmission systems.

Roh Corp. 1634
3603 Clearview Pl., NE, Atlanta 30340

Line monitors, mainframe systems, audio DA, portable self-powered speaker sta-



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tion, production ICM/PL system, belt-packs, console mount, wall and rack-mount speaker stations. **Staff:** Jerry Levy, David Brennan, Jerry Huber, Dan Garrigan.

Rohde & Schwarz 1203
13 Nevada Dr., Lake Success, N.Y. 11042

Video and RF test equipment, video noise meter, VIT test equipment, group delay measuring system, FM transmitter, signal generators, modulators/demodulators, video test assemblies, test transmitters.

Rohn 103
Box 2000, Peoria, Ill. 61656

Towers and accessories, antenna supports, equipment shelters*, tower obstruction lighting systems. **Staff:** Gene Francis, Vic Piper, Drew Koontz, Jim Chandley, Ruth Piper.

Roland Corp. 2254
7200 Dominion Cr., Los Angeles

Rosco Laboratories 1235
36 Bush Ave., Port Chester, N.Y. 10573

Cinewel color correction and light control system*, Roscolux heat-resistant color effects filters and diffusion materials, projector effects, Ultimatte and Chroma key paint, textiles, Nivoflex platforms, fog and smoke systems. **Staff:** Stan Miller, Stan Schwartz, Jim Meyer, Mike Niehenkie, Ned Bowman, Richard Dunham.

Roscor Corp. 1181
6160 W. Oakton St., Morton Grove, Ill. 60053

TV-45 elite fleet series II TV remote truck, MTS-1 character generated monitor tally system, custom hot-gas-reheat remote truck air-conditioning system, rental facilities. **Staff:** Paul Roston, Phillip Roston, Steven Detch, Lee Ruber, Jim Pianowski, Howard Ellman, Craig Kohler, Bennett Grossman, Yves Souvenir, Jerry Garber, Andy Turner.

Ross American Logic Systems 1332
20540 Unit D, Superior St., Chatsworth, Calif. 91311

Electronics lighting displays and control systems. **Staff:** Vincent Peccitto, Miles Rossteuschler.

Ross Video 1110
Box 220, 500 John St., Iroquois, Ontario K0E 1K0

RVS 210 production switcher*, RVS 508 production switcher with multilevel effects systems and Ross ultra key enhanced RGB chroma keyer. **Staff:** John Ross, Ole Skrydstrup, Jim Millard, Jack McQuigge, Merle Quinn, Fernando Pauline, Mike Sloboda.

RPG Diffuser Systems 2257
12003 Wimpleton St., Largo, Md. 20772

R/Scan Corp. 1740
511 11th Ave. South, Minneapolis 55415

Lighting position and tracking system.

RTNDA 1501
1735 DeSales St., NW, Washington 20036

Staff: Lou Adler, John Spain, Lou Prato, Ed Godfrey, Ernie Schultz, Eddie Barker, Joe Tiernan.

RTS Systems 1142
1100 W. Chestnut St., Burbank, Calif. 91506

Intercommunication systems for broadcast and professional use. **Staff:** Vicki Bertrand, Douglas Leighton, Shelley Brown, Dave Richardson, Sue Seidenglanz, Cliff Michael, Stan Hubler, Linda Rico.

Rupert Neve 1410
Berkshire Industrial Park, Bethel, Conn. 06801

NECAM 96 fader automation system for production and post production, stereo production, post production and mobile consoles, DAs, limiter/compressors. **Staff:** Jeffrey Evans, Rob Frayling-Cork, James Kurowski, Geoffrey Langdon, Anthony Langley, B. Morgan Martin, Ron Skelton, Barry Roche, Cheryl Rapacki.

Russco Electronics 413
5690 E. Shields Ave., Fresno, Calif. 93727

Dial-up remote equipment*, battery operated telephone interface equipment for ENG*, interface equipment between high impedance equipment and low impedance inputs on mixing console*, turntables, tone arms, consoles, phono preamps, distribution amplifiers, audio power amplifiers. **Staff:** Russell Friend, Barbara Gaudin, Michael Vink, Ralph Guzman.

Sachtler Corp. 1648
400 Oser Ave., Hauppauge, N.Y. 11788

Camera support equipment, fluid-heads—Panorama, Video 20, 25 and 30, Video 20 studio and O.B. pedestal*, Hot Pod tripod*, semi-dolly rolling triangle. **Staff:** Eric Falkenberg, Kurt Gunkel, J. Gehrt, Fiete Deckmann, Juergen Nussbaum, Heinz Feierlein, Hardy Jaumann, Walter Hopfinger, Werner Friedl, Kim Sachtler.

Saki Magnetics 208
8650 Hayden Pl., Culver City, Calif. 90230

Ferrite heads and long-life metal heads for cartridge machines.

Samson Music Products 324
124 Fulton Ave., Hempstead, N.Y. 11550

TH-1 body pack transmitter for instruments/lavaliers, VHF digitally synthesized receiving systems in hand-held or body pack transmitter type systems, concert series VHF crystal controlled single-channel receiver systems, microphone stands. **Staff:** Scott Goodman, Doug Bryant, Bob Rufkahr, Amy Geer, John Amstadter, Joe Martin, Ron Tunks, Chuck DiModica, Greg McMannus, Mark Tarshis, Barry Wolfson.

Satellite Music Network 2181
12655 N. Central Expwy., Suite 600, Dallas 75243

Radio formats—country, adult contemporary, nostalgia and top 40 rock. **Staff:** John Tyler, David Hubschman, Bob Bruton, Carlos Hurd, George Williams, Tim

Spencer, Dave Gerety, Jim Stansell, Greg Daugherty, Cris Sites, Ralph Sherman, Ronnie Bava.

Schmid Telecommunication 2136
Rieterstrasse 6, CH-8002, Zurich, Switzerland

Schneider Corp. of America 1403
400 Crossways Park Dr., Woodbury, N.Y. 11797

TV lenses, zoom lenses for ENG/EFP, studio and field applications, 14x ENG/EFP lens, 30x EFP lenses, 14.5x studio lens*.

Schwem Technology 2258
3305 Vincent Rd., Pleasant Hill, Calif. 94523

Scientific-Atlanta 1017
3845 Pleasantdale Rd., Atlanta 30340

Satellite earth stations, video receivers, protection switches, video exciters, control systems, RF matrix systems, digital audio terminals.

Seitz Technical Products 1517B
Box 76, School Rd., New London, Pa. 19360

Selco/Sifam/Selsales 438
7580 Stage Rd., Buena Park, Calif. 90621

Sennheiser 1137
48 W. 38th St., New York 10018

UHF and VHF wireless microphones*, headphones and microphones. **Staff:** Horst Ankermann, Tony Cafiero, Tony Tuscio, Allan Pearlman.

Sescom 1616
1111 Las Vegas Blvd., Las Vegas 89101

Portables*—small audio accessories, custom design service. **Staff:** Franklin Miller.

SG Communications 2210
3444 N. Dodge, Suite A, Tucson, Ariz. 85716

Sharp Electronics 1102
10 Sharp Pl., Paramus, N.J. 07652

Color camera systems* and high resolution monitors*. **Staff:** Robert Garbutt, Ron Colgan, Bob McNeill, Paul Insko, Ron Parker, Peter Gloeggler, Bruce Pollack, Neil Kobu, Hank Miura, Mike Yamaguchi, Liz Sauter, Geoff Krauss.

Douglas Sheer & Assoc. 2034
274 Madison Ave., Suite 1406, New York 10016

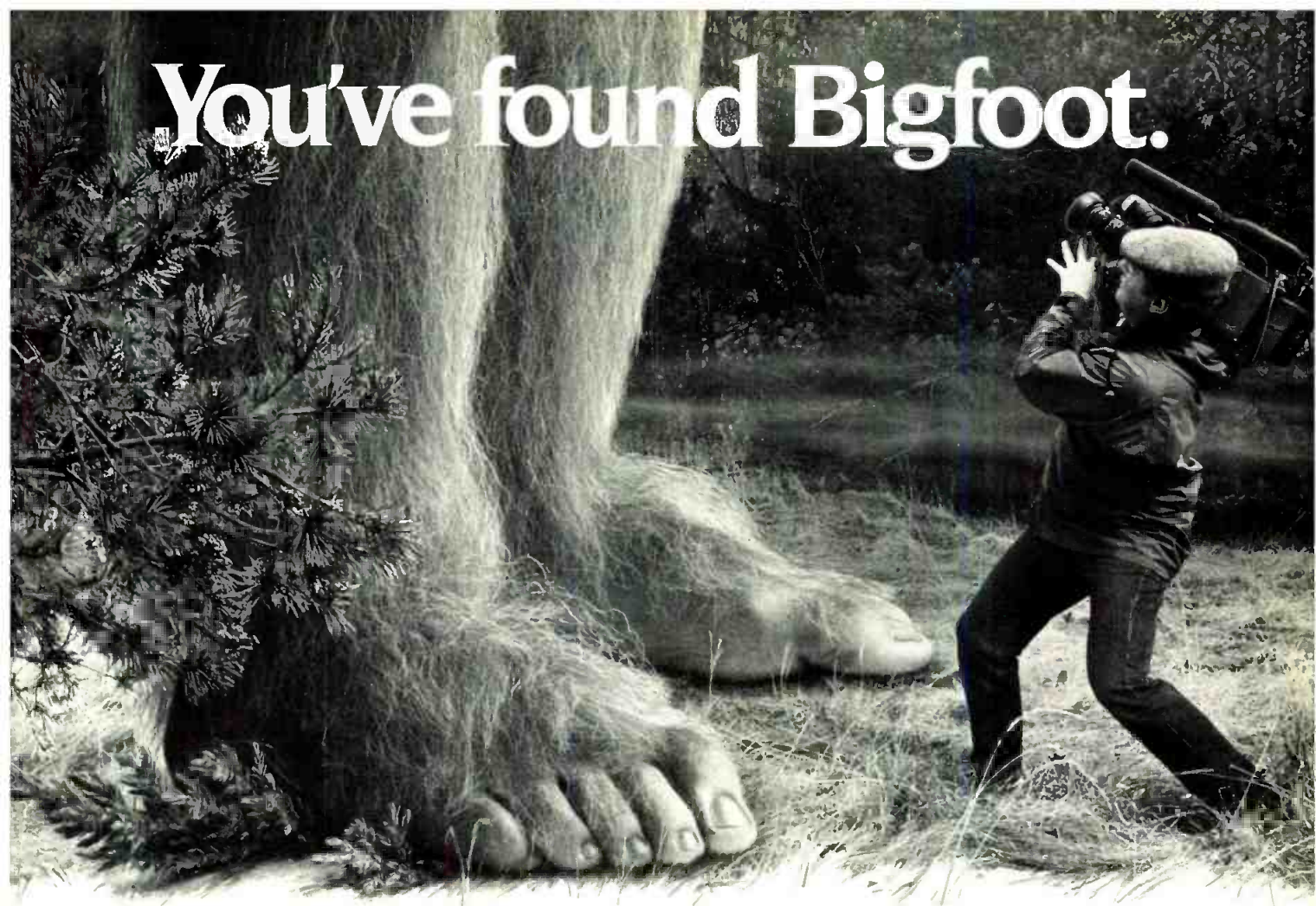
Shintron Co. 1417
144 Rogers St., Cambridge, Mass. 02142

Component/composite switchers, distribution amplifiers, routing switchers, component frame synchronizer, audio mixers, intermatrix converter, data network.

Shively Labs 623
71 Harrison Rd., Bridgeton, Me. 04009

Filter combiner system, FM broadcast antenna, Sira TV antennas, coaxial transmission line, RF patch panels, VSWR protection systems, filters, antenna pattern systems. **Staff:** Paul Wescott, Charles Peabody, Robert Surette, Edward Shively, Peter Hayes, Paul Ricci, Aldo Laus, Gildo Ventura, Dr. Vittorio Raviola, Corey Meyers, Carroll Cunningham, Larry Hall, Bob Cauthen.

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For literature, write: Dalsat, Inc., 1205 Summit Ave. P.O. Box 1960, Plano, TX 75074. Or phone: (214) 578-7561.

Shook Electronic Enterprises 1310

6630 Topper Pwy., San Antonio, Tex. 78233

Omega ENG van*, mobile TV production system. **Staff:** Ed Shook, J. Hollenbeck, Shook, Stuart Shook, Bill Waldroff.

Shure Brothers 1401-A

222 Hartley Ave., Evanston, Ill. 60204

Mixers and microphones. **Staff:** John Phelan, Michael Pettersen, Al Hershnel, Dan Marchetto, Dick Murphy, Tim Year, John Santos.

Sigma Electronics 1333

1184 Enterprise Rd., East Petersburg, Pa. 17520

Generators, video processing amplifiers, distribution amplifiers. **Staff:** Sue Huber, Joe Donches, Bob Hivner, Kent Porter, Jeff Spittle, Jerry Wingle, Cheryl Stauffer.

Singer Broadcast Productions 2244

875 Merrick Ave., Westbury, N.Y. 11590

FM exciters, stereo generator, AM and FM transmitters.

Si-tex Marine Electronics 2308

14000 Roosevelt Blvd., Clearwater, Fla. 33520

Skotel Corp. 1126

1445 Provencher, Brossard, Quebec J4W 1Z3

TCG-80N/006 VITC jam sync time code generator, TCR-80V time code reader.

Warren R. Smith 1106

Drawer C, Ocean Gate, N.J. 08740

SMPTE 1632A

862 Scarsdale Ave., Scarsdale, N.Y. 10583

Components of the Future book. **Staff:** Alex Alden, Peg Caggiano, Barry Detwiler, Lynnette Robinson.

Softpedal 2377

2690 Cumberland Pkwy., Suite 350, Atlanta 30339

Sel-A-Vision—Micro software demo and avail packaging for TV sales, enhanced Sel-A-Vision*. **Staff:** Ken Klein, Steve Marlow, Steve Jones, Cindi Coffey, Lynn Campbell, Dick Grady.

Softube Co. 2249

344 W. 72d St., New York 10023

Solid State 1723

228 E. Main St., Milan, Mich. 48160

Audio mixing systems and studio computers.

H.A. Solutec 1517

4360 Iberville St., Montreal, Que. H2H 2L8

SOL-6800, mini and micro* automated broadcasting systems, AD.ID/Q generator, co-channel filter, component switcher. **Staff:** Ernest Grondin, Gilles Fortin, Michel Beland, Gerald Garon.

Solway (see ANT) 2345H**Sono-Mag 139**

1833 W. Hovey Ave., Normal, Ill. 61761

ESP-2 programer system. **Staff:** William Moulic Jr., Stephen Sampson, Jerry Bassett, Bob Popke, Tom Butler, Beverly Butler, Bob Beatty.

Sony Broadcast Products Co. 1200

1600 Queen Anne Rd., Teaneck, N.J. 07666

BVP-3A Betacam camera*, BVP-360 camera*, BVW-15 freestanding dynamic tracking player to complement BVW-10*, improvements in HDTV system*, demonstrations of stereo audio production/post-production interfaced with broadcast one-inch Type C machines, BVH-2500 Delta time lapse VTR for still frame animation and videodisk applications, BVH-2700 and BVP-3000 super motion video system, HDTV and compact disk playback, plug-in time base corrector, BVM-8021 high-resolution color monitor*, Betacam BVW-25 field recorder/player, BVW-15 studio player, BVT-810 digital time base corrector, Type C BVH-series VTR's, DXC-M3A three-tube color camera*, VO-6800 portable 3/4-inch U-matic videocassette recorder. **Staff:** Bill Connelly, Anthony O'Connell, Ron Petty, Irwin Ungerleider, Peter Dare, Larry Thorpe, Attila Vitto, Jerry Cohen, Al Dodge, Chris Golson, Mike Greene, Yumi Suzuki, Bill Powers, Steve Sarasian, Nobu Sato, Larry See, Carlo Severo, Ray Balbok.

Sony Tape Sales Co. 1200

Sony Dr., Park Ridge, N.J. 07656

One-inch videotape V1-K series*, five* and 30-minute* play length added to Betacam HG tape series, K series Matic cassettes. **Staff:** John Hollands, John Bermingham, Dave Rubenstein, Kunio

Kobayashi, Bob Basso, Shun Fujishima, Shuichi Homma, Marc Feingold, Mark Saito, Sumi Tanaka, George Oppenheimer, Bob Grassi, Don Roppatte, Jody Blanchard.

Sony/MCI 605

Sony Dr., Park Ridge, N.J. 07656

APR-5000 series recorders*, portable time code recorder*, ECM lavalier microphone series*, PCM 3102 digital recorder. **Staff:** George Currie, Phil Desantis, Graeme Goodall, Mike Faulkner, Ernie Delosantos, Jim Lucas, Andy Munitz, Holmes Ives, Garreth Nelson.

Soper Sound Music Library 1620B

Box 498, Palo Alto, Calif. 94302

Production music library. **Staff:** Harn Soper.

Sound Ideas 1620C

86 McGill St., Toronto M5B 1H2

Sound effects, music library. **Staff:** Brian Nimens, Garry Trafford, Terry Anthony.

Sound Workshop Professional Audio Products 461

1324 Motor Pwy., Hauppauge, N.Y. 11788

TVedit consoles, serial console interface, post production consoles.

Soundcraft Electronics 219

1517 20th St., Santa Monica, Calif. 90404

Staff: Betty Bennett, Wayne Freeman, Phil Dudderidge, Graham Blythe, Greg McVeigh, Gary Lynn, Erika Lopez, David Fisher.

Soundolier 1704

9380 Watson Industrial Park, St. Louis 63126

Soundtrack Music 2305

77 N. Washington St., Boston 02114

SouthLake Technologies 1504

2100 Reston Ave., Reston, Va. 22091

Intelligent intercom system*, model 8318 distribution amplifier system, API audio amplifier and equalizer modules. **Staff:** Saul Walker, Larry Hallman, Lisa Brady, Doug Simon.

Spectratek/ESS 2269

1567 Spinnaker Dr., Ventura, Calif. 93001

Spectrum Planning 510

1850 N. Greenville, Suite 122, Richardson, Tex. 75081

Communications systems engineering services. **Staff:** John Monroe, Reggie Hayes.

Spencer Broadcast 406

316 E. El Camino Dr., NE, Phoenix 85020

Stereo phono preamp*, stereo separation corrector*, EFI filters for power lines*, multitap stereo processor*, cartridge digital disk player, turntable alignment tool, digital processing equipment, engineering services. **Staff:** Charles Spencer, Mike Sedlar, Ron Nott, Carol Spencer.

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20211B Prairie, Chatsworth, Calif. 91311

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15759 Strathern St., Suite 12, Van Nuys, Calif. 91406

Replacement magnetic tape heads for reel-to-reel, cart, film, duplicator and audio/video recorders, refurbishment services and recorder care products.

Stage Lighting Distributors 1128

346 44th St., New York 10036

Lighting dimmers and control, studio lighting, fog and smoke machines. **Staff:** Robert Riccardelli.

Stainless 1315

Third & Montgomery Ave., North Wales, Pa. 19454

AM, FM and TV towers. **Staff:** Robert Farrington, Jess Rodriguez, Ronald Pagnotto, Owen Ulmer, Peter Starke, Harold Balshukat, John Windle, Henry Guzewicz, H. William Guzewicz.

Stanton Magnetics 102

200 Terminal Dr., Plainview, N.Y. 11803

L500AL disco P-mount models turntables*, uni-directional dynamic microphone, PBR announcer's earphone. **Staff:** Pete Bidwell, George Alexandrovich.

Stantron 1132

6900 Beck Ave., N. Hollywood, Calif. 91605

Computer peripheral furniture, electronic cabinets. **Staff:** Guy Tessier, Bill Adams, Cathy Benner, George Constantine, Len Pinkowski, John Crockett, Dave Smith, Dave Comstock, Churchill Miller, Dick Turchen, Dick Graham, Dick Meis.

Steenbeck 1424

9554 Vassar Ave., Chatsworth, Calif. 91311

ST201V video reporter, ST1B-35 35 mm film to tape transfer unit. **Staff:** W. Bass, W. Otto, T. Diamond.

Storeil 1008

2050 Carroll Ave., Atlanta 30341

Mobile and stationary storage systems for videotape, film and videocassettes.

Straight Wire Audio 408

2611 Wilson Blvd., Arlington, Va. 22201

Automatic stereo synthesizer, DA's, preamps, playback boards for ITC cart machines. **Staff:** William Sacks, Ricki Sacks, Lauri Fowler.

Strand Century 1418

Box 9004, Rancho Dominguez, Calif. 90224

Lighting and dimming control equipment.

Strata Marketing 614

2 S. 306 Ivy Ln., Lombard, Ill. 60148

RadioCalc system for radio reach and frequency ratings analyses. **Staff:** Bruce Johnson, Roger Skolnik, Chuck Cady.

Studor Revox America 201

1425 Elm Hill Pk., Nashville 37210

Staff: Thomas Mintner, Doug Beard, Lawrence Jaffe, Renaud Delapraz, Nancy Byers, Nick Balsamo, Brian Tucker, Joe Bean, Chris Ware, Thomas Jenny, Vencil Wells, Fred Layn, Bruce Borger-

son, Bruno Hochstrasser.

Sunspot 110

2440 San Mateo Pl., Albuquerque, N.M. 47110

Superior Satellite Engineers 2288

8300 A Sierra College Blvd., Roseville, Calif. 95678

Swintek Enterprises 1503

1180 Aster Ave., Unit T, Sunnyvale, Calif. 94086

Radio headset systems and microphones. **Staff:** William Swintek, Les Underwood, Davisa Hill.

Switchcraft Inc. 427

5555 N. Elston Ave., Chicago 60630

Jacks and plugs, connectorized jackfields, molded cable assemblies, audio connectors and receptacles audio accessories. **Staff:** Ed Larrabee, Terry Leen, Randy Opela.

SWR Inc. 1644

Box 215, Goffstown, N.H. 03045

Manual and motorized switch* for existing patch panels, motorized three-port switch*. **Staff:** Andy Bouchard, Jack Kruger, Bob Kruger, Joe Donovan.

Sylvania US Lighting 1401-B

Sylvania Lighting Center, Danvers, Mass. 01923

Lighting equipment.

Symbolics 2284

1401 Westwood Blvd., Los Angeles 90024

Symetrix 616

109 Bell St., Seattle 98121

Audio signal processing devices including telephone interface unit and remote control system.

Symtec 1522

15933 W. 8 Mile Rd., Detroit 48235

Graphics and text generator.

System Associates 1331-E

5801 Uplander Way, Culver City, Calif. 90230

Brokers of used TV equipment. **Staff:** Walt Shubin, Bill Seidel.

Systemation 2170

337 N. Water, Decatur, Ill. 62523

Taber Manufacturing 711

2468 Embarcadero Way, Palo Alto, Calif. 94303

Model 1500 automatic tape degausser, model 409 tape degausser, audio heads and head reconditioning service. **Staff:** Veldon Leverich, Diane Leverich, Florin Arsene, Bob Souza.

Taft TV and Radio Co. 1605B

85 Merrimac St., Suite 502, Boston 02114

Occasional use satellite time, microwave and production facilities, Kansas City teleport*. **Staff:** Jack Morse.

Tamron 1316

17-11, 7 Chome, Takinigawa, Kita-Ku, Tokyo

ENG/EFP lenses, zoom servo and manual control units, focus servo and manual control units accessories. **Staff:** Hideaki

Shimizu, Hank Nagashima, Takamune Hirano.

Tandberg of America 2354

Box 58, Armonk, N.Y. 10504

Tapscan 106

2100 Data Park, Suite 202, Riverchase, Ala. 35244

Staff: Jim Christian, Dave Carisle, Cindy Kimbrough, Paul Heine, Karen Travis, Patty Strong, Fred Schumacher.

Tascom/TEAC 1304

7733 Telegraph Rd., Montebello, Calif. 90640

Audio consoles and recorders, microphones, tape and accessories.

Teatronics 1709

3100 McMillan Rd., San Luis Obispo, Calif. 93401

Lighting control systems, dimmer packs, control consoles.

Tecpro 2218

310 W. Colfax St., Palatine, Ill. 60078

Tekskil Industries 2184

Suite 310, 218 Blue Mountain St., Coquitlam, B.C. V3K 4H2

Tektronix 1601

Box 500, Beaverton, Ore. 97077

1710B and 1711B waveform monitor*, TSG-170A digital sync and test signal generator*, 1450-1 television demodulator*, 1450F20 wideband audio upgrade kit*, 118-F02 video interface*, TSG-300 analog component test signal generator*, automatic video measurement set, series waveform/vector monitors, 110-S NTSC video synchronizer, 118-AS audio synchronizer. **Staff:** Larry Kaplan, Steve Kerman, Jim Zook, Dan Castles, Larry Harrington, Dave Friedley, Wayne Omstead, Rex Stevens, Bruce Penney, Paul Conton, Dan Baker, Jeanine Navarra, Ron Marquez, Carol Hilden, Cindy Naucler.

Telegen (TDF) 806

1742 Willow Rd., Suite 206, Palo Alto, Calif. 94304

Telemet 1202

185 Dixon Ave., Amityville, N.Y. 11701

Stereo/audio demodulator*, routing switcher*, card file fiber optics system*, broadcast demodulators, sideband analyzers, spectrum/sideband analyzers, modulators, isolation amplifiers, thermal equalizers, clamping amplifiers, repeaters, video cable terminals, test signal generators, chroma keyers and decoders, group delay measuring systems, RF test equipment, video and pulse distribution amplifiers, video DA's with clamp and equalization, pulse DA's with variable delay. **Staff:** Slim Hamer, Bob Griffiths, Alex Kwartiroff, Leo Lazarus, Vincent Delmato, Tony Silva, Ivan Slovak, Eugene Murphy.

Telemetrics 2325

300 Rte. 17 N., Upper Saddle River, N.J. 07458



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Sincerely,

A handwritten signature in cursive script that reads "Raymond A. Kassis".

Raymond A. Kassis
President

1150 West King Street, Cocoa, Florida 32922
(305) 632-1000

Telepak San Diego 192

8340 Clairemont Mesa Blvd., Suite 201, San Diego 92111

Carrying cases for portable recorders, 1740/50 waveform/vector pak*, grip/gaffen pak*, mini grip/gaffen pak*, Sony BVU 50 with time code generator pocket.

Staff: David Stepp, Linda Stepp, Steve Crouch, Bill Montgomery.

Telescript 1407

445 Livingston St., Norwood, N.J. 07748

Monitor prompting system, computer prompting program for the C-64*, smart prompter*. **Staff:** Bob Swanson, Rich Mergner, Susan Moran, Jim Stringer, Phil Miller.

Television Engineering 1700

580 Goddard Ave., Chesterfield, Mo. 63017

TEC-19 ENG mobile unit. **Staff:** Jack Vines, Steve Savis, Shaun Vowell, Ray Vines.

Television Equipment Associates 1216

Box 393, S. Salem, N.Y. 10590

Video and pulse delays, video filters, headsets, tape cleaners, tape evaluators, intercom systems, distribution amplifiers, teletext products and systems.

Television Information Office 812

745 Fifth Ave., New York 10151

Staff: Roy Danish, Hank Levinson, Lynne Gras.

Television Systems & Services 2158

2419 Rutland, Austin, Tex. 78758

Television Technology Corp. 305

Box 1385, Broomfield, Colo. 80020

Staff: Dr. Byron St. Clair, Kin Jones, Bo Pearce, Mark Hutchins, Jack Fick, Bill Harland, Robin Ellis, Nick Panos, Ted Sullivan, John Binstfeld, Alex De Lay, Jon Sawyer, Jim Billig, Carol Andersen, Nancy Bland.

Telex Communications 600, 1605A

9600 Aldrich Ave., South, Minneapolis 55420

Telex FMR-50 wireless microphone system*, other microphone systems, microphones, closed circuit intercom system, headsets, open reel and NAB cartridge audio tape recorders and loggers, high speed tape duplicating systems and high speed cassette copiers, insta-load 16 mm motion picture projectors, silent and sound filmstrip projectors and 35 mm slide projectors. **Staff:** Jim Arrington, Chris D'Amico, Dean Flygstad, Pat Gillette, John Howe, Gene Johnson, Tom Johnson, Ansel Kleiman, Claude Kleiman, Steve Lichtenauer, Don Merein, Don O'Brien, Michael Olinger, Rick Peterson, Jerry Wade.

Tennaplex Systems 1127

21 Concourse Gate, Nepean, Ont. K2E 7S4

TV and FM antennas, design and supply combining filters, installation supervision, tuning and testing of antennas and filters. **Staff:** Marvin Crouch, Manfred Muenzel, Ed Ritz.

Tentel 1613

1506 Dell Ave., Campbell, Calif. 95008

Universal head protrusion and eccentricity gauge for SMPTE one-inch Type C VCRs*, Tentelometer tape tension gauge*. **Staff:** Wayne Graham, John Chavers, John Bonn.

Texar 2020

7175 Saltsburg Rd., Pittsburgh 15235

Texscan MSI/Compuvid 204

3855 S. 500 W., Suite S, Salt Lake City 84115

TFT 109

3090 Oakmead Village Dr., Santa Clara, Calif. 95051

Composite subcarrier generator for TV microwave, SCA decoder for TV microwave, FM stereo modulation monitor, AM stereo exciter and monitor, TV stereo monitor, SAP and professional channel monitor, SAP generator, professional generator. **Staff:** Joe Wu, Henry Wu, Jesse Maxenchs, Lois Kiriu, Gerald Wakayama, Joe Borgonia, Charlie Hu, Terry Peterson.

Theater Service & Supply 1513

1792 Union Ave., Baltimore 21211

Staff: Richard Antisdell.

Theater Vision 1318

5426 Fair Ave., N. Hollywood, Calif. 91601

Lighting, dimming systems, girds, lamps, track, curtains, chromakey, diffusion, filters and patterns. **Staff:** Richard Medvitz, John Chuck, Chris Marten, Robin Ryan, George Gray, Cheuk Su, Robin Gray, Paul Mitchell, Deni Pressley.

Thermodyne 1637

20850 S. Alameda St., Long Beach, Calif. 90810

Shipping cases, rack-mounted instrument cases.

James Thomas Engineering 1125

5025 S. Eastern Ave., Suite 16-B120, Las Vegas 89119

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Thomson-CSF Broadcast 1001

37 Brownhouse Rd., Stamford, Conn. 06902

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bution amplifier, NTSC color correction systems, image enhancer, vidiplex encoder and decoder, color slide scanner, UHF, VHF and FM transmitters. **Staff:** Stan Baron, Stan Basara, Rene Bourdon, Gerry Brill, Mike Clayton, Nancy Dailey, Robert Estony, Mark Fanesi, Charles Gaydos, George Guiette, Tom Hindle, Matt Howryletz, Lynn Kranzler, Dagmar Lanigan, Tom Lorenzen, Marty McGreevy, Gerry Miller, Vince Navikas, Tom Oliviero, Bill Park, Altaf Rahman, Mike Redden, Luis Ruiz, Johann Safar, Ed Skvorc, Jim Sprague, Mike Stephanak, Mike Richardson, Michael Boxberger, Guy Chatellanz, Warren Singer.

Thomson-CSF Electron Tube

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301 Rt. 17 North, Rutherford, N.J. 07070

160 w and 85 w Ku band TWT for portable satellite uplink stations*, 50 kw tetroid for TV*, 500 kw shortwave tetroid*, VHF, UHF and FM tetroids. **Staff:** Robert Kolts, Stephen Barthelmes, Anthony Laconti, P. Menes, J. Boulange, D. Kleim, M. Hemmes, F. Rich.

Thorn-EMI.E. Nelson Corp. 1331D

1209 Park Cr., Las Vegas 89102

Lamps and lighting fixtures and accessories.

Tiffen Manufacturing 1422

90 Oser Ave., Hauppauge, N.Y. 11788

Full line of TV and special effects filters, lens accessories, master control system*, AV products. **Staff:** Nat Tiffen, Ira Tiffen, Steve Tiffen, Tom Grosso, Jack Bonura.

Timeline 2183

270 Lafayette St., Room 1300, New York 10012

Torpey Controls 463

98-2220 Midland Ave., Scarborough, Ont. M1P 3E6

Toshiba Tokyo 1631A

1-6 Uschisai Wai-Cho, 1 Chome, Chiyoda-Ju, Tokyo 100 Japan

Total Spectrum Manufacturing 1631C

20 Virginia Ave., West Nyack, N.Y. 10994

Townsend Associates 1420

79 Mainline Dr., Westfield, Mass. 01085

UHF, VHF, LPTV, MDS and ITFS transmitters, custom engineering.

Trans Media International 2041

38 Cypress Point, Abilene, Tex. 79608

Transimage International 1512

245 Hanworth Rd., Hounslow, Middlesex, England TW3 3UA

Trident USA 633

280 Mill St., Lancaster, Mass.

Staff: James Camacho, Jack Hartfield, Rachel Hartfield.

Trompeter Electronics 1211

8936 Comanche Ave., Chatsworth, Calif. 91311

Co-ax patching, cable assemblies, connectors and accessories.

True Time Instruments 1134C

3243 Santa Rosa Ave., Santa Rosa, Calif. 95407

Master timing systems, phase comparators, NBS synchronized clocks, receivers, digital clocks.

Turner Broadcasting System 621

1050 Techwood Dr., NE, Atlanta 30318

CNN Radio. **Staff:** Bob Pates, Herb Neu, Cliff Matis, Karen Louque, Karen Lowden, Sally Byers, Bruce Chong, Laura Payne, Sarah Kraft, Gene Wright, Jack Verner, Jack Ormond, Bill Merriam, Bill Tullis, David Bush, Tony Seaton, Joe Wheeler, Dave Silver, Bill Lance, Jim Kitchell.

Ultimate Support Systems 651

Box 470, Fort Collins, Colo. 80522

Tripods, lighting trees, tables, booms.

Staff: Paul Morrissey, Paul Nadon.

Ultimate Corp. 2138, 2248

18607 Topham St., Reseda, Calif. 91335

Ultimate and Newsmatte video compositing devices. **Staff:** Pat Smith, Dave Fellingner, Paul Vlahos, Petro Vlahos, Arpag Dadourian, Ron Ungerman, Roger Factora.

Uni-Set Corp. 1236

449 Avenue A, Rochester, N.Y. 14621

Modular studio staging system, graphic design cart, riser blocks, tops, ramps, news set and table system. **Staff:** Ronald Kniffen.

Unicol Products 2139

74 Fourth St., New Rochelle, N.Y. 10801

Union Connector 1783

149 Babylon Tpke., Box H, Roosevelt, N.Y. 11575

Staff: Richard W. Wolpert, Richard A. Wolpert, Claude Wolpert, Stephen Skirpan, Irving Stein.

United Media 1300

4075 Leaverton Ct., Anaheim, Calif. 92807

Image Artists digital image processing system*, mini-commander A/B roll computerized electronic video editor, commander II videotape editing system, director and translator for video ADR. **Staff:** Robert Ricci.

United Research Laboratory 313

16 E. 52d St., New York 10022

ASC recorders*, autotel reel-to-reel recorders, conversion amplifiers, pinch rollers, sales and service. **Staff:** George Adams, James Lee, Tony Smalios, John Caputo.

United Ropeworks 126

Box 306, 20 Commerce Dr., Montgomeryville, Pa. 18936

Tower guys and specially designed systems for high power applications. **Staff:** W. Wynne Wister, Kenneth Knight.

UPI 430

1400 Eye St., NW, Washington 20005

Custom News format wires*, UPI 1 broad-

cast computer system, UPI Radio Network, Nuestras Noticias, high-speed Spanish language newswire*. **Staff:** William Adler, Paula Baird, Richard Boggs, Ed DeLong, Bill Ferguson, Bruce Kanner, Dennis Kinsella, Gary Neeleman, Jim O'Keefe, Gordon Rice, Lauren Savadel, I.J. (Pinky) Vidacovich.

Ursa Major 512

2 Calvin Rd., Watertown, Mass. 02258

MSP-126 multitap stereo processor*.

U.S. Tape and Label 602

1561 Fairview Ave., St. Louis 63132

Bumper strips, window labels and concert patches. **Staff:** Byron Crecelius, Audrey Moore, James Eiseman.

Utah Scientific 1114

1685 W. 2200 South, Salt Lake City 84119

AVS-1B routing switcher*, machine control system*, station automation hardware*, party line machine control system, master control switcher, video and audio distribution amplifiers. **Staff:** Lyle Keys, Earl Gray, Gary LaMunyan, Eric King, Aaron Snyder, Steve Mosen, John McArdle, Don Reynolds, Karl McDonald, Larry Walker.

Utility Tower 703

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Performance rights for copyrighted music*. **Staff:** Tom Valentino, Joanne Rosen, Tony Lammar, John Battaglia.

Valley People 318

Box 40306, 2817 Erica Pl., Nashville 37204

Model 440 limiter/compressor/de-esser*. **Staff:** Ray Updike, Norman Baker, Dan Wooten, Mike Morgan.

Varian Associates 1605

301 Industrial Way, San Carlos, Calif. 94070

Broadcast tubes and amplifiers, klystrone, sockets and cavities for radio and TV, linear triodes and tetrodes, switch tubes, industrial heating applications, special ham cavity, Klystron high power amplifiers, test set, TWT power supply, UHF-TV klystrons, variable visual couplers. **Staff:** Tom Yingst, George Badger, Bill Orr, John Button, Les Bingaman, Werner Brunhart, Dick Pilcher, Dennis Runnoe, Michael Wytshyn, Bob Shuken, Susan Adamo, Ken Peterson, Jim Driscoll, John Conforti, Howard Foster, Colin Erridge.

Veam/Litton Systems 2355

100 New Wood Rd., Watertown, Calif. 06795

Vector Technology 440

203 Airport Rd., Doylestown, Pa. 18901

Directional antenna phasors, RF compo-

nents, antenna tuning units, variable and fixed inductors, contactors, jacks and related accessories. **Staff:** David Gorman, Melvyn Lieberman.

Video Associates Labs 1122A

3933 Steck Ave., Austin, Tex. 78756

Video International 1524

1280 Sunrise Hwy., Copiague, N.Y. 11726

STC 2003 and 2004 digital standard converter, time base corrector, frame synchronizer, digital effect generator. **Staff:** Gerhard Freitag, Peter Kaminsky.

Videomagnetics 1109

3515 Edison Way, Menlo Park, 94025

Quad video head refurbishing, VTR refurbishing. **Staff:** Ted Barger, Tony Korte, Terri McBride, Ed Chapman, Eduardo Zanetta.

Videomedia 1308

211 Weddell Dr., Sunnyvale, Calif. 94086

Staff: Bill Stickney, Dick Dorsa, Hank Wilks, Jim Thibodeaux, Bud Sorby, Ken Royer, Herb Kneiss, Jeff Jerome, Vince Miranta, Karen Francetic, Stephen Crawford, Brad Richland, Bob Toler, Stewart Earnest, Mike Lang.

Videoplex 2124

2 Worlds Fair Dr., Somerset, N.J. 08873

VideoStar Connections 1122

3390 Peachtree St., Atlanta 30326

Videoconference, broadcast and private networks. **Staff:** James Black, Rob Hallam, Tim Williams, Harry Mahon, Candy Alger, Marian Roach, Jim Miles, David Crenshaw.

Videotek 1633

125 N. York St., Pottstown, Pa. 19464

Rack mount color monitors, color receiver/monitors, waveform monitor, routing switcher series, audio program monitors, vectorscope, distribution amplifiers, demodulators.

Viking Cases 1731

10480 Oak St., NE, St. Petersburg, Fla. 33702

Vital Industries 1212

3700 NE 53d Ave., Gainesville, Fla. 32601

Production switchers, station automation systems, digital effects unit, distribution amplifiers, routing switchers, machine controllers.

Ward-Beck Systems 1224

841 Progress Ave., Scarborough Ont. M1H 2X4

Transportable audio console, TV production audio console, TV intercom systems, distribution amplifiers, radio consoles, extended range VU/PPM meters. **Staff:** Ronald Ward, Rodger Beck, Arthur Schubert, Peter Brentnell, Prodromos Constantinou, Peter Aphantitis, Eugene Johnson, Tony Kojro, Jim Fong, Sylvia Fantin, Patrick Festing-Smith, William McFadden, Duke McLane, Lynn Maxwell.

Weatherbank 223

2185 S. 3600 West, Salt Lake City, Utah 84119

Weather information services. **Staff:** Steven Root, Richard Eubank.

Wegener Communications 515

150 Technology Park, Norcross, Ga. 30092

Staff: Bob Placek, Peggy Placek, Ned Mountain, Roger Doering, Steve Fox, Harry Matthews, Jon Thrasher.

Westlake Audio 2302

2696 Lavery Ct., Suite 18, Newbury Park, Calif. 91320

Wheatstone Broadcast Group 121

5 Collins Rd., Bethany, Conn. 06525

TV-80 stereo television console*, A-500 on-air consoles, SP-5 stereo production console. **Staff:** Gary Snow, Kathy Snow, Andrew Calnanese, Mike Shane.

Wheelit 2270

Box 7350, Toldeo, Ohio 43615

Whirlwind 329

100 Boxart St., Rochester, N.Y. 14612

Audio and video cabling for interface, audio accessories, custom cabling and rack panels, cable reels and transformers.

White Instruments 1318C

Box 698, Austin, Tex. 78767

Will-Burt Co. 2372

169 S. Main St., Orrville, Ohio 44667

Winsted 1238

9801 James Cr., Minneapolis 55431

Editing consoles, tape and film storage systems, videotape and film trucks, equipment cabinets, dubbing racks and post-production consoles.

Wireworks 1701

380 Hillside Ave., Hillside, N.J. 07205

Microphone and cable products.

Wold Communications 1217A

10880 Wilshire Blvd., Los Angeles 90024

E-Star satellite system linking U.S. and Israel, turnkey services, fixed/transmit and receiver satellite earth stations, mobile uplinks, Wold Satellite TV Network—satellite transmission services. **Staff:** Robert N. Wold, Gary Worth, Robert E. Wold, Ed Gordon, Bob Abrahams, Craig Robin, Dorothy Marsh, Dick Marsh, Mike Locollo, Tom Bartunek, Steve Napoli, Jim Burke, Ian Joseph, Bob Wean, Gary Lister, John Chin, Paula Aldridge, Maxine Jordan-Campbell.

Wolf Coach 1317

7 B St., Industrial Park, Auburn, Mass. 01501

Satellite newsgathering mobile design. **Staff:** Richard Wolf, Mark Leonard, Marcia Germagian.

Frank Woolley & Co. 1405-C

529 Franklin St., Reading, Pa. 19602

Motionmaster video animation system. **Staff:** Frank Woolley, Larry Whalen, Fred Bender.

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WSI 1104
41 N. Road, Box B, Bedford, Mass. 01730

High resolution satellite images, weather graphics and weather and sports database, Cloud Plus national satellite system*, FaxBrief* systems allowing access 400 official National Weather Services fax-type weather charts. **Staff:** David Miller, Russ Christie, Alan Riley, Maureen Condon, Ronald Strahm, Robert Draper, David Devlin, Harry Silverman, Roy Reiss, Ray Costello, Grady Young, Debbie Turner.

Yamaha International 1340
6600 Orangethorpe, Buena Park, Calif. 90620

Audio mixing consoles, signal processors, power amplifiers and speaker systems.

Zellan Optics 2125
15 E. 26th St., New York 10010

Zonal Limited 2151
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Mobile exhibitors

Aerospatiale 15

Allied Broadcast 12
625 S. E St., Richmond, Ind. 47374

Ampex 1
401 Broadway, Redwood City, Calif. 94063

Andrew 19, 23
10500 W. 153d St., Orland Park, Ill. 60462

AT&T Communications 5
Route 202-200, Bedminster, N.J. 07921

Dalsat 26
Box 1960, Plano, Tex. 75074

Encom 8, 9

Florentino Associates 2

FCC 27
1919 M St., Washington 20554

Hubbard Communications 10
3415 University Ave., Minneapolis 55114
SNG vehicle.

Kavouras 52
6301 34th Ave., South, Minneapolis 554550

Mark Antenna 31
4324 S.W. 35th Terrace, Gainesville, Fla. 32608

Microlink 11
160 Speen St., Suite 300, Framingham, Mass. 01701

Midwest Corp. 1A
One Sperti Dr., Edgewood, Ky. 41017

Earl Miller 32

Modulation Associates 13
897 Independence Ave., Mountain View, Calif. 94043

Motorola 4
1216 Remington Rd., Schaumburg, Ill. 60195

Musco Mobile Lighting 3

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Staff: Tom Rounds, Suzanne Barron, Beth Flauding, Casey Kasem, Bob Kingsley, Ralph Smith.

CBS Inc.
51 W. 52d St., New York 10019

CBS/Broadcast Group
Staff: Gene Jankowski, Tom Leahy, Jim Rosenfield, Neal Pilson, Tony Malara,

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CBS/TV Stations

Staff: Neil Derrough, Douglas Clemensen, Allen Shaklan, Edward Spray, Ronald Tindiglia, Carl Wenhold. **wbbm-tv** Chicago: Gary Cummings, Kenneth Hall. **kcbs-tv** Los Angeles: Frank Gardner, David Percelay. **wcau-tv** Philadelphia: Stephen Cohen, Peter Temple. **kmox-tv** St. Louis: Allan Cohen.

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Staff: Rene Anselmo, William Stiles, John Pero, Rosita Peru.

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Staff: Bob Rush, Joe Guilfoyle, Tony Garcia.

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2508 Fair Mount St., Colorado Springs 80909

Staff: Bill Martin.

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Staff: Robert A. Chaisson.

Chapman Assoc. **Hilton 669**

1835 Savoy Dr., Suite 206, Atlanta 30341

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Communications Brokers Inc. **Dunes**

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Staff: Crawford Rice, John Saeman, Phil

Hogue, Al Flanagan, Bruce Cranston.

William A. Exline **Hilton 25-121**
4340 Redwood Hwy., San Rafael, Calif. 94903

Staff: Bill Exline, Andrew McClure.

Wilt Gunzendorfer & Associates **Hilton**
2210 Hastings Dr., Belmont, Calif. 94002

Staff: Wilt Gunzendorfer.

Norman Fischer & Associates
Hilton 969-970

Box 5308, Austin, Tex. 78763

Staff: Norman Fischer, Bill Prikrly.

Milton Q. Ford & Assoc. **Hilton 1330**
5050 Poplar Ave., Memphis 38157

Staff: Milton Q. Ford.

Frazier, Gross & Kadlec **MGM 1976A**
4801 Massachusetts Ave., Suite 390, Washington 20016

Staff: Charles Kadlec, Susan Harrison, Arthur Dietz, James Bond Jr., David Cole, Sandy Freschi, Karen Hales, Mary Twiggs, Michael Murtha.

Gammon & Ninowski
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Staff: Jim Gammon, Ron Ninowski, Don Bussell.

Hogan-Feldmann **Hilton**
16255 Ventura Blvd., Suite 219, Encino, Calif. 91436

Staff: Arthur Hogan, Jack Feldmann.

The Holt Corp. **Hilton 2150**
Suite 205, Westgate Mall, Bethlehem, Pa. 18017

Staff: Arthur Holt, Bernhard Fuhrmann, Leigh Moylan, Mark O'Brien, Carton Holt, Christine Borger.

Horton & Associates **Desert Inn**
Box 948, Elmira, N.Y. 14902

Staff: Keith Horton, Mel Stone, Jack Aldworth, Bill Cook.

Kalil & Co. **Hilton**
3438 N. Country Club, Tucson, Ariz. 85716

Staff: Frank Kalil, Howard Duncan.

Kepper, Tupper & Co. **Desert Inn**
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Staff: William Kepper, John Tupper, Pam Mysker.

H.B. LaRue **MGM**
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The Mahlman Co. **Hilton 2550**
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Staff: Bob Mahlman, Bob Steinberg, Bob Biernacki.

R.A. Marshall & Co. **Hilton 6-121**
508A Pineland Mall Office Center, Hilton Head Island, S.C. 29928

Staff: Bob Marshall, Marti Marshall, Stu-

art Corbett.

Reggie Martin & Associates **Hilton 25-121**
731 S. Mashra Dr., Key Biscayne, Fla. 33149

Staff: Reggie Martin, Ron Jones, Marge Martin.

Ralph Meador **Hilton 307**
Box 36, Lexington, Mo. 64067

Staff: Ralph Meador.

George Moore & Associates **MGM**
Suite 712, 6116 N. Central Expwy., Dallas 75206

Staff: George Moore, Jim Moore, Charles Earls.

Raymond O'Grady Associates **Hilton 1930**

1819 Peachtree Rd., Suite 606, Atlanta 30309

Staff: Stan Raymond, Nancy Raymond, Jim O'Grady.

Cecil L. Richards Inc. **Hilton 1950**
7700 Leesburg Pike, Suite 408, Falls Church, Va. 22043

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Staff: Robert Kizer, Robert Dudley, Robert Kalthoff, Dave Brangan.

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1290 Avenue of the Americas, New York 10104

Staff: TV: Harry Smart, Walter Schwartz, Pat Devlin, Jack Poor, Bill Breda Jim Kelly, Floyd Gellini, Kenn Donnellon. **Radio:** John Boden, Charlie Colombo, Barbara Crooks, Rick Ferraro, Bill Coury, Kenn Miller. **Blair/RAR:** Michele Jennings.

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919 Third Ave., New York 10022

Staff: Paddy Ramsey, David Winston, John Fouts, John Comenos, Mark Braunstein.

Eastman Radio Caesars Palace
1 Rockefeller Pl., New York 10020

Staff: Frank Boyle, Bill Burton, Dave Recher, Jerry Schubert, Carl Butrum, Jerry Donovan, Lee Lahy, Dan Prodanovich.

Harrington, Righter & Parsons
805 Third Ave., New York 10022

Staff: John Walters, Peter Ryan.

Hillier, Newmark, Wechsler & Howard Hilton 2878-81
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Staff: Bernard Howard, Phil Newmark, Elaine Pappas, Patti Fahn, Bill Froelich, Jacqui Rossinsky, Marc Gross, Jane Engel, Chuck Hillier, Pat Byrne, Tom O'Brien, Bob Steadman, Paddy O'Brien, Nick Imbornone, Georgann Lavelle, Rocky Crawford, Darlene Johnson, Ira Wechsler, Esther Felsenfeld.

Independent TV Sales
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41 E. 42d St., New York 10017

Staff: Jack Masla, Stan Feinblatt, Charles McCready, Mel Trauner, David Adams, Doug Masla, Johnnie Pegues, Arlene Taylor, Julie Judge, Kathy Murphy, Bud Pearse, Phil Roberts.**McGavren Guild** **Hilton/Imperial**

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900 Third Ave., New York 10022

Staff: Jerry Kelly, Tom Turner, Bill McHale.**Selcom** **MGM Grand**

521 5th Ave., New York 10017

Staff: Lou Faust, Vincent Gardino, Bob Smith, Andy Rainey, Dick McCauley, Tom

Gatti.

Seltel

750 Third Ave., New York 10017

Staff: Ray Johns.**TeleRep** **MGM Grand**

875 Third Ave., New York 10022

Staff: Sandra Murray, Jay Isabella, Dick Singer, Rich Sheingold.**Torbet Radio** **Hilton**

1 Dag Hammar skjold Pl., New York 10017

Staff: Peter Moore, Mike Bellantoni, Tony Fasolino, Marianne DeLuca, John Graziano, Bill Kehlbeck.**Weiss & Powell** **Hilton**

277 Park Ave., New York 10172

Staff: Bob Weiss, Ralph Connor, Carol Salter, Christie Taylor, Jay Berman.**Adam Young** **MGM**

3 E. 54th St. New York 10022

Staff: Vincent Young, Keith Thompson, Keith Bainbridge, Joan Barron, Lois Hamlin.**Other****ASCAP**

1 Lincoln Plaza, New York 10023

Staff: David Hochman, Dwight Young, Donald Jasko.**Birch Report** **Sheffield Inn**

120 Van Nostrand Ave., Englewood Cliffs,

N.J. 07632

BirchScan monthly ratings report. **Staff:** Dick Weinstein, Bill Livek, Craig Harper, Howard Gherman, Larry Gorick.**Firstmark Financial Corp.** **Hilton**

110 Washington St., Indianapolis 46204

Staff: Phillip M. Thoben, William Van Huss, Michael Lewis, William Kennedy.**Jhan Hiber & Associates** **Hilton**

Box 1220, Pebble Beach, Calif. 93953

Staff: Jhan Hiber.**Ward L. Quaal Co.** **Hilton**

401 N. Michigan Ave., Suite 3140, Chicago 60611

Staff: Ward L. Quaal.**SESAC** **Hilton**

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Staff: W.F. Myers, Al Altman.**T.A. Associates** **MGM Grand**

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Staff: David Croll, Richard Churchill, William Collatos, James Wade, Stephen Gormley.**TelCom Associates** **Hilton**

8033 Sunset Blvd., Suite 559, Los Angeles 90046

TV program consulting firm. **Staff:** Ronald Krueger, Grace Jacobs, Jim Cusick.**FCC**

The FCC will be represented at NAB by all of its commissioners. Present will be FCC Chairman Mark Fowler and Commissioners James Quello, Mimi Dawson, Henry Rivera and Dennis Patrick. Accompanying them will be Jerald Fritz, chief of staff to Fowler; Ken Howard, legal assistant to Quello; Bob Pettit, senior legal adviser to Dawson, and Jack Richards, legal assistant to Dawson, and Renee Licht, senior legal adviser to Rivera. Representing the Mass Media Bureau will be James McKinney, bureau chief; Bill Hassinger, engineering assistant to the chief; John Kamp, legal assistant to the chief; Charles Schott, chief, policy and rules division; Roy Stewart, chief, video services division; Ralph Haller, chief, technical and international branch, and Glenn Wolfe, chief, equal employment opportunity branch. Also attending will be Edward Minkel, FCC managing director; Robert Powers, chief scientist; Albert Halprin, chief, Common Carrier Bureau, and Sheldon Guttman, associate general counsel.

Public service

American Lung Association—2067; AT&T Communications—2066; American Radio Relay League—175; Department of the Army—2007; I.E.E.E.—184; National Committee for Employers Support of the Guard & Reserve—2052; National Safety Council—2107; National Weather Service—2051; Up with People—2108; USAFRS/RSARE USAF—2008; Voice of America—2105.



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Appeals panel overturns Post-Tavoulaareas decision

Action seen as having chilling effect on investigative journalism

The news media's recent, if short, string of victories in major libel cases came to an end last week in a decision of a panel of the U.S. Court of Appeals in Washington. And unless it is reversed, the decision could do for libel plaintiffs much of what Israeli General Ariel Sharon and Retired General William Westmoreland failed to accomplish in their suits against Time Inc. and CBS—create the kind of case law on which future libel plaintiffs can sue with increased chances of success.

The three-judge panel last week, in a 2-to-1 decision, reinstated the \$2,050,000 award a district court jury had made in July 1982 to William P. Tavoulaareas, former president of Mobil Oil Corp., as the result of the suit he had filed against *The Washington Post*. Judge Oliver Gasch had overturned the verdict, not because he thought the article in question to be "a model of fair, unbiased, investigative journalism"—he didn't—but because he thought "there is no evidence... to show that it contained knowing lies or statements made in reckless disregard of the truth," the standard established by the Supreme Court to determine liability in cases involving public figures.

But the majority of the panel that acted on the appeal disagreed. Senior Circuit Judge George E. MacKinnon, writing for himself and Judge Antonin Scalia, said the plaintiffs had demonstrated that the article contained "falsehoods" and that they were not the product of "negligence" but of a "reckless disregard of whether they were false or not, i.e., with actual malice." He also described the case as one "where the record demonstrates that a properly instructed jury found liability" and that "clear and convincing evidence supports its verdict."

Judge J. Skelly Wright, the dissenter, was expressing concerns later heard from news executives when, in his statement, he said, "This is an extremely important First Amendment case," and added: "If this excessive jury verdict on these mundane, flimsy facts is upheld, the effect on freedom of expression will be incalculable. The message to the media will be unmistakable—steer clear of unpleasant news stories and comments about interests like Mobil or pay the price. Thus we will have created a class of untouchables..."

The last word in the case is far from being written. Boisfeuillet Jones Jr., vice president and general counsel of the Washington Post Co., said the company was "surprised and disappointed" by the decision—and that it would ask the 10 members of the D.C. circuit to rehear the case. And some observers regard the chance that it will as good, since the court appears closely divided on libel issues. Last December, it ruled in favor of columnists Roland Evans and Robert Novak in a suit brought against them by a Marxist professor who said a column they had written had prevented him from getting an appointment at the University of Maryland. The decision that the statements in the column were protected by the First Amendment could not have been closer—6-5.

Regardless of whether the full court rehears the case, an eventual appeal to the Supreme Court by one side or the other is likely. Even the panel's remand of the case to the district court could lead to another round of litigation. The district court is free to reduce the damages or even to set aside the verdict on other grounds.

Tavoulaareas sued the *Post* because of an article written by Patrick Tyler and published on Nov. 30, 1979, that said he had "set up" his son, Peter, in a London shipping firm and then used his influence at Mobil to divert

some shipping business to him. Tavoulaareas and his son claimed that the article defamed and embarrassed them. The elder Tavoulaareas, who has since retired as president of Mobil but remains a director, issued a statement following last week's release of the decision declaring that he "felt from the beginning that *The Post* either knew the story was false or published it with reckless disregard for whether it was true or false... I think this decision will make for a more responsible press."

The jury, while finding that the son had not been libeled, awarded the father \$250,000 in compensatory damages and \$1,850,000 in punitive damages. In a separate case, the jury found that the elder Tavoulaareas's former son-in-law, Dr. Philip Piro, an initial source of *The Post* story, libeled both, and had awarded \$5,000 to the father and \$1,000 to the son. Gasch had overturned the \$5,000 award, while permitting the other to stand. The panel's majority decision reinstated the \$5,000 award. And all three judges affirmed Gasch's decision overturning a libel verdict against special correspondent Sandy Golden, who had led *The Post* to the story and had worked with Tyler on it.

MacKinnon cited a number of factors as supporting the conclusion that the article was the product of "actual malice." He said the newspaper and Tyler had set out "to get" Tavoulaareas, and had "deliberately slanted, rejected, and ignored evidence contrary to the false premise of the story," and had generally resolved all ambiguities in a manner most damaging to Tavoulaareas. He also said *The Post* had relied on "sources of questionable credibility" for many of the "defamatory allegations."

And among the factors the majority cited as proof of *The Post's* "reckless disregard" of falsity was the failure to revise the story despite a memo that a copy editor, Christine Peterson, had written concerning the story when it was in preparation. Peterson had said: "It's impossible to believe that Tavoulaareas alone could put together such a scheme for the sake of his son's business career, or that he would want to." The court said that the memo in itself does not demonstrate that the newspaper had acted with "actual malice." But, taken with other evidence, the court added, it does.

The majority's opinion was particularly disturbing to the media because appellate courts had been considered a bulwark against libel judgments that lower courts are more inclined to issue in favor of plaintiffs in libel cases. Michael P. McDonald, general counsel to the American Legal Foundation, a conservatively oriented public interest law firm that aids libel plaintiffs, said, "We were quite overwhelmed and pleased. The court has issued a landmark opinion, which will

Taishoff seminar. Thirty-five journalists whose "accomplishments and potential as leaders in the television field are judged to be outstanding" will gather in Chicago on June 1 for a day-long conference with "veteran broadcasters who are leaders in the field." The BROADCASTING-Taishoff Seminar, sponsored by the Society of Professional Journalists, Sigma Delta Chi, will be held at the news studios of WBBM-TV Chicago and will feature panel discussions on ethics, ratings, "harnessing" high technology and finding and developing future television news leaders.

Among the speakers at the seminar will be Ed Turner, executive vice president, CNN; Bill Slater, manager of personnel recruitment, NBC-owned stations; Terrence J. Connelly, vice president, news, Taft Broadcasting; Kevin D. Tiven, bureau chief and anchor, *The People's Business*, Pennsylvania Public Television Network; Kenny Boles, executive news producer, WBBM-TV; Gary Cummings, general manager, WBBM-TV; Paul Davis, news director, WGN-TV Chicago, and Arnold S. Reymer, president, Reymer & Gersin Associates Inc., a Smithfield, Mich., consulting firm.

The conference, now in its second year, honors the memory of the late Sol Taishoff, founder and editor of BROADCASTING and a national president of SPJ,SDX. Its purpose is to "identify and inspire future leaders of television news." Attendees will be chosen from journalists with at least five years' experience. Deadline for registration is April 25.

he of great value to future libel plaintiffs."

What troubled some in the media was, as Floyd Abrams, a prominent First Amendment attorney, put it, "the tone" of the decision—"it is notably unsympathetic to journalistic efforts." Indeed, one of the grounds on which the majority said the jury had been correct in inquiring into whether the newspaper had acted in reckless disregard of whether a statement was false or not was to inquire into the aggressiveness of its reporting. And from the testimony of Bob Woodward, a *Post* assistant managing editor who made his reputation as part of the investigative reporting team that uncovered much of the Watergate story, MacKinnon wrote, it was proper for the jurors to infer that *The Post* put pressure on reporters to develop high-profile stories.

"Regardless of whether one chooses to characterize this policy as conducive to 'hard-hitting investigative journalism,' or (to borrow Chief Justice [Earl] Warren's description of *The Saturday Evening Post* in *Butts*) 'sophisticated muckraking,'" MacKinnon wrote, "it certainly is relevant to the [jury's] inquiry . . ."

That language was singled out for special attention by newspaper editors who had gathered in Washington last week for the annual meeting of the American Society of Newspaper Editors. The president of the society, Richard D. Smyser, of *The Oak Ridger*, in Oak Ridge, Tenn., said it "shocked" him—that he was "astounded" such language would be the basis of a court ruling.

Also concerning to some in the media was the majority's apparent narrowing of a Supreme Court decision issued in 1984 asserting that appellate courts should conduct an independent review of the facts in a libel case. "There is no solace [in MacKinnon's opinion] for those who thought that that holding offered relief in an ever-bleaker libel picture," Abrams said. The panel's majority said it read the Supreme Court decision in question—in *Bose Corp.*—as requiring independent review only of "the ultimate conclusion of clear and convincing proof of 'actual malice.'" Wright said the effect of the majority's opinion is to make independent review "a mirage."

In Wright's view, the majority had erred in its basic approach. "We do not sit, even in reviewing a libel verdict, as some kind of journalism review seminar, offering our observations on contemporary journalism and journalists," he said. "Our mission is to see that the First Amendment is vigorously protected and that libel verdicts not supported by clear and convincing evidence do not stand. The majority's use of . . . impermissible factors as evidence of actual malice"—including a newspaper's policy of 'hard-hitting journalism'—seriously undermines that mission." □

England bound. Potomac News, an independent newsgathering firm serving as Washington bureau to 70 television stations, is opening a London-based subsidiary, Transatlantic Video News Inc., to provide news from United Kingdom to client stations in the U.S. The bureau will be operational April 15.

Mike Wallace shares thoughts on libel suit

'60 Minutes' correspondent addresses foreign press group

"I don't want anything to do with a libel suit again," proclaimed Mike Wallace last week during a speech to the Foreign Press Association in New York. The CBS correspondent for *60 Minutes*, who was one of the defendants in the Westmoreland vs. CBS trial, said he "wound up with great compassion and comradeship for Westmoreland" but also said he is proud of never having lost a libel suit.

Wallace said that Dan Burt, president of

the Capital Defense Fund, did a "less than competent job" in defending Westmoreland. However, he admitted CBS made itself "vulnerable" to a "PR campaign by Dan Burt" by committing "minor infractions" of its own policy by, for example, asking the same subject the same questions twice.

But despite the lawsuit, Wallace said the zeal with which CBS will pursue future investigative pieces will not be compromised. He added later that the suit could "help us be more careful."

Many questions addressed to Wallace by the foreign press corps concerned the possib-



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Vietnam 10 years after: back on America's TV sets

Networks marshal journalistic forces to produce documentaries, series offering 10-year perspective

On the eve of the 10th anniversary of the fall of South Vietnam to Communist forces (April 30), the three television networks are not letting viewers forget the trauma of that period of American history. They are bringing the war back to America's living rooms through a series of special reports that will explore the conflict and its legacy.

That the networks perceive the story as one that is still compelling, despite the passage of years, is evident from the time they are allotting to it and from the forces they have marshaled to tell it.

CBS, for example, began its series of reports on March 8, airing one report each week for several weeks, building up to four pieces to air the week of the 10th anniversary of the fall of Saigon (now known as Ho Chi Minh City), according to Lane Venardos, executive producer, *CBS Evening News with Dan Rather*. As the anniversary draws closer, CBS coverage will include efforts by the *CBS Morning News*, *Weekend News* and possibly the Sunday morning CBS news program, *Face the Nation*. CBS's reports are being grouped under the banner, *Vietnam Remembered*.

ABC's *World News Tonight with Peter Jennings* has also aired a few segments. That network's coverage will expand to include programs on *Nightline*, which will originate live from Thailand on April 25, 26 and 30, and, if all goes according to plan, will originate from Ho Chi Minh City with a special one-hour edition on April 29.

NBC, as it did with a series of programs on the Soviet Union last fall, will tackle the subject in a 10-day project involving *Today*, *NBC Nightly News with Tom Brokaw*, *Weekend Nightly News*, *News at Sunrise* and radio news shows. The project has been dubbed *Vietnam—10 Years Later*.

Both NBC and CBS will supplement coverage with one-hour documentaries. Walter Cronkite is principal correspondent and narrator of the CBS documentary, *Honor, Duty and a War Called Vietnam*, scheduled for broadcast on Thursday, April 25 (10 p.m.-11 p.m.). Cronkite's piece will focus on Viet-

nam veterans and the war's long-term impact on them. In the documentary, Congressman John McCain (R-Ariz.), a former Vietnam prisoner of war, will be seen with Cronkite on location in Vietnam.

Saturday, April 27, NBC will air a *White Paper* with the working title, "Vietnam in Retrospect." Marvin Kalb, NBC chief diplomatic correspondent, is anchor. The NBC piece will focus on emerging perspectives offered by scholars and journalists as to why the war was lost and how it might have been won.

As for segments to air within regularly scheduled programs, the networks will try to outdo one another on such subjects as Amerasian children; U.S. policy and its long-term impact on Southeast Asia; American soldiers still listed as missing in action; U.S. military policy and ethics; Vietnam's stagnant economy; war protesters, and how veterans of both sides are faring.

Most of the correspondents working on the Vietnam pieces covered the war. CBS's Dan Rather, Charles Kuralt, Morely Safer, Ed Bradley and Cronkite all reported from Vietnam, and are all contributing to the current project. NBC correspondents Garrick Utley, John Hart and George Lewis also covered the war. *Today's* Bryant Gumbel will do live remotes from Vietnam but did not cover the war. ABC's Ted Koppel and Steve Bell, who will be filing reports for *Good Morning America* and *World News This Morning*, and Richard Threlkeld and Jim Laurie, reporting for *World News Tonight*, all covered the war.

What's the point of all this extensive coverage? According to Venardos of CBS, his network's effort is designed to give the viewer a sense of what was going on at the time as it relates to the situation today. "The real story is what this country and people who fought went through and are going through and what impact the war had on us as a nation." Journalistically, he contended, some of the pieces produced for the effort "are just plain fascinating." He cited a piece by Cronkite (while the correspondent was working on the documentary) that appeared on the *CBS Evening News*. It includes videotape of 10,000 workers constructing a stretch of road by hand. Cronkite explained



Wallace

lity of a takeover of CBS and its impact on the network's news programing. He said if a takeover occurred, which he seemed to doubt, and attempts were made to change the network's news policy or coverage, "there would be resignation en masse."

Responding to statements that the American press is not as diligent as it was three or four years ago, Wallace cited what he called the complacency of the American public, the manipulation of news by government and the "teflon Presidency" of Ronald Reagan, where bad news doesn't stick, and contrasted that with the "flypaper Presidency of Jimmy Carter."

Following the session, Wallace said that he will remain with CBS for at least the remaining three years of his contract. He will then be 70. □



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the road will take months to construct although one bulldozer could do the same job in a week.

Both ABC and NBC have made arrangements to originate live from Vietnam at some point during coverage. Both received permission from the North Vietnamese government after months of negotiating. NBC has contracted with a British telecommunications firm for uplink facilities while ABC has made an agreement with the Soviet Union's Intersputnik, which has contracted to build an earth station system for the Vietnamese.

CBS did not make a similar arrangement of its own. Venardos contends the effort wasn't worth it because the end product would not be dramatically improved. He suggested that taking advantage of the technology to originate live simply because it is available is a wasted effort that might produce a "mild gee whiz" from viewers, and little more. NBC News Executive Vice President Tom Pettit disagreed. He argued that live programming adds a dimension that viewers have come to expect—particularly from a program such as *Today*. He said live interviews with Communist Vietnamese officials, for example, will display to viewers a human side of people that could not be exposed as the war was ongoing, when most of what appeared on the television screen was death and destruction.

The story is one that demands attention, said Pettit, because a good part of the record documenting what happened in Vietnam, and why, is only emerging now. Therefore,

he said, the 10th anniversary of the American withdrawal represents a "very important cause in the historical perspective on the Vietnam war."

"It's not just an anniversary," said Bob Murphy, vice president of television news coverage for ABC News. "Vietnam was a period of great interest and commitment of resources based on certain assumptions and policies." He said it was appropriate, with 10 years of hindsight, to "take a look to determine whether those assumptions and policies were valid and, if not," to explain why not and perhaps explore policies that

might have been valid.

Each of the networks has encountered censorship while pursuing the Vietnam story—access to Vietnamese places and things has been strictly controlled by the government. "You submit a list," said Murphy, noting that some of the requests are granted and some are not. Has the policy significantly hampered the ability of the networks to pursue the stories they seek? "It's not significant, but I wouldn't characterize it as minor," said Murphy. "There were some things we had wanted to do but couldn't" because access was restricted, he said. □

Newspaper survey: TV most trusted

ASNE-commissioned study confirms what Roper has been saying about TV advantages—but its deeper investigation of public attitudes finds all media suffer equally on credibility

Three-fourths of all adults have some problem with the credibility of the media, and one-fifth of all adults "deeply distrust" the news media, according to a national study, "Newspaper Credibility: Building Reader Trust," commissioned by the American Society of Newspaper Editors.

But although most of the information in the study, which was released at ASNE's convention in Washington last week, was sobering for all media, there was a silver lining for television: The study said that peo-

ple are more likely to rely on television news reports over those carried in newspapers, magazines or on radio. (Survey respondents were asked: "If you got conflicting or different reports for the same news story from radio, television, magazines and newspapers, which of the four versions would you be most inclined to believe?") According to the study, about half said television, about 25% said newspapers, 14% chose magazines, and 9% said radio.)

Moreover, 64% of those surveyed said they preferred get the news on television or radio to that in newspapers or magazines; 50% said television was their preferred source for local news (36% said newspapers; 12% radio; 2% magazines); 57% said TV was their preferred source for state news (33% chose newspapers; 8% radio; 2% magazines); and 72% identified TV as their preferred source for national and international news (18% said newspapers; 5% radio, and 5% magazines). [Roper Organization surveys commissioned by the Television Information Office have consistently reported that most people get most of their news from TV, and that they regard it as the most believable source (BROADCASTING, April 11, 1983).]

The ASNE study, however, contended that television and newspapers were generally felt to lack credibility in about the same proportions. According to the study, 25% of the respondents gave newspapers a "low" credibility rating, and 27% gave the same rating for television; 43% gave newspapers a "medium" credibility rating, the same percentage that gave that rating to television, and 32% gave newspapers a "high" credibility rating, while 30% gave television the same.

One of the study's more disturbing findings: 42% of the respondents thought "sometimes there's too much freedom of the press." (Fifty-eight percent said it was important to have a free press even when the press acts irresponsibly.) According to the study, moreover, 39% of those surveyed said the media abuse their constitutional guarantee of a free press, while the remaining 61% said the media are usually careful to be responsible.

Members of the clergy, doctors and police outrated all the media on honesty and ethical grounds. TV news anchors, however, rated above TV news reporters, newspaper editors, newspaper reporters and ad executives in the public's perception of those character-

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istics. According to the study, 40% of the respondents gave TV news anchors high marks for honesty and ethical standards. (Fifty-two percent said those qualities in news anchors were average, while the remaining 8% said those were low.) For the same characteristics, 28% gave TV reporters high marks (61% said average), but only 18% gave newspaper reporters high marks (with 64% contending the honesty and ethical standards of newspaper reporters were average). On the same yardstick, 33% said advertising executives rated low marks. But ad executives received a consolation prize: They beat out used-car salesmen, who received low marks from 64%.

Daily newspapers and television news ran nose-to-nose on trustworthiness. According to the study, 51% of the respondents said the daily newspapers they were most familiar with can be trusted (36% were neutral on that judgment, while 13% said newspapers couldn't be trusted). At the same time, 48% of the respondents said TV news can be trusted (38% were neutral and 14% said TV news couldn't be trusted). Along similar lines, 65% of the respondents gave TV news a positive rating for reliability (29% gave TV news a neutral rating here, while another 6% gave it a negative one); 63% of the respondents gave daily newspapers a positive rating for reliability (30% gave a neutral rating, and 7% gave a negative one). On quality of reporting, 72% of those surveyed gave TV news a positive rating, while only 59% gave the same rating to daily newspapers.

The study, conducted by MORI Research, also said that "liberals" were more likely than "moderates" or "conservatives" to give low credibility scores to newspapers, while "conservatives" were slightly more likely than the other two groups to give low credibility scores to television. It also said people aged 18-24 were less likely than their elders to give high credibility scores to newspapers. Respondents in the 18-24 age group also were more likely than others to give high credibility ratings to television.

On other issues, the study said 78% of the respondents believed that news reporters are concerned merely about getting a good story, and they don't worry much about hurting people; 63% said the press often takes advantage of victims of circumstances who are ordinary people; 54% said the press looks out for ordinary people, but the other 46% said the press looks out mainly for rich and powerful people; 71% said the media usually try to correct their mistakes; 60% said the media should never report a poll that says who will win an election while there are still four hours left to vote; 39% said the media should never run a story from an area where American troops are fighting if the President has declared the area off limits to the press (41% said the same sort of story should sometimes be reported, while 20% said it should always be reported); 56% said "investigative reporting" was very important (38% said it was somewhat important, while 6% said it was not important); 56%, however, disapproved of reporters not identifying themselves as reporters, 57% disapproved of reporters posing as something other than what they are, and 58% disapproved of running stories that quote sources who cannot

be identified; 68% said they thought reporters frequently overdramatized the news; 63% said they believed the news media put too much emphasis on what's wrong with America and not enough on what's right.

On other topics, 71% of the respondents said they believed a person's right to a fair trial is more important than the public's right to be informed; 71% also agreed the media

often make people accused of crimes look guilty before they are tried in court: 76%, however, said the press helps keep public officials honest; 64% said that although there is some bias in the news media, the average person has enough sources of news to be able to sort out the facts, and 50% said it is up to individuals to sort out biases in the media and find the truth for themselves. □

NBC newsmen win journalism honor

Gumbel, Brokaw, Kalb, Utley share Georgetown University prize for diplomatic reporting; Gumbel chats with reporters

If it had been the first week in April 1981 instead of the first week in April 1985, Bryant Gumbel would be opening the baseball season for NBC Sports. As it was, Gumbel was in Washington to receive special recognition for his role in NBC News's coverage of the state of U.S.-Soviet relations—a week-long series of reports under the heading, *The New Cold War*—that won the Edward Weintal prize for diplomatic reporting, an award sponsored by Georgetown University's Institute for the Study of Diplomacy and School of Foreign Service. The ceremony at Georgetown University's Intercultural Center indicated that was not an inadequate base on which to build a career in diplomatic reporting. Gumbel shared the Weintal prize with Tom Brokaw, *NBC Nightly News* anchor; diplomatic correspondent Marvin Kalb, who anchored a one-hour special on *The Real Star Wars: Defense in Space*, which was the centerpiece for the series of reports during the week, and Garrick Utley and John Hart, who did a number of taped reports from the Soviet Union. And the prize was accepted for the division by NBC News President Lawrence Grossman, who said the correspondents had agreed to donate the \$3,700 award to the Catholic Relief Fund for Ethiopia. But Gumbel, according to Hugh Sidey, a member of the prize committee who announced the awards, was "singled out for a certificate to represent that team."

Gumbel seemed to regard the event and his participation in it as validation of the journalistic credentials of the *Today* show. In his remarks, he said the show has been regarded as "too hard to be entertainment and too soft to be news" and that it has been

greeted "without acclaim and with some derision." But he scored some impressive journalistic beats on the program he has described as "news/entertainment/information." In his first broadcast, he obtained a joint interview with Russia's Deputy Foreign Minister Georgie Kornienko and the new military chief of staff, Marshal Sergei F. Akhromeyev. (He would have preferred them individually, but, he recalled telling the Soviet official with whom he was dealing and who said it was a joint interview or none, he would be "a fool" to deny the American public the opportunity to hear their views.)

It was during that interview that Gumbel, acting on reports circulating in Washington regarding Reagan's willingness to meet with Foreign Minister Andrei Gromyko, asked whether the foreign minister would be willing to meet with the President when Gromyko visited the U.S. in connection with the opening of the United Nations in New York. To everyone's surprise, Kornienko answered in the affirmative, and the meeting—the first in which Reagan talked to a high-level Soviet official—eventually took place.

Since the week in Moscow, there has been the week in Rome, during Holy Week. Coming up next for the NBC News team will be 10 days of reporting on the 10th anniversary of the fall of Saigon. Gumbel will do a live insert for *Today* from what is now called Ho Chi Minh city on Friday, April 26, then will anchor the show from there the next week.

"Most of us don't know what to expect," Gumbel said of the first heavy influx of U.S. and other western journalists into Vietnam in 10 years. But he seems to be looking forward to it. "There's an opportunity to do some good—and to do ourselves proud... to make it possible for people to understand better Vietnam today, and what drove people to do what they did 10 years ago." □

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Going Hollywood

The New York-based Museum of Broadcasting, in an aggressive attempt to increase its visibility among members of Hollywood's creative community, will co-sponsor a major "television festival" May 10-26 at Universal Studios in Los Angeles.

Robert M. Batscha, director of the non-profit institution, told BROADCASTING that the Academy of Television Arts and Sciences has agreed to co-sponsor an annual May event highlighting television and radio programs from the museum's 20,000-item collection. The museum is also continuing to look into the possibility of establishing a permanent branch in Los Angeles, he disclosed, although that is not likely to happen within the next several years. The Museum of Broadcasting presented a small exhibition in Los Angeles last year as part of an ongoing effort to make the collection available to a wider audience. Exhibitions will be held later this year in Houston and Minneapolis.

Batscha emphasized there is an urgent need to make individuals and companies

In the marketplace

Fox Lorber Associates has launched sales of Beatles' *The Magical Mystery Tour* for domestic distribution. Broadcast window will be from Nov 28 to Dec. 15, which includes anniversary of John Lennon's death. Show is being sold on barter basis, with five of 12 minutes being retained by distributor. All American Television Media Sales will handle barter advertising. Clearance of 80% is planned, said Fox/Lorber partner David Fox, and, based on projected five or six national rating, rate card opens at \$20,000 per 30-second spot. ■ **Blair Entertainment** has sold *Divorce Court* in 18 more markets for total coverage of 73%. Latest stations to sign include KTVU(TV) San Francisco, WDVM-TV Washington, WBAL-TV Baltimore and KQVR(TV) Sacramento, Calif. In New York and Chicago, *Divorce Court* premiered April 1 on WABC-TV and independent WFLO-TV, respectively. On WABC-TV, where half-hour show airs at 4:30, station averaged 6.6/18 during its first week on air, increasing rating of time period by 54% and share by 64% over comparable week year ago in Nielsen overnight survey, according to WABC-TV researchers. Show is sold on straight cash basis with six minutes of advertising. Blair Entertainment general sales manager, Tony Brown, said company will begin withholding extra 30-second spot in fall for national barter when he expects show will reach 85% coverage. Brown said he hopes to open barter at \$20,000 per spot. At present, Brown said, *Divorce Court* costs about \$100,000 per episode to produce. ■ New York-based **Worldvision Enterprises** reports that it has cleared 77 markets representing 70% coverage for its 90-minute weekend morning block of children's programming titled, *The Funtastic World of Hanna Barbera*. Twenty-seven of top 30 markets have been cleared, Worldvision said, including WVIC-TV Hartford, Conn.; KPHO-TV Phoenix; KUSI-TV San Diego; WIII(TV) Cincinnati; WTTU-TV Milwaukee, and KZKC-TV Kansas City, Mo. Worldvision has also sold *The Jetsons* in 74 markets representing 65% coverage, including 29 of top 30. Only market outstanding is New York. Additions include WXON(TV) Detroit and WCIX-TV Miami. Worldvision's new first-run drama series, *Return to Eden*, is now sold in 14 markets, including WTAF-TV Philadelphia and WDCATV Washington. ■ **Metromedia Producers Corp.** has sold *Vegas* in 16 additional markets, bringing total number carrying series to 59. MPC is selling 68 episodes on straight cash basis with option of four or eight runs per episode, said Carl Menk, director of sales, MPC. *Vegas* has been cleared on WOR-TV New York, KTTV(TV) Los Angeles, WTAF-TV Philadelphia, KCTX-TV Dallas and WFBN(TV) Joliet, Ill. (Chicago), among others. ■ **LBS Communications** has picked up U.S. distribution rights for new first-run episodes of Witt-Thomas Productions' *It's a Living* from Golden West Television. Golden West launched former ABC series into first-run syndication after limited syndication run last summer. To date, according to LBS Chairman Henry Siegel, 65% of country has been cleared for 22 new first-run episodes that will premiere fall of 1985. LBS put up \$7-million guarantee for rights, Siegel said, although Golden West will retain profit participation. LBS will continue to handle advertising sales for straight barter show; LBS will retain six 30-second spots per show; stations get seven. ■ **Television Program Enterprises**, subsidiary of TeleRep, premiered *The Start of Something Big* this past weekend (April 13-14) on 167 stations representing 91% coverage. One-hour weekly series is distributed on straight barter basis with six minutes withheld for national advertisers and six minutes given to stations. TPE is offering 26 weeks of originals and 26 weeks of repeats. Lineup of stations includes WNEV-TV Boston, WTVJ-TV Miami, WCCO-TV Minneapolis, WSB-TV Atlanta, KING-TV Seattle and WTVT-TV Tampa, Fla. CBS affiliate WTVJ-TV Miami is pre-empting *The Jeffersons* and *The Lucie Arnaz Show* on Tuesday at 8 p.m. to carry *The Start of Something Big*. Philbin S. Flanagan, vice president and general manager of TPE, said TPE is estimating 10 national rating for series with 30-second spots opening at \$45,000. National advertisers include Lever Bros., Colgate, Procter & Gamble and Bristol-Myers. Flanagan said national spots are already sold out for second quarter. ■ *Seeing Stars* is title of new, weekly, first-run syndicated series showcasing movie stars and their movies, premiering last weekend (April 13-14) on stations serving 70% of U.S. television households. Stations clearing half-hour program include WCBS-TV New York, KNBC(TV) Los Angeles, KYW-TV Philadelphia, KRON-TV San Francisco, WVI-TV Boston, WXON-TV Detroit and WJLA-TV Washington. Previously announced show is initial broadcast syndication entry from **Telecom**, national television programming division of Foote, Cone & Belding, which is producing *Seeing Stars* in association with Richard Edgar Productions. Orbis Communications is distributor. Series is hosted by Jim Finnerty, with Dick Crew as executive producer and Joe Tobin as producer. ■ **Columbia Pictures Television** and *The Hollywood Reporter*, Hollywood-based trade newspaper, have agreed to produce daily, first-run syndicated television series scheduled for distribution "in the latter part of 1985." Untitled program is intended for late afternoon or prime access and is to be produced by Earl Greenburg Productions in association with LBS Communications, *The Hollywood Reporter* and CPT.

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involved in the entertainment industry aware of the need to preserve broadcast materials, noting that many programs are deteriorating in private collections or are simply being discarded.

The Los Angeles exhibition will include 18 newly discovered episodes of *The Honey-mooners*, four of which were believed to have been lost forever before producer Jackie Gleason retrieved them from his own archives. Gleason was prompted to resurrect the programs after participating in a Museum of Broadcasting seminar in New York. Subsequently, Viacom Productions and the Showtime cable program service agreed to syndicate the new material.

The festival will include six other theme-based screenings, plus five seminars. The seminars will be led by comedian Milton Berle; the creative and news teams of KTLA(TV) Los Angeles; writer-producer Larry Gelbart; the writing team of William Link and Richard Levinson, and George Schaefer, Eva Marie Saint, Richard Thomas, Norman Rosemont and others associated with *The Hallmark Hall of Fame*.

"The situation is improving," Batscha said in response to a question about the state of program preservation, "mostly because of three factors: Producers are recognizing the long-term syndication value of their product; they are using better storage techniques, and banks are more willing to lend money based on these inventories." He said the museum's acquisition policy is intentionally kept vague in order to meet variable criteria that involve historical value, popularity, quality and the accumulated work of an individual or company.

While a Hollywood branch remains a high priority, top priority for the museum, said Batscha, is finding larger quarters for the New York museum, now at 1 East 53rd Street in Manhattan. "We have 12,000 square feet now, when what we really need is a building with 60,000 square feet," he contended. To acquire larger quarters, Batscha estimated the museum would need to increase its annual budget from the current \$1.5 million to between \$3.5 and \$4 million. Other planned projects include expansion of the radio collection and development of a history of the business of broadcasting, drawing on the papers of BROADCASTING magazine founder Sol Taishoff.

Mixed media

Simon & Schuster, the New York-based publishing subsidiary of Gulf + Western Industries, is going ahead with development of a magazine version of *Entertainment Tonight*, the first-run syndicated television program produced by another Gulf + Western subsidiary, Paramount Television Domestic Syndication.

Entertainment Tonight will be the first magazine published by Simon & Schuster, and is described by Harriet Fier, editor-in-chief of the company's magazine development department, as "sexy...upbeat, newsy [and] on top of the whole business of show business."

Fier told BROADCASTING a launch date has not been announced but that weekly editions could be on the stands by mid-1986 "and maybe a one-shot [issue] before then." *Entertainment Tonight* is being designed as an advertiser-supported weekly publication patterned closely after its television name-

sake, which features celebrity profiles, interviews, reviews and entertainment industry news. "We see a lot of opportunity for cross-advertising and cross-promotion," she said. Editorial and advertising are being coordinated in New York, although a Los Angeles office may be added at a later date.

New for Newsfeed

Westinghouse Broadcasting & Cable's The Newsfeed Network has expanded its operations in two cities, setting up a teleport in Washington and revamping its Philadelphia headquarters. The Washington teleport will assist the newsgathering efforts of affiliate stations and other newsgathering organizations with uplink and downlink services, said Richard Sabreen, president of Newsfeed. He said that the new facility in Phila-

delphia, where the network is based, includes a technical operations center and working newsroom at the studios of Group W's KYW-TV. Newsfeed has also created the position of managing editor to oversee daily newsgathering and distribution. David Foreman has been named to the new spot, moving from KSTP-TV Minneapolis where he served as producer. Foreman will report to the Newsfeed news director, Terry O'Reilly. The network has also added a full-time Washington correspondent, Bill O'Neil, former anchor/reporter at KXLY-TV Spokane, Wash.

Diamond news

Major League Baseball reached an agreement with the players' association to extend the National League and American League

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Stock Index

| | Closing Wed Apr 10 | Closing Wed Apr 3 | | Net Change | Percent change | P/E Ratio | Market Capitali- zation (000,000) | |
|---------------------|--------------------------|-------------------------|-----|---------------|-------------------|--------------|--|----|
| BROADCASTING | | | | | | | | |
| N ABC | 105 | 105 | 5/8 | - | 5/8 | 0.59 | 16 | |
| N Capital Cities | 201 | 205 | 1/2 | - 4 | 1/2 | 2.19 | 20 | |
| N CBS | 98 | 109 | 5/8 | - 11 | 3/8 | 10.38 | 12 | |
| O Clear Channel | 17 | 17 | 1/4 | - | 1/4 | 1.47 | 20 | |
| N Cox | 76 | 61 | 1/4 | 14 | 3/4 | 24.08 | 26 | |
| A Gross Telecast | 30 | 29 | 1/2 | - | 1/2 | 1.69 | 7 | |
| O Gulf Broadcasting | 14 | 15 | - | - | 1/8 | 0.83 | 62 | |
| O Jacor Commun. | 4 | 3 | 7/8 | - | 1/8 | 3.23 | 23 | |
| O LIN | 28 | 1/8 | 26 | 1 | 1/2 | 5.63 | 24 | |
| O Mairite Commun. | 16 | 1/4 | 16 | - | - | - | 20 | |
| O Orion Broadcast | 1/32 | 1/32 | - | - | - | - | 2 | |
| O Price Commun. | 12 | 1/4 | 11 | 3/4 | 1/2 | 4.26 | 61 | |
| O Scripps-Howard | 35 | 3/4 | 36 | 1/4 | - | 1/2 | 1.38 | 21 |
| N Storer | 73 | 5/8 | 74 | 3/8 | - | 3/4 | 1.01 | 44 |
| O Sungroup Inc. | 3 | 7/8 | 4 | - | 1/8 | 3.13 | 3 | |
| N Taft | 68 | 68 | 1/2 | - | 1/2 | 0.73 | 15 | |
| O United Television | 22 | 5/8 | 21 | 3/4 | 7/8 | 4.02 | 37 | |

| | Closing Wed Apr 10 | Closing Wed Apr 3 | | Net Change | Percent change | P/E Ratio | Market Capitali- zation (000,000) | |
|--|--------------------------|-------------------------|-----|---------------|-------------------|--------------|--|-----|
| BROADCASTING WITH OTHER MAJOR INTERESTS | | | | | | | | |
| A Adams Russell | 29 | 1/8 | 28 | 3/8 | 3/4 | 2.64 | 23 | |
| A Affiliated Pubs | 42 | 40 | 1/2 | 1 | 1/2 | 3.70 | 13 | |
| N American Family | 25 | 5/8 | 27 | 1/4 | - 1 | 5/8 | 13 | |
| O Assoc. Commun. | 22 | 1/2 | 22 | 1/2 | 1/2 | 2.27 | 107 | |
| N A.H. Belo | 52 | 49 | 3/4 | 2 | 1/4 | 4.52 | 19 | |
| N John Blair | 22 | 22 | 3/4 | - | 3/4 | 3.30 | 13 | |
| N Chris-Craft | 46 | 5/8 | 47 | 1/2 | - | 7/8 | 1.84 | 298 |
| N Gannett Co. | 59 | 58 | 3/8 | 5/8 | 5/8 | 1.07 | 23 | |
| N GenCorp | 44 | 3/4 | 41 | 3/4 | 3 | 7.19 | 12 | |
| O General Commun. | 85 | 85 | - | - | - | - | 19 | |
| N Jefferson-Pilot | 39 | 39 | 1/4 | - | 1/4 | 0.64 | 11 | |
| O Josephson Intl. | 9 | 1/2 | 9 | 3/8 | 1/8 | 1.33 | 73 | |
| N Knight-Ridder | 34 | 3/8 | 35 | 5/8 | - 1 | 1/4 | - 3.51 | 17 |
| N Lee Enterprises | 39 | 37 | 1/8 | 1 | 7/8 | 5.05 | 22 | |
| N Liberty | 31 | 31 | 1/2 | - | 1/2 | 1.59 | 15 | |
| N McGraw-Hill | 44 | 3/4 | 44 | 7/8 | - | 1/8 | 0.28 | 17 |
| A Media General | 85 | 1/2 | 80 | 1/2 | 5 | 6.21 | 16 | |
| N Meredith | 63 | 5/8 | 61 | 7/8 | 1 | 3/4 | 2.83 | 16 |
| O Multimedia | 54 | 52 | 3/4 | 1 | 1/4 | 2.37 | 24 | |
| A New York Times | 43 | 1/4 | 42 | 1/4 | 1 | 2.37 | 19 | |
| O Park Commun. | 35 | 1/2 | 33 | 2 | 1/2 | 7.58 | 26 | |
| N Rollins | 22 | 7/8 | 22 | 1/4 | 5/8 | 2.81 | 34 | |
| T Seikirk | 22 | 3/4 | 22 | 3/4 | - | - | 49 | |
| A Tech Operations | 58 | 1/2 | 59 | 3/4 | - 1 | 1/4 | - 2.09 | 20 |
| N Times Mirror | 49 | 47 | 3/4 | 1 | 1/4 | 2.62 | 15 | |
| N Tribune | 41 | 5/8 | 40 | 3/4 | 7/8 | 2.15 | 19 | |
| O Turner Bcstg. | 23 | 1/2 | 23 | 1/2 | - | - | 470 | |
| A Washington Post | 114 | 111 | - | 3 | 2/0 | 2.70 | 21 | |

| | Closing Wed Apr 10 | Closing Wed Apr 3 | | Net Change | Percent change | P/E Ratio | Market Capitali- zation (000,000) |
|----------------------|--------------------------|-------------------------|--------|---------------|-------------------|--------------|--|
| PROGRAMING | | | | | | | |
| O American Nat. Ent. | 1 | 5/16 | 1 | 1/4 | 1/16 | 5.04 | 7 |
| O Barris Indus. | 14 | 1/4 | 14 | 5/8 | - | 3/8 | 2.56 |
| N Coca-Cola | 68 | 7/8 | 68 | 3/4 | 1/8 | 0.18 | 15 |
| N Disney | 78 | 3/4 | 76 | 3/8 | 2 | 3/8 | 3.11 |
| N Dow Jones & Co. | 41 | 1/4 | 42 | 1/2 | - 1 | 1/4 | - 2.94 |
| O Four Star | 4 | 1/4 | 4 | 1/4 | - | - | 4 |
| A Fries Entertain. | 7 | 3/8 | 8 | - | 5/8 | - 7.81 | 13 |
| N Gulf + Western | 34 | 1/2 | 36 | 7/8 | - 2 | 3/8 | - 6.44 |
| O King World | 22 | 3/4 | 22 | 1/2 | 1/4 | 1.11 | 31 |
| O Robert Halmi | 2 | 5/8 | 211/16 | - | 1/16 | - 2.34 | 53 |
| A Lorimar | 36 | 3/4 | 38 | 1/4 | - 1 | 1/2 | - 3.92 |
| N MCA | 53 | 1/2 | 51 | 7/8 | 1 | 5/8 | 3.13 |
| N MGM/UA | 12 | 3/4 | 12 | 1/4 | 1/2 | 4.08 | 15 |
| N Mizlou | 1 | 5/8 | 1 | 5/8 | - | - | 7 |
| N Orion | 11 | 1/8 | 11 | 5/8 | - | 1/2 | - 4.30 |
| O Reeves Commun. | 8 | 7/8 | 9 | 1/4 | - | 3/8 | - 4.05 |
| O Sat. Music Net. | 6 | 1/4 | 6 | 1/2 | - | 1/4 | - 3.85 |
| O Telepictures | 23 | 23 | - | - | - | - | 21 |
| N Warner | 27 | 1/4 | 26 | 3/8 | 7/8 | 3.32 | 1,652 |
| A Wrather | 20 | 7/8 | 20 | 5/8 | 1/4 | 1.21 | 143 |

| | Closing Wed Apr 10 | Closing Wed Apr 3 | | Net Change | Percent change | P/E Ratio | Market Capitali- zation (000,000) |
|---------------------|--------------------------|-------------------------|-----|---------------|-------------------|--------------|--|
| SERVICE | | | | | | | |
| O BBDO Inc. | 48 | 3/4 | 48 | - | 3/4 | 1.56 | 14 |
| O Compact Video | 4 | 1/8 | 4 | 1/8 | - | - | 18 |
| N Comsat | 30 | 7/8 | 30 | 3/4 | 1/8 | 0.41 | 12 |
| O Doyle Dane B. | 21 | 20 | 3/4 | 1/4 | 1.20 | 17 | |
| N Foote Cone & B. | 53 | 3/4 | 54 | 3/8 | - | 5/8 | - 1.15 |
| O Grey Advertising | 166 | 156 | - | 10 | - | 6.41 | 11 |
| N Interpublic Group | 39 | 1/4 | 38 | 1/4 | 1 | 2.61 | 13 |
| N JWT Group | 28 | 5/8 | 28 | 5/8 | - | - | 8 |
| A MovieLab | 8 | 3/8 | 8 | 1/2 | - | 1/8 | - 1.47 |
| O Ogilvy & Mather | 40 | 3/4 | 40 | - | 3/4 | 1.88 | 17 |
| O Sat. Syn. Syst. | 7 | 1/8 | 7 | 3/4 | - | 5/8 | - 8.06 |
| O Telemation | 5 | 5 | - | - | - | - | 5 |
| O TPC Commun. | 7/16 | 3/8 | - | 1/16 | 16.80 | - | 1 |
| A Unitel Video | 6 | 7/8 | 6 | 1/2 | 3/8 | 5.77 | 13 |
| N Western Union | 9 | 1/4 | 8 | 7/8 | 3/8 | 4.23 | 223 |

| | Closing Wed Apr 10 | Closing Wed Apr 3 | | Net Change | Percent change | P/E Ratio | Market Capitali- zation (000,000) |
|--------------------|--------------------------|-------------------------|-----|---------------|-------------------|--------------|--|
| CABLE | | | | | | | |
| A Acton Corp. | 3 | 3/4 | 4 | 1/2 | - | 3/4 | - 16.67 |
| O AM Cable TV | 2 | 3/8 | 2 | 7/8 | - | 1/2 | - 17.39 |
| N American Express | 42 | 40 | 7/8 | 1 | 1/8 | 2.75 | 22 |
| N Anixter Brothers | 15 | 15 | 1/8 | - | 1/8 | 0.83 | 18 |
| O Bumup & Sims | 8 | 1/8 | 8 | 1/4 | - | 1/8 | - 1.52 |
| O Cardiff Commun. | 5/8 | 9/16 | - | 1/16 | 11.01 | 63 | |
| O Comcast | 25 | 3/4 | 25 | 1/4 | 1/2 | 1.98 | 30 |
| N Gen. Instrument | 17 | 7/8 | 16 | 5/8 | 1 | 1/4 | 7.52 |
| N Heritage Commun. | 23 | 3/8 | 23 | 3/8 | 3/8 | 1.63 | 44 |
| O Jones Intercable | 6 | 1/4 | 6 | 3/8 | - | 1/8 | - 1.96 |
| T Maclean Hunter X | 25 | 25 | 1/8 | - | 1/8 | 0.50 | 35 |
| A Pico Products | 4 | 1/8 | 4 | 1/8 | 1/8 | 3.13 | 19 |
| O Rogers Cable | 7 | 1/2 | 7 | 1/4 | 1/4 | 3.45 | 168 |
| O TCA Cable TV | 21 | 20 | 1/2 | 1/2 | 2.44 | 40 | |
| O Tele-Commun. | 26 | 26 | 3/8 | - | 3/8 | - 1.42 | 84 |
| N Time Inc. | 56 | 3/8 | 53 | 3/4 | 2 | 5/8 | 4.88 |
| N United Cable TV | 37 | 7/8 | 38 | 1/4 | - | 3/8 | - 0.98 |
| N Viacom | 42 | 1/2 | 42 | 1/4 | 1/4 | 0.59 | 17 |

| | Closing Wed Apr 10 | Closing Wed Apr 3 | | Net Change | Percent change | P/E Ratio | Market Capitali- zation (000,000) |
|----------------------------------|--------------------------|-------------------------|-----|---------------|-------------------|--------------|--|
| ELECTRONICS/MANUFACTURING | | | | | | | |
| N Arvin Industries | 20 | 1/8 | 20 | 3/4 | - | 5/8 | - 3.01 |
| O C-Cor Electronics | 8 | 8 | - | - | - | - | 114 |
| O Cable TV Indus. | 3 | 3/4 | 3 | 7/8 | - | 1/8 | - 3.23 |
| A Catec | 6 | 5/8 | 6 | 7/8 | - | 1/4 | - 3.64 |
| O Chyron | 8 | 1/8 | 8 | 1/4 | - | 1/8 | - 1.52 |
| A Cohu | 9 | 9 | - | - | - | - | 9 |
| N Conrac | 13 | 1/4 | 13 | 1/4 | - | - | 13 |
| N Eastman Kodak | 68 | 1/4 | 69 | 1/8 | - | 7/8 | - 1.27 |
| O Elec Mis & Comm. | 7 | 1/4 | 6 | 1/4 | 1 | 16.00 | 21 |
| N General Electric | 59 | 1/8 | 60 | 3/8 | - 1 | 1/4 | - 2.07 |
| O Geotel-Telemet | 1 | 5/8 | 1 | 5/8 | - | - | 18 |
| N Harris Corp. | 27 | 1/4 | 27 | 1/4 | - | - | 13 |
| N M/A Com. Inc. | 18 | 18 | 7/8 | - | 7/8 | - 4.64 | 22 |
| O Microdyne | 5 | 1/2 | 5 | 1/4 | 1/4 | 4.76 | 16 |
| N 3M | 80 | 5/8 | 81 | 3/8 | - | 3/4 | - 0.92 |
| N Motorola | 32 | 1/2 | 33 | 1/4 | - | 3/4 | - 2.26 |
| N N.A. Phillips | 39 | 1/2 | 39 | 1/8 | 3/8 | 0.96 | 10 |
| N Oak Industries | 2 | 1/8 | 2 | 1/8 | - | - | 35 |
| A CMX Corp. | 2 | 2 | 1/8 | - | 1/8 | - 5.88 | 5 |
| N RCA | 41 | 3/8 | 41 | 1/4 | 1/8 | 0.30 | 13 |
| N Rockwell Intl. | 33 | 5/8 | 34 | 3/4 | - 1 | 1/8 | - 3.24 |
| N Sci-Atlanta | 10 | 3/4 | 10 | 3/4 | - | - | 21 |
| N Signal Co.s | 34 | 1/8 | 33 | 3/8 | 3/4 | 2.25 | 14 |
| N Sony Corp. | 17 | 1/8 | 17 | 1/4 | - | 1/4 | - 0.72 |
| N Tektronix | 57 | 3/4 | 58 | 1/2 | - | 3/8 | - 1.28 |
| A Texscan | 3 | 1/8 | 3 | 3/8 | - | 1/4 | - 7.41 |
| N Varian Assoc. | 31 | 1/8 | 31 | 1/2 | - | 3/8 | - 1.19 |
| N Westinghouse | 29 | 3/8 | 29 | 1/4 | 1/8 | 0.43 | 10 |
| N Zenith | 20 | 7/8 | 21 | 1/2 | - | 5/8 | - 2.91 |
| Standard & Poor's 400 | 199.95 | 199.70 | - | 0.25 | - | - | 0.13 |

T-Toronto, A-American, N-N.Y., O-OTC. Bid prices and common A stock used unless otherwise noted. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share

for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING's OWN research.

playoffs from the best of five to a best-of-seven series for the 1985 season. At this point, the agreement applies to the 1985 season only. Whether the best-of-seven playoff series is continued will be decided in future negotiations. Under the current baseball rights agreement with ABC and NBC, which runs through 1989, baseball receives \$9 million more each season with the seven-game series.

Group W Satellite Communications said it has been selected by Major League Baseball to provide downlink and uplink facilities for distribution of MLB's new baseball news and game highlights service, *Baseball Newsatellite*. The service made its debut April 8, opening day of the 1985 baseball season. It features three daily feeds, seven days a week, of baseball news, information and game highlights. The feeds, which are transmitted via Telstar 301, air at 4 p.m., 10:15 p.m. and 1:15 a.m. NYT.

Making deals

Former *M*A*S*H* producer, Burt Metcalfe, has entered a long-term agreement with Warner Bros. Television "to create, develop and produce all forms of television programming," the Burbank, Calif.-based studio has announced. Metcalfe was casting director for the pilot episode of the long-running 20th Century Fox series in 1970, becoming its associate producer in 1971, co-producer in 1975, and producer in 1976.

Coming out swinging

Don King Sports and LBS Sports have joined forces to present a three-hour boxing event on April 29 from Buffalo, N.Y. LBS will handle the networking of the card, featuring the North American Boxing Federation heavyweight champion, James Broad, vs. Tim Witherspoon; lightweight Hector (Macho) Camacho vs. Mexican champion Roque Montoya, and the World Boxing Association heavyweight champion, Greg Page, vs. Tony Tubbs. The event will also feature a broadcast of Larry Holmes's successful March 15 World Boxing Council heavyweight title defense against David Bay.

A second event has been scheduled for June 6 at an unannounced site featuring Camacho vs. Jose Luiz Ramirez, WBC lightweight champion; Davey Hilton, Canadian welterweight champion, vs. an unnamed contender, and another fight yet to be announced.

Close to 100 stations have cleared the two boxing lineups, which are being jointly promoted. WOR-TV New York is the anchor for the first card which will air at 8-11 p.m. NYT. The two shows are being sold on a barter basis, with stations receiving 26, 30-second spots. King and LBS will retain an undisclosed number of spots.

War production

PBL Productions PTY., Sydney, and D. L. Taffner/Australia PTY. Ltd., Sydney, have agreed to develop and co-produce a four-hour, dramatic mini-series, *War Brides*. Production is scheduled to start in Australia in early 1986. Based on the book by Lois Battle, the series centers on the lives of three Australian women who marry American servicemen during World War II and face harsh adjustment to life in the United States.

Via satellite. The National Association of Broadcasters is launching a new monthly video magazine, *Telejournal*, that will be broadcast via satellite to its TV members beginning next Friday, April 19. The half-hour program will air at noon the third Friday of each month. World Communications is donating its satellite time to carry the program on Telestar 301. *Telejournal*, explained NAB's Dick Hollands, senior vice president for television, will have a varied fare depending on what "is the important news of the industry."

This week, the broadcast will include a presentation on the new technologies by NAB's John Abel, senior vice president for research and planning. Also scheduled is an interview with FCC Chairman Mark Fowler by NAB President Eddie Fritts at the NAB's annual convention in Las Vegas. And the association plans to deliver a new public service announcement, Operation Prom/Graduation, which stations can use during NAB's latest campaign against drunk driving. "We're planning to alert them to what is happening as well as disseminate information," Hollands said. He noted that the program would prove particularly useful in transmitting technical information. For example, NAB could conduct an HDTV demonstration on the program. That's information, Hollands pointed out, that can't be as easily transmitted in NAB's weekly newsletter, *Highlights*.



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Contract talks

Calm may have characterized the first stage of contract negotiations between the American Broadcasting Companies and 3,400 staff members represented by the National Association of Broadcast Employees and Technicians, but union officials are not exactly untroubled. After the first three-and-a-half weeks of talks in San Diego ended April 3, several from NABET described the proposed ABC contract in less than glowing terms.

"We're miles apart," noted Edward Lynch, NABET president, just days before members of the union negotiating team returned to locals in New York, Los Angeles, Chicago, Washington and San Francisco to discuss company proposals with their membership and to take a strike authorization vote by May 1.

Talks are set to resume in Washington on May 7 in the offices of the Federal Mediation and Conciliation Services. FMCS officials, however, will not be involved.

Several union officials believed the negotiations were "making progress," but made note of a variety of issues on which debate remains, such as control over certain equipment, live coverage jurisdictions and temporary daily hiring in the field and studio.

Also under contest is the length of the

contract, with the company seeking its fourth straight four-year contract and NABET pushing for the leverage of an Olympic year with a two-year contract ending in 1988. The company's wage offer, just under 5%, appears to be a secondary, but still important, concern.

Comband on the run

General Electric is taking heat from the National Association of Broadcasters and Association of Maximum Service Telecasters over the Comband bandwidth compression technology it is trying to market to cable system operators. While praising the engineering achievement of the system, which uses GE-developed time and frequency compression techniques to join two video channels in a single 6 mhz channel, NAB and AMST argue Comband may degrade a broadcast signal's video and multichannel audio, as well as limit teletext transmission.

The comments were made in early April to the FCC, which is considering a GE petition for cable systems to carry broadcast signals with Comband technology.

"Material degradation of the broadcast signal is inherent in the compression techniques GE employs with Comband," NAB noted in its filing. In particular, Comband's reduced video frequency response and color

information were cited as potential limits to picture quality.

Comband also is designed to strip out teletext signals in the vertical blanking interval, a feature that NAB and AMST argued was not in keeping with commission positions on stripping of the service.

Both organizations were also sharply critical of what they called a lack of "meaningful test data" supporting GE's request to the FCC to authorize Comband.

NAB suggested that more tests be required of the system by the FCC before authorization is granted, especially for retransmission of must-carry signals.

Representatives of GE, who have previously characterized Comband as producing a TV picture that is "visually equivalent to NTSC broadcasts" and "transparent" to broadcast multichannel TV sound, have refused to respond to the criticisms, other than to note the company would file a point-by-point rebuttal with the FCC by April 22.

Stereo on the Potomac

The country's capital has its first multichannel sound television station. Taft Broadcasting's WDCA-TV Washington, in the ninth market, began continuous stereo broadcasts on April 1, after a month of on-off experimentation with the new service. And the station is not the only Taft TV outlet moving into the MTS market (see chart on opposite page).

According to John Owen, Taft vice president of TV engineering, the Cincinnati-based group owner is contemplating making all of its seven TV stations MTS-capable. The next to go will most likely be WCIX(TV) Miami, Owen told BROADCASTING, with plans to install stereo gear by May 1, followed by second-language capability in September.

The group's other stations, in Birmingham, Ala., Kansas City, Mo.; Cincinnati; Columbus, Ohio, and Philadelphia, are expected to have stereo capability in several months'. The stations, which he explained have all had extensively rebuilt plants in the past several years, were redesigned with stereo in mind. "They are already 80% on the way to being MTS-ready and are in the order mode," Owens added.

Once MTS-capable, he said, the decision will be made on a market-by-market basis whether to build the service gradually as true stereo programs become available or whether to begin immediately with a full schedule mixing synthesized and true stereo material.

WDCA-TV is currently broadcasting one stereo music program that it produces in-house for national distribution through the Black Entertainment Television service. But because true stereo programming so far is limited to a few hours a week, if that, Chief Engineer Jerry Dickson is using an Orban stereo synthesizer to complete the schedule with pseudo-stereo material.

The station is also using an Orban stereo generator, in conjunction with a Harris transmitter, to transmit the MTS service.

Odyssey Television

has acquired

WPCQ-TV Channel 36

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Charlotte, North Carolina

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Irving Trust Company
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New York, NY 10015

Commercial Banking
Division

Members of the stereo television club

| Station | Affiliation | Stereo start date | Hours per week of true stereo | Synthesized stereo? (Manufacturer) | Stereo generator/transmitter |
|---------------------------------------|-------------|-------------------|-------------------------------|------------------------------------|------------------------------|
| WDBB(TV) Tuscaloosa, Ala. | Ind | Oct. 8, 1984 | 5 | yes (Orban) | Orban/Harris |
| KTLA(TV) Los Angeles ¹ | Ind | Oct. 29, 1984 | 5-6 | yes (Orban) | MSI/Harris |
| KRBK-TV Sacramento, Calif. | Ind | Feb. 7, 1985 | 15 | yes (Studio Tech) | MSI/RCA |
| KTZO(TV) San Francisco | Ind | Feb. 20, 1985 | 8 | yes (Orban) | Orban/GE |
| KOVR(TV) Stockton, Calif. | ABC | Feb. 5, 1985 | 38½ | yes (Orban) | Orban/RCA |
| KCNC-TV Denver | NBC | Feb. 8, 1985 | none | yes (Orban) | Orban/Harris |
| WFSB(TV) Hartford, Conn. | CBS | Dec. 8, 1984 | none | no | MSI/Harris |
| WTIC(TV) Hartford, Conn. ² | Ind | Sept. 17, 1984 | 7 | no | MSI/Harris |
| WTXX(TV) Waterbury, Conn. | Ind | Sept. 12, 1984 | none | no | Moseley/Townsend |
| WDCA-TV Washington | Ind | April 1, 1984 | 2-3 | yes (Orban) | Orban/Harris |
| WTLV(TV) Jacksonville, Fla. | ABC | Nov. 5, 1984 | 8 | yes (Orban) | MSI/RCA |
| WPBT(TV) Miami | PBS | March 9, 1985 | 2-3 | yes (Orban) | N/A Harris |
| WTTW(TV) Chicago | PBS | Aug. 7, 1984 | 5 | yes (Studio Tech) | BE/Harris |
| KDIN-TV Des Moines, Iowa | PBS | March 8, 1985 | 3 | yes (Orban) | Orban/Harris |
| WVJV(TV) Boston | Ind | Feb. 12, 1985 | 168 | yes (Orban) | MSI/RCA |
| KPLR-TV St. Louis | Ind | Jan. 28, 1985 | 7 | yes (Orban/StudioTech) | MSI/RCA |
| KTNV-TV Las Vegas | ABC | Jan. 1, 1985 | 8½ | yes (Orban) | Orban/Philips |
| WBTV(TV) Charlotte, N.C. | CBS | Feb. 16, 1985 | none | yes (Orban) | Orban/RCA |
| KATU(TV) Portland, Ore. | ABC | Nov. 4, 1984 | 24 | yes (Orban) | MSI/RCA |
| WNBC-TV New York | NBC | Nov. 5, 1984 | none | yes (Kintek) | MSI/RCA |
| WCET(TV) Cincinnati | PBS | Feb. 27, 1985 | 4 | yes (Orban) | MSI/Harris |
| WVIZ-TV Cleveland | PBS | March 7, 1985 | 8 | no | MSI/Harris |
| WAXA(TV) Anderson, S.C. | Ind | March 6, 1985 | 1 | yes (Orban) | Orban/Harris |
| WATE-TV Knoxville, Tenn. | ABC | Feb. 1, 1985 | 9½ | yes (Orban) | Eiden/RCA |
| KERA-TV Dallas | PBS | March 24, 1985 | 5-8 | yes (Orban) | Orban/Larcan |
| KSAT-TV San Antonio | ABC | Feb. 1, 1985 | none | yes (Orban) | Orban/RCA |
| KSL-TV Salt Lake City | CBS | March 13, 1985 | 1 | yes (Orban) | MSI/RCA |
| KUED(TV) Salt Lake City | PBS | March 2, 1985 | 3 | yes (Orban) | Orban/RCA |
| KOMO-TV Seattle | ABC | Aug. 21, 1984 | none | yes (Orban) | Self-made/RCA |
| KIRO-TV Seattle | CBS | Oct. 16, 1984 | N/A | yes (Orban) | MSI/Harris |

Note: Noncommercial WNJT(TV) Trenton, N.J., is providing a reading-for-the-blind service over its separate audio program (SAP) channel, but no stereo. KXXV(TV) Waco, Texas has taken delivery of Orban stereo generator, but as of April 10 was not on the air with MTS. ¹ Broadcasts Spanish-language soundtrack over SAP channel. ² Broadcasts audio program guide over SAP channel.

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The week's worth of news and comment about radio

All-news birthday

"It's the longest running all-news radio station in the country," said John Waugaman, vice president and general manager of Group W's WINS(AM) New York, which is marking its 20th anniversary in the all-news format this week.

On April 19, 1965, when contemporary rock, especially music from England, was rising in popularity across the country, Westinghouse Broadcasting made what was considered by many in the radio industry at the time to be a bold programming move. It switched its top 40 WINS(AM) New York to all-news, then a virtually unused format. "The whole idea was to differentiate ourselves from the other AM stations in the market," said Group W Radio President Dick Harris, who, as general manager of company-owned WBZ(AM) Boston, was part of the Westinghouse Broadcasting planning task force that quietly assembled the talent for the new format in a New York City hotel room. On-air personalities who have been with the

station since its rock 'n' roll days include: Stan Z. Burns, Brad Phillips, Brad Sherman and Stan Brooks, who was news director at the time of the format change.

Although WINS was not profitable in the early going, Westinghouse stayed with the format. "It showed a commitment on the part of Westinghouse to a sound programming idea: A radio station that delivers all-news on a continuing basis, could attract a large audience," said Harris. Over the past several years, the station has consistently ranked among the top stations in the New York market, according to 12-plus Arbitron metro share data. And Westinghouse's commitment to WINS(AM) and its tight, all-news sound is further demonstrated by the construction of new studios, which are expected to be completed by year's end.

WINS(AM) is celebrating its anniversary with a series of 90-second vignettes that look back at major events it has covered, such as the blackout of November 1965 and the New York Mets World Series victory in 1969.

Shortly after WINS(AM) went all-news in 1965, Group W's KYW(AM) Philadelphia followed suit. In 1967, the group's KFWB(AM) Los Angeles switched from top 40 to all-news.

Birch signing

Birch Radio is continuing to make inroads into Arbitron Rating's dominant standing among ad agencies. Last week, Kenyon & Eckhardt signed a three-year contract with the audience measurement company with, according to Birch officials, the intention of using Birch data as the primary source for buying radio. "I have always believed that telephone methodology represents a superior method for measuring radio," said Alan Goldin, senior vice president, media director for Kenyon & Eckhardt. (Arbitron uses a one-week diary system).

Birch Radio President Dick Weinstein noted that several other major agencies, including Ted Bates; N W Ayer; D'Arcy MacManus Masius, and Bozell & Jacobs, are using Birch in conjunction with Arbitron. The company currently measures radio listening in 85 markets on a monthly basis and approximately 50 markets nonmonthly.

"Birch Radio represents the first serious alternative to the diary-based Arbitron service since 1978 when Audits and Surveys and Burke attempted to provide a telephone-based system," added Ira Sussman, media research director of Kenyon & Eckhardt.

Monumental event

It is being called the "largest, live, satellite radio broadcast event in history." The program is Culver City, Calif.-based Westwood One's three-hour *Radio USA For Africa* special, which, according to company president Norm Patiz, will air on 500 stations in the U.S. including three in New York: WHTZ(FM) (licensed to Newark, N.J.), WNEW(FM) and WKTU(FM) on April 21 ("Riding Gain," March 18). Additionally, *Radio USA For Africa* is slated to be picked up by 15 stations in Canada, Radio New Zealand, and independent radio outlets in the United Kingdom, Australia and the Far East.

The show, which is being produced in conjunction with CBS Records and talent manager Ken Kragan, features a number of artists, many of whom recorded the USA (United Support of Artists) For Africa hit single, "We Are The World," at the A&M Recording Studios in Los Angeles on Jan. 28, which was aired in at least 25 countries at 10:50 a.m. NYT on April 5 (BROADCASTING, April 8). Scheduled to appear as in-studio guests on *Radio USA for Africa* are Rod Stewart, Pat Benatar, Graham Nash, Supertramp, The Beach Boys, Ray Parker Jr., Herb Alpert, Smokey Robinson, Lindsey Buckingham-

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Also participating in the broadcast will be radio personalities Dick Clark, Scott Muni, Casey Kasem, Scott Shannon, John Leader, Dr. Demento, Jim Ladd, Dan Ingram, Mary Turner, Walt Love and Joel Denver.

All revenue from the program, said Pattiz, will be donated to the USA For Africa foundation to fight world hunger. Major advertisers include: Pepsi-Cola, Denny's Restaurants, Velamints and Oxy skin care products.

Pattiz also noted that Westwood and Home Box Office (HBO) have worked out a cross promotion deal whereby Westwood will promote HBO's upcoming cable special premiering May 1, *USA for Africa: The Story of We Are the World* during its three-hour broadcast while HBO runs spots promoting the *Radio USA For Africa* show. The Westwood program will be delivered to stations by both Satcom I-R and Westar IV—the latter through a donation of satellite time by National Public Radio.

Changing formats

Six co-owned California adult contemporary and oldies stations have adopted a new format that lets listeners choose the new releases to be added to their playlists, regardless of musical genre. On April 1, KLOK(AM) San Jose, KLOK-FM San Francisco, KWIZ-AM-FM Santa Ana and KFIC-AM-FM Fresno introduced "You Pick The Hits," a programming concept in which listeners are asked to vote "yes" or "no" on whether a particular new release should join the line-up. The format includes rock, adult contemporary, country and rhythm-and-blues songs.

The selections "become hits on KLOK long before they show up on the record charts, and that means KLOK listeners not only play a big part in picking the hits, but beat the charts," said Bill Weaver, KLOK-AM-FM general manager and program director.

A spokeswoman for Davis-Fowler-Weaver Broadcasting, which owns the six stations, said operators are available at each station to tally responses whenever a new record debuts, with a running total of yes and no votes the criterion for keeping it on the air.

Meanwhile, RKO-owned KFRC(AM) San Francisco has introduced "the game zone," six, hour-long game shows airing each weekday between 9 a.m. and 3 p.m., ranging from trivia to "secret sounds" to talent try-outs. The blocks are hosted by Dave (The Duke) Sholin and Chuck Browning,

with intros by Gary Owens, Johnny Olson and other nationally known air personalities. "For an AM station to be successful today, it must appeal to the largest available audience," said vice president and general manager, Patrick W. Norman. "The KFRC game zone is designed to reach and appeal to that audience." Added program director Mike Phillips: "We feel it necessary to set aside traditional thinking about radio programming and concentrate more on audience entertainment as a whole, but music will continue to be the main ingredient in KFRC's programming."

Word watchers

An organization made up of record and radio industry representatives along with business and industry groups who would monitor lyrics of contemporary hit songs before they get on the air is being proposed by Bill Steding, vice president and general manager of Bonneville International Corp.'s KAAM(AM)-KAFM(FM) Dallas, and executive vice president of the Central Broadcast Division (Radio) for Bonneville, which is owned by the Mormon Church. Steding calls the proposed organization the National Music Review Council.

"The council will make judgments based on the lyric content as to the acceptability of music for today's youth. If it passes the guidelines, a record would get a label saying it is acceptable—just like a *Good Housekeeping* seal," said Steding.

KAFM entered the contemporary hit radio arena over two years ago and, said Steding, immediately implemented internal controls to eliminate what management felt were objectionable lyrics. According to Steding, the station's policy is to review each piece of music once a week before considering it for airplay. If the music has objectionable lyrics, one of two things is done: the lyrics are edited out or the song is not played. Two recent examples of songs that didn't make KAFM's playlist are "Baby Come and Get It" by the Pointer Sisters and "Relax" by Frankie Goes To Hollywood. "Obsession" by Animotion was edited for air play.

Why wait until now to form a national council? "We had to get some credibility to our programming approach," said Steding. "And the time now appears right for this idea," he added. Steding also said that response from station listeners and local business, industry and church organizations is positive.

Open archive

The Pacifica Radio Archive, believed to be the oldest repository of noncommercial radio programs, has completed a four-year cataloguing project that now enables broadcasters, scholars and interested listeners to easily obtain access to the more than 20,000 tapes stored at its Los Angeles headquarters. A microfiche-based filing system was developed through a grant from the National Endowment for the Humanities and contributions from subscribers to the six stations owned by the Pacifica Foundation.

According to director Nancy Angelo, the archive chronicles major developments in science, health care, psychology, foreign and domestic affairs, social movements, the arts and cultural affairs since the founding of Pacifica Radio in 1949. She said the collection is especially noted for its radio drama and civil rights material, including original recordings of speeches by Martin Luther King Jr., Malcolm X and Ralph Abernathy.

Information about programming from the Pacifica Radio Archive is available from (213) 931-1625.

Playback

Warner Publisher Services has reached the 400-station mark in clearances for *Info Radio*, its five-year-old, 90-second news and lifestyle feature, based on copy from 15 national magazines distributed by Warner. The series, produced and syndicated for the New York-based publisher by Cinema Sound Ltd., clears in the top 175 markets, with 70% of the stations airing *Info World* either during afternoon or morning drive or after the noon news.



Coming home. Fritz Broadcasting's WXYT(AM) Detroit has signed a three-year primary affiliation agreement with the Mutual Radio Network. The station will air Mutual's news at the top of each hour, *The Larry King Show*, *America in the Morning* and *The Jim Bohannon Show*, as well as other network programming. Pictured closing the deal, which becomes effective May 1, are (standing, l-r): John Harper, operations director, WXYT(AM), and Gordon Peil, regional manager/station relations, Mutual. (Seated, l-r): Ben Avery, vice president of station relations, Mutual, and Charles D. Fritz, president, WXYT(AM). WXYT, formerly WXYZ(AM), was among original affiliates when the Mutual Broadcasting System was founded in 1934. The former Mutual affiliate in Detroit, WCXI(AM), will become a special program affiliate carrying country music.

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Cable pay-per-view service set for fall debut

Former Showtime and Cable Health Network executive Jeffrey Reiss, with backing from prominent cable leaders, is putting together The Exchange, to cablecast P-P-V movies and specials

Jeffrey Reiss, the founder of Showtime and the Cable Health Network (which was merged into Lifetime), is putting together a new cable venture: The Exchange. Beginning sometime this fall, The Exchange hopes to provide a steady flow of motion pictures and entertainment and sports specials to cable systems for sale to their subscribers on a pay-per-view basis.

Reiss announced last week that he has raised sufficient funds to launch the service this fall. But, he said, he'll be seeking additional financing to help with the purchase of hardware, marketing and research.

The charter investors are prominent in the cable industry: Bill Daniels, chairman, Daniels & Associates; John V. Saeman, vice chairman, Daniels; Jerry Maglio, executive vice president of marketing, Daniels; Paul Kagan, communications industry analyst and publisher; Tom Wheeler, former presi-

dent of the National Cable Television Association; Robert Rosencrans, president of Columbia International Inc.; Jay Ricks, partner in the Washington communications law firm of Hogan & Hartson, and Norman Lear, television producer and principal in Embassy Communications (Lear is also Reiss's father-in-law).

According to Reiss, The Exchange will act as an "expediter," distributing via satellite P-P-V motion pictures and events to cable systems on behalf of producers and promoters. In addition to the transmission service, he said, The Exchange will scramble the feeds, distribute marketing materials and handle billing and collection. For the service, the programmers will be charged on "cost-plus-service-fee" basis, he said.

Although The Exchange is not intended to be a full-time P-P-V network, Reiss said he believes enough programmers will participate to allow The Exchange to provide between eight and 15 P-P-V films and events per month. So far, he said, the service has been "well received" by the programmers.

Reiss said he had lined up a transponder on a C-band satellite, but was not yet pre-

pared to say which one. For the scrambling, he said, he is looking at systems from M/A-COM, Scientific-Atlanta and General Instrument.

Like that of other P-P-V ventures, the success of The Exchange will depend on how rapidly cable systems implement addressability, the technology that permits cable systems to deliver programming to individual homes. According to industry estimates, some 1.9 million cable homes are now addressable.

In a prepared statement, Wheeler said the Exchange will give needed momentum to P-P-V. "Many cable operators," he said, "have been reluctant to commit to pay per view because of its high cost and lack of consistent product flow. Now The Exchange will provide the necessary impetus for pay-per-view to succeed as the industry's next premium home entertainment offering and it will allow cable operators to compete title for title with video rental stores. It will benefit the program suppliers, the cable operators and the viewers enormously."

"The Exchange," Reiss added, "will provide to cable operators all of the essential services so that each cable operator will benefit from an efficient, cost-effective, reliable and secure delivery system for the continuous flow of high-quality events."

Reiss, through his Reiss Media Enterprises, has been involved in P-P-V for at least the last six months. He acted as a consultant to Computer Addressable Television Systems Inc., which launched and quickly folded the Hi-Life Channel, a P-P-V service combining adult and conventional motion pictures.

Others are interested in the potentially lucrative P-P-V market, including Showtime/The Movie Channel Inc. Spokeswomen Tola Murphy-Baran said the pay television firm's P-P-V plans are still "very much on the drawing board," but that, if a host of problems can be solved, it may introduce a "national P-P-V network" within a year. □

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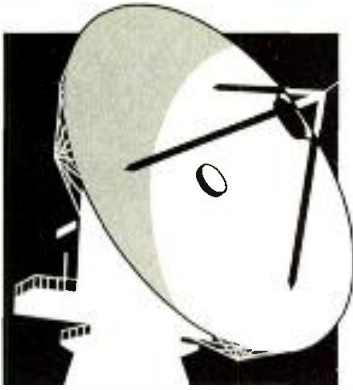
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CBS, NBC unveil children's fare

CBS debuts five shows, six returning; NBC adds two, six returning

CBS-TV will premiere five new Saturday morning children's programs Sept. 14, while renewing five others. In addition, the capsule *In the News* segments will also return. The network disclosed its 1985-86 children's programming slate last Tuesday (Apr. 9). ABC-TV announced its Saturday morning lineup last month (BROADCASTING, April 1)



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and NBC-TV released its rosier last Wednesday (April 10).

New CBS series are:

■ *The Berenstain Bears*, 7-7:30 a.m. NYT, is based on the popular book series and developed by authors Stan and Jan Berenstain for Southern Star Productions. The animated comedy-adventure features the forest-dwelling Bear family from Beartown, with a long list of continuing characters.

■ *The Wuzzles*, 7:30-8 a.m. NYT, is an animated adventure series from Walt Disney Productions about "the oddest assortment of animals yet discovered by man—hybrid creatures who are two animals in one."

■ *Jim Henson's Muppets, Babies and Monsters*, 8-9 a.m. NYT, is an expansion of the half-hour *The Muppet Babies* program, with both live-action and animated segments featuring Miss Piggy, The Muppets and other Henson characters. The show is from Henson Associates-Marvel Productions.

■ *Hulk Hogan's Rock 'N' Wrestling*, 9-10 a.m. NYT, an animated series starring wrestler Hulk Hogan and fellow grapplers "in their never-ending quest for truth and justice." The series, from D.I.C. Productions, will be bridged with live-action segments.

■ *The Young Astronauts*, 10-10:30 a.m. NYT, is from Marvel Productions in cooperation with the White House's Young Astronaut Council and concerns the adventures of

an American family living in outer space in the 21st century.

NBC-TV, which has dominated Saturday morning ratings much of the past season, is adding only two new series, while retaining six programs. In announcing the revised schedule, NBC Entertainment Vice President for Children's Programs Phyllis Tucker Vinson said: "We (at NBC) continue to be delighted with our Saturday morning schedule and its acceptance." She cited NBC research placing her network's Saturday morning ratings at 6.4/24 (through March 30), a 36% advantage over ABC-TV and 33% ahead of CBS-TV.

Premiering Sept. 14 are:

■ *Punky Brewster*, 10:30-11 a.m. NYT, an animated comedy-adventure based on the Sunday night series of the same name. It is produced by Ruby-Spears Enterprises and set in Punky's neighborhood "as well as in exotic locations" around the world.

■ *The Gummi Bears*, 8:30-9 a.m. NYT, a previously announced animated comedy-adventure from Walt Disney Productions "tracing the exploits of a mythological race of charming, idealistic bears who leave their own secret, magical community to help fight evil in the real world." Disney announced earlier this year that it would begin producing animated Saturday morning series for the first time in the studio's six-decade history.

CBS unveils four for summer

Network will air three entertainment series and one news production to try and stem viewer defection

To help beat the summer ratings doldrums, CBS will feature four new prime time series in a six-week run between August and September as part of a special "first-run summer" schedule that will include a new prime time hour from CBS News. The four new series are *Hometown* from Paramount, *One Hogan Place* from CBS Entertainment, *I Had Three Wives* from Warner Bros., and *West 57th* from CBS News.

Six episodes have been ordered for each of the entertainment series, a CBS spokesman said, although the time periods will be announced at a later date. In addition, the spokesman said, another 13 episodes of *West 57th* have been ordered on top of the previous six for a total of 19 hours "so we'll be ready to go at any time" when a permanent slot opens on the prime time schedule.

In a statement, Gene F. Jankowski, president of CBS/Broadcast Group, said: "As media competition increases, and viewers

'A-Team' and 'A.D.' turn in A+ numbers for NBC

With a strong Tuesday performance that featured a first-place finish for *A-Team* with a 24 rating and 37 share, and a fourth-place finish for *A.D. Part III*, NBC took the 28th week of the season (ending April 7) with a 16 rating and 26 share based on Nielsen's prime time National Television Index. CBS, which has won 20 weeks this season, finished with a 15.4/25, and ABC with a 15.2/24.7.

Despite a second-place finish, CBS had five of the top 10 shows of the week, including the NCAA championship basketball game in which Villanova defeated Georgetown. The schedule's usual ratings victor for the season, *The Cosby Show*, was not on the air as NBC showed the five-part mini-series, *A.D.*, which had an average rating of 18.2 with two of its five parts in the top 10.

The combined rating/share this year of 46.6/73.8 was down from last year's 47.8/76.7, as was the HUT level, down from last year's 62.5 to 61.8, a 1% decrease.

In nightly wins, CBS captured Monday, Thursday, Saturday and Sun-

day, while NBC won Tuesday and Friday, and ABC won Wednesday. The unusual victory for NBC on Friday could be attributed to CBS pulling *Dallas* and *Falcon Crest*, numbers one and nine in the season-to-date ratings, respectively, for the *CBS Special Movie Presentation*, "Stormin' Home."

The week saw two premieres—the *Lucie Arnaz Show* on Tuesday at 8 p.m. NYT on CBS which captured a 12.6/20, placing 45th of the week's 61 programs, and *Me and Mom* on Friday at 10 p.m. on ABC which placed 44th with a 12.7/23.

In its second week on NBC's Friday night lineup, *Half-Nelson* was up from a 13.7/22 to 14.6/25. It preceded *Miami Vice*, which did a 15/23.

Thursday night on ABC saw a slight ratings rise in the third week of *Wildside* (8 p.m.) to 51st and *Eye to Eye* (9 p.m.) at 55th, with the two doing an 11.7/19 and a 10.2/16, respectively. Both still underperformed their season-to-date averages, however.

| Rank | Show | Network | Rating/Share | Rank | Show | Network | Rating/Share | Rank | Show | Network | Rating/Share |
|------|---------------------------|---------|--------------|------|----------------------|---------|--------------|------|----------------------------|---------|--------------|
| 1. | A Team | NBC | 24.0/37 | 22. | Trapper John, M.D. | CBS | 18.0/28 | 43. | E/R | CBS | 12.8/20 |
| 2. | Basketball, NCAA Champ. | CBS | 23.3/33 | 23. | Webster | ABC | 18.0/28 | 44. | Me and Mom* | ABC | 12.7/23 |
| 3. | Dynasty | ABC | 23.1/35 | 24. | Knight Rider | NBC | 18.0/27 | 45. | Lucie Arnaz Show* | CBS | 12.6/20 |
| 4. | A.D., part 3 | NBC | 20.9/34 | 25. | Moonlighting | ABC | 18.0/27 | 46. | Hunter | NBC | 12.5/22 |
| 5. | Murder, She Wrote | CBS | 20.4/33 | 26. | Airwolf | CBS | 15.8/27 | 47. | Three's a Crowd | ABC | 12.3/19 |
| 6. | Simon & Simon | CBS | 20.3/32 | 27. | Mr. Belvedere | ABC | 15.4/28 | 48. | Diff'rent Strokes | NBC | 12.0/21 |
| 7. | Crazy Like a Fox | CBS | 20.1/32 | 28. | Benson | ABC | 15.3/28 | 49. | Charles in Charge | CBS | 11.9/19 |
| 8. | Magnum P.I. | CBS | 19.4/32 | 29. | 20/20 | ABC | 15.1/24 | 50. | Under One Roof | NBC | 11.8/20 |
| 9. | A.D., part 2 | NBC | 19.2/28 | 30. | Miami Vice | NBC | 15.0/27 | 51. | Wildside | ABC | 11.7/19 |
| 10. | Hotel | ABC | 18.8/33 | 31. | Half-Nelson | NBC | 14.8/23 | 52. | Florence Nightingale | NBC | 11.6/19 |
| 11. | Highway to Heaven | NBC | 18.6/29 | 32. | Pall Guy | ABC | 14.5/23 | 53. | Guilt by Conscience | CBS | 10.8/18 |
| 12. | 60 Minutes | CBS | 18.5/34 | 33. | Who's The Boss? | ABC | 14.5/22 | 54. | Double Trouble | NBC | 10.6/18 |
| 13. | Knots Landing | CBS | 18.2/29 | 34. | Finder of Lost Loves | ABC | 14.1/25 | 55. | Eye to Eye | ABC | 10.2/18 |
| 14. | TV Bloopers & Prac. Jokes | NBC | 17.8/28 | 35. | T.J. Hooker | ABC | 13.9/24 | 56. | Detective in the House | CBS | 10.1/17 |
| 15. | Love Lives On | ABC | 17.8/26 | 36. | Off the Rack | ABC | 13.7/24 | 57. | Punky Brewster | NBC | 10.0/18 |
| 16. | A.D., part 4 | NBC | 17.7/29 | 37. | Bugs Bunny Special | CBS | 13.6/24 | 58. | Dead Men Don't Wear Plaid | CBS | 9.9/16 |
| 17. | MacGruder & Loud | ABC | 17.6/27 | 38. | Gimme a Break | NBC | 13.8/23 | 59. | Jeffersons | CBS | 9.4/14 |
| 18. | Hardcastle & McCormick | ABC | 16.7/24 | 39. | Cover-Up | CBS | 13.4/24 | 60. | Silver Spoons | NBC | 8.7/17 |
| 19. | A.D., part 5 | NBC | 16.4/26 | 40. | Love Boat | ABC | 13.2/22 | 61. | Disney World Easter Parade | ABC | 8.6/16 |
| 20. | Scarecrow & Mrs. King | CBS | 16.4/24 | 41. | Stormin' Home | CBS | 13.1/23 | | | | |
| 21. | Superman II | ABC | 16.3/27 | 42. | Daffy Duck Special | CBS | 12.8/23 | | | | |

*indicates premiere episode

are given more choices, we have been looking for ways to extend our schedule of original programming beyond the traditional borders of the television season."

CBS officials elaborated that the first-run summer programs are part of an effort to "bring people back to the set" during a time of year when viewers increasingly turn to alternate media such as cable and independent stations as repeats fill the networks' prime time schedules. All the new summer shows, a spokesman said, were originally part of CBS's 1985 network programming development budget and do not constitute the infusion of additional monies.

CBS officials also pointed out that HUT levels in the August-September period are off about 5% from the April-May period when "heavy program investment is the norm."

The three entertainment series:

■ **Hometown**, a one-hour comedy, is about the "lives and relationships" of a group of 1960's college students who have grown up and joined the 1980's establishment. Gene Reynolds, a former director of *M*A*S*H*, is executive producer. Sisters Julie and Dinah Kirgo, formerly producers/writers with *One Day at a Time*, created the show and will serve as producers. The pilot was shot in and around New York, location also of the five other episodes.

■ **I Had Three Wives**, which stars Victor Garber (who just finished a lead role in the Broadway play, *Noises Off*) is a one-hour comedy about a "charming, rogiush" private investigator who is helped in his assignments by three still admiring ex-wives. (One of the former wives is played by Teri Copley, who starred in *We Got It Made*.) Co-executive producers are Marc Merson and Peter Lefcourt. Merson is also co-executive producer of *Off The Rack* (ABC), and Lefcourt is a former producer of *Cagney & Lacey* (CBS). *Wives* is directed by Bill Bixby.

■ **One Hogan Place**—CBS's first prime time entertainment series produced in-house since the fall of 1976—is a half-hour comedy about a Midwestern female Manhattan district attorney and the various people involved in her professional and personal life. Like *Hometown*, it will be taped in New York, making it the fourth CBS series to be taped on the East Coast. Diane English is the writer; she wrote the premiere episode of *Call To Glory* and the made-for-TV movie, *Her Life As a Man*. The cast will be announced.

West 57th from CBS News is described as a "fast-paced, energetic" one-hour news magazine program. Executive producer is Andrew Lack. Each hour will contain from four to six segments reported by an equal number of correspondents. An anchor has not been announced, but a pilot has been produced that included stories on venereal disease in young women and a profile of movie star Chuck Norris.

NBC may also launch an alternate summer schedule. An NBC spokesman pointed out that NBC Entertainment President Brandon Tartikoff has indicated there may be as many as three new entertainment prime time series on the NBC schedule this summer.

The idea of new, limited first-run series for summer play to combat viewer defection

to the beaches and alternate media (especially cable) is not new. ABC experimented with the idea in the summer of 1983 by launching five prime time series—none of which made it on a full time basis in the fall. An ABC spokesman said the network plans no new series for this summer. □

Peabody's to be presented today

The 1984 Peabody Awards, presented by the University of Georgia's school of journalism and mass communications for distinguished public service in broadcasting, were announced today. The awards will be presented during a Broadcast Pioneers meeting at the Hotel Pierre in New York May 1.

The awards were founded in 1940 and presented in six categories—public service, documentary, news, entertainment, children's programming, and individuals, institutions and organizations. Twenty-nine awards from a field of 700 were given this year.

KNX(AM) Los Angeles □ *The Immigration Problem.*

WAFX(AM) Fort Wayne, Ind. □ *D-Day: 40 Years Later.*

Brigham Young University, Provo, Utah □ *Bradbury 13.*

WNYC(AM) New York □ *Small Things Considered.*

KFGO(AM) Fargo, N.D. □ For 24-hour coverage of blizzard.

WFMT(FM) Chicago and **Ray Nordstrand** □ For fine arts radio in U.S. and 21 other countries.

Protestant Radio and Television Center, Atlanta □ *The Protestant Hour.*

KDFW-TV Dallas □ For investigative reports into Dallas fire department.

WMAQ-TV Chicago □ *Political Parasites.*

WDVM-TV Washington □ For investigative reports into unlicensed medical clinic.

WCAX-TV Burlington, Vt. □ *Patterns of Practice.*

ABC Theater □ *Heartsounds.*

WNET(TV) New York □ *Heritage: Civilization and the Jews.*

KGW-TV Portland, Ore. □ *Rajneesh Update.*

WCCO-TV Minneapolis □ *The Hollow Victory: Vietnam Under Communism.*

ABC News Closeup □ *To Save Our Schools, To Save Our Children.*

Frontline, PBS □ For overall excellence.

WNET(TV) New York □ *The Brain.*

CBS Entertainment and David Gerber Co. □ *George Washington.*

WCVB-TV Boston □ *Somerville High.*

NBC and MTM Entertainment □ *St. Elsewhere.*

Central Independent Television □ *Seeds of Despair.*

Showtime □ *Faerie Tale Theatre.*

Turner Broadcasting System □ *Cousteau/Amazon.*

Ted Koppel and Nightline □ For timely and insightful news commentary.

MacNeil/Lehrer NewsHour □ *The Roger Rosenblatt Essays.*

The Corporation for Entertainment and Learning/Bill Moyers

□ *A Walk Through the 20th Century with Bill Moyers.*

Granada Television □ *The Jewel in the Crown.*

Roone Arledge, ABC □ For contributions to news and sports programming.



Ongoing agony. A television documentary on the famine in Africa received high-level endorsement when Vice President George Bush hosted an Executive Office Building screening in Washington for Mohammad Amin's *African Calvary*, a 30-minute lament for the starvation claiming millions of lives on that continent. The Vice President used the occasion to sign—as president of the Senate—the African Famine Relief Bill that provides an additional \$1 billion in food and disaster aid. He noted that Amin's earlier documentary on the subject—broadcast in this country on NBC-TV—had "mobilized the conscience of mankind." Responded Amin: "Sadly, the situation does not much improve. . . There is a steady decline toward the ultimate nightmare." Distribution of the documentary is in the hands of Viscom International (subsidiary of Visnews Ltd.), which has not yet been able to interest a national network and likely will take the syndication route to U.S. exhibition.

Hero's reception. NBC and Gulf + Western Industries Inc. sponsored a reception for members of Congress in connection with showing of the NBC-TV mini-series *Wallenberg: A Hero's Story*. Shown at the microphone at the reception is Irwin Segelstein, vice chairman of the board of NBC, with (l-r), Arthur Barron, president of the entertainment group of Gulf + Western, whose Paramount Television division produced the mini-series in association with Dick Berg/Stonehenge Productions; Senator Claiborne Pell (D-R.I.), sponsor of the resolution in the Senate granting honorary citizenship to Wallenberg, and two natives of Hungary who survived the Nazi occupation because of Wallenberg's efforts—Representative Thomas Lantos (D-Calif.) and his wife. *Wallenberg* premiered last Monday and scored an average 20.2/33 in the Nielsen national ratings. The conclusion on Tuesday averaged a 19.7/30.



Strong U.S. dollar X-factor at MIP-TV

International program market may see foreign organizations thinking twice about U.S. programming

When U.S. program distributors arrive in Cannes, France, next week for the 21st annual *Marche International des Programmes de Television* (MIP-TV), they will be encountering one of the most difficult international sales markets in recent history.

It won't be for lack of product (U.S. distributors will have steamer trunks full of new shows) or for lack of delivery systems (new commercial enterprises are springing up all over Europe). The problem is outside the control of broadcasters and cuts across all international business—it is the strong U.S. dollar, which limits the money foreign organizations can spend to buy U.S.-produced programs.

This has not dampened the spirits of MIP-TV organizers, however. They expect attendance to match, if not exceed, last year's record crowds when more than 5,300 people from 110 countries attended the five-day event. Among the 1,340 companies represented, 230 were from the U.S., 240 from France and 205 from Great Britain. And, as any distributor will testify, the competition is fierce: Sellers outnumber buyers by over three-to-one. Last year, MIP-TV officials reported, 1,000 production and distribution companies registered, compared to 328 foreign networks and broadcast organizations.

And while no one is saying the bottom has fallen out of the international programming market, some distributors admit the old ways of doing business no longer apply. One example is exchange rates. In the past, nearly all attendees conducted transactions in U.S. dollars, with the exception of Canadians and Australians. Now some deals are being negotiated in local currencies or, as a kind of halfway point, Euro-dollars.

"The strong U.S. dollar has had a negative impact on sales, across the board," explained Archie Purvis, vice president, sales and marketing, ABC Video Enterprises, "including theatrical, home video, cable and even broadcast television." According to Purvis and other distributors, the effect of a strong U.S. dollar has forced many distributors to forgo license fee increases this year

because foreign broadcasters are already paying a higher fee based on the value of the rising dollar alone.

"When the American dollar is relatively strong to the local currency," remarked Bruce Johannsen, Multimedia Entertainment West Coast sales manager, who also is trying to sell Multimedia's shows overseas, "the price for the product rises proportionately. And from the local perspective, that price appears to be unreasonable." Adds Mike Perez, vice president, international sales, NBC Enterprises: "These markets are becoming more selective. Whereas before they were buying 80% of what's available, now they are buying 40%."

Despite this obstacle, distributors see widening opportunities in international distribution as countries such as France, Germany, Italy, Spain and the U.K. slowly open their doors to new program delivery systems such as cable, home video and pay TV.

"The markets tend to shift," observed Stuart Graber, senior vice president, international sales, Telepictures Corp. "Last year, Italy was the big market." But, he noted, with the consolidated program purchasing of Italy's independent channels four and five—

which are both owned by Italian industrialist/entrepreneur Silvio Berlusconi—prices have dropped. "Although still important, revenues [from Italy] have decreased tremendously." This year, Graber said, Telepictures is concentrating its marketing efforts on French, German and Spanish-speaking territories.

Although MIP-TV is largely perceived as a market to sell to foreign-based broadcasters, the advent of the new media in some of those countries is attracting more representatives from cable, pay television and home video. "Eighty percent of the sellers at MIP are selling to broadcasting entities," said ABC's Purvis, "but a good deal of negotiations now going on include home video and cable. The markets are dovetailing together. MIP-TV is no longer a single broadcast forum."

But for some distributors, the new outlets do not represent an instant bonanza in sales. "The pay markets overseas have yet to develop where they are meaningful sources of income," said Robert Manby, president, RKO Pictures. Instead, Manby said, RKO has elected to develop co-production deals with foreign-based broadcasting and pro-



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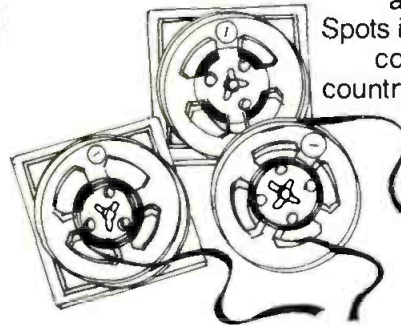
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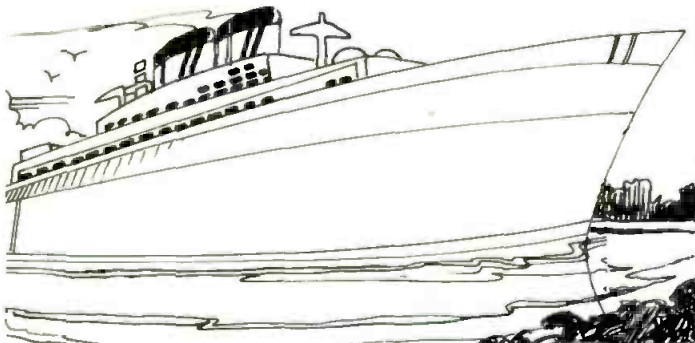
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duction entities. "Since television is a world market, you might as well co-produce it." RKO's co-productions include *Cyrano de Bergerac* with the Royal Shakespeare Company, which it recently sold to independent channel four in England and hopes to get on a pay cable service in the U.S.

Art Kane, vice president, managing director, CBS Broadcast International, agrees: "I don't see the impact of the new technologies until 18 months to two years from now." Although new technologies are slow to develop, Kane said there have been encouraging developments over the past year, such as French Prime Minister Francois Mitterand's statement that he supports the development of private television in France. There have been similar signals from the Spanish government.

"It's really an attitude change," observed Brian McGrath, executive vice president, Columbia Pictures International. "Mitterand has expressed a positive attitude toward private television." In the last year, McGrath pointed out, the pay TV system Canale Plus has been launched, and, although beset by financial problems, it now reportedly has 250,000 subscribers. Although it represents a fourth outlet to France's three government-controlled networks, Canale Plus has yet to become a big buyer of programming produced outside of France, distributors say.

Not only do U.S. distributors have to overcome quotas set by some foreign governments on the amount of outside-produced programming their networks are allowed to carry, they also have to cut through cultural differences that can turn a popular U.S. show into a less-than-appreciated entertainment event in another country. "When you translate American humor," noted Ron V. Brown, senior vice president, international sales, Embassy Telecommunications, "it isn't always necessarily funny." Thus, Brown said, it was a "real coup" when his company sold *Silver Spoons* and *Diff'rent Strokes* to the French network TF-1 because there is very little U.S. programming on that network.

And in England, Brown said, the government has mandated that 86 out of every 100 hours of broadcast time be devoted to programming produced in the commonwealth. "That means the U.S. producer is competing with the rest of the world for 14 hours," he explained. In addition, Brown pointed out, several countries, including South Korea and Thailand, have strict quotas on the number of outside theatricals allowed to be distributed within their countries; this applies to broadcast rights as well. Brazil, he said, has gone so far as to halt all distribution of outside-produced theatricals within its borders.

However, some shows that don't have problems getting on the air in other countries are some of the most popular U.S. prime time series. Bert Cohen, senior vice president, international sales, Worldvision Enterprises, reports that *Little House on the Prairie* is on the air in 100 countries, *The Love Boat* is seen in 80 countries and *Dallas* in 90 (including Israel, where it broadcasts in English with Hebrew and Arabic subtitles).

In cases where U.S. distributors are unable to sell a program, they will try to sell the

concept. Two examples of this are *PM Magazine* from Group W, and *Wheel of Fortune* from King World.

According to Robert Springer, president, Western World Television, *PM Magazine* will soon be seen on cable television in Germany. To produce the German version, he explained, the Germans chose segments from 10,000 available episodes and will do their own wrap-arounds plus original production, just as a *PM Magazine* affiliate station might do in the U.S. A similar deal has been negotiated in Spain, he said, where *PM* will go on the air this month.

The format of America's most popular game show, *Wheel of Fortune*, has been sold to England, Greece, Italy, Australia and New Zealand.

For the non-U.S. distributors, the U.S. programming market is as hard to crack as some at least foreign markets are for U.S. distributors. "With very few exceptions, we'll always try to sell it to the U.S. first," explained Steve Walsh, president of Consolidated Productions Inc., a London-based production house that is breaking into international distribution. The advantage, he points out, is that a sale to one of the big three U.S. networks can recapture 80% or more of the show's original production budget: "Let's face it; the U.S. accounts for 70% of the world's television market. . . . If you don't sell to them [the U.S.], you're only making programs for a maximum of 30% of the world market."

Besides mini-series on the big three networks and some other projects on cable, Walsh concedes there isn't much of a commercial market for foreign-produced programming in the U.S. But one avenue Walsh wants to pursue is co-venturing with major independent broadcast groups such as Metromedia or Tribune to produce mini-series or made-for-TV movies. "The question is finding the right project," he says. Then, sounding like a stateside distributor, he said, "what the independents want is first-run programming." A list of American exhibitors to MIP-TV appears below.

ABC Pictures International 2.18/4.19

1330 Avenue of the Americas, New York 10019

Joe Louis—For All Time, The Hearst & Davies Affair, A Bunny's Tale, Henry Hamilton Graduate Ghost. **Staff:** Herb Granath, Jack Healy, Archie Purvis, Phil Boyer, Jack Singer, Joe Levinsohn, June Shelley.

Adler Video Marketing

6804 Poplar Pl., Suite 203, McLean, Va., 22101

American National Enterprises 3.24

106 W. 2950 South, Salt Lake City 84115

Vultures, Playing for Keeps, Goldenrod, Once Upon a Scoundrel, My Old Man, Lost, Birmini Code, Beasts, Rainbow Family Theater (12), Eagle I (13), The American Diary (6), The Eaglet (10). **Staff:** Rip Coalson.

ATA Trading Corp.

505 Eighth Ave., New York 10018

Bandera Enterprises 13.20

Box 1107, Studio City, Calif. 91604

Thrillmaker Sports (60). **Staff:** Don Flagg, Helen Mazeika-Flagg.

BBC Enterprises 17.04/19.01

Woodlands, 80 Wood Ln., London W12 0TT

Tender is the Night (6), Miss Marple (10), The Kingdom of the Ice Bear, Comrades (10), 'Allo 'Allo (8), Who Sir? Me Sir (6), Wynne and Penkovsky, Knockback, The Natural World: On the Edge of the Sand, Arena: Ligmaion. **Staff:** Bryon Parkin, Roy Gibbs, John Kelly, Ray Stiles, Sheila Hamilton, Keith Owen, Jill Hawkins, Heather Summerfield.

Isme Bennie International

307 Davenport Rd., Toronto M5R 1K5

Size Small* (65), Size Small Country* (26), Neon—An Electric Memoir*, Floating . . . Flying the Timberline*, It's Hell to be an Astronaut*. **Staff:** Isme Bennie.

Blair Entertainment

Carlton

1290 Avenue of the Americas, New York 10104

Divorce Court, Break the Bank, The Cisco Kid (156), Death Valley Days (130), SCTV (156). **Staff:** Richard Coveny, Guy Mazzeo, Phil Kent.

Bregin Film/On the Air

25.09

160 E. 56th St., New York 10022

Love Songs (120), Visions (12), Our Life and Times, Years of Danger Years of Hope, Television and the Presidency, 784 Days That Changed America, First Soap Opera Awards, Your Choice for the Film Awards, The Unknown War (20), Kimba the White Lion (52), War Within, Playback '83, '84, American Remembers John F. Kennedy. **Staff:** Fred Weiner, Mark Goldman, Bruce Fogel.

Cannon Television

6464 Sunset Blvd., Suite 1150, Hollywood, Calif. 90028

Staff: Menahem Golan, Yoram Globus, Liz Mackiewicz, Dan Dimbort.

Cascom

10.25

707 18th Ave. South, Nashville 37203

Select Effects I, II, III, IV*, sales tags. **Staff:** Wayne Smith, Gail Smith, Simon Pollock, Sara Brinker, Glenda Clifford.

CBS Broadcast International 1.18/3.17

51 W. 52d St., New York 10019

The Twilight Zone*, Faces of Culture (24), 20th Century (222), Universe (25), Passport to Extinction, Stormin' Home, First Steps, Brotherly Love, He's Not Your Son, Three-some, He's Fired She's Hired, Stark, Coast to Coast, Storybreak (13), CBS Spotlight on Sports*, NBA on CBS. **Staff:** Art Kane, Jim Landis, Rainer Siek, Larry Sugar.

Children's Television Workshop 7.11

One Lincoln Pl., New York 10023

Sesame Street (130), Electric Company (52), 3-2-1 Contact (20), co-productions, Please Don't Eat the Pictures, Big Bird in China, The Lion, the Witch and the Wardrobe, Christmas Eve on Sesame Street. **Staff:** William Whaley, David Champtaloup, Lutrelle Horne, Adrienne Benton, Thomas Keuneke, Bob Jenkins, Angela Hutchins.

Cinema Releasing Corp.

Carlton

120 El Camino Dr., Suite 110, Beverly Hills, Calif. 90212

Staff: Steve Goodman, Art Neuberger, Donna Levya.

Joel Cohen Productions

Columbia Pictures International

711 Fifth Ave., New York 10022

Benson (136), Crazy Like a Fox (13), 50/50 (13), T.J. Hooker (70), Mickey Spillane's

Mike Hammer (26), Ripley's Believe It or Not (69), A Touch of Scandal, Passions, It Came Upon the Midnight Clear, Robert Kennedy and His Times, Jenny's War, A Reason to Live, Nightingale Saga, Reunion at Fairborough, Scorned and Swindled, Hell Town, Deadly Messages, Deceptions, Other Lover, Badge of the Assassin, Alice in Wonderland, Gidget, Anna Karenina, Line Street, Stir Crazy, Steel Collar Man, My Sister Melba. **Staff:** Brian McGrath, Tim Vignoles.

Comworld International 19.20
1325 S. 800 East, Orem, Utah 84058

The Execution*, The Imposter*, Seduced*, Snowballing*, A Billion for Boris*, New Girl*, In Search of a Golden Sky, Somewhere Tomorrow, Soggy Bottom USA, Getting It On, Lady from Yesterday, Act of Passion, Samson & Delilah, Romance Theater, Family Tree, The Hamptons. **Staff:** Charles King, Robert Nyborg, Franz Elmendorff, Linda Farley.

William F. Cooke Television Programs
696 Yonge St., Toronto, Ont. M4Y 2A7

In Session, Bourbon Street Parade, Nashville Swing, Pete's Place. **Staff:** Bill Cooke, Cliff Wilson.

Coral International

6850 Coral Way, Suite 404, Miami 33155

Topacio, Rebeca, Amada Mia, Maria Laura, La Salvaje, Tormento, Residencia de Senoritas, Clasicos de Gala, Como ser Feliz en el Matrimonio, En Linea con Ilana, Fantastico Internacional II, Musicalisimo, Pension Oea II, Show de Lopez II, Dias de Infamia, Canta Claro, Cordon de Plata, Ciclo de Oro de Romulo Gallegos, Daiquiri, Carlos Mata, Gualberto Ibarreto, Wilfrido Vargas, Ensuenos, Adorando al Nino Dios, Nuevas Aventuras de Ferruccio, Popy y Sus Cosas II, Senor Cine II and III, Professional Baseball, La Chica 2001, Concert Hall. **Staff:** Jorge Valera, Cesar Diaz, Kevin Doyle, Ken Campbell, Angie Santiago.

Corl Films International 11.12
2049 Century Park East, Suite 1200, Los Angeles 90067

Strikebound*, Sinbad*, Fauna*, HMS Pandora*. **Staff:** Marie Hoy, Judith Bland, Louise Rimoldi, Cait Williams.

Coronet International 16.23
108 Wilmot, Deerfield, Ill. 60015

Staff: Richard Wolff, Sheldon Sachs.

Darino Films

Dolmatch Group

Ralph C. Ellis 13.22/15.17
1231 Yonge St., Suite 300, Toronto M4T 2T8

Profiles of Nature (26), Double Play, Canwest Theater, Toronto Trilogy, Images of Galapagos, Red Baron, Wild Canada, North to the Top of the World, Cities (13), Portraits of Power (26), Audubon Wildlife Theater (78), Wildlife Cinema (26), Third Testament (6), Stationary Ark (13), Dostoevsky 1821-1881, Karen Kain Ballerina, Lynn Seymour in a Class of Her Own, An Ark for Our Time, A Birth in the Family. **Staff:** Ralph C. Ellis, R. Stephen Ellis, Cathy Ellis.

Embassy Telecommunications 14.12/16.11
1901 Avenue of the Stars, Suite 666, Los Angeles 90067

Kane & Abel*, Tales from the Darkside (24), Generation*, Emergency Room (22), Who's

the Boss (22), It's Your Move (22), Silver Spoons (68), Diff'rent Strokes (166), One Day at a Time (207), Jeffersons (255), The Facts of Life (122), Double Trouble (8), Gloria (21), Square Pegs (20), Archie Bunker's Place (96), Sanford (25), Hello Larry (33), Joe's World (11), Good Times (133), Highcliffe Manor (6), Sanford & Son (136), Maude (141), In the Beginning (9), All That Glitters (65), All's Fair (24), Mary Hartman (325), Palmerstown (18), The War Years (22), Nairobi Affair, Heartsounds, Grace Kelly Story, A Doctor's Story, Invasion of Privacy, Eleanor: First Lady of the World, The Facts of Life Goes to Paris, Ishi, Billie Jean, The Magical World of Gigi, Pinocchio, specials/documentaries (12), music/entertainment shows (5). **Staff:** Ron Brown, Christopher Egoif, Deborah Willard, Martha Chavira, Barry Stagg.

Entertainment Network 2.26
8665 Wilshire Blvd., Suite 205, Beverly Hills, Calif. 90211

No Guts No Glory, Alaska Outdoors (13), Kid-A-Littles (26), Tranzor (65), B.B. King, Swan Lake, Hollywood Television Theater (10), Hopalong Cassidy (12), animated features. **Staff:** Drew Savitch Levin, Laurie Levin, Bill Doyle, Jennifer Carrara.

Filmation 13.28/15.23
18107 Sherman Way, Reseda, Calif. 91335

She-Ra: Princess of Power* (65), He-Man and the Masters of the Universe* (65), Fat Albert (50), The Lone Ranger (22), Blackstar (13), Hero High (13), Shazam (12), Zorro (13), Mission Magic (16), Ghost Busters (15), Shari Show (24), Ark II (15), U.S. of Archie (16), Waldo Kitty (13), Wacky & Packy (16), Snow White Christmas, M*U*S*H (23), Fat Albert specials, Fraidy Cat (12), Isis (22). **Staff:** Alice Donenfeld, Edward Ballerini, Gary Allen, Barbara Bell, Patricia Ryan, Ira Epstein, Joe Simon, Barbara D'Arnoux, Zvi Doron.

Four Star International 5.04/7.01
931 N. Cole Ave., Hollywood, Calif. 90038

Mad Movies with the L.A. Connection*, Roller Derby*, 400 feature films, television series. **Staff:** Joseph Fischer, Richard Cignarella, Kristie Smith.

Fox/Lorber Associates 11.32
79 Madison Ave., New York 10016

Alvin Rides Again, The Beach Boys, Great Pleasure Hunt, High Rolling, King...Montgomery to Memphis, The Rollicking Adventures of Eliza Fraser, Steve Martin's Best Show Ever, Steve Martin's Comedy Is Not Pretty, The Rutles, Paul Simon Special, Union City, Nancy Wilson: A Very Special Concert, Waterworld (52), Neil Young in Berlin. **Staff:** Richard Lorber, Olivia King Canter.

Sandy Frank Film Syndication Carlton
505 Park Ave., New York 10022

The New \$100,000 Name That Tune (160), Ships, science-fiction and adventure feature film package. **Staff:** Sandy Frank.

Fremantle

660 Madison Ave., New York 10021

Burning Rage*, Reckless Disregard*, The Baron*, Half Slave Half Free*, Cradle Will Fall*, City Killer*, Loving, Special People, Kid From Nowhere, Fugitive Samurai, Sophisticated Gents, One Last Ride, Joey and Redhawk, The Tripods, Paul Killiam Collection of Film Classics (76), Silents Please

(40), Supernight of Rock 'n' Roll*, Night of 100 Stars II*, 1985 Tony Awards*, 1984 Kennedy Center Honors*, 1984 Christmas in Washington*, The Magic of David Copperfield*, other music and variety specials, New Candid Camera (130), Candid Camera specials (3), Groucho Marx You Bet Your Life (130), TV's Funniest Game Show Moments, National Geographic Specials (52), El Matador, The Titans (13), Three in the Wild, Animal World* (100), Ryan's Hope, Loving, sports specials and series, children's shows, animated fare*, The Price Is Right, Card Sharks, I've Got a Secret, Password Plus, Family Feud, Blockbusters, Beat the Clock, To Tell the Truth, Match Game, Now You See It, Child's Play, Jeopardy, Concentration, Better Sex, Tattletales, What's My Line?, What's Your Sign?, Wheel of Fortune, Babble, Go, Everything's Relative, Star Connection, Dating Game, Newlywed Game, Every Second Counts, Hot Potato, \$25,000 Pyramid, Tic Tac Dough, Joker's Wild, Bull's Eye, Press Your Luck, Trivia Trap, science fiction, drama and action series, mini-series, Warner Amex/Nickelodeon programming, Scottish television programming. **Staff:** Paul Talbot, Julie Zulueta.

Fries Distribution Co. 5.14
9200 Sunset Blvd., Suite 700, Los Angeles 90069

Fries Frame I* and II* movie packages. **Staff:** Robert Lloyd, Larry Friedrichs, Louis Wexner.

Gilson International 7.14
15250 Ventura Blvd., Suite 1111, Sherman Oaks, Calif. 91403

Duck Factory (13), Hill Street Blues (102), Last Resort (16), Newhart (66), Paris (13), Remington Steele (66), St. Elsewhere (66), White Shadow (54), WKRP in Cincinnati (90), movie of the weeks, mini-series, Carlton Your Doorman. **Staff:** Frederick Gilson, Anne Stewart Page.

Global Video Communications 5.14

Samuel Goldwyn Co. 2.25
10203 Santa Monica Blvd., Suite 500, Los Angeles 90067

Goldwyn Gold Classics (52), The Golden Seal, Oklahoma, South Pacific, Zero to Sixty, Stevie, Sayonara, Billion Dollar Hobo, Invasion of the Bee Girls, Charge of the Model T's, Look Back in Anger, Proud Rebel. **Staff:** Mort Marcus, Suzanne Horenstein.

Granada Television Int. 20.02
1211 Avenue of the Americas, Suite 3468, New York 10020

Bulman* (13), Travelling Man (13), Poppie Nongena*, End of Empire, The Brothers McGregor* (7), Man and Music: Composer and Court. **Staff:** Barrie Heads, Patrick Rickenberg, Vivien Wallace, Wendy Stebbings, Sara de St Hubert, Bill Allan, Marisa Leccacorvi, Avril Fenton, Bryan Lowe, Merry Mullings, Stephanie Neville, Patricia Feinberg.

Harmony Gold 5.06, 7.03
8831 Sunset Blvd., Suite 300, Los Angeles 90069

Call of the Wild (74), Age of Dinosaurs (72), Run for Life (68), Speed Racer: The Demon Acrobats (76), Speed Racer: The Challenge of the Mammoth Car (76), Undersea Encounter (74), Little Lulu and the Gang (90), The Adventures of Little Lulu (90), Little Women (74), Dracula (94), Frankenstein (94), Galaxy Express 999: Can You Love Like a Mother (94), Galaxy Express 999: Can You Live Like a Warrior? (88), Young

Eleven (73), Captain Future (90), Flower Angel (80), Time Fighters (95), Pinocchio (95), The Little Train (95), Robotech: Booby Trap (70), Code Name: Robotech (75), Shaka Zulu, A Woman of Substance, Children's Classic No. 1 and 2, Might Max (65), Pinocchio (52), Robotech (85), Frog Boy (39), Speed Racer (59), Made in America (26), Jet Set (26), Hippo and Thomas (300), Tamagone the Counselor (195). **Staff:** Frack Agrama, Jehan Agrama, David La Follette, Aideen Leonard, Paola Massiah.

Image West Ltd. 5.27
11846 Ventura Blvd., Studio City, Calif. 91604

World Cup Soccer—Mexico 1986, Sports Library, Production Library, Mucho Gusto (104), Celebrity Decathlon, Video Beat (52). **Staff:** Cliff Brown, Brian Ross, Ed Marzola.

Interama 22.01
301 W. 53d St., New York 10019

Cold Feet, Lovers of Teruel, Gare de la Douleur, Challenge, Best Friends. **Staff:** Nicole Jouve.

International Media Associates

International Video Exchange

ITC Entertainment 2.33
17 Great Cumberland Place, London W1A 1AG

Winners, Malice in Wonderland, Sexpionage, Challenge of a Lifetime, Family Secrets, feature films. **Staff:** Bernard Kingham, David Llewellyn-Jones, Tony Lytle, Vickie Gubbay, Sally Porter.

M.A. Kempner

4699 N. Federal Hwy., Suite 102, Pompano Beach, Fla.

Staff: Marvin Kempner, Robert Elder, Dan Kempner.

King Features Ent. 3.14/5.13
235 E. 45th St., New York 10017

The Performers II*, The Performers, Original Popeye, All New Popeye, Animated Flash Gordon, Beetle Bailey, Barney Google & Snuffy Smith, Crazy Kat, Cool McCool, Beatles, Blondie (series and features), Original Flash Gordon, Television Playhouse, TV Time Capsule, Hearst Reports, Bonaventure Travel Shows, Great Adventures, Perspective on Greatness. **Staff:** Bruce Paisner, William Miller, Samuel Gang, Maureen Smith, Jo Bradshaw.

King World Enterprises 5.19
150 E. 58th St., New York 10155

Wheel of Fortune, Jeopardy, Headlines Chasers, Merv Griffin Show, Topper (78), Little Rascals library, Drug Wars, Wards of the Street, Cocaine Blues, Sherlock Holmes movies (14), Epics (5), Spotlight 10, Popcorn Theater featuring the East Side Kids, Special Friends* **Staff:** David Sifford, Stuart Hersch.

Alan Landsburg Productions 16.17
11811 W. Olympic Blvd., Los Angeles 90064

Kate & Allie (28), That's Incredible (102), Strange but True (24), Between the Wars (16), In Search of (144), Spencer (6), Life's Most Embarrassing Moments, World's Funniest Commercial Goofs, Catastrophe, World's Most Spectacular Stuntman. **Staff:** Stan Golden.

London Weekend Television 25.01
Seymour Mews House, Wigmore St., London W1H 9PE

Dempsey and Makepeace (20), Drummonds (10+10), Dutch Girls, Me and My Girl (39). **Staff:** Vic Gardiner, Richard Price.

Lorimar Television

3970 Overland Ave., Culver City, Calif. 90230

Detective in the House* (6), Berrenger's* (12), The Best Times* (6), Michael Nesmith In Television Parts* (8), Hail to the Chief* (7), Blood and Orchids*, Christopher Columbus*, Lace II*, Death in California*, Dreams (13), Hunter (20), Falcon Crest (98), Knots Landing (130), Kings Crossing (10), Maggie Briggs (6), Two Marriages (10), Lace I, Rowan & Martin's Laugh In (130), Big Shamus Little Shamus (10), Secrets of Midland Heights (13), Boone (13), Just Our Luck (13), Loving Friends and Perfect Couples, Faces of the '80's, Time Capsule: The 1932 Los Angeles Olympic Games, Pajama Tops, Mae West, Rita Hayworth, Doc Severinsen, Mr. Horn, Skag, television movies. **Staff:** Ken Page, Ray Lewis, Victoria Laughlin, Stephen Cornish, Joanne Asfour.

Main TV Corp.

MCA 11.02/13.01
100 Universal City Pl., Universal City, Calif. 91608

Charles in Charge (22), Codename: Foxfire (11), Hawaiian Heat (10), Miami Vice (21), Murder She Wrote (21), Otherworld (8), Scene of the Crime (5), Still the Beaver (26), Street Hawk (12), Airwolf (34), A-Team (60), Battlestar Galactica (58), BJ and the Bear (47), Buck Rogers in the 25th Century (37), Foul-Ups, Bleeps & Blunders (28), Gangster Chronicles (13), Gimme A Break (87), Harper Valley (29), House Calls (57), Incredible Hulk (85), Knight Rider (68), Magnum (106), Quincy (150), Rockford Files (124), Simon & Simon (83), Tales of the Gold Monkey (22), Voyagers (20), Charley's Aunt, Cleopatra Beattles, Coming Soon, Crosby Stills Nash & Young Concert, E.T. and Friends: Magical Movie Visitors, Rick Springfield Live 'n' Kickin', Utopia, World's Greatest Circus, Sugar Ray Leonard's Golden Gloves, Salute (12), Puttin' on the Hits (38), Book Adventures (13), Donkey Kong (13), Woody Woodpecker and Friends (113), Best Seller (91), Centennial (26), Acts of Peter & Paul, Masada, Best of the Series I and II (26), Super Cine I, II, III and IV (54), Premier Mundial (156), Vaquero (60), Musicomedia (24), Adventurama (26), Lo Mejor de Las Series (23), other feature films (2,000), movies for TV (100+) and world premieres (175+). **Staff:** Bob Bramson, Colin Davis, Roger Cordjohn, Claude Perrier, Hendrik Van Daalen, Don Gale.

Medallion TV Enterprises 13.30
8831 Sunset Blvd., Suite 100, West Hollywood, Calif. 90069

The Making Of... (26), 20 Great Years of Rock 'n' Roll Part I and II, Scrooge's Rock 'n' Roll Christmas, The Last Hurrah, Song of Land, Wrestling Spectacular, Roller Derby, Something Else (34), Kingdom of the Sea (41), Celebrity Billiard (32). **Staff:** John Ettlinger, Greta Ettlinger, Barry Barnholtz, Dennis Livson, Eric Conrad, William Gilbert, Bob McKay, Bob Laphorne, Sjoerd Raemakers, Mounir Chammas.

Motromedia Producers Corp.

5746 Sunset Blvd., Hollywood, Calif. 90028

Small Wonder* (26), Evergreen*, Atlanta Child Murders*, Flying Doctors*, Scandal Sheet, Guilty Conscience, Countdown to Looking Glass, I Walk in Your Shadow, Hitler's S.S.: A Portrait in Evil, Little Gloria Happy at Last, The Kennedys, Sara Dane, Crystal Light National Aerobic Championship, Wild Times, Roughnecks, Dynasty (120),

Charlie's Angels (115), Vega\$ (68), Fantasy Island (155), Stargsy & Hutch (92), Family (86), S.W.A.T. (37), Strike Force (19), Movin' On (44), Chopper One (13), Firehouse (13), Untamed World (106), Healthbeat Magazine, Expedition: Danger (26), Miller's Court (26), Cousteau Odyssey, Cancer Confrontation, Undersea World of Jacques Cousteau, Crusader Rabbit (13), Salute to Lady Liberty, Sex Teenage Style, Divorce: Kids in the Middle, movies. **Staff:** Robert Bennett, Paul Rich, Regina Dantas, Susan Bender, Pat Pattison, Julie Ambrosino.

MGM/UA 7.04/9.01
1350 Avenue of the Americas, New York 10019

Fame, Kids Inc., Gabriela (130), Goodbye Mr. Chips, George Washington, Paper Dolls* (13), Jessie* (10), We Got It Made, For Love and Honor, Empire, Cutter to Houston (9), The Citadel, CHiPs (138), Gavilan (10), Seven Brides for Seven Brothers (22), McClain's Law (16), Flamingo Road (37), Chicago Story (13), Courtship of Eddie's Father (73), Medical Center (170), Please Don't Eat the Daisies (58), Gilligan's Island (98), Patty Duke Show (104), Rat Patrol (58), How the West Was Won, Lucan (11), French Atlantic Affair, Sean, Studs Lonigan, G.E. Monograms (9), Daktari (89), Then Came Bronson (26), Man/Girl from U.N.C.L.E. (128), Logan's Run (14), 1983 International Emmy Awards*, Thanks Heavens for Maurice Chevalier*, Tim Sawyer*, Bette Davis: The Benevolent Volcano*, James Bond: The First 21 Years, Separate Tables, Barretts of Wimpole Street, Making of Rocky III, Kids from Fame, James Cagney: That Yankee Doodle Dandy, Magic of the Stars, World of Mother Teresa, World of Entertainment, Dirty Dozen: Next Mission, Something About Amelia, Paper Dolls, Casey Stengel, Cowboy, Cry for the Strangers, Deadly Lessons, Dear Liar, Death of a Centerfold, Fantasies, Farrell for the People, For Lovers Only, Happy Endings, Hear No Evil, I Take These Men, I Want to Live, I Was a Mail Order Bride, Johnny Belinda, Journey's End, Love Tapes, Marian Rose White, Sins of the Past, This House Possessed, Witness for the Prosecution, Women of San Quentin, Pink Panther & Sons, Mighty Orbots, New Adventures of Gilligan (24), Banjo the Woodpile Cat, The Yearling (52), Pink Panther (226), Pandamonium (13), Meatballs & Spaghettti (13), Tom & Jerry (308), Gilligan's Planet (13), MGM/105 cartoon library (105), Bugs Bunny & The Warner Bros. cartoon library (327), Popeye (234), MGM, UA and Warner Bros Pre-48 motion picture libraries. **Staff:** Lawrence Gershman, Joseph Tirinato, Sheryl Hardy, Howard Karshan, William Wells, Lynden Perry, Jean Viana, Janine Shand.

Mill Valley Animation (Cascom)

National Film Board of Canada 12.21
Box 6100, Station A, Montreal H3C 3H5

Abortion: Stories From North and South*, Age of Inventions*, The Boy and the Snowgoose*, Dream of a Free Country: A Message from Nicaraguan Women*, Japanese Woman*, Masquerade*, Musical Magic*, No More Hiroshima*, Paradise*, Real Inside*, First Stop China: Les Grands Ballets Canadiens*, Vinland Mystery*, Where the Bay Meets the Sea*. **Staff:** Jacques Bensimon, Lynne Williams, Joanne Leduc, Jean-Marc Garand, Anny Vanel, Muriel Adolphe, Hannah Kelson, Karoline Baird.

NBC International 2.03
30 Rockefeller Pl., New York 10020

Fatal Vision, Celebrity, Princess Daisy, Rage

of Angels, Poison Ivy, Wait Till Your Mother Gets Home, Hot Pursuit, Father Murphy, Punky Brewster, Sara, current news documentaries, major football bowl games, Breeders' Cup, college basketball, Sports-World, Major League Baseball. **Staff:** Jerome Wexler, Mike Perez, Eric Stanley, Jose Luis Augustin, Bassam Hajjawi, Bernard Shaw, Panos Spyropoulos, Banjiro Uemura.

National Telefilm Associates 3.23
(see Republic Pictures)

Network Distribudora de Films

New York Times Syndication 23.07
200 Park Ave., New York 10166

The Golden Link, Torch of Champions, Olympic Champions (60), Glittering Crowns, Princess, H.R.H. Prince Charles, The Western (13), The Songwriters, Portraits of Power—Financial Leaders*, All Night Long, home video programs (9). **Staff:** Sam Summerlin, Paul Gendelman, Ted Harbert, JoAnn McGrath.

On the Air/
(see Bregin Film)

Ontario Group

Orion Pictures International 9.08
9 W. 57th St., New York 10019

Victims for Victims, Blood of Others, Louisiana, The Secret of the Black Dragon, Cagney and Lacey. **Staff:** Edward K. Cooper, Ernst Goldschmidt, David Ginsburg, Richard Rosenbloom, David Ginsburg, Rick Rosner, Ray Myles, John O'Brien, Charlotte Ermoian, Kathleen Hricik, Jocelyne Ranucci, Robert Cooper.

Paramount 12.02/14.01
One Gulf + Western Pl., New York 10023

Space*, Wallenberg: A Hero's Story*, Special Squad* (39), Brothers* (65), Call to Glory (20+2), Jesse Owens Story, Return to Eden, Rip tide, Hardcastle and McCormick, Miss Universe, Winds of War, Smiley's People, Inside the Third Reich, Entertainment Concerts, Rock of the 80's, Miss U.S.A./Miss Teen USA, Cheers, Family Ties, Webster, Entertainment This Week (208), Solid Gold (228), A Town Like Alice, Evita Pefon, Shotgun, All the Way Home, Barefoot in the Park, Odd Couple, Plaza Suite, Rainmaker, Greatest American Hero (42), Happy Days (255), Joannie Loves Chachi (17), Laverne & Shirley (178), Madame's Place (150), New Odd Couple (13), Powers of Matthew Star (22), Quest (8), Star of the Family (13), Taxi (110), Hans Christian Andersen (52), Kum Kum (26), Mork & Mindy (95), Nero Wolfe (14), Patrol Boat (26), Star Trek (79), Jacksons (12), Chopper Squad (26), over 600 features and over 100 movies of the week. **Staff:** Bruce Gordon, Joseph K. Lucas, Peter Cary, Patrick Stambaugh, Jean Pullen, Malcolm Orme, George Mooratoff, Ramon Perez.

Pearson International
6330 San Vicente Blvd., Suite 301, Los Angeles 90048

Adventure West, Spike Jones, Voyage to Understanding, First Strike, Treasure of the Amazon, Vultures in Paradise, Frankenstein and His Great Aunt Tillie, Natas, Taste of the Savage, Red Light in the White House, Sketches of a Strangler, I'm Going to be Famous, Black Room, To Kill a Stranger, Hostages, Black Fire, New York After Midnight, Every Girl Should Have One, Guyana, Dr. Tarr's Torture Dungeon. **Staff:** Arnie Frank, Joan Frank.

Radiovision int.

136 Waverly Pl., Suite 5D, New York 10014
Staff: Jo Manuel, Kevin Wall, Lisa Lienhardt.

Rank Film 6.36
127 Wardour St., London W1V 4AD

Noel Coward's Star Quality Series*, What a Carry On* (13), children's and feature films. **Staff:** Chris Towle, Keith Bailey, Charles Bloye.

Republic Pictures/NTA 3.23
12636 Beatrice St., Los Angeles 90066

Americans (17), Bonanza (430), Cameo Theater (26), Dean Martin (269), Dr. Kildare (142), Flip Wilson (96), High Chaparral (98), I Spy (82), Laramie (124), Laredo (56), My Friend Tony (16), Outlaws (50), Richard Boone Show (25), Seven Greatest (7), Shirley Temple (14), Temple Houston (26), Theater of Stars (53), Acapulco (8), Accidental Family (16), African Patrol (39), Animal Secrets (24), Bill Cosby (52), Bill Dana (26), Blue Angels (39), Boots and Saddles (39), Byline: Steve Wilson (39), Californians (69), Captain Nice (15), Captured (26), Car 54 Where Are You? (60), Commando Cody (12), Continental Classroom (160), Dr. Kildare (58), Falcon (39), Fibber McGee and Molly (26), Fireside Theater (100), Frontier Doctor (39), Get Smart (112), Glencannon (39), Goldiggers (22), Grand Jury (39), Great Gildersleeve (39), H.R. Pufnstuf (17), Happy (26), Hero (16), How to Marry a Millionaire (52), International Playhouse (26), Jim Backus Show (39), Kentucky Jones (26), Klondike (18), Let Them Live (13), Lilli Palmer Quality Theater (36), Loretta Young (187), Man from Cochise (156), Man Without a Gun (52), Mantovani (38), Michael Shayne (32), My World and Welcome To It (26), New Adventures of Huck Finn (20), National Velvet (58), Not for Hire (39), Official Detective (39), Panic (31), People Are Funny (150), Pony Express (39), Red Skelton (24), Silent Service (78), Steve Donovan Western Marshal (39), Stories of the Century (39), Stryker of Scotland Yard (13), T.H.E. Cat (26), Tab Hunter (32), The Third Man (77), This Is Alice (39), Union Pacific (39), Victory at Sea, Walter Winchell File (39), The Champions (152), Horror (35), John Wayne Classic Westerns (29), Mystery/suspense (339), Nostalgic musicals (47), Nostalgic Westerns (455), Roy Rogers' Great Movie Cowboys (26), Storybook Theater, specials. **Staff:** Aubrey Groskopf, Arthur Gross.

Samuel Television

4000 Pacific Ave., Suite 100, Marina del Rey, Calif. 90292

Top 30 Rock Music Concerts. **Staff:** Ernest Samuel.

Silverbach-Lazarus Group 5.09
9911 W. Pico Blvd., Los Angeles 90035

Explore (13), The Littlest Hobo (114), Britannica Films Phenomenal World (22), Faerie Tale Theater (26), Terrorism*, Children in the Crossfire*, Operas de Nice*, Quincy Jones*, Miles Davis—A One-Man Show*, Best Christmas Pageant Ever, Not Just Another Affair. **Staff:** Alan Silverbach, Herb Lazarus, Jim Phillips, Nicole Wonica.

D.L. Taffner

31 W. 56th St., New York 10019

Make Room for Daddy, Bill Dana Show, Stan Kann Show, Capitol, documentaries, four feature film packages, children's programs, specials. **Staff:** Donald Taffner, Charles Falzon, George Blaug.

Tatum Communications

Telepictures 8.20/10.19
475 Park Ave., South, New York 10016

Wet Gold, Forbidden, A.D. Anno Domini, Ellis Island, Arch of Triumph, For Those I Loved, Surviving, Thundercats (65), Rituals (265), Dick Clark Library, Second Sight: A Love Story, Not Necessarily the News Specials, Masters of Fury (15), The Dollmaker, Lorne Greene's New Wilderness, Rankin/Bass Library of Specials, Eureka Stockade, Buffalo Bill (26). **Staff:** Michael Solomon, Michael Garin, Stuart Graber, Jeffrey Schlesinger, Michelle Kearney, Joshua Elbaum, Joan Robbins, Francis Reynolds.

Television Program Enterprises 3.18
875 Third Ave., New York 10022

Lifestyles of the Rich and Famous, The Start of Something Big*, Star Search, On Top All Over the World, Face of the '80's. **Staff:** Philbin Flanagan, Mary Jane Hastings.

Television Sales Worldwide 2.15
Derry's Cross, Plymouth PL1 2SP, Devon, England

A Private View (8), The Unvarnished Truth, The Cut-Price Comedy Show, documentaries (26), A Breath of Fresh Air, Heather Ann, Tczyk, In Concert, Hotel Amigo, Doubting Thomas, Natural History (7), Aphrodisias*, Painting the Warmth of the Sun, The Sheepwalk, Robinson Country, games shows, sports.

Thames Television International
22.02, 22.06, 24.01

149 Tottenham Court Rd., London W1P 9LL

Widows II* (6), A Better Class of Person*, The Thief of Bagdad*, Mann's Best Friends*, Bomber Pilot*, The Wind in the Willows* (26), Robin and Rosie of Cockleshell Bay (104), Garfield in the Rough, Children of the Dog Star* (6), Chocky's Children* (6), For Valour* (7), Claus Mission*, Wonders in Letterland (10), Lytton's Diary* (7), Button Moon (52), The World at War (26), Storyboard, Barricades*, Mr. Palfrey of Westminster (10), The Bill*, (12). **Staff:** Hugh Dundas, Bryan Cowgill, Noir Sutherland, Mike Phillips, Roger Miron.

Tomwii International

649 Westbourne Dr., Suite 201, Los Angeles 90069

Trans World International 11.33
767 Fifth Ave., Suite 601, New York 10153

1988 Calgary winter Olympics*, 1988 Seoul summer Olympics*, Wimbledon Tennis Championships, British Open Golf, U.S. Open Tennis, U.S. Open Golf, Masters Golf, Australian Masters Golf*, NFL games and films, NCAA basketball, World Professional Figure Skating, World Championship of Women's Golf, MISL Soccer All Star Game*, New York Marathon*, The Skins Game, World Badminton Championships, Lipton International Players Championship Tennis, WTA Masters Tennis Championship, NASL Soccer, World Match Play Championship, Australian Open Tennis, FIS World Skiing Championship—Alpine and Nordic, AT&T Million Dollar Challenge Tennis*, New York Cosmos Soccer*, World's Greatest Athletes*, U.S. Clay Court Championships, World Triathlon Championship, Pushing the Limits, The Fifth Avenue Mile, Men's and Women's Body Building, Mr. Olympia, Mr. Universe, Masters of Aerobics*, sports films, Jaibert ski films, The Superstars, Bat-

lle of the Network Stars, London Marathon*, World Boxing Championships, Stuntman Challenge, Fittest of Them All, World Superstars, World's Strongest Men, Hall & Oates Rock and Soul Show, World Modern Dance Championship, Miss World Pageant, Superted, The Hunter and the Hunted, Spytrap, Warriors of the Deep, Greatest Moments of the Football World Cup (70). **Staff:** Michael Halstead, Peter Smith, Eric Drossart, Buzz Hornett.

TV Ontario 19.15
Box 200, Station Q, Toronto M4T 2T1

The Final Chapter, Energy: Search for an Answer, North of 60 Degrees Special, Telefrancais, Space, Time and Albert Einstein. **Staff:** Cheryl Morrison, Antoinette MacDonal, Gene Lawrence, Stan Fox.

Turner Program Services Intl. 04.12
66-67 Newman St., London W1P 3LA

CNN Television*, The World of Cousteau*, Conversations with Cousteau*, Rigging for the Amazon*, Cousteau Amazon*, Snowstorm in the Jungle*, Cousteau's Mississippi*, Jacques Yves Cousteau: The First 75 Years*, The Voyage of the Windship*, North American Adventures*, Odyssey*, Safe at Home, Down to Earth, Portrait of America, Images, Audubon World, The Master's Waterski Tournament, Motorweek Illustrated, World Championship Wrestling, Starcade*, Our Finite World, Okefenokee Swamp, From No Man's Land: A Porpoise Cries. **Staff:** Ted Turner, Henry Gillespie, Bob Wussler, Charles Bonan, Terry McGuirk, Jack Petrik, Adrian Caddy.

Twentieth Century-Fox
Box 900, Beverly Hills, Calif. 90213

AfterMASH (31), M*A*S*H (255), Animal Express (130), Fall Guy (111), Paper Chase (51), Trapper John (154), Fox Mystery Theater (13), Voyages of Dr. Doolittle (13), Cover Up*, Heart of Steel, Love Thy Neighbor, Helen Keller... The Miracle Continues, Anatomy of an Illness, Sentimental Journey, The Sun Also Rises, Half Nelson*, Mr. Belvedere*. **Staff:** William Saunders, Malcolm Vaughn, Michael Doury, Gilles Meunier, Elie Wahba.

U.S. Information Agency

U.S. Public Broadcasting

Viacom International

1211 Avenue of the Americas, New York 10036
The Cosby Show (24), Star Games (26), Peter the Great, Me and Mom, The Corsican Brothers, Camille, Kids Don't Tell, Single Bars Single Women, Oh Madeline (19), The Master (13), Master of the Game, Edison Twins (26), Amanda's, Ace Crawford Private Eye, The Pope and His Vatican, The Executioner's Song, Travels with Benji, Man from U.N.C.L.E.—The 15 Years Later Affair, Kenny Rogers, Kenny Rogers & Dolly Parton, East of Eden, Enola Gay, Playing For Time, Bizarre (100), Spy (6), Hawaii Five-O (280), Lou Grant (114), I'm A Big Girl Now (19), American Dream (6), Concrete Cowboys (6), Greatest Heroes of the Bible (15), A Man Called Sloane (12), Devlin Connection (13), Terrytoons (715), Mighty Mouse/Heckle & Jeckle (32), News From Zoos (26), Nurse (25), Twilight Zone (151), Body Human (10), Cannon (120), Cantinflas (104), Grover Washington in Concert, Heiter Skelter, United Nations Day Concert. **Staff:** Kenneth Gorman, Willard Block, Bud Getzler, Jules Haimovitz, Raul Lefcovich, Gerald Adler.

Video Tape Co. 16.21
10545 Burbank Blvd., North Hollywood, Calif. 91261

Videotape duplication services. **Staff:** Keith Austin, Linda Austin, Frances Van Paemel, Dick Millais, William Frazee.

Visnews Limited 8.10
Cumberland Ave., London NW10 7EH

Lifestyle*, African Calvary*, packages of V.E. Day*, news, sports, V.J. Day, Vietnam, television facilities, mastering, standards conversion, Brightstar trans-Atlantic satellite distribution system. **Staff:** Frances Whitehead, Peter Lamb, Chris Higgs, David Wratten, Pam Turner, Paul Binsted, Mohamed Amin.

Warner Bros. Martinez Concorde
4000 Warner Blvd., Burbank, Calif. 91522

Bugs Bunny & Friends (100), Bugs Bunny Cartoons (234), Johnny Cypher (130), Looney Tunes (190), International 31 (33), 30 (64), 29 (42), 28 (7), 27 (5), 26 (11), 25 (30), 24 (75), 23 (96), 22 (93), 21 (52), 20 (3), 19 (28), 18 (24), 17 (25), 16 (92), 15 (30), 14 (36), 13 (35), 12 (36), 11 (35), 9 (1), 5A (22), 4 (124), Hollywood Wives*, North and South*, V, Thorn Birds, Mystic Warrior, Bare Essence, Scruples, Pearl, Roots, The Phenomenon of Poots, Roots: The Next Generation (14), The Awakening Land, Born to the Wind, Hanging by a Thread, Haywire, Mo-viola, Night the Bridge Fell Down, Pirate, Salem's Lot, MacGruder & Loud*, Eye to Eye*, Double Dare*, Dukes of Hazzard, Hotel, Matt Houston, Scarecrow and Mrs. King, V*, Finder of Lost Loves*, Glitter*, Yellow Rose (22), Mississippi (23), Bare Essence (11), The Alaskans (36), Banyon (15), Bourbon Street Beat (39), Bret Maverick (16), Bronco (68), California Fever (10), Casablanca (5), Cheyenne (107), Code R (13), The Dakotas (19), Delphi Bureau (8), Dial M for Murder (13), Drama (42), Enos (17), The FBI (238), Fitzpatricks (13), Freebie and the Bean (9), Gallant Men (25), Harry O (44), Hawaiian Eye (134), High Performance (4), Kung Fu (62), Life on Earth (13), Maverick (124), The New Land (13), Nichols (24), Notorious Woman (7), Rafferty (13), Roaring 20's (45), Search (23), 77 Sunset Strip (205), Streets of San Francisco (119), Sugarfoot (69), Superfriends (93), Challenge of Superfriends (16), Surfside Six (74), Tarzan (57), Time Express (4), Tribal Eye (7), Waltons (219), Wizards and Warriors (8), Wonder Woman (13), New Adventures of Wonder Woman (46), The Yeagers (4), Young Maverick (6), Off the Rack*, Night Court, Alice (202), Rubik the Amazing Cube (13), A.E.S. Hudson Street (5), Another Day (13), Aquaman (18), At Ease (14), Batman (17), New Adventures of Batman (16), B.C. Archaeology of Bible Lands (12), Bugs Bunny Show (78), Chicago Teddy Bears (13), Chico and the Man (88), Colt 45 (67), The Cowboys (12), Dorothy (4), The Dukes, Fat Albert and the Cosby Kids (60), Flo (29), F Troop (65), Goodnight Beantown (8), Jimmy Stewart Show (24), Lassie's Rescue Rangers (17), Lawman (156), Little People (46), Love Sidney (44), Marine Boy (78), Me and Maxx (10), Merrie Melodies Show (24), Mr. Roberts (30), New Adventures of Superman (34), No Time for Sergeants (34), Park Place (5), Porky Pig Show (26), Private Benjamin (39), The Professionals (13), Roadrunner Show (26), Rollergirls (4), Room for One More (26), Shazam (28), Six O'Clock Follies (6), Sugar Time (13), Superman (104), Tarzan (34), TV Funnies (16), Welcome Back Kotter (95), Shoul-

der to Shoulder. **Staff:** Bryan Hambleton, Gary Phillips, Michel Lecourt.

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

Amy*, The Ghost Writer*, Nova*, Music of Your Life*, Michel Legrand*, Pavarotti*, Scarlet Letter, Dead Wrong*, Frankenstein, War and Man (7), 1915 (7), PM Magazine, Thunder Sub (27), Prisoner Without a Name, Risking It All (11), Vietnam: A Television Series (13), Wild World of Animals, Suez, Churchill and the Generals, Threads, Kessler (6), Tycoon (10), Oppenheimer (7), Great Expectations (13), Beua Geste (8), Tenko (10), Kidnapped (13), Smuggler (13), Wagner (10), Showstring (21), Gentle Touch (26), Westgate (26), Enemy at the Door (26), Making of Mankind (7), Wildlife on One series II (26), World About Us series II (26), Royal Society of Protection of Birds, Stranded, Dolphin Touch, Circus World Championship, Guinness Book of Record. **Staff:** Robert Springer, Julio Gonzalez-Reyes, Midge Barnett, Belinda Menendez, Richard Weighill, Susan Clark.

Worldvision 24.02.26.01
660 Madison Ave., New York 10021

Highway to Heaven*, Sins*, The Key to Rebecca*, Return to Eden*, Lucie Arnaz Show*, Maximum Security*, Santa Barbara*, AFI Lifetime Achievement Award*, Dallas, Love Boat, General Hospital, One Life to Live, All My Children, The Snorks (13), The Smurfs (28), New Scooby Doo Mysteries (13), Going Bananas (13), Turbo Teen (13), Dragon's Lair (13), Alvin & Chipmunks (13), Space Age (13), Mr. T (11), Little House on the Prairie specials (3), An Act of Love: The Patricia Neal Story, Worldvision dramatic specials (10), Holocaust, Against the Wind, Ordeal of Patty Hearst, Trial of Lee Harvey Oswald, Last Nazi, AFI—10th Anniversary Salute to the Greatest Films, Russian Festival of Music and Dance, Reincarnation, Little Mo, Paragon features (55), Prime I, II, III, IV (84), Selznick Classics (22), ABC Pictures, Casper the Friendly Ghost, holiday specials (24), Little House on the Prairie (216), Hanna-Barbera/Ruby-Spears, Eight Is Enough (93), Kaz (22), Project UFO (26), The Andros Targets (13), Spencer's Pilots (11), Man From Atlantis (20), Married: The First Year (4), Pruitts of Southampton (30), Doris Day Show (128), Hunter (13), Mod Squad (124), The Invaders (43), The Fugitive (120), The Next Step Beyond (24), Thunder (12), Garrison's Gorillas (26), Cowboy in Africa (26). **Staff:** Bert Cohen, Michael Kiwe, Brian Rhys-Jones, William Peck, Mex Hartmann, Rolande Cousin, Mie Horasawa, Mary Demangeat, Andrea Migliori, Dan Willis, Lucille Shevett, John Riggio.

Ziv International Carlton hotel
1875 Century Park East, Suite 1610, Los Angeles 90067

Nickel Mountain*, No Drums No Bugles*, When The Line Goes Through, Your Show of Shows (65), Death Valley Days (169), Freeze Frame (26), The Adventures of Gummy (32), A Gummy Adventure, Crystal Gayle in Concert, Tony Bennett With Love, Les Miserables*, Young King Arthur*, George Burns in Concert, Omega Connection*, Citizen Soldier*, Musical Telescriptions (1,100), Captain Harlock, Men of Destiny (130), Milestones of the Century, Man from Button Willow, Clutch Cargo (260), Tales of La Mancha (23), Bal de Moulin Rouge, Tom Jones Live in Las Vegas, feature films (100). **Staff:** Irv Holender, Mike Byrd.

Public broadcasting: a survivor

While those in noncommercial radio and TV are the first to admit there's never enough money, they somehow keep finding ways to get by

Is the wolf at public broadcasting's door?

Answers vary with the answerers. National Association of Public Television Stations President Peter Fannon, for example, says: "In some places, yes—in ready cash and support for new production, and in maintenance funding for current major series productions."

Corporation for Public Broadcasting President Edward Pfister sounds a far more optimistic note: "I am more enthusiastic about public TV and its service and its capacity to produce, acquire and broadcast programs than I have been at any time." (Public radio, he says, "has problems that it has to sort out.")

And Marvin Granger, general manager of KEMC(FM) Billings, Mont., says simply that in his 22 years in public radio, "the wolf has always been at the door."

The response from noncommercial stations and regional networks across the country are as mixed as the markets in which they are located. Some report a constant struggle for dollars; some are having their best year ever in private and corporate support; many share the view that public broadcasters are tightening their belts and honing their management skills. The executive director of the Mississippi Authority for Educational Television and Radio, F. Lee Morris, said that in his state at least, public television is a "long way from being crippled"; it's just getting "leaner and meaner."

If there is a consensus among the noncommercial stations contacted by BROADCASTING, it is that while most would not call themselves healthy, they are at least financially stable. None said they were in danger of going out of business. Despite recent fed-

eral budget constraints—CPB's federal appropriation fell from \$172 million in fiscal 1982 to \$137 million in FY 1983—public broadcasting's current outlook, according to Pfister, is "extraordinarily positive."

He credits Representative John Dingell (D-Mich.), chairman of the House Commerce Committee, for leading "the fight to restore some of the money [cut by Presidential veto] in the supplemental funding. And for a lot of us in this enterprise, that was the beginning of the turnaround," Pfister said, adding that the administration's recent proposal of \$214 million for FY 1988 [up from an appropriation of \$159.5 million for fiscal '86 and \$200 million for FY 1987] is "an extraordinary turnaround."

Public broadcasting is "an institution whose spine has been tested," Pfister said, adding that surviving the past three years has made public broadcasting stronger. "From 1982 through 1985—up until Oct. 1, 1986—public broadcasting will have been put in a trying position financially. If you look back over the last four years, you see an enterprise that didn't let itself slide away, that kind of girded itself up. Public broadcasting not only preserved itself, but improved itself. I see an enterprise that has wider acceptance now than it has ever had before in its history."

One barometer of that acceptance is the nonfederal funding support the noncommercial system receives. According to the Public Broadcasting Service, public television's annual March fund raiser, Festival '85, set "an all-time high" for viewer pledges, total dollars pledged and size of the average pledge. The nationwide drive by 135 PBS licensees (including some state networks operating more than one station) was built around the theme, "TV worth watching is TV worth paying for." This year's total revenue for participating stations increased 16% over March 1984, to more than \$36



CPB's Pfister



WNET-TV's Iselin

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million; the total number of membership pledges in FY 1985 increased by 11.6%, to 721,723, and the average pledge increased by 3.9%, from \$48.44 to \$50.34.

While 20 of the participating stations showed a decrease in revenue from last year, some stations, PBS said, showed "a triple-digit increase" over their 1984 March fund raising revenues. WTV(TV) Charlotte, N.C., for example, showed a boost of 211%; the South Carolina Educational Television Commission, which has seven stations, increased its revenues over last year by 142%, and the Kentucky network increased its total by 106%.

The higher dollar turnout may also be due in part to a "very good television season," said a PBS spokesman, Stuart Kantor. In general, audience viewing figures were up, with record audience shares recorded in November, January and February, he said, adding that "more people are tuning into PBS."

According to NAPTS's Fannon, the "substantial private giving" reflects both a boom in the nation's economy and "the kind of confidence and expectations that individuals and families have" in the noncommercial medium.

For public radio, some stations report that their revenue from membership has increased from last year, though sometimes only slightly. At the end of this month, however, National Public Radio will join its member stations, NPR personalities and outside celebrities in conducting the radio network's first nationally coordinated, system-wide fund-raising drive—Public Radio Campaign '85—on April 22-25. The funds raised during that week of specially produced performance and news programs from NPR and its member stations will go directly to the latter, which in July 1984 assumed responsibility for paying NPR's remaining \$5.4 million debt, left over from its financial crisis in the summer of 1983.

But will audience contributions increase enough to offset other losses? NPR President Douglas Bennet Jr. says no. "It's very important to keep the other sources of funding up. That's why we're gratified that the administration is apparently supporting some increase in federal appropriations. It's also important that local institutions—universities and others that are public broadcasting licensees—maintain sufficient support to guarantee a quality product."



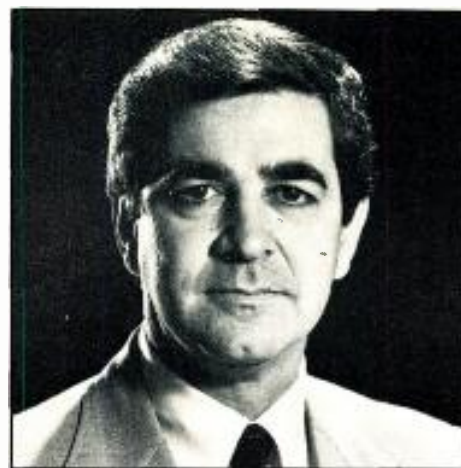
NPR's Bennet

But does public broadcasting sometimes cry wolf if no wolf is at the door? According to John Jay Iselin, the president of WNET-TV New York (which, with WGBH-TV Boston, produces the majority of programming for PBS): "If things look so good, then why are [we] poor-mouthing so much? That doesn't mean we're not going to have a hell of a season next year. That's another problem; we keep appearing to be pulling rabbits out of the hat. . . . Maybe that's the dilemma of our life. Again and again people can't wait to hear whether we're only crying wolf, or if there's a real wolf. Our problem is we've got to keep scrambling."

According to Pfister: CPB is "unable to say where we'll be this year in terms of all the money being spent in operating the enterprise. And that's not to suggest that we don't absolutely have the need for more money; we certainly do. It is to suggest that the institution, for the most part—through its enterprise, its ability to persuade policy makers, viewers and listeners of its value—has managed to continue to grow."

Money remains a constant concern for public broadcasting. As CPB Chairman Sonia Landau said, funding for the noncommercial media "is a constant event in our lives; we need to know what money is coming in."

According to CPB, it took \$899.2 million to support public broadcasting in fiscal 1983. (Of that, 53.6% came from tax-based funds, and 46.4% came from private sources. Put another way, 18.2% came from



WYES-TV's Saele

federal sources, while 81.8% was from non-federal. Public broadcasting has changed significantly since 1968, when CPB organized itself essentially with a \$1-million grant from CBS. After 25 years in public broadcasting, Pfister's memory of the non-commercial system is vivid. From 1959 to about 1967, for example, the use of an interconnection system for simultaneous distribution of product was known inside public broadcasting as the exception, not the rule, he said. "Prior to that time we literally served our stations via the U.S. mails and 10 copies of everything. I remember public broadcasting before we even had videotape, or color, when we mailed our programs, and our programs took 16-24 weeks to get across the country to every station, because a station would use a program and ship it to the next station, and so on. I remember PTV when there were 38 affiliates. So when people say to me, 'How do you think public broadcasting is doing?' a part of me says: 'Compared to what?'"

While no one expects any one financial partner to bear the full brunt of financing public broadcasting, TV and radio stations, in general, have taken up the slack in federal and state funds.

For Michael J. Ziegler, president and general manager of WSKG-FM Binghamton, N.Y., that means, in part, "spending more money raising money," through direct mail, for example. "We have had to become more adept at financial management," he said, "We've all become businessmen."

For WYES-TV New Orleans, it means cutting back operating expenses. The station is "losing ground," according to its president and chief executive officer, Vincent Saele. "It looks like we'll be reducing our operation by about 5%," he said, due in part to a 30% reduction in state funding and a "leveling of philanthropic and entrepreneurial support." The station is trying to replace its loss of government support with for-profit activities (such as assigning production personnel to the commercial networks for coverage of sporting events) which account for about 15% of WYES-TV's total operating revenue. It is a "very critical part" of the station's operation, Saele said, and although it "has taken up some of the slack of funding, we still can't keep up." He said the station planned to reduce its staff next year. It is also among a number of noncommercial stations that

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would like to see limited advertising allowed on public stations.

According to a telephone survey conducted in mid-March by the Southern Educational Communications Association (whose membership includes 50 stations from Texas to Maryland), of the 45 stations responding, 80% projected no growth in their informal FY 1986 budget projections, 10% projected more than a 5% (but less than 10%) budget increase, while another 10% showed at least a 5% budget cut.

Public radio is currently in "a tough spot," said WETA-TV Washington's president, Ward Chamberlin (who is also on NAPT's executive committee and the director of finance on NPR's board of directors). It is still recovering from its crisis in 1983. However, although "more precarious in the short run," public radio will be "better off in the long run," Chamberlin said, since it doesn't require as much money as television.

Maintaining revenue sources is especially critical for major producing stations that, Fannon said, "by and large... remain frustrated by the lack of available funding for demonstrably useful and good quality programs... Right now, the programming pipeline is at its driest point in recent history. There are very, very few new productions actually under contract and in the works... So we're seeing, on the series level, the national level, the possibility of much slimmer seasons in the immediate years ahead." Said Iselin, "We need money to pre-finance today, tomorrow's programming hits."

As a producer, WNET-TV must get the start-

up money to develop a program—which sometimes costs from \$200,000 to \$1 million. One suggestion for easing this expense is being developed by PBS President Bruce Christensen, who has proposed to CPB that "risk capital" be provided—up-front money for the development or initial cost of a program. The risk fund would be paid back if a venture were successful. If it failed, at least it would not jeopardize the local operations of the producing station involved, Christensen said.

At a recent meeting, the NPR board of directors proposed a new, five-year business plan that would take NPR out of direct competition for federal funds from CPB and require it to rely on its member stations for financial support. The plan would begin in FY 1987. It proposes that all federal radio funds be sent directly by CPB to noncommercial stations which in turn would pay NPR an annual membership fee for such NPR services as programming, representation, development, legal and engineering support. The fee would be based on a fixed percentage of the station's revenues. Said Bennet, FY 1986 will be a "critical" year, "very important if we're to continue the recovery in which we've invested so much, not only time, but money." He feels the plan is a way to "effectively use scarce resources."

The American Public Radio network (which was formed in January 1982), on the other hand, is "on track," according to its president, William Kling. The network, he said, is "very much in favor of a marketplace

idea." He recommended that CPB "vote the majority of radio funds to the stations."

Other suggested solutions to garnering working capital are allowing limited advertising on the noncommercial air (stations are currently allowed "enhanced underwriting") and permitting VHF-UHF swaps. The last would be an exchange of a noncommercial VHF television frequency for a commercial UHF facility in the same market—with the difference in value being made up in cash. Public broadcasters are divided on the proposal. Some, such as WNET-TV's Iselin, feel a swap "needs to be seriously studied" on a market-by-market basis. A VHF signal is "a tremendous asset," he said, to be traded as "the last possible resort." WETA-TV's Chamberlin calls the UHF-VHF exchange the "most ridiculous idea I have ever heard... I am amazed that some of my colleagues are considering it." He added that "any idea of solving our [financial] problems by a UHF-VHF swap would be selling our birthright, literally." The CPB board has opposed any modification of FCC procedures currently in place governing such exchanges, and favors monies resulting from an exchange being used solely for public broadcasting. Christensen said that if PBS is "lured by the siren song of a UHF for VHF swap, it may cost us our state and local funding."

Public broadcasting is "not so malnourished that we'll fade away," said Christensen, adding: "We could use substantial new revenue."

Lack of funds has hindered "innovation and experimentation in programming," Pfister said. "We're still so poor we often can't try as often as we ought to try," he said. "Much experimentation has had to be put aside, so public broadcasting can concentrate on the main stuff... We don't have the financial flexibility to get in and to try."

"I guess I'm still enough of a broadcaster to get upset when I see major pieces that we acquired from abroad that I know we have the capacity, but not the financial resources, to do. I still get a little jealous," Pfister said, "when I see some of the ventures that commercial television occasionally does. I'm delighted that those dramatic ventures are being done in the U.S. and for U.S. audiences, but... I want some of those for public TV and for public radio."

Overall, public broadcasters seem optimistic. According to Landau, public broadcasting is "doing pretty well" financially, adding, however, that "one always holds one's breath when saying that." Said Pfister: "I think public TV's time is now. Public radio still has a couple of other problems. I look at the institution with a perspective that understands all of the shortfalls in our program schedule, understands how difficult it is to aggregate money, understands how damnably expensive it is to produce television programming and high-quality radio programming. But in spite of all of that, this institution in 1982, 1983, 1984 and even in 1985, has had good years."

In 1969, with \$5 million, PBS was established; in 1970 NPR was established, long lines were put in place, an interconnection system was made viable and possible. Since then, public television's viewership has increased from 33.4 million households in

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1974, to 63.8 million in 1984; those listening to public radio have increased from a total of 2.6 million in 1974 to 8.7 million in 1984.

Said Christensen: "When hasn't the wolf been at the door? From the beginning, the

enterprise has been underfinanced. It's never really had the stable, predictable funding that would enable us to do long-range planning. There are lots of reasons it didn't happen—and yet public broadcasting seems to have survived." □

Companies, which owns four TV's, one AM and two FM's. Comco is requesting continuance of waiver of FCC rules to allow acquisition of WFIX(AM) and WAJF(AM), despite contour overlap. WFIX is on 1450 khz with 1 kw day and 250 w night. WAJF is on 1490 khz with 1 kw day and 250 w night. WRAB is daytime on 1380 khz with 1 kw. WSHF is daytime on 1290 khz with 1 kw.

Changing Hands

PROPOSED

KDLH(TV) Duluth, Minn. □ Sold by KDLH-TV Associates to Benedek Broadcasting of Minnesota Inc. for \$9.5 million cash. **Seller** is owned by Bonnie J. McCloskey, Vickie A. Miller and Jenny W. Sutton, daughters of late D.D. Palmer, founder of Palmer Communications. It has no other broadcast interests. **Buyer** is principally owned by Richard Benedek, who also owns WBKO(TV) Bowling Green, Ky.; WTAP(TV) Parkersburg, W.Va., and WYTU(TV) Youngstown, Ohio. KDLH is CBS affiliate on channel 3 with 100 kw visual, 20 kw aural and antenna 990 feet above average terrain. **Broker: Howard E. Stark, Media Broker.**

WCKS(FM) Cocoa Beach, Fla. □ Sold by Southland Broadcasting Inc. to Capitol Broadcasting Co. for \$3.5 million cash. **Seller** is owned by William R. Corkhum (10%); Michael Metcalf (10%), and his sisters, Pauline C. Metcalf and Esther M. Maura (30% each). Corkhum is president of Southland. Metcalf is director of Providence Journal Co., Providence, R.I.-based publisher and station group of four TV's. It publishes *Providence Journal*. **Buyer** is principally owned by James F. Goodmon, and his brother, Raymond. It is Raleigh, N.C.-based station group of two AM's and five FM's. It also owns five regional radio networks. WCKS is on 101.1 mhz with 100 kw and antenna 440 feet above average terrain. **Broker: Blackburn & Co.**

WGUS-AM-FM North Augusta, Ga. □ Sold by Broadcasting Associates of America Inc. to Woolfson Broadcasting Corp. for \$2 million cash. **Seller** is owned by E. Donald Kern and Cal Young, who have no other broadcast interests. **Buyer** is owned by Mark L. Woolfson, who also owns WWQQ-FM Wilmington, N.C. WGUS(AM) is on 1380 khz full time with 5 kw. WGUS-FM is on 102.3 mhz with 3 kw and antenna 280 feet above average terrain. **Broker: Blackburn & Co.**

WYAK-AM-FM Surfside Beach-Garden City, S.C. □ Sold by Lower Grand Strand Broadcasting Inc. to Ellek Seymour for \$1,750,000 cash. **Seller** is owned by Robert E. Johnson, who has no other broadcast interests. **Buyer** also owns WETT(AM) Ocean City, Md., and WWTR-FM Bethany Beach, Del. WYAK(AM) is daytime on 1270 khz with 5 kw. WYAK-FM is on 103.1 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: Raymond-O'Grady Associates.**

WFIX(AM) Huntsville, WAJF(AM) Decatur, WRAB(AM) Arab and WSHF(AM) Sheffield, all Alabama □ Sold by The Falt Co. to Comco Inc. for \$1.5 million cash. **Seller** is owned by J.B. Falt Jr. and his son J.B. Falt III. It has no other broadcast interests. **Buyer** is owned by James C. Robinson, chairman

(8%), Joel B. Sharp (4%), Walter M. Windsor (4.8%), Willoughby T. Cox (11%), David W. Hedrick (8%) and 19 others owning less than 4%. It also owns WKIQ(AM) Inverness, Fla., and WAMR(AM)-WRAV(FM) Venice, Fla. It recently purchased WRYO(FM) Crystal River, Fla. Windsor is consultant to SFN

KERV(AM)-KRVL(FM) Kerrville, Tex. □ Sold by Chess Enterprises Inc. to Kerrville Radio Inc. for \$1,230,682, comprising \$725,000 cash and remainder assumption of notes. **Seller** is owned by E.C. Ebinger (43.4%), James Constance (43.4%) and Robert D. Hanna (13.1%). Hanna also has interest in KROX(AM) Crookston, Minn.; KCLW(AM) Hamilton, Tex., and KICS(AM)-KEZH(FM)

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Hastings, Neb. Others have no other broadcast interests. Station was originally sold last year, but deal fell through. **Buyer** is owned by Joe Abernathy (20% managing general partner) and Wayne Dayton (5% general partner). Other limited partners are to be named. Abernathy is former vice president and general manager of KNOW(AM)-KEYI(FM) Austin, Tex. Dayton is Austin building contractor. KERV is on 1230 khz with 1 kw day and 250 w night. KRVL is on 106.3 mhz with 3 kw and antenna 105 feet above average terrain.

WYNX(AM) Smyrna, Ga. □ Sold by Jonquil Broadcasting Co. to Hubert N. Hoffman for \$1 million cash. **Seller** is owned by Laurence N. Polk, who has no other broadcast interests. **Buyer** owns WGGM(AM)-WDYL(FM) Chester, Va. WYNX is on 1550 khz with 50 kw day and 500 w night. *Broker: H.B. La Rue, Media Broker.*

KUQQ(AM) Fort Worth □ Sold by Clifford F. McMaster, receiver for S.G.M. Broadcasting Co., to Command Broadcast Associates of Texas Inc. for \$877,000 cash. **Seller** has no other broadcast interests. **Buyer** is owned Albert E. Cameron (19%) and Command Broadcast Associates Inc., which is owned by Nelson G. Lavergne (46.2%), Premier Maldonado (30.8%) and Manuel Siverio (23%). It owns WADO(AM) New York. Lavergne is chairman. KUQQ is on 1540 khz with 50 kw day and 10 kw night.

WHAL(AM)-WYCQ(FM) Shelbyville, Tenn. □ Sold by Shelbyville Broadcasting Corp. to Tenncom Ltd. for \$850,000, comprising

\$150,000 cash and remainder note. **Seller** is owned by Thomas H. Strawn, who has no other broadcast interests. **Buyer** is owned by Jerry W. Oakley, who also has interest in WIRC(AM)-WXRC(FM) Hickory, N.C. WHAL is on 1400 khz with 1 kw day and 250 w night. WYCQ is on 102.9 mhz with 100 kw and antenna 510 feet above average terrain. *Broker: Blackburn & Co.*

KBOE(AM)-KOSK(FM) Oskaloosa, Iowa □ Sold by Oskaloosa Broadcasting Co. to Jomast Corp. for \$850,000, comprising \$250,000 cash and remainder in note. If gross revenue growth exceeds 5%, bonus payment of \$16,790 required. **Seller** is owned by Catherine E. Winkler, Don Hemphill, Roy Seeger, estate of Phylliss Day Herman, Dr. C.C. Kitchen, estate of Harold J. Fleck, Earl R. Jones and E.G. Wenrick. Only Wenrick has other broadcast interests in WMNE(AM) Menomonie, Wis., and KTTN(AM) Trenton, Mo. **Buyer** is owned by John A. Muhl, president, and family. It has no other broadcast interests. Muhl owns soft drink bottling plants in Oskaloosa, Salinas, Kans., and Norfolk, Neb. KBOE is daytimer on 740 khz with 250 w. KOSK(FM) is on 104.9 mhz with 2.9 kw and antenna 285 feet above average terrain.

KEDO(AM)-KLYK(FM) Longview, Wash. □ Sold by KEEDOH Inc. to Longview Broadcasting Corp. for \$750,000, comprising \$150,000 cash and remainder note. **Seller** is Bellevue, Wash.-based station group of seven AM's and five FM's, principally owned by Frederic A. Danz and family. **Buyer** is

owned by Gary L. White, Walter H. Meyer and Rodney J. Etherton. It also owns KITI-(AM) Centralia-Chehalis, Wash. KEDO is on 1400 khz with 1 kw day and 250 w night. KLYK is on 105.5 mhz with 3 kw and antenna 21 feet below average terrain.

WFDF(AM) Flint, Mich. □ Sold by WFDF Corp. to Flint Metro Mass Media Inc. for \$700,000, comprising \$500,000 cash and remainder note. **Seller** is owned by Elmer A. Knopf, who has no other broadcast interests. **Buyer** is owned by Vernon Merritt, who also owns WDZZ-FM Flint, Mich. WFDF is on 910 khz with 5 kw day and 1 kw night.

WTTB(AM) Vero Beach, Fla. □ Sold by WTTB Inc. to Treasure Coast Broadcasting Inc. for \$550,000, comprising \$300,000 cash and \$250,000 note. **Seller** is principally owned by Harry L. Reiner and family and Simon Goldman. Reiner has interest in WLBE(AM) Leesburg, Fla. Goldman has interests in WJTN(AM)-WWSE(FM) Jamestown, N.Y., and WMVT(AM) Burlington and WSYB(AM)-WRUT(FM) Rutland, both Vermont. **Buyer** is owned by Howard Cohen and four others. It has no other broadcast interests. Cohen is Vero Beach businessman. WTTB is on 1490 khz with 1 kw day and 250 w night.

KKID(AM)-KAZZ(FM) Sallisaw, Okla. □ Sold by Demaree Enterprises Inc. to Dove Broadcasting Corp. for \$550,000, comprising \$330,000 cash and remainder note. **Seller** is owned by Anthony Demaree (25%) his former wife, Sondra (25%), and Reita Diane Rhodes (50%). It has no other broadcast interests. **Buyer** is owned by Gary D. Gargus (51%), James H. Franklin (33%) and Dennis M. Sprouse (16%). It has no other broadcast interests. Gargus is oil well and telephone line contractor in Sallisaw. Franklin is licensed evangelist from Sallisaw with Assembly of God Church and was formerly program director at KRIZ(FM) Roswell, N.M. Sprouse is Sallisaw attorney. KKID is daytimer on 1560 khz with 250 w. KAZZ is on 95.9 mhz with 3 kw and antenna 245 feet above average terrain.

WGGG(AM) Gainesville, Fla. □ Sold by U.S. Broadcasting Inc. to Micanopy Broadcasting Co. Inc. for \$500,000 cash plus 700,000 shares of stock in buyer. **Seller**, debtor-in-possession, is principally owned by Frederick C. Mezey, who also owns KQAK(FM) San Francisco, which has been sold ("For the Record," Jan. 28) pending FCC approval. **Buyer** is owned by American Communications and Television Inc., Gainesville-based station group of one FM and three TV's and owner of SMATV systems in Florida, principally owned by Mark K. Goldstein, Harvey M. Budd and Thomas G. Sonsini. It owns two LPTV's, is applicant for seven LPTV's and is applicant for new TV's in Gainesville and Palatka, both Florida. WGGG is on 1230 khz with 1 kw day and 250 w night.

WORF-FM Orangeburg, S.C. □ Sold by Radio Orangeburg Inc. to Garden City Broadcasting Co. for \$450,000, comprising \$150,000 cash and remainder note. **Seller** is principally owned by H. Edward Crapps, who also owns WBLR(AM)-WKQW(FM) Batesburg, S.C. **Buyer** is principally owned by Robert R. Hilker and William R. Rollins. It also owns WDIX(AM) Orangeburg, N.C., and WEGO-

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(AM)-WPEG(FM) Kannapolis, N.C. Hilker also owns WCGC(AM) Belmont, N.C., and has interest in six cable systems in North Carolina. Hilker and Rollins also own WJJJ(AM) Christianburg, Va., WVVV(FM) Blacksburg, Va.; WYNR(AM)-WPIQ(FM) Brunswick, Ga.; WSVM(AM) Valdese, N.C. They are also applicants for new TV in Belmont, N.C. WORG is on 103.9 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: R.A. Marshall & Co.*

WWWY-FM Columbus, Ind. Sold by Bartholomew County Broadcasting Inc. to Mid-State Media Inc. for \$391,000, comprising \$36,000 cash and remainder in note including \$55,000 noncompete agreement. **Seller** is principally owned by Edward W. Roehling, Gene H. Kinman, Paul D. Ford and Daniel R. Billman. It also owns WRCR(AM) Rushville, Ind. **Buyer** is owned by Gunther S. Meisse (80%) and Glenn Cheesman (20%). Meisse has interest in, and Cheesman is general manager of, WVNO-FM Mansfield, Ohio. Wwwwy is on 104.9 mhz with 3 kw and antenna 300 feet above average terrain.

KSZN(AM) Pampa, Tex. Sold by Golden Eagle Communications to Four Star Communications Inc. for \$331,664.10, comprising \$27,500 cash and remainder assumption of notes. **Seller** is owned by Phillip T. Zeni, Cecil J. Koonce and estate of Phillip S. Moore. It also owns KKDI(AM)-KKBE(FM) Sheridan, Ark. **Buyer** is owned by Robert Sailor and his wife, Clara (50%), and Glenn Dawkins and his wife, Julia Marie (50%). Clara Sailor is general manager of KSZN(AM) Pampa, Tex. Dawkins is Pampa, Tex. farmer. KSZN is on 1340 khz with 1 kw day and 250 w night. *Broker: Chapman Associates.*

WSAY(AM) Salem, Va. Sold by George H. Buck to Crusade International Ministries Inc. for \$325,000, comprising \$50,000 cash and remainder note. **Seller** owns WCOS-AM-FM Columbia, S.C.; WPCT(FM) Lobelville, Tenn.; WHVN(AM) Charlotte, N.C.; WEAM(AM) Columbus, Ga.; WGMV(AM) Montgomery, Ala., and WYZE(AM) Atlanta. **Buyer** is owned by L.E. Willis. It is Norfolk, Va.-based station group of seven AM's and four FM's. WSAY is daytimer on 1480 khz with 5 kw.

WLBN(AM)-WLSK(FM) Lebanon, Ky. Sold by Lebanon Springfield Broadcasting Co. to Lebanon Springfield Broadcasting Co. Inc. for \$300,000, comprising \$87,000 cash and \$213,000 note. **Seller** is owned by estate of Stokley Bowling, estate of Horace E. Tabb, and Gladys Hodges. With Moninda D. Cole, it also owns WIEL(AM)-WKMO(FM) Elizabethtown, Ky. **Buyer** is equally owned by J.T. Whitlock, J.B. Crawley and Cherry M. Gibson. Crawley's wife, Elizabeth, has interest in WLCK-AM-FM Scottsville, Ky., and with his children, Jim and Janie, and his brothers, Sam and Dennis, owns WMJL(AM) Marion, Ky. Whitlock is general manager and and Gibson is operations manager at WLBN(AM)-WLSK(FM). WLBN is daytimer on 1590 khz 1 kw. WLSK is on 100.9 mhz with 3 kw and antenna 200 feet above average terrain.

For other proposed and approved sales see "For the Record," page 174.

NewsBeat

Proxmire fire. White House's new computer-driven news service has come under fire from Senator William Proxmire (D-Wis.), who said he may try to cut funding for it. Proxmire, member of Senate appropriations subcommittee with jurisdiction over White House budget, said service—which permits computer-equipped news media organizations to access media base consisting of White House press releases, speeches and other documents—could lead to nation's "first government-owned, operated and controlled 'news' service." Accordingly, he said, White House should be sensitive to "inherent dangers of this pilot program. If it is not," he added, "if the program starts growing, then this senator will try to slash its funding." He expressed concern, for instance, that White House might transmit interview with President conducted by White House employe, and asked: "How many television stations would air this interview without alerting their viewers that it was a White House public relations ploy?" he asked. And, he said, "Where the White House leads, other government agencies will follow."

□

Best of SDX. Broadcast winners of 1984 Sigma Delta Chi Distinguished Service Awards for journalistic excellence: radio reporting—CBS News; public service in radio journalism—WCBS-AM-FM New York; editorializing on radio—KCBS(AM) San Francisco; television reporting—WVEC-TV Norfolk, Va.; public service in television journalism, stations in top 50 markets—KPRC-TV Houston; public service in television journalism, stations in markets 51-209—WOI-TV Ames, Iowa; editorializing on television—Van Carter, news director, KTIV-TV Sioux City, Iowa.

□

ALF seeks review. American Legal Foundation has asked full FCC to review Mass Media Bureau action denying complaint alleging that CBS's *The Uncounted Enemy: A Vietnam Deception* was in violation of news distortion policy. ALF asked that FCC reverse bureau; publicly reprimand CBS for its broadcast; direct staff to issue final report detailing policy violations; consider temporarily suspending or permanently revoking licenses of some or all of CBS's owned-and-operated stations, "and afford complainant any other equitable relief deemed appropriate."

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Paley honors. William S. Paley (r), founder chairman of CBS Inc., received the Center for Communications' Annual Communication Award at a luncheon ceremony at New York's Plaza hotel last week. The actual award was an 18th century English ink well, selected by Paley's long-time associate, Frank Stanton, CBS president emeritus. Accepting the award before the Plaza ballroom audience of media executives, Paley quipped, "It's wonderful to be able to come into a room full of people and know that not more than 500 of them are trying to buy CBS." (Paley declined to comment on reports about efforts to acquire the company. He also declined to say what role, if any, he was personally playing to thwart such efforts.)

Referring to playwright William Shakespeare, Paley said that what people remember most about him, "is not what stages his plays were performed on—it is his plays." Co-chairmen of last week's award luncheon were RCA Chairman Thornton Bradshaw (l) and Dow Jones Chairman Warren Phillips. ABC News's David Brinkley introduced Paley as deserving of the communications industry's "affection, honor and respect."

Home Theater Network marketed on enhanced basic tier

Westinghouse programing service signs first affiliate; sees marketplace niche for new sales effort

Home Theater Network, the pay cable service positioned as the family network, is now being offered to affiliates for use in enhanced-basic program tiers. Last week, HTN, owned by Westinghouse Broadcasting & Cable Inc., announced the signing of its first major cable system to include the service within an enhanced-basic package of programing—Plantation Cablevision, currently serving about 13,000 basic subscribers in Hilton Head, S.C.

Kathryn Peterson, vice president, affiliate relations and administration, HTN, said the network was targetting those cable systems with low pay penetration for carriage of HTN within enhanced-basic tiers. The Hilton Head system, she noted, has many retirement-aged subscribers, who tend to subscribe less to pay services as a group than younger demographics.

Marketing efforts to promote HTN as part of a package will focus on older subscribers and basic-only subscribers. Plantation is offering HTN within a package of six other services, including USA Network, CBN, The Weather Channel, Arts & Entertainment, The Learning Channel and the Financial News Network.

Peterson said HTN is urging affiliates that elect to use the service on enhanced-basic tiers to package it with either three or six other satellite-delivered cable services. She said HTN hopes to increase its affiliate base significantly by giving systems the option of carrying it within a program tier. When offered on a stand-alone basis, she said, HBO has an advantage over other pay services because of the visibility its extensive promotion delivers. She said HTN can find a niche within a program package that subscribers will perceive as having more programing and hence better value for the price.

She said HTN also appeals to those who reject other pay services because of what is seen as racier content. HTN now claims about 300,000 subscribers with about 360 cable affiliates and 60 satellite master antenna television system affiliates. □

PBS executive committee makes recommendations

It suggests budget figures, changes in annual meeting and membership policy

The executive committee of the Public Broadcasting Service board met in Washington April 9 and 10 to discuss, among other issues, PBS's mission and goals, its fiscal 1986 budget, membership and assessment policies, the corporate planning process and



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Changing rules. Knight-Ridder management has proposed two changes in its corporate by-laws. The first would end cumulative voting for directors, which gives minority shareholders a better chance for representation. The second would guarantee all shareholders the same price in the event of a tender offer and would require that substantive changes in ownership be approved by the board or 80% of the shareholders, compared with the current two-thirds.

its annual meeting. The committee's recommendations will be presented to the full board at the annual PBS/National Association of Public Television Stations meeting, to be held in San Francisco May 15-18.

The recommendations, broken down by issue:

■ **Budget.** The committee heard and endorsed the budget subgroup's recommendation calling for an 11.4% increase in the past year's member assessment of \$17.4 million, plus an additional \$250,000 earmarked for the program development fund, also to be financed through member assessment, leading to an average assessment increase of 12.9% per station. The 12.9% increase was a revision of a proposed 16.4% increase that stations claimed would be too great a burden; it also reflected their concern that not enough funds were available for program development. The assessment would cover a 5% increase in salaries of union employees and a 5% increase for all other employees, with an additional 1½% available for non-union employees who show extraordinary merit.

■ **Membership and assessment.** The committee discussed a revised membership policy requiring annual recertification of non-commercial, educational stations whose licensees might be regarded as religious or political, and restricted membership to those stations that provide nonsectarian, nonpolitical service. It then unanimously adopted a list of five membership and three assessment policies.

■ **Annual meeting.** The committee discussed at length a proposed change in the annual PBS/NAPTS meeting that would enable member stations to participate to a greater extent in the planning process. After a joint presentation by PBS President Bruce Christensen and NAPTS President Peter Fannon, attendees would be divided into 10 subgroups of approximately 30 people for a two-and-a-half-hour discussion of five issues expected to appear as central to public broadcasting in the next two to three years. Each group would be chaired by a member of the NAPTS or PBS board, and the discussion would be recorded by a designated notetaker. Following the sessions, the group chairmen and notetakers would collate their information in another session, designed to "crystallize the substance of discussion." The outcome of this session would be reported to all attendees later in the meeting. "We're looking for direction, not recommendations," said Fannon at the board meet-

ing.

Four of the five discussion issues have been chosen. They are: (1) "What business are we in?" (2) "What is the measure of success for our programs?" (3) "How can we assure a steady flow of major new programs?" (4) "How do we proceed on the subject of enhanced underwriting and advertising?"

■ **Restoration of services and facilities.** The committee's discussion of restoring service and facilities following the October 1984 fire at PBS headquarters in Washington was closed due to possible litigation with PBS's insurance company. □

Broadcast Group shines in CBS quarterly results

Profits rose 9% in that division despite only 3% revenue increase

In CBS's 1984 first-quarter fiscal results, singer Michael Jackson and other recording artists were the stars. In 1985's first quarter it was the CBS/Broadcast Group, which managed to get a 9% increase in operating profits out of a 3% increase in revenue. It managed that by holding cost increases to an estimated 2%. If an inflation rate of at least 3% is

factored in, costs actually declined. A CBS spokesperson noted that the number of employees has remained roughly constant at the Broadcast Group. The work force is still below that of 1983 when a number of budgeted posts were not filled and some employees were laid off.

George Schweitzer, vice president, communications and information, for the CBS/Broadcast Group, said that cost savings are due to a cost-saving mentality, as well as specific changes, such as the consolidation of equipment development and purchasing in one division, headed by George E. Shannon, president.

Operating income for the group was \$56.4 million on revenue of \$660.3 million. This year the network was minus the NFL Super Bowl, which it had broadcast last year.

The company overall showed a drop in revenue of 2% to \$1,122,500,000. Net income declined 57% to \$16.7 million, or 56 cents per share. The CBS/Record Group suffered in the first quarter by comparison to last year's results. Both revenue and profits were actually below that of 1983, before inflation. The CBS/Publishing Group registered a gain in revenue, primarily because of two months' results from the recently acquired Ziff-Davis magazines, but the amortization and accelerated depreciation costs of that acquisition showed up on the books as an increase in losses. Losses also increased in the company's toy division, which continues restructuring under Fred J. Meyer, senior vice president, finance. □

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Supplemental briefs argue both sides of must-carry case

TBS cites 'Preferred' Los Angeles case in argument for dropping rules; broadcasters read case differently

Both sides in the Quincy Cable/TBS vs. FCC case that could decide the fate of the FCC's must-carry rules were continuing to file supplemental briefs with the U.S. Court of Appeals in Washington, almost on the eve of the oral argument in the proceeding, scheduled for April 16.

The appeals court decision in the *Preferred* case in Los Angeles was one of several developments cited by Turner Broadcasting System as an additional reason why the must-carry rules should be ruled a violation of the First Amendment. Earlier, Quincy Cable had made a similar argument (BROADCASTING April 8). But the commission and a number of broadcasters who have intervened in the case did not let such arguments go unchallenged.

TBS said the *Preferred* case, in which the appeals court for the Ninth Circuit overturned Los Angeles's refusal to permit a second cable system to offer service even though the physical plant it needed was available, eliminates whatever lingering precedential value *Black Hills Video*, a 1968 decision, might afford for a defense of the constitutionality of the must-carry rules. The court in the *Preferred* case said that *Black Hills*, which endorsed the physical scarcity rationale, "is a doubtful precedent today."

TBS also said the commission has undercut its own "localism" arguments by amending its allocations tables in Florida and California in a manner that requires cable systems to carry signals of "local" stations great distances to homes whose antennas could not pick them up off the air. And it said that congressional enactment last year of the

Restaurant reversed. Constitutional right of critic to use hyperbole in reviews has been upheld by U.S. Court of Appeals for Second Circuit, in New York. Three-judge panel reversed jury verdict of \$20,000 in compensatory damages—and \$35 in punitive damages—that had been reached in libel case involving review of Chinese restaurant. Mr. Chow of New York had sued French publisher and editors of restaurant guide, *Gault/Millau Guide to New York*, for review in April 1981 issue that complained of "heavy and greasy dough," thick pancakes and other alleged culinary shortcomings. Number of media groups, including National Association of Broadcasters, major networks and other broadcasters, joined *Guide* in appealing case. And panel said that five of six statements judge had submitted to jury as basis for determining whether libel had been committed "were statements of opinion and thus constitutionally protected." Statements, such as one describing pancakes as "the thickness of a finger," court said, "cannot be proved false." Sixth statement, involving correct number of dishes in which to serve Peking duck, is objectively capable of being proved true or false, court said. But even if defamatory, court said, Mr. Chow did not prove statement was made with "malice"—that is, made with knowledge it was false or with reckless disregard of whether it was true or false—standard that must be met in libel case brought by public figure. And Mr. Chow did not contest its characterization as public figure in context of libel case. Panel vacated jury verdict and sent case back to lower court to be dismissed.

Cable Communications Policy Act is another factor in support of the argument that must-carry rules must fall. It said the rules, "which reduce diversity in cable programming and regulate content of cable service, are inconsistent" with the thrust of provisions in the new law that are designed to assure "the widest possible diversity of information sources and services to the public."

Attorneys for 12 broadcast intervenors, as well as those for the commission, do not read *Preferred* as outlawing the must-carry rules. The broadcaster intervenors say that under the rationale of that decision, "the must-carry rules are amply justified by the government's interest in protecting the public's unfettered access to the channels of communication allocated and licensed for television broadcasting." And the commission, in its brief, said that whereas the regulation struck down in the *Preferred* case sought to deny a would-be cable operator the right to operate its system, the must-carry rule does not seek to deny a cable company the right to operate an entire system "or to limit the operator's right to carry whatever programming it chooses."

Both briefs also contended that TBS had

in effect conceded its inability to persuade cable systems to take the programming of its WTBS(TV) Atlanta—the presumed basis for its suit to outlaw the must-carry rules—was attributable to the royalty fees demanded of some cable systems for carriage of the superstation. The briefs noted that TBS, in urging the Copyright Royalty Tribunal last month to lower those fees, blamed the 3.75% royalty rate—and not the must-carry rules—for the failure of larger cable systems to carry the programs of the Atlanta superstation. □

DBSC informs FCC its DBS system is backed by \$5 million

In FCC filing, company claims to have met FCC's due diligence requirement; asks for slots, channels

Direct Broadcast Satellite Corp. (DBSC), a would-be direct broadcast satellite common carrier, told the FCC in an April 5 filing that a group of investors had agreed to put up \$5 million so that DBSC could firm up its satellite construction contract with Ford Aerospace and Communications.

Citing the agreement, the Bethesda, Md.-based start-up company claimed that it had met the FCC "due diligence" requirement and asked for an assignment of orbital slots and channels.

All holders of DBS construction permits are required to prove "due diligence" by producing a firm contract for satellite construction. Last October, the FCC gave DBSC, which was awarded a permit in November 1982, until April 5 to make its showing.

According to the filing, the unidentified group of investors, incorporated as Direct Broadcast Corp. (DBC), are supplying the money in exchange for controlling interest in DBSC as well as in Satellite Systems Engineering Inc., a satellite consulting firm that

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Washington Watch

Urbana UHF. In summary decision, FCC Administrative Law Judge Thomas Fitzpatrick has granted application of Metro Program Network Inc. for new UHF TV station on channel 27 in Urbana, Ill. Metro, sole remaining applicant after settlement agreement, is owned by Gerald Fitzgerald, Cedar Rapids, Iowa, publisher of real estate guides. Fitzgerald's applications for UHF stations in Cedar Rapids and Arnes, Iowa, also have been granted (BROADCASTING, April 1).

Application education. FCC Mass Media Bureau has announced it will sponsor seminars on applying for commercial FM stations under new "window" processing procedures at 9 a.m. and 1:30 p.m. on April 30 at FCC headquarters in Washington. Advance registration will be required. Contact: Donna Searcy, (202) 632-6460.

Round three. FCC has accepted for filing direct broadcast satellite applications of Advanced Communications Corp., Antares Satellite Corp. and Graphic Scanning Corp. Comments and petitions to deny third-round applications are due May 20.

Share it. FCC Deputy Chief Administrative Law Judge James Tierney has decided that San Antonio Educational Television Inc. and Hispanic Community Educational Television Inc., competitors for new noncommercial TV station on channel 23 in San Antonio, Tex., should share facility. In initial decision, judge said there was "discernible equipoise on the substance of the proposals of the parties." Judge granted both applications on condition that applicants submit written agreement by May 10 spelling out sharing arrangement. If parties can't work that out on their own, Tierney said he will do it for them.

Green Valley. In initial decision, FCC Administrative Law Judge John Conlin has granted application of Sungilt Corp. for new UHF on channel 46 in Green Valley, Ariz., denying competing application of Alden Communications Corp. Sungilt won out with preferences on integration and diversification grounds. Sungilt is wholly owned by Arlene Stevenson, black resident of Tucson, Ariz. She teaches English as second language at Pima Community College in Tucson. She has no other media interests.

shares offices with DBSC and that, according to informed sources, generates between \$2 million and \$2.5 million a year. The next between DBSC and SSE is Wilbur Pritchard. He is founder, minority shareholder and president of DBSC, as well as president and majority shareholder of SSE.

In addition to the \$5 million for the satellite contract, according to a "memorandum of understanding" among the parties, DBC will give DBSC up to \$1 million "for the retirement of DBSC's existing debts and to provide working capital to DBSC."

The filing does not identify the investors in DBC. The memorandum is signed by Thaine Mathewson, "chairman of the board and president CEO" of Direct Broadcast Marketing Group, which Pritchard said was "a unit" of DBC.

On the advice of his attorney, Pritchard refused to discuss the particulars of the filing. If the FCC needs clarification, he said, DBSC will provide it.

The DBC-DBSC-SSE deal is contingent on the FCC approving changes in the DBSC-Ford satellite contract. As originally written, DBSC was to pay Ford \$5 million and deliver a letter of credit to the satellite manufacturer by March 31.

Under the terms of the contract modifications, also included in the filing, DBSC is now obliged to pay Ford \$1.8 million within 10 days and \$3.2 million within another 120 days of FCC approval "of these revised terms and/or the release to DBSC of specific orbital and frequency assignments."

"To substantiate this commitment and [DBC's] ability to discharge it," the filing said, "\$1.8 million will be deposited in escrow to be paid out to [Ford] upon commission approval of these arrangements."

Under terms of the memorandum, DBC will end up owning 55.55% of DBSC. The filing is fuzzy, however, on how much of SSE it will own. In one part of the memorandum, it says DBC will acquire all of Pritchard's stock in SSE, which amounts to more than 60% of the firm, adding that Pritchard will help DBC secure the remaining stock, which is held by other employees. But just a few paragraphs later, it says, "upon FCC approval and prior to the release of the escrow payment of \$1.8 million to [Ford], 100% of all stock in SSE... will immediately be transferred to DBC."

In March 1981, DBSC became the second company to announce its DBS ambitions (Comsat was the first). Of the first group of eight companies to receive construction permits in 1982, only three—DBSC, Dominion Video Satellite and Hubbard Broadcasting's United States Satellite Broadcasting—are still pursuing their plans. The other five have either dropped their plans or were forced out for failing to meet the FCC's "due diligence" test.

Since receiving its permit, DBSC has worked diligently to find investors for the satellite system that will require some \$250 million to build and launch. In 1982, Kansas City Southern gave DBSC a boost, buying a substantial minority interest in the firm for \$1 million.

In the lean times since Kansas City Southern's cash infusion, DBSC has paid some of its bills with convertible debentures. □

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Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

Applications

- WPKY(AM) Dora, Ala. (1010 khz; 5 kw-D)—Seeks assignment of license from Mid-Way Radio to Jasco for \$150,000, comprising \$25,000 cash and remainder note at 10% over 10 years. Seller is owned by Ivous Sisk, his wife, Ovie, and Joel E. Camp. It is Fulton, Miss.-based station group of five AM's and two FM's. Buyer is owned by James O. Powell, who has no other broadcast interests. Filed April 2.
- WFIX(AM) Huntsville. WAJF(AM) Decatur, WRAB(AM) Arab and WSHF(AM) Sheffield, all Alabama (WFIX:

1450 khz; 1 kw-D; 250 w-N; WAJF: 1490 khz; 1 kw-D; 250 w-N; WRAB: 1380 khz; 1 kw-D; WSHF: 1290 khz; 1 kw-D)—Seeks assignment of license from The Falt Co. to Comco Inc. for \$1.5 million cash. Seller is owned by J.B. Falt Jr. and his son J.B. Falt III. It has no other broadcast interests. Buyer is owned by James C. Robinson, chairman (8%). Joel B. Sharp (4%), Walter M. Windsor (4.8%), Wiloughby T. Cox (11%), David W. Hedrick (8%) and 19 others owning less than 4%. It also owns WKIQ(AM) Inverness, Fla., and WAMR(AM)-WRAV(FM) Venice, Fla. It recently purchased WRYO(FM) Crystal River, Fla. Windsor is consultant to SFN Companies, which owns four TV's, one AM and two FM's. Comco requests waiver of rules to allow ownership of WFIX(AM) and WAJF(AM), despite contour overlap. Filed April 2.

- KTSP-TV Phoenix; WTSP-TV Tampa-St. Petersburg; WGHP-TV High Point, N.C.; KTXA-TV Arlington (Ft. Worth); KTXH-TV Houston; KLTR(FM) Ft. Worth; KTXQ(FM) Dallas; WLTT(FM) Bethesda, Md. (Washington, D.C.); WKLS-AM-FM Atlanta and WNDE(AM)-WFBQ(FM) Indianapolis (KTSP-TV: ch. 10; CBS; ERP vis. 316 kw; aur. 47 kw; HAAT: 1,700 ft.; ant. height above ground: 264 ft.; WTSP-TV: ch. 10; CBS; ERP vis. 316 kw; aur. 31.6 kw; HAAT: 1,549 ant. height above ground: 1,538 ft.; WGHP-TV: ch. 8; ABC; ERP vis. 316 kw; aur. 63.1 kw; HAAT: 1,270 ft.; ant. height above ground: 1,255 ft.; KTXA-TV: ch. 21; independent; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,690 ft.; ant. height above ground: 1,529 ft.; KTXH-TV: ch. 20; independent; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,807 ft.; ant. height above ground: 2,000 ft.; KLTR: 93.7 mhz; 100 kw; HAAT: 1,770 ft.; KTXQ: 102.1 mhz; 100 kw; HAAT: 1,420 ft.; WLTT: 94.7 mhz; 22.5 kw; HAAT: 780 ft.; WKLS(AM): 970 khz; 5 kw-D; WKLS-FM: 96.1 mhz; 97 kw; HAAT: 930 ft.; WNDE(AM): 1270 khz; 5 kw-U; WFBQ: 94.7 mhz; 52 kw; HAAT: 850 ft.)—Seeks assignment of license from Gulf Broadcasting

Co. to Taft Television and Radio Co. for \$755 million. Sell is publicly owned, St. Petersburg, Fla.-based station group of five TV's, five FM's and two TV's. It is headed by Alza Henry. Buyer is publicly owned, Cincinnati-based static group of seven TV's, six FM's and seven TV's, headed by Charles S. Mechem, chairman, Dudley Taft, president. Ta has equal partnership with Tele-Communications Inc., TC Taft, owning 13 cable systems in Michigan, six systems in Massachusetts, five in Connecticut and one in New Hampshire. It also has interest in system serving Waltham, Mass. In separate equal partnerships with TCI, Taft-TCI, it also has interest in Black Entertainment Television, and in Taft-TC Satellite Services Inc., which owns channel 12X on West: V. Filed April 2.

- KCAA-TV Yuma, Ariz. (ch. 11; not on air)—Seeks assignment of license of Manning Telecasting Inc. from Cactus Inc. to Yuma Television Associates for \$30,000 cash. Seller is trustee in bankruptcy organized by First National Bank of Boston, voted by James C. Lewis. It is also debtor in possession of WDHO-TV Toledo, Ohio. Buyer is equal owned by A. Bates Butler, James A. Mather and Clyde F. Pettit. They have no other broadcast interests. Filed March 28.
- KJUW(AM) Colorado City, Colo. (1560 khz; 2.5 kw-D)—Seeks assignment of license from United Communications Network Inc. to R. Derin Carmack for \$12,897.1 cash. Seller is owned by Michael Venditti, who has no other broadcast interests. Station is unbuilt CP. Buyer has no other broadcast interests. Filed April 1.
- KPAG(AM) Pagosa Springs, Colo. (1400 khz; 1 kw-E 250 w-N)—Seeks assignment of license from San Juan Broadcasting Inc. to RODMAR Inc. for assumption of liabilities. Seller is owned by Robert Gourley and his wife Linda Jean. It also has interest in KSLV-FM Monte Vista, Colo. Buyer is owned by Robert Roddy and Wayne Marc; Marcy has interest in KKBK(AM) Aztec, N.M. Filed March 27.

- WCKS(FM) Cocoa Beach, Fla. (101.1 mhz; 100 kw HAAT: 440 ft.)—Seeks assignment of license from Southland Broadcasting Inc. to Capitol Broadcasting Co. for \$3 million cash. Seller is owned by William R. Corkhur (10%); Michael Metcalf (10%), and his sisters, Pauline C. Metcalf and Esther M. Mauran (30% each). Corkhur is president of Southland. Metcalf is director of Providence Journal Co., Providence, R.I.-based publisher and station group owner of four TV's. It publishes *Providence Journal*. Buyer is principally owned by James F. Goodmon, and his brother, Raymond. It is Raleigh, N.C.-based station group of two AM's and five FM's. It also owns five regional radio networks. Filed April 8.

- WGGG(AM) Gainesville, Fla. (1230 khz; 1 kw-D; 25 w-N)—Seeks assignment of license from U.S. Broadcasting Inc. to Micanopy Broadcasting Co. Inc. for \$500,000 cash plus 700,000 shares of stock in buyer. Seller, debtor-in possession, is principally owned by Frederick C. Mezey who also owns KQAK(FM) San Francisco, which has been sold, pending FCC approval. Buyer is owned by America Communications and Television Inc., Gainesville-based station group of one FM and three TV's and owner of SMAT systems in Florida, principally owned by Mark K. Goldstein, Harvey M. Budd and Thomas G. Sonsini. It owns two LPTV's, is app. for seven LPTV's and is app. for new TV in Gainesville and Palatka, both Florida. Filed April 5.

- WZIP(AM) South Daytona, Fla. (1590 khz; 1 kw-D 500 w-N)—Seeks assignment of license from Creative Broadcasting Inc. to D&H Radio Inc. for \$335,000, comprising \$70,000 cash, \$260,000 note and \$5,000 noncom pete agreement. Seller is principally owned by Frank Canale, who has no other broadcast interests. Buyer is owned by David N. Feldman (30%), Howard C. Griboff (30%) and five others. It has no other broadcast interests. Filed April 4.

- WTTB(AM) Vero Beach, Fla. (1490 khz; 1 kw-D; 25 w-N)—Seeks assignment of license from WTTB Inc. to Treasure Coast Broadcasting Inc. for \$550,000, comprising \$300,000 cash, and \$250,000 note at prime over two years. Seller is principally owned by Harry L. Reiner and family and Simon Goldman. Reiner has interest in WLBE(AM) Leesburg, Fla. Goldman has interest in WJTN(AM) WWSE(FM) Jamestown, N.Y.; WMVT(AM) Burlington, and WSYB(AM)-WRUT(FM) Rutland, both Vermont. Buyer is owned by Howard Cohen and four others. It has no other broadcast interests. Filed April 2.

- WAOK(AM) Atlanta (1380 khz; 5 kw-U)—Seeks as-

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signment of license from Atlanta OK Broadcasting Co. to DKM-Atlanta Broadcasting Corp. for \$4 million cash, including \$100,000 noncompete agreement. Seller is owned by Ragan Henry, principal owner of Philadelphia-based station group of four AM's and two FM's. Buyer is subsidiary of DKM Communications Corp., which is owned by Robert R. Dyson and family, John A. Moran and family and two others. It owns five AM's and six FM's. It is selling co-located WPLO(AM) (see below). Filed April 1.

■ WPL(AM) Atlanta (590 khz; 5 kw-U)—Seeks assignment of license from DKM-Atlanta Broadcasting Corp. to Capital Cities Communications Inc. for \$6,850,000 cash. Seller is also buying WAOK(AM) (see above). Buyer is publicly owned, New York-based station group, publisher and cable MSO, headed by Thomas Murphy, chairman. It is buying American Broadcasting Companies Inc. for \$3.5 billion (BROADCASTING, March 25). Filed April 1.

■ WTAQ(AM) La Grange, Ill. (1300 khz; 5 kw-D; 500 w-N)—Seeks assignment of license from WTAQ Inc. to Illinois Lotus Corp. for \$1,650,000, comprising \$650,000 cash and \$1 million note at 10% over 10 years. Seller is owned by William H. Wardle and Ralph Faucher, who have no other broadcast interests. Buyer is Hollywood-based station group of seven AM's and six FM's. It is headed by Howard A. Kalmenson, president. Filed April 3.

■ WWVY-FM Columbus, Ind. (104.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Bartholomew County Broadcasting Inc. to Mid-State Media Inc. for \$391,000, comprising 36,000 cash and remainder \$55,000 noncompete agreement. Seller is principally owned by Edward W. Roehling, Gene H. Kinman, Paul D. Ford and Daniel R. Billman. It also owns WRCR(AM) Rushville, Ind. Buyer is owned by Gunther S. Meisse (80%) and Glenn Cheesman (20%). Meisse has interest in, and Cheesman is general manager of, WVNO-FM Mansfield, Ohio. Filed March 28.

■ KBOE(AM)-KOSK(FM) Oskaloosa, Iowa (AM: 740 khz; 250 w-D; FM: 104.9 mhz; 2.9 kw; HAAT: 285 ft.)—Seeks assignment of license from Oskaloosa Broadcasting Co. to Jomast Corp. for \$850,000, comprising \$250,000 cash and remainder in note at 10% over six years, note amortized over 10 years with balloon payment in seventh year. If gross revenue growth exceeds 5%, bonus payment of \$16,790 required. Seller is owned by Catherine E. Winkler, Don Hemphill, Roy Seeger, estate of Phyliss Day Herman, Dr. C.C. Kitchen, estate of Harold J. Fleck, Earl R. Jones and E.G. Wenrick. Only Wenrick has other broadcast interests, with interest in WMNE(AM) Monomomie, Wis., and KTTN(AM) Trenton, Mo. Buyer is owned by John A. Muhl, president, and family. It has no other broadcast interests. Muhl is owner of soft drink bottling plants in Oskaloosa and in Salinas, Kan., and Norfolk, Neb. Filed April 5.

■ WLB(AM)-WLSK(FM) Lebanon, Ky. (AM: 1590 khz; 1 kw-D; FM: 100.9 mhz; 3 kw; HAAT: 200 ft.)—Seeks assignment of license from Lebanon Springfield Broadcasting Co. to Lebanon Springfield Broadcasting Co. Inc. for \$300,000, comprising \$87,000 cash and \$213,000 note at 10% over five years. Seller is owned by estate of Stokley Bowling, estate of Horace E. Tabb, and Galdys Hodges. With Moninda D. Cole, it also owns WIEL(AM)-WKMO(FM) Elizabethtown, Ky. Buyer is equally owned by J.T. Whitlock, J.B. Crawley and Cherry M. Gibson. Crawley's wife, Elizabeth, has interest in WLCK-AM-FM Scottsville, Ky., and with his children, Jim and Janie, and his brothers, Sam and Dennis, owns WMJL(AM) Marion, Ky. Whitlock is general manager and Gibson is operations manager at station. Filed April 5.

■ KOKA(AM) Shreveport, La. (1550 khz; 10 kw-D; 500 w-N)—Seeks assignment of license from Mid America Media Co. to TVW Inc. for \$1,150,000 cash. Seller is headed by James A. Reeder, managing partner. It also owns KCOZ(FM) Shreveport, La. Buyer is owned by John Nay Thomas (27%), John R.L. Vaughn (26.5%), J.L. Buddy Woolley (26.5%), Billy G. Wilson (10%) and David C. MacMillian (10%). Thomas, Vaughan and Woolley also own WKI(FM) Shreveport, La., where Wilson is general manager and MacMillian is sales manager. Filed April 5.

■ WFDF(AM) Flint, Mich. (910 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from WFDF Corp. to Flint Metro Mass Media Inc. for \$700,000, comprising \$500,000 cash and remainder note at 9% for first two years and 12% for last three years. Seller is owned by Elmer A. Knopf, who has no other broadcast interests. Buyer is owned by Vernon Merritt, who also owns WDZZ-FM Flint, Mich. Filed March 28.

■ KFMO(AM) Flat River, Mo. (1240 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Greater Missouri Broadcasting Inc. to Simon Broadcasting Co. for \$350,000, comprising \$100,000 cash, \$38,801 note at 12% over six years, and assumption of \$212,000 debt. Seller is owned by Randel Boesen and his wife, Joan. It also owns KMMJ(AM) Grand Island, Neb. Buyer is owned by William Simon, his wife, Ann, and his son, William Scott Simon. It has no other

broadcast interests. Filed March 28.

■ KXOQ(FM) Poplar Bluff, Mo. (new station)—Seeks assignment of license from Foster Broadcasting to KXOQ Inc. for \$7,700 cash and assumption of debts. Seller is owned by Deborah Lynn Foster and Linda Cox, who have no other broadcast interests. Station is unbuild CP. Buyer is equally owned by H. Jack Holmes, James T. Lambert and James R. Page. It has no other broadcast interests. Filed April 4.

■ WDEX(AM) Monroe, N.C. (1430 khz; 2.5 kw-U)—Seeks assignment of license from DEL Broadcasting Inc. to Norris B. Mills for \$140,000 cash. Seller is principally owned by Edward B. Bower. It has no other broadcast interests. Buyer has no other broadcast interests. Filed April 5.

■ KBYZ-FM Bismarck, N.D. (96.5 mhz; 100 kw; HAAT: 1,000 ft.)—Seeks transfer of control of Capitol City Communications Inc. from Kim Rudrud (100% before; none after) to James Lakoduk (none before; 100% after) for \$8,000 cash. Seller has no other broadcast interests. Station is unbuild CP. Buyer owns KQBR(AM) Brainerd, Minn. Filed March 25.

■ KKID(AM)-KAZZ(FM) Sallislaw, Okla. (AM: 1560 khz; 250 w-D; FM: 95.9 mhz; 3 kw; HAAT: 245 ft.)—Seeks assignment of license from Demaree Enterprises Inc. to Dove Broadcasting Corp. for \$550,000, comprising \$330,000 cash and remainder note at 12% over 10 years. No interest payments will accrue for first two years, at close of eighth year after closing balloon payment of balance will be required. Seller is owned by Anthony Demaree (25%) and his former wife, Sondra (25%), and Reita Diane Rhodes (50%). It has no other broadcast interests. Buyer is owned by Gary D. Gargus (51%), James H. Franklin (33%) and Dennis M. Sprouse (16%). Gargus is oil well nipple-up contractor from Sallislaw. Franklin is licensed evangelist with Assembly of God Church and former program director at KRIZ(FM) Roswell, N.M. Sprouse is Sallislaw attorney. It has no other broadcast interests. Filed April 5.

■ KFIR(AM)-KBYQ(FM) Sweet Home, Ore. (AM: 1370 khz; 1 kw-D; FM: 107.1 mhz; 3 kw; HAAT: 1,510 ft.)—Seeks assignment of license from Magnum Broadcasting Inc. to Galaxy Broadcasting Corp. for \$2,500 for license of unbuild FM and remainder assumption of debt. Seller is principally owned by Ronald Lewin and Norm Suiter, who have no other broadcast interests. Buyer is owned by James D. McDaniel, former owner of station. Filed April 2.

■ WORG-FM Orangeburg, S.C. (103.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Radio Orangeburg Inc. to Garden City Broadcasting Co. for \$450,000, comprising \$150,000 cash, and remainder note at 10% over six years. Seller is principally owned by H. Edward Crapps, who also owns co-located WORG(AM) and WBLR(AM)-WKQW(FM) Batesburg, S.C. Buyer is owned by Robert R. Hilker (10%), William R. Rollins (10%) and Concord-Kannapolis Broadcasting Co. (80%, voted by Hilker). It also owns WDIX(AM) Orangeburg, N.C. Concord-Kannapolis is principally owned by Hilker and owns WEGX(AM)-WPEG(FM) Kannapolis, N.C. Hilker also owns WCGC(AM) Belmont, N.C., and has interest in six cable systems in North Carolina. Hilker and Rollins also own WJJJ(AM) Christianburg, Va., WVVV(FM) Blacksburg, Va.; WYNR(AM)-WPIQ(FM) Brunswick, Ga.; WSVM(AM) Valdese, N.C. They are also app.'s for new TV in Belmont, N.C. Filed April 5.

■ KJIA(AM) Sioux Falls, S.D. (1230 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from SoDak Broadcasting Inc. to Nehemiah Radio Productions Inc. for \$175,000 note. Seller is owned by Neil Clark, who has no other broadcast interests. Buyer is equally owned by Jeff Sauer, his brother, Greg, and Doug Mashek. It has no other broadcast interests. Filed March 27.

■ KUQQ(AM) Fort Worth (1540 khz; 50 kw-D; 10 kw-N)—Seeks assignment of license from Clifford F. McMaster, receiver for S.G.M. Broadcasting Co. to Command Broadcast Associates of Texas Inc. for \$877,000 cash. Seller has no other broadcast interests. Buyer is owned Albert E. Cameron (19%) and Command Broadcast Associates Inc., which is owned by Nelson G. Laverne (46.2%), Premier Maldonado (30.8%) and Manuel Siverio (23%). Command Broadcast Associates owns WADO(AM) New York. Laverne is chairman. Filed March 28.

■ KERV(AM)-KRVL-FM Kerrville, Tex. (AM: 1230 khz; 1 kw-D; 250 w-N; FM: 106.3 mhz; HAAT: 105 ft.)—Seeks assignment of license from Chess Enterprises Inc. to Kerrville Radio Inc. for \$1,230,682, comprising \$725,000 cash, plus remainder assumption of notes. Seller is owned by E.C. Ebinger (43.4%), James Constance (43.4%) and Robert D. Hanna (13.1%). Hanna also has interest in KROX(AM) Crookston, Minn.; KCLW(AM) Hamilton, Tex., and KICS(AM)-KEZH(FM) Hastings, Neb. Others have no other broadcast interests. Station was originally sold last year, but

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deal fell through. Buyer is owned by Joe Abernathy (20% managing general partner) and Wayne Dayton (5% general partner). Other limited partners to be named. Abernathy is former vice president and general manager at KNOW(AM)-CEYI(FM) Austin, Tex. Dayton is Austin building contractor. Filed March 28.

■ KSZN(AM) Pampa, Texas (1340 kHz; 1 kw-D; 250 w-N)—Seeks assignment of license from Golden Eagle Communications to Four Star Communications Inc. for \$31,664.10, comprising \$27,500 cash and remainder assumption of notes. Seller is owned by Phillip T. Zeni, Cecil Koonce, and estate of Phillip S. Moore. It also owns KDI(AM)-KKBE(FM) Sheridan, Ark. Buyer is owned by

Robert Taylor and his wife, Clara (50%), and Glenn Dawkins and his wife, Julia Marie (50%). Clara Sailor is general manager of KSZN(AM) Pampa, Tex. Dawkins is Pampa, Tex., farmer. Filed April 2.

■ WSAY(AM) Salem, Va. (1480 kHz; 5 kw-D)—Seeks assignment of license from George H. Buck to Crusade International Ministries Inc. for \$325,000, comprising \$50,000 cash and remainder note at 10% over five and one half years. Seller owns WCOS-AM-FM Columbia, S.C.; WPCT(FM) Lobelville, Tenn.; WHVN(AM) Charlotte, N.C.; WEAM(AM) Columbus, Ga.; WGMV(AM) Montgomery, Ala., and WYZE(AM) Atlanta. Buyer is owned by L.E. Willis. It is Norfolk-based station group of seven AM's

and four FM's. Filed April 3.

■ KEDO(AM)-KLYK(FM) Longview, Wash. (AM: 1400 kHz; 1 kw-D; 250 w-N; FM: 105.5 mhz; 3 kw; HAAT: minus 21 ft.)—Seeks assignment of license from KEEDOH Inc. to Longview Broadcasting Corp. for \$750,000, comprising \$150,000 cash and remainder note at 11% over 10 years. Seller is Bellevue, Wash.-based station group of seven AM's and five FM's, principally owned by Frederic A. Danz and family. Buyer is owned by Gary L. White, Walter H. Meyer and Rodney J. Ethernon. It also owns KITI(AM) Centrailia-Chehalis, Wash. Filed March 26.

■ KITZ(AM) Tacoma, Wash. (1400 kHz; 1kw-D; 250 w-N)—Seeks assignment of license from Positive Broadcasting Inc. to Silver Sound Broadcasting Inc. for \$450,000 assumption of debts. Seller is headed by Donald R. Atkinson, *debtor-in-possession with no other broadcast interests*. Buyer is owned by Robert Jennings, Lincoln R. Perry, and six others. It has no other broadcast interests. Filed April 2.

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New Stations

AM's

■ Lithia Springs, Ga.—Georgia Broadcasters seeks 830 kHz; 50 kw-D; 1 kw-N. 4610 Briarwood Dr., Sacramento, Calif. 95821. Principal is owned by James E. Auel, who is app. for new AM's in Manor, Tex., and Tuckahoe, Va. (see below) and is app. for four LPTV's. Auel is son of Edwina and Carl Auel, who have interest in KEWQ(AM) Paradise, Calif., and in five LPTV applications. Filed March 29.

■ Combs, Ky.—Katherine Fields seeks 1560 kHz; 1 kw-D. Address: 100 Peach St., 41729. Principal's husband is Logan Fields, owner of Coombs, Ky., cable system. Filed March 29.

■ Hazard, Ky.—Kenneth R. Finmission seeks 1560 kHz; 1 kw-N. Address: P.O. Box 1558, 41701. Principal has no other broadcast interests. Filed March 29.

■ Okolona, Ky.—Joanna Ginter seeks 680 kHz; 2.5 kw-D. Address: 117 Straightaway Lane, Fort Mill, S.C. 29715. Principal's husband, Michael Ginter, is owner of WQCC(AM) Charlotte, N.C. Filed March 29.

■ Newburg, Ky.—Minority Broadcasting Corp. seeks 680 kHz; 1 kw-D; 500 w-N. Address: 688 S. 42d St., Louisville, Ky. 40211. Principal is owned by Argie L. Dale (51%), Angelia M. Pait (24.5%) and Virginia C. Burbank (24.5%). Dale is owner of WDGs(AM) New Albany, Ind. Pait's father and mother, John and Mary Smith, are app.'s for LPTV in Spencer, Ind. Filed March 28.

■ Wake Forest, N.C.—North Carolina Radio seeks 720 kHz; 1 kw-D. Address: 2909 Weymouth Rd., Shaker Heights, Ohio 44120. Principal is equally owned by Harold R. Harding and his wife, Louise. They also have interest in WRPQ(AM) Baraboo, Wis.; KKM(AM) Gonzales, Calif.; WCHP(AM) Champlain, Fla., and WGMZ(AM) Titusville, Fla. It is also app. for seven new AM's and nine LPTV's. They are also app.'s for new AM in Sans Souci, S.C. (see below). Filed March 29.

■ Aguada, P.R.—Carlos R. Soto and Maria Villarubia seek 1590 kHz; 500 w-D. Address: Calle Estacion Numero 108, 00602. Principals have no other broadcast interests. Filed April 8.

■ Sans Souci, S.C.—Greenville County Radio seeks 830 kHz; 5 kw-D; 500 w-N. Address: 2909 Weymouth Rd., Shaker Heights, Ohio 44120. Principal is equally owned by Harold R. Harding and his wife, Louise. They also have interest in WRPQ(AM) Baraboo, Wis.; KKM(AM) Gonzales, Calif.; WCHP(AM) Champlain, Fla., and WGMZ(AM) Titusville, Fla. It is also app. for seven new AM's and nine LPTV's. Louise Harding's brother, Robert Jones, is also app. for new AM in Tuckahoe, Va. (see below). Filed March 29.

■ Jasper, Tenn.—Nickajack Broadcasting Co. seeks 820 kHz; 1 kw-D. Address: Courthouse Square, 37347. Principal is owned by Marvin I. Thompson (50%) and five others. It has no other broadcast interests. Filed March 28.

■ Tuckahoe, Va.—Virginia Broadcasters seeks 720 kHz; 10 kw-D; 5 kw-N. Address: 4610 Briarwood Dr., Sacramento, Calif. 95821. Principal is equally owned by James E. Auel and Robert Jones. Auel is app. for new AM in Manor, Tex., and app. for four LPTV's. Jones has interest in WRPQ(AM) Baraboo, Wis.; KKM(AM) Gonzales, Calif.; WCHP(AM) Champlain, Fla., and WGMZ(AM) Titusville, Fla. It is also app. for seven new AM's and nine LPTV's. His wife, Patricia, also has interest in WRPQ(AM) Baraboo, Wis., and in app.'s for four new AM's and one LPTV. Jones' sister, Louise Harding, is also principal in app. for new AM in Sans Souci, S.C. (see above). Auel is son of Edwina and Carl Auel, who have interest in KEWQ(AM) Paradise, Calif., and in five LPTV applications. Filed March 29.

Services

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Facilities Changes

Applications

AM's

Accepted

- KROQ (1500 khz) Burbank, Calif.—Seeks mod. of lic. to change main SL to Hollywood. App. April 4.
- WAPE (690 khz) Jacksonville, Fla.—Seeks mod. of lic. to operate transmitter by remote control. App. April 4.
- WPAD (1560 khz) Paducah, Ky.—Seeks mod. of lic. to operate transmitter by remote control. App. April 4.
- WLAM (1470 khz) Lewiston, Me.—Seeks CP to change hours of operation to unlimited, non-DA day, DA-N. App. April 2.
- WVGB (1490 khz) Beaufort, S.C.—Seeks CP to increase nighttime power to 1 kw. App. April 4.

TV's

Accepted

- New (ch. 64) Barstow, Calif.—Seeks MP to change ERP to vis. 3,228 kw, aur. 645.6 kw; change HAAT to 1,572 ft., and change TL. App. April 2.
- KMSG-TV (ch. 59) Sanger, Calif.—Seeks MP to change ERP to vis. 1,350 kw, aur. 135 kw; change HAAT to 1,940 ft., and change TL. App. April 4.
- KVNJ-TV (ch. 15) Fargo, N.D.—Seeks MP to change ERP to vis. 8 kw, aur. .8 kw; change HAAT to 197 ft., and change TL. App. April 2.
- WJWT (ch. 16) Jackson, Tenn.—Seeks MP to change HAAT to 572 ft. App. April 4.

Actions

AM's

- KHYT (1330 khz) South Tucson, Ariz.—Granted app. to augment radiation pattern. Action March 27.
- WTAN (1340 khz) Clearwater, Fla.—Granted app. to make changes in ant. sys. Action April 2.
- WCIL (1020 khz) Carbondale, Ill.—Granted app. to make changes in ant. sys. Action March 27.

FM's

- WRSA (96.9 mhz) Decatur, Ala.—Dismissed app. to change HAAT to 1,127 ft. and make changes in ant. sys. Action March 27.
- KHFO (98.1 mhz) Osceola, Ark.—Dismissed app. to change ERP to 52 kw. Action March 27.
- KWAV (96.9 mhz) Monterey, Calif.—Granted app. to install new transmission sys. Action March 29.
- KRQS (106.3 mhz) Pagosa Springs, Colo.—Dismissed app. to change TL and change HAAT to 1,299 ft. Action March 27.
- *WPCS (89.3 mhz) Pensacola, Fla.—Returned app. to change TL; change HAAT to 1,564.56 ft., and make changes in ant. sys. Action Oct. 5, 1984.
- KRTR-FM (96.3 mhz) Kailua, Hawaii—Dismissed app. to change HAAT to 2,145.12 ft. and make changes in ant. sys. Action March 27.
- WHNN (96.1 mhz) Bay City, Mich.—Dismissed app. to change TL; change ERP to 100 kw, and change HAAT to 1,020.08 ft. Action March 27.
- KZMT (101.1 mhz) Helena, Mont.—Dismissed app. to change ERP to 89 kw; specify HAAT at 1,900 ft., and make changes in ant. sys. Action March 27.
- *WCPE (89.7 mhz) Raleigh, N.C.—Granted app. to operate formerly authorized facilities as aux. Action March 29.
- WKBN-FM (98.8 mhz) Youngstown, Ohio—Dismissed app. to change ERP to 5.9 kw. Action March 27.
- WYAV (104.1 mhz) Conway, S.C.—Accepted for filing app. to change TL; change ERP to 38 kw, and change HAAT to 975.14 ft. Action March 15.
- *KCFS (90.9 mhz) Sioux Falls, S.D.—Granted app. to change freq. to 90.9 mhz; change ERP to 2.35 kw, and change HAAT to 190 ft. Action March 22.
- KORA-FM (98.3 mhz) Bryan, Tex.—Accepted for filing app. to change TL; change ERP to .9 kw, and change HAAT to 528.74 ft. Action March 18.

TV's

- WTMV (ch. 32) Lakeland, Fla.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 890 ft., and change TL. Action March 25.
- KLJB (ch. 18) Davenport, Iowa—Granted app. to change ERP to vis. 2,880 kw, aur. 288 kw; change HAAT to 1,080 ft., and change TL. Action March 29.
- WAVE-TV (ch. 3) Louisville, Ky.—Granted app. to change HAAT to 1,820 ft. and change TL. Action March 28.
- WPSD-TV (ch. 6) Paducah, Ky.—Granted app. to change ant. Action March 28.
- WNTZ (ch. 48) Natchez, Miss.—Granted app. to change ERP to vis. 1,079 kw, aur. 108 kw; change HAAT to 818 ft., and change TL. Action March 28.
- KMTC (ch. 27) Springfield, Mo.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw and change HAAT to 1,690 ft. Action March 28.
- *WTVI (ch. 42) Charlotte, N.C.—Granted app. to change ERP to vis. 1,393 kw, aur. 139 kw; change HAAT to 460 ft.; change ant. and transmitter. Action March 28.
- KREN-TV (ch. 27) Reno—Granted app. to change ERP to vis. 1,840 kw, aur. 184 kw and make changes in ant. sys. Action March 28.
- WZTV (ch. 17) Nashville—Granted app. to install aux. ant. Action March 28.
- *WHA-TV (ch. 21) Madison, Wis.—Granted app. to change ERP to vis. 1,025.87 kw, aur. 102.5 kw; change HAAT to 1,529 ft.; change TL, and make changes in ant. sys. Action March 29.

Call Letters

Applications

Call Sought by

- *WCVK Bowling Green Community Broadcasting Inc., Bowling Green, Ky.
- *KCMF Montana Educational Broadcasting Foundation, Great Falls, Mont.
- *KCTJ Great Plains Educational Trust, Mitchell, S.D.
- *KJVH Nathan Educational Broadcasting Founda-

Summary of broadcasting as of January 31, 1985

| Service | On Air | CP's | Total * |
|-----------------------------|--------|------|---------|
| Commercial AM | 4,772 | 170 | 4,942 |
| Commercial FM | 3,743 | 418 | 4,161 |
| Educational FM | 1,178 | 173 | 1,351 |
| Total Radio | 9,693 | 761 | 10,454 |
| FM translators | 789 | 444 | 1,233 |
| Commercial VHF TV | 539 | 26 | 565 |
| Commercial UHF TV | 364 | 252 | 616 |
| Educational VHF TV | 115 | 2 | 117 |
| Educational UHF TV | 180 | 31 | 211 |
| Total TV | 1,198 | 311 | 1,509 |
| VHF LPTV | 204 | 74 | 278 |
| UHF LPTV | 112 | 132 | 244 |
| Total LPTV | 316 | 206 | 522 |
| VHF translators | 2,969 | 186 | 3,055 |
| UHF translators | 1,921 | 295 | 2,216 |
| ITFS | 250 | 114 | 364 |
| Low-power auxiliary | 824 | 0 | 824 |
| TV auxiliaries | 7,430 | 205 | 7,635 |
| UHF translator/boosters | 8 | 0 | 8 |
| Experimental TV | 3 | 5 | 8 |
| Remote pickup | 12,338 | 53 | 12,391 |
| Aural STL & intercity relay | 2,836 | 166 | 3,002 |

* Includes off air licenses.

tion, Longview, Wash.

Existing AM

WESM WJW Booth American Co., Cleveland

Existing FM's

KKSJ KEKB Joyner Broadcasting of Colorado Inc. Fruita, Colo.
 WILV WNLT Shockley Communications Corp., Baraboo, Wis.

Grants

Call Assigned to

New AM

KKDV Coleen Clark, Fields Landing, Calif.

New FM's

KXLK Sedgewick Broadcasting Co., Jacksonville, Ill.
 *WKJV Kentucky Educational Foundation, Campbellsville, Ky.
 *KNEO Abundant Life Educational Broadcasting Foundation, Neosho, Mo.
 *KWFC Baptist Bible College Inc., Springfield, Mo.
 *KMTT Montana Educational Broadcasting Foundation, Butte, Mont.
 *WTRM Timber Ridge Ministries Inc., Winchester, Va.

Existing AM's

KPZE KEZY Anaheim Broadcasting Corp., Anaheim, Calif.
 WJGS WHGR Shea Broadcasting Co., Houghton Lake, Mich.
 KEED KASH Community Eugene AM-FM Broadcasting Corp., Eugene, Ore.
 KRXX KEED KRXX Inc., Eugene, Ore.
 WMNY WSOL Clarence E. Jones, Eliore-Santee, S.C.
 WMRB WQOK Paramount Broadcasting Co., Greeville, S.C.
 WRVR WKDJ Viacom Broadcasting Inc., Memphis
 KKPL KGGR Alpha Radio Inc., Opportunity, Wash

Existing FM's

KASH KSNA Community Anchorage Broadcasting Corp., Anchorage
 KEZY KEZY-FM Anaheim Broadcasting Corp., Anaheim, Calif.
 WAEB-FM WXKW CRB Broadcasting of Pennsylvania Inc., Allentown, Pa.
 WYMG WEAJ Joyner Broadcasting Co., Jacksonville, Ill.
 KSSC KCCU Great Radio Group Inc., Columbus, Kan.
 WLTJ WDRO AGI Detroit Inc., Detroit
 WJGS-FM WJGS Shea Broadcasting Co., Houghton Lake, Mich.
 KZLT-FM KRRK-FM KRAD Inc., East Grand Forks, Minn.
 WEXC WGRP-FM Greenville Broadcasting Co., Greenville, Pa.
 WRVR-FM WRVR Viacom Broadcasting Inc., Memphis
 KKPL-FM KKPL Alpha Radio Inc., Opportunity, Wash
 KWWW-FM KLLH Sans Inc., Quincy, Wash.
 KQKT KKMI-FM Seattle Radio Limited Partnership, Seattle
 WRJO WERL-FM Nicolet Broadcasting Inc., Eagl River, Wis.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Present and planned expansion creates immediate need for two experienced general managers for AM-FM combos in Midwest. Interested applicants must have strong sales backgrounds, good people skills, be interested in becoming important leaders in the communities. Salary plus performance bonus. Resume to Personnel Manager, Withers Broadcasting Companies, PO Box 1238, Mt. Vernon, IL 62864.

General manager. WMLA/WTWN, Bloomington-Normal, IL. Must have strong background in sales. Opportunities available for further growth & advancement. Resume & references to Personnel Manager, Withers Broadcasting Companies, PO Box 1238, Mt. Vernon, IL 62864.

Southeastern Montana 100 KW FM seeks GM with proven sales station profitability record. Must carry large list. 60 W 4th St., St. Paul, MN 55102.

Top broadcasting executive wanted for media group owning several radio stations. Right person would head broadcast group. Must be knowledgeable and qualified in all phases of radio sales and management. Only those with successful management experience of two or more radio stations need apply. If you're in a #2 position with a radio group and are ready for top leadership responsibilities, send resume to Box K-60.

Mass communication: Austin Peay State University invites applications for assistant professor. Begin Sept. 1, 1985. Manage WAPX-FM, new 3,000 watt campus radio station, & teach radio and mass communication courses. Will be responsible for supervision of related equipment & facilities. Eleven month appointment, renewable annually. Ph. D. in appropriate area required for tenure-track appointment. Salary competitive. Ph. D. desired, M.A. required. Qualifications should reflect experience in media management. Send vita, transcripts, at least three references to Joe Filippo, Chairman, Department of Speech, Communication & Theatre, Austin Peay State University, Clarksville, TN 37044. Deadline: May 1, 1985. Austin Peay State University, an equal opportunity/affirmative action employer, welcomes applications from all qualified candidates regardless of race, sex, religion, or national origin. Applications from women, minority candidates, other protected groups encouraged.

General manager. AM/FM combo, attractive Oregon city. Great Northwest lifestyle. Very good compensation. General manager experience with record of success required. Resume to Box K-72. EOE.

Sales manager. Your time and money invested in helping me rebuild this ideally located, small-market 5KW California AM will pay handsome dividends as we use our success to springboard into a group. Send qualifications, traits, aspirations to Box K-86/

WGIL/WAAG—Galesburg, IL. Our family owned AM/FM property needs sales oriented general manager. Prior experience in either a general manager or sales manager position preferred. Resume/salary requirements to John Pritchard, Galesburg Broadcasting Co., P.O. Box 310, Galesburg, IL 61401.

General manager needed for top 50 market. Resume and salary should be sent to Box K-98.

Program director for top rated Northeast A/C. Must be knowledgeable, positive, have ability to work well with other creative people. Resume/one-page written programming philosophy to Box K-99. EOE.

Expanding Western group seeking qualified general managers, sales managers, account executives, program directors, promotion directors, and on-air talent. Resume in confidence to Box K-103. EOE/MF.

General manager. In search of excellent broadcaster to grow with us. Acquiring fourth market in three years. Salary and equity participation commensurate with your skills, experience, and performance. Interviewing now (& at NAB). EOE. Constant Communications, Garden Suite One, Portland Center, 222 Southwest Harrison, Portland, OR 97201.

HELP WANTED SALES

Central coastal California. AM/FM combo. Opportunity with one of the largest radio groups. Enjoy our beautiful community if you're motivated to make great money and enjoy selling direct retail. Resume/letter: KSLY/KLTW, P.O. Box 1400, San Luis Obispo, CA 93406. EOE.

Missouri regional farm AM/FM seeks experienced salesperson; experience a must. Ag sales experience helpful. We have the ratings and product. Need aggressive self starter to sell it. We'll pay you what you're worth. Resume, references, salary requirements, track record: Manager, KMZU, Box 279, Carrollton, MO 64633. EOE.

Colo. ski resort AM/FM combo taking applications for aggressive, creative, top-notch sales reps now! A career opportunity. Resume to Box K-15.

Florida Gulf Coast top 100 market. Seeking person who enjoys street sales. Growing company, great working conditions, excellent potential. Resume/track record to Lamont Mihalovic, Corporate Sales Director, Highlands Broadcasting, 9360 US Hwy 16, Onalaska, WI 54650.

WMLA/WTWN have immediate openings for sales professionals who want to grow in their career. Potential for future management as group grows. Bloomington, IL market is strong radio, quality living environment with University & good mix of business and agriculture. If interested, send resume to Personnel Manager, Withers Broadcasting Companies, PO Box 1238, Mt. Vernon, IL 62864.

Sales manager for challenging small but growing broadcast group. Need aggressive, promotion-minded, experienced person to the hit the ground running in competitive market. Possibility of also moving up to VP/GM position. Excellent salary/benefits. Write Box K-56.

Experienced account executive with proven track record. "Music of your life" station, Buffalo market. Resume, billing history, references to Frank Duquette, WECK Radio, 2900 Genesee St., Buffalo, NY 14225. EOE.

#1 station, Charleston, WV, has opening for only the best! Top list-top dollars. Rush your cover letter/resume to Gary Steel, Sales Manager, WKLC FM 105, 100 Kanawha Terrace, St. Albans, WV 25177.

New Orleans. WBYU, class C FM, highly visible growth mkt., seeks salesperson with 3-5 yrs. experience positioning an easy listening format. Excellent sales opportunity & upward mobility with Swanson Broadcasting. Richard Lamb, VP/GM, 504-525-9600.

Sales manager for world wide religious/commercial radio group. Excellent opportunity. Salary plus commissions. Extensive travel required. Advancement to VP/GM possible. Call Jim Slaughter, Beacon Broadcasting, 404—324-1271.

Sunbelt. Professional sales rep. We're looking for genuine pro to join the most professional team in town, KWIC - 108. If you have a good, provable track in selling the 18-34 CHR audience, at least two years radio sales experience, dedicated to success & want to enjoy beaches and sunshine year round, 20% commission on direct sales, plus lots of perk, then substantial 5-figure income to start awaits right person. Contact Ken Ross, GSM, Pyle Communications, 409—842-2210. P.O. Box 6067, Beaumont, TX 77705. EOE.

Top notch SM to maintain momentum of fast growing 50K FM. Only experienced radio sales professional need apply. Salary and bonuses commensurate with abilities. Could lead to SM or GM position. Resume to Keith Reising, WRZQ-FM, P.O. Box 690, Columbus, IN 47201.

Retail sales and coop coordinator positions open. #1 AC, small New England market, can provide training and growth. Experience in radio sales not required. Production or copy pros, marketing grads encouraged to apply. MF, EOE. Resume to Box K-74.

Central Florida. Immediate opening, selling local accounts. Management potential. Resume: Anscombe, WSIR, 665 Lake Howard, Winter Haven, FL 33880.

Louisiana's fastest growing country FM needs sales pro to grow with us! Earnings and opportunities abound. Resume to Michael Baer, WKJN-FM, 3029 So. Sherwood Forest Blvd., Baton Rouge, LA 70816.

Sunbelt Christian music station seeks aggressive salespersons. Excellent opportunities and benefits. Salary Based on experience. Resume to KLMB, P.O. Box 21480, Shreveport, LA 71120.

Due to rapid expansion, WYLF has 2 positions open. (1) Radio account executive, with radio sales or advertising agency experience. (2) Local sales manager. Strong street fighter with retail and agency sales background. Will carry list and oversee local sales. Call Larry Leibowitz, General Manager, WYLF Radio, Rochester, NY, 716—586-2263.

Account executive. WRCN/WRHD, Long Island, expanding its sales staff. Minimum 3 years' radio experience required. Resume to President, WRCN/WRHD, P.O. Box 666, Riverhead, NY 11901. EOE.

Are you successfully selling music of your life & the 35+ demographic, but would rather be doing it in Florida? Top station in central small market in fourth year of format. Written applications only accompanied by billing record of at least three years to Box K-101.

HELP WANTED ANNOUNCERS

Small market country station, Texas panhandle, has immediate opening for experienced Jock with good news delivery/production. Also, experienced news director. 806—669-7461.

Tapes/resumes needed to fill afternoon position on A/C FM outlet. WUFM, Box 1270, Lebanon, PA 17402.

WKHX Atlanta has immediate opening for experienced announcer. Tapes/resumes to Neil McGinley, WKHX-FM, 360 Interstate North, Ste. 101, Atlanta, GA 30339. WKHX-FM, a Capital Cities station. EOE.

Announcer needed. WLCC/WRAA, P.O. Box 387, Luray, VA 22835. Great place to live/work. Send us your tape & resume immediately.

Daytime country station, central Utah, has announcer opening. Need good production, consistent air sound, great area if you like the outdoors. Jim Fletcher, 801—864-2797.

Afternoon drive DJ. Sunny FL station. Need fast moving rock DJ able to relate to audience. Above average salary. T&R to Bob Hecksher, P.O. Box 278, Ft. Myers, FL 33902. EOE.

HELP WANTED TECHNICAL

Santa Barbara, CA AM/FM desires experienced chief. References, winning attitude required. Excellent facility, salary, group opportunity. 805—967-4511.

Assistant chief. Well-equipped class C, DA, 1-2 years' experience desired all phases AM/FM operations. General Radiotelephone required. Resume to Robert Cook, KOGA, Box 509, Ogallala, NE 69153.

Chief engineer. Class C FM/5KW directional AM, Sunbelt. Need qualified person with references. EOE. Person must be technically strong; good with audio. Complete written resume to Box K-59.

Engineer/announcer combo. Beautiful Midwest resort community. Salary \$13,500, with regular increases and other company benefits. EOE. CTC. Ken Birdsong, operations manager, 314—348-2772.

Chief engineer. WBUF-FM, Buffalo, NY. See display ad this issue.

MAJIC 102 FM, Houston, needs engineer immediately to assist chief. Minimum 3 years experience in radio. References please. Letters only: John Miller, Amaro Group, 24 Greenway Plaza, Ste. 1508, Houston, TX 77046. EOE.

Eastern United States station seeking chief engineer. Must be knowledgeable of both AM and FM, with skills in maintenance, installation, audio, and RF. Letter, resume, salary requirements to Box K-84. EOE.

Engineer. Young booming Southwest market. AM/FM combo with excellent growth opportunity for aggressive individual. No beginners, pros only. Box K-102.

HELP WANTED NEWS

WAEB/WXKW, Allentown, PA, seeking newscaster for morning drive news on FM, traffic reports on AM, plus street reporting. Award-winning news department needs to fill this position immediately. T/R: Matt Kerr, ND, PO Box 2727, Lehigh Valley, PA 18001. EOE/MF.

Part-time positions at Washington bureau covering Capitol Hill for U.S./Canadian stations. \$50 day/up. Tapes/resumes to Berns Bureau, 148 G St., SW, Washington, DC 20024.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Fast growing contemporary 100,000 FM, coastal SE, has opening for program director. Programming experience ability to manage people, good on-air skills are the winning combo. Come work in a beautiful area of the U.S. Resume/requirements to Box K-62.

WCFR (AM/FM) searching for program director to carry on tradition of excellence at its award-winning AC stations. Candidates should demonstrate understanding of community involvement and promotions, knowledge of AC format; people & organizational skills; solid announcing and production talents. T/R: Frank Zezza, GM, Box 800, Springfield, VT 05156. EOE, M/F.

Program director. WALK FM/AM, Long Island's premiere adult contemporary station, seeks PD with excellent experience within the format. Strong leadership skills, music and research background essential. Resume to Station Manager, WALK FM/AM, P.O. Box 230, Patchogue, NY 11772 EOE, M/F.

Freelance representatives still needed in sports cities to arrange station clearance and advertising sales for radio sports programmer. Associates & David Smock, Box Two, Santa Ynez, CA 93460.

PD! Proven communicators move up! Great NE small market chance to run the show! Resume/written work history to Box K-73. EOE, M/F.

Production director/midday MOR air personality for trendsetting suburban community radio station. Excellent production skills and reliability to 35-64 audience required. Copywriting skills helpful. Tape, resume, copy to Chris Lucas, WGCH, Box 1490, Greenwich, CT 06836. EOE/MF.

Program manager (radio)-Northeast multi-media communications company looking for executive caliber program manager. College graduate, minimum 5 years' program management experience. Excellent benefits. Please call Cristina Ruiz, 201-774-7000, ext. 3111.

Extremely creative fulltime production specialist for medium S. FL metro market. Work closely with salespeople, help provide idea tapes that sell the prospect. T&R: Bob Hecksher, P.O. Box 278, Ft. Myers, FL 33902. EOE.

SITUATIONS WANTED MANAGEMENT

Successful, experienced sales-oriented general manager seeks buy-in opportunity as owner/manager or seeks to meet investors looking for managing partner. Box H-143.

Want GM or GSM position. Strong sales and programming. Veteran broadcaster seeks major or medium mkt. Texas only. Charlie Van, 512-663-2892.

General manager. In depth knowledge of radio covering 19 years' successful management. Highly organized professional with all the basic management skills for creating increased sales/higher profits. If you want a quality leader and producer, write Box K-55.

Bottom line oriented GM, strong in sales and promotion, seeks career opportunity in Midwest or Northeast small or medium market. Excellent track record/references. Box K-66.

Seeking operations/PD or sales position at stable large or medium market AC or country station. 15 years programming, 3 years sales experience. Ron, 314-428-3132.

GM or SM. 20 yrs. proven track record, medium mkt. Sales-oriented. Seek stable firm. Prefer Michigan, Box K-71.

Controller seeks position with aggressive radio group. Experienced in corporate and radio station group financials, business plans, private placement offerings, station evaluations & acquisitions, station operations. Box K-77.

Management pro looking for growth potential with longevity. Master at promotions. Knowledgeable in FCC regulations, sales, computers. Presently general manager medium market earning \$40K + solid references. Box K-78.

Twenty year veteran in radio. B.S. degree in RTV. Seeks manager-sales manager position Western U.S. Box K-87.

Looking for fresh, new beginning with working manager? Someone who loves radio? Call 402-564-6252 evenings, weekends! Over 20 year small market career includes successful 10 years' selling!

SITUATIONS WANTED SALES

Experienced/aggressive/knowledgeable in closing broadcast sales. Will develop your radio sales dept. or create one from scratch. Will bring promotional ideas that are proven. Mature/reliable, years of seasoning. Medium market, SE/West Coast preferred. Non-drinker/smoker. Box K-3.

SITUATIONS WANTED ANNOUNCERS

Combo announcer, sports PBP, production. Do it all well. Top notch recommendations & references. 5-yr. pro. Prefer Midwest. Day 616-894-9725; night 616-894-2161. (EST)

Six years experience in small market. PD ready to move up. Seeking challenging position in adult contemp or preferably Chr. Experience in nearly all aspects of radio. Resume/tape ready now. Dave, 603-863-1010.

Two years' commercial experience in small market. Want to move up. Adult, top 40 MOR. Want to be creative, not just push buttons. Dave, anytime, 201-777-0749.

Female announcer. 2 years commercial experience. Ready to work-Connecticut, New York area. Lynn, 203-874-2152.

Experienced DJ seeks position closer to home: Indiana or surrounding state. CHR/AC/country. Doug, 717-374-1125; 717-473-3767.

Versatile, ambitious DJ seeking position with opportunity to advance to news or sports eventually. Chuck, 806-249-4747, between 6-10 PM CST Monday-Friday.

Professional attitude & sound 18 mos.' experience. Bill Whetzel, Dardanelle, AR, 501-229-3567.

SITUATIONS WANTED TECHNICAL

Major market radio chief looking due to serious unemployment. AM/FM, directional, automation, general license, heavy in audio processing. Good references available. Major or medium markets. Jeff Cunningham, 512-492-3439.

Need help? Former chain director and chief available by day, week or month. 615-579-1135.

SITUATIONS WANTED NEWS

Experienced sportscaster in areas of PBP, commentary, interviewing, writing. Interested in relocating immediately. Mike, 312-652-2452, for more info.

Major-league caliber sportscaster seeks college PBP. Solid investment. Multi-award winner. Ten years' experience. Dan, 616-926-1288, nights, EST.

Knowledgeable, exciting PBP, all sports. What I have is too big for this small mkt. Box K-50.

Radio-TV sportscaster, with major league baseball, major college football & basketball PBP & anchor experience in top 10 mkts. Excellent references. Box K-57.

Sports-news director or reporter position desired. Experienced broadcaster desires to relocate. Football & basketball PBP, news reporting, good delivery, positive image, ambitious, knowledgeable. B.A. communications. 419-865-0765.

Sportscaster. Energetic reporter, anchor, basketball, football, baseball PBP. Also hosted talk show. Seeks PBP opportunities and studio work. Jim, 315-736-7221.

Major market news anchor, formerly with KFWE KFRC, WNEW. Seeking similar. 602-266-9229.

Sports/news position sought. Accurate/objective PBP relevant, solid reporting skills and credentials. 201-763-5587.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Industry leading syndicated radio commercial production manager/announcer desires environment change. 23 years' mostly major market experience in production and news. Many ideas to boost your sales. Tom, 305-435-3449.

Program director. My current station is enjoying the best numbers in its history. What can you and I do together? Northeast. John, 703-885-8044; 949-8271

15 yrs. PD-MD pop-contemporary. Want security with great station. Serious inquiries only. Dan, 804-946-2259.

Pick a successful winner. Top 50 talk host wants to settle down to challenging change as program director of small or medium market. With background as jock, PD/news director/sports PBP/talk and dedication to quality sound, I can make or keep you number one. All offers considered. Box K-92.

TELEVISION

HELP WANTED MANAGEMENT

General manager. Sales-oriented manager looking for career with group-owned, mid-sized, upper Midwest TV station. Equal opportunity employer. Resume to Box K-35.

Public information director. Idaho Educational Public Broadcasting System. Plans and directs all public information activities, writes/edits program guide & budget decisions for three-station public TV system. Excellent communications skills, BA degree, three years' experience in public information essential. Experience in public TV and personnel supervision desirable. Salary: \$20,000. DOE. Resume/cover letter to IEPBS, 1916 University Dr., Boise, ID 83725. EOE.

TV research co-ordinator. Familiar with all aspects of TV research, Arbitron, Nielson demographic data, as well as TvB industry research. Should have basic knowledge of IBM PC operating systems & understanding of competitive media. Responsibilities will include writing major presentations, book analysis, and research-oriented sales pieces. Resumes to Joe Mazza, LSM, WRTV, PO Box 607, Indianapolis, IN 46206. EOE.

General sales manager. Promotion within our company has provided excellent growth opportunity for creative, dynamic individual to manage top notch sales department. Right person will be experienced professional manager who can train as well as supervise, knows both local/national sales. Will work closely with general manager toward goal of station management. Contact Dennis West, General Manager, WIFR TV, (CBS), Box 123, Rockford, IL 61105, 815/987-5300 MF, EOE.

Traffic systems coordinator. Start up indie, Ventura County, CA. Familiarity with computer operation required, with IBM, System 36, and Columbine desired. Contact General Manager, KTIE TV, Inc., 500 Esplanade Dr., Ste. 1270, Oxnard, CA 93030, 805-485-KTIE. EOE.

Development manager. University PBS station, Southwest. Requires Bachelor's degree plus two years' fundraising experience, or equivalent combination of education and experience, strong administrative, communications & selling skills, ability to recruit/motivate volunteers. Will coordinate station's fundraising activities, solicit underwriting. \$19,000 - \$25,000. Resume/names of three professional references to Jim Dryden, KRWG-TV, Box TV22, Las Cruces, NM 88003. Deadline: May 3, 1985 or until position is filled. New Mexico State University, an AA/EOE.

Program manager. 20th market. CBS affiliate seeks knowledgeable, aggressive professional broadcaster as part of strong management team. Applicant must have 3-5 years' experience at program/production management level, program background preferred. KXTV is a Belo Broadcasting station. EOE/M-F. Resume to Bob Levy, KXTV, 400 Broadway, Sacramento, CA 95818.

The big if. If you know that your future is in public broadcasting development, if you have at least two years public broadcasting development already under your belt, or comparable experience, if you want to work with public broadcasting's finest joint licensee proud of our operation and our staff? (You bet!). If you would like to live/work in one of the country's most beautiful locales in intimate, friendly small market atmosphere, if your recreation needs include alpine skiing, cross country skiing, boating, outdoors adventure beyond compare, two active professional theatre companies, and stimulating human interaction, if you want to work with technologies of the eighties, if you want opportunities other stations dream about, if you don't answer this ad you'll be making a major career mistake! If you want more information, call, write, send resume: Don Rinker, President/General Manager, <TOO-FM & TV, 224 4th St., Juneau, AK 99801, 907-586-1670.

New mid-Atlantic region independent UHF station seeks qualified staff. Accepting applications for management positions, including program manager, sales manager, promotion manager, & chief engineer. Also accepting applications for staff position in sales, production, and engineering. If you're looking for the challenge and responsibility of a new start-up situation, we're looking for you. Equal opportunity employer, M/F. Resume with salary history to Box K-80.

News director. Network affiliate, top 50 Northeast market. Strong news operation requires leadership that's competitive, creative, promotion-minded, aggressive. Major group ownership. EOE. Resume/salary requirements to Box K-85.

TV sales manager. Modern growth-oriented Caribbean station seeking aggressive individual to supervise sales office in beautiful San Juan, Puerto Rico. Experience preferred. Proficiency in English & Spanish a must. Contact Jim Grimes, WBNB-TV, 809-774-0300, St. Thomas, USVI.

News director. Establish local news operation for year-old ABC affiliate, southern Oregon. Need experienced, aggressive hands-on professional journalist who can motivate, teach, hire quality people. Need proven producing and management skills. Resume, references, tape to General Manager, PO Box 728, Medford OR 97501. No phone calls please. EOE.

Financial manager. \$30,000+ benefits. Supervise staff, prepare financial statements, analyze accounting procedures, file reports. Knowledge of budgets, accounting methods, cash flow, computer systems. Accounting degree. 5yrs. experience. Resume by 4/30/85 to KVIE/PBS, Box 6, Sacramento, CA 95801. AA/EOE.

HELP WANTED SALES

Local/regional sales pro. Minimum 2 1/2 yrs. TV sales record. Strong research and account development skills. Self-motivated. Excellent career growth potential in fast-growing, successful broadcast group. Resume w/letter to Local Sales Manager, Box HP-8, High Point, NC 27261. EOE/MF.

Northeast ABC affiliate looking for aggressive, self-motivated account executive with at least two years' proven sales experience. Must work well with local retailers, agencies, able to develop new business. Resume to John Fignar, WTEN-TV, 341 Northern Blvd., Albany, NY 12204.

National/Regional sales opportunity with 4-station regional TV network, 146th ADI. Must have experience in working with national representative and agencies. Sales development experience desirable. Resume to Dave Stuart, KFYR-TV, Box 1738, Bismarck, ND 58502. Equal opportunity employer.

General sales manager - Group-owned, top 20 Northeast network affiliate seeks (preferably) a GSM with at least two years experience, knowledge of marketing & working experience with vendor support programs. Of course, you must also manage inventory efficiently, motivate people effectively, & plan creatively. If interested, send resume/salary requirements to Box K-81. EOE/M-F.

TV national sales manager. Group-owned, top 20 Northeast network affiliate looking for person with minimum two years' experience in national sales with either a station or rep firm. In this job, you'll be able to develop all the skills necessary for eventually managing your own sales dept. If interested, send resume/salary requirements to Box K-88. EOE/M-F.

KOVR-TV has immediate position available for local sales manager for individual with strong, aggressive, successful TV sales management background. Requires 3-5 years local sales and 2-3 years sales management experience with proven track record. Resume to General Sales Manager, KOVR-TV, 1216 Arden Way, Sacramento, CA 95815. EOE, MF

Tribune Broadcasting's independent KWGN-TV, Denver, has outstanding opportunity for experienced account executive. Independent experience, retail development expertise, broadcast marketing creativity are the criteria for selection. Contact Don Richards, LSM, KWGN-TV, P.O. Box 5222, Englewood, CO 80155. EOE.

General sales manager - Leading network station in this medium sunbelt market. Replies confidential. Resume/salary history to Box K-95.

TV Sales manager. Top fifty market. Must have experience selling Indy to national accounts. Good at developing sales programs, motivating and training salespeople. A top sales position in station on air six months. Salary plus bonus arrangement. White Box K-97.

HELP WANTED TECHNICAL

Broadcast satellite uplink maintenance engineer. WTBS uplink has immediate opening for engineer with three years' maintenance experience in TV-satellite engineering. SBE certification &/or computer experience a plus. Resume/salary history to Director of Engineering, SSS, 3530 Bomar Rd., Douglasville, GA 30135. 404-949-6600.

Maintenance eng. Southern California ABC affiliate has position open for component level maintenance engineer. Take care of TCR-100, Sony 2000 and 800's. CMX editing suite. Prior maintenance experience necessary. Replies to Frank Goddard, KEYT-TV, P.O. Drawer "X", Santa Barbara, CA 93102. 805-965-8533. EOE.

Maintenance engineer. Progressive CBS TV station needs maintenance engineer experienced in RCA quad tape machines including the TR-70B, TR-600, and TCR-100. Should also have experience with studio cameras, such as RCA TK-46, ENG cameras, and solid-state equipment in general. Position is in one of the fastest-growing cities in eastern North Carolina, with large university and medical school within the city limits. Resume/salary requirements to Chief Engineer, WNCT-TV, P.O. Box 898, Greenville, NC 27834. EOE.

TV broadcast maintenance technician. Four years' experience. SBE certification. 1st or general license. EOE. Walt Alliss, KCRG-TV, 2nd Ave. at 5th Street SE, Cedar Rapids, IA 52401.

Chief engineer. Established UHF independent in Iowa's capital city offering excellent benefits, lifestyle, schools, seeks individual who's ready to assume chief's role with multi-station group future. Resume/salary requirements to GM, KCBR-TV, 5160 Park Ave., Des Moines, IA 50321. EOE.

ENG maintenance engineer. Because of an expanding operation, KTUL-TV has immediate opening for ENG maintenance engineer. ENG maintenance engineer will maintain and repair ENG cameras, VCR's, editing facilities, and various related equipment. Prefer two years' college or technical training in related field or three years' technical experience in TV. Applicant should have mechanical abilities. General radio-telephone license or equivalent required. Resume to Personnel Director, KTUL-TV, Inc., P.O. Box 8, Tulsa, OK 74101; or apply in person at KTUL studio, Lookout Mountain, between 8:30 am-5:30 pm, Monday through Friday. Equal opportunity employer. KTUL provides very competitive salary/benefits package.

Assistant chief engineer. Chicago PBS station. Applicant should be experienced with UHF high powered TV transmitters and variety of studio equipment. Minimum 3 years' broadcast experience as maintenance or transmitter engineer required. FCC general or 1st phone license required. Resume to Office of Personnel, Dept., V, Chicago City-Wide College, 30 E. Lake St., Chicago, IL 60601. Equal opportunity employer, M/F.

Assistant director, engineering - minimum 3 years experience maintenance of at least 3 of the following: Quads, 1" VTR, VCR's, video switchers, cameras, UHF transmitters. Formal technical training required. Supervisory experience desired. Resume to Bill Ellis, KOZK-TV, MPO Box 21, Springfield, MO 65801. EOE, M/F.

Assistant executive director for engineering and operations. Fifteen years' experience in broadcast engineering; or ten years' experience in broadcast engineering and Bachelor's degree in electrical engineering. Experience must include five years in supervisory position. First class or general class FCC license required. Salary range: \$30-40,000. Resume to Ray Sullivan, Personnel Administrator, KET, 600 Cooper Dr., Lexington, KY 40502-2296. EOE, M/F/H.

HELP WANTED NEWS

News anchor/reporter. Growth opportunity within aggressive small market radio/TV station, reaching Aspen, Vail, and Denver, CO. Experience necessary. Resume/tape: ND, 332 W. Main, Aspen, CO 81611.

Central Florida's leading news station has rare opportunity for experienced reporter specializing in consumer affairs with heavy emphasis on "trouble shooting." Send samples of your best work to Bob Jordan, News Director, WFTV, PO Box 999, Orlando, FL 32802. No beginners, phone calls, or agents. Equal opportunity employer.

TV news photographer: Shoot and edit ENG for top rated station in South Carolina. One year minimum experience. Resume/recent videotape to: Tom Posey, Chief Photographer, WIS-TV, P.O. Box 367, Columbia, SC 29202. EOE.

News director. Experience required. Need innovative, committed news director to run news operation determined to be #1 in market—medium market. Excellent salary/fringe benefits. Resume to Box K-67. Equal opportunity employer.

Sports director. Our four year sports director is moving on. We're looking for a professional team player for our top rated newscast. Heavy local emphasis. Strong writing, shooting, editing skills. Experience preferred. Resume immediately to News Director, WVA TV, Box 1930, Bluefield, WV 24701.

Executive producers & producers needed. Tapes/resumes to Steve Porricelli, Prumo People, Inc., Box 116, Old Greenwich, CT 06870, 203-637-3653.

Prime anchor. We're still looking for anchor with writing & reporting skills to co-anchor with female. Rush resume/tape to News Director, WFMZ-TV, East Rock Rd., Allentown, PA 18103. No calls.

General assignment reporter. 3 years' experience. Tape/resume: Jim Sherlock, WGRZ-TV, 259 Delaware Ave., Buffalo, NY 14202.

Reporter. 3-5 years experience. Need creative writer. Series & documentary exp. desired. Tapes & resumes only to Tom Wayne, WTOG-TV, 365 105th Terrace N.E., St. Petersburg, FL 33702. EOE. Division of Hubbard Broadcasting.

Sports producer. ABC affiliate in the 20s needs strong sports producer for 6 and 10 newscasts in professional sports city. Must know and love sports, understand pacing, and value of features. Person will be key figure in 5-person department. Only the experienced need apply. EOE. Resume/salary history to Box K-79.

South Florida affiliate needs creative news photographer/editor. 2 years experience, minimum. Top-notch operation; visual emphasis. Tape/resume to WBBH-TV, 3719 Central Ave., Ft. Myers, FL 33901.

Top-rated California CBS-TV affiliate needs fulltime reporter. Applicant must have college degree, plus strong writing skills. Creativity, resourcefulness, professional delivery necessary. Must have prior TV reporting and live-shot experience. Tapes/resumes to Joanne Corliss, News Director, KFSN-TV, 1777 G St., Fresno, CA 93706. No phone calls please. Capital Cities Communications, Inc., an equal opportunity employer.

Reporter-photographer. Small market TV, East Coast, strong news operation expanding staff. Need reporters who can shoot ENG & edit 3/4". Must have had hands-on experience. Want to see resume tape first. No phone calls. Send it to Karen Adams, News Director, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE, M-F.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road,
Dept. P.R., Ann Arbor, MI 48106

Travelling correspondent. WPBT, public TV in south Florida, has immediate opening for travelling correspondent to cover news assignments for their national program "The Nightly Business Report." Position is also responsible for developing story ideas, overseeing crews on remote shoots, travelling away from home base for on-location shoots and supervising final editing of all pieces. Ideal candidate will have college degree with major coursework in mass communications or economics and previous TV news experience in reporting, writing and/or producing. Send resume, with salary requirements, to Personnel, WPBT, P.O. Box 2, Miami, FL 33261-002. Equal opportunity employer, M/F/H.

Excellent news department positions currently available. Anchor, weather, reporters. Outstanding opportunities, immediate; confidential. 919—756-9244.

Weekend sports anchor/reporter. KNTV-TV/ABC San Jose seeks experienced anchor with knowledge and flair. Minimum three years TV experience. Tape/resume: Tom Moo, News Director, KNTV-TV, 645 Park Ave., San Jose, CA 95110. EOE.

News director. Network affiliate that's leading the market. We're looking for professional to direct the efforts of our young team. Excellent growth opportunity. Resume to Box K-96. EOE/MF.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Broadcast director. ABC affiliate with new state of the art equipment seeks experienced (2 yrs.) director/graphics producer for 6 & 11 double anchor newscasts. Must switch, be familiar with Ampex 4100 or similar switcher, ADO, ESS, 1". Resume/salary reqs. to Ramon Delarosa, P.O. Box 4009, Salisbury, MD 21801. EOE, M-F. Demo tape after initial contact necessary.

Creative director. Network affiliate seeks take charge director with hands-on experience for creative service department. Candidate must have strong creative writing, concept skills, knowledge of equipment operations. Resume/tape to Alex Stephens, Production Mgr., KJCT-TV, P.O. Box 3788, Grand Junction, CO 81502. No calls! EOE.

Production manager. Immediate opportunity for creative professional with minimum year's hands-on experience all phases of production. Train/manage excellent staff. Contact Jim Brady, Operations Manager, WIFR-TV (CBS), Box 123, Rockford, IL 61105, 815-987-5300. MF, EOE.

Art director. Immediate opportunity for creative artist with some photographic experience. Must be familiar with computer graphics, print layout, design. Work with production and promotion. Contact Jim Brady, Operations Manager, WIFR-TV (CBS), Box 123, Rockford, IL 61105, 815-987-5300. MF, EOE.

TV producer/director. Northeast. Experience needed for fast paced newscasts and variety of studio & remote productions including commercials. Candidate should be energetic, creative person with people skills. Ability to switch also necessary. EOE. Resume to Box K-63.

Commercial producer/announcer/writer. Immediate opening for director with experience, talent, enthusiasm, skills in location and studio tape production. You'll have the freedom to produce a selling spot from concept to completion in this attractive SE market. 3/4" cassette/resume to Lew Koch, Operations Manager, WAAY-TV, P.O. Box 2555, Huntsville, AL 35804. EOE.

Creative, conscientious, experienced features producer needed. Strong production/writing skills, subject versatility, team attitude essential. Minimum 3 years' experience, one year working in feature format. Resumes/tapes to Donna Harris, WFLD-TV, 300 N. State St., Chicago, IL 60610. Metromedia, Inc., an equal opportunity employer.

Director of Broadcasting. Public TV station, New York market. Responsible for all station programming, acquisition, production, engineering, broadcast operations, administration of heavy contract production schedule. Degree and minimum five years' experience required. Resumes to Myra Pollack, Personnel Assistant, WLIW/Channel 21, 1425 Old Country Rd., Plainview, NY 11803. Deadline for application: Apr. 30, 1985. Equal opportunity employer.

Production manager. Must have several years experience in all facets of TV production. Organizational skills a must. College preferred. Resume to Bob Swayze, Director of Operations, WJRT-TV, 2302 Lapeer Rd., Flint, MI 48502.

Director. Immediate opening. Applicant must have strong leadership skills & ability to interact well with commercial clients and news personnel. Applicant must be proficient with NEC E-Flex and 3M D-8800. Minimum 2 years experience. Resume/tape to Michael Valenta, Production Manager, KTVV, P.O. Box 490, Austin, TX 78767. EOE.

Audience promotion director. Experienced production pro needed at south Florida net affiliate. Create daily innovative on-air, print, and radio advertising for program promotion. Hands-on, off-line 3/4" editing & strong writing skills required. EOE. Resume to Box K-83.

Creative, experienced promotion manager. Aggressive network group owned affiliate, top twenty market. Resume to Box K-89. EOE/MF.

Editor. Rocky Mountain production co. seeking experienced computer editor. Familiarity of Sony editing system helpful. Resume to Richard Crawford, Channel One Productions, 717 South Sierra Madre, Colorado Springs, CO 80903. MF, EOE.

Host for new show. We're looking for a compelling personality to host or co-host a new show. We are definitely interested in both women and men. If you're bright, extremely opinionated, and still responsible, we'll do that. If you are perfect for a Donahue-style show, we'll do that. If you'll make a lighter conversation show absolutely irresistible, we'll do that. All applicants must have professional on-air TV experience ideally with a similar show. Please send a letter describing your style and resume to Box K-93. Equal opportunity employer M/F.

Assistant editor/tape operator - Rocky Mountain production company seeking person familiar with Sony editing system, all format tape machines. Resume to Richard Crawford, Channel One Productions, 717 South Sierra Madre, Colorado Springs, CO 80903. M/F, EOE.

SITUATIONS WANTED MANAGEMENT

Major market local sales manager ready for next challenge as medium market NSM or GSM. Broadcasting professional with depth of experience and excellent track record. Box K-82.

SITUATIONS WANTED TECHNICAL

19 years broadcast engineering. 10 years as TV chief engineer & director of engineering. Start up & upgrade construction, studios & transmitters, union crews, people management, and departmental budgeting from scratch. Please reply Box H-119.

Director of engineering seeks new challenges. 20 years' experience management, UHF/VHF hi power RF, microwave, all types new construction, license filings. I've done it all. Presently working as DOE for two TV stations, managing 35 engineers and \$1 million annual budget. Best references. Will relocate. Write/call Engineering, 8530 Wilshire Blvd., Ste. 309, Beverly Hills, CA 90211, 213—854-5316.

Technical 911 services. Studio problems. Need help? We'll come to you and build your station, add a control facility, or fix what you have. Complete design and documentation comes with our services. Let us help you at reasonable cost. Call Vizcom, 805-929-1800. Over 30 years' hands on experience. Transmitter work also on systems with parts availability. Good guys are hard to find!

Master control operator. First phone. 5 years broadcast experience including switching, telecine, video-tape editing, paintbox, satellites. Mary Jarecki, 818—359-2491.

Chief engineer, director of engineering. 16 years experience top 20 market. SBE certified senior broadcast engineer. For resume, call 301—465-7174.

SITUATIONS WANTED NEWS

Associate producer wants to produce! Currently in #1 market. 2 years' experience in news/public affairs. Writing/editing skills. Great ideas. Willing to relocate. 212—308-0033.

Medium mkt. sports director seeks to re-enter business after short tour in the Army 5 yrs.' TV experience Available mid-May. Call Jack, 215—641-2532.

Need a good weathercaster? Call John, 301-266-1013. 8 yrs. on air experience.

Meteorologist: young, smooth, personable, BS degree, CT native. Extensive radio & TV experience. Looking for right start. Matt Morano, 203-869-3877, evenings EST.

Enterprising black male seeks anchor/reporter or news magazine position. Early 30's. Degree and experience. Strong writing/producing skills. 504—766-5808

3 years ENG, anchoring, radio news experience. Versatile journalist with good writing, languages, education, hands-on background. Need sharp peers to continue growth. Desire mid-market. Available Sept. '85 Send me an assignment for your tape. Resume now. C Wheelock, AFKN Seoul, Box 25, APO SF 96301.

Mr. enthusiasm - movie reviewer/lifestyle-entertainment reporter. Major league calibre. Box K-65.

Meteorologist - Seeking beginning on-air position Live TV/radio experience. Also, color-graphic and fore casting experience. Tape/resume available. Mark 517—773-5366; 313—349-5610.

Sportscaster looking for commitment. If your stator takes sports seriously, I want to work for you. Eleven year pro. Anchor, PBP, good production skills. Box K 100.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Looking for a challenge! Freelance production asst seeking fulltime position at small/medium station or production house. BS/radio-TV production, commercial/cable experience (1 yr). Young, ambitious, hard-working. Glad to start at bottom with right company. Will relocate anywhere. Take a chance on me! Call Tracey 609-234-2315, write 716 Iron Post Rd., Moorestown, N. 08057.

Producer-director. 10 years' experience. Tons of talent. Thrives on challenge; works best under pressure. Ready to move to larger market. Call 217-344-2794 now!

Producer/writer. Need a conscientious team player! Major network experience. Excellent writing/producing/researching/organizational skills. Creative. Resourceful. Experienced public affairs/talk show formats. 212-860-9070.

Give me a challenge! Award-winning producer/director/writer. BA/TV production, production company owner, commercial/corporate/cable experience (4 yrs.). Only 23 yrs. old! Reply Box H-90.

Production - I produce, direct, edit, switch, light, & shoot. Network experience, New York area. Marc, 201—628-1624.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Manager of University radio-television-film unit. Virginia Tech seeks creative individual to manage Office of Educational Communications' radio-television-film unit. Unit's ten professionals produce a wide variety of public relations and educational radio, TV, film and multi-media presentations for both broadcast and non-broadcast uses. Experience in radio and/or video production, demonstrated ability to apply imagination to media projects, and ability to deal effectively with people required. Experience in a university communications environment, managerial experience, competence in use of various media techniques and equipment, experience in broadcasting, and Master's degree in related area highly desirable. Audition tapes will be requested of the top candidates. Salary range \$21,594 — \$29,485. Apply by 4/30/85 to Linda Woodard, Employee Relations, Suite 109, UCOB, Virginia Tech, Blacksburg, VA 24061. Reference job #444W in all correspondence. Virginia Tech, an AA/EOE.

HELP WANTED NEWS

Associate director of public affairs. Responsible for implementing the college public information program, establishing media contact and responding to media inquiries, initiating stories about college people and programs & placing them in local, regional and national media, supervising student interns. Desired qualifications: Bachelor's degree, minimum three years' experience in communications-related field. Salary commensurate with experience. Women/minorities are encouraged to apply. Letter of application, resume, writing or broadcasting samples by May 3, 1985, to Office of Public Affairs, 509 Calkin Hall, SUNY College at Oswego, Oswego, NY 13126. Equal opportunity employer.

HELP WANTED INSTRUCTION

Telecommunication faculty member for school of communication. Will teach studio and location video production courses, oversee equipment maintenance and utilization, and coordinate video production area of telecommunication sequence. Qualifications include Master's degree, professional experience, and teaching ability. Non-tenure track position (annual renewals possible). Salary commensurate with qualifications. Position begins in mid-Aug., 1985. Letter of application, vita, recommendations to Dr. Mitchell Shapiro, Chair, Telecommunication Search Committee, Box 248127, University of Miami, Coral Gables, FL 33124. Application deadline: Apr 25, 1985.

Broadcast teaching position. Instructor/assistant professor. Begin Aug. 16, 1985. Ten month tenure track position, Ph.D. preferred. Successful teaching and professional experience desirable. Teach courses in two or more of the following areas: broadcast writing, broadcast management/economics, mass media effects, quantitative research methods, TV production, broadcast sales/promotion, international broadcasting. Other areas possible. Supervise students in preparation of programs for closed-circuit TV operations. Advising/committee work. State-of-the-art broadcast level color facility and equipment, 2 TV studios, 5 radio studios fully open to students. Marquette University, an urban Jesuit university, enrolls over 12,000 students, 500 in the college of speech, (200 majors in broadcast communication). Application letter indicating areas of teaching interest, training and experience accompanied by personal data sheet and credentials from placement service should be received by May 1, 1985. Dr. Kenneth Ksobiech, Chair, Broadcast Communication, College of Speech, Marquette University, Milwaukee, WI 53233. AA/EOE.

Assistant/associate professor. Specialist in broadcast law and management. J.D. or Ph. D. required. Teach courses in law, regulations, policy, public affairs, & management on both undergraduate & graduate levels. Responsibilities include advising, directing theses, coordinating practicums and internships, and advising WUTK-FM on legal issues. Cover letter and vita to Dr. Dan Swan, Department of Broadcasting, University of Tennessee, 295 Communications/UEB, Knoxville, TN 37996-0323. UTK is EOE/Title IX/Section 504 employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash - highest prices - we buy TV transmitters, FM transmitters, TV studio equipment, microwaves. Millions in equipment purchased annually. Quality Media, 404-324-1271.

Used 10 channel, solid state stereo audio-console. Must be late model, in excellent condition. Also, used 5 channel, solid state stereo console for production room. Must be late model, only top quality considered. One 7-1/2-15 ips reel-to-reel stereo tape recorder, in perfect condition, for production room. Please call Mr. Michaels, 215-377-1150.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

New TV start-ups - fast, cost effective construction. Top-quality equipment at bargain prices. We will write your business plan, help you with financing. Quality Media, 404-324-1271.

Top quality equipment - lowest prices - satisfaction guaranteed. Most brands new and used. Quality Media, 404-324-1271.

New UHF transmitters - our new "Silverline" transmitters are unbeatable for quality and price. Quality Media, 404-324-1271.

UHF transmitters - 2 available. 30KW or 55KW; low price; immediate delivery. Call Quality Media Corporation, 404-324-1271.

55KW UHF TV transmitter, GE. Excellent condition; available now. Also, other AM-FM-TV transmitters; major production gear. We buy & sell. Many spare tubes & parts for transmitters. Ray LaRue, 813-685-2938.

Harris FM-40K (1979), 40KW FM, two 20K transmitters combined with two MS-15, auto exc. switching & spares. M. Cooper/Transcom Corp., 215-379-6585.

RCA BTF 10E, 10KW FM transmitter w/exciter. M. Cooper/Transcom Corp., 215-379-6585.

63 AM-FM transmitters in stock. AM's: 6 - 50 kw's, 4 - 10 kw's, 13 - 5 kw's, 3 - 2.5 kw's, 7 - 1 kw's, 2 - 500 w & 1 - 50w. FM's: 1 - 40 kw, 4 - 20 kw's, 8 - 10 kw's, 8 - 5 kw's, 2 - 3 kw's, & 4 - 1 kw's. World leader in AM/FM transmitters. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248, 214-630-3600. R. E. Wilkovski, owner. See you at NAB '85.

3 Thomson MC601 color cameras, Fujinon 14 x 1 lenses, CCU's with Multi core interface, rear VF. zoom & focus controls. Walter Edel, 212-689-1040.

1046' new FM tower. PiRod solid, hot dip galvanized, 52" face. Never erected. Ship now. New ant., strobes. 612-222-5555. Paul.

Beston marquee 3000 character generator. New in box. Features complete font library, roll and dual crawls, 4000 color chromastick, animator (type out, etc.), instant page recall, row compression and expand, font swap, left and right justification, add-on reveal, & more. \$7,000 below list. \$20,000 or best offer. George, 205-875-2240.

New 5 meter Earth stations. Complete system with 2-Scientific Atlanta 9530 receivers, 2-90° LNA 100 ft. control cable, 200 ft. coax cable, high speed micro-processor based drive. Documented 2 degree spacing, 120 MPH wind survival. Call Vizcom, 805-929-1800, for information and specifications. Price: \$21,850. Installation available at actual documented cost.

Harris MW 50, 50 kw AM. Very low hours. Ready now. 6 other 50 kw's to choose from. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248, 214-630-3600.

One Scully 280-B 4-track recorder with remote control and Peak audio digital timer, \$3,000; one BE series 3000 play-recorder cart machine, \$1,000; one Orban parametric equalizer, model 622B, \$400. Each 5 years old, well-maintained. Call/write Ms. Kim Nielsen, 7 Alexander Dr., Research Triangle Park, NC 27709, 919-549-0661.

Hitachi FP-10 ENG camera, 10 x 1 zoom. AC, batt., flight case. Sony VO-4800 3/4" in porta-brace case, AC, batt. All mint cond. Call 601-645-5311, 12-5 PM CST.

Copper! For all your broadcast needs. #10 ground radials, 2,4,6,8" strap, counterpoise mesh. 317-962-8596, ask for copper sales.

Vital VIX-114-2 production switcher. 2-M/E's, PSAS, dual disk for PSAS, 24 input, much more. Make someone good deal. Call/write Sherrell Lambert, KCB-D-TV, P.O. Box 2190, Lubbock, TX 79408, 806-744-1414.

MISCELLANEOUS

Microphone lapel/ie bar. Radio - TV professionals. \$9.98 + \$1.60 shipping/handling. Lineage Corp., PO Box 1550, Shallotte, NC 28459.

Professional Resume Services. Complete resume preparation. Prompt. Confidential. Call/write: Box AG, Allentown, PA 18106, 215-433-4112.

Bumper stickers, etc. If it can be imprinted, we've got it. For free samples & catalogue, write The Clearinghouse, POB 84, Wingate, IN 47994, 800-824-7888, ext. M-746.

KLB research department. Research for B/C application status, C/carrier, tariffs, FCC, releases, decisions. 1275 K St., NW, Ste. 900, Washington, DC 20005, 800-848-9700; 202-289-2030.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

CBS Mystery Theatres - 760 shows on reels or cassettes. Fastest service, highest quality. Catalog \$1.00. Edgar Cole, P.O. Box 3509, Lakeland, FL 33802.

The plant doctor: prescription for success. :60 daily program hosted by gardening expert Noel Falk, Ph. D. Reap profits! Kauffman Creative Services, R.D. #3, Box 570, Palmyra, PA 17078, 717-838-3668.

RADIO Help Wanted Technical

CHIEF ENGINEER

WBUF-FM, Buffalo, NY, seeks full charge chief engineer, experienced in all aspects of studio construction, audio and transmitter maintenance. We're a top rated A/C operation, part of a dynamically growing group. FCC license, 5 years experience in high power FM. Letter/resume to Bob Mallery, VP, Operations, Lincoln Group, P.O. Box 40340, Midtown Tower, Rochester, NY 14604. EOE.

CHIEF ENGINEER

KRVN AM/FM, Lexington, Nebraska, needs to replace retiring chief engineer. KRVN-AM is 50,000 watts, NDA/day, DA/night. KRVN-FM is 100,000 watts ERP, stereo and SCA services. KRVN also owns KNEB AM/FM, Scottsbluff, Nebraska. Applicant would direct 8-person engineering staff. Must have good communications and leadership skills. Applicant should have 7 years' broadcast experience. Prefer someone with directional antenna experience & knowledge of all phases of audio and RF. Salary depends on experience. KRVN has excellent fringe benefits package and retirement plan. See Eric Brown, General Manager, at NAB, Las Vegas, Hilton Tower, or send detailed resume with references to KRVN, Box 880, Lexington, NE 68850. EOE.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms International

300 Zeeb Road, Dept. PR., Ann Arbor, MI 48106

Voice of America

needs Radio Broadcast Technicians

The Voice of America has a number of immediate opportunities for skilled Radio Broadcast Technicians eager to work for an expanding international radio network. Applicants must show technical experience in professional radio or television audio operations which demonstrates a good knowledge of the principles applied in broadcasting. Experience must have been progressively responsible in studio control, tape or disc recording, field operations, and broadcast equipment maintenance. All positions are located in Washington, D.C. Applicants must be willing to work shifts. VOA is a twenty-four hour broadcast operation.

The Voice of America, part of the United States Information Agency, offers an excellent salary and benefits package, including life and health insurance. VOA broadcasts 986 hours weekly in 42 languages to 120 million listeners, and is one of the world's most prestigious and authoritative radio networks. Send resume or government employment application Standard Form 171 (SF-171) to RBT-VOA/PR, Room 1192, 330 Independence Avenue, S.W., Washington, D.C., 20547 (Applications may be obtained from U.S. Post Offices, Office of Personnel Management Regional Offices, or be writing us). VOA is an equal opportunity employer.

Visit our Exhibit at the National Association of Broadcasters Convention, Las Vegas, April 14-17.



Help Wanted Management

STATION MANAGER CHRISTIAN RADIO GROUP

Mid-America Gospel Radio Network now accepting applications for station manager for Denver, CO's new commercial Christian AM station, KQXI. The person we hire will have 2-4 years' experience in Christian radio; will have had exposure to sales, administration, accounting, logs, FCC requirements, on-air duties, general station activities.

- should be active member of Christian community.
- will be team player, capable of rapidly adapting to our marketing and administrative system.
- will be self-motivated, self-starting, self-disciplined, and effective organizer.

Interested applicants should be very sales-oriented; prior management level experience helpful. Our systematized administrative system frees our local managers to devote the bulk of their work day to sales of local time-strip and spot commercials.

Outstanding sales performance by our manager will earn her/him additional income through network's profit-sharing compensation plan. Thus, acceptable applicants must be very sales-oriented.

All responses treated confidentially. Resumes are now being accepted. Write to:

George Spicer
Mid-America Gospel Radio Network
1817 N. Third St., Ste. 202
Phoenix, AZ 85004

GENERAL SALES MANAGER

Highly rated urban contemporary station. Top 10 market. Must be experienced & knowledgeable, research oriented, able to sell at client, agency, and retail level. Write Box K-75. EOE.

Situations Wanted Management

Position Wanted

CO-OP ADVERTISING MANAGER

Experienced co-op advertising manager seeks broadcast or print career position in medium or large market. BA journalism-University of Georgia. Articulate, diligent, resourceful. Looking for challenge with salary/commission. Award-winning female eager to find EOE. Please reply Box K-104.

NEWS DIRECTOR

Radio pro w/network & all-news experience seeks mgmt. position w/solid group or major indy in medium to major mkt. Experienced all aspects of news mgmt.; can anchor. Excellent references. 415-567-2490.

Situations Wanted Technical

Seasoned major market

engineer with extensive experience as technical director and chief engineer seeks similar position. Comfortable with all facets of management & state-of-the-art technology. Looking for long term association with quality organization. Will consider allied fields. Write Box K-58.

Situations Wanted News

SPORTS - 1 OF THE BEST

Top 5 mkt. pro, excellent PBP. Award winning anchor/reporter. Here 16 yrs. Ready for change, with heavy PBP - all mkts. Box K-91.

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Situations Wanted Programing, Production, Others

ATTENTION: SMALL TO MEDIUM MARKET GM'S/OWNERS

13-year professional seeks program director slot with air-shift. Currently conducting #1 talk show, but also have solid background as jock, ND, PBP. My experience and dedication can make your station a creative & financial winner. No revolving doors, please. Box K-90.

TELEVISION Help Wanted News

ASSISTANT MANAGER NEWS PROMOTION

Challenging opportunity for creative, resourceful on-air promotion producer headed for management. Send your 5 best spots, resume, 5 top professional attributes and salary history:

**Director, News Promotion
Turner Broadcasting System
1050 Techwood Dr., NW
Atlanta, GA 30318
EOE**

Help Wanted Technical

Satellite Systems Engineers

Conus Communications, an emerging satellite communications company, is opening several positions in its engineering department. We are looking for people with the following qualifications:

Microwave engineer familiar with analog transmission of video, must be familiar with NTSC video in the FM microwave format.

Must know how domestic satellite systems work, including: design of earth stations for transmit and receive, calculation of link budgets, and technical tradeoff studies for both earth and space stations.

Must know how to do similar design work for terrestrial microwave systems including: tower heights, path losses, and fade margins.

Must be familiar with techniques used in doing microwave interference studies and microwave radiation hazard studies.

Due to the proprietary nature of our business plan, the specifics of each engineer's assignment will be discussed following review of the applicant's credentials. Please send resume in confidence to:



Conus Communications
3415 University Avenue
Minneapolis, MN 55414

Help Wanted Technical Continued

AUSTIN, TX INDIE SEEKS CHIEF ENGINEER

KBVO-TV, one of America's most successful indies, has an immediate opening for a qualified hands-on Chief Engineer. Austin is in the beautiful highland lake area of Central Texas offering year-round recreation in boating, hunting and fishing throughout the rugged hills and 200 miles of lake country that abounds with camping and relaxed living. High tech and controlled industry assures a clean and pleasant living environment for the future. We are looking for a hands-on chief with experience on Grass Valley switcher, Ampex and RCA VTR's, RCA TK47 cameras, Thompson CG, NEC E-Flex and RCA UHF transmitter. A budget control supervisor who possesses 1st or general class license. Personal interviews can be arranged during the NAB. Please forward resumes listing equipment experience, trade schools attended, salary history, etc. to General Manager, KBVO-TV, P.O. Drawer 2728, Austin, TX 78768. EOE

KBVO-TV

Help Wanted Programing, Production, Others

DIRECTOR OF DEVELOPMENT KUED - TV SALT LAKE CITY

Bachelor's degree in business, communications, public relations, or related field or equivalency plus 3 years' experience in marketing, promotion and/or fundraising required. Preferred areas are public TV, radio, or other non-profit entity. Plans strategies and goals for fundraising and membership activities. Plans and administers department budget; recruits, trains, supervises department staff. Conducts fundraising research. Prepares grant proposals. Takes active & direct role in fundraising efforts. May appear on-air during fundraising activities. Salary negotiable. Submit two copies of resume with names, addresses, phone numbers of three references through May 9, 1985, to Patricia Baucum:

**UNIVERSITY OF UTAH
PERSONNEL - 801-581-6787
101 Annex Building, PB-0704
Salt Lake City, UT 84112
Equal Opportunity Employer**

MORNING SHOW CO-HOST

Cleveland's #1 TV talk show seeks co-host to work with our male host. You must have minimum two years' on-air experience and be available immediately. You must be terrific at in-studio and remote interviewing covering a wide range of topics. Must be great at live demos, live on-camera commercials, and ad-libbing! You must be warm, personable, sensitive, well-informed & have a sense of humor! Resume/tape to Jane Temple, WEWS, 3001 Euclid Ave., Cleveland, OH 44115. No phone calls, please.

LARGE GROUP-OWNED

network affiliate seeks director for 6 and 11 PM news blocks. Minimum 5 years directing experience required with major emphasis in news. Large facilities expansion nearing completion. Equal opportunity employer. Resumes to Box K-94.

CO-HOST

Top 15 station looking for right co-host to add to our already successful morning talk/entertainment program. It's more than "talking heads", so you've got to be an idea person with energy and creativity. You'll do everything from crazy live shots to serious studio interviews. Super group, strong staff, great potential. Resume to Box K-70. EOE.

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University Microfilms International
300 Zeeb Road, Dept. PR., Ann Arbor, MI
48106

**Help Wanted Programing,
Production, Others Continued**

**ADVERTISING/
PROMOTION MANAGER**

Metromedia

Person must have thorough knowledge and experience in television advertising promotion management. Independent television experience required.

Background should include extensive print, radio and television advertising experience.

EOE MF

NO PHONE CALLS!

Please send resume and all pertinent information to:



**Bill Castleman
KRLD-TV**

**8001 Carpenter Freeway
Dallas, Texas 75247**

Help Wanted Management

**TV
STATION MANAGER**

Chicago UHF independent WSNS-TV, channel 44. Re-establishing commercial format from subscription programming on July 1st. Sales and independent station management experience important; salary/benefits open. Call Burt I. Harris, 213-208-6118 or Jack Rosenthal, 307-237-3711. Video 44: a Harriscope-Essaness-Oak station.

Situations Wanted Technical

**DIRECTOR OF ENGINEERING
SEEKS NEW CHALLENGES**

20 years' experience in management, UHF/VHF hi power RF, microwave, all types new construction, license filings. I've done it all. Presently working as D.O.E. for two TV stations, managing 35 engineers and million dollar annual budget. Best references. Will relocate. Write/call:

**ENGINEERING
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213-854-5316**

**Help Wanted Sales
Continued**

**EXPERIENCED BROADCAST
SALES REPRESENTATIVE**

Top selling manufacturer adding to its sales staff. Technical/radio background desired. Proven sales ability required. Equal opportunity employer. Resume/salary history to Box H-46.

Miscellaneous

TIME IS MONEY!

Here's how we spend our time: Daily logs, 10 min dayco-op affidavits. 2hrs./mo. Monthly statements, 1hr/mo. That makes time for preparing sales proposals, daily sales status reports, keeping track of accounts receivable & advance planning. Our computer, using software we have developed over the last 5 years, does it all. Interested? Let us lead you & your station into the computer age.

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Atlanta, GA 30318
404-355-6800**

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Major market, group owned CBS affiliate seeking state-of-the-art-director. Individual will be responsible for overseeing and implementing station's design needs as they pertain to news, programming, creative services, and sales. Specific responsibilities include news and on-air graphics, set design, program opens, print advertising & station collateral. Must work well with creative staff and understand deadlines. 3-5 years' experience essential. Experience with video graphics systems a must. Send resume, broadcast reel, print samples, salary requirements to (no phone calls, please):

**JOANNE STERN
DIRECTOR OF CREATIVE SERVICES
WJKW-TV
5800 S. MARGINAL RD.
CLEVELAND, OH 44103**

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Help Wanted Sales

**PROGRAM CONTROL
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The Christian Broadcasting Network, Inc., has immediate opening for program control operator with minimum 3 years' experience as master control switcher, tape operator in a medium TV market. Successful candidate must have demonstrated ability to read, interpret, and react to oscilloscope and vectorscope video displays as well as audio signal displays. Requirements include minimum 3 years' experience in 3/4", 1", 2" videotape playback and editing. If you feel led and wish to serve, please send resume/salary history in confidence to:

**The Christian Broadcasting Network, Inc.
Human Resource Division - Box SJ
CBN-Center
Virginia Beach, VA 23463**

TV

EQUIPMENT SALES

New products are coming to market. We need some good people to represent us in the Northwest and Southwest. You should have technical background & sales experience. Our salespeople receive salary, expenses and commissions. Send your resume with references to Jim Moneyhun, or see us in Las Vegas:



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Gainesville, FL 32601**

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The past several weeks, NATIONAL has received job orders from radio stations in California, Florida, Texas, Michigan, Tennessee, Virginia, Nebraska, Indiana, New York, Arizona, Pennsylvania, Massachusetts, to name just a few. Radio stations in more than 25 different states, looking for announcers, news people, programmers, and sales people. These jobs are for all size markets. If you are looking to make a change, now is the time. NATIONAL, THE NATION'S LEADING RADIO PLACEMENT SERVICE, places our registrants from coast to coast. For complete information and registration form, enclose \$1 postage and handling to:

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Employment Service Continued

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- Now, you can be in business for yourself but not by yourself. Connecticut School of Broadcasting is expanding its operations in a limited number of prime markets throughout the country.*

As a CSB owner, you'll start with someone already at the top of the broadcast school business. Train in Connecticut or Palm Beach.

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Call Bud Stone, Exec. Director
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- East Coast: 500 E. 77th St., Suite 1909, New York, NY 10021. 212—288-0737.

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Media



Fries

Gary Fries, VP and general manager of KQEO(AM)-KZZX(FM) Albuquerque, N.M., and senior VP of parent, Sunbelt Communications, named president of Sunbelt's broadcast stations. He will be based in Colorado Springs.

James Gilmore III, president and general manager, Jim Gilmore Cadillac-Pontiac-Nissan, Kalamazoo, Mich., named president, Jimmore Broadcasting Corp. there., division of Jim Gilmore Enterprises, headed by James Gilmore Jr., chairman and chief executive officer.

Joseph Young, VP, sales, Kansas State Network, Wichita, Kan., joins WPDS-TV Indianapolis as VP and general manager. Young succeeds **Chris Duffy**, resigned.

Sherman Wildman, president, SFN Communications, Glenview, Ill., named to board of directors.

Frank Bussone, VP and general manager, WVEK-TV Peoria, Ill., named president of station and executive VP of parent, Eagle Broadcasting Corp.

Donald Sterling, real estate executive and principal owner of KTIE(TV) Oxnard, Calif., named president and chief executive officer of station.

Leon Cass, general manager, KXL-FM Butte, Mont., named VP.

Job McDonald, general sales manager, KOKE-TV Austin, Tex., joins KGNB(AM)-KNBT(FM) New Braunfels, Tex., as general manager.

Jennis Dougherty, general manager, WXTU(TV) Philadelphia, joins WHGB(AM) Harrisburg, Pa., as general manager.

Lancy Reeves, assistant to general manager, noncommercial WGBY-TV Springfield, Mass., named to newly created position of associate general manager.

Maurice Guillerman, station manager, WWL-TV New Orleans, retires after 27 years with station.

Paul McNeill, director of business affairs, WSJS(AM)-WTQR(FM) Winston-Salem, N.C., named director of planning and administration for radio division of parent, Summit Communications.

Robert Swayze, chief engineer, WJRT-TV Flint, Mich., named director of operations.

Roberta Brackman, from law firm of Mudge Rose Guthrie Alexander & Ferdon, New York, joins NBC there as assistant general attorney.

Shukti Majumdar, from U-A Columbia Cable-

vision of New Jersey, joins NYT Cable, Cherry Hill, N.J., as personnel director.

Ron Gleason, from ABC, New York, joins KPIX(TV) San Francisco as director of research.

Marketing

Bob Aurin, senior VP, creative director, D'Arcy MacManus Masius, Chicago, joins Tatham-Laird & Kudner there as creative director.



Basch

David Basch, senior VP and member of board of directors, Saatchi & Saatchi, New York, named executive VP. **Robert Hurley**, senior VP, management supervisor, and **David Miln**, director of business development-worldwide, Saatchi & Saatchi Compton, New York, named to board of directors.

Jon Millenson, associate director, research services, Young & Rubicam, New York, named senior VP.

Bill Smither, from Selcom Radio, New York, joins Avery-Knodel Television there as VP, corporate development.

Charlie Sislén, senior client service representative, Arbitron Radio, New York, joins Eastman Radio there as research manager, marketing service department.

Mark Lantz, director of engineering, WLLZ(FM) Detroit, joins Sarris & Associates Advertising there as account supervisor.

Michael Rosenberg, director, Eastern sales, ABC Television Spot Sales, New York, named general sales manager.

Eric Bloom, from BBDO Inc., New York, joins Katz Television Continental there as account executive. **Jessica Huff**, research analyst, eagles team, Katz American Television, New York, named blue team research manager. **Ed Ravn**, research specialist, Seltel, New York, joins Katz Television Continental there as research manager, olympic sales team.

Dennis Gillespie, senior member of creative staff, BBDM/Cunningham & Walsh, Chicago, named creative director.

Antonio Ruiz, account services director, Leo Burnett Co., Bogota, Colombia, joins William Cook Advertising, Miami, as director of planning and development.

Michael Robertson, VP, group creative director, Grey Advertising, New York, joins HBM/Creamer there as executive VP, creative director.

Kenneth Glaser, senior VP, Kornhauser & Calene, New York, joins Altschiller Reitzfeld

Solin there as VP and director of business development.

Denton Holmes, regional manager, McGavren Guild Radio, Seattle, named VP. **Dennis Dalton**, regional manager, San Francisco, named VP.

Marguerite Kennedy, consumer media director, Carrafiello Diehl & Associates, Irvington-on-Hudson, N.Y., named senior VP, director of media and marketing services.

Rob Austin, VP, executive art director, Foote, Cone & Belding, New York, named senior VP, creative director.

Neil Kreisberg, senior VP, Grey Advertising, New York, named executive VP.

Douglas Shafner, account executive, CBS TV Network sales, New York, named director, *Nightwatch* sales, CBS-TV.

Joan Rutman, political radio manager, Ed Libov & Associates, New York, joins Katz Independent Television there as director of independent television. **Lisa Schoenback**, associate director of TV research, Katz American Television, named to newly created position of director of American research.

Alden Shuman, VP, group research director, N W Ayer, New York, named director of multinational research operations.

Gary Titterington, media director, Frankberry Laughlin & Constable, Milwaukee, named VP.

Judy Neustadter, manager, client services, MTV Networks Inc., New York, named director of marketing-advertising sales for MTV: Music Television, VH-1: Video Hits One and Nickelodeon.

Anne Foran, research manager, Petry Television, New York, joins Blair Entertainment there in same capacity.

Michael Smith, from D'Arcy MacManus Masius, Philadelphia, joins Kalish & Rice, Philadelphia, as copywriter.

Karen Grinthal, account executive, RKO Radio Networks, New York, joins CBS Radio Networks there in same capacity.

Michael Custardo, from Seltel, Chicago, named office manager, Seltel, Dallas.

Mark Distler, account executive, Harrington, Righter & Parsons, New York, joins WMAR-TV Baltimore as national sales manager.

Jeremy James, from Continental Cablevision of California, joins Continental Cablevision of St. Paul, Minn., as marketing communications supervisor.

Mindy Curtis, account executive, Roslin Radio Sales, Los Angeles, named sales manager.

Fred Miller, from own firm, Miller & Associates, San Francisco-based sales promotion firm, joins McCann-Erickson there as sales promotion director.

Joseph Caponigro, media supervisor, Dodge

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truck account, BBDO, Detroit, named media director for account; **Mark Rowlands**, media supervisor, California marketing and "direct connection" accounts, succeeds Caponigro.

Bernard (Bud) Breheny, account executive, Colony Communications' Greater Boston Cable Corp., named broadcast sales manager for Colony Interconnects' cable advertising operations in Peoria, Ill.

Karen Lydecker, from Grey Advertising, Chicago, joins Cramer-Krasselt there as account supervisor.

Linda Marshall, from American Media Consultants, New York; **Steve Appel**, from Nationwide Cable Representative, New York, and **Caryn Jacoby**, from McCann-Erickson, New York, join Blair/RAR there as account executives.

Jeff Davidson, member of jaguars sales team, TeleRep, New York, named manager of jaguars team. **Robin Koocher**, from Petry Television, New York, and **John DeWan**, from WNYT(TV) Albany, N.Y., join TeleRep as account executives, jaguars team.

Leanne Monroe, account executive, Henry J. Kaufman & Associates, Washington, named account executive.

Sibet Burch, marketing director, Sea Pines Real Estate, Hilton Head, S.C., joins Cargill, Wilson & Acree, Atlanta, as account executive.

Gregg Siegel, from Avery-Knodel Television, New York, joins Harrington, Righter & Parsons there as account executive, green team. **C. Stuart Evans**, from KOLO(AM) Reno, joins Harrington Righter & Parsons, Los Angeles, as account executive.

Lou Lozitsky, from Katz Radio, New York, joins Internet, unwired network division of Interep, New York, as account executive.

Joseph Heckel, from WTOG(TV) Tampa-St. Petersburg, Fla., joins WTVZ(TV) Norfolk, Va., as general sales manager.

Mark Dorf, from Metro Traffic Control, Houston, joins WXTR(AM) La Plata, Md., as national sales manager.

Arnold Rothschild, assistant sales manager, WSYR(AM) Syracuse, N.Y., named local sales manager. **Joel Delmonico**, account executive, WSYR, named national sales manager.

Sharon Peterson, member of sales staff, WSBT-TV South Bend, Ind., named local and regional sales manager.

Jack Devlin, general sales manager, WCAO(AM) Baltimore, joins WFBR(FM) there as director of retail sales development.

Theri Raney, from WNKS(FM) Columbus, Ga., joins WTVM(TV) there as account executive.

Ric Herrold, from Allen Electronics, Detroit, joins WLQR(FM) Toledo, Ohio, as account executive.

Kathy Weiss, from WFAA-TV Dallas, joins KMOL-TV San Antonio, Tex., as account executive.

Carl Prutting, manager, retail-local development, CBS Television Stations, New York, joins WVIT(TV) Hartford, Conn., as account executive.

Kathleen Cianchetti, from retail sales position with Bonwit Teller, Chicago, joins WLS-

AM-FM there as account executive.

C. Tom Garten, account executive, WSAZ-TV Huntington, W. Va., retires.

Mark King, from WOKY(AM) Milwaukee, join WEZW(FM) there as account executive.

Nancy Branson, senior account executive WRKR-AM-FM Racine, Wis., joins WPLP(AM) Pinellas Park, Fla., in same capacity.

Lee Martin, from WMBD(AM) Peoria, Ill., join WHO(AM) Des Moines, Ill., as air personality.

Wayne Larrivee, sportscaster, joins WGN(AM) Chicago as sports anchor and voice of Chicago Bears football broadcasts.

Sandra Teising, operations manager and partner, Green Pepper Inc., Eugene, Ore., join KEZI-TV there as account executive.

Programing



Bieber

Appointments in reorganization of West Coast programming unit, Home Box Office, Los Angeles. **Rick Bieber**, VP, business affairs and Premiere Films acquisitions, West Coast, to senior VP, Premier Films and programming operations, succeeding **Donald March**, resigned; **Eugene Kelly**, VP and assistant controller, West Coast, to VP, programming operations, and **William Kerstetter**, VP, business affairs, HBO Pictures Inc., to VP, business affairs, West Coast.

Elena DeRosa, manager, production services LBS Communications, New York, named VP, programming services.

Marshall Wortman, senior VP, industrial relations and personnel, 20th Century Fox Film Corp., Los Angeles, retires. **Robert Fried**, director of film finance, Columbia Pictures Los Angeles, joins 20th Century Fox Film Corp. there as director of business development.

Kirk D'Amico, VP, business affairs, RKO Videogroup, New York, named VP, business affairs, RKO Pictures there.

Phil Harmon, VP, production, Madisore Square Garden Network, New York, named senior VP, programming and production.

Burt Metcalfe, former producer of *M*A*S*H*, has signed long-term contract with Warner Bros. Television to create, develop and produce all forms of television programming.

Bob Dahill, account executive, ABC-TV, Los Angeles, joins Paramount Domestic Television and Video Programming there as director of advertiser program sales.

Denis Coleman, director of station relations, Katz Sports, New York, joins Mizlou Programming there in same capacity.

Terri Peterson, account executive, *San Diego* magazine, joins Music Makers, San Diego-based music production firm, as sales representative.

Ron Tropp, VP, legal affairs, and associate general counsel, Embassy Pictures, Los An-

les, joins Playboy Video Corp. there as director of business affairs.

oug Stephan, from WMCA(AM) New York, joins WEEI(AM) Boston as program director.

Laws and Public Affairs



Lane

John Lane, senior VP, NBC News, New York, named executive VP, daily news. In new management structure, Lane will share responsibilities with executive VP, **Tom Pettit**. Lane will oversee daily news programs and coverage and NBC News's domestic and foreign bureaus. Pettit will be responsible for special programs, documentaries, news operations, computers and graphics, special news projects, affiliate news services and NBC Radio news. Named field producers, *Prime Time Live* hour, working title for NBC News program: in Washington—**Ray Farkas**, field producer, Washington; **Steve Skinner**, senior producer, special projects, ABC News, Washington; **Jonathan Ward**, executive producer, *Face the Nation* and *Nightwatch*, CBS News, Washington; **Ken Tiven**, bureau chief and anchor, *The People's Business*, Pennsylvania Public TV Network; in New York—**Michael Keating**, field producer, New York; **Jarret Roach**, producer-writer for PBS series, *A Walk Through the Twentieth Century with Bill Moyers*.

Leanne Meserve, general assignment correspondent, ABC News, Washington, named State Department correspondent. **DennisROUTE**, general assignment correspondent, ABC News, Washington, named Pentagon correspondent.

Anthony B. Windsor, news director, KTHV(TV) Little Rock, Ark., joins WTXL-TV Tallahassee, Fla., in same capacity.

Appointments, WTVJ(TV) Miami: **Larry Walenstein**, from WSVN(TV) Miami, to assistant news director; **Evelyn Erdozain**, from WSVN, to archivist-associate producer; **Kevin Raphael**, news photographer, WCIX(TV) Miami, to same capacity, and **Rick Rivero**, from WGBS(AM) Miami, to public affairs producer.

Michelle Harvey, from WRBL(TV) Columbus, Ga., joins WTKR-TV Norfolk, Va., as co-anchor and producer, 6 and 11 p.m. news.

Maureen Clark, anchor-reporter, WSIL-TV Harrisburg, Ill., joins WEAR-TV Pensacola, Fla., as Mobile, Ala., bureau chief.

John Catchings, night assignment editor, KGO-TV San Francisco, named executive producer, late news.

Karen Carns, anchor, KSTP-TV Minneapolis, joins KTVX(TV) Salt Lake City as co-anchor.

Rob Young, news director, WKRN(AM)-WKFR(FM) Battle Creek, Mich., joins WUHQ-TV there as reporter.

Bill Kamal, weather reporter, Mutual Radio Network, Arlington, Va., named network meteorologist.

Technology

Verne Pointer, VP, broadcast engineering, ABC, New York, retires after 37 years with network. Pointer joined ABC in 1948 as maintenance engineer, and was subsequently supervisor, radio and television maintenance department; chief video facilities engineer; assistant director of engineering; director of audio-video engineering, and director of broadcast engineering. He was named to current position in 1976. **Max Berry**, director, audio-video systems engineering, ABC, New York, named VP, broadcast engineering, broadcast operations and engineering.

Jerry Smith, VP, sales and marketing, Harris Broadcast, Quincy, Ill., joins RCA Broadcast Systems, Gibbsboro, N.J., as division VP, marketing.

Larry Hansen, executive VP and head of office of technology, Varian Associates, Palo Alto, Calif., named to board of directors.

John Ainsworth, director, MIS auditing, finance, NBC, New York, named director, financial planning and analysis, Operations and Technical Services, finance. **Andrew Monteverde**, manager, telephone communications, materials and services, NBC, named manager, contracts telecommunications, information equipment purchasing department.

Anthony O'Connell, general manager, marketing, Western European marketplace, Sony, named VP, marketing, Sony Broadcast Products Co., based in Teaneck, N.J.

Stanley Baron, manager of engineering,

Thomson-CSF, Stamford, Conn., joins NBC, New York, as manager of technical development.

Wanda Lopuch, research assistant, Marquette University, Milwaukee, joins Augat Inc., Mansfield, Mass., as corporate manager, technical resource development.

John Kruse, general manager, Carpentersville, Ill., cable system, United Cable Television, named division engineer for United.

Michael Hrinko, VP, engineering and operations, Telecommunications Engineering Management Consultants, Washington, joins Mutual Broadcasting System, Arlington, Va., as director of satellite engineering.

Del Beccaro, manager, financial analysis, broadband communications group, General Instrument, Philadelphia, named controller, Jerrold subscriber systems division.

Harrison J. Klein, director of radio engineering, Westinghouse Broadcasting & Cable, New York, joins Hammett & Edison, consulting engineers, San Francisco, as senior engineer.

John Tollefson, director of engineering, WJLA-TV Washington, named VP.

Promotion and PR

Susan Banks, production manager, on-air promotion, CBS Entertainment, New York, named daytime promotion/production manager, on-air promotion, CBS Entertainment.

Roann Rubin, director, public relations, video

Broadcasting

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enterprises, ABC, New York, named director, video enterprises and corporate communications.

Roy Barnes, VP, The Maunders Co., Birmingham, Mich., public relations firm, joins R.J. Baker Advertising, Troy, Mich., as VP, public relations.

Julie Singer, marketing director, broadcast, satellite and audio visual services division, Hill & Knowlton, New York, named VP.

John Sanfratello, manager, video studio, Hill & Knowlton, New York, named VP.

Susan Storey, director, public relations, The Weather Channel, Atlanta, joins Dudley-Anderson-Yutzy, Atlanta, public relations subsidiary of Ogilvy & Mather, as account supervisor.

Sally Van Slyke, from Rogers & Cowan Public Relations, Los Angeles, joins Universal Studios there as director of publicity, *Amazing Stories* television series.

Mary Helen Pitelli and **David Price**, from Satellite Television Corp., Washington, have formed Pitelli & Price Inc., public relations-marketing communications firm specializing in telecommunications companies. They will be based in Washington.

Katherine Bacon, media director, Tracy-Locke/BBDO Public Relations, Dallas, joins KSAT-TV San Antonio, Tex., as advertising-promotion manager.

Keith Walberg, promotion manager, KLBV-TV Colby, Kan., joins KLDH-TV Topeka, Kan., as promotion manager.

Allied Fields



Thompson

W. Robert Thompson, Nashville attorney and special counsel to SE-SAC Inc., New York, named president of licensing firm.

Salvatore DeBunda, VP, cable television development, Greater Media Inc., Philadelphia, joins Cable and Communications Law Group there as chair-

man. Group is newly formed division of Fox, Rothschild, O'Brien & Frankel, Philadelphia law firm that represents Greater Media and other cable clients.

Ted Cramer, program director, WMAQ(AM) Chicago, joins Paton & Associates, Leawood, Kan., as president of newly created Paton/Cramer/Paton Broadcast consultants division there.

Lauren Iossa, communications coordinator, American Society of Composers, Authors and Publishers, New York, named public relations coordinator.

Ron Inman, general sales manager, WTOG(TV) Tampa-St. Petersburg, Fla., named vice chairman of marketing advisory committee of Association of Independent Television Stations.

Leo MacCourtney, VP and general manager, WOWK-TV Huntington, W. Va., and former secretary-treasurer of Viewer Information/

Education Committee of ABC TV's Affiliate Association board of governors, named chairman, succeeding **David Peschau**, WXOW-TV LaCrosse, Wis., who has left station.

Greg Stone, WSOC-TV Charlotte, N.C., and director, National Association of Broadcasters, named chairman of NAB's Children's Television Committee, succeeding **Crawford Rice**, who resigned seat.

Price Hicks, from Cultural Commission, Century City, Calif., joins Academy of Television Arts and Sciences, Los Angeles, as director of student activities.

Deaths

Marvin C. Whatmore, 76, chairman, Cowles Broadcasting, Daytona Beach, Fla., until its acquisition by H&C Communications, Houston, last January, and former chairman of Cowles's former parent, Cowles Communications, died of heart disease April 9 at his home in Sarasota, Fla. Cowles Broadcasting was licensee of WESH-TV Orlando, Fla., and KCCI-TV Des Moines, Iowa, and became independent publicly owned firm when Cowles Communications was liquidated in 1983. Whatmore is survived by his wife, Lois, three daughters and son.

William H. Long Jr., 92, former chairman of Doremus & Co., New York, advertising and public relations agency, died April 8 at Huntington (N.Y.) hospital. Long joined Doremus in 1919 and was named VP in 1928. In early 1930's, he bought company from estate of Dow Jones & Co. owner, Clarence Barron. He served as chairman from 1932 to 1968, was honorary chairman since 1978, and honorary director since 1979. He is survived by two daughters.

Robert L. Bach, 70, television producer who was originator and associate producer for *What's My Line*, died April 9 while on vacation in Lyford Key, Bahamas. He had cancer of esophagus. Bach, who had earlier been air personality for WNEW(AM) New York, was associate producer for entire 17-year run of Goodson-Todman television quiz show, which began in 1950, and for syndicated version, which ran from 1968 to 1974. As associate producer, he was responsible for booking all mystery guests and celebrity panelists. Bach had also written book, *Our Huckleberry Friend*, about Johnny Mercer. Bach is survived by his wife, Jean, who was producer of *Arlene Francis Show* on WOR(AM) New York. Francis was frequent panelist on *What's My Line*.

Odes E. Robinson, 73, broadcast consulting engineer, died of cancer March 29 at Holy Cross hospital in Fort Lauderdale, Fla. He began his radio career in 1918 at age 7, with operation of transmitter. By 15, he was selling and servicing Atwater Kent radios. In 1933, he helped build WFBM(AM) Indianapolis (now WIRE) and at 22 became that station's chief engineer. In 1937, he became technical director of West Virginia Network. In early 1940's, he began engineering consulting practice. In 1950, he constructed WVM(AM) Biloxi, Miss., where he was president and owner for next 10 years. He moved to Fort Lauderdale in 1964 to resume his broadcast consulting. It was estimated that he helped



High honor. Roy Leep, director of WTVT Television Weather Service, Tampa, Fla., was among 13 "space science pioneers" honored for their contributions to the U.S. weather satellite system. Above, Secretary of Commerce Malcolm Baldrige (l) presents Leep with a specially minted silver medal at a ceremony at the Air and Space Museum in Washington marking the 25th anniversary of the first weather satellite. According to the Department of Commerce, Leep was honored for "pioneering contributions to public safety and service, as the first television meteorologist who used weather pictures received directly from satellites to enhance the education and warning of the public about the progress of hurricanes and other severe storms.

put on air between 200 and 250 stations. Robinson is survived by his wife, Frances, three sons and three daughters.

William M. Carpenter, 67, died of heart attack April 5 at St. Croix hospital, Virgin Islands. He owned WSTX(AM) St. Croix and was in process of starting FM there. Carpenter began his broadcast career in copy department at WRAL(AM) Raleigh, N.C. He was also sales manager, WGKV(AM) Charleston, W. Va., and WDNC(AM) Durham, N.C., and VP and general manager at WLOW(AM) Norfolk, Va. In 1953, Carpenter, with Joseph B. Matthew and John C. Gilmore, formed Community Club Awards Inc., radio and television sales promotion firm. In 1959, Carpenter became VP and general manager of WAPA-TV San Juan, P.R., where he remained until 1962. He purchased WRIO, changing call to WUNO(AM) San Juan, which he operated until its sale in 1979. He is survived by his wife, Hope, and two daughters.

Robert H. Smith Sr., 74, retired president and general manager and founder, Appalachian Broadcasting Corp., licensee of WCYB-TV Bristol, Va., died April 8 at Bristol Memorial hospital, Bristol, Tenn., of heart disease. He is survived by his wife, Elizabeth, daughter and son, Robert H. Smith Jr., who is current general manager of WCYB-TV.

Jack C. Levine, 56, director, public relations. TravelSavers, travel agency services group. New York, and former news director, WOR-TV New York, died March 29 of heart attack while on vacation in Sarasota, Fla. He began in WOR(AM) New York's mailroom in early 1950's, then became writer and editor in radio newsroom. He was named TV news director in late 1960's. He is survived by his wife Betty Jacobson, and three sons. One son Sol, is producer, *Crossfire*, for CNN, Washington.

Len Hensel: Carrying BMI's tune

His boss calls him BMI's "goodwill ambassador" to broadcasters.

That's a fair description, says Len Hensel, the Nashville-based vice president of broadcast relations for Broadcast Music Inc., the music licensing group founded and owned by U.S. broadcasters.

"Another word might be ombudsman," Hensel volunteered. "I get a lot of calls from broadcasters who might not be willing to talk to a BMI field man, whereas I have a kind of credibility with them because I am one of them. I can get their problems squared away."

Edward M. Cramer, BMI president, describes Hensel as his "eyes and ears in the broadcasting field," noting Hensel's 35-year career as a broadcaster, including service as vice chairman of the NAB radio board, before he joined BMI.

"He's not involved in getting music licenses and he's not involved in collecting money," Cramer explained. "He's there to be BMI's presence and to answer questions...He's also a very amusing guy who somehow has remembered every joke he's ever heard."

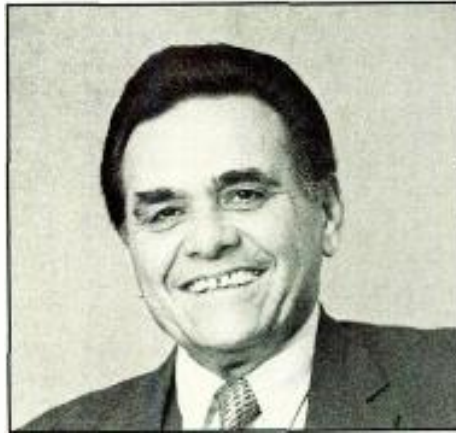
When not fishing for a laugh, Hensel explains to broadcasters what BMI does and how it differs from its rival, the American Society of Composers, Authors & Publishers.

"Many managers sign that check to BMI every month and don't realize what it's for," says Hensel. "It's amazing how many don't realize it's going to pay writers and publishers of the music they use on their stations. Many don't know that BMI was founded for them by the National Association of Broadcasters as a competitor [to ASCAP]. If not for us, station managers would have to make a deal with the writer and publisher for every song they played." He estimates that slightly more than half of all music aired on U.S. stations is licensed by BMI.

Hensel maintains a high profile as the host of several dozen BMI-sponsored breakfasts each year at state broadcaster association meetings. A brief "commercial" for BMI is presented with Hensel's trademark jokes and anecdotes about local broadcasters. During 1984, Hensel attended more than 40 broadcast conferences and meetings, requiring 83 airplane trips and 18 major auto trips.

Statistics offered by Hensel during these talks underscore BMI's key position in broadcast music licensing. He reminds listeners that more than 70% of Nashville-recorded music is BMI licensed, as was the music on 46 of last year's 74 prime time television series.

Although he tries to incorporate humor in everything he does, Hensel turns serious when talking about the extended legal wrangling between BMI and the All-Industry TV Station Music License Committee, repre-



LAWRENCE (LEN) HENSEL—vice president, broadcast relations, Broadcast Music Inc., Nashville; b. March 30, 1926, Clifton Heights, Pa.; U.S. Army, 1943-45; BS, Auburn University, Auburn, Ala., 1948; salesman, various weekly newspapers, 1948-50; air personality and salesman, WJOI(AM) Florence, Ala., 1950-52; account executive, WAPI-TV Birmingham, Ala., 1952-54; sales field manager, Ziv Television Programs, 1954-61; sales manager, general sales manager, WSM-AM-FM Nashville, 1961-71; vice president and general manager, WSM-AM-FM, 1971-81; present position since July 1981; m. Pat Rhodes, Sept. 15, 1951; children—Lynn, 30; Jamie Sue, 27.

senting broadcasters, for establishment of licensing rates. While Hensel is not directly involved in the dispute, he thinks both sides have been hurt by its litigious nature.

"Looking at it as both a broadcaster and a representative now of BMI, I have some very strong feelings about what has happened in the last year or two," said Hensel. "I can remember when I was on the NAB board when those negotiations consisted of honorable men sitting down at a table and hammering out a deal for the industry and BMI that was generally comfortable for both sides.

"They negotiated. That to me is the key word. I sit in on these negotiations now, and I see batteries of lawyers on either side dominating the sessions. The word today is not negotiate but litigate...It is costly to both sides and I don't believe either side is getting a good deal out of it because of the intervention of the lawyers. All these lawyers want to do is litigate."

Although a loyal supporter of BMI, broadcasting is clearly Hensel's first affection.

He entered the field shortly after receiving a BS degree in 1948 from Auburn University, where he majored in English and journalism. For the next several years the Pennsylvania native worked as a salesman for various small weekly newspapers before landing his first radio job.

"I was everything but the general manager at WJOI(AM) Florence, Ala.," Hensel recalls,

"including disk jockey, play-by-play sports-caster, copywriter and salesman." Hensel switched to television in 1952, serving WAPI-TV Birmingham, Ala. (now WVTM-TV), as an account executive. From 1954 to 1961 he was a field sales manager for Ziv Television, a syndication firm, based successively in Memphis, Washington and Milwaukee.

"One of my best customers at Ziv was WSM-AM-FM-TV Nashville, and they eventually hired me as national sales manager," Hensel recalls. He was named general sales manager and, in 1971, vice president and general manager of the AM-FM combination. During his last 10 years at WSM, Hensel served on its board of directors, which also oversaw The Grand Ole Opry, Opryland, and the Opryland Hotel. During the same period, Hensel spent eight years on the NAB board of directors and in 1977-78 chaired its radio board.

"By 1981, I was bored with what I was doing," says Hensel. "I made a decision to get into ownership. But about the same time BMI was after me about this job and I finally decided to take it."

Prior to joining BMI, Hensel joined Bob Duffy, former president of The Christal Company, in a joint search for broadcast properties. They lined up venture capital and unsuccessfully bid on KIOI(FM) San Francisco, KMEO-AM-FM Phoenix and other stations. Hensel bailed out when interest rates jumped to 21.5%, while Duffy went on to acquire stations in Denver and Portland, Ore.

"I've had a number of inquiries about managing stations, but I tell them I will only do it if I can have a piece of the ownership," Hensel says, conceding he is still intrigued by the idea of owning a station.

Hensel also keeps up to date on NAB activities. It was during his tenure on the radio board that Hensel feels the NAB first began to actively respond to radio's complaints that the organization was too preoccupied with television.

"Working with Charlie Jones, the vice president for radio at the NAB, we got that thing turned around to the point where, before we were through, people began to complain that the NAB was too radio oriented."

Hensel feels it is correct for the NAB to keep its distance from music licensing disputes.

"I would like to see the [license fee] negotiations get back to the point where broadcasters would sit down with Ed Cramer like they used to," said Hensel. "It would save millions of dollars in legal fees and take those negotiations out of the headlines." Hensel puts a lot of stock in the word "honorable," explaining, "I try to be that way and I like to work with people who are."

In his spare time, Hensel swims, reads and plays "terrible" golf. "My excuse is that I am left-handed," he said. "But I'm so awful that even Sol Taishoff could beat me." The late editor of BROADCASTING carried a handicap never lower than the high 20's. ■

Broadcast trade groups have rallied behind All-Industry Radio Music License Committee in fight over ASCAP's request for higher rates in negotiations for new five-year blanket music license contracts, which committee estimates would amount to annual increase of 18% ("Top of the Week," April 8). "I find that the fact ASCAP already has a 15%-18% increase based upon the growth of our industry seems a substantial amount for the radio industry to pay," said National Radio Broadcasters Association President Bernie Mann. "To ask for an increase of double what they are going to get is outrageous and bordering on extortion," he said. National Association of Broadcasters President Eddie Fritts said members of NAB radio board have given "full support" for work of committee. Increase sought by ASCAP, said committee, would cost radio industry \$60 million in additional fees over five-year period. ASCAP President Hal David told BROADCASTING request for rate hike is based on strength of organization's music catalogue and repertoire. Under consent decree of Justice Department, committee's legal counsel, New York-based law firm of Weil, Gotshal & Manges, plans to file petition with federal "rate" court in southern district of New York to decide license fee payments. Process could take up to one year or longer.

Ad Audit last week announced that it will unveil **new commercial logging system** on July 1 that will monitor every advertising spot run on every broadcast station and cable system in country. Electronic codes will be placed in commercials during post-production or duplication stages. Ad Audit will have computer receivers in all 210 ADI markets to record when commercials are run and note broadcast quality. Information will be fed through Telenet system to data bank in Ad Audit headquarters in Alexandria, Va. Reports to clients will be available daily, weekly or monthly. New system is said to take up very little space on videotape—with no degradation of broadcast signal—and offer complete confidentiality. System will cost less than half of visual monitoring system offered at quantity discount.

National Radio Broadcasters Association registered its **opposition to FCC's proposed fee schedule** with Senate Communications Subcommittee last week. NRBA President Bernie Mann, Mann Media, High Point, N.C., in letter to Subcommittee Chairman Barry Goldwater, stated association's concern about fee structure. "It is unfair to single out one sector of American business to pay additional fees assessed by the government. Radio broadcasters should not be singularly treated on a piecemeal basis to generate additional revenues for the government." If Congress is intent upon enacting fee, NRBA argued, radio broadcasters "should get something in return." And NRBA suggested that Congress might work out contractual agreement with broadcasters in exchange for deregulation. NRBA recommended same proposal in 1982: Under long-term lease, broadcasters would have proprietary interest in frequency; contract could not be altered, and funds could go to U.S. treasury or public radio.

Radio Advertising Bureau estimates that **local advertising revenue in 1984 reached \$4,412.0 billion—up 18%** over previous year. Data is based on compilation of local dollars from 16 markets as well as projection formula.

Turner Broadcasting System announced last week it had completed **two college football packages**, both of which cover 1985 and 1986 seasons. One is prime time package that will be carried on superstation WTBS and syndicated to over-air stations featuring total of 12 games in 1985 and 13 games in 1986 from Big 10, Pacific 10 and Atlantic Coast Conferences, as well as Boston College-Army game. Prime time package will contain minimum of five Big 10 games, four Pac 10 and three ACC contests. In separate package, Turner Program Services will syndicate 11 Big 10 games each season to over-air stations Saturday afternoons. Total value of deal could not be determined at deadline, but lion's share of rights fees go to Big 10, which TBS will pay about \$9 million over two-year period.

Drake-Chenault Enterprises, Canoga Park, Calif.-based radio program syndicator, was **acquired** last Wednesday (April 10) by **Wagontrain Enterprises**, Albuquerque N.M. Sources say purchase price was in **\$4-million** range. Drake-Chenault Enterprises was formed in 1968 by Gene Chenault, its current chairman and principal owner, and by top-40 programmer, Bill Drake. Wagontrain Enterprises, principally owned by William S. Sanders, was established in 1981 and has interests in seven radio stations: KOTE(AM)-KKZZ(Lancaster, Calif.); KAAP(AM)-KKBZ-FM Santa Paula, Calif.; KPER(Hobbs, N.M.), and KHEI(AM)-KVIB(FM) Maui, Hawaii, in addition to cable system serving Fort Collins, Colo. Drake-Chenault currently programs and consults some 300 radio stations nationwide as well as outlets in Canada, Australia, Japan and South Pacific. Der Adkins, newly appointed president of Drake-Chenault, will remain in that position, said Sanders. Name and location of company also stay intact.

For third consecutive week, NBC's Today show edged out ABC's Good Morning America in early morning ratings race, but networks disagreed about numbers in what one source called "uproar." NBC researchers said based on Nielsen's national ratings, *Today* scored 5.5 rating and 23 share for week ending April 5, compared to 5.5 for ABC's *GMA* and 3.6/14 for CBS's *Morning News*. ABC, which uses different criteria to evaluate early morning ratings, claim *GMA* and *Today* tied with 22 share each. CBS researchers, however, gave nod to NBC after rounding up 22.5 share for *Today*.

State Department last week invited representatives of **Intel members to visit State Department to hear U.S. position** on its poll determination to authorize establishment of **separate satellite systems** that would compete with Intelsat. Letter of invitation, not that number of governments have expressed "concern" about the determination, was signed by Ambassador Diana Lady Dougan, Office of International Communication and Information Policy, and was delivered to all delegates to International Telecommunication Union-sponsored World Plan Committee meeting, under way at Washington Convention Center. Interesting—and mysterious—aspect of letter was manner in which it was made known to reporters: delivered in plain envelope with covering statement that appears to be ITU letterhead. Statement was unsigned, but message reflected, in tone and substance, Intelsat's views. Dougan's invitation "curious," in view of what statement said was U.S. refusal at Intelsat Assembly of Parties meeting, January, to respond to questions asked then, when "more than 100 governments protested" new American policy. It also contrasted Dougan's reference to "concern" of other countries with statement of Under Secretary of State William J. ("Bill") Schneider at congressional hearing two weeks ago that of Intelsat members were *not* concerned. "Obviously, the confusion and contradictions" in State Department position "persist," statement says. Intelsat officials questioned on delivery of unsigned statement and Dougan letter said they knew nothing about it. Neither did ITU representatives at World Plan Committee meeting. But Moussa Manekashgar, secretary of meeting, who has seen both documents, said "ITU" letterhead was actually product of photocopy of heading of official stationery printed on plain white paper.

CBS News correspondent Mike Wallace suggested last week CBS failure to provide an outlet for public figures to reply to what they consider unfair or inaccurate attacks may have been factor in **General William Westmoreland's decision to file \$120-million libel suit**. Wallace, speaking to American Society of Newspaper Editors in Washington, blamed ultraconservative organizations for provoking suit that was dropped shortly before case was to go to trial. And he said one possible way to avoid frivolous libel suits is to require loser to pick up winner's costs—practice followed in Britain and West Germany. But he also said television, specifically including CBS, has failed to provide outlet for figures like Westmoreland to respond to broadcasts they regard as unfair or inaccurate. "We cannot complain about libel trials and preach the necessity of full and free discussion of public controversies and then

Padden prevails. Preston Padden, 37, is the unanimous choice of the Association for Independent Television Stations search committee to succeed Herman Land as INTV president. The nomination goes to the full board in May; ratification is considered certain. Padden has worked for Metromedia in Washington since he was graduated from George Washington University's law school in 1973. He is currently Metromedia assistant general counsel.



make our facilities available for that discussion," Wallace said. There has to be a better way for public officials and public figures to respond to criticism they feel is unfair or inaccurate. CBS has yet made a sufficient effort to come up with a workable format to permit responses to our broadcasts."

ph Renick, 56, VP, news, for **WTVN** Miami, and anchor for station for past 35 years, **resigned** on air Wednesday (April 10) in a recorded statement. Renick, who had anchored 6 p.m. broadcast, had not appeared on air since March 7, due to broken shoulder sustained in accident while he was vacationing in Switzerland. Announcement of decision followed published reports that would seek **Florida governorship**. And statement was worded to leave that option open. Renick closed his statement with his traditional sign-off. "Good night, and may the good news be yours," he added, "and hopefully mine." According to station spokesman, there have been talks with **WNBC-TV** New York anchor John Brick as replacement for Renick, but "no deal is final."

entieth Century Fox Film Corp. last week disclosed **sharp decline in revenue and earnings for quarter ending Feb. 23**, compared to performance for same period in 1984. Los Angeles-based studio reported second-quarter losses (before amortization of allocated excess cost and income taxes) of \$3.9 million versus \$11.3 for same period last year. Revenue for period dropped from \$251.7 million to \$199.4 million.

erner Amex Cable Communications said last week it had **finalized financing for its Milwaukee build**, which will be operated by limited partnership. WA will be general partner with group of limited partners led by TA Associates of Massachusetts, venture capital firm. Funding package for build will total \$87.5 million, including \$25 million in bank loans (consortium led by Manufacturers Hanover Trust, New York) and \$25 million from principals in partnership. Some 143 miles of planned 1,250-mile system have been constructed, with completion expected in November of 1986. To date, about 4,000 subscribers are receiving service.

Transfer of leading responsibility for **emergency broadcasting system** from FCC to **Federal Emergency Management Agency** has been approved by FEMA Director Louis Giuffrida and proposal will be before FCC commissioners within four to eight weeks, according to Alan McKie, FCC deputy managing director. Transfer of voluntary disaster warning program would shift national, state and local warning responsibilities and variety of administrative functions to FEMA, with **FCC maintaining full regulatory responsibility for EBS** and advising FEMA through new senior staff liaison. If approved, proposal, more than year in making, would move through congressional appropriations procedures and action by Office of Management and Budget, with earliest possible implementation next October. Broadcasters' input to FEMA plan development will be expedited by appointment of three industry representatives from FCC-sponsored National Industry Advisory Subcommittee on EBS headed by John Summers, executive vice president, National Association of Broadcasters.

NBC Radio has named **NBC sportscasters Don Criqui and Bob Trumphy** as primary announcing team for network's **1985 National Football League 37-game package** ("Riding Gain," March 11), which kicks off Monday evening, Sept. 9, with Washington Redskins-Dallas Cowboys game. Trumphy will also serve as host of national post-game talk show, **NFL Live**.

Ted Turner may soon be now prominent Atlanta landlord and hotel operator. **Turner Broadcasting System** announced last week it had reached agreement to **purchase 75% interest in Omni International Atlanta Complex**, which comprises offices, retail facilities and Omni International hotel. Complex is currently owned by Cousins Properties Inc., which will retain remaining 25% interest, and Daon Development Corp. TBS's stake in deal was reported to be between \$50 million and \$75 million. TBS plans to become its own principal tenant, eventually occupying 290,000 square feet of 650,000-foot complex.

FCC Chairman Mark Fowler said last week he **wants Congress to authorize commission to auction off "future releases of spectrum"** on "trial basis for a limited time period." In speech before Land Mobile Communications Council in Washington, Fowler said that under his plan, existing licensees wouldn't be affected and that he wasn't proposing auction authority for "any medium of mass communications" or for public safety licenses. "At the conclusion of that trial, we would report to the Congress on our experience, with special attention to the effect of auctions, which I would expect to be positive, on decreasing processing time and increasing administrative efficiency," Fowler said. "I believe what I have outlined here is a cautious but necessary first step."

FCC has designated for hearing Weiner Broadcasting Co.'s licenses for **WOZW(AM)** Monticello, and **WOZI(FM)** Presque Isle, both Maine, and remote pickup station in Yonkers, N.Y., to determine whether company is qualified to remain licensee. Commission ordered Weiner Broadcasting to show cause why licenses shouldn't be revoked. Among other things, FCC designated issues on whether company operated radio station at 1616 khz without license; whether it refused to permit inspection of AM facility, and whether it used remote pickup station to broadcast directly to public on 1622 khz.

Seagram seeks time for 'PSA's.' *Joseph E. Seagram & Sons filed a formal complaint with the three television networks last week, charging them with violating the fairness doctrine for refusing to sell time for what the liquor manufacturer calls public service messages.*

Seagram said at a news conference last Thursday (April 11) that it has asked the networks to reconsider their decision and warned that Seagram would file a complaint with the FCC, citing the fairness doctrine, if ABC, CBS and NBC held to their position.

Edgar Bronfman Jr., president of the parent company, House of Seagram, said the networks have refused to sell Seagram time for the spots because they insist the spots attempt to promote spirit products and their policy is not to carry such commercials. Bronfman argued that the commercials should be considered "public service" since they inform the public that the alcoholic content in typical servings of beer, wine and liquor is about the same. He added that Seagram is willing to place the commercials without any mention of its name.

Bronfman told the news conference that Seagram was persisting in its efforts to gain television acceptability because it regards television as "a powerful medium" and one that can be highly effective in delivering the "public service" messages. Asked at the end of the meeting how much Seagram was prepared to spend on its TV advertising, Bronfman replied that \$10 million would be "a fair figure."

ABC, CBS and NBC later issued statements saying that Seagram's claims invoking the fairness doctrine were without merit.

Editorials

Then and now

A year ago as the National Association of Broadcasters was assembling for its 1984 convention, it had come off what its president, Eddie Fritts, called a "useful exercise." What Fritts really meant was that the NAB had lost a bruising fight for deregulatory legislation in the House of Representatives but hoped to learn by the experience.

It has learned. It has licked its wounds and revised its tactics. As reported elsewhere in these pages, Fritts is even talking about accommodations with old adversaries, the National Cable Television Association, for example, not to mention the association's nemesis in 1984, Tim Wirth.

The association is also undertaking initiatives of a kind largely missing from its past, as Fritts will explain in as much detail as listeners will hold still for. Its campaign against drunk driving and alcohol abuse is energetic (although still falling short of the expectations of a romanced ally, Mothers Against Drunk Driving). It has other ambitious projects on its mind. Its expectations are more realistic than they were a year ago and its energies more usefully directed. Net gain.

Ouch

This being a magazine that covers the Fifth Estate, the first impulse here, upon examining research presented to the American Society of Newspaper Editors last week, was to hail the advantages that the research gave to television news over newspaper news. That impulse will not be entirely suppressed, but the ASNE's project deserves a broader interpretation.

In some of its findings, the ASNE study is squarely in accord with Roper studies commissioned by the Television Information Office over the past two decades. Which source would be most trusted if conflicting versions of the same story were broadcast and printed? In the ASNE survey, "about half" of the respondents picked television, "around a quarter" picked newspapers, 14% chose magazines and 9% radio. The latest Roper survey, asking the same question, in 1982, counted 53% for television, 22% for newspapers, 8% for magazines, 6% for radio and 11% with no opinion. The extraordinary correlation should put an end to all that newspaper criticism of Roper's research for TIO.

That said, it must be emphasized that the ASNE study of public attitudes toward the news media went deeper than Roper has gone for TIO and produced some readings that give no medium any reason for complacency. If the ASNE work is to be believed, not many people place much confidence in either newspapers or television.

MORI Research, Minneapolis, conductor of the ASNE study, in interrelated questions, asked whether media were fair or unfair, biased or unbiased, tell the whole story or don't, are accurate or inaccurate, invade or respect people's privacy, watch out or don't watch out for "your interests," are concerned or unconcerned about the community's well-being, separate facts from opinions or mix them together, can be trusted or not, think more about the public interest or about making profits, have well or poorly trained reporters. A composite of responses was compiled in the following "credibility ratings": low—newspapers 25%, television 27%; medium—newspapers 43%, television 43%; high—newspapers 32%, television 30%. Not exactly a vote of confidence in modern journalism.

Journalists in both the Fourth and Fifth Estates cannot dismiss

signs of growing disenchantment with their product. Neither should they stuff cotton up their nose for news and begin pandering in search of popularity.

Nobody ever said journalism was an easy business, as the horsewhipped editor of the old West would have testified. It won't get any easier in the competitive tensions of the modern world and its profusion of communication. It won't get any easier, but it had better get better if its credibility scores are to rise.

Infection

In the same week that the ASNE was releasing its disquieting study of public attitudes toward contemporary journalism (see above), two of three members of a panel of the U.S. Court of Appeals in Washington issued an opinion that was equally disquieting. The court majority said a trial judge had been wrong to overturn a jury verdict that the *Washington Post* had maliciously libeled a former president of the Mobil Oil Corp. Reading the opinion against the ASNE report leads to the inescapable conclusion that some attitudes turned up by the ASNE research are shared by at least two members of the appellate court. If that condition spreads, big trouble is in prospect.

The court's majority criticized the newspaper's editing, the professional ambitions of participating staffers and the alleged compulsion by "the least responsible journalists" to "scoop their more careful colleagues." It added that the *Post's* reputation for "hard-hitting investigative journalism" was "relevant to the inquiry of whether a newspaper's employees acted in reckless disregard of whether a statement is false or not."

"Indeed," wrote Judge J. Skelly Wright in vigorous dissent, "the majority appears to criticize what it takes to be the general climate in journalism today." In doing so, it turned upside down a Supreme Court decision of a year ago (*BROADCASTING*, May 7, 1984) instructing appellate courts to watch for excessive or unwarranted libel judgments by juries that misunderstand the limitations of the libel law.

It is inconceivable that last week's decision will withstand the appeals that have been promised by the *Post*. But until the law is set back on the track that the Supreme Court has laid out, journalists have extra reason to worry about their credibility. What, this page got to wondering, would the judges in last week's majority have said if the case had featured an ambush interview by a well-known television reporter?



Drawn for *BROADCASTING* by Jack Schmidt

"This 'mandatory warning for aspirin' thing is giving me one helluva headache."

Is next-day delivery giving you "Overnightmares"?



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Engineered to provide flawless performance with complete operational flexibility, the units may be arranged in numerous combinations within the MF-6B 3 1/2" standard rack mounting frame. Each module is individually self-powered, with a choice of either actively balanced transformerless circuitry or a fully balanced transformer design, and features front panel LED level and status indicators. Fully enclosed metal construction, utilizing a unique combination of custom extrusions, provides maximum RF immunity. Remote sensitivity is also available.

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