

**NATPE: Soaps, court shows abound; made-for-TV movies strong**  
Program directors criticize convention; Currie suggests joint exhibit with INTV

# Television/Radio Age

MARCH 8, 1982 • \$10.00

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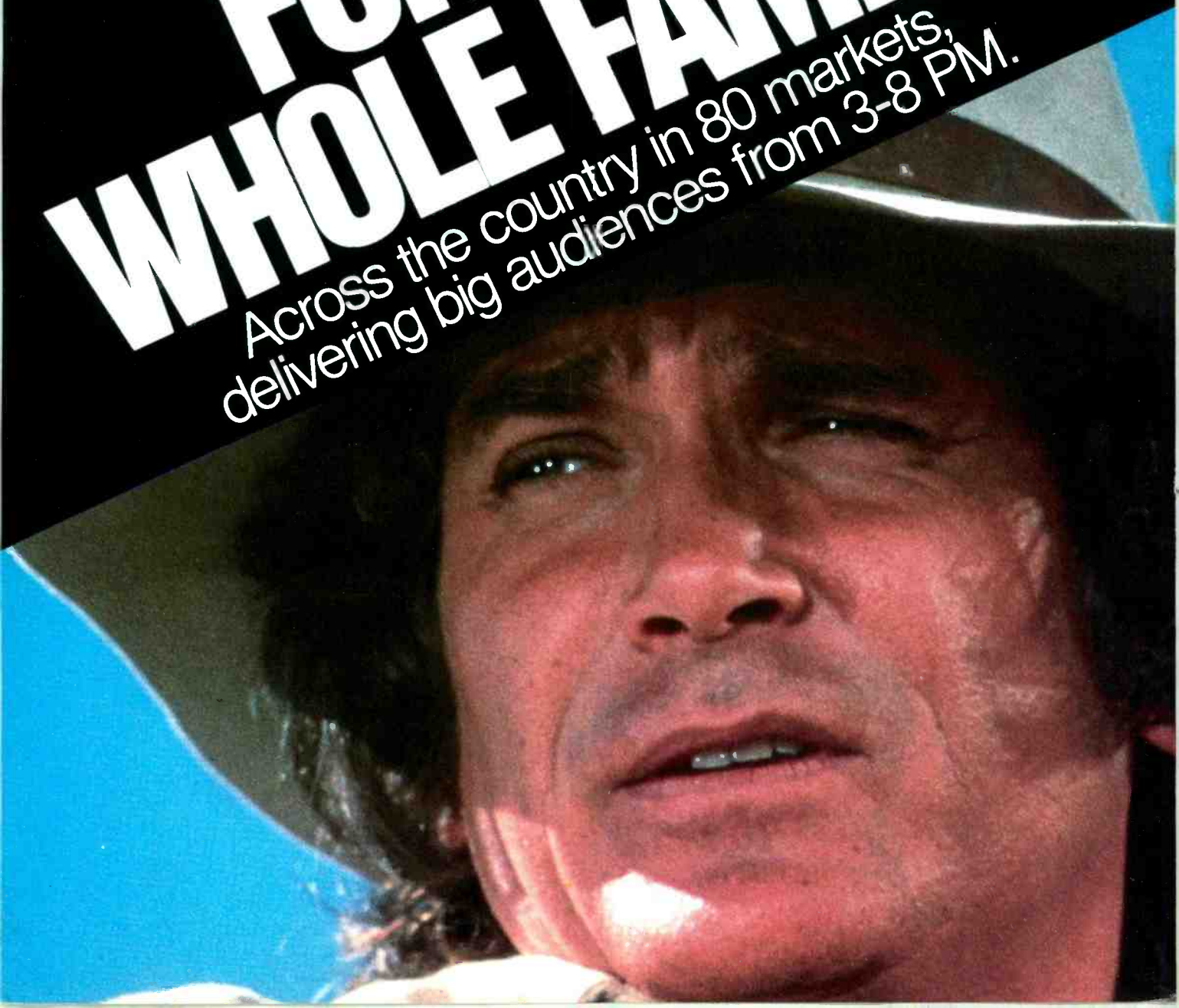
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1 Women 25-54  
1 Total Viewers

**7 PM**  
**WTTV**  
Indianapolis  
1 Women 18-49  
1 Total Viewers

**5:30 PM**  
**WGN-TV**  
Chicago  
1 Women 25-54  
1 Total Viewers

**5 PM**  
**KTLA**  
Los Angeles  
1 Women 18-34  
1 Total Viewers

**4:30 PM**  
**KMSP-TV**  
Minneapolis  
1 Women 18-49  
1 Total Viewers

**4 PM**  
**WHO-TV**  
Des Moines  
1 Women 18-34  
1 Total Viewers

**7 PM**  
**WJBF**  
Augusta  
1 Women 18-49  
1 Total Viewers

**4 PM**  
**WGAN-TV**  
Portland  
1 Women 25-54  
1 Total Viewers

**5 PM**  
**WICU-TV**  
Erie  
1 Women 18-49  
1 Total Viewers

**3:30 PM**  
**KARK-TV**  
Little Rock  
1 Women 18-34  
1 Total Viewers

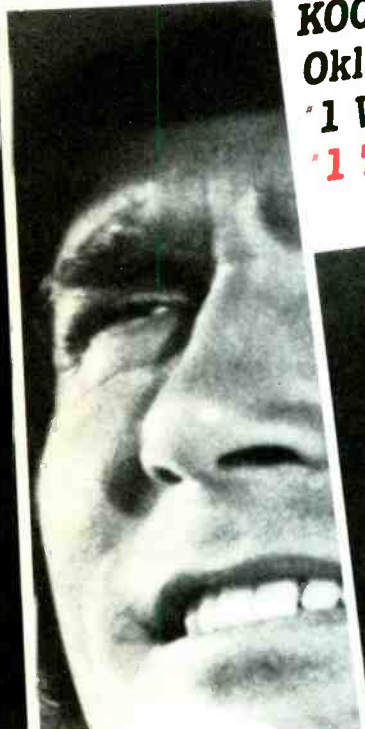
**7 PM**  
**WTVM**  
Columbus  
1 Women 25-54  
1 Total Viewers

**4 PM**  
**KOCO-TV**  
Oklahoma City  
1 Women 18-49  
1 Total Viewers

**3:30 PM**  
**KTAL-TV**  
Shreveport  
1 Women 18-49  
1 Total Viewers

**4 PM**  
**WDBJ-TV**  
Roanoke  
1 Women 25-54  
1 Total Viewers

**5 PM**  
**WTOC-TV**  
Savannah  
1 Women 18-49  
1 Total Viewers



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## Meet Michael Landon

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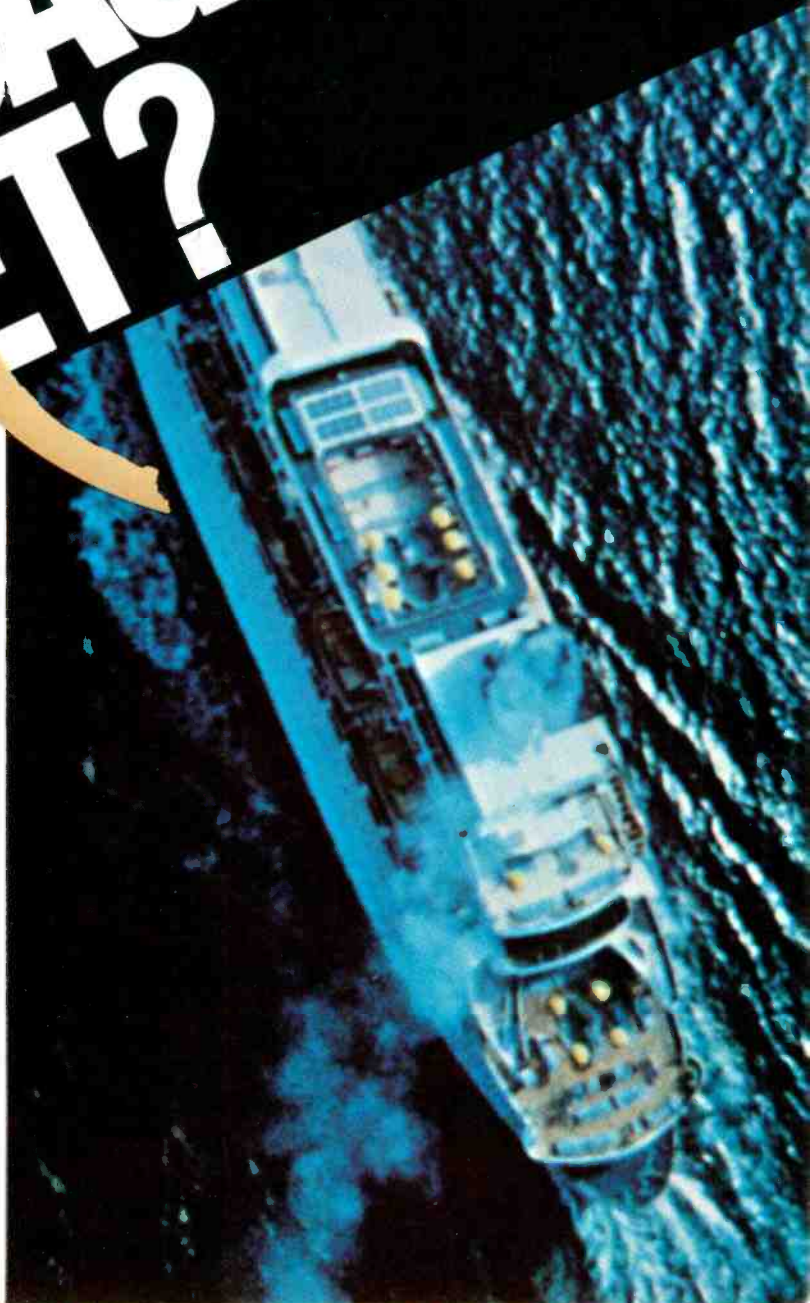
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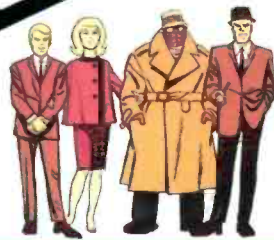
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This film is a dramatization, using actors of the early career of The Beatles. The Beatles' music is sung by the group, "Rain."



# FROM TOP CAT TO JOSIE TO BANANA SPLITS.



## THE FUNTASTIC WORLD OF HANNA-BARBERA

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# IT HAS RISEN AGAIN.

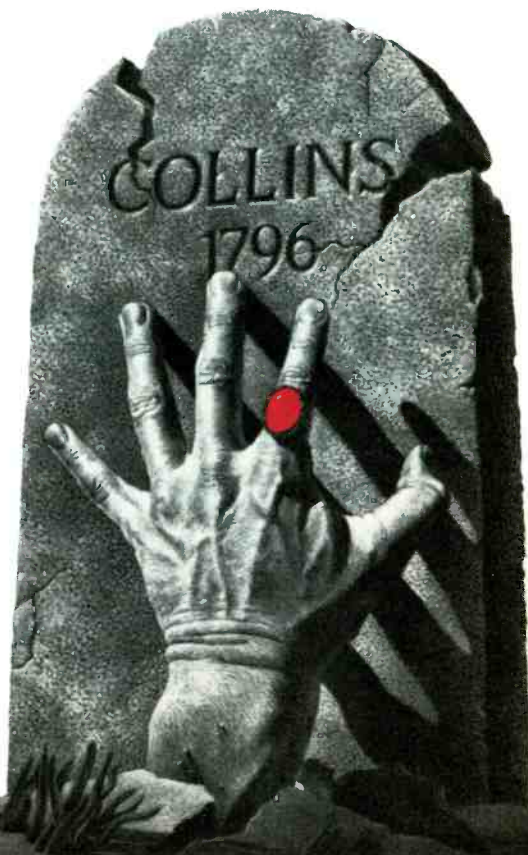
## Dark Shadows

The thrills and chills of the original Gothic soap opera. Now winning and delighting new audiences coast to coast.

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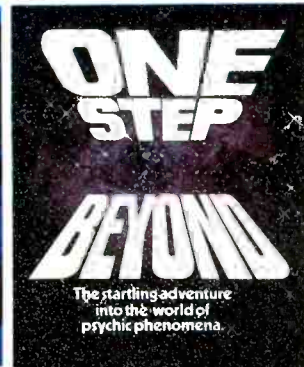
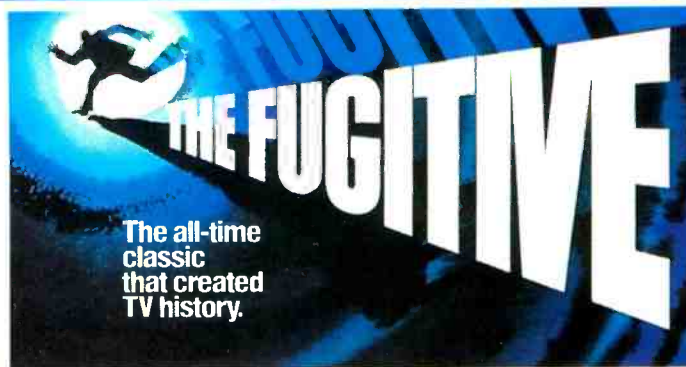
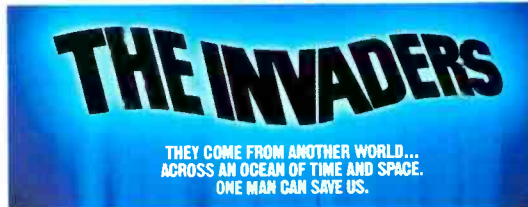
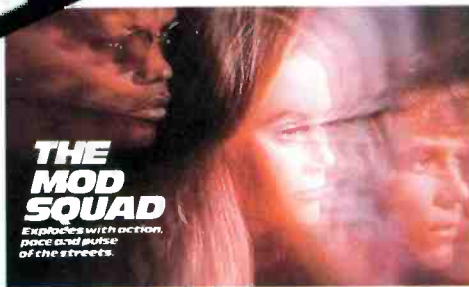
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# PLUS MANY MORE HAPPY RETURNS.

THE DORIS DAY SHOW

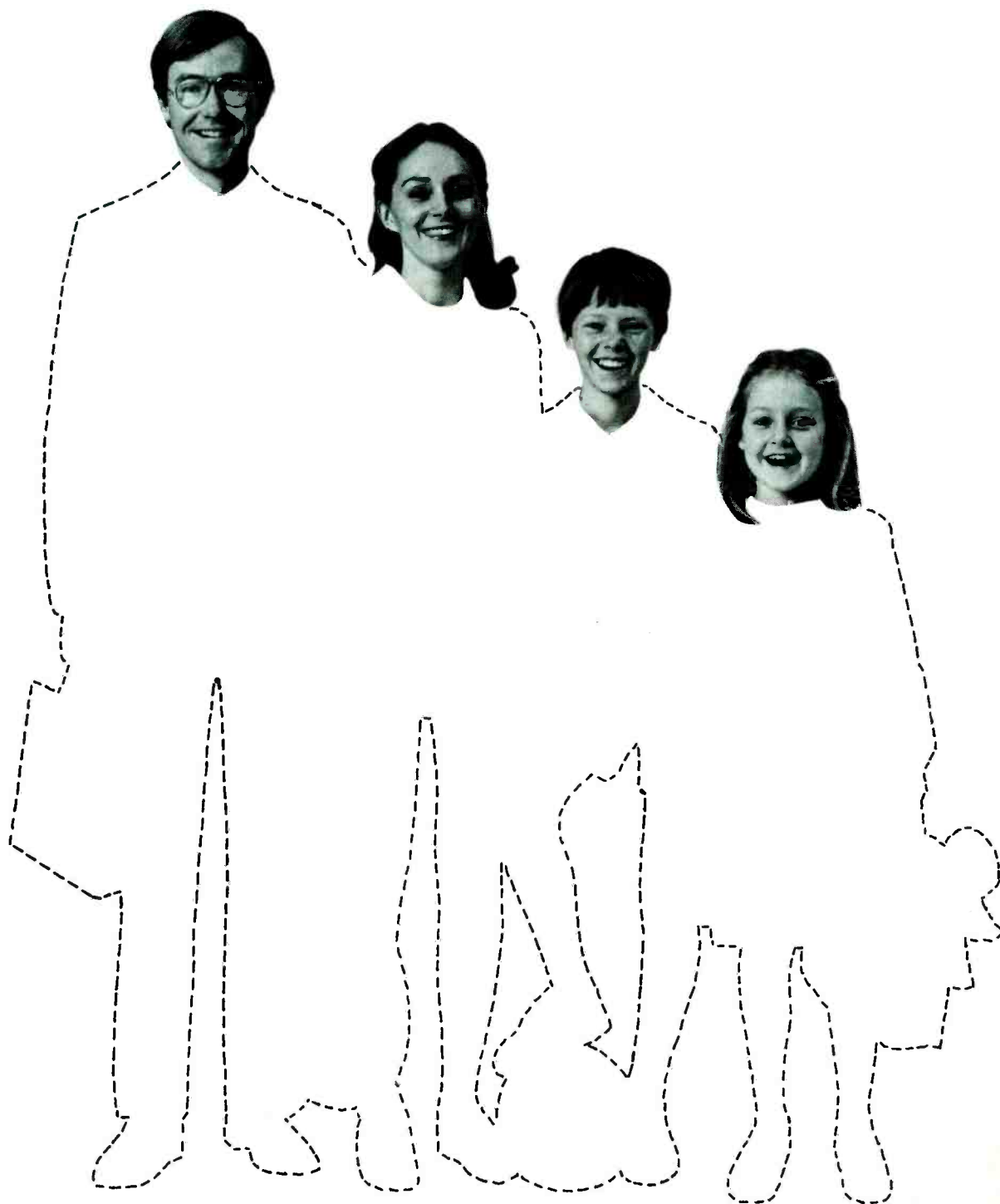


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# VIEWER AND CONSUMER TELLS YOU AGE, SEX, WHO THEY ARE AND WHAT THEY BUY.

In today's highly specialized, localized and fragmented television markets, just knowing approximately how old an audience is and if they are male or female is simply not enough. Those parameters are so wide that advertisers who spend their money based on them scatter a great deal of their effort.

And they know it.

That's why it's so hard, in many cases, to make inroads against the exclusive use of local newspapers and specialized print.

The answer to the problem is Viewer and Consumer Ratings, known as VAC.

It's an innovative audience measurement service that tells you what type of purchasers are watching what programs in a given market. It profiles a television audiences' buying habits on a market-by-market, program-by-program and specific product category-by-category basis. It reveals family size, income, use of financial services and credit cards, food and beverage consumption, entertainment and travel activities and styles and many other purchasing habits.

In addition, it tells you where the viewer buys, from whom and what he or she is planning to buy.

The surveys are done up to four times a year, using samples double the size of the other services, and the data is printed in a "ready to use" format easily understood by the end user.

And our "wild card" questions give local television stations the opportunity to explore in depth those characteristics that are important to or are unique to their markets.

Viewer and Consumer Ratings is useful and very exciting. It does nothing less than open the door to a whole new era of spot sales and media planning. One where the right consumer can be exactly targeted by every advertiser and media buyer and entire new markets can be opened by the sales people of the subscribing stations. And we can prove it.

The next Viewer and Consumer Ratings survey will be conducted during the May Sweep. Our sign-up deadline is March 31st. So for more information, contact Bill Morris or Ron Laufer or be sure to see us at Hilton Suite 2775 at the NATPE.

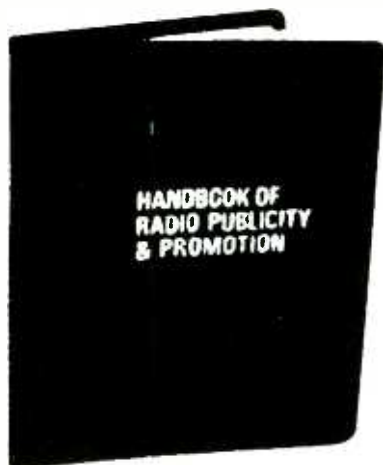
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\$36.45 for thousands of dollars of stimulating, revenue-producing ideas.

### NATPE PREVIEW

#### 143 Soaps, courtroom shows share spotlight with government issues

At the NATPE convention, programming matters will most likely get some stiff competition from legislative and regulatory issues.

#### 148 Made-for-TV movies gain strength as pay service impact begins to be felt

Popularity of made-for-TV features continues to increase while pay services' effect is expected to be felt strongly over the next 12 months in syndication market.

#### 151 Program directors' survey: Convention is too long, too crowded and too 'flashy.'

Station program directors are anything but shy when it comes to voicing complaints about how NATPE runs its annual convention.

#### 153 NATPE president advocates exploring combined exhibition with INTV, teleconferencing

Steve Currie believes joint exhibit with separate meetings would provide economy in travel, costs and time.

#### 154 Fall Nielsen syndie sweeps show that sitcoms and variety shows did well.

Situation comedies and variety shows surfaced as the two strongest categories among syndicated program leaders ranked by average household rating in November NSI sweeps.

#### 357 Syndication Statistics

#### A-1 Directory of TV programmers, distributors and services

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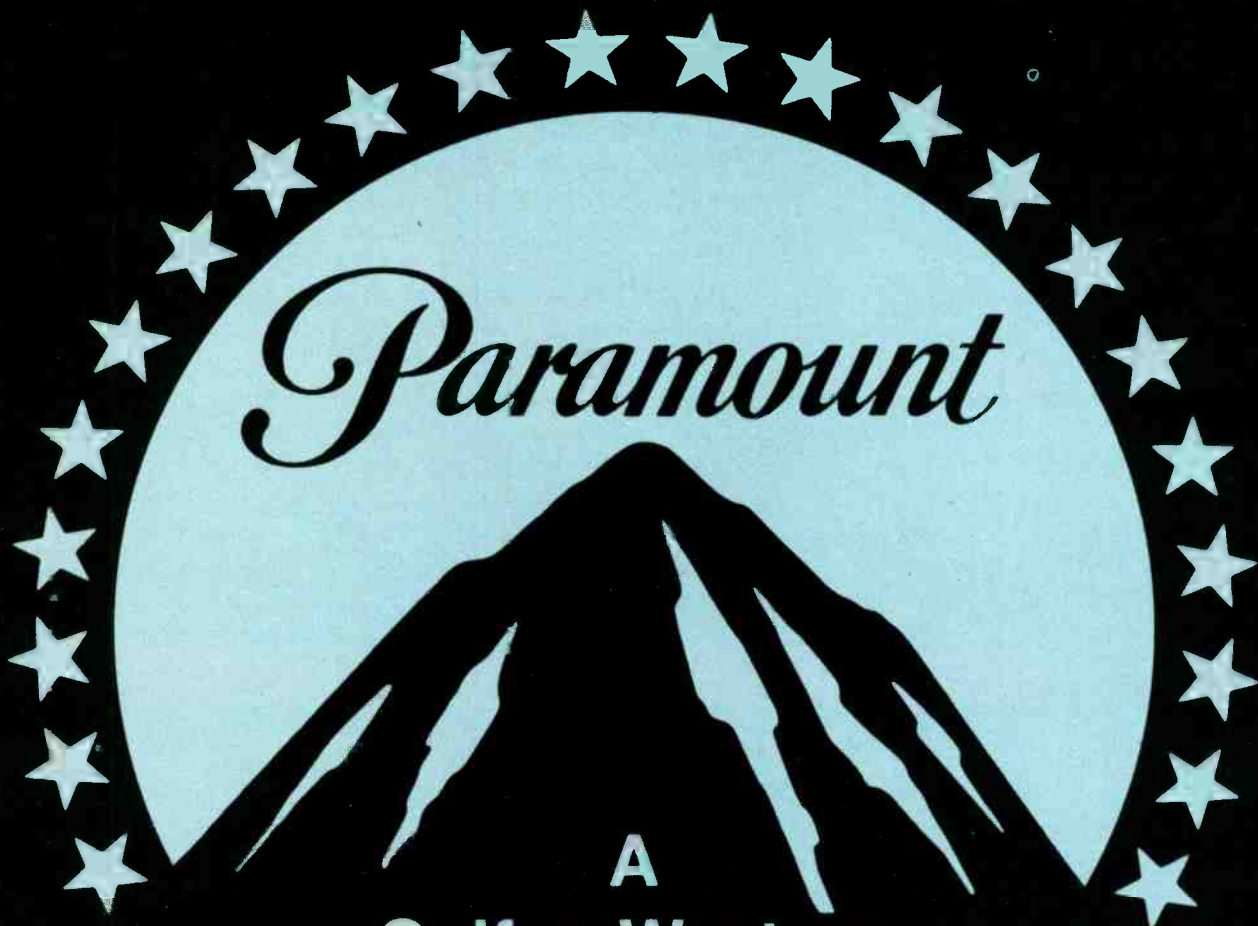
City .....

State ..... Zip .....

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FOR '82-'83—2ND SMASH SEASON!

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**T O N I G H T**

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

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**Outrageous and  
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Late-Night was  
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Paramount's  
Brand-New,  
First-Run  
Production...**

# Madame

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

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

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

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

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

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

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

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





# is Place

*Madame's Place*

**Opens This  
September!**



**First Episode Available!  
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For A Preview!**



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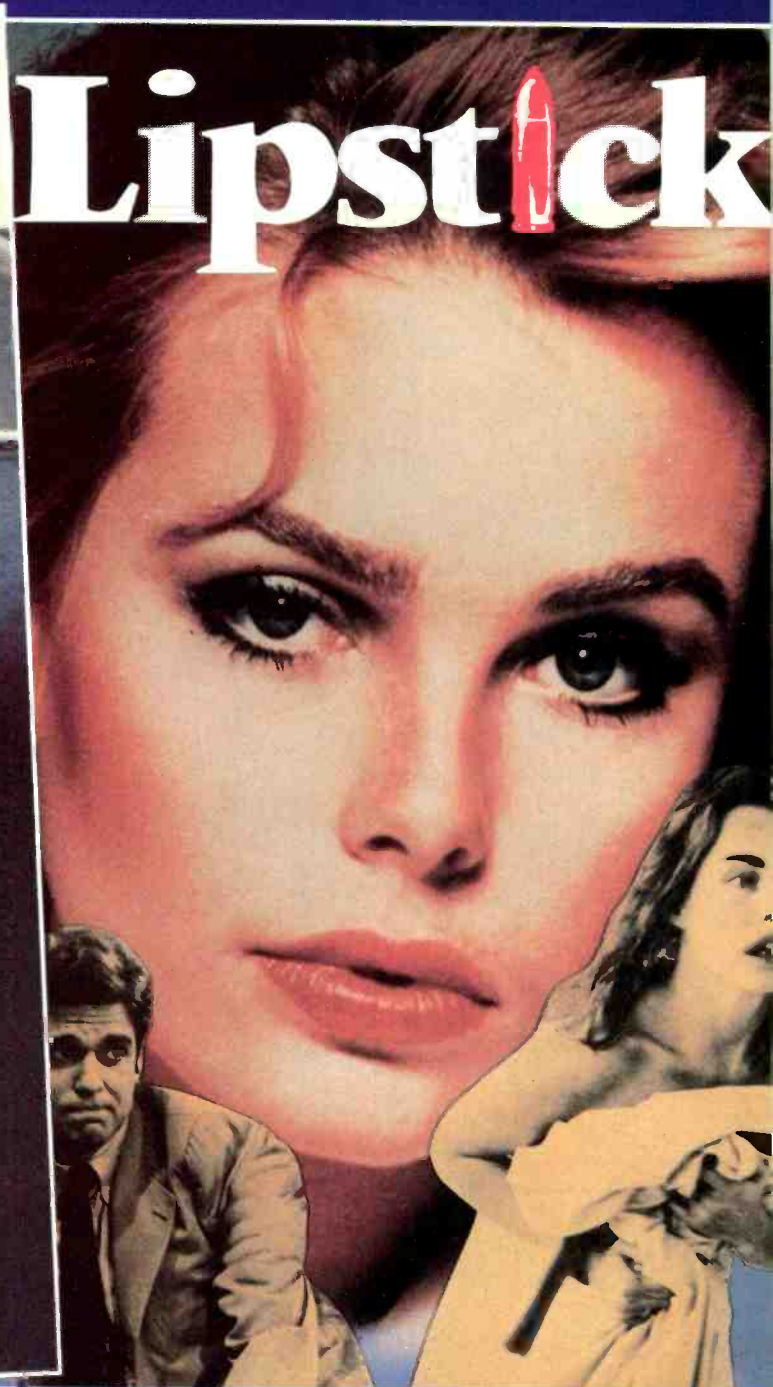
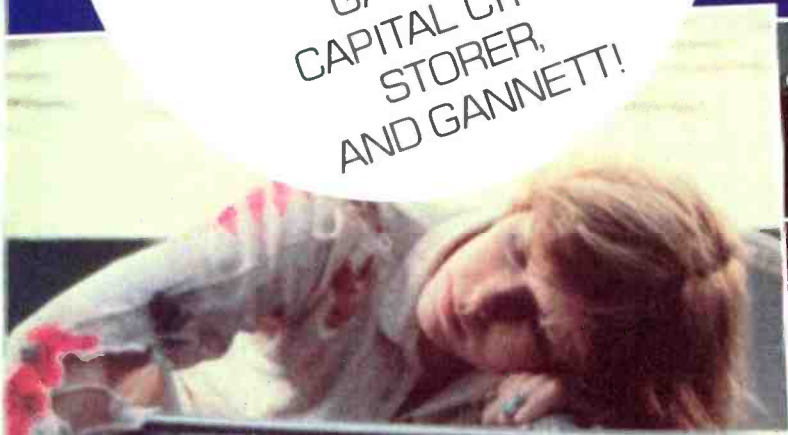
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THE 13<sup>TH</sup>**

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



**Paramount Television  
Domestic Distribution**

# THE FAN



# FRIDAY THE 13TH PART 2

**The Epic Television  
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is yours for Fall 1984**

# JAMES CLAVELL'S **SHOGUN**

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

# **SHOGUN**

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

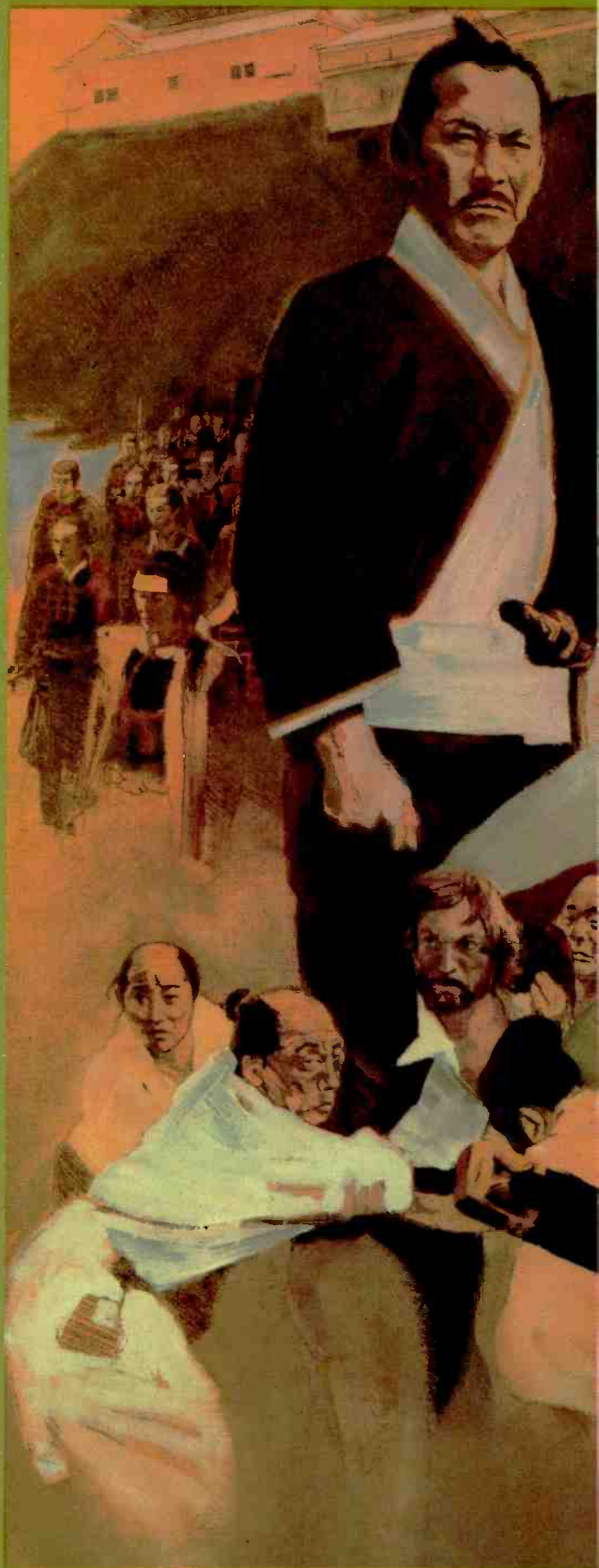
# **SHOGUN**

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

# **SHOGUN**

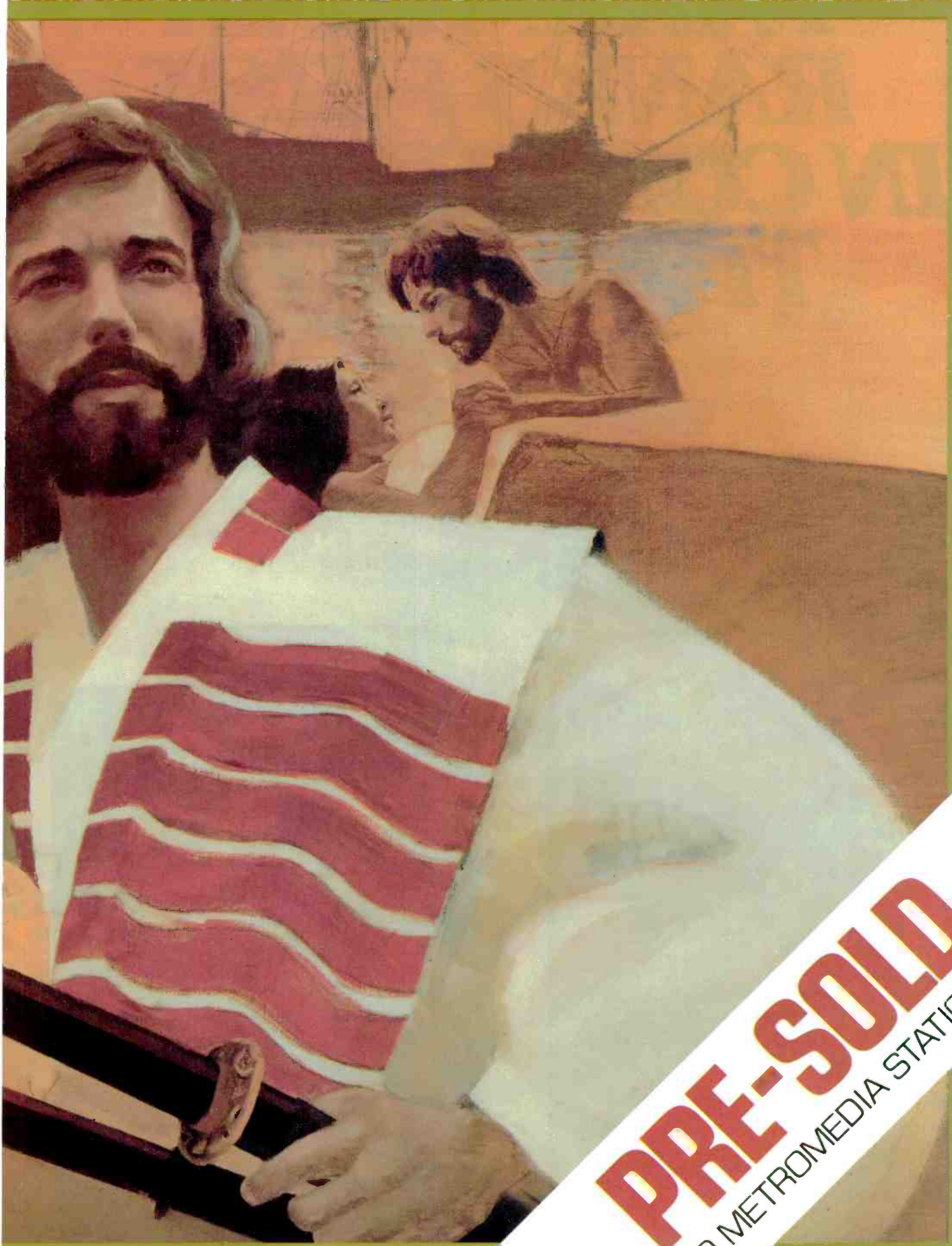
*One of the supreme successes in the history  
of entertainment is about to become one  
of the supreme attractions in the history  
of television syndication.*

**The Legend Lives On!**



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# PARAMOUNT RANKS FIRST IN COMEDY HITS THAT LAST!



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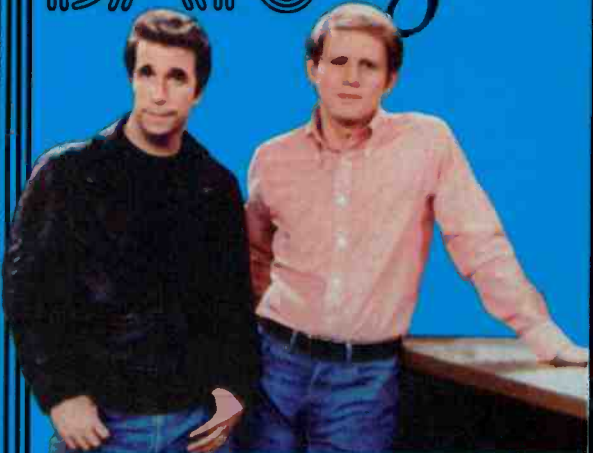
*Laverne & Shirley & Company*



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

Nielsen CASSANDRA: 11/81.

*HAPPY  
DAYS again*



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

Nielsen CASSANDRA: 11/81.


# MORK & MINDY



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

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


# TAXI



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

NAD Reports: 1978-81, regular TP programming.

# THE ODD COUPLE



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

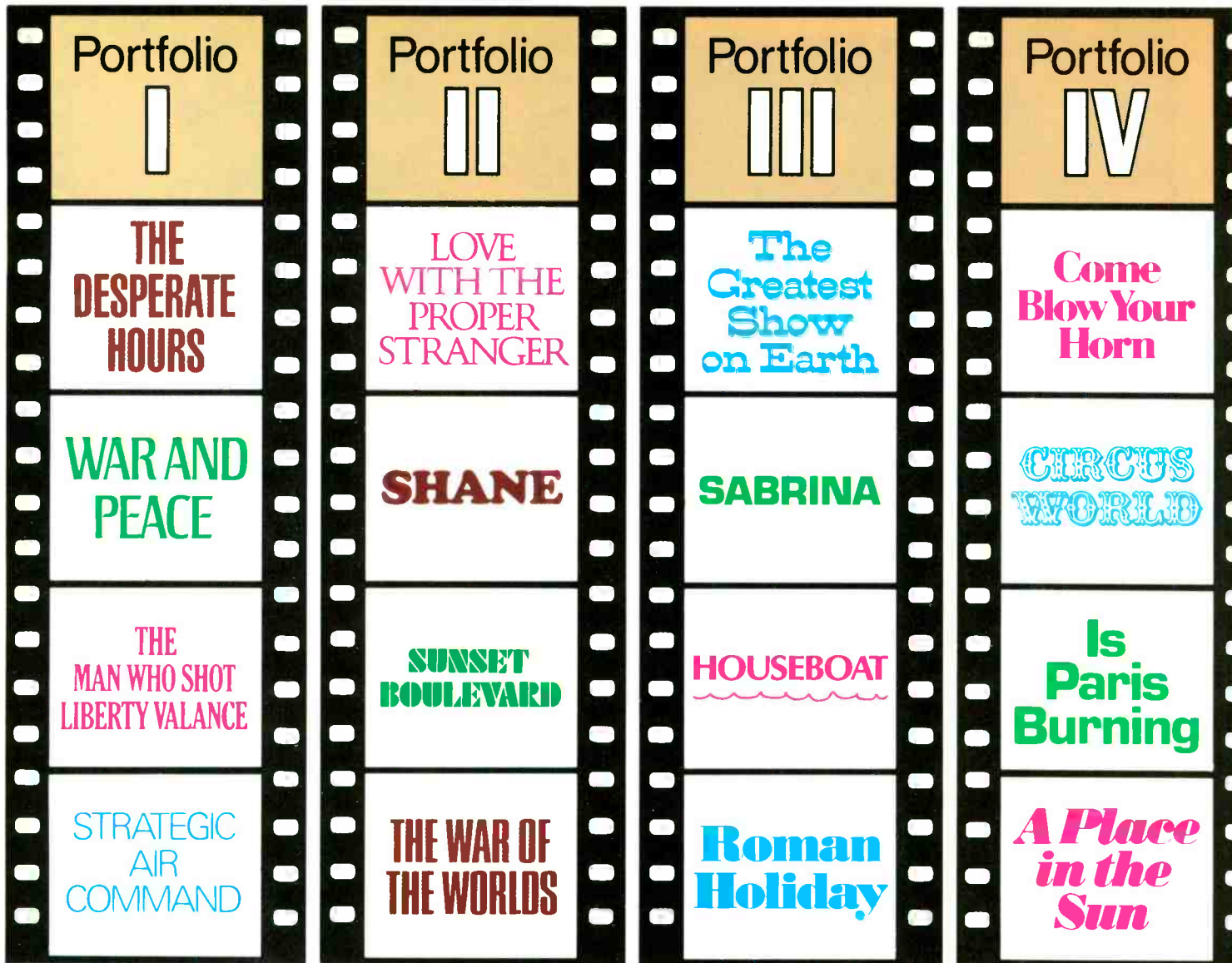
Nielsen ROSP: 11/81

# The Brady Bunch



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

Nielsen ROSP & CASSANDRA: 11/81



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**The most successful movie**  
**packages in the history**  
**of television syndication!**

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**STALAG  
17**

white  
CHRISTMAS

*One-Eyed  
Jacks*

*The Spy Who  
Came In From  
The Cold*

Portfolio  
**VI**

**LOVE  
STORY**

BREAKFAST  
AT  
TIFFANY'S

**GUNFIGHT  
AT THE  
O.K. CORRAL**

**GOODBYE,  
COLUMBUS**

Portfolio  
**VII**

**THE  
ODD  
COUPLE**

**TRUE  
GRIT**

**Serpico**

**PAPER  
MOON**

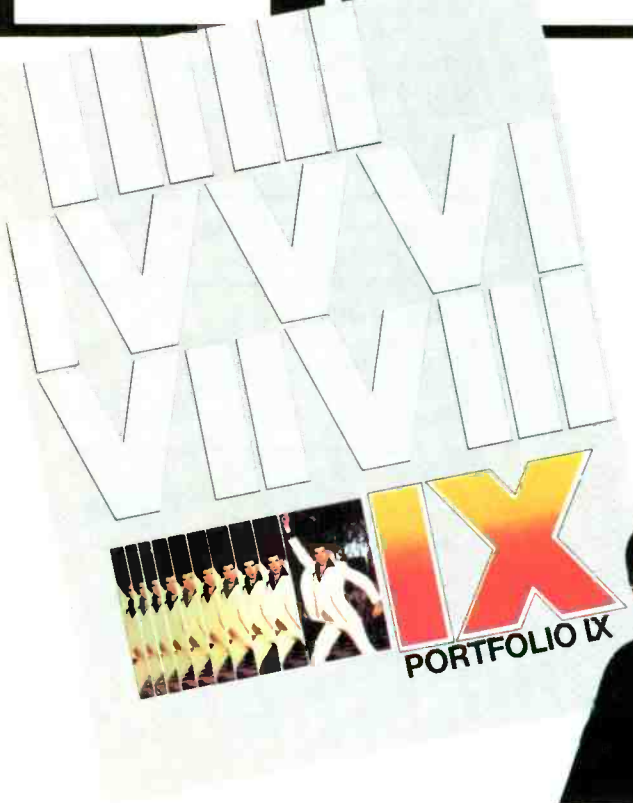
Portfolio  
**VIII**

**THE  
LONGEST  
YARD**

**DEATH  
WISH**

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GREAT  
GATSBY

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THE ORIENT  
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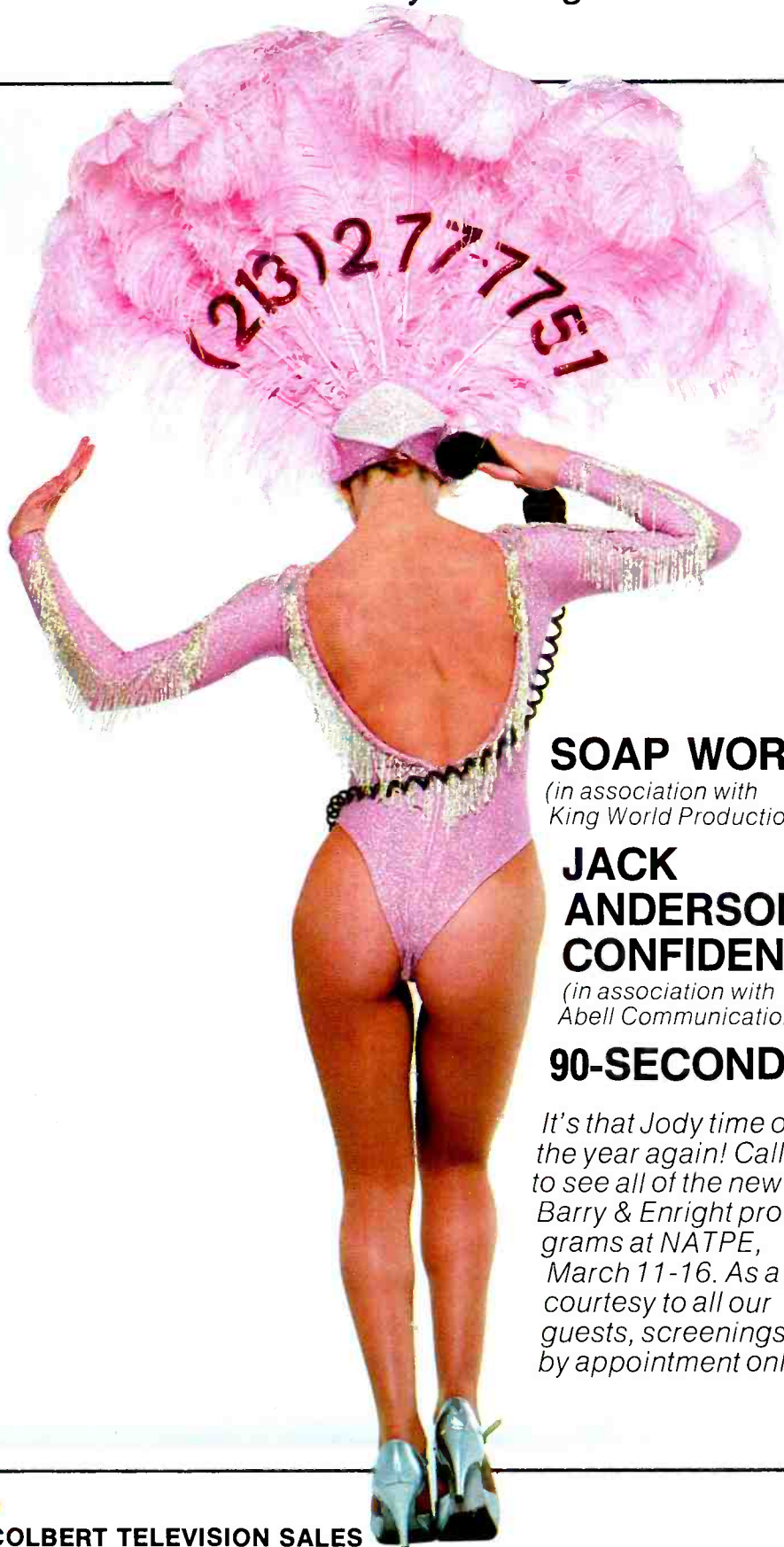
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*In the Exhibition Hall, Booth #23, at the Las Vegas Hilton*

**NEW FOR '82 from Barry & Enright Productions**

WHERE THE DAILY SOAPS LEAVE OFF...

# SOAP WORLD

TAKES OFF!



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

## Bridging the Gap Between Daytime Drama and Local News

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

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

A BARRY & ENRIGHT PRODUCTION *in association with* KING WORLD PRODUCTIONS



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

First, There Was  
"60 Minutes"  
**NOW...**

# 90 SECONDS

Keep pace with the news explosion of the '80s with exclusive, 90-second news and feature inserts from nationally-known experts. Enhance your local news, talk shows and magazine strips with up-to-the-minute multi-weekly reports.



**JACK ANDERSON**



**REX REED**



**JACK BARRY**

**JACK ANDERSON** — Reports and predictions gathered by his staff of twenty investigative journalists throughout the world. Three spots weekly.

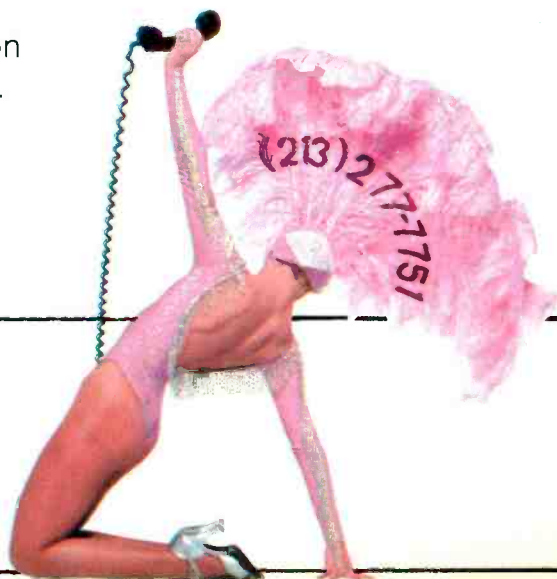
**REX REED** — Film reviews and commentary on the world of entertainment by the nationally syndicated columnist. Twice weekly.

**"THE QUESTION MAN"** — Veteran quizmaster Jack Barry answers viewer questions on every subject under the sun. Five inserts per week.

**"90 SECONDS" —  
Now...less is more!**

A BARRY & ENRIGHT PRODUCTION

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



*In the capitals of the world...*

**FIRST, THERE'S  
JACK ANDERSON  
... THEN, ALL  
THE OTHERS.**



**JACK ANDERSON  
CONFIDENTIAL**



As this era's outstanding investigative reporter, Pulitzer Prize-winning journalist Jack Anderson has spent almost four decades keeping politicians honest and statesmen forthright. His columns, seen regularly by 50,000,000 readers of almost 1,000 newspapers in most of the Free and Third World countries on earth, have frequently affected the course of national and international events.

Where news is breaking, Jack Anderson and a hard-driving team of twenty reporter-investigators are there. For each weekly edition of "JACK ANDERSON CONFIDENTIAL" they will file three exclusive stories covering events in the U.S. and overseas. In each, Anderson will piece together all the available facts — many gathered from long-cultivated inside sources — and form a picture of things to come.

As an exclusive, weekly feature on your station, Anderson will bring your viewers a giant step closer to the center of developing issues and provide them with an expert's view of what it all means.

**FIRST, THERE'S JACK ANDERSON... BE FIRST WITH HIM.**

A BARRY & ENRIGHT PRODUCTION *in association with* ABELL COMMUNICATIONS



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**NEW FOR '82 from Barry & Enright Productions**

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

ABC Pictures International  
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Alcare Communications, Inc.  
American Express Company  
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American Television Syndication, Inc.  
Andrews/Mitchell  
Anheuser Busch, Inc./United Negro College Fund  
Antenne 2  
ARP Films, Inc.  
Artmedia, Inc.  
Astral Television Films, Ltd.  
Australian Film Commission  
BBI Productions  
Beta Films  
Big Blue Marble  
Bristol-Myers Company  
Broadcast Programming Inc.  
Canadian Broadcasting Corporation  
Carter-Grant Productions  
C. B Distribution Company  
CBN Continental Syndication  
Cinema Shares International Television, Inc.  
Colbert Television Sales  
Columbia Pictures Television  
Comworld International  
Dagcer-Fitzgerald-Sample, Inc.  
Embassy/Telecommunications  
EMI Television Programs, Inc.  
Eurotel Programme Distributors, Ltd.  
Filmways Enterprises  
Four Star International  
Sandy Frank Film Syndication, Inc.  
Fremantle International Inc.  
Gaylord Program Sales  
General Mills  
The Gold Group  
Gold Key Entertainment  
Gold Key Media  
Golden West Television  
The Samuel Goldwyn Company  
Goodson-Todman Productions  
Gould Entertainment  
Great American Syndication  
Group W Productions  
The Grundy Organization Pty, Ltd.  
Leo A. Gutman, Inc.  
Rex Humbard Foundation  
Institute National de L'Audiovisuel  
ITC Entertainment, Inc.  
ITT  
Janus Films, Inc.  
JWT Syndication  
King World Productions

Alan Landsburg Productions  
Lexington Broadcast Service Co.  
Ed Libov Associates  
Lorimar Productions  
Madison Square Garden  
Mag-Net, Inc.  
Marvel Entertainment Group  
MCA-TV  
Metromedia Producers Corporation  
MG Films, Inc.  
MGM/UA Television Distribution  
Mike Douglas Show  
Multimedia Program Productions  
Mutual of Omaha  
National Telefilm Associates  
NY Times Syndication Sales Corp.  
New Zoo Revue  
Nine Network Australia  
Omni International  
Operation Prime Time  
Osmond Entertainment Center  
Paramount Television Distribution  
Polygram Television  
Post-Newsweek Productions  
Program Syndication Services, Inc.  
Rhodes Productions  
RPM General  
RTI  
Rusconi  
SACIS  
Satellite Programming Network  
SEPP International  
SFM Media Service Corp.  
Societe Francaise de Productions  
Strengholt  
D. L. Taffner/Limited  
Telefeatures, Inc.  
Telepictures Corporation  
Television Syndication Group, Inc.  
Teleworld, Inc.  
Trident  
Turner Program Sales  
TV Globo Network of Brazil  
TVS Television Network  
Twentieth Century-Fox Television  
Viacom  
Victory Television  
Vipro  
Vitt Media International, Inc.  
Warner Bros. Television Distribution  
Weiss Global  
World Northal Corporation  
World Champion Tennis  
Worldvision Enterprises, Inc.

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



# OUR TELEVISION GETS GREAT RECEPTION.

2 3 4 5 6 7 8 9 10 11 12 13 T

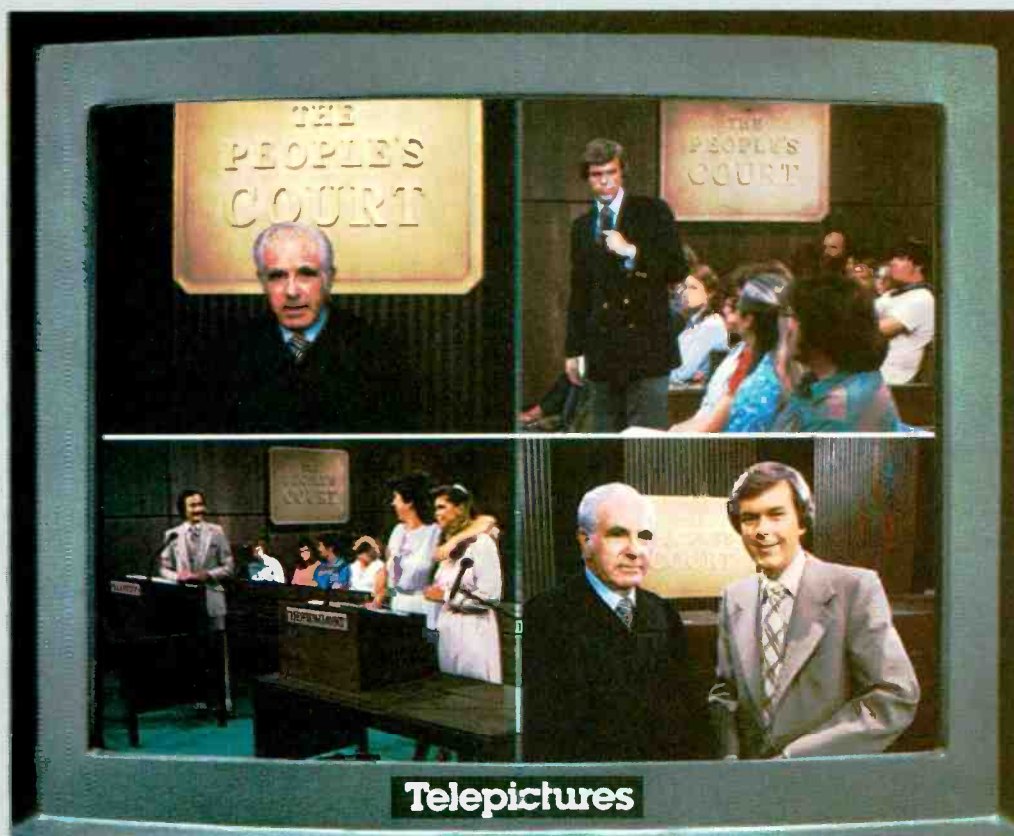


Telepictures

Visit us at NATPE on the exhibit floor.

Last year's No. 1 surprise.

# THE PEOPLE'S COURT



Finally there's a show that does justice to your schedule – no matter where you play it. Prime Access. Early Fringe. Daytime. Even Late Night.

The evidence is overwhelming. "The People's Court" is the season's #1 hit show, capturing higher percentages of both Men 18-49 and Women 18-49 than "PM Magazine," "Happy Days," "Laverne and Shirley," "Family Feud," "The Muppet Show," "You Asked For It," "Entertainment Tonight," and many more shows.\*

And that's not all the record shows.

With ordinary people trying real cases before a real judge, this exciting new kind of reality programming literally swept the November '81 "sweeps." In case after case – in market after market – "The People's Court" outperformed its lead-in as well as previous programming in the same time slot.

For the highest appeal, only one court is supreme. "The People's Court," now rolling into its second season, better than ever, from Ralph Edwards and Stu Billett.

*This year's No. 1 winner.*

# So You Think You Got Troubles?!



After you turn the industry upside down, what do you do for an encore? Well, if you're Ralph Edwards and Stu Billett, you start with the same basic ingredients that have made "The People's Court" a nationwide smash.

Unpredictable real-life people and situations your viewers can relate to.

Introducing "So You Think You Got Troubles?!" the funniest and most unusual new show of the year, starring Jay Johnson and his companion, Bob, from "SOAP."

It's a hilarious look at the personal

problems that trouble us all. Problems that range from the everyday to the incredible. But no matter how unconventional the trouble, you can always count on solid advice from the "So You Think You Got Troubles?!" guest experts.

It is strip programming at its best, high energy production with broad demographic appeal that reaches out to everyone.

So you think you got troubles now? Imagine 1982 without this exciting new winner from the hottest production team in television today.

Visit us at NATPE on the exhibit floor.

# REAL PEOPLE\*



Available this September, the smash network hit in 130 blockbuster half-hours.

"Real People" is NBC's highest rated series with an average 19.5 rating/32 share over the last two full seasons.\*\* And best of all, it's available now at its very peak.

How good is Real People? Well, T.A.P.E. Program Consultants rate it, "The strongest network half-hour that we have yet analyzed for syndication potential."

The reasons are obvious. Title recognition. Broad demographic

appeal. Time period flexibility. Character identification. Storyline dependability. Timelessness. And visual humor.

Plus, "Real People" comes with the most extensive promotion campaign ever provided for an off-network series, everything you need from launch to day-to-day support.

"Real People" is produced by George Schlatter Productions, and the half-hours will be edited by George himself. And that's just about as close as you can get to a guarantee that it will produce for you.

\*Or another suitable title.

\*\*SOURCE: NTA Primetime Season Average Ranking Report - Regular time period programming (weighted average-series airing in both 1979-80 and 1980-81 season).

# TELEPICTURES 2

A landmark new concept in the packaging and promotion of movies for local television stations.

The entire package comes fully researched, with TV promos, fact sheets, research blueprints, promotional advisories, story synopses, print ads, on-air copy, picture libraries, even sales advisories for local planning.

Each title is handpicked because of its promotion potential. With stars and storylines that have been carefully selected for the broadest possible appeal for all segments of your audience.

Telepictures 2 is "Murder in Texas," "The Pride of Jesse Hallam," "The Last Song," and twenty-four additional winners, all made-for-television. All made for you.

---

## N.I.W.S.

The most extensive news service in syndication, providing a competitive edge with multi-part series, feature reports and a total package of support materials.

## SINGLES ONLY

A first-run, half-hour strip produced by Emmy winner Eric Lieber. Old-fashioned courtship joins with computer technology as we share the actual experiences of single people selecting dates and witness their unpredictable outcome.

## MY FAVORITE MARTIAN

Bill Bixby stars in 103 out-of-this-world comedy half-hours.

## LOOK AT US

George Schlatter's acclaimed first-run weekly access magazine hosted by Richard Crenna. Advertiser supported.

## THE PRIME OF YOUR LIFE

Arlene Francis and Joe Michaels host an entertaining first-run weekly program especially designed to offer valuable information for mature adults. Advertiser supported.

## HERE'S LUCY

144 comedy half-hours starring Lucille Ball, Desi Arnaz, Jr., Lucie Arnaz and an all-star lineup of special guests.

## KICKERS

The last word in news. A unique service providing daily kicker stories to end your newscast in an upbeat, memorable manner.

## MASTERS OF FURY

Fifteen action-packed movies featuring Kung Fu's newest star, Bruce Le, and the finest martial arts masters in the world.

## TELEPICTURES 1

Sixteen powerhouse movies including "Guyana Tragedy: The Story of Jim Jones" and "The Three Musketeers."

## FRIDAYS

Coming soon! ABC-TV's top-rated late-night entertainment show, "Fridays."

---

# Telepictures

CORPORATION

1 Dag Hammarskjold Plaza, New York, N.Y. 10017, (212) 838-1122, TELEX 645366  
291 S. La Cienega, Suite #410, Beverly Hills, CA 90211, (213) 657-8450 TELEX 194956

# Publisher's Letter

Television/Radio Age, March 8, 1982

## ABC plan for added spots puts affiliate relations in focus

The ABC proposal for 19 additional 30s spread throughout the primetime network TV schedule again puts into focus the delicate relationship between the affiliates and the networks. This relationship is unique in the history of American business. On one hand, it is a team effort, and on the other hand, there is a certain amount of intramural scrapping. They excoriate each other at times in a gentlemanly fashion, yet the plain fact of the matter is they need each other.

In effect, the ABC network is saying to its affiliates, "Look, we are getting killed with increased production costs which continue to escalate. If we are to stay in the competitive arena, we must bid for the shows we want. We take all the risks; our program development costs are escalating as well as the administrative, promotional and sales activities. Although news costs have increased tremendously, affiliates benefit by a better and more competitive network news operation." Sports costs are astronomical.

The affiliates reply goes something like this: "Our costs are escalating as well. What the network pays us is a small percentage of our income. True, we are provided programming, but we are in fact paying for that programming by releasing time to the networks which takes more and more of our time at both ends of the clock."

## Affiliates have option of preempting, but . . .

What options does an affiliate have? He can, if he so wishes, preempt some of the network shows, but this is not the answer over the long haul. If he preempts segments such as movies he is weakening the network and in a sense weakening his own operation. Also, the network has the option of releasing the show to a competitive station in the market. And by preempting the programming, on a broader basis the affiliates are sowing the seeds of destruction of the network system.

Some affiliates have expressed the view that the network rates are too low. The networks reply that now in the recession period is no time to raise rates.

The networks are the most influential entity in the television business; groups are next, and then the individual stations. Mix them all together and you have a wide diversion of opinion on every aspect of the television business. It is remarkable, therefore, that in spite of this diversion there is, at the same time, an element of cohesion in the mix. It proves, too, that there is a definitive need for networks from a standpoint of the national advertisers who pay the bills.

## Many stations are unequivocally opposed

Several of the affiliates questioned were unequivocal in their opposition to the plan. One major market affiliate said that increasing inventory would lower rates. Another observed, "The plan, if adopted, would destroy the network structure." Another, though, said, paraphrasing the late speaker Sam Rayburn, "To get along, go along."

But it seems that cooler heads may prevail. After a meeting a few weeks ago with the executive committee of the affiliates' Board of Governors in Los Angeles, it appears that the network will come back with some kind of compromise. The original proposal called for an addition to the primetime schedule between 8 and 11 p.m. of 19 announcements, 15 for the network and four for the affiliate. It remains to be seen whether the affiliates will buy the compromise.

*Arj. Paul*

**SUITE 2976**  
LAS VEGAS HILTON  
EAST TOWER

*You are cordially invited  
to enjoy the hospitality  
of our suite during  
NATPE.*

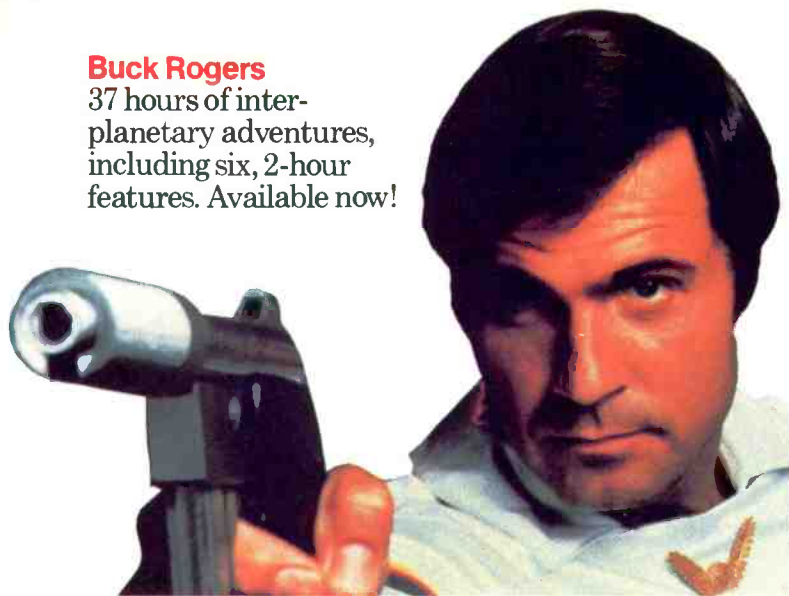


**See what we've got...**

**MCATV**

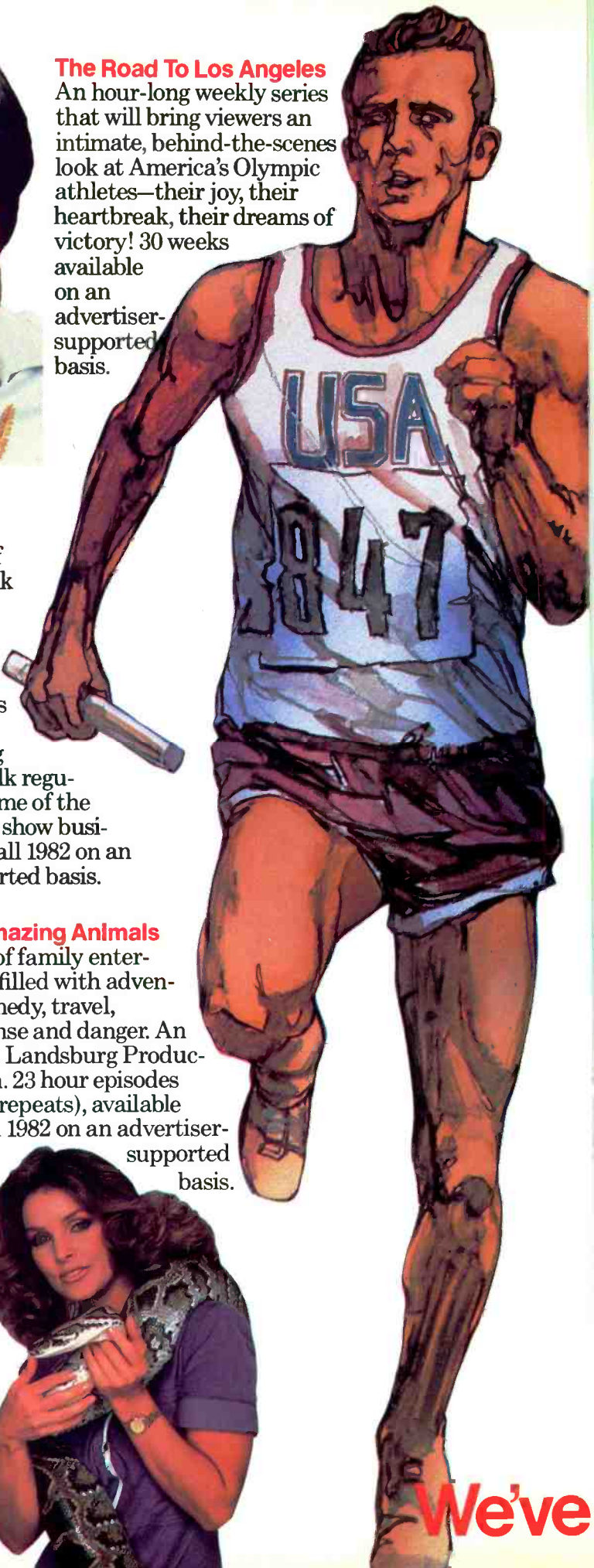
### **Buck Rogers**

37 hours of interplanetary adventures, including six, 2-hour features. Available now!



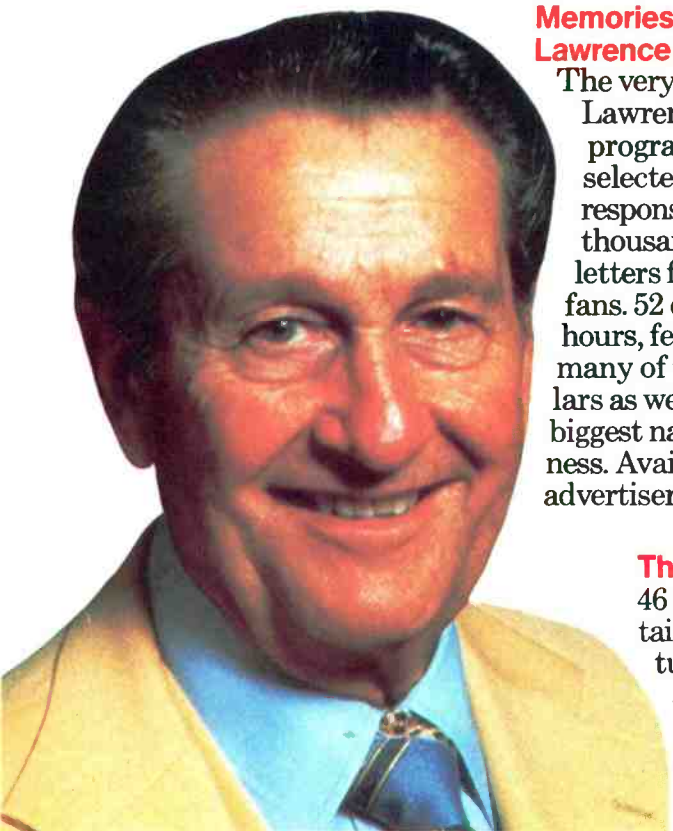
### **The Road To Los Angeles**

An hour-long weekly series that will bring viewers an intimate, behind-the-scenes look at America's Olympic athletes—their joy, their heartbreak, their dreams of victory! 30 weeks available on an advertiser-supported basis.



### **Memories With Lawrence Welk**

The very best of Lawrence Welk programs—selected in response to thousands of letters from his fans. 52 color hours, featuring many of the Welk regulars as well as some of the biggest names in show business. Available Fall 1982 on an advertiser-supported basis.



### **Those Amazing Animals**

46 weeks of family entertainment filled with adventure, comedy, travel, suspense and danger. An Alan Landsburg Production. 23 hour episodes (23 repeats), available Fall 1982 on an advertiser-supported basis.



### **Hardy Boys/Nancy Drew Mysteries**

This past season, this superbly-produced, youth-oriented suspense series exceeded our projected guarantees to advertisers in every major category! Now, we're bringing it back for an encore performance. 46 hours available on an advertiser basis.



**We've**





**The Hit List**

36 outstanding motion pictures including *Jaws*, *Coal Miner's Daughter*, *National Lampoon's Animal House* and *Same Time Next Year*.



**Custody Court**

A new, first-run, half-hour reality-based strip that captures all of the human drama of parents battling for the love of a child. Available Fall 1982!



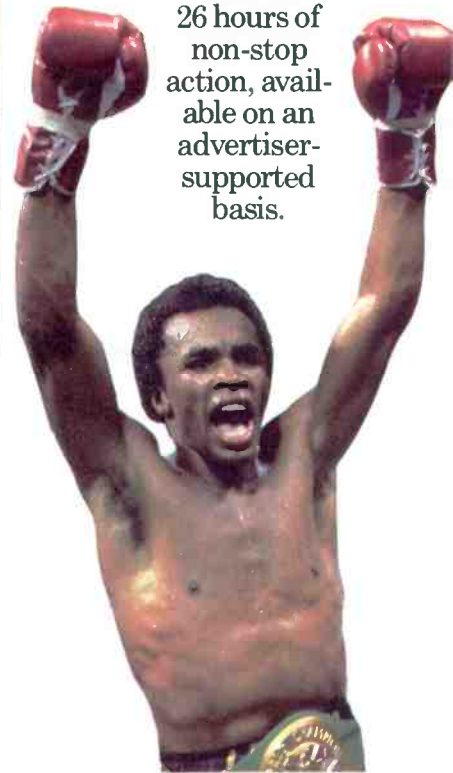
**The Incredible Hulk™**

Once he's turned on, so are family audiences. 85 hours of action and adventure that the entire family can enjoy. Available now!

**Sugar Ray Leonard's Golden Gloves**

Officially-sanctioned Golden Gloves team boxing, hosted from ringside by the Champ himself.

26 hours of non-stop action, available on an advertiser-supported basis.



**Quincy**

A powerhouse performer among young women 18-49 in prime time on NBC-TV and in late night on CBS-TV. Stars Jack Klugman. 100+ hours available Fall 1983.



© 1982 Universal City Studios Inc. All rights reserved. TM 1982 Marvel Comics Group

got something for everyone! **MCA TV**

# Letters

## Wrong spelling

Your reporter did a good job in asking well thought-out questions in his *Road to NATPE* article in your January 25th issue (*Theatricals help TV indies provide stiffer competition against affiliates during primetime*).

I have mixed feelings about mentioning one typo, and that is the spelling of my last name. While my friends gave me a bad time, it does make

sourcing my mail a lot easier.

Thanks again for your interest in KPTV.

MARTIN BRANTLEY  
Vice president/station manager  
KPTV, Portland, Ore.

## Good job

Congratulations on your article describing RAB's P.R.I.M.E. system (*RAB's P.R.I.M.E.: Simplified sales*

*tool to help stations verify radio reach and frequency benefits*, February 8).

The system is complex and yet your reporter did an excellent job of making it very clear and easy to understand.

Thank you for doing both a concise and accurate summary of the system.

RICHARD J. MONTESANO  
Senior vice president,  
marketing, Radio  
Advertising Bureau

## Realistic column

*One Seller's Opinion*, January 11, 1982 ("Is this where we're going?" by Sam Brownstein, general manager, PRO Radio) is not too far from reality.

Television has always followed radio in trends.

THEODORE D. VANERK  
Vice president, administration  
Petry Television, Inc.  
New York

## Regulation speech

I am flattered and pleased to see your January 11, 1982, issue carried the fine excerpts from my speech on regulation (*Inside the FCC*).

LEE LOEVINGER  
Hogan & Hartson  
Washington, D.C.

## Arbitron pricing

Ellen Hulleberg of McGavren Guild raises some very compelling issues in her article "Is there life after Arbitron?" (*One Seller's Opinion*, February 22). We here at Eastman are confronted with the very same questions regarding subscription or non subscription by our clients, and our responses are very much the same as hers!

The one area in which I disagree with Ms. Hulleberg is her statement, "that broadcasters are up in arms with Arbitron for more reasons than price." I am an appointed research advisor to the Arbitron Advisory Council and attended four council meetings last year. Believe me, the bulk of the council discussions centered around one topic—pricing.

The essence here is that broadcasters would like Arbitron to lower their rates or equivalently regulate their profits; an idea which is certainly loathsome to any red blooded entrepreneur. Arbitron, it would appear, might be willing to provide rate relief but would prefer that it come from some type of

(continued on page 44)



### MEMO TO NATPE MEMBERS:

1982

### WORLD CHAMPIONSHIP TENNIS:

- Syndicated by LEXINGTON BROADCAST SERVICES
- Reaches over 70% of the USA
- Group W's TVSC distributes WCT-TV on Tape and via WESTAR III Satellite
- One Hour Highlights of \$300,000 Spring Tournaments
- Full syndicated coverage of the \$1,300,000 WCT finals in Dallas
- NOW AVAILABLE FOR BARTER!

WCT-TV...WE'RE #1 ON TV...AND WE'RE PROUD!

WCT 1982  
SPRING  
TELEVISION  
SYNDICATION  
SCHEDULE:

Mexico City—3/13, 14 • Delray Beach—3/20, 21  
Richmond—3/27, 28 • Genoa—4/3, 4 • Munich—4/10, 11  
Strasbourg—4/17, 18 • Zurich—4/24, 25 • Houston—5/1, 2  
Dallas Final (quarter)—5/8, 9 • Dallas Final (quarter)—5/15, 16  
Dallas Final (quarter)—5/22, 23 • Dallas Final (quarter)—5/29, 30  
Dallas Final (semi)—6/5, 6 • Dallas Final (semi)—6/12, 13  
Dallas Final (final)—6/19, 20

FOR FURTHER INFORMATION CONTACT:

JON DOYLE/WORLD CHAMPIONSHIP TENNIS  
405 Park Avenue/New York, N.Y. 10022 (212) 980-0660

# INSIGHT

...**Brings the message of freedom and love to our communities.**

This highly-acclaimed dramatic series of inspirational half-hour programs from Paulist Productions features such top performers as Ed Asner, Carol Burnett, Walter Matthau, Jack Klugman, Della Reese, Bob Newhart, Flip Wilson and Martin Sheen.

Superbly produced by some of the entertainment industry's finest writers and directors, **Insight** presents

stories of contemporary man's search for meaning, freedom and love.

These programs are the perfect combination of entertainment and inspiration. Indeed, one critic wrote, "... they often remind you of the half-hour plays of TV's Golden Age."

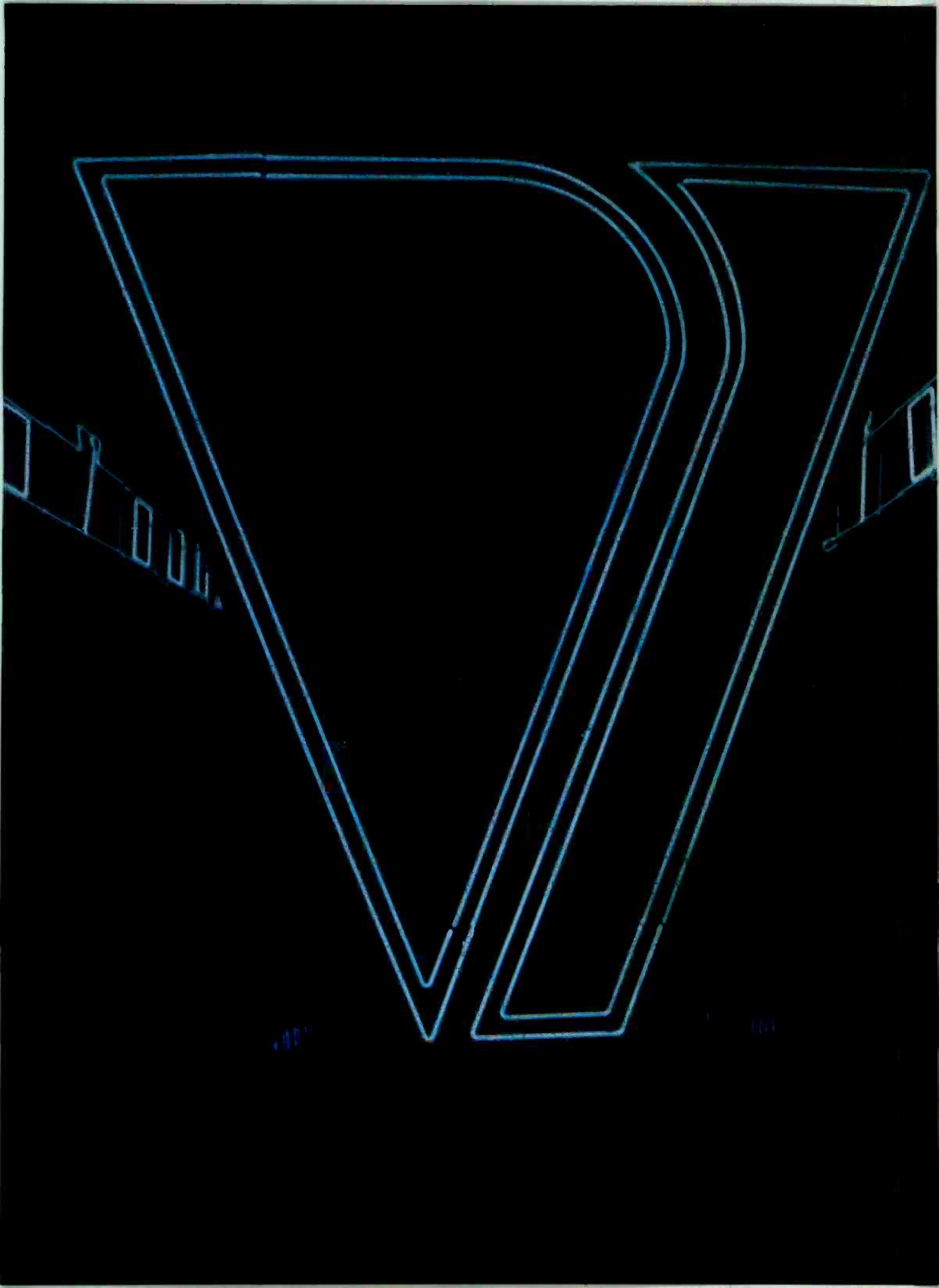
**Insight** ... an outstanding series presented monthly in prime access time on the ABC Owned Television Stations.



**The ABC Owned Television Stations**

WABC-TV New York / WLS-TV Chicago / WXYZ-TV Detroit

KABC-TV Los Angeles / KGO-TV San Francisco



## **FIRST-RUN SERIES AND SPECIALS**

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

## **FEATURE FILMS**

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

## **OFF-NETWORK**

Hawaii Five-O  
The Bob Newhart Show  
The Mary Tyler Moore Show

Tandem Productions'

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

**CARTOONS:**

Terrytoons, featuring  
Mighty Mouse  
Heckle & Jeckle  
Deputy Dawg



**NATPE 1982**

# Television never

## New for 1982-83

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

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

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

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

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

## Coming in 1984-85

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

## Comedy

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

★ **The Jackie Gleason Show**

★ **The Ghost and Mrs. Muir**

★ **Nanny and the Professor.**

† Available on a National Advertiser Supported Basis.



# looked better.



## Adventure Fantasy

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

## Specials

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

## Movies

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

...and a lot more!



TELEVISION

**NATPE '82**

**HILTON SUITE 460**

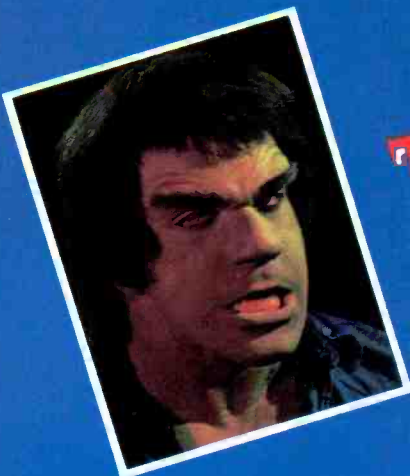
# *The Enchanted Palace*

**The show that  
gives kids  
royal treatment!**





"THE ENCHANTED PALACE" is a new half-hour strip available for the coming Fall season. The magic that surrounds "THE ENCHANTED PALACE" is provided by Diana the Enchantress, a world renowned magician, who produces real TV super-heroes like Batman, and a parade of others. "THE ENCHANTED PALACE" is pure Hollywood magic, created by top talents including producer Roy Freeman, one of the original "Sesame Street" writers and 3-time Emmy winning director, Don Buccola. Work wonders on your ratings. Discover "THE ENCHANTED PALACE" today.



# The Enchanted Palace

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 BUD GROSSKOPF, PRESIDENT    ARTHUR GROSS, VICE-PRESIDENT, WORLD-WIDE SALES

See us at NATPE '82,  
 Las Vegas Hilton, Suite 2960

# SFM A Leader In Television Innovation

At SFM we've put together some of the brightest events that highlight a television season. We've brought entertainment back to the family, positioned prestigious programming for that special audience, successfully created ad hoc networks, and in turn opened the doors to a new world of television programming. Recognized as a leader in innovative entertainment, SFM carries on its tradition of excellence with diverse and exciting first-rate presentations and programs for 1982. SFM believes that advertising and advertisers drive the economy and we are dedicated to this premise. To this end we are proud to present . . .



**THE SFM HOLIDAY NETWORK**, now in its fifth successful season, takes viewers into a world of action-packed all-family adventure, powerful drama, passionate romance and entertaining comedy. All-star productions endorsed by The National Education Association from Hollywood's finest studios—20th Century-Fox, MGM, Warner Bros., Columbia Pictures, Filmation Studios, and Lorimar. The most extraordinary movie package ever assembled with clearance in over 90% U.S. TVH. The SFM HOLIDAY NETWORK—A special package for all those special times of the year.



**Sports Illustrated: A SERIES FOR TELEVISION** adds a new dimension to television journalism for the 1980's. Four one-hour programs to air in prime time on the same-date-time basis in each market. Premiering in May, the series goes beyond the games and exciting performance to explore the human drive, emotion and drama of behind-the-scenes sports life. Produced by Sports Illustrated and Ronox Productions, each program will be backed by national and local advertising and promotional support to insure pre-broadcast exposure and maximize program tune-in. Fully sponsored.





**CHURCHILL AND THE GENERALS, SEVEN DIALS MYSTERY, WHY DIDN'T THEY ASK EVANS AND I REMEMBER NELSON—**

Widely-acclaimed presentations as featured on The Mobil Showcase Network and Masterpiece Theatre. Brilliantly produced programming tailored to meet the specific needs of the special audience. Now, available for station sale and local advertiser sponsorship. Already purchased in over 40% U.S. TVH. Success stories are already available.



**CAR CARE CENTRAL**

Award-winning 39-week series of half-hour programs designed to teach the viewer a step-by-step approach to proper auto maintenance. CAR CARE CENTRAL provides tips for cutting car costs and how to make for better performing and fuel efficient vehicles. Produced by Diamond P Sports under the auspices of the Automotive Parts and Accessories Association with national promotional support backed by Popular Mechanics Magazine, this series has brought a new dimension to advertiser-supported television.



**HEISMAN TROPHY AWARD—'82**

explores the Heisman tradition of excellence . . . of courage, endurance and the drive to succeed. The hour-long story of the men who have won college football's most prestigious honor and the announcement of this year's winner will again be sponsored for the second year by Crum and Forster Insurance Companies through Telecom/Benton & Bowles. The special is telecast live from the Downtown Athletic Club in New York City and will run in early December 1982. Fully sponsored. Produced by Emmy Award winner Bud Greenspan/Cappy Productions.



SfM Entertainment/Division of SfM Media Corporation  
1180 Avenue of the Americas,  
New York, NY 10036  
212 790-4800



**THE ORIGINS GAME—**

For the first time in television an animated/live action game show that informs, entertains, and stimulates audience involvement. A truly unique half-hour that will become the event of the 1980's. All those daily events, superstitions, and customs we do without question are now given their *origins* in THE ORIGINS GAME—Hosted by Bob Eubanks and Dr. "O". A Filmmation Studios and SFM Entertainment co-production.

**THE EVENT OF 1983:**

The Mobil Showcase Network, who this year brought you James Clavell's "The Children's Story," will present "THE LIFE AND ADVENTURES OF NICHOLAS NICKLEBY" as a 9-hour fully sponsored truly special media event.

. . . And that's not all. Preview THE MARCH OF TIME SERIES, CRUSADE IN THE PACIFIC, A very special first-run presentation from Walt Disney Productions, THE SFM DOCUMENTARY NETWORK, THE SFM CLASSIC NETWORK, DAYAN, . . . AND much much more. Find out what else we have in store and just say "HELLO" by visiting us at the NATPE Convention, Suite #360 Las Vegas Hilton.

## Letters

(continued)

alternative pricing method which would allow them to solidify a revenue base for a given number of years. And that's wherein the discussions lie.

Will such a pricing method be uncovered which all broadcasters will agree with, and will it provide Arbitron with its necessary guaranteed revenue base?

Stay tuned and you'll find out, but in the meantime here's one slightly tongue in cheek proposal. I suggest Arbitron pattern their rate card simi-

lar to the menu in one of our fine restaurants. It might look like this (without the prices).

L'Arbitron, 1350 Avenue of the Americas, 887-1000

### L'Arbitron menu\*

**Appetizers:** Survey information, station facilities information, station/national representatives, ADI market data, special notices, policies &

procedures

**Soup:** Audience trends

**Entrees:** Target audience estimates, uncombined audience estimate, hour by hour estimates

**Side orders:** Away-from-home estimates, cume daypart, combinations, exclusive cumes, ADI station audience estimates

**After dinner:** Glossary, description of methodology, reliability calculation formula, market survey schedule

**Wine list:** Qualidata\*\*, ADI, coverage, programmers package, advances, monthlies, mechanicals, tallo, other selections available by request

"Special price fixe dinner consisting of one selection from each of above groups available before 7 P.M."

Reservations accepted

\*Prices subject to change

\*\*Availability may differ by region

The thinking is the dieter will order selectively while those with a more hearty appetite can throw caution to the winds.

Bon appetit.

ALAN TOBKES

*Vice president,*

*Marketing services*

*Eastman Radio, Inc.*

*New York*

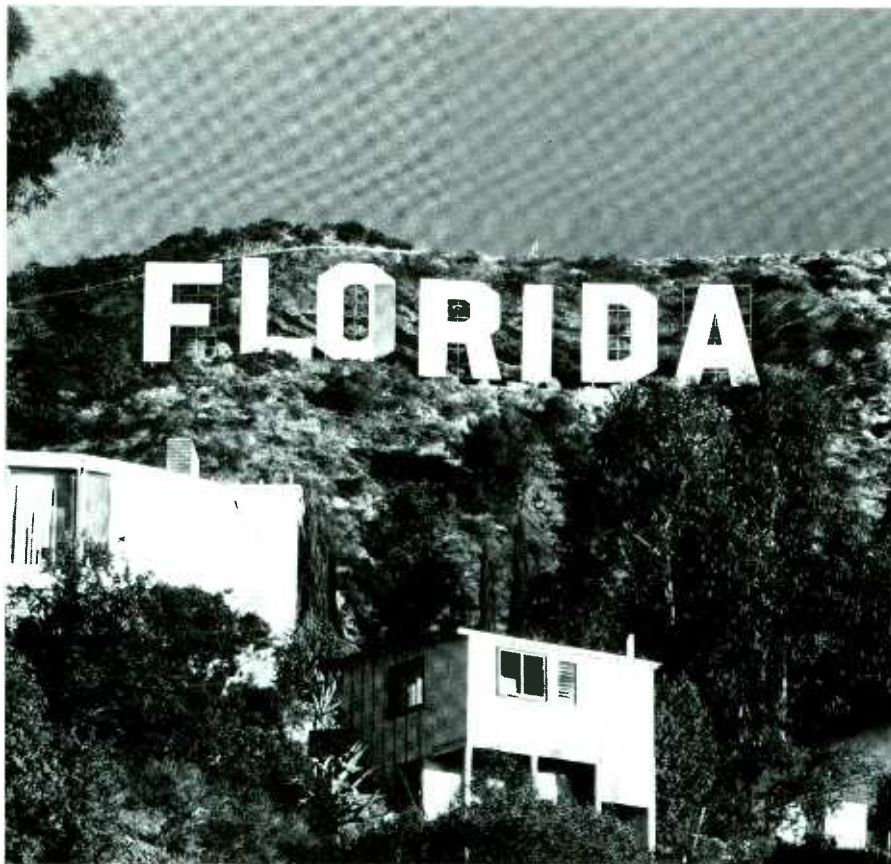
### Against commercial free

I am the sales director of an FM rocker in a mid-sized market, and I agree wholeheartedly with Goff Lebhar of WWDC in Washington about the evils of commercial free radio (*Sidelights*, "The 'free' market," February 8). Unfortunately, my station manager doesn't see it the way I do, and so we are forced to 'compete' with the other stations in the market by running commercial free sweeps on weekends and during some weekday midday time periods.

So far, we haven't gone to any all-day commercial free sweeps, but I wouldn't be surprised if we did. This strategy of commercial free hours, days, etc. is, in my opinion, paranoic. Commercials are the lifeblood of our business, and as long as we control the clutter, our listeners have little reason to complain.

But we're too concerned about what the 'other guy' is doing; we're afraid to make a statement. Commercials are a part of the programming. Three cheers for Mr. Lebhar for bringing this to your readers' attention.

NAME WITHHELD



## Hollywood weather without Hollywood overhead.

In Florida you can produce as good a film as you could in Hollywood or New York.

On a much better budget.

With the nation's third-largest pool of acting talent.

Experienced, professional technicians.

State-of-the-art equipment, facilities, and services.

Call us for all the help you need

in planning your next location shoot.

You'll bring back New York or Hollywood film in the can. On a Florida budget.

Ben Harris, Charlie Porretto, Ray Quinn; Motion Picture and Television Bureau; Suite TR4-3, Collins Building; Tallahassee, Florida 32301.

**(904) 487-1100**

Call Ben Harris, Ray Quinn, and Charlie Porretto at the Las Vegas Hilton - (702) 732-5111 - while they're in town for the NAPTE Convention. Find out for yourself why so many producers choose Florida for their location shoots.

# KING



OF

THE

# BEST

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

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



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

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





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

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



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

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## MGM PRE-48

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

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

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Visit us  
at NATPE '82  
Hilton Suite 460

The greatest group of stars  
on earth.



Burt Sugarman's  
The Best Of  
The Midnight  
Special



Television never looked better.





**We redesigned it for prime time.** From the original 360 ninety-minute episodes, the very best has been streamlined into one-hour, broad appeal shows. And year #1 of this exciting new edition is available now.

**52 One Hour Shows. Available on a National Advertiser Supported Basis.**

"The Best of The Midnight Special!" is a Burt Sugarman, Inc. production.

**Every episode packed with marquee power.** Your audience will see a Who's-Who of contemporary music, including Barry Manilow, Kenny Rogers, Rod Stewart, Dolly Parton, Elton John, Willie Nelson, the Rolling Stones... and hundreds more of the tops in Pop, Country, Rock, Disco and Soul... plus Comics like Steve Martin and Richard Pryor. Every single show gives you giant names to promote.

**Now five times more people will watch it.** The original Midnight Special, airing 1:00 to 2:30AM, pulled the highest concentration of adults 18-34 and 18-49 of all network programs. (Over 90% of this audience was retained in its second run.) Now your station can reach five times more viewers with this new version in weekend prime time/prime access periods.

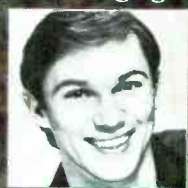
# The Black Rhino may Will the Lion be next?

## Timely New Wildlife Specials Reveal The **“FIGHT FOR SURVIVAL”**

The dramatic rate at which many of nature's creatures are disappearing from the face of the earth has sparked a series of specials unlike any you've ever seen or shown:

*“Fight For Survival,”* one-hour programs shot around the world wherever dedicated individuals and groups are waging a battle to save our endangered species.

Major personalities are journeying to remote areas to bring back these stories. The excitement. The adventure. As caring men and women seek to preserve the animal lives that others would snuff out through greed and indifference.



**Richard Thomas**, in Africa, explores *“The Rhino Wars.”* From 20,000 ten years ago, Kenya's black rhino population has been cut to less than 500! We look at the black market trade that nets \$11,000 for a rhino horn to be used as an aphrodisiac, a cure for snakebite, a dagger handle. And we see what's being done to stop the poachers.



**Ali MacGraw** examines the centuries-old mystique of the King of the Beasts on *“The Cuit of the Lion.”* In Africa, she

encounters people who hunt them, others who study them and even one. George Adamson, who lives among the lions.

Gorillas, giraffes, elephants, leopards, great white sharks and more will be subjects of upcoming specials.

And other top stars will be right there to witness and relate the *“Fight For Survival.”*

**FIRST TWO SPECIALS AVAILABLE 1982.  
PREVIEW IT AT NATPE. EXHIBITION AREA.**



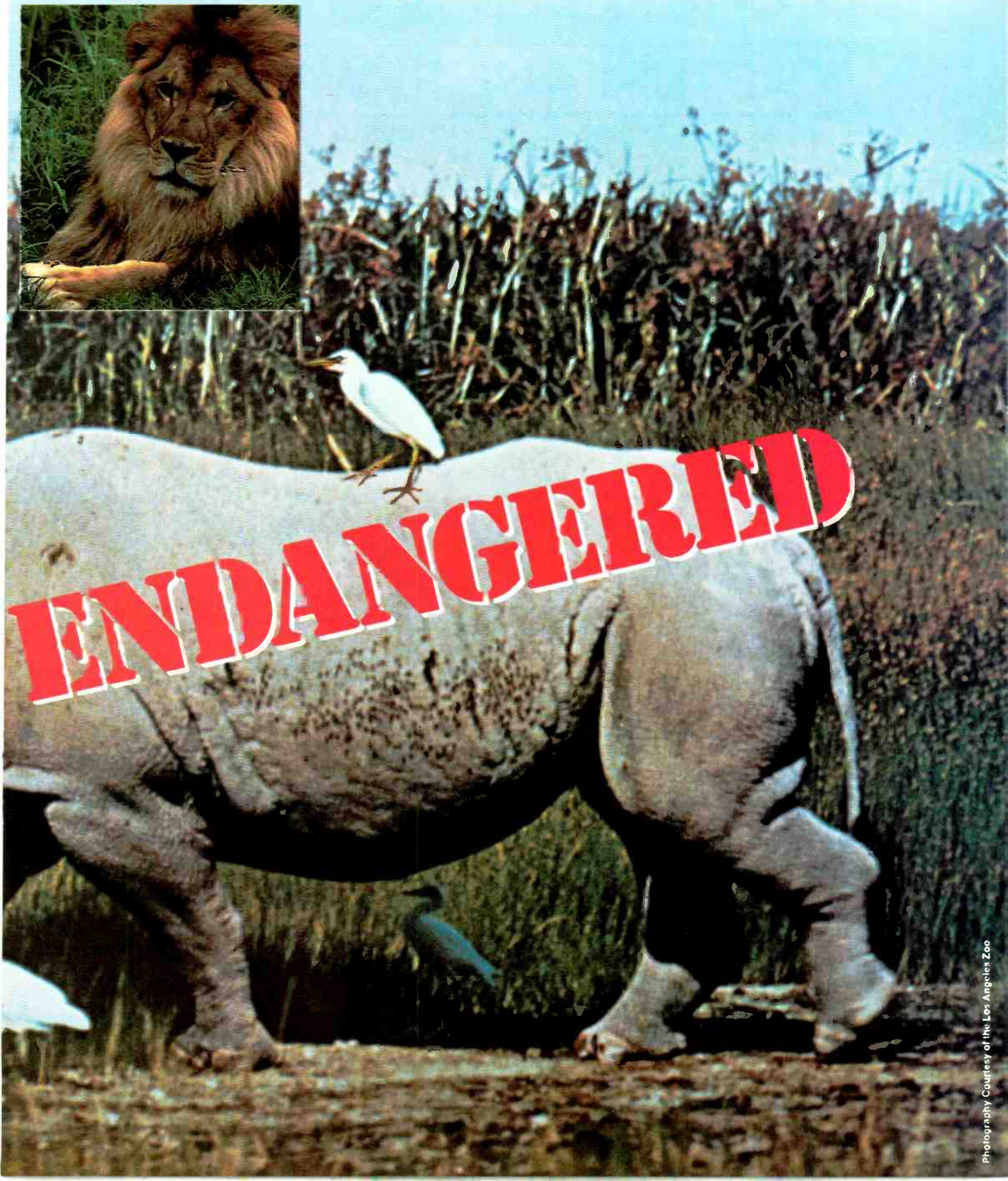
**GROUP W  
PRODUCTIONS**

WESTINGHOUSE BROADCASTING COMPANY  
20 UNIVERSAL CITY PLAZA, UNIVERSAL CITY, CA 91608, (213) 760-8800  
90 PARK AVENUE, NEW YORK, NY 10013, (212) 983-5343

*be gone by 1985!*



**ENDANGERED**



# MGM LION II IS ON THE LOOSE.

## CAPTURE THE REWARDS



When you capture MGM LION II, you'll be rewarded with a wealth of entertainment from the treasure trove of the world famous Metro-Goldwyn-Mayer motion picture library.

MGM LION II offers 30 sensational, all-theatrical movies showcasing dozens of film-dom's biggest and brightest stars in critically acclaimed roles.

MGM LION II gives you the most extensive

*variety* of entertainment sure to capture and satisfy every member of your viewing audience, any hour of the day or night. And, you'll be rewarded with tremendous programming flexibility.

So capture the adventure... the romance... the laughter... the suspense... the music... the stars... **and the ratings!** Contact your MGM/UA Television Distribution sales representative today to capture MGM LION II.

## MGM/UA TELEVISION DISTRIBUTION

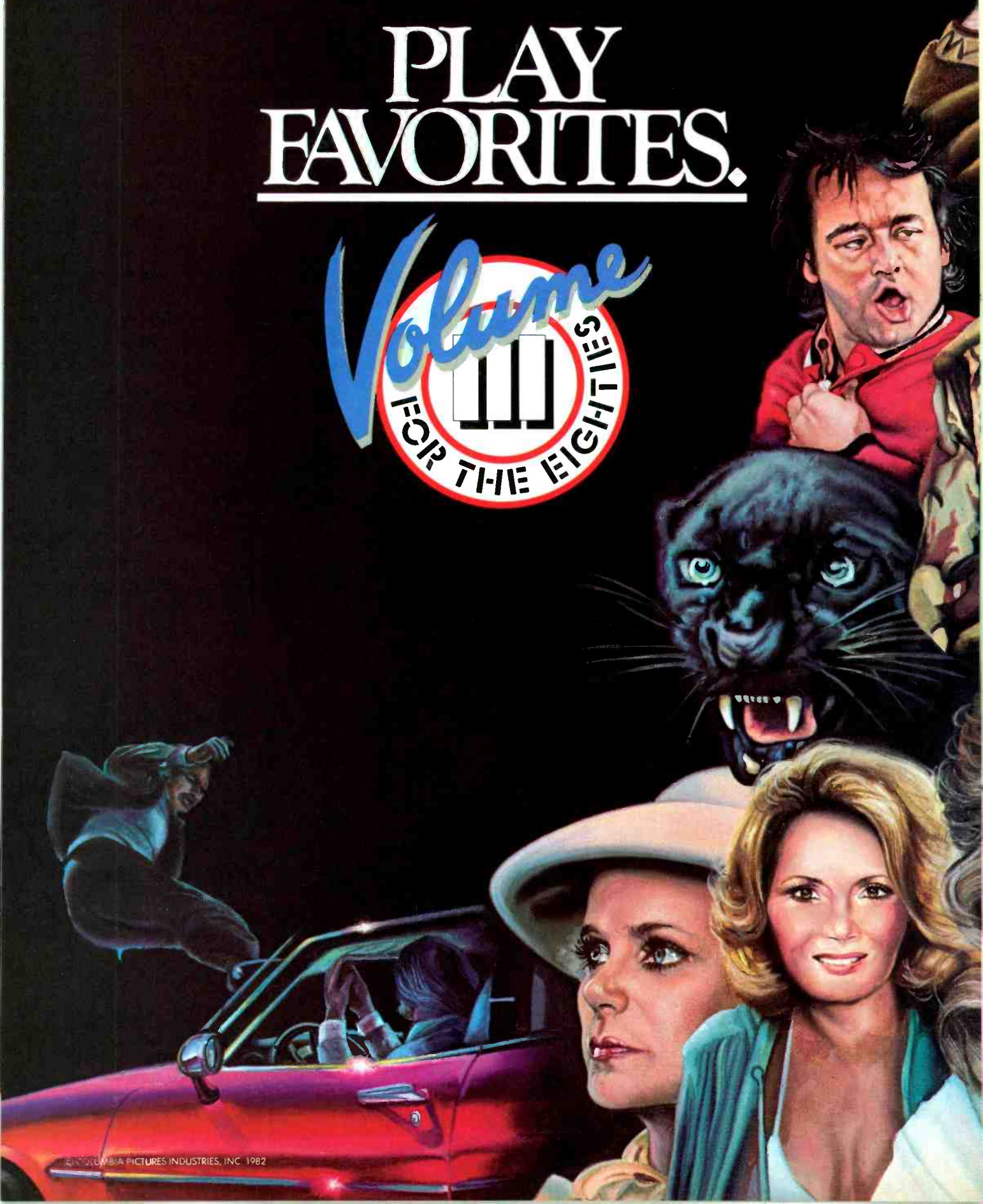
ACROSS THE WIDE MISSOURI • ADAM'S RIB • ADVANCE TO THE REAR • ALFRED THE GREAT • THE APPOINTMENT THE BAD AND THE BEAUTIFUL • DARK OF THE SUN • DESIGNING WOMAN • DOCTOR, YOU'VE GOT TO BE KIDDING EXECUTIVE SUITE • FORBIDDEN PLANET • THE HAUNTING • IT'S ALWAYS FAIR WEATHER • JACK OF DIAMONDS JAILHOUSE ROCK • THE LAST CHALLENGE • THE MONEY TRAP • OF HUMAN BONDAGE • ONE IS A LONELY NUMBER ONE SPY TOO MANY • QUICK! BEFORE IT MELTS • THE SHEEPMAN • SINGIN' IN THE RAIN • SITTING TARGET SOMEBODY UP THERE LIKES ME • SOME CAME RUNNING • THE STRAWBERRY STATEMENT • SWEET REVENGE THE WRECK OF THE MARY DEARE • THE TRAVELING EXECUTIONER

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



# PLAY FAVORITES.

*Volume*  
III  
FOR THE EIGHTIES





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

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



COLUMBIA PICTURES TELEVISION

# Sidelights

## Second time around

In the decade from 1945 to 1955, Joe Grady and Ed Hurst were something of an institution in Philadelphia. Every weekday afternoon they hosted the *950 Club*, a live radio program from the studios of WPEN. The audience consisted of teenagers who would make record requests, drink soda, eat pretzels and dance.

In January, 1981, when WPEN decided to inaugurate a pop vocalist/big band format, the station promoted its new programming by reinstating the *950 Club* for two weeks. What was to be a two-week stint, however, has become a long running engagement.

The 55-year-old Hurst, who has been



WPEN's Ed Hurst, l., and Joe Grady, r., with an old friend—Tony Bennett

in the insurance business for the last 20 years, recalls that, "The station had trepidation even about the two weeks. They didn't know whether we were still going to be able to bounce off one another after all those years."

But, "We got on that first day, and it was like we never left. We figured for two weeks we'd enjoy ourselves. That's all we were going to do. After three or four days on the air we had calls from Perry Como, Frankie Laine—all of the artists that we helped to build originally.

"We were told that radio stations just don't get mail anymore. How about a thousand pieces of mail after three or four days on the air?"

Grady, a professor of homiletics (the art of communications through preaching) at St. Charles Seminary, part of the Philadelphia Archdiocese, says his wife's reaction convinced him to seriously consider staying on the air. "My wife," he says, "has always been critical of my efforts. She's the first to tell me, 'you were terrible.' After the first couple of days, she said to me, 'You know, you both sound good.'"

One of the first phone calls the pair received was from Dick Clark, who, ac-

ording to Hurst, "admits publicly that he stole the idea for *American Bandstand* from us."

Even though Grady and Hurst hadn't been on the air together for nearly 27 years before their January, 1981, reunion, they had kept in touch socially. "Joe and I used to meet four or five times a year to have dinner," Hurst says. "And at dinner one of us would say, 'I can't understand why nobody wants us.'"

Why the sudden popularity?

"What it comes down to," says the 63-year-old Grady, "is that we, as well as the music, represent what they (listeners) think were the better days. And, therefore, at this moment we can do no wrong."

## Brand changing survey

Most consumers think highly of the product brands they currently use, but still retain a favorable attitude towards a different brand of the same product they used previously, according to a nationwide study done by AIM, a service of R.H. Bruskin Associates. The personal-interview study involved 26 different brand names, ranging from Campbell's soup to Heinz ketchup to Prell shampoo.

More than 1,250 female adults were interviewed as part of the study.

Each was asked to comment on both her attitude toward the 26 products and the direction in which that attitude was leaning.

For each product, a choice of seven answers was offered, gradually ranging from "favorable, becoming more favorable," to "neutral, neither favorable nor unfavorable," to "unfavorable, becoming more unfavorable."

According to the *Bruskin Report*, a newsletter, "The results, as one would anticipate, show that most current users express a favorable attitude towards the brands they are now using." However, the report also shows that "...most past users still retain a favorable attitude towards their previous brand."

Which raises a number of questions about whether people change brands because they dislike the ones they are using or simply because of an advertiser-induced desire to experiment with something new.

As the *Bruskin Report* explains things, "This indicates that, for most of the brands studied, consumers continue to feel favorably even towards those brands they are not currently using. Obviously, a favorable past user is easier to bring back than one who is unfavorable towards a brand."

## Transition to TV

Can a highly-popular, longtime radio personality make the successful transition to television? If confidence and desire mean anything, the answer may very well be in the affirmative. Barry Farber, who is not known for being laid back on radio, expects to "most definitely" succeed in the world of television, via a syndicated late-night program being distributed by 20th Century-Fox Television. A pilot of the program will be shown at this year's NATPE convention.

Farber admits there are vast differences between radio and television, but he feels he can conquer the tube, anyway. "Radio is a good training ground for television, but I also have to admit that the differences are wide. Television is like putting an accordion in a phone booth, or like trying to put the Queen Elizabeth in a Dixie cup, as far as I'm concerned. You have to live up to tight format requirements on television, whereas in radio you can just let things fly and change course in midstream.

"I'm used to making things stretch, but television demands more self-discipline. On the other hand, I don't have to go through long descriptions on what the guest is wearing if it's important. And just looking at the expression on my face or his can tell you a lot more than a long description by the guest or myself."

Farber admits that the television world is full of "earnest people from sea to shining sea" who are interested in having a television show. And he maintains he knows how competitive television is. But, he asserts, "I won't be happy until I take a legitimate crack at it, as much of a madhouse as it may be." Also, he adds, "television is where the power is, and it's a place where you can grab the rein of this power and influence people."

To move into the "rat race" of television, Farber has set up his own production company for the series *The Barry Farber Show*. While 20th is looking for a late-night spot for the show, Farber, in typical fashion, emphasizes that his show will succeed and will find its way into a better time slot. "But, after all, 11 at night isn't bad. It could be three or four in the morning."

## Seniors misunderstood?

"The old people in commercials are ridiculous. They're old the way people were old in 1890." These comments are typical of the way senior citizens re-

(continued on page 64)





*Welcome To Fantasy Island*

**TRIBUNE COMPANY BROADCASTING-**

**NEW YORK, WPIX-TV**

**CHICAGO, WGN-TV**

**DENVER, KWGN-TV**

Don't you wish *you* were here?

**FANTASY  
ISLAND**

A Spelling/Goldberg Production in association with

**COLUMBIA PICTURES TELEVISION**



# CAPTURE THE SPIRIT



**Unbeatable...**

# DALLAS

**NO.1 From LORIMAR**

LOS ANGELES □ NEW YORK □ CHICAGO □ ATLANTA □ DALLAS





SOURCE: NSI/CASSANDRA November '81 (Seattle & Dallas #1 with total women only)

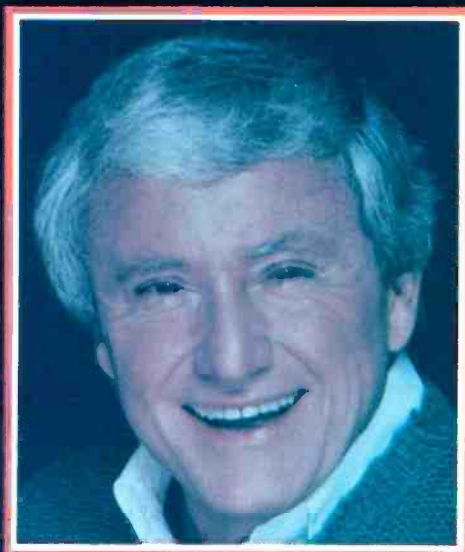


# MERV ...THE BEST!

---

#1 WITH TOTAL ADULTS  
AND TOTAL WOMEN!

---



IN CLEVELAND, DALLAS,  
MIAMI, PHILADELPHIA,  
HARTFORD, PROVIDENCE,  
FRESNO, GRAND RAPIDS,  
ORLANDO, SEATTLE, TAMPA,  
AMARILLO, BANGOR, FT.  
WAYNE, ODESSA, SAN  
ANGELO, PORTLAND, ME.,  
AND WEST PALM BEACH...

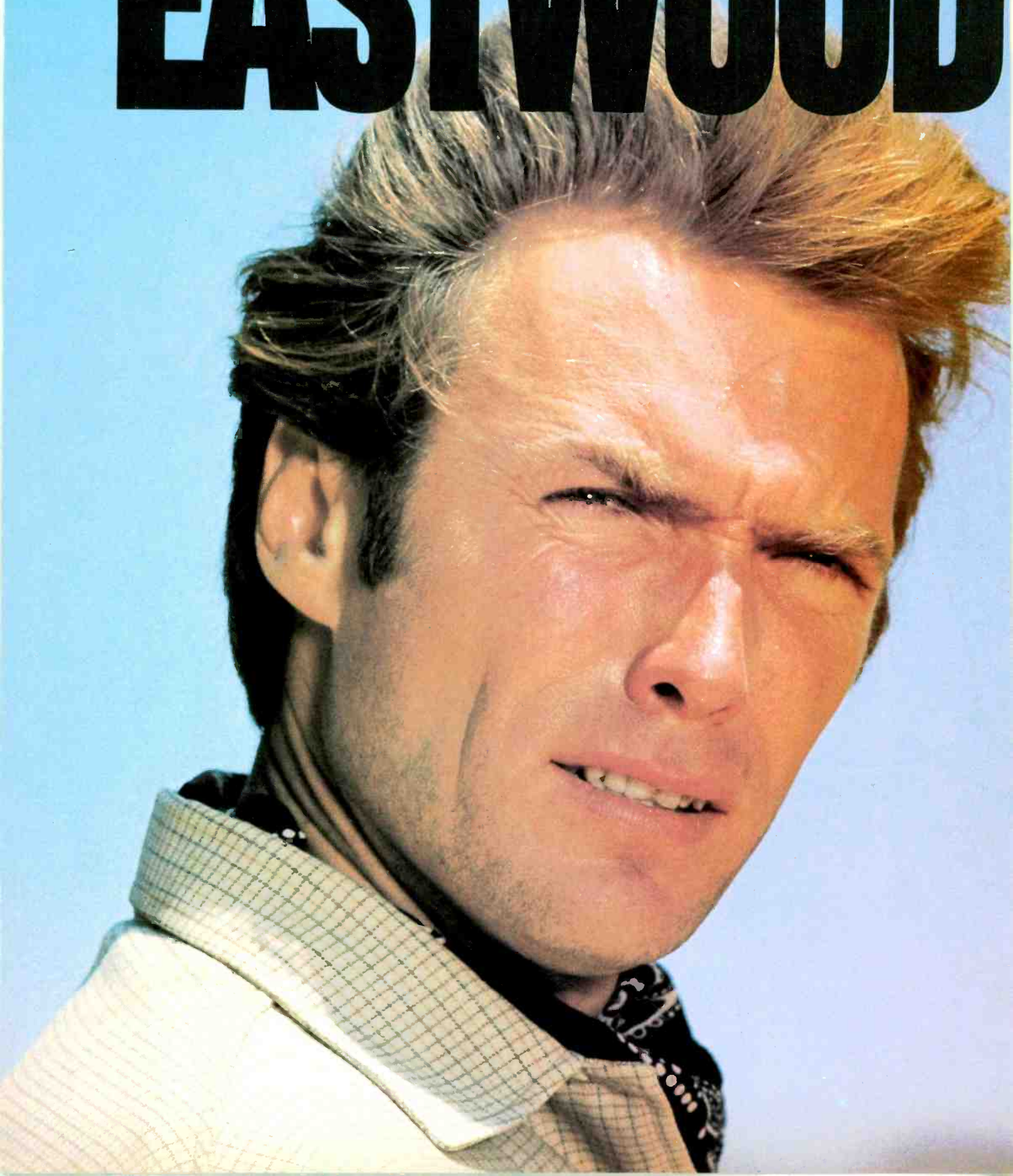
A NEW, EXCITING ONE-HOUR FORMAT  
DIRECT VIA SATELLITE!



**METROMEDIA**  
P R O D U C E R S  
C O R P O R A T I O N

5746 SUNSET BLVD. HOLLYWOOD CA 90028 213 / 462-7111

# EASTWOOD



# DRAWS!

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

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

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

**CLINT EASTWOOD**  
IN  
**RAWHIDE**  
192 Hours



# Sidelights

(continued)

sponded to an advertising survey which forms the basis for this month's *Langer Report*. That publication, a quarterly qualitative research journal available by subscription, found that the admakers apparently misinterpret the attitudes and orientation of the 50-plus demographic groups. As one respondent put it, "I don't like the voices they pick for older people in commercials. They sound like somebody who is 150."

The current issue, entitled *The Fifty-Plus Market: Who Says I'm Old?*, also reports that those interviewed tended to see themselves as active, forward-looking, confident, concerned about looking attractive and sexually and romantically motivated—very little of which ever constitutes the portrayal of the elderly in commercial spots. According to the publisher, Judith Langer, "I would characterize the 50-plus group as vital, energetic and alive. They are a group which has largely been ignored because they are seen as not spending money, not interested in trying new products. That may have been true of earlier generations. It is not true today."

As for spots and campaigns that the respondents tended to approve of, Langer reports that, "The only one which got sizable approval was Pepsi. They liked the portrayals in the Pepsi commercials, where older people are shown warmly and are portrayed as being integrated with other generations." Langer adds the warning that, "This is too large a market to be ignored. Older people are out there, ready, willing and able to spend. When will industry provide the products and services they need?"

## Bias in call-in shows?

Radio call-in shows, as presently constituted, are causing more harm than good, believes the American Jewish Committee, which is urging the broadcast industry to adopt guidelines that will insure responsible discussion of public affairs and issues. All this came about as a result of the agency receiving a large number of complaints from its constituents charging there have been defamatory statements on many of the call-in programs, which, in turn, triggered a study that affirmed the charges, said the Committee.

The overall finding of the research, conducted by Professor Dennis T. Lowry of Temple University, was based on the monitoring of three Philadelphia stations. It showed that disparaging comments about different minority groups outnumbered positive or complimentary assertions by more than eight to one, and that both hosts and callers frequently made "negative remarks." In a preface to the report, *Racial and Religious Bias on Radio Call-In Programs*, it's noted that little attention has been given to the call-in show as a factor in inter-group relations.

Research was conducted in June, July and August, 1980, by monitoring two morning shows for 10 mornings each and one all-day show for five days. Every statement made about 12 "target groups," including whites, blacks, Catholics, Jews and welfare recipients was categorized as a "positive" or "negative." A total of 741 "negative assertions" were made against the 12 target groups, as compared with 86 "positive" statements about the same groups.

While the number of negative comments outnumbered the positive by 8.6 to one, the individual ratios of the three stations differed significantly from each other. On one program, it was "negative" 34 to 1, while the statistics for the other two shows were, respectively, 4.9 to 1 and 2.2 to 1, from hosts, callers and studio

guests.

As to who made the negative assertions, the study found that, "the hosts led the way," in making derogatory statements about Protestants, while the callers made the greatest number of "negative assertions aimed at Catholics, Christians and Jews."

The AJC has called on the Radio Code people at the National Association of Broadcasters to study what needs to be done to reduce to the lowest possible level the potential for defamatory and irresponsible statements made on call-in shows. It recommended that the moderator "must be sensitive to group-hostility signs, cut off or rebut defamatory statements at once and be prepared to challenge the accuracy of the assertion."

Other recommendations: (1) the moderator should have a knowledgeable "fair-minded" expert on the particular subject under discussion; (2) keep to one subject at a time, with the moderator briefing himself on the subject; (3) the moderator should announce that abusive and bigoted callers will be cut off at once, (4) calls should be screened, (5) the possibility of identifying all callers should be developed and (6) panels of citizens should monitor all call-in programs.

## Ad laws via computer

The NEXIS Electronic Library and the Advertising Compliance Service (ACS) have announced a license agreement whereby the ACS will become available through NEXIS. ACS provides information about advertising laws and regulations. Through NEXIS, these will be available almost literally at the push of a button.

NEXIS, a service of Mead Data Central, is described as a computerized news retrieval service that provides, on easy-to-read video screens, the full texts of articles from newspapers, trade journals, wire services and newsletters. It has already been providing admakers with factual information about clients, new products, new marketing programs, etc.

A spokesman for NEXIS, describing how the basic service works for advertisers, TV and radio newsrooms, law firms and other businesses, explains: "You think of the important words likely to appear in the story you are researching. For instance, if you were seeking information about the recent Air Florida plane crash in Washington, you would go to your terminal and type in the

(continued on page 70)



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## One Day At A Time

Available Fall 1982

Produced by Embassy Television. Distributed by Embassy Telecommunications, 901 Avenue of the Stars, Suite 666, Los Angeles, CA 90067 (213) 553-3600

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

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# THE JEFFERSONS

*main' on up!*



## HERE'S WHERE WE ARE:

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

**94  
MARKETS!**



# HERE'S HOW WE'RE DOING:

## HERE ARE THE SHOWS WE *REPLACED*:

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

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

Source: NSI November 1980, November 1981

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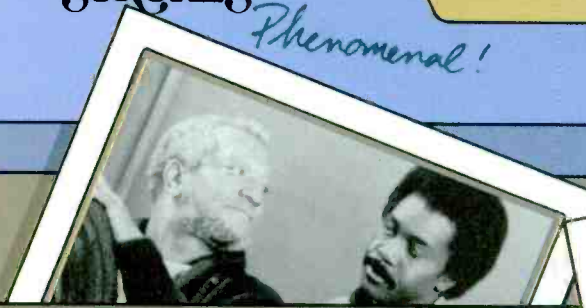
*One Day  
at a Time  
A winner,  
with women!*



**DIFF'RENT  
STROKES**

*Phenomenal!*

**Sanford  
& Son**  
*Delivers!*



**Maude**  
*Late Night Wonder!*

**GOOD  
TIMES** *Good  
Numbers!*

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**THE JEFFERSONS\***

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

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

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

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

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

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

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

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

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

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

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

*Keeps You Laughing*

\*Source: NSI Nov. 1980

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

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

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

# Sidelights

(continued)

words 'Air Florida and crash or disaster or accident,' and then push the transmit button.

NEXIS then reports that it has found x-number of stories that contain those words. You then have the choice of viewing those stories in any of three formats. These include: FULL, which gives a word-for-word view of each article; KWIC, which provides the key word in context for those sections in which search words appear; and REFS, which provides bibliographic references. NEXIS can also provide optional printouts of the desired information."

## Installation fee

There is a one-time installation fee that varies from \$200 to \$400 depending on the type of equipment selected. There is a \$50 per month subscription fee for the subscribing organization. Hourly use charges range from \$90 down to \$30 per hour for connect time. In addition to connect time charges there are extra "search unit" charges which are variable and a function of the frequency of the search words in the data base being searched.

## 4As program cited

The 4As' Loaned Executive Assignment Program (LEAP) has won first prize in the category of government relations in the Management Showcase Awards given out by the American Society of Association Executives (ASAE).

The LEAP program was instituted four years ago and is based on having agencies contribute the services of salaried employees to the Washington offices of the 4As for a period of one year in order to study governmental regulation of the ad industry. The agency continues to pay the employee and the 4As pick up the tab for housing and other expenses. After a year, the employee is obligated to return to the agency. Those accepted for the program are usually in the 25-to-35 age group who have been with the same agency for three-to-five years.

According to Charles F. Adams, executive vice president and director of the Washington office of the 4As, "The people who take part in LEAP are given the opportunity to represent advertising in Washington and, when each of these people go back, the agency they return

to has someone who understands the way things are done in the nation's capital and what problems exist there. It is a superb career opportunity for a young person in advertising because of this and because it provides exposure to the top people in the industry and on the board of the 4As."

## Videoconferencing help

As more and more corporations consider the use of videoconferencing to replace regional and national meetings, they are increasingly faced with understanding the complexities of broadcast technology.

The Public Service Satellite Consortium, in an effort to alleviate this problem, has issued a booklet called, *Teleguide: A Handbook for Video-Teleconference Planners*. PSSC is a Washington-based membership organization that executes the application of satellite and other telecommunications technology for public service and corporate clients.

The *Teleguide* is divided into eight chapters, but the one of most interest to the broadcasting community is a section on "Preproduction, Production, Post Production," which helps potential corporate users of videoconferencing decide whether or not they need professional television expertise.

"Careful consideration of purpose, audience and budget," the booklet says, "should determine whether your video-teleconference is ultimately produced with the gloss of a network talk show or the simplicity of a single camera and a talking head. Successful video-teleconferences have been staged in which the medium of television significantly enhanced the presentation, but other successful video-teleconferences have used the medium as a neutral pipeline between participants."

The chapter then runs down the various types of TV professionals that may be needed for a sophisticated production. It also describes the difference between remote or location and studio shooting and runs through a list of different types of preproduced graphics that can be employed.

Most importantly, though, it makes a case for sophisticated television production assistance in all but the simplest videoconferences.

"There are important questions that should guide your thinking about production sophistication," the booklet says. "How routine is this communication? . . . If a special guest is coming to a staff

(continued on page 80)

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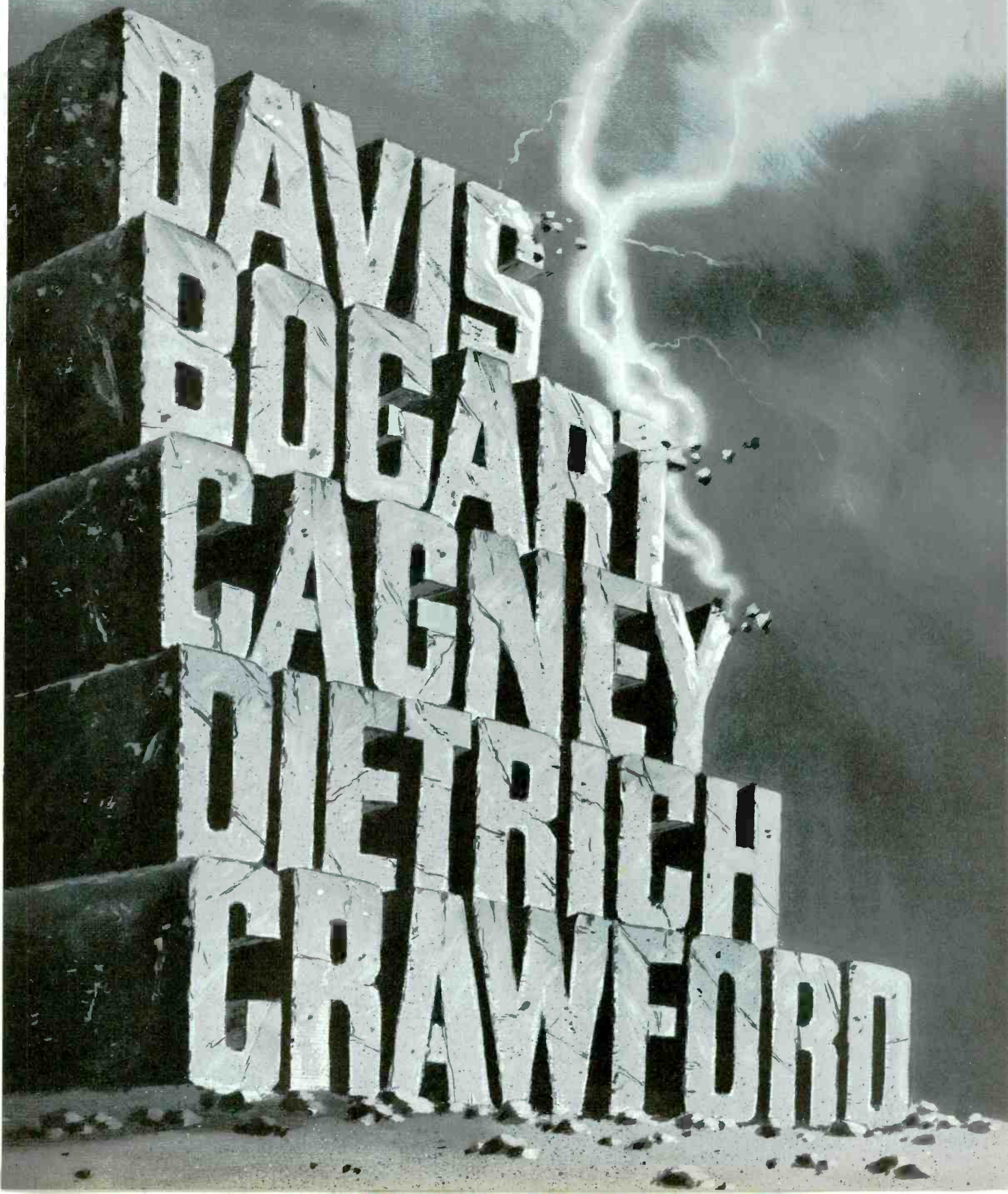
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A CHILD IS BORN  
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WE'RE IN THE MONEY  
CALLING PHILO VANCE  
SHINE ON HARVEST MOON  
HOUSEWIFE  
THE BEAST WITH FIVE FINGERS  
NAUGHTY BUT NICE  
GOLD DIGGERS OF 1935  
BUREAU OF MISSING PERSONS  
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YOU SAID A MOUTHFUL

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

COLLEEN  
PLAYGIRL  
DEVOTION  
IN THIS OUR LIFE  
CRY WOLF  
THE LITTLE GIANT  
BLACK FURY  
THAT CERTAIN WOMAN  
TILL WE MEET AGAIN  
ANGELS WITH DIRTY FACES  
SATAN MET A LADY  
CHARGE OF THE LIGHT BRIGADE  
MY LOVE CAME BACK  
FLAMINGO ROAD  
ALWAYS LEAVE THEM LAUGHING  
HE WAS HER MAN  
CAPTAINS OF THE CLOUDS  
IT'S A GREAT FEELING  
THE CROWD ROARS  
POSSESSED  
THE RETURN OF DOCTOR X  
THEY DIED WITH THEIR  
BOOTS ON  
THE BATTLING BELLHOP  
THEY DRIVE BY NIGHT  
ARSENIC AND OLD LACE  
BLONDE CRAZY  
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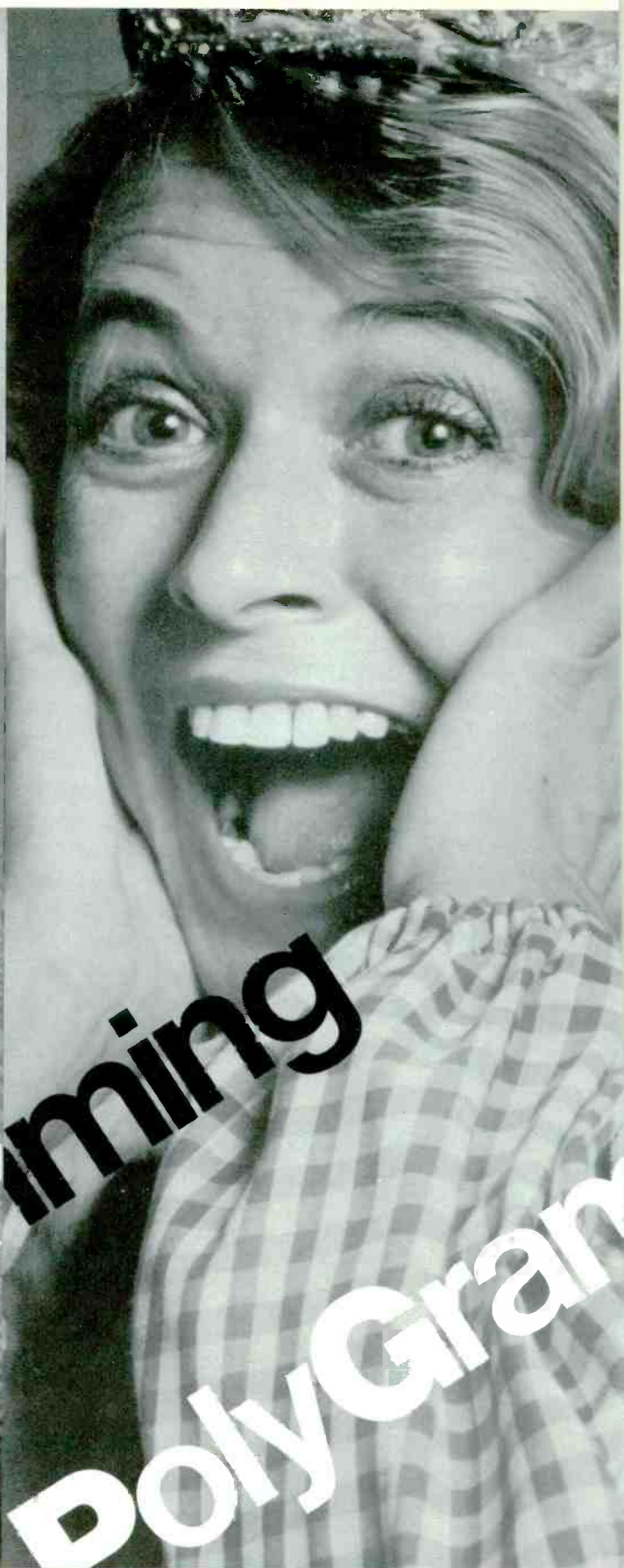
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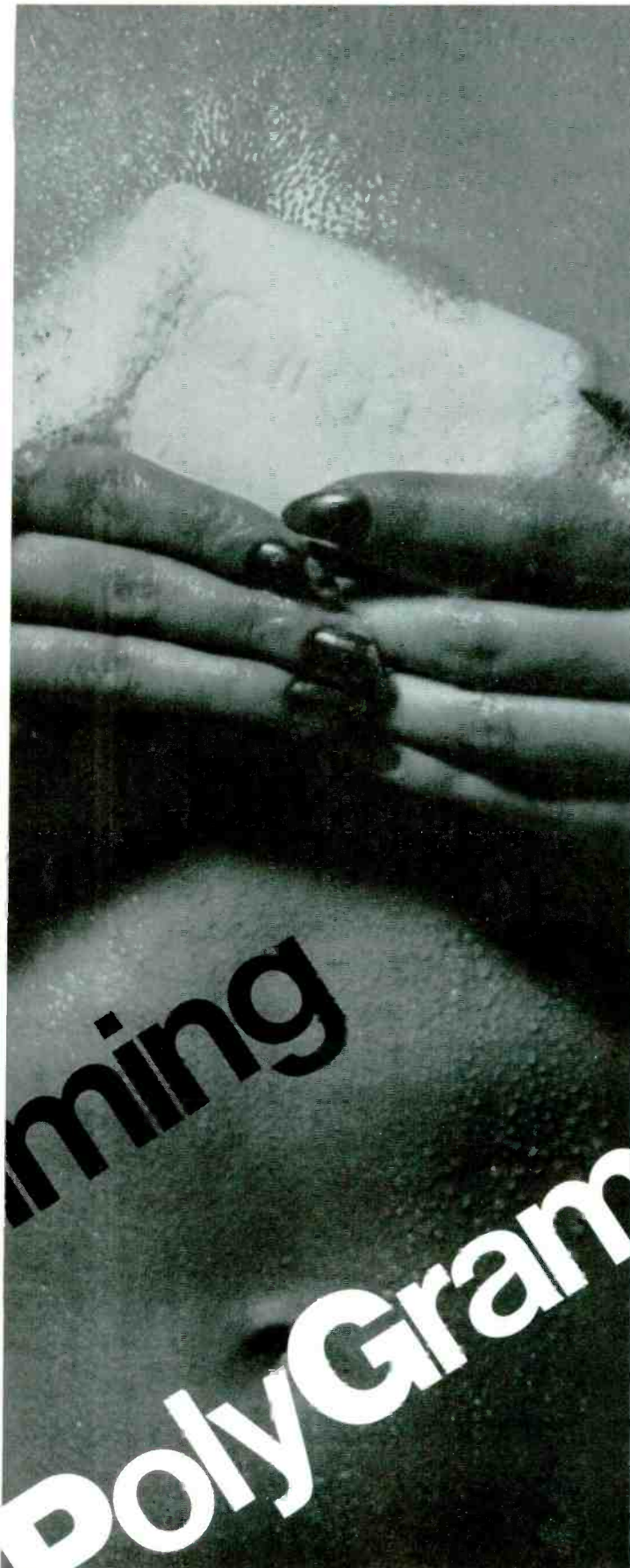
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LAS  
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**Country Specials.** Our country music specials are popular all over the country. No wonder, when they include stars like the Statler Brothers, Barbara Mandrell, Roy Clark, Tammy Wynette and others.

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

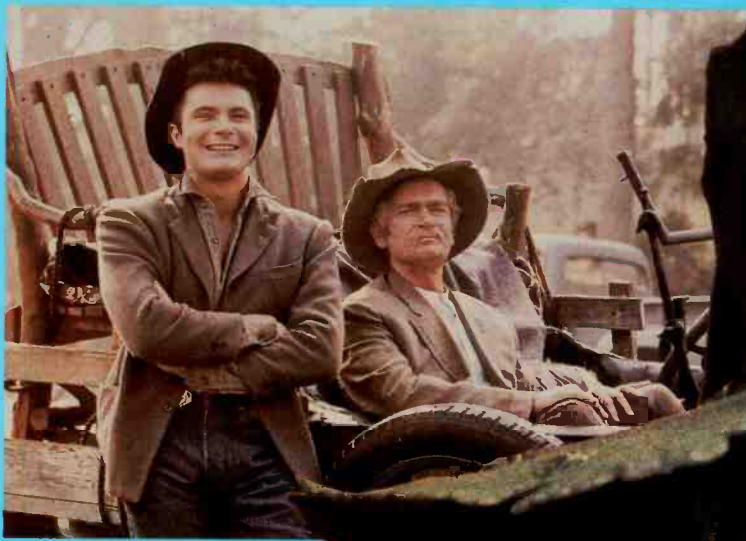
about special people. This fast-paced magazine show is hosted by JoAnn Pflug and Squire Fridell.

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



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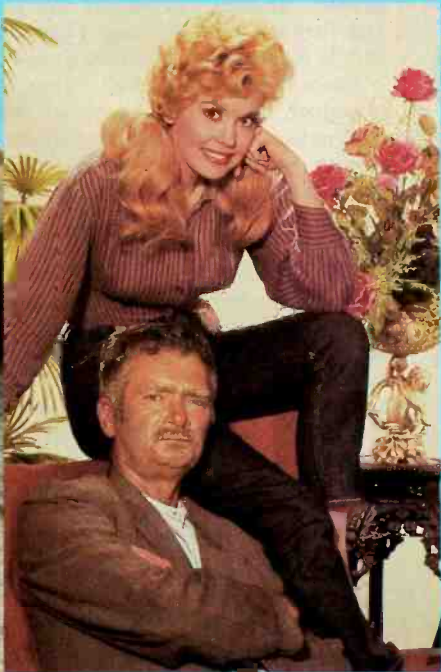
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# Sidelights

(continued)

meeting, the occasion may not be routine, and a more sophisticated production may be called for.

"Is your objective to persuade people or modify their behavior through the video-teleconference?" it continues. "If so, the television medium can help through sophisticated production."

Finally, "What does the participant/audience expect? Most people are sensitive to television production without knowing what it is they react to. Network television is produced with multiple cameras, short sequences, and much visual movement. This is difficult to replicate in a video-teleconference because people, sitting or standing (rarely moving around), are the subjects. Nevertheless, pace can be maintained and visual movement obtained through sophisticated production and wise use of visual insert material."

## Executives honored

Four executives, two in advertising, one in broadcasting and one journalist, have been chosen for the prestigious List of Headliners compiled by Women in Communications, Inc. The four are: Rena Bartos, the senior vice president and director of communications development at J. Walter Thompson/New York; Adrienne Hall, vice chair of the board at Eisaman, Johns & Laws Advertising, Los Angeles; Kay Wright, vice president of compliance and administration at CBS Sports, and Eugene Patterson, editor-publisher of *The St. Petersburg Times* and the *Congressional Quarterly*.

Headliners are elected each year by the WICI board of directors on the basis of communications achievement both in recent years and on a career-long basis. Both men and women are eligible. WICI got started in 1909 as Theta Sigma Phi at the University of Washington in Seattle. Current total membership is close to 10,000. Since 1939, when the Headliners list was instituted, 158 members of the WICI organization have been named. This year's choices will receive their awards at the WICI National Professional Conference in Denver, September 29-to-October 3.

## Oenophilic gatherings

California wine tastings are part of the long list of alternative fund-raising techniques now being used by public broadcasting stations around the country. It has been found that, aside from the immediate cash flow produced by

such get-togethers, the wine tastings serve as an excellent form of public relations within the community.

These oenophilic gatherings, which began four years ago, have now taken place at 15 public TV and radio stations. Several stations have made them annual occurrences. According to Joyce Brooks, former development director for KLRU-TV in Austin, "We reached a whole new segment of the community. The 25-to-35 age group, who had not really supported the station very much in the past financially, were willing to come to a fund-raising such as this."

It usually takes at least three months to properly arrange and promote a good wine-tasting. The cost of preparation often runs as high as \$1,500. However, the net revenue can total as much as \$10,000—plus a lot of good will. To quote Mary Freeman, development director of WHRS(FM) in Palm Springs, "It seems to be the type of fundraiser which really appeals to a broad spectrum of the population."

Thus far, over 40,000 people have attended such fund-raisers, producing revenue of more than \$250,000 for public broadcasting.

## Changes in marketing

Product management will become more broadly oriented toward markets and product lines rather than individual products, according to a study recently released by the Association of National Advertisers. The study, entitled *Organizing For Marketing/Advertising Success in a Changing Business Environment*, found strong evidence that many companies are now opting for "matrix management," which is based on the concept of the individual product manager as an expert/adviser to the leader of the matrix team, who is responsible for the many different products that comprise a category or market.

According to the study's author, Victor P. Buell, a professor of marketing at the University of Massachusetts, "Matrix eliminates or reduces the inherent weakness of product management, namely the absence of control over the functions that carry out the plans."

Buell's remarks were based on research gathered through in-depth interviews with 107 different executives at 20 different corporations and five ad agencies. Conducted under the auspices of the ANA's Advertising Management Policy Committee, the study also deals with such subjects as: the changing business climate of the 1980s and what it means for mature industries, the rise

of strategic planning, corporate organizational changes, advertising policy and the client-agency relationship, especially in regard to the use of in-house agencies.

The present inquiry was carried out during the fall and winter of 1980/1981 to learn how major advertisers were adapting to the changed economic and marketing environment in the 1980s. Copies of the report can be purchased through the ANA in New York.

## More on Monte Carlo

Positive reports on the recent International Television Market in Monte Carlo continue to emanate from U.S. organizations that attended.

Jerry Wexler, vice president and general manager of NBC Enterprises, was extremely enthusiastic about what he described as the human aspect of Monte Carlo. "You get time to talk to people," he said, "to discuss new ideas and find out their feeling. That's why Monte Carlo is so important to us."

Both Wexler and Mike Perez, vice president, international sales for NBC International, were pleased with the reception to the "Caruso Remembered" special from their *Live From Studio H* series and the response to *Father Murphy*.

CBS International (CBI) executives found particularly good response to their musical and variety product, with those featuring jazz, popular music and cabaret topping the list.

Arthur Kane, who is in charge of marketing operations for CBI, feels that, based on his Monte Carlo experience, Canada will be the most important market for sales by the newly-formed CBS international unit.

The Corporation for Public Broadcasting made its Monte Carlo debut. According to Susan Stone, office manager for international activities, CPB officials feel many public broadcasting station productions which it has funded have potential international appeal and might well develop in time into a business of some international commercial significance.

Another first-timer at Monte Carlo was Shirley Bowen of the National Black Programming Consortium, Inc. But she was there to buy rather than sell. Bowen said she was delighted with the market, finding it a rich source of material. She reported making several deals to buy programs.

For an event which is just four years

(continued on page 90)





WE'RE AT THE MGM GRAND

**AT THE NATPE,  
YOU'RE ONLY FIVE MINUTES AWAY  
FROM LEARNING TO DEFEND YOURSELF.**

Black Belt Theater 2 gives you Kung Fu capability, the kind of ratings punch you need to take on your competition. We have 26 brand new, all color, heart-stopping, martial arts feature films just released from World Northal Television.

We're at the MGM Grand, a little bit off the beaten path. But enjoy a change of pace. Come over and visit our suite for the full details on how you can put this ratings generating powerhouse into your schedule.

**MGM GRAND  
SUITE 1676A**

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BELT**  
THEATER

 **WORLD NORTHAL** ONE DAG HAMMARSKJOLD PLAZA, NEW YORK, N.Y. 10017 (212) 223-8181  
TELEVISION

**In 1981**

**MORE Television Stations**

**Ran MORE Ads In**

***Television/Radio Age***

**Than In**

**Any Other Publication\***

\* 1/6th page or better

***"Why should I give up my career when the baby comes? What about you?"***

***"I don't care if you live with him on campus. In my house, he sleeps in the guest room!"***

# **"Getting Personal"**

*TV audiences will watch with fascination as pairs of individuals with conflicting attitudes on personal issues air them on this new reality series.*

*Husband and wife. Mother and daughter. A live-in couple. Parent and teacher. Boss and secretary. Any combination with differing views on a behavioral matter: relationships, family disputes, sexual practices, loving, sharing, caring, child rearing — an unlimited number of areas of contention.*

*They present their views to host Joseph Campanella, his guest psychologist and the studio audience — and everyone, including the viewers at home, becomes involved.*

*"Getting Personal" exposes the vast variety of human emotions, from heart-rending to downright funny. It will appeal to a wide range of audience interests.*

*Perfect for early fringe.*



*Or anywhere in your lineup.  
Starting in the fall of 1982.*

**The new half-hour strip that's compelling,  
involving, informational — and very human.**

**Preview it at NATPE.**

**GROUP W  
PRODUCTIONS**  
WESTINGHOUSE BROADCASTING COMPANY  
UNIVERSITY CITY, CALIFORNIA 94043

# INTRODUCING... Videomagic™

A revolutionary new concept in system, channel, and program identity!

ONLY  
FROM

# NSS

## Videomagic: THE DISTINCTION

Dazzle your viewers while making your system or channel name instantly recognizable with VIDEOMAGIC, exclusive NSS sight and sound program identifiers and daters. Never-before has a complete packaged series been available which offers identity continuity. Produced so you can superimpose your own identification and create a distinct visual image—at a price you can afford! And that's a first!

## Videomagic: THE PRODUCTION

Glowing with live-action animation, VIDEOMAGIC offers the most modern special effects techniques, original, contemporary musical scoring, dynamic color graphics—and pure camera magic!

VIDEOMAGIC is a packaged series of five, 16-second program identifiers and ten, 12-second program daters—available on 3/4", 1" or 2" tape.

## Videomagic: THE ADVANTAGES

Innovative concept. Quality production. Consistency in style and design. Flowing, continuous movement. Immediate impact. Total dedication to meeting today's high demand for technical animation and motion graphics.

VIDEOMAGIC IS...

The ultimate in personalized identification. The right product, at the right time—at the right price!

## Videomagic: THE VALUE

Here's the key! In an unprecedented industry move, NSS will make the VIDEOMAGIC series available to you at an unbeatable value!

## PROGRAM IDENTIFIERS PACKAGE: C

Includes: • News Presentation • Feature Presentation • Sports  
Note: If purchased separately, \$400 each.



# NSS...WORKING FOR

# YOUR NAME IS CAN YOU AFFORD T

**Only \$1500!**

Standard Presentation • Religious Presentation • Special Presentation

**STANDARD DATER PACKAGE:  
Only \$900!**

Includes: • Tonight • Tomorrow • This Weekend • Next Week • Next Month  
Note: If purchased separately, \$250 each.



**DELUXE DATER PACKAGE:**

**Only \$1500!** Includes: the standard dater package plus: • Coming This Spring • Coming This Summer • Coming This Fall • Coming This Winter • Coming This Season  
Note: If purchased separately, \$250 each.

**Videomagik: SPECIAL BONUS OFFER**

Order a package of five program identifiers and a package of daters, receive a FREE 16-second Sign-Off and FREE 12-second VIDEOMAGIC Self-Custom. Value: \$650.

**FOR FURTHER INFORMATION, CONTACT YOUR LOCAL NSS OFFICE.**

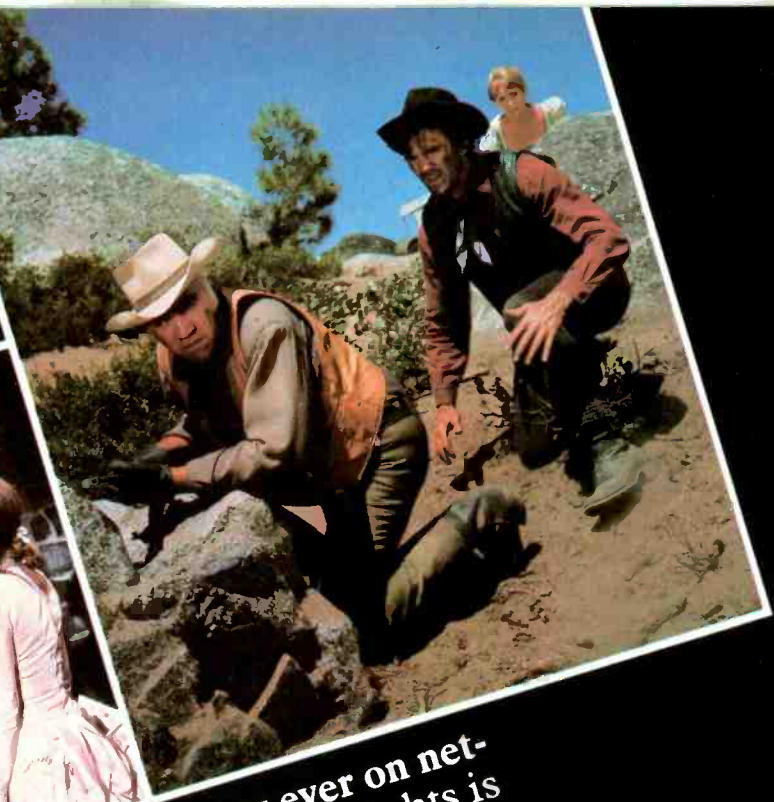
- |  |                                |                                 |
|--|--------------------------------|---------------------------------|
| • Atlanta<br>(404) 351-1416                  | • Chicago<br>(312) 427-8211    | • Kansas City<br>(816) 842-5893 |
| • Boston<br>(617) 542-4476                   | • Cincinnati<br>(513) 621-8900 | • Los Angeles<br>(213) 836-1505 |
| • Camden<br>(609) 962-6600<br>(215) 763-0476 | • Dallas<br>(214) 634-0101     | • New Orleans<br>(504) 734-0700 |
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**FOR YOU IN THE 80's.**

**IS IMPORTANT.  
DO GO UNNOTICED?**

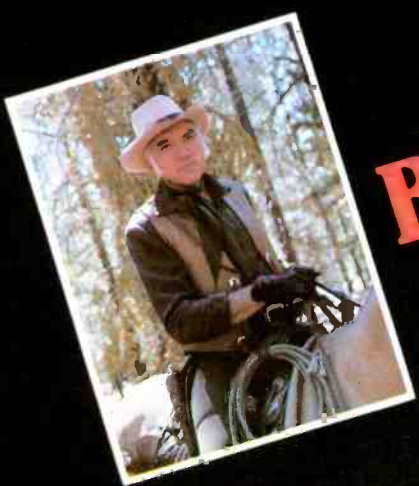
**BONNANZA**

**A success story  
as big as  
the Ponderosa!**



The second longest running show ever on network television, the saga of the Cartwrights is rounding up even larger audiences in syndication! Thanks to its tremendous appeal with men *and* women 18-49, **BONANZA** guns down tough competition in all size markets...*and in all day parts.*

Load up your key time periods with a sure-fire smash—310 color hours of **BONANZA**. It's better than ever!



**Bonanza**  
**NATPE**

12636 BEATRICE STREET, LOS ANGELES, CALIFORNIA 90066 (213) 306-4040  
 BUD GROSKOPF, PRESIDENT—ARTHUR GROSS, V.P. WORLD-WIDE SALES  
 See us at NATPE '82,  
 Las Vegas Hilton, Suite 2960







“We’re in room 460.”

Doris & Dottie Rumpemayer could give “strip” a whole new meaning.

But they’re just a sample of the fascinating folks in this new, hilarious, habit forming show that’ll leave your viewers wanting more at the end of every episode.

**T.H.E.**  
**HOSPITAL**

CASTLE  
COMBE  
PRODUCTION

**T.H.E. HOSPITAL.**  
An all new half-hour comedy serial, five times per week, 26 weeks. Available January '83.

Television never looked better.



Come up and see us.  
**NATPE '82, HILTON SUITE 460**

# Sidelights

(continued)

old, the market at Monte Carlo appears to have rapidly established itself as an important event in the calendar of nearly every major international TV company. Even its mid-season time was seen as a positive aspect, and the atmosphere and ambience were continually praised.

## Three-day forum

At the three-day forum held as part of the 22nd International Festival of Monte Carlo, Andras Rajnai, a director of Hungary's Magyar Television, was critical about what he termed a lack of insight in Hungary in exploring electronic opportunities in television. "Electronic programs," he said, "were first presented by Hungarian television as video art. But it soon become clear that this visual language reached a limited, not a mass audience. Therefore, we had to change our research targets. Drama, mass entertainment and major programs had to be made artistic and to reach a wide cross section of the public at the same time. The conditions were that each program had to be acceptable to a large audience and that the same amount of money would be made avail-

able for each program as for conventional TV productions.

"Programs were produced which proved to be realistic and practical expressions of this method of working," he continued. "However, we had to overcome the nature and rigidity of traditional television and to develop a rhythm and language while learning to use video tape in a complex yet flexible way. Electronic melding has been most effective when applied to myths and legends which have been given the title of *TV Tales for Adults*. One can produce fantastic visions, beings, monsters and artificially created cities and worlds with imagination and the fantasy of adventure. These programs are enjoyed by the viewing audience, but our aim is that they view them not only as spectacle but as thought-provoking material as well."

Bengt-Ake Kimbre of Swedish Television said that experiments in his country were being conducted within the framework of everyday production. No permanent experimental group exists, he added. The resources available—1 per cent of Swedish TV's budget was devoted to research—gave his unit, he said, the

opportunity of building new equipment and testing fresh programming ideas. The object, he added, was linked less with the use of technical hardware than with, "new forms and methods of production."

Computer-assisted animation projects were discussed by Robert Forget, director of film and animation for the National Film Board of Canada. Forget emphasized, from his own experience, that the key frame animation system of the Canadian Research Council, transferred to the National Film Board of Canada, was not a perfected production tool. Instead, he said, it was a means that required constant updating and development to conform to the needs of various projects.

## Ulster reportage

The award for best new report at the Monte Carlo festival went to the BBC for *Ulster: Death of Francis Hughes*, while NBC-TV was cited for producing the top magazine program, *American—Black and White*.

A special prize of 10,000 francs, plus plaque, given by Prince Rainier of Monaco, for the best program dealing with the protection of nature and the environment went to *Man of the Trees* from Leon Narbey Productions of New Zealand.

Mile Caroline Huppert of Antenne 2 (France) took the Cino Del Duca prize of 10,000 francs for the best entry submitted by a director at the beginning of his or her career.

The Unida prizes—silver doves presented for works corresponding with the ideals of the Catholic Broadcasting organization—were awarded to TFI of France for *Les Trottoirs de Manille* (news) and *Pile Ou Face* (drama) from Avro/N.O.S. or Holland.

The international panel of critics also singled out *Les Trottoirs de Manille*, a documentary on child prostitution in Manila, as the best news program submitted for consideration. They gave a special mention to *Incest* from the Dutch Television Service.

The euphoria surrounding the awards was partly shattered by a blistering attack from American director John Frankenheimer on the quality of some of the entries he viewed during the week as one of the Monte Carlo judges.


Frankenheimer said in a statement issued to coincide with the presentation of the awards, "Some of them, like the Austrian entry, are just plain disgusting. That one had no redeeming qualities. Surely the Austrians could have selected something better."

**SOMEONE  
IN YOUR MARKET  
IS ABOUT TO TAKE  
A GIANT STEP AHEAD OF  
THE COMPETITION**

It could be you.

WeatherTrac™ changes your weather segment from a talk show to a truly "moving" experience — ready to go day or night. With computer graphics in motion, clean and colorful, like you've never seen before. But it's much more. It's a complete weather presentation you must see and hear to appreciate.  Your viewers will love it. So will your weatherpeople. Not to mention your accountant.  Call us right now, at 1-800-654-3976.  Or wait for our two-page spread in the April 5, 1982 issue of *TV Radio Age* to find out more.  Or wait till the NAB Show to find out even more (just follow the crowd to our booth, No. 2900).  Of course by then it may be too late.  By that time your competition may have already left you standing still.

**THE WEATHER STATION, INC.**



# Before You Make Another Programming Decision, TAKE A LOOK AT THE TURNER ALTERNATIVE

---

Turner Program Services offers you a strong source of alternative programming. Positive, entertaining, high-production value shows created with the style of innovation that sets Turner apart.

The impressive array of programs listed here reflects our determination to forge an unprecedented reputation for original, independent programming.

Take a look at the list. And call Turner Program Services today at 404-898-8768 and tap into the Turner alternative.

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**Jacques Cousteau**—An all new series of international explorations with the world famous oceanographer.

**Nashville Alive**—Ralph Emery hosts a star-studded hour of country, western and bluegrass from Opryland.

**People Now**—A star-studded hour from Hollywood.

**Winners**—Profiles of successful people that highlight the positive attitudes it takes to be a winner.

**Nice People**—A touching tribute to people all over America discovered doing unselfish things for others.

**Motor Week Illustrated**—A fast-paced report on the world's fastest sports.

**American Portrait**—Heart-warming profiles of each individual state featuring the land and people that make each area of the country unique.

**Style**—A globe-trotting tour of contemporary lifestyles, home design and fashions.

**Freeman Reports**—Incisive, insightful interviews of topical interests and current newsmakers with Sandi Freeman.

**Tush**—Thirty minutes of hilarity with one of America's fastest rising comedians, Bill Tush.

**Caribbean Nights**—A weekly Caribbean holiday with stars and musical entertainment from San Juan, Puerto Rico.

**Newsmaker Saturday**—Daniel Schorr hosts a forum featuring leading newsmakers and a panel of nationally known journalists.

**Up Close**—Poignant conversations with leaders from industry, government and entertainment.

**China**—An exploration of China's recent modernizations and national move toward the one-child family.

**A Finite World**—Around the world locations highlight this award-winning documentary.

**Out Here On My Own**—A poignant, moving look at the true winners of the 1981 Special Olympics.

**Newsmaker Sunday**—Stuart Loory moderates a discussion of current issues with newsmakers and media figures.

**Bangladesh**—A study of Bangladesh's 10-year struggle to rise from the grips of national poverty.



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404-898-8768

A Service Of Turner Broadcasting System, Inc.

**This is the Third Big Year:**



# **The Winning Moment**

NFL Championship Games. Over 100 stations have aired **The Winning Moment** and generated additional income from Super Bowl games . . . whether they carried the games or not. They carried **The Winning Moment**: 30-second action spots featuring **Winning Moments** from previous Super Bowl games.

**New for '82 - '83**

**30  
Football Programs**  
The Winning Moments from all  
16 Super Bowl games  
PLUS  
The Winning Moment from 14  
AFC/NFC championship games  
**30 Days of Profit**

## **A Super Sales Tool**

When piggy-backed with 30 second commercials, **The Winning Moment** inserts are full minutes of premium time to sell locally...three times a day. A selling aid used in 63% of the country to tie in—and cash in—on the highest-rated live television program ever.

We've started a tradition.  
When you think of the game,  
think of



# **The Winning Moment**

**The first...and the finest...**

*Call or write for  
screening cassette  
and more information.*

Produced and distributed by | **Marvin Grieve/M G Films, Inc.**  
**Richard Perin/Perin Enterprises, Inc.**

**We've Started a Tradition**

# The Winning Moment



Major League Baseball. World Series and All Star games. Thirty more 30-second action inserts. Three runs per day. That's 90 spot carriers. Proven short-term programming to drop in as countdowns to television's biggest baseball games.

**New for '82**

**30  
Baseball  
Programs**  
The Winning Moments  
from 10 ALL STAR GAMES  
AND 20  
WORLD SERIES GAMES  
**30 Days  
of Profit**

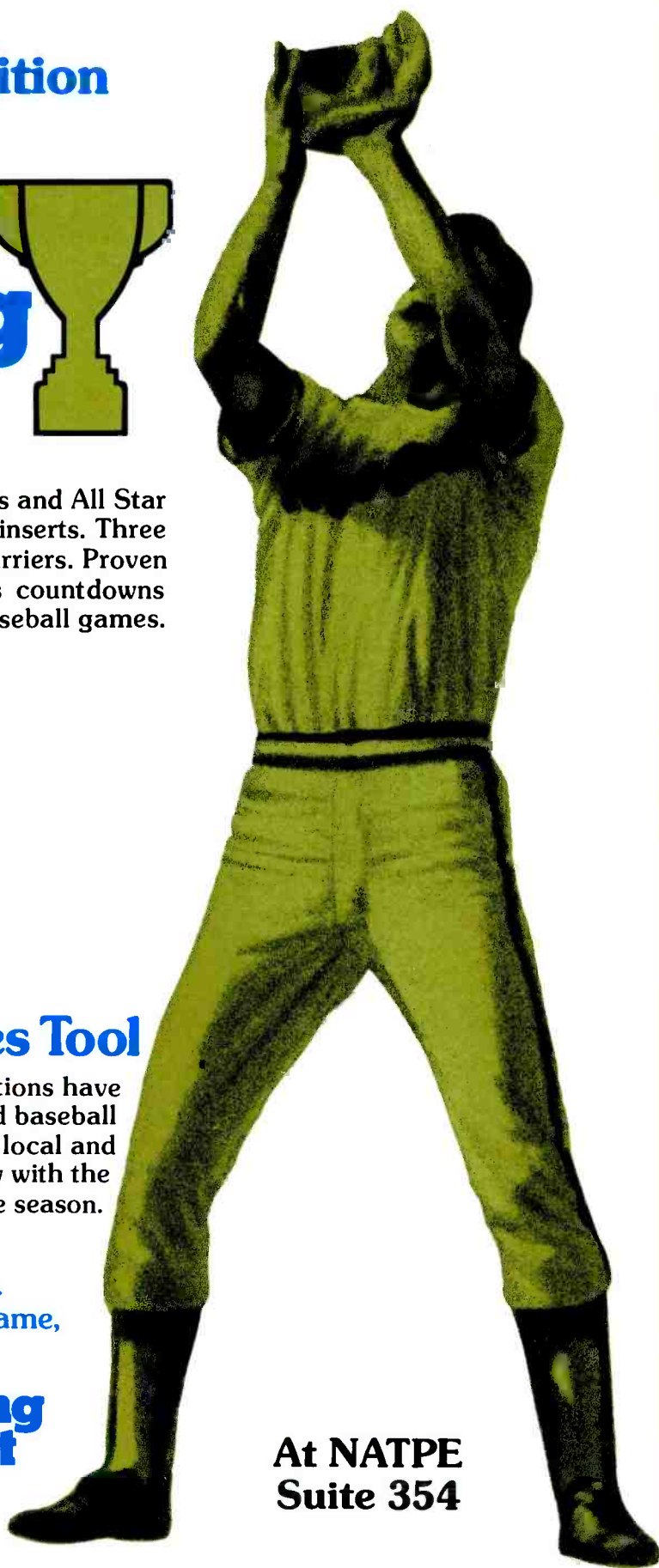
## A Major League Sales Tool

For the past two years over 100 stations have successfully sold both football and baseball **Winning Moments** programs. Now local and national spot advertisers can identify with the highest rated baseball games of the season.

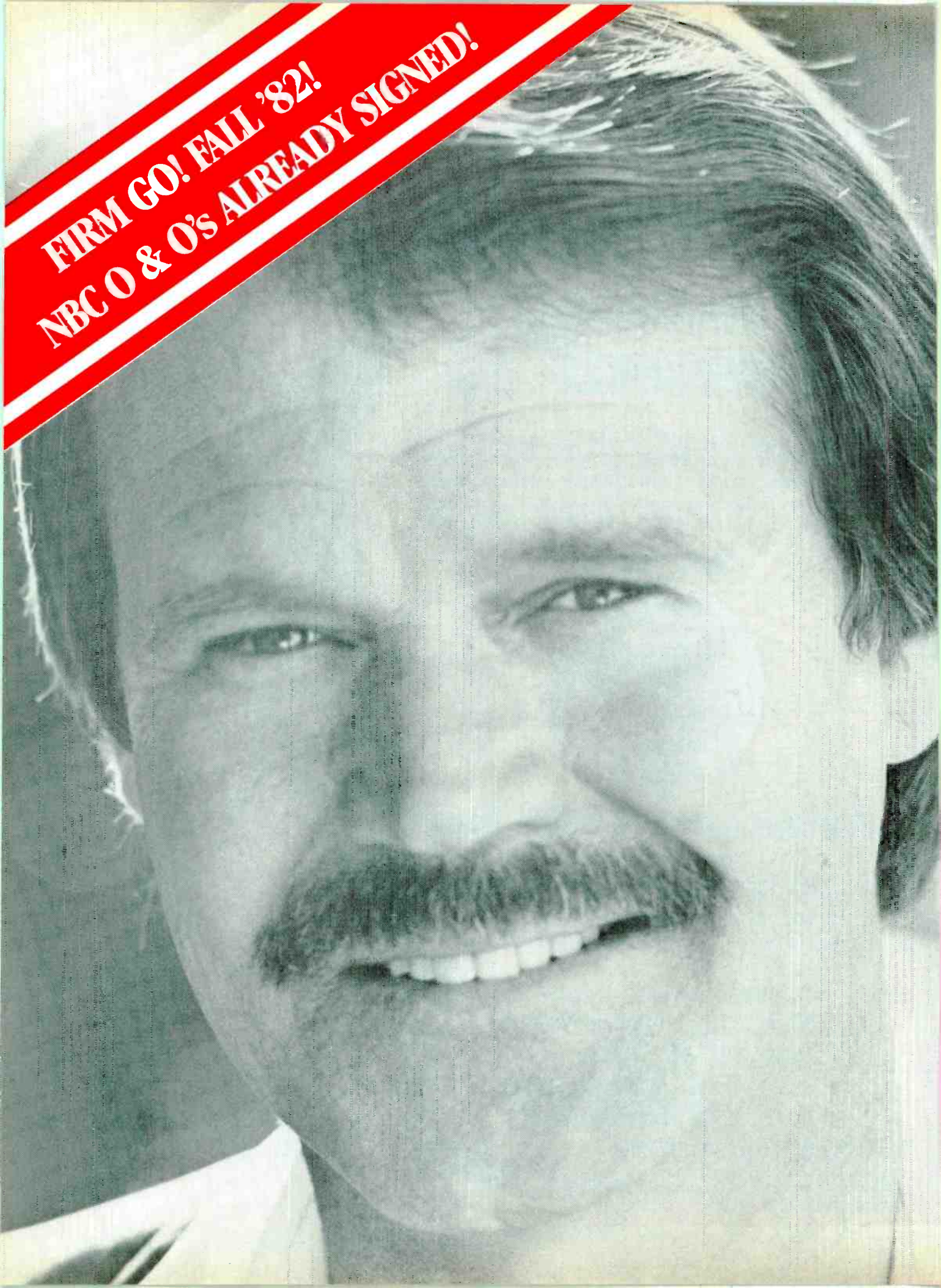
We've started a tradition.  
When you think of the game,  
think of  **The  
Winning  
Moment**

**sports inserts available.**

400 East 54 St./New York, New York 10022  
212-371-1622



**At NATPE  
Suite 354**



**FIRM GO! FALL '82!**  
**NBC O & O's ALREADY SIGNED!**

*[Faint, illegible text visible in the right margin of the page, likely bleed-through from the reverse side.]*

# Star Power.

---

## Glen Campbell. Prime access superstar.

● America's best-known male TV performer: a phenomenal 99 familiarity score among young adults.

● "Glen Campbell is not only a multi-talented, consummate performer, he's a true television personality...the most entertaining and competitive program of its kind available today."

—NBC O & O's

● Pilot boosted WNBC NY's access over the preceding week by 20%...WMAQ Chicago's by 55%...KNBC Los Angeles' by 54%. (NSI Overnights)

● Major guest stars every week.

● A superb advertiser-sponsored opportunity.

● Available right now to stations and advertisers for Fall '82 start.

---

## The Glen Campbell Music Show

Produced by  
Pierre Cossette Productions  
in association with  
Gaylord Program Services, Inc.

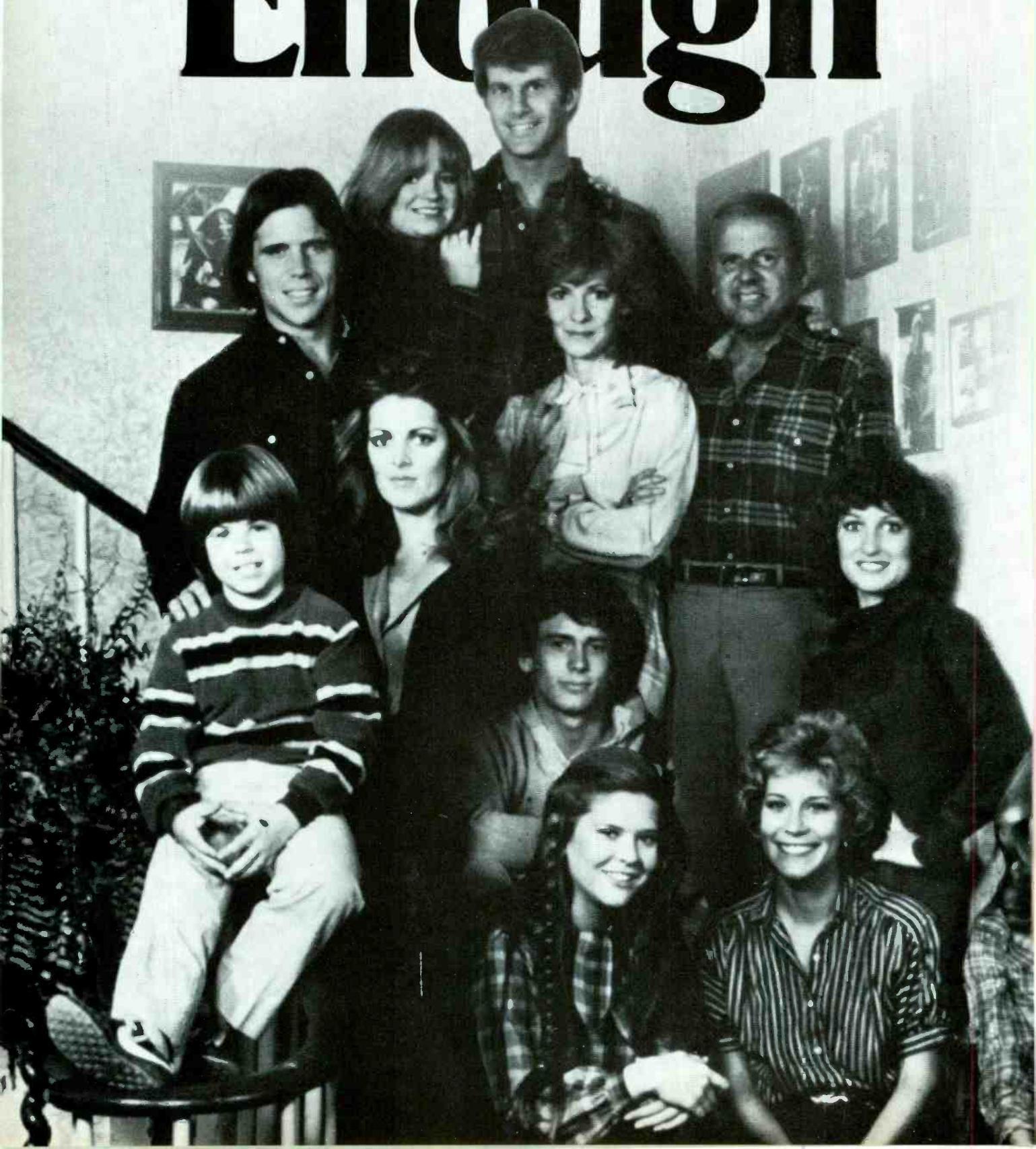
Distributed by



**LEXINGTON BROADCAST  
SERVICES COMPANY, INC.**

777 Third Avenue, New York, New York 10017 (212) 838-1185

# Eight Is Enough





# Their Shining Hour

## Thank You...

NEW YORK . . . . . WPIX	CHARLOTTE, NC . . . . . WBTV	PORTLAND, ME . . . . . WCSH
LOS ANGELES . . . . . KHJ	ORLANDO/	SPOKANE . . . . . KXLY
CHICAGO . . . . . WMAQ	DAYTONA . . . . . WOFL	JOHNSTOWN/
BOSTON . . . . . WXNE	COLUMBUS . . . . . WBNS	ALTOONA . . . . . WTAJ
CLEVELAND . . . . . WUAB	RALEIGH/	BATON ROUGE . . . . . WRBT
DALLAS . . . . . KXTX	DURHAM . . . . . WTVD	AUSTIN . . . . . KVUE
HOUSTON . . . . . KEON	OKLAHOMA CITY . . . . . KOKH	FORT WAYNE . . . . . WANE
PITTSBURGH . . . . . WPXI	LOUISVILLE . . . . . WDRB	FARGO . . . . . KTHI
MIAMI . . . . . WCIX	CHARLESTON/	LAS VEGAS . . . . . KTNV
MINNEAPOLIS/	HUNTINGTON . . . . . WOWK	EL PASO . . . . . KCIK
ST. PAUL . . . . . KSTP	SALT LAKE CITY . . . . . KTVX	CHARLESTON, SC . . . . . WCIV
SEATTLE/	NORFOLK/	AMARILLO . . . . . KFDA
TACOMA . . . . . KCPQ	PORTSMOUTH . . . . . WYAH	YAKIMA . . . . . KAPP
ATLANTA . . . . . WSB	ALBANY, NY . . . . . WTEN	WICHITA FALLS . . . . . KAUZ
ST. LOUIS . . . . . KDNL-TV	GREENSBORO, NC . . . . . WFMY	CORPUS CHRISTI . . . . . KRIS
TAMPA/	HARRISBURG/	BINGHAMTON . . . . . WBNG
ST. PETERSBURG . . . . . WTOG	LANCASTER . . . . . WLYH	LUBBOCK . . . . . KAMC
DENVER . . . . . KWGN	LITTLE ROCK . . . . . KTHV	BOISE . . . . . KIVI
SACRAMENTO . . . . . KTXL	SHREVEPORT . . . . . KTBS	COLUMBIA, MO . . . . . KOMU
INDIANAPOLIS . . . . . WRTV	TULSA . . . . . KOKI	MIDLAND-ODESSA . . . . . KTPX
PORTLAND, OR . . . . . KGW	WICHITA . . . . . KTVH	BAKERSFIELD . . . . . KERO
PHOENIX . . . . . KPHO	KNOXVILLE . . . . . WATE	ABILENE . . . . . KTXS
SAN DIEGO . . . . . KGTV	SYRACUSE . . . . . WIXT	IDAHO FALLS . . . . . KPVI
KANSAS CITY . . . . . KBMA	GREEN BAY . . . . . WLUK	WESTON/
MILWAUKEE . . . . . WVTV	ALBUQUERQUE . . . . . KLKK	CLARKESBURG . . . . . WDTV
BUFFALO . . . . . WIVB	DES MOINES . . . . . WOI	TWIN FALLS . . . . . KMVT
	ROCHESTER . . . . . WOKR	

## 70 Markets Sold...and selling fast for Fall '82

From Los Angeles to New York...from Chicago to Houston it's clear that both small and large markets applaud EIGHT IS ENOUGH as the perfect choice for success in early fringe. EIGHT IS ENOUGH consistently reaches women 18-49, teens and kids in huge numbers. In fact, its audience breakdown perfectly matches the available 4-8 pm audience. So get the Bradfords on your side and prove that our shining hour can be your golden opportunity.

# LORIMAR

Los Angeles  New York  Chicago  Atlanta  Dallas



# Radio Report

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## Study of horizontal vs. vertical spot placement is being discussed

ABC Radio and the Radio Advertising Bureau are in discussion with Gallup & Robinson looking toward an ambitious study of radio advertising whose cost could wind up in the neighborhood of \$100,000. Goal would be to demonstrate that there is little, if any, difference in listeners' commercial recall between vertical radio schedules and the more common horizontal radio advertising schedule.

A typical horizontal schedule of 30 spots a week in a daypart might be stretched out with six announcements each day, Monday through Friday. But many food chains have found that it pays to concentrate their schedules vertically toward the end of the week on food shopping days—Thursday, Friday and Saturday. In such scheduling, those same 30 spots might be concentrated into 15 on Thursday and the other 15 on Friday. Result would be use of more dayparts and more frequency against a slightly smaller number of listeners: "slightly smaller" because if daily cumes were reported, it's possible the data may show that a radio station may reach in the area of 80 per cent of its total weekly accumulated audience in any one day.

Heavy Thursday, Friday and Saturday advertising by food chains is all well and good for station sales toward the end of the week. But this can also leave Sunday, Monday, Tuesday and Wednesday with more unsold inventory. So researchers at ABC and RAB believe that such a study would prove the value of vertical schedules to retailers in non-food categories. They could take advantage of the availability of radio time earlier in the week by featuring special promotions Monday through Wednesday, and emulate the success of the food chains with similar vertical schedules.

## Arbitron urged to show vertical cume audience

For the same reason, ABC and RAB have also been urging Arbitron to report average daily cumes in their local reports. This is something that RADAR reports for the radio networks and that Mediastat had reported locally. But such local daily cumes will apparently no longer be available now that Birch has absorbed the radio operations of Media Statistics.

Bill McClenaghan, director of research at ABC Radio, points out that vertical schedules are not only valuable to food chains, but could also be useful to other types of retail businesses who stay open at night, such as movies and fast food outlets.

However, while some radio researchers believe that daily cumes should not prove too expensive for Arbitron to produce, since they are already available via AID runs for an extra charge, other researchers aren't so sure. The latter group believes that Arbitron's diary sample is a bit thin to produce reliable daily cumes and that to do it right would require pumping up local samples with more diaries.

## Harris survey shows AM stereo attitudes

A little over one third—some 36 per cent—of AM radio stations replying to a Harris Corp. survey on AM stereo say they expect to convert to AM stereo operation within two years if a system gets FCC approval. Eighteen per cent expect to convert eventually, another 18 per cent to expect to convert, and 28 per cent are undecided. And compared to previous surveys, AM broadcasters now appear to be at least somewhat discouraged about the competitive benefits they expect to derive from AM stereo. A Harris spokesman observes "a more wait-and-see attitude" and a "reluctance to get excited about AM stereo lest new delays crop up."

Harris Corp., a producer of high technology communications gear including radio and TV transmitters, cameras and studio equipment for both radio and TV, is one of five companies that have submitted AM stereo transmitting systems to the FCC. The others are Belar Electronics, Kahn Communications, Magnavox and Motorola.

The survey also finds AM broadcasters discouraged by the loss of potential advertising revenue during the three-year delay in getting AM stereo approved. Harris reports that they had been looking to stereo as "a major new weapon in their battle for audience share with FM stations."



*Carry On Abroad · Carry On Again Doctor · Carry On Behind  
Carry On Dick · Carry On England · Carry On Girls · Carry On Loving · Carry On Matron  
Carry On 'Round the Bend · Carry On Up the Jungle · Carry On ... Up the Khyber*

**METROMEDIA**  
P R O D U C E R S  
C O R P O R A T I O N

5746 SUNSET BOULEVARD · HOLLYWOOD, CALIFORNIA 90028 · (213) 462-7111

# Radio Report

(continued)

## Most stations want single stereo standard

**Survey findings also indicate** that given a choice, three out of four AM stations would prefer to have the FCC choose a single technical standard for AM stereo, as opposed to waiting for five competing standards to slug it out in the marketplace.

Findings are the result of a telephone survey of general managers and chief engineers of 83 AM stations conducted between January 25 and February 1 by Harris' Broadcast Division in Quincy, Ill. Harris points out that regardless of whose AM stereo system wins the FCC nod, licensing "would permit anyone to compete in the equipment market." Harris would prefer to get some type of AM stereo on the road quickly via FCC selection, than wait for the "possible prestige of having our own system win a drawn-out fight in the marketplace."

Of the 71 stations who stated a preference in the survey, 53, or 74.6 per cent, favored a "single system selection" by the FCC. The reasons they offered included eliminating confusion among broadcasters and the public, promoting the orderly growth of AM stereo, and avoiding the need to produce home and car radios which could receive all the different types of possible AM stereo signals. Many fear that the higher cost of such radio sets would inhibit consumer buying and restrict the AM stereo audience.

As Harris describes the background of its survey, stereo capability was a key factor in enabling FM to finally pass AM in 1979 in numbers of listeners, and the FCC is now reported to be close to a decision on either selecting a single standard from the five systems submitted and evaluated, or allowing the marketplace to determine the winner by approving all five for production and marketing.

## MBS files \$200 million suit against Western Union

**Mutual Broadcasting System**, first commercial radio network to go satellite, has launched a legal battle to force Western Union to provide the web with satellite facilities which MBS says are specified in its contract with WU. A suit was filed against WU by MBS February 25 in the U.S. district court in Washington asking \$200 million in damages for breach of contract. Early last week a WU spokesman would only say: "We can't speculate about the suit until we see the papers."

MBS president Martin Rubenstein said the central issue in the suit is WU's "contractual obligation" to provide Mutual with three additional channels, a backup transponder and additional channels in the future as they become available.

Complicating the situation is the upcoming switch of transmissions by MBS and others from the ageing Westar I to Westar IV, which was launched the day the suit was filed. Mutual now has three channels on Westar I serving 575 affiliates. In a question-and-answer paper accompanying announcement of the suit, MBS stated that "the launch of Westar IV in tandem with Western Union's intransigent position would force Mutual to change satellites to retain three channels during 1982. This would cause operational problems affecting network service and incur great costs."

Westar IV will be moved in the 99° west longitude slot now occupied by Westar I and the latter will be relocated to 79° for the remainder of its useful life. MBS is seeking between six and eight channels on Westar IV immediately, "in accord with the contract," a backup transponder capability on Westar IV and the option to request additional channels as needed.

The radio network said it has already invested \$10 million in its satellite capability, including a \$2 million uplink at Bren Mar, Va., and 650 downlink stations. It also maintains it has been negotiating with WU for 18 months and charged there had been delays in getting its current service from WU.

## ABC News restructures its major centers

ABC Radio News has restructured its New York headquarters and its Washington bureau in order to better serve its six networks. Peter M. Flannery, assistant director of ABC Radio News, has been promoted to general manager, new programming, radio; and Joseph F. Keating, director of radio news operations, has been named general manager, news operations, radio, for ABC

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# Radio Report

(continued)

News. Also, George T. Phillips, manager of news programming, has been appointed director of news coverage. In other New York appointments, several news managers have been promoted to news directors. Dick Rosenbaun, ABC Information Network; Kathy Lavinder, ABC Entertainment Network; Fred Davis, Direction Radio Network; and Jeff Sprung, FM Radio Network.

In the Washington news bureau, Ken Scott has been promoted from manager to director of Washington News Coverage, Radio, and Robin Vierbuchen moves up from assistant manager to manager of Washington News Coverage, Radio, succeeding Scott. In addition, Mark Richards has been promoted from assignments/operations manager to International assignments editor; Dick Dressl, news manager of the Contemporary Network, to domestic assignments manager; and Chris Johnson, cable coordinator, to cable supervisor, Radio, ABC News.

## In-studio concert series for ABC FM Network

*Star Sessions*, a 90-minute series of "in-studio" concert specials will make its debut on the ABC FM Network on March 20. The first of the 8-9:30 p.m. concerts will feature Don McLean. Host of the series will be Bill Ayers, WPLJ(FM) New York, and the shows will be taped live in a recording studio of the artist's choice, according to A. Thomas Plant, vice president, ABC FM Network. *Star Sessions* will include 12 shows in 1982, and is produced by D.I.R. Broadcasting. Other artists scheduled to appear include Kenny Loggins, Hall and Oates, Boz Scaggs and Elton John. In referring to the new series, Plant notes, "We are very excited about this unique concept which is a major step in the evolution of the the ABC FM Network. It strongly reinforces our objectives of providing top quality and meaningful programming to our affiliates' young-adult listeners."

## 'Quiz of the Airwaves' from Broad Street outlets

**Money, marriage, health and personality** will be the categories for the *Quiz of the Airwaves*, a quarterly co-production of the stations that comprise the Insilco Broadcast Group (Broad Street Communications). The stations: WELI New Haven; WVCG and WYOR(FM) Miami; WGSO and WQUE(FM) New Orleans; and KTOK and KJYO(FM) Oklahoma City, will each produce one weekly quiz per year for broadcasting on all of the Insilco stations.

The quizzes are intended as a public service. There will be no prizes. Listeners will instead be advised to score themselves on their own answers to the 30-question quizzes, designed to increase knowledge on the four basic subjects. A typical question from *The Money Quiz* is, "What is the best place to keep your will? a) With your spouse; b) with your lawyer; or c) in a safe deposit box. Each quiz will divide its 30 questions over five days.

Broad Street Communications has also announced that its communications consulting division, BGW Associates, will be representing the Washington-based broadcast research firm Custom Audience Consultants.

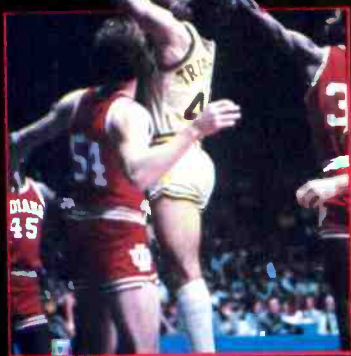
## NPR to lease excess satellite capacity

Facing a 1983 budget cut of between 20 and 30 per cent, the Corporation For Public Broadcasting (CPB) and National Public Radio (NPR) have signed an agreement with Western Union whereby transponder space leased on Western Union-owned satellites, combined with the ground facilities owned by NPR, will be made available for use by non-public broadcasters. No contracts have been signed in terms of who will rent this excess capacity, but according to a spokesman for NPR "There are a lot of people making inquiries."

Under the terms of their agreement, both NPR and Western Union will be able to lease out excess public radio space segment capacity and the ground facilities. Included among the list of possible revenue sources are the SCAs and a proposed project involving cable audio programming for the blind and other audio services that can be cabled into a home and heard over the radio.

According to Frank Mankiewicz, president of NPR, "What we're talking about is excess capacity of satellite time and of ground facilities at the stations. This is not intended to be a profit-making venture for NPR."

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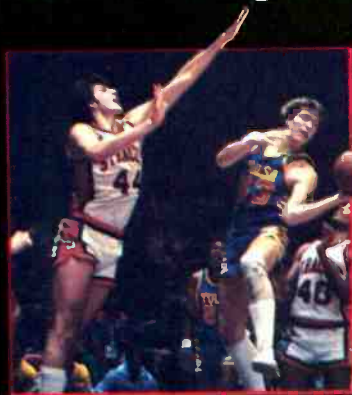


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## International Report

**LONDON: IBA into DBS.** The first experimental European television program service via satellite is to be launched in May by 13 member nations of the European Broadcasting Union. The weeklong trial transmissions will comprise five hour schedules running each day from May 24 until May 30.

Britain's Independent Broadcasting Authority, responsible for the country's commercial television and radio networks, will be masterminding the transmissions, which will emanate from London. This late concern for the possibilities of satellite-borne TV programs stems from what senior IBA officials frankly describe as their own "Damascus conversion." For several years the IBA has shown little interest in satellite transmissions—now it is making a last minute bid for a place in the sky. The reason is, without doubt, the possibility of the rival British Broadcasting Corp. being awarded the U.K.'s fifth and sixth TV channels, to be disseminated by direct broadcast satellite.

**Using IBA dish.** The European experiments during the last week of May will demonstrate—among other things—that the IBA has the enthusiasm and the know-how to join the satellite race. The 13-nation programming will be transmitted using the IBA's mobile dish transmitter via the European Space Agency's Orbital Test Satellite (OTS). The signal, which will be scrambled to prevent unauthorized use, will be received on closed circuit only in Britain, Algeria, Austria, Belgium (Flemish and French services) Federal Republic of Germany, Ireland, Italy, Malta, Netherlands, Portugal, Spain, Switzerland and Tunisia.

The initial week of programming designed to test the feasibility of a full-scale European service one day will be followed by four further weeklong trials later in the year. They will be coordinated by the broadcasting services of Italy (RAI) from July 19 to 25, Austria (ORF) from September 27 to October 3, Netherlands (NOS) between October 25 and 31 and the Federal Republic of Germany (ARD) November 22 to 28. The schedules will be made up of a wide range of programs of all kinds selected from the best material available from most of the participating countries.

**Seven objectives.** There are said to be seven main objectives of the experiments: (1) to demonstrate and test five different schedule patterns for a Pan-European television service, (2) to carry out research designed to assess possible audience reaction to such a service and its impact on existing national services, (3) to experiment with, and assess, the costs and effectiveness of multi-channel audio and teletext subtitling in different languages, (4) to seek new ways of making programs understandable to a multilingual audience, (5) to assess the nature and cost of the central services (including news and information input) and other infrastructure that would be required for an operational European service, (6) to identify and, as far as possible resolve, the

technical, legal and financial problems that an operational service would present, (7) to draw attention to the interest of European public service broadcasters in cooperation in the field of direct broadcast satellites.

**OTS a veteran.** The experiments will be coordinated by an international operations group headed by Neville Clarke, the IBA's senior TV program officer. The OTS satellite is a veteran nearing the end of its life. It has already been used for some 3,300 hours of engineering tests. During these tests the IBA mobile transmitting dish has been used to transmit signals from locations as far apart as the North Sea and the Azores.

The May program experiments will employ the latest techniques in digital transmission allowing up to four different language sound channels. They will also probe the ability of the British Oracle teletext system for subtitling in other languages.

Clarke told TV/RADIO AGE INTERNATIONAL that he expected the programs to be contributed by nine of the 13 nations taking part. The services would be mixed, covering a full budget of news and information, sport, entertainment and educational items. There might also be some live inserts during the week if events in Europe warranted special efforts at coverage. Asked who would comprise the various closed circuit audiences, Clarke replied: "Broadly, politicians and public figures, the press. TV executives and professional broadcasters.

"We will also, however, have representatives of the public because we are making this a major research operation as well. Identical panels will be created in each country so that a Europe-wide assessment can be made of the possibilities of a European service." He added that there might be a further round of trial transmissions next year leading up to a full-scale experiment in 1984, the eve of the hoped-for start of European programs via the L-SAT direct-to-home facility.

**Concern about BBC.** Barbara Hosking, the IBA's director of information, admitted that the Authority had undergone a "Damascus conversion." She said: "We have been heavily involved for some time with the launch of Channel Four (Britain's second commercial channel) and the preparations for next year's launch of breakfast television.

"We are very concerned at the possibility of the BBC being given two satellite channels. After all, it is now being pointed out in various quarters that it took 25 years to win agreement for Channel Four. Now press reports are suggesting that the future of Channels Five and Six may have been settled in about five minutes.

"The European experiments, from our point of view, will be a reminder to the British Government of what we can do in this field. Our mobile transmitter is widely respected in Europe and has been hired by various countries to cover major events. Coordination by the IBA of the 13-nation experiments will demonstrate the sort of role we could fill in the future."—**Adrian Ball.**

*(continued on page 110)*





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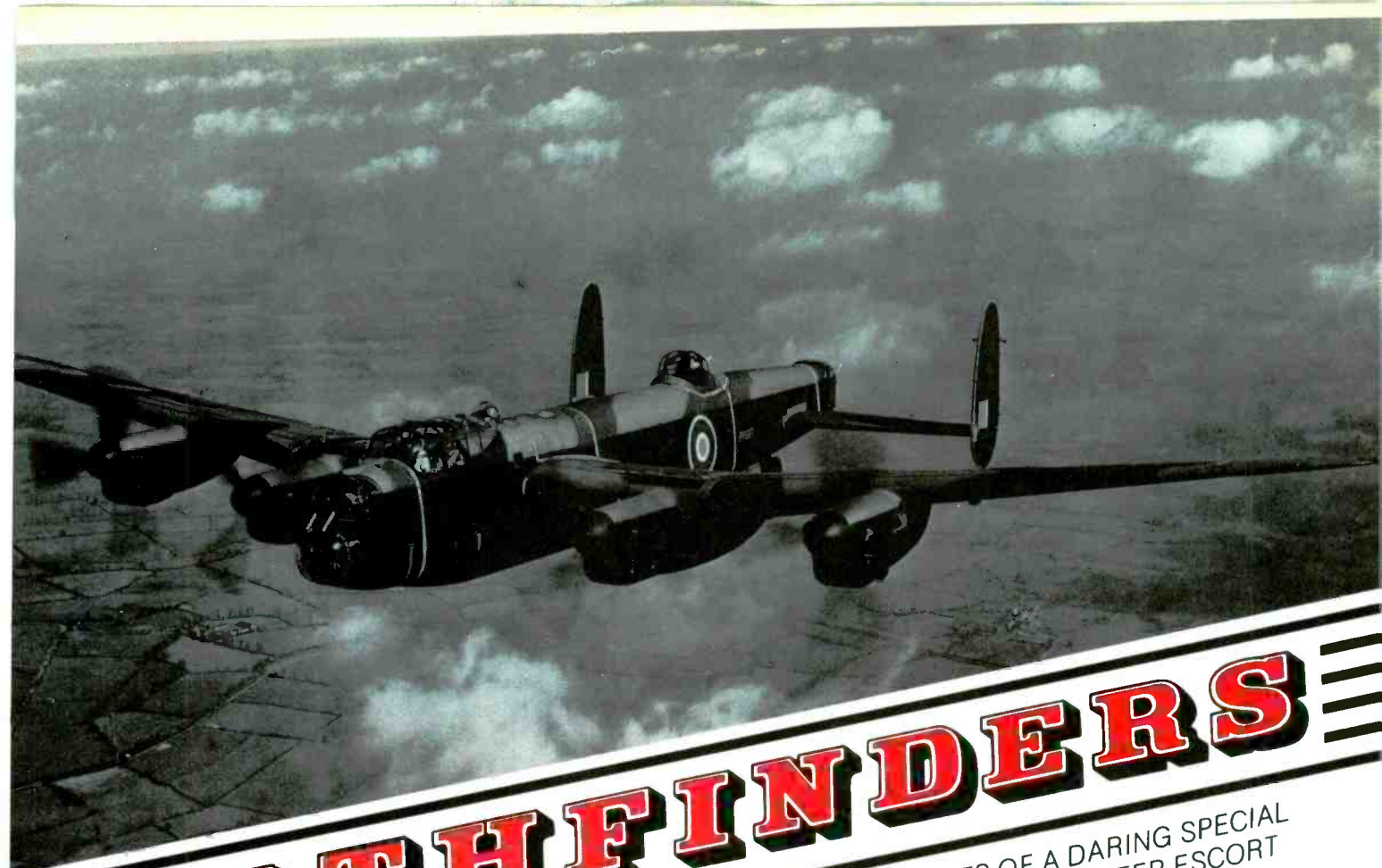


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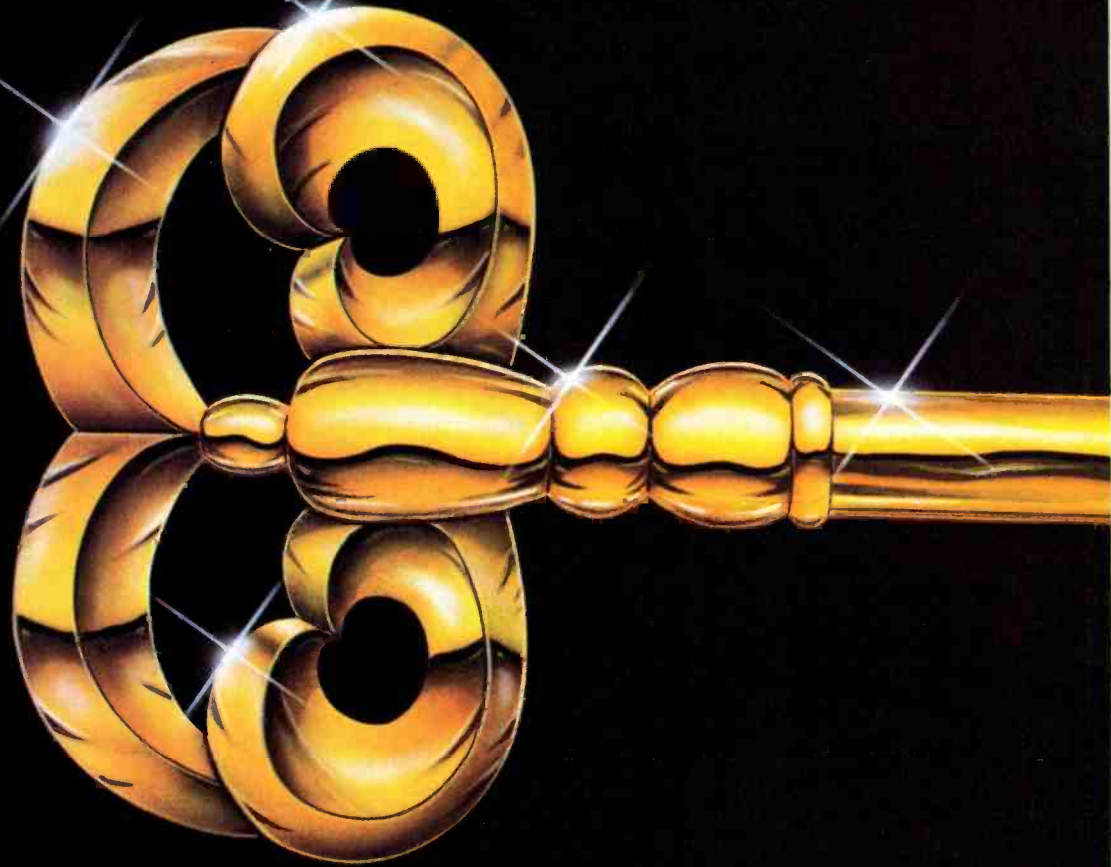


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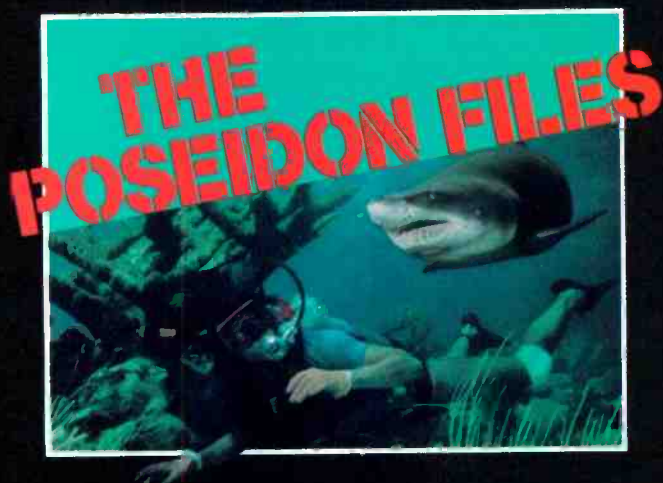
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# International Report

(continued)

**JERUSALEM: Private radio bid.** Because of a refusal not to broadcast on Friday evenings and Saturday daylight hours, a bill was rejected which would have allowed private broadcasting in Israel. Abie Nathan, who has operated his floating radio station, Kol Shalom, "the Voice of Peace", off the coast of Tel Aviv for more than 10 years, warned members of parliament that unless a special bill was passed enabling him to transmit on land, he would cease all operations and either sell or intentionally sink his ship. The bill, which had the blessing of Prime Minister Menachem Begin and a wide range of the parliament members, nevertheless faced opposition from the tiny, but powerful religious parties, which has opposed any business activities on the Jewish Sabbath. If the bill had passed on final reading, the party would have quit the coalition government, thereby endangering the entire governmental structure, a political gamble Prime Minister Begin was not willing to take at the present time.

**OTTAWA: Cable TV challenge.** The Canadian Supreme Court is expected to hear a case later this year on whether the Canadian Federal Government and its Canadian Radio-Television and Telecommunications Commission (CRTC) has jurisdiction over cable TV within Canada's independently-minded provinces.

Recently, a lower-level court in Newfoundland held that transmissions of signals from a satellite do not constitute broadcasting as defined in the Radio Act, and thus, the CRTC subsequently lacks legal jurisdiction to regulate this type of activity.

In addition, in a case concerning an apartment building owner who obtained a satellite receiving dish and then distributed programming to his tenants was likewise dismissed. The Newfoundland case is scheduled to be heard by that province's highest court, the Court of Appeals, next month.

Compounding the problems is the fact that one Canadian cable outfit, Banff Cablevision, which has a franchise in Banff National Park, is pulling in American originated programming via satellite without any official legal injunction to prevent such a service, which under Canadian law is illegal.

Said National Park Superintendent Paul Lange: "We have an agreement with the cable company about running its lines into buildings, but where they get their picture is not our concern."

Said Ken Katz, a government attorney for the CRTC, the issue goes beyond just importation of signals; It is a significant constitutional question."

**CAPETOWN: New TV network.** With South Africa Broadcasting Corp.'s Television Network 2 and 3 just barely three months old, there has already been a rush by advertisers to get their commercial messages across to the black population. SABC senior director of commercial services, Jack Siebert, described the situation as "heavily oversubscribed" for the limited 260 30-second spots a week (only eight per cent of air time is allocated for commercial announcements; presently

SABC-TV2/3 operate 27 hours weekly). A typical 30-second spot on the black service averages in the neighborhood of \$1,500, a far cry from SABC-TV1's prime-time white service of approximately \$8,500. The least expensive half-minute on SABC-TV1 is \$1,100. As a result of SABC-TV2/3, black ownership TV sets increased from 88,000 in 1980, to an estimated 300,000 plus sets in 1981, according to All Media Products Survey (AMPS).

**KINGSTON: Senate debate.** Jamaican Senator Tom Tavares-Finson, speaking in the "state of the nation" debate has defended the recent trend of his island republic not to fully divest itself of the mass media.

"Although there has been some criticism about the lack of divestment, we feel that these resources must be used to develop this country socially, economically, and culturally." He said the new government "inherited" more than \$12 million of broadcasting equipment and capital assets. Finson said that radio was the most widespread medium in Jamaica, and that, consequently, the Jamaican Broadcasting Corporation (JBC) was thus mandated to expand its operations.

Currently in the midst of construction are two rural-based radio stations: Radio Central, donated by the American Agency for International Development (A.I.D.), and Radio Northeast, financed in large part by UNESCO (a United Nations specialized agency). Explained the Jamaican senator, "These stations have been created especially to meet the needs of the local farming communities."

In addition to radio, JBC-TV has been recently reorganized and expanded. Recently, the country's only earth station/satellite receiving dish was purchased from the Peagasus Hotel in Kingston, which had initially planned to use it in conjunction with cable TV. In fact, the satellite was utilized to broadcast President Reagan's address to the Organization of American States (OAS) which specially dealt with the Caribbean basin.

**WASHINGTON: TV quotas lifted.** Beginning July 1, 1982, there will no longer be a quota on the number of color TV receivers imported from Taiwan and South Korea. During 1981, U.S. Commerce Department figures show, Taiwan exported about 514,000 complete color receivers, 393,000 by South Korea and nearly 727,000 from Japan. The quota, which will expire on June 30th is applicable to TV sets "with picture tubes of not less than 13 inches." Under the system, South Korea is allowed to introduce 608,000 units and Taiwan approximately 425,000.

A spokesman for U.S. companies, which manufacture TV sets and parts, said, in a published report, that "They may find a way to file a new series of U.S. anti-dumping complaints" or "countervailing-duty law" complaints against these oriental manufacturers. However, a lawyer, who represents some of the major Asian manufacturers declared that such moves might prove to be unsuccessful.

(continued on page 116)

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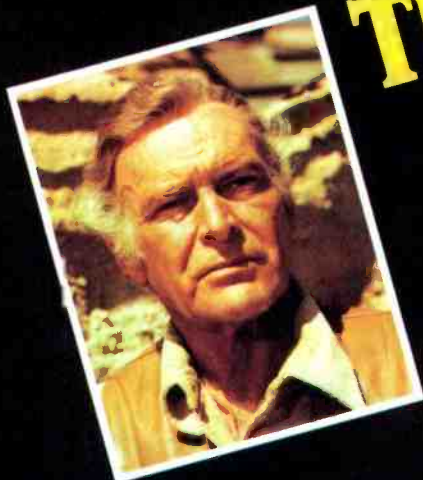
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# International Report

(continued)

cessful. "The color television set industry has become very internationalized over the past several years, and several U.S. companies are producing components and subassemblies for color TV receivers in such countries as Taiwan."

**Business mission via satellite:** The Overseas Private Investment Corporation, (OPIC) in its attempt to expand American-Egyptian trade, will use a "unique satellite link to allow as many as 250 American investors to 'visit' Egypt". The mission, which is being co-sponsored by OPIC, (a U.S. government agency) and the United Nations Industrial Development Organization (UNIDO), is being entitled "Telemision" and will provide for a two-way audio and video hookup, between New York City and Cairo. In addition, ancillary locations will be tied in with New York City: Boston, San Francisco, Los Angeles, Minneapolis, and Chicago.

OPIC President, Craig A. Nalen, in describing the two hour video experiment said the satellite format was chosen due to logistics as well as economics. "Many of the investors are small businessmen who would not otherwise be able to take the time for a week-long mission to a foreign country." Nalen added that the satellite allows OPIC to "provide first hand information in a short amount of time to a greater number of potential investors."

**TOKYO: Optical cable TV.** Researchers at the Nippon Telegraph & Telephone Public Corporation (NTT) have invented a photoelectric switch which a NTT spokesman said may speed up the application of optical fiber technology to cable TV systems. One advantage of the new invention would be improved efficiency. Whereas an ordinary electronic switch redirects incoming signals via electrical current, the photoelectric switch would direct light beams themselves in those communications systems already utilizing optical fiber such as telephone transmissions. Observers believe that eventually all communications will be designed for optical application because light waves can carry far more data than their electronic counterparts can, according to NTT. While the invention at present can route only three paths, NTT said that research is being conducted to raise the capacity to 10.

**COLUMBO: Unregistered radios.** More than one million radio receivers are presently unlicensed in Sri Lanka. So says the Sri Lanka Broadcasting Corporation (SLBC). According to reports, a major reason for the flood of unregistered radio sets is the lack of licensing at the nation's airport. It is estimated that 200-300 workers a day, who are returning from laboring contracts in the Middle East, are bringing with them a radio, of which, says one official, only a fraction are actually ever li-

censed. While part of the blame is attributable to rebellion against the principle of licensing, many, says a government official don't license, "because of the hassle this simple task involves." While a committee recommended that licensing take place at the airport, it has been learned that the postal department is not enthusiastic about having officials manning the airport around the clock.

## **TORONTO: CBC & CTV closed-captioning.**

In what was described as a "significant beginning", both the public CBC and the privately operated CTV have signed agreements with the American-based National Captioning Institute (NCI) to begin closed-captioning programming to Canada's "hearing-impaired" population. The agreement, which will run at least through March 31, 1983, will close-caption English-language programs with the Canadian Captioning Development Agency (CCDA) captioning some of the French-language programming, which is telecast primarily in Quebec Province (Montreal, etc.). NCI's president John Ball described the CBC/CTV acceptance of the system as a "wonderful endorsement" of the Line 21 system.

**CHELMSFORD: Radio's 60th birthday.** Both BBC and Marconi Communication Systems Limited are celebrating six decades of radio broadcasting in the British Isles. It was the Marconi corporation that operated the experimental 2MT Writtle "wireless" in 1922. Although a formal radio license was not issued until January, 1922, Marconi lays claim to being the first radio broadcaster, having operated radio as early as 1919. When finally given permission, it was strictly regulated in both power (a maximum of 250 watts) and in transmission (no more than thirty-minutes a week). Today, Marconi transmitters virtually have a monopoly in the United Kingdom, supplying both a majority of BBC transmitters as well as IBA, whose new Fourth Channel has just purchased a wide range of UHF transmitters.

## **DALLAS: 'Acmesystem' licensed in Japan.**

The Acme Cartoon Co. has just licensed the Tokyo-based Toyo Genzoshu (Far East Laboratories/FEL) to operate the "Acmesystem" for FEL's Asian clients. FEL which has been termed as the largest independent production house in Japan, will be working with Acme to develop other software including motion tracking systems and other computer/servo control operations used in animation and special effects. Acme cartoon president, Rush Beesley pointed out that the basic system, which at first will be based in Houston for training purposes and then reassembled in Japan has such current capabilities as advanced 3-D object description and manipulation, sophisticated airbrush painting, complex optical effects and a "super-fast" cel painting program.

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THE CHOICE OF WOMEN 18-49 FROM COAST TO COAST!

# VEGAS\$



IN LOS ANGELES, CHICAGO, PITTSBURGH, KANSAS CITY, DALLAS, SAN DIEGO, MIAMI, BIRMINGHAM, PHILADELPHIA, SALT LAKE CITY, HOUSTON, SAN FRANCISCO, OKLAHOMA CITY, PHILADELPHIA AND SACRAMENTO. JUST TO NAME A FEW...

**VEGAS\$** WAS THE CHOICE OF WOMEN 18-49 OVER ALL OF ITS NETWORK COMPETITION!

**68 ACTION-  
PACKED HOURS**

STARRING **ROBERT URICH**

AN AARON SPELLING PRODUCTION

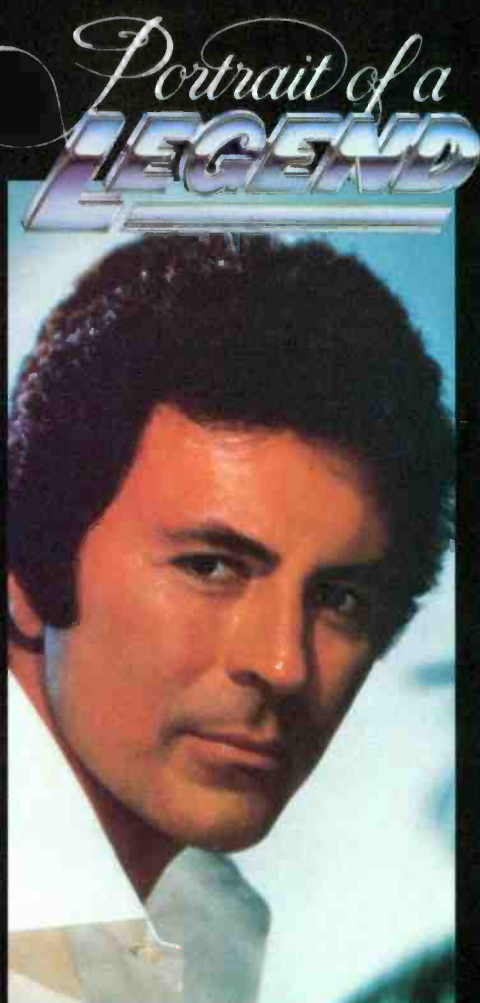
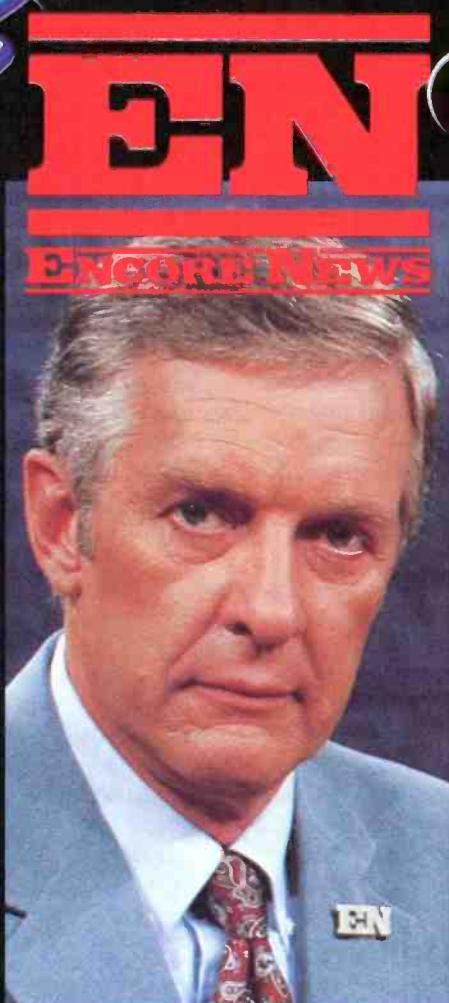
**AVAILABLE FALL '82**

Distributed by **METROMEDIA**  
P R O D U C E R S  
C O R P O R A T I O N

Source: NSI / CASSANDRA FEB '79, '80, & '81  
Average (10-11 EST)

5746 SUNSET BLVD. • HOLLYWOOD, CA • 213/462-7111

**THE  
BEST BUY  
YOU CAN MAKE  
WON'T COST  
A CENT.**



*Portrait of a*  
**LEGEND**

Gold Key Media is making barter television the smart alternative—with three of the most effective ways to reach your target audience. See us at NATPE '82!

### **ENCORE NEWS**

Weekly half-hours that relive the most incredible news events in recent history—in a contemporary news format. With Floyd Kalber, Ross Porter and the Encore News Team.

### **AMERICA'S TOP 10**

Syndication's #1 music show\* spotlights the top of today's record charts. Weekly half-hours hosted by Casey Kasem.

\*Source: First Popular Music Show in Variety Musical Category of Nielsen's Report on Syndicated Markets, Nov. 1981

### **PORTRAIT OF A LEGEND**

Weekly half-hour tributes to the greatest entertainment legends of our time. Hosted by James Darren.

First-run sponsored programming. Main Exhibit Floor, Las Vegas Hilton.



**GOLD KEY MEDIA**

6922 Hollywood Blvd., Suite 418, Hollywood, CA 90028 (213) 856-8400 (800) 421-4248  
159 West 53rd Street, New York, NY 10019 (212) 486-9116

# Business Barometer

**December spot TV up 8.6%; increase for the year was 13.1%**

The last month of the year ended up so-so, as far as spot TV is concerned. The spot increase in December as compared with the corresponding '80 month came to 8.6 per cent, which was just about the same figure as that for the first month of '81. January of last year registered an 8.7 per cent rise and thus two low figures bracketed the higher monthly levels in between.

The highest monthly year-to-year percentage change from February to November was 17.8 per cent—that was in November—and the lowest was 10.2 per cent—that was in September.

Billings for last December came to \$269.3 million, compared with \$248.0 million the year before. The last quarter ended with a rise of 13.2 per cent, which beat the third quarter and was slightly below the first and second quarters.

Volume for the final quarter was \$895.8 million, as compared with \$791.3 million for the corresponding quarter in '80.

Total spot TV time sales for the year were up 13.1 per cent as the medium broke through the \$3 billion level. Volume came to \$3,302.3 million, as compared with \$2,920.2 million in '80. (The latter figure is an FCC-corrected number and represented an increase from the level published when the FCC financial report for 1980 first came out.)

**Health, beauty aids led '81 new product debuts**

Helping spot along last year was the record level of grocery store product debuts, despite a "modest softening" in such introductions in the final quarter of the year, as reported by Dancer Fitzgerald Sample's newsletter, *New Product News* (see also *Business Barometer*, in February 8 issue).

The most numerous introductions in the 22 categories employed by the DFS newsletter were in the health and beauty aids (HBA) group, which fielded 338 debuts last year, compared to 298 in '80 and 274 in '79. Next most numerous was the frozen foods category, which represented 183 debuts, down one from '80, but up from 150 in '79. In third place was the snacks, crackers and nuts category, with 89 debuts, up from 67 in '80, 54 in '79. Other leading

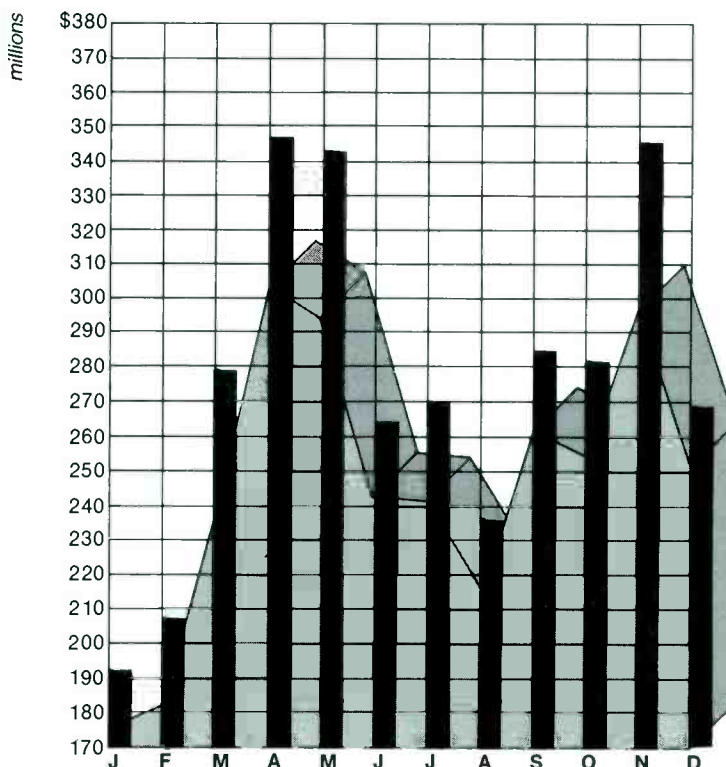
**National spot +8.6%**

(millions) 1980: \$248.0 1981: \$269.3

**Changes by annual station revenue**

Under \$4 million ..... -2.4%  
 \$4-8 million ..... +1.1%  
 \$8 million up ..... +11.3%

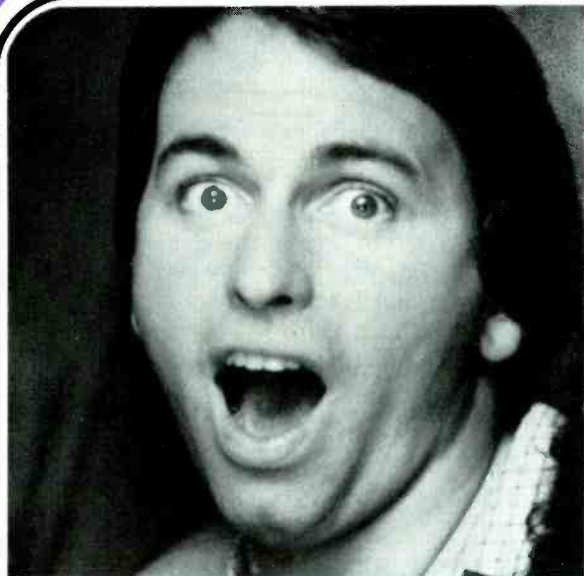
## December





NOW READY TO GO THIS SEPTEMBER

# THREE'S COMPANY



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

• **FOR 6 SEASONS!**

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

**2.**

## BALANCED KEY DEMOS

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

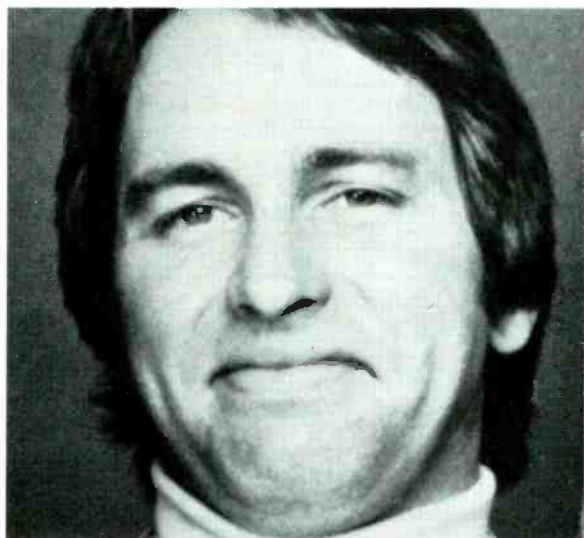
AVG. RATINGS TOP 25 MARKETS—ARB/NOV. 1981

TOTAL WOMEN	WOMEN 18-49	TOTAL MEN	MEN 18-49	TEENS
17	178	13.2	13.1	20



**3. TOPS WITH KIDS**  
**ESPECIALLY IN THE MIDWEST**

We're big with kids at 9:00PM everywhere—and in 12 of the nation's top 50 markets located in the Central and Mountain Time Zones at 8:00PM—THREE'S COMPANY scores 56% SHARE OF ALL AVAILABLE CHILDREN 2-11!



**THE LEGEND GROWS FOR THIS SUPERSTAR OF THE EIGHTIES.**

If you would like to be #1 this Fall, please call D.L. Taffner right now.

## D.L. TAFFNER SYNDICATION SALES

**NEW YORK** 1370 Avenue of the Americas • New York, N.Y. 10019 • (212) 245-4680  
**ATLANTA** 7110 Faunsworth Drive • Atlanta, Ga. 30328 • (404) 393-2491  
**LOS ANGELES** 5455 Wilshire Boulevard • Los Angeles, Ca. 90036 • (213) 937-1144

**AT  
NATPE**

**SUITE 2871**

# Business Barometer

(continued)

categories were candy and gum, with 87 new products, down from 93 in 1980; dairy department foods, with 81 product debuts, up from 68 in '80; breads, cakes and cookies, with 76 products, up from 70 the year before; beverages, with 67 products, up only one from '80; household supplies and sauces, spices and condiments, both product categories with 66 product debuts and both down from the year before—household supplies down from 76, and sauces, spices and condiments, down from 85—and, in 10th place, low calorie foods, with 42 debuts, the same as in 1980.

## New product debuts run 50% above '64-'77

The 1,317 grocery and HBA product introductions recorded by DFS last year compared with 1,268 in '80, 1,164 in '79, 1,197 in '78 and an average of 855.7 during the years from 1964 through 1977. Last year there were over 100 product debuts in eight of the months, with May and June accounting for 149 and 144, respectively.

With the December figures in, the 1981 total for local time sales came to \$2,766.6 million, up 11.4 per cent over the previous year. As for network compensation, this category of station revenue rose 6.4 per cent to \$392.5 million for all of last year.

## TV station ad revenue data, 1980-81

Spot and local time sales and network compensation to stations (in millions)

	Spot		Local		Compensation	
	1980	1981	1980	1981	1980	1981
January	\$174.2	\$189.4	\$144.7	\$168.7	\$28.0	\$29.5
February	180.5	230.6	160.5	168.4	30.4	32.4
March	234.3	275.3	230.6	242.1	30.3	32.0
<b>1st quarter</b>	<b>589.0</b>	<b>668.3</b>	<b>535.8</b>	<b>579.2</b>	<b>88.7</b>	<b>93.9</b>
April	299.6	341.8	232.5	246.7	32.3	34.1
May	290.6	338.3	214.9	244.1	30.7	32.0
June	239.6	265.5	165.8	187.5	30.1	31.3
<b>2nd quarter</b>	<b>829.8</b>	<b>945.6</b>	<b>613.2</b>	<b>678.3</b>	<b>93.2</b>	<b>97.4</b>
<b>1st half</b>	<b>1,418.8</b>	<b>1,613.9</b>	<b>1,149.0</b>	<b>1,257.5</b>	<b>181.9</b>	<b>191.3</b>
July	238.7	270.9	176.0	198.5	30.6	33.8
August	213.0	236.9	192.6	221.7	30.2	33.6
September	258.4	284.8	209.5	242.0	32.4	33.1
<b>3rd quarter</b>	<b>710.1</b>	<b>792.6</b>	<b>578.1</b>	<b>662.2</b>	<b>93.2</b>	<b>100.5</b>
October	250.5	281.6	270.2	293.7	29.5	32.3
November	292.8	344.9	241.6	281.9	29.7	31.5
December	248.0	269.3	244.9	271.3	34.5	36.9
<b>4th quarter</b>	<b>791.3</b>	<b>895.8</b>	<b>756.7</b>	<b>846.9</b>	<b>93.7</b>	<b>100.7</b>
<b>2nd half</b>	<b>1,501.4</b>	<b>1,688.4</b>	<b>1,334.8</b>	<b>1,509.1</b>	<b>186.9</b>	<b>201.2</b>
<b>TOTAL</b>	<b>\$2,920.2</b>	<b>\$3,302.3</b>	<b>\$2,483.8</b>	<b>\$2,766.6</b>	<b>\$368.8</b>	<b>\$392.5</b>

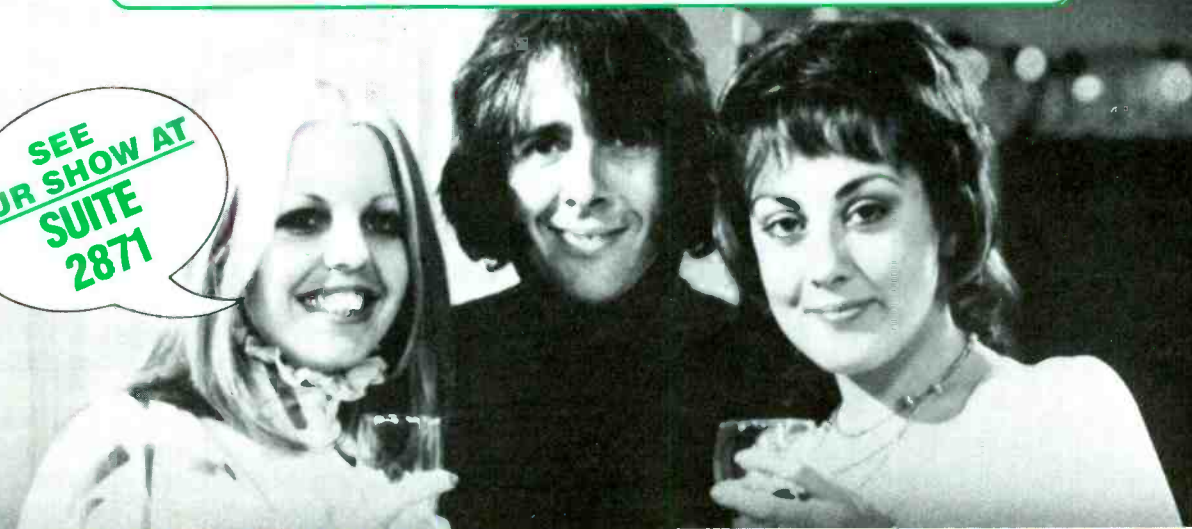
## Station revenue from ads 11.9% above '80

In the last quarter of '81, local billings amounted to \$846.9 million, an increase of 11.9 per cent over the corresponding '80 period. As for network compensation, during the last quarter the increase amounted to 7.5 per cent and the station take tallied to \$100.7 million. The total of station revenue from advertising—the sum of spot and local time sales plus network compensation—was \$6,461.4 million last year, representing an increase of 11.9 per cent over the \$5772.8 million which stations took in during 1980.

**FIRST RUN  
25 HALF-HOURS**

**THREE'S COMPANY? FANS  
WILL LOVE SEEING HOW IT ALL BEGAN**

**SEE  
OUR SHOW AT  
SUITE  
2871**



# THE THAMES ORIGINALS

(MAN ABOUT THE HOUSE, GEORGE & MILDRED, ROBIN'S NEST)

Now, here are the original top British comedies that became the format for America's Network and Syndication Superstar, THREE'S COMPANY.

**D.L. TAFFNER/LIMITED**

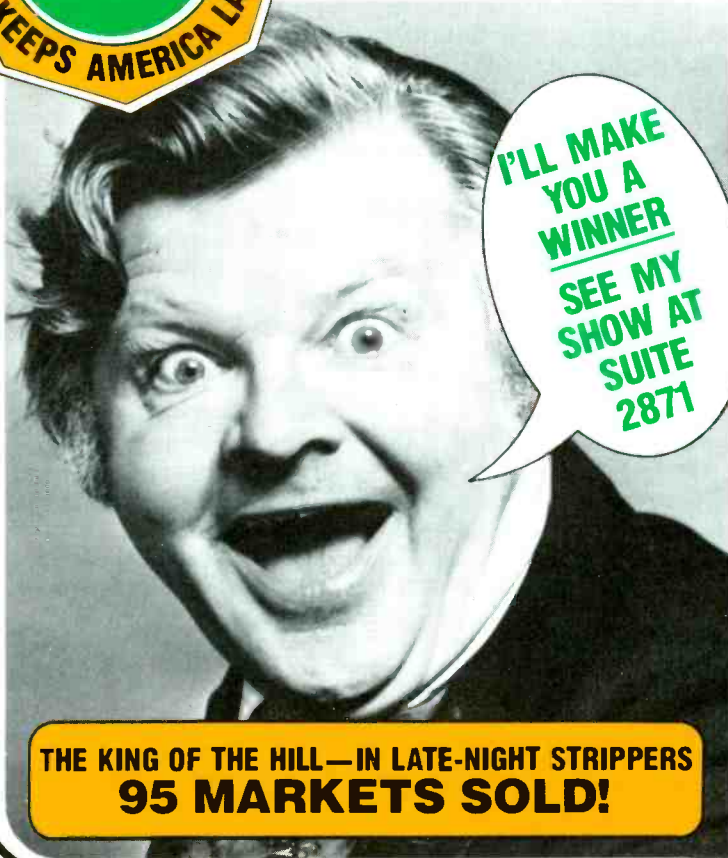
New York 1370 Avenue of the Americas • New York, N.Y. 10019 • (212) 245-4680  
Atlanta 7110 Faunsworth Drive • Atlanta, Ga. 30328 • (404) 393-2491  
Los Angeles 5455 Wilshire Boulevard • Los Angeles, Ca. 90036 • (213) 937-1144



**D.L. TAFFNER  
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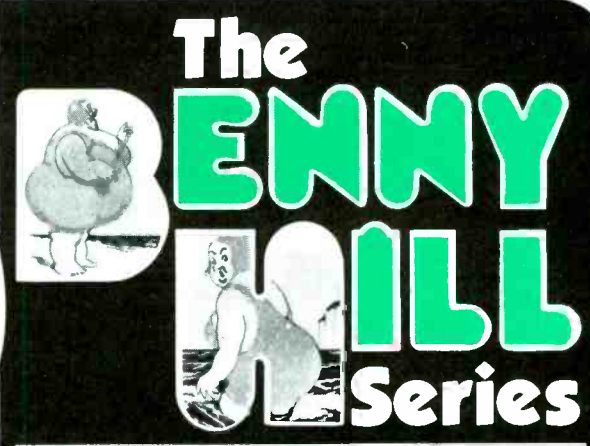


**D.L. TAFFNER  
LIMITED**



**I'LL MAKE  
YOU A  
WINNER  
SEE MY  
SHOW AT  
SUITE  
2871**

**THE KING OF THE HILL—IN LATE-NIGHT STRIPPERS  
95 MARKETS SOLD!**



**BENNY HILL & AFTER BENNY  
120  
HALF-HOURS**

**D.L. TAFFNER/LIMITED**

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Atlanta 7110 Faunsworth Drive • Atlanta, Ga. 30328 • (404) 393-2491  
Los Angeles 5455 Wilshire Boulevard • Los Angeles, Ca. 90036 • (213) 937-1144

# Tele-scope

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## Several syndicators gathering support for NATPE meeting changes

Several major syndicators are looking to generate a groundswell of opinion that could eventually change the design of the yearly National Association of Television Program Executives convention. While they've been grumbling for some time about the convention in terms of its overall usefulness as a screening vehicle, the syndicators appear to be ready for some official moves. Some of their dissatisfaction surfaced after the INTV convention in Washington, when four or five major distributors met privately at a breakfast meeting, where they conducted a post-mortem on the convention and its value to them as exhibitors. According to one of those present at the meeting, the session ultimately concluded "that something had to be done to determine our own fate."

As a consequence of that breakfast, a second meeting was held, in New York, with about 15 major syndicators. "We decided then and there that we would not put up with any conference where the buyer was calling the shots," says the syndicator, who wanted his name kept anonymous. "Basically, we are against the idea of having hordes of people descending on these things, who simply want to get gifts and free food. In actuality, screening of our wares is secondary in this kind of circus atmosphere. We are, in a way, intruders. We don't belong in an environment like this and we really forced our way in some years ago."

## Separate syndicator organization being mulled

The syndicator, based on a consensus of other distributors, feels that there are three alternatives open. One would be to set up a separate organization, which primarily would deal with trade show problems and how to resolve them. Two, possibly establishing a separate convention exclusively devoted to screenings, which would take place sometime between the INTV and NATPE conventions. This could be done under the guidance and cooperation of both organizations. And third, the syndicators may opt not to participate in either of the yearly functions, and to simply follow their usual practice of getting projects to stations individually.

The distributor source asserts that the concept of sandwiching a separate screening exhibition between both conventions appears to have been looked on with the most favor. He stresses that it is the group's desire not to undermine NATPE or INTV. "If they want to continue to have panel discussions and workshops, Iris Awards and whatever, that's up to them, but we think such things interfere strongly with what a convention should be as far as our own interests are concerned." One of his gripes is that NATPE has chosen to go international and to bring in cable people as well. "At Monte Carlo, for example, NATPE sent three persons to the festival, to plug participation in the U.S. convention. They just want to make it as big as they can—regardless of who participates." All this will be quietly continued at a March 16 distributor closed breakfast meeting, to be held in Las Vegas, as the NATPE convention winds down.

In another area, a successor to George Back, who recently resigned as executive director of NATPE, will be chosen by the time the convention is over. A search committee, headed by Charles W. Larsen, NATPE first vice president and program director at WABC-TV New York, has been screening applicants and will present its recommendations to the NATPE board. An announcement on the selection will be made during the convention. Back has been executive director since February, 1980. A release on Back's resignation says that "he has found that his outside demands have grown so much that he doesn't feel it fair to NATPE or himself to continue in both roles. He plans to continue serving until his contract expires, hopes to assist in the determination of his successor and wishes to continue as a consultant with the Association."

## TvB visiting agencies who use 'tie-in' barter

In the wake of the J. Walter Thompson barter syndication revelations, TvB president Roger Rice and the bureau's legal counsel have been visiting agencies who allegedly practice "tie-in" barter—i.e., assuring stations who trade time credits for programming that they will get a higher share of market revenues from some of the agency's clients. While it could not be learned at press-

**THE HALF-HOUR ANYTIME STRIP**

# FIRST RUN FOR FALL 1982

**EXECUTIVE PRODUCER: JOHN BARBOUR**

Co-Creator, Producer, Writer, Co-Host of NBC-TV's "REAL PEOPLE"



...Now we've created another original show designed especially for a late night strip—that cannot be imitated and will be the biggest, most talked about show on TV."

**HOSTS: JOHN & GREG RICE**

"Two very bright and articulate hosts, smart screening of guests, a proven producer with a unique feel for people in comedy—and sold by a pro distributor. It all spells success—and we're betting on this team."  
—**JOHN SERRAO**  
President, KTRV-TV  
Boise, Idaho

"The talent and wit of John Barbour (REAL PEOPLE) is evident throughout. The twins are great, concept sound and the fun everywhere. I grabbed it right away."  
—**JACK MATRANGA**  
President and General Manager  
KTXL, Sacramento & KTMX, Denver

"A breezy combination of two classic quiz-comedy shows—"You Bet Your Life" with Groucho Marx and "Who Do You Trust?" with Johnny Carson. The hosts—believe it or not—are a pair of dwarfs who became millionaires in real estate. And as bizarre as that may sound, it's actually funny, in the same low-to-middlebrow fashion of "Benny Hill."  
—**GARY DEEB**  
Chicago Sun Times

**A JSC PRODUCTION in association with CHRIS CRAFT TELEVISION**

Distributed by:

## **D.L. TAFFNER/LIMITED**

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ATLANTA 7110 Faunsworth Drive • Atlanta, Ga. 30328 • (404) 393-2491  
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**AT  
NATPE  
SUITE 2871**

**YOU WILL BE THERE\*  
WHEN YOU ADVERTISE  
IN THE MIP TV '82 ISSUE OF**

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

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

**CLOSING DATE: APRIL 5**

**FOR SPACE RESERVATIONS, CALL**

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# This is a picture story:

(without pictures)

The new generation DIGISCAN II\* is here.....at Devlin.  
Film-to-Tape transfers have never looked so good.  
The Film-to-Tape process itself has never been so versatile.  
From now on the industry has a new criterion.

*Do you want to read about ADVANCES?*

#### **Advances in the LOOK:**

improved frame by frame color correction & digital picture-enhancement capabilities.....  
increased resolution with no degradation in the signal to noise ratio.....

#### **Advances in the PROCESS:**

CRT monitoring.....  
new software updates prompt & guide to reduce error-possibility & facilitate editing &/or decision revision.....  
film speeds: 18, 24, 25 & 30 FPS from **NEGATIVE** or **POSITIVE**.....  
35mm 3-track mono or stereo with Dolby A.....  
improved film safety.....  
**all of this available directly on NTSC/PAL/SECAM.....**  
& coming soon—digital X-Y-Zoom & repositioning.....

Now, more than ever before, the Film-to-Tape transfer is a viable creative link in the post-production chain.

*Do you want to read about more advances...  
or wouldn't you rather see for yourself!!*

# DEVLIN

**FULL CYCLE VIDEO SERVICES**

DEVLIN PRODUCTIONS INC.  
150 WEST 55 STREET, NEW YORK, NY 10019 • 212/582-5572

\*Registered trademark of Rank Cintel

# MIP-TV '82

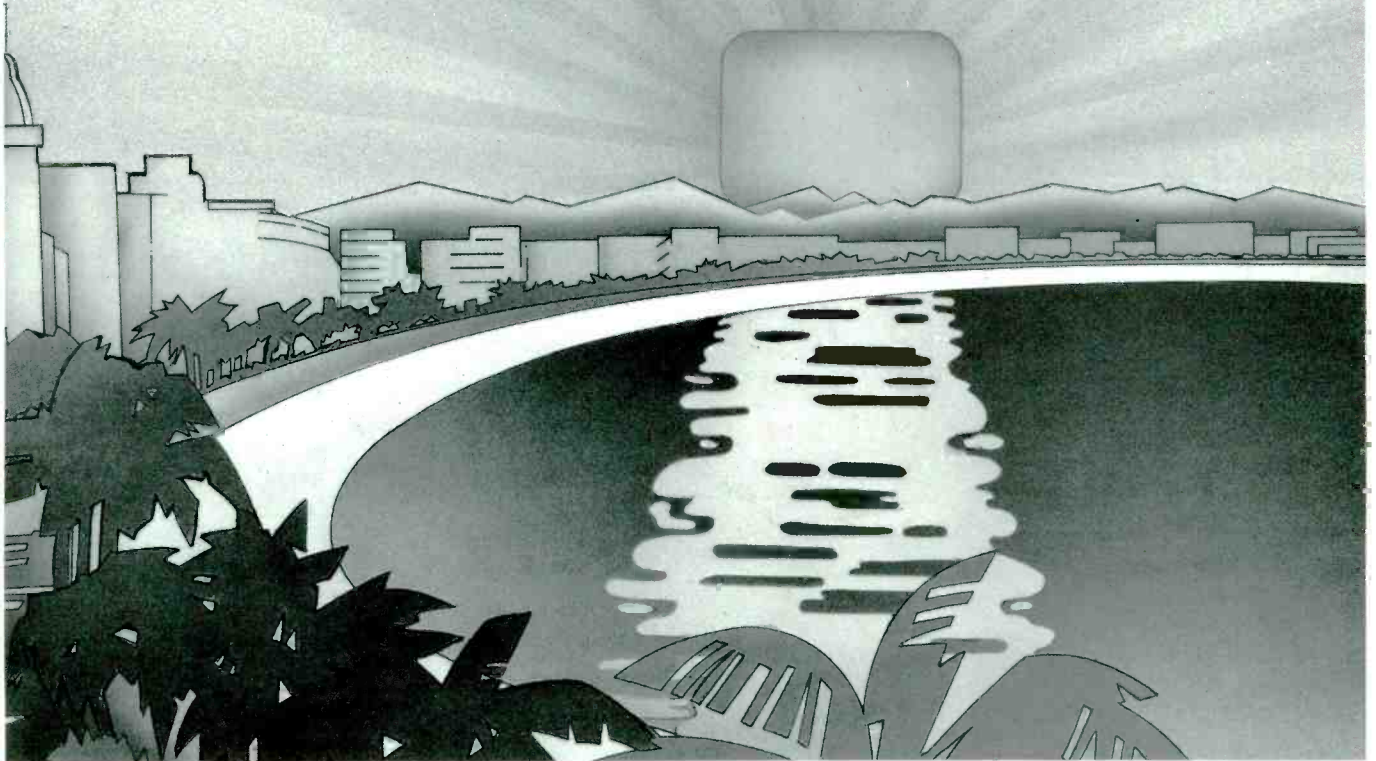
**"THIS YEAR, ONCE AGAIN,  
THOUSANDS OF PROGRAMS WILL BE SOLD  
TO MORE THAN 100 COUNTRIES  
WHAT ABOUT YOURS?"**

No other 7 days of the year will give you  
a better chance to :

- buy or sell programmes rights ;
- negotiate rights or future projects ;
- arrange co-production deals.

In 1981 : 3,626 executives from 107 countries,  
1,044 companies comprising  
288 channels or stations  
756 production and distribution companies,  
15,613 TV programmes and  
3,570 feature length films were presented.

**23-29 April 1982 - Palais des Festivals - Cannes France**



## THE UNIQUE TV PROGRAM MARKET

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Perard Associates inc.  
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Tel. : (212) 489.13.60  
Telex : 235.309 OVMU

**JOHN NATHAN**  
International  
Representative

### U.K.

International Exhibition  
Organisation L.t.d.  
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London W1X 3 PE  
Tel. : (01) 499.23.17  
Telex : 25230 MIP-TV-  
MIDEM LDN

**JACK KESSLER**  
U.K. Representative

### FRANCE

179, avenue Victor-Hugo  
75116 PARIS - FRANCE  
Tel. : 505 14.03 +  
Telex 630547 F MID-ORG

**Bernard CHEVRY**  
Commissaire General

**Bernard LEMAIRE**  
International Sales  
Manager

Please send me the MIP-TV documentation  
which I understand places me under no obligation.

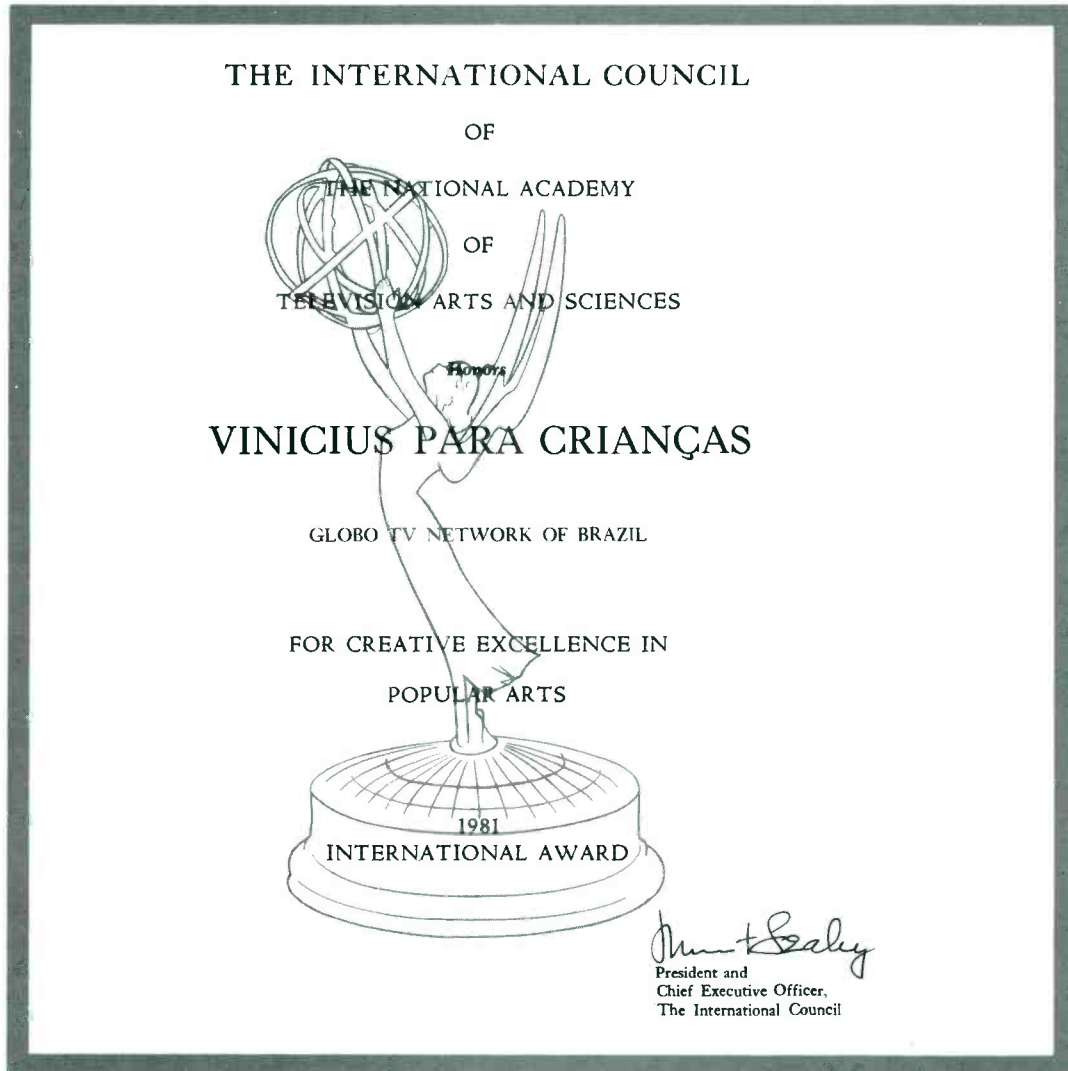
Name ..... First name .....  
Title ..... Company .....  
Address .....  
Country ..... Tel. .... Telex .....

Please return coupon to MIP-TV  
179, avenue Victor-Hugo, 75116 PARIS (France)



# TV GLOBO

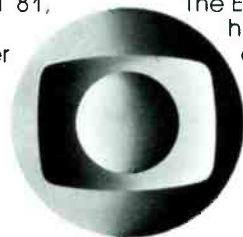
## BRAZILIAN TELEVISION'S BEST IMAGE



In 1981, the Globo Television Network's program "Vinicius for Children" was awarded an Emmy in the Popular Arts category. This Emmy, alongside other international achievements such as the Iris '79, and the Ondas '79, '80, and '81, all highlight recognition for a programming which is winning over substantial audiences in more than 80 countries.

Our novelas, shows, series, kiddies' programs, soccer, and the best in Brazilian pop music specials are distributed in the Americas, Africa, Europe, Asia, and Oceania with excellent results.

The Emmy is further proof of our programs' high quality standards and their cultural state-of-the-art, contributing to reinforce the image of Latin America's largest television network.



# GLOBO TV

## NETWORK OF BRAZIL

Rio de Janeiro - Rua Lopes Quintas, 303 - Telefone: 294-9898 - Telex: 22795 • Roma - Piazza del Tempio di Diana, 4  
Telefono: 572838 - Telex: 614519 • New York - 903 3rd Avenue - 21st Floor - Telephone: 7540410 - Telex: 423583

## Tele-scope

(continued)

time which agencies had been visited, TvB chairman David Henderson, president of the Outlet stations, has already named a half dozen major ad shops as engaging in the practice—which the agencies deny. Those named are, besides Thompson, Dancer Fitzgerald Sample, Grey Advertising, Ted Bates, Cunningham & Walsh and Doyle Dane Bernbach.

While the announcement by JWT about \$24.5 million in fictitious barter syndication revenues and the unpaid leave of absence of Marie Luisi, head of the agency's spot buying and syndication unit, shocked the industry, tie-in barter has been a sore point with broadcasters for some time. It was learned that some of the big agencies had been contacted by TvB about the subject before the JWT story broke and one reliable report is that Thompson was visited twice in the late '70s.

The exact nature of the discussions between TvB and the ad agencies was not disclosed, but it is clear that the bureau at least expressed "concern" about tie-in barter, which may have illegal aspects. In the current round of TvB visits, Rice is being accompanied by Jay Greenfield of Paul Weiss Rifkind Wharton & Garrison, New York.

Stations have long complained about tie-barter for a number of reasons. Among them: (1) they feel a so-so program is foisted on them, (2) the agencies don't always deliver the spending share they promise and (3) the time taken in credit is sometimes sharply discounted so the agency can offer clients time at below-marketplace rates and make a profit to boot.

### Tinker fills two major NBC posts

NBC chairman and CEO Grant Tinker has begun to make himself felt in the area of executive appointments. Two major posts, one of them new to the company, were filled early last week. One was president, NBC Television Stations/Radio, and the job went to Robert S. Walsh, who had been president, NBC Television Stations. The addition of NBC's radio operation to Walsh's responsibilities follows the resignation of Richard Verne as president, NBC Radio, last month. However, a successor to Verne will be named.

The other major appointment was that of Reuven Frank to be president of NBC News, a job he had previously held from 1968 to 1973. He succeeds William Small, who resigned last week—under pressure, by most indications.

Three other appointments were announced in conjunction with those above. Walsh, who will report to Robert E. Mulholland, NBC president and chief operating officer, named Al Jerome as executive vice president, NBC Television Stations, and Michael Eskridge as executive vice president, NBC Television Stations/Radio. Jerome, who had been vice president and general manager of WNBC-TV New York, will be responsible for all operating functions with the stations division, including programming, news and spot sales. Eskridge, who had been executive vice president, NBC Television Stations, will be responsible for several key functions in the radio division, among them finance and administration and engineering.

Named as Number 2 man to Frank was Tom Pettit, who becomes executive vice president, NBC News. He was a Washington-based correspondent covering the U.S. Senate.

### Public TV experiment could get O.K. this month

The next meeting of the Temporary Commission on Alternative Financing for Public Telecommunications is scheduled for March 22 in Washington, and it is possible that the 10 public television stations participating in the alternative financing experiment will at that time get the go-ahead to proceed with their respective plans. The 10 stations are: WNET(TV) New York; WTTW(TV) Chicago; WHYI-TV Philadelphia; WQED(TV) Pittsburgh; WPBT(TV) Miami; WYES-TV New Orleans; WQLN(TV) Erie; WKPC-TV Louisville; WSKG(TV) Binghamton; and WIPB(TV) Muncie, Ind. Alternates are WVIZ-TV Cleveland, KWCM-TV Appleton, Minn. and KCSM-TV San Mateo, Calif.

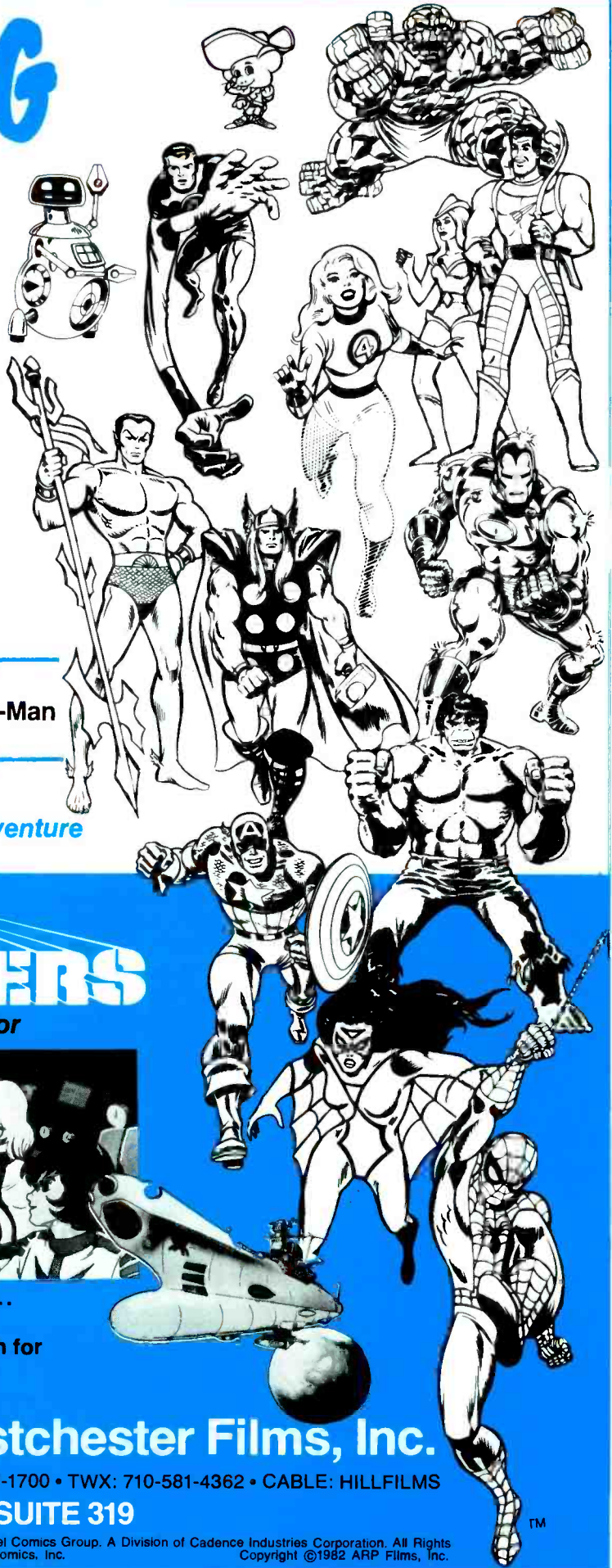
One of the participating stations won't be involved in advertising of any kind. WSKG, whose viewing area stretches from western New York to the Catskills, is trying to put together a trade agreement package with about 20 different cultural institutions. The station will produce and air spots for the

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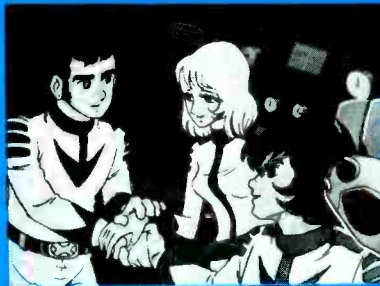
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## Tele-scope

(continued)

cultural institutions free. In return, the cultural organizations would offer major discounts to viewers contributing a certain amount of money to the station.

"For instance," explained Michael Ziegler, president and general manager, "They might offer a tuition break on an evening course or a 50 per cent discount on tickets to the opera. We will use this as an incentive to get people to become supporting members (\$120 contribution)."

The plans of the other nine stations are along more traditional marketing lines. Seven of them will actually sell advertising in some form, while two—WNET and WQED—will pursue what they describe as "enhanced underwriting."

Under the rules set forth by the Temporary Commission, advertising clusters cannot exceed two minutes, and advertising cannot interrupt programming. Also, political and religious advertising are prohibited.

### WNET to create graphics for expanded underwriting

**John Jay Iselin**, president of WNET, at a recent press conference, described the enhanced underwriting program as, "an extended version of what we already do." Current underwriting messages are 10 seconds in length, and Iselin said the station would, under the experiment, allow them to be extended to 30 seconds. The station will also work with potential underwriters or their ad agencies to create graphics—"to use tape or film in some creative way" as opposed to the slide-and-mike format currently utilized for underwriting messages.

Iselin emphasized that the station, "will not go out with a rate card—we are not selling air time." But through the expansion, he said he sees the prospect of many more companies participating. He stressed that the underwriting messages will be, "institutional in nature. We are not interested in underwriting becoming product advertising. They (the messages) will be brief and compatible with the texture of our programming."

Lloyd Kaiser, general manager of WQED, the other station experimenting with enhanced underwriting, says content of the expanded announcements will be, "more in the corporate message area. It will not be propaganda or lobbying but more institutional, a 'We support the arts' type of message."

In Philadelphia, Jim Karayn, president and general manager of WHY-TV, says a rate structure for the station is currently being worked out, along with other parameters. "There should be some sort of progression in terms of frequency and type of commercial," he said. Still under discussion, he added, is, "whether we should start out with institutional instead of product advertising and a proposal that we go to existing local underwriters with some sort of package combining underwriting and advertising." Reaction from the Philadelphia community, he said, has been "positive. They understand it is an experiment and that we're lucky enough to be part of it."

### WTTW is working on lead-ins to commercials

**WTTW Chicago**, according to a spokesman, is still in the process of, "forming guidelines and procedures. We're also doing some in-house experimentation on lead-ins to commercials. Some of our creative people are working on ideas for something to lead into a commercial so there's not just the end of a program and the blast of a commercial."

A "qualitative approach" to advertising is being taken by WKPC-TV Louisville. The station's research team, explained Jerry Weaver, general manager, is attempting to, "get a total demographic look" at the station's viewers so that "we can match sponsors with viewers." The station will also be, "matching the quality of the commercial message to the quality of the programming."

If the experiment gets the go-ahead from Washington, Weaver is hopeful to be underway by mid-April. WTTW is talking more in terms of mid-summer, while WNET's timetable is "fall at the earliest." At WPBT-TV Miami, George Dooley, president and chief executive officer is, "hopeful we can begin in April. We're currently working on guidelines and commercial acceptance rules internally."

One possible snag in the progress of the experiment is the attitude of the major talent unions toward repeat rights. Currently, the union allows four re-

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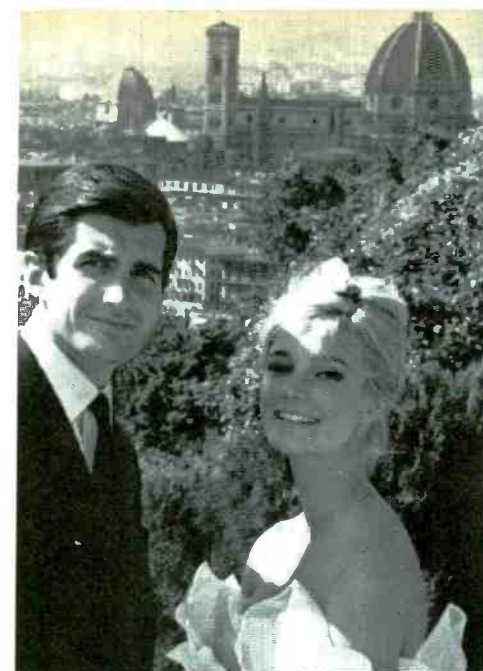
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# Tele-scope

(continued)

leases of the same program over three years before a public station has to pay any additional talent fees. This, according to Chuck Warren, general counsel for WNET, "has been a substantial benefit, and we have said we would like to continue this relationship for the experimental period." This situation, Warren emphasized, is limited to the six or seven public stations that are significantly involved in program production. Negotiations with the union are currently underway.

## Local access shows doubled in top 10 markets

"Local programming" has more than doubled on affiliates in the primetime access period in the top 10 markets over the past six seasons, according to a study by Group W. Designed to show the benefits of the Prime Time Access Rule (PTAR), which FCC chairman Mark Fowler would like to repeal, the study tallied the amount of local programming in the 7:30-8 p.m./6:30-7 p.m. period from the 1975-76 to 1981-82 seasons and found that the number of local half hours rose from 38 to 82, a rise of 116 per cent. Over the same period, locally-originated programming in the half-hour period—Monday through Saturday—increased from 1 per cent of the total to 46 per cent.

A key assumption of the study is that *PM Magazine*, produced and distributed by Group W Productions, and *Evening*, the magazine show on the Group W TV stations from which *PM Magazine* developed, are local shows. According to James Yergin, who conducted the primetime access study, in practically all of the top 10 markets in which these shows are aired on affiliates, more than half of the program consists of local segments. "If more than half of a show is locally-produced," says Yergin, "the FCC defines it as local."

Three of the 10 markets studied contain Group W outlets—KYW-TV Philadelphia, KPIX(TV) San Francisco and WBZ-TV Boston—all of whom air *Evening*. In all three cases, maintains Yergin, two-thirds or more of the programming consists of local inserts. In Cleveland, Washington and Dallas-Ft. Worth, where *PM Magazine* is aired on affiliates, more than half of the segments are locally-produced. Only in Detroit, is the ratio less than half and, even there, according to Yergin, it is not much less, running between 40 and 50 per cent. In addition, Group W says, 95 per cent of the show is produced by participating stations. In New York, Chicago and Los Angeles, the remaining top 10 markets, *PM Magazine* is aired on independents. These were not included in the study since indies are not directly involved with PTAR.

## Drop in game shows tracked in the study

The study conducted by Yergin, a consultant who formerly headed up TV research at Group W stations, focused on the past three seasons, though Group W has been monitoring the program trends in primetime access period since at least 1975.

Source of data for the study were the February ratings reports of the 1979-80 and 1980-81 seasons and the November sweep for the 1981-82 season. Programs and titles were surveyed Monday-through-Saturday on affiliates in the top 10 markets only. The limitation to the top 10 markets was decided on "in order to develop a data base that would be manageable in size and useful for comparison," and it was pointed out that the top 10 markets account for 47.3 per cent of all households directly affected by PTAR. The first half-hour covered by PTAR was excluded "in the interest of clarity" and because this period "was largely programmed by local stations before PTAR." These are the remaining findings from the survey:

- Syndicated game shows have dropped from 97 half hours weekly in the 1979-80 season to 41 hours in the current season—a decrease of 58 per cent. *Bullseye* and *Family Feud* were the only game shows that top 10 market affiliates carried in the period surveyed, the former in one market and the latter in seven.

## Local magazine shows grew, also non-magazines

- In the same three seasons, syndicated non-game programs grew by 96 per cent, from 28 half hours to 55.

- Local magazine programs grew by 68 per cent, from 28 half hours to 47.

- Local non-magazine programs went up by 25 per cent, from 28 half hours



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Year	Program	Ratings	Share	Total Women	Women 18-34	Women 18-49	Total Men	Men 18-34	Men 18-49
1981	SATURDAY NIGHT	5	11	28	20	25	41	33	39
1980	MORC. & WISE/ ROCKFORD	2	3	11	6	7	5	3	4
1979	SANFORD/ MOVIE	3	6	16	8	12	21	12	16
1978	GET SMART/ GONG SHOW	2	5	10	6	9	11	8	10
1977	NEWS/MOVIE	1	3	6	2	4	7	3	5

SOURCE: ABB NOV. 1977-81

Moreover, KWGN beats both the NBC-CBS affiliates in all categories of young adults for the first time ever.

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Photo by John Backin

# Tele-scope

(continued)

to 35 programs.

■ "Syndicated programs have shrunk in proportion to the growth of local programming, from about two-thirds to about one-half."

■ "Of 95 different programs scheduled during one rating period over three seasons, 1979 to 1982: 53 programs or 56 per cent, were non-magazine local programs; 23, or 24 per cent, were syndicated non-game shows; 14, or 15 per cent, were syndicated game shows; five programs, or 5 per cent, were local magazine programs."

■ "Viewers in the top 10 markets today have the option of viewing a locally-produced program in the period surveyed on at least one of the three local affiliate stations 90 per cent of the time. Three years ago this figure was only 68 per cent and in 1976, it was only 47 per cent. In short, the opportunity has almost doubled in six years. Only one market—New York—today offers viewers no more than a 50 per cent opportunity." The foregoing data is based on 60 "potential opportunities"—10 markets times six nights per week. In 1976 there were 28 opportunities; in 1982, 54, according to the study.

## Increase in 'other' local magazine shows

While the bulk of the "local" magazine programs tallied in the Group W survey consisted of *PM Magazine* and *Evening*, there were a few other local magazines, and their share of program time increased over the three seasons analyzed. In the 1979-80 season, there was a total of two half hours per week of these other local magazine programs; in 1980-81, the total was seven half hours and in the 1981-82 season, the figure rose to 11. However, these were confined to only three of the 30 stations studied, two of them CBS O&Os.

In the 1979-80 tally, the two half hours were on WCBS-TV New York—*To Life*—and KNXT(TV) Los Angeles—*Two on the Town*: In the next season, *Two on the Town* became a five-day strip, while *To Life* disappeared. However, WCBS-TV came up with *7:30 Magazine* once a week and KRON-TV San Francisco presented *SFO* on Saturday nights only. In the last go-round, *7:30 Magazine* had also disappeared, but *SFO* became a five-day strip while *Two on the Town* became a six-day strip.

## Network tv spending up in all dayparts

Expenditures for network tv advertising increased by 8.7 per cent in 1981 over the previous year's totals, according to TvB/BAR statistics. This was due in part to increased rates during the final quarter of 1981, when expenditures increased by 16.7 per cent over the final quarter of 1980.

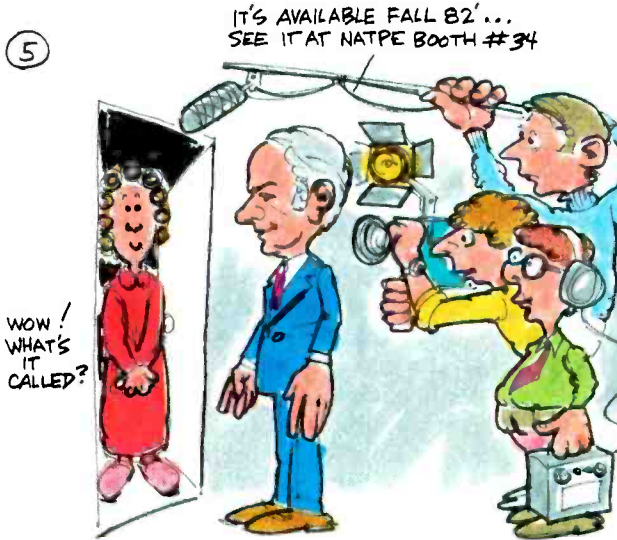
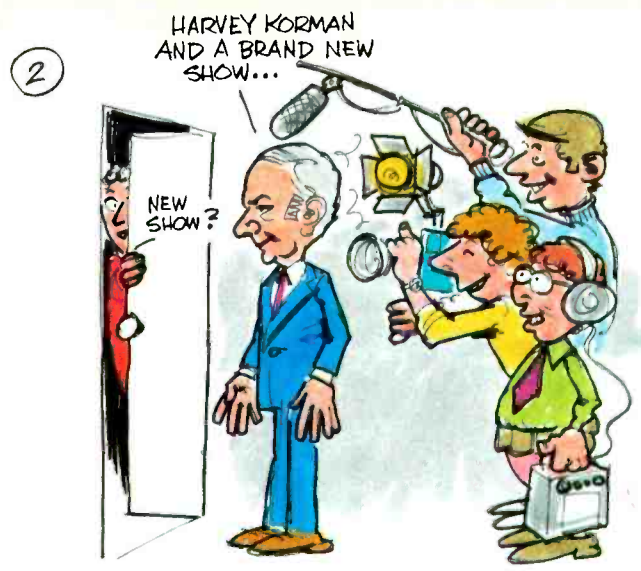
For the entire year, total spending was reported at \$5,592,821,500. This compares with 1980's total of \$5,147,345,600 for all three networks. In daytime, the increase was 9.1 per cent, which breaks down to 6.7 per cent Monday through Friday and 13.7 per cent on weekends.

For the final quarter, total spending was \$1,772,250,500 in comparison with \$1,519,251,300 for the last three months of 1980. In 1981, the final quarter figure for daytime were up 18.7 per cent over those of 1980. This broke down to 14.0 per cent Monday through Friday and 25.6 per cent on weekends. Nighttime expenditures in the last quarter of 1981 increased by 15.6 per cent over the previous year's figure.

By network, the total of \$5,592,821,500 was divided up as follows: \$2,009,232,100—or 35.9 per cent—for ABC; \$1,897,969,300—33.9 per cent—for CBS; and \$1,685,620,100—30.1 per cent—for NBC.

## ABC News wins two TV prizes given by LIU

ABC News won both television prizes given by Long Island University in its 34th annual George Polk Awards in Journalism. ABC took honors in the documentary and reporting categories. The documentary prize went to Pierre Salinger for *America Held Hostage: The Secret Negotiations*. In reporting, Ted Koppel won for *Nightline*. In radio reporting, John Merrow of the Institute for Educational Leadership and National Public Radio won for *Juvenile Crime and Juvenile Justice*. Other awards were given for print and magazine reporting. A special award was given to George Seldes, a former *Chicago Tribune* correspondent. The awards are given in memory of George Polk, CBS



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# Tele-scope

(continued)

correspondent killed in 1948 while he was assigned to the Greek civil war.

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## Video tape consumer imports increase: EIA

**American imports of consumer** video and audio units increased during the final quarter of 1981, according to data compiled by the marketing services department of the Electronic Industries Association's Consumer Electronics Group. Most significantly, imports of video tape player/recorders increased by 123.8 per cent over those of the final quarter of 1980. For the entire year, videotape player/recorder imports were up by 112.8 per cent over those of the previous full year.

In other selected areas, television set imports also increased during the last quarter of 1981 compared to the last quarter of the previous year. The last quarter statistics showed that TV set imports had increased by 20.2 per cent for color and 3 per cent for monochrome, compared to the 1980 statistics. For the year TV set imports rose 10.2 per cent. Radio set imports, home and auto combined, increased by 16.3 per cent during the last quarter, compared with the last quarter of 1980. Audio tape recorder/players were up 24 per cent, home audio tape players up 133.8 per cent and auto-type audio tape players up 42.7 per cent.

Exports of video tape equipment increased by 63.7 per cent in the last quarter while the export of television sets (both color and monochrome) decreased by 36.4 per cent.

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## Newspaper ad revenues set record annual mark

**Newspaper advertising revenues** hit a record high in 1981, with a total of \$17.446 billion reported in all categories, according to research made public by the Newspaper Advertising Bureau. This represented a 12.3 per cent increase over the total for 1980.

As Craig Standen, the Bureau's executive vice president for sales, commented "We're not just gaining dollars, we're generating a steady increase in our share of the market in national advertising and we expect that our share will continue to grow."

Retail advertising remained the largest category in newspaper ads, increasing by 12.4 per cent to a total of \$9.631 billion. Classified advertising increased by 9.5 per cent to \$5.062 billion. National advertising, the area of most significant growth in recent years, went up by 17.0 per cent in 1981, to a total of \$2.753 billion. This was the third consecutive year of "impressive" growth in revenues from national advertising.

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## New satellite service to be half-commercial

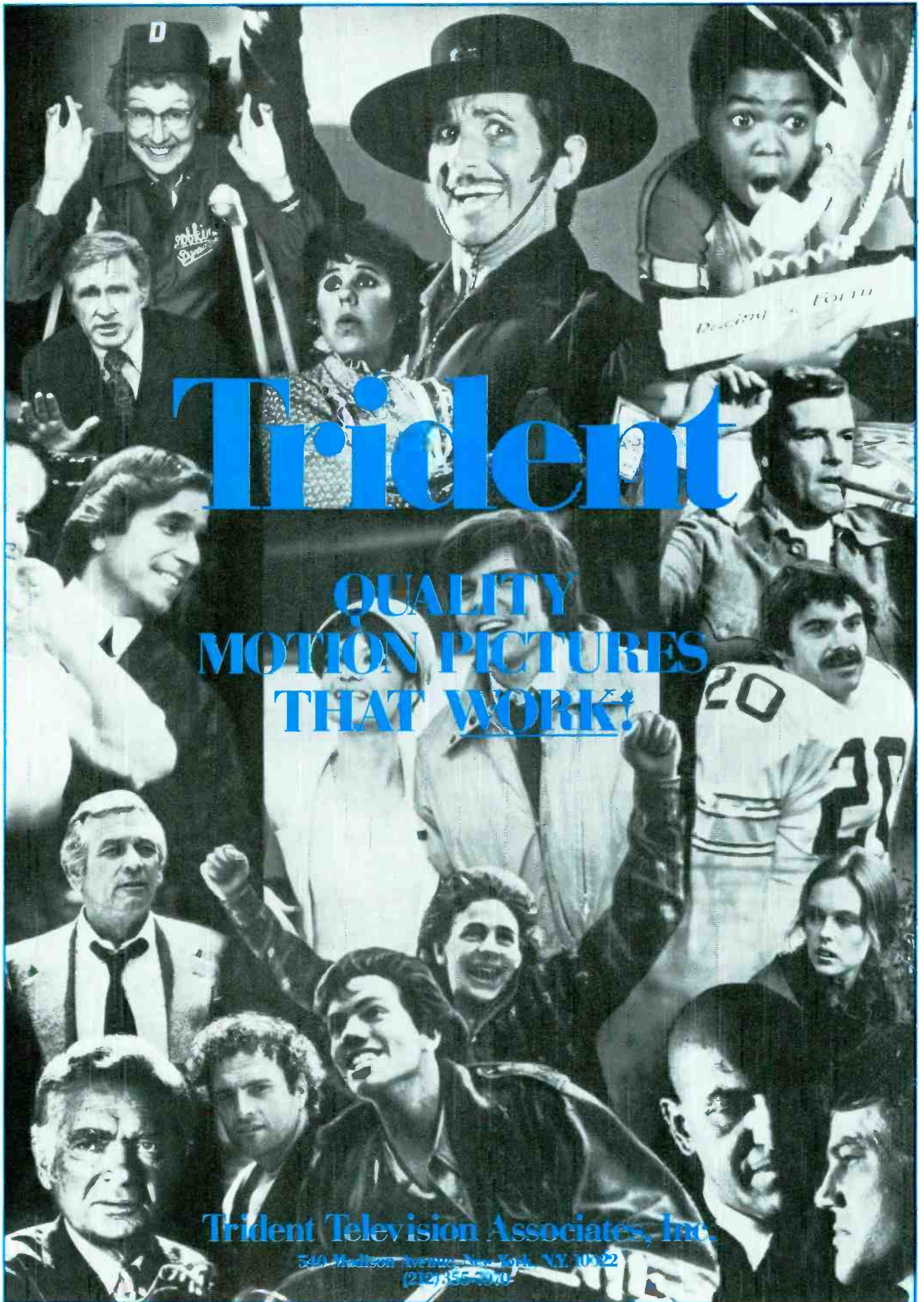
**Two advertiser-supported channels** as well as two pay channels will be offered by United Service Television early in 1983, according to a preliminary agreement signed by General Instrument Corp., Allstar Satellite Network and Pop Satellite, Inc. The four-channel service will be available for use by cable systems, hotels, multi-unit dwellings, college dormitories and, perhaps most numerous, private homes not being served by cable. According to General Instrument's broad band group director of business development, Hal Krisbergh, "By 1985, we estimate that there will be 25 million homes in America not passed by cable. We are really going after this market."

United, headed by former NBC-TV president Robert T. Howard, will use 10 transponders on Telesat Canada's ANIK-C satellite, which is scheduled to be launched on the Space Shuttle November 11. United will broadcast on the Ku-band (12 GHz) and its receiving dishes will be small three-to-six feet.

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## Firestone to distribute Soap Opera Digest

**As of presstime**, it was learned that Sandy Frank Film Syndication has been dropped as distributor of *Soap Opera Digest*, projected half-hour strip series, and that Firestone Program Syndication has taken over handling the show. According to Fred Klein, president of *Soap Opera Digest*, the magazine pulled out of its agreement with Frank because of a money dispute. (See page 147, for earlier story).



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## **NATPE PREVIEW**

# Soaps, courtroom shows vie with major issues

By Robert Sobel

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**At this year's National Association of Television Program Executives convention, programming matters will most likely get some stiff competition from such legislative and regulatory issues as the Prime Time Access Rule, cable copyright and syndication exclusivity, and the Fairness Doctrine.**

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This year's National Association of Television Program Executives convention, March 10-16, might be more in character if it were held in Washington rather than in Las Vegas. While basically the dominating attraction at previous NATPE conferences, programming will most likely get some stiff competition from legislative and regulatory issues, including, but not confined to, the Prime Time Access Rule, cable copyright and syndication exclusivity, the Fairness Doctrine and deregulation generally.

These issues are seen as playing a strong hand in keeping station buyers and syndicators occupied with other matters than just programming—if the NATPE workshops live up to expectations. A Las Vegas setting may also not be the most appropriate, considering the seemingly endless rows of gaming tables in casinos against the dwindling number of new game show entries for syndication. While projects in the genre slid sharply to only four or five at last year's convention, after traditionally holding the spotlight at several previous conventions, new game show productions have all but disappeared at this conference.

Also a dying breed is new product geared specifically for access, actually a trend that began surfacing a few years back, with the acceleration of stripping by stations drying up availabilities in the time slot. This, in turn, last year led to buyers finding new-product choices available for almost every daypart, with a deemphasis on access. This year, only one new strip series is offered specifically for access, although there are at least a dozen first-run strip projects being offered for this year's convention. Other types of new shows in the smorgasbord include a large number of weekly series, miniseries and specials, so it appears there is an abundance of new product in one stage of production or another. Of course, how many will get a "go" as series is another matter.

About 70 exhibitors will be showing their wares in the "exhibit hall" at this year's convention, as compared to the 20-odd last year, as the NATPE/MIP-TV concept draws closer to reality.

Highlights of other developments in the industry, leading into the NATPE convention, are, according to major station buyers and other sources:

## NATPE PREVIEW

■ Hour series being made available for syndication continue to be the dominating form in off-network product this convention. About 10 are being offered fresh for the parley, joining about a half-dozen others offered last year, while half-hours coming off-network are still at a premium.

■ Soaps and courts appear to be the "in" formats this year, with close to a dozen new entries being planned for syndication, either as strips or as once-per-weekers. The soap series basically are "inside" profiles of the stars. There is also one group of miniseries, and two rerun soap operas are being pitched for syndication.

■ Late night is continuing to get a lot of attention from syndicators, with at least a half-dozen syndicated series being displayed for the late-fringe slot. Most of the new offerings are in the adult comedy vein, including a strip promised by T.A.T. Communications, creators of *Mary Hartman, Mary Hartman*.

■ Prices for off-network series appear to have leveled off, but are still rising on an average of 10-15 per cent. Of course, "hot" programs are still commanding a good dollar, depending on the station buyer's competition and the market.

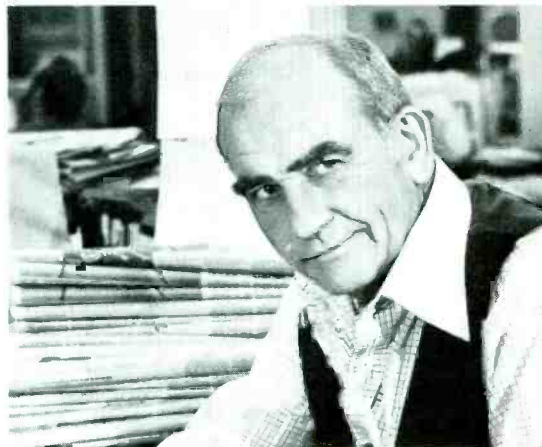
■ First-run shows being offered via barter continue to proliferate, in keeping with the tight economy and high interests rates. The use of offering new product in a combination of cash and barter is accelerating, as syndicator/producers try to defray the escalating cost of new production. (See details in programming section, this issue.)

■ Talk shows in early fringe are practically nil, although they were booming a few years ago. Latest casualty is the *John Davidson Show*. However, a co-op venture in the talk genre is being introduced, with the pilot just completed.

■ An increasing number of stations, both individually and as a group, are turning to syndication with their locally produced shows, or are participating in co-op first-run syndication ventures.

■ Syndicated programs via satellite transmission are spurting. Not only are there, or have been, at least a half-dozen programs on the bird, but at least six new series are being planned to go on satellite for the fall or before.

Washington legislation—both present and future—will be getting a heavy airing at this year's NATPE, reflecting the concern and confusion within the broadcast industry. In fact, this year's convention has titled one of its days, March 15, as "PTAR Day," with a general session focusing on the access rule. Other sessions during the convention will emphasize such things as deregulation,



There are at least a dozen off-network hours being offered this year for the first time at NATPE.

Clockwise, from below, Robert Urich in MPC's "Vegas"; "The Dukes of Hazzard," from Warner Bros. Television; Ed Asner as "Lou Grant," from Victory Television; 20th Century-Fox's "Trapper John M.D.," and "White Shadow," from Victory Television.





fairness and copyright, among other issues facing the industry. Also significant is that for the first time in NATPE history all FCC commissioners will participate in one panel or another relating to government positions.

Even with these clouds of uncertainty hanging over the convention, it will be business as usual—and unusual—in terms of programming. New product looking for future programming berths is plentiful, with the exception, as noted, of game shows and series geared to access. Game shows apparently have become a dirty word, and even two new series that may ordinarily have fallen into that category in years past—Firestone Program Syndication's *Freeze Frame*, a half-hour strip, and Great American Syndication's *Say Something Funny*, 195 half-hours—are being emphasized as entertainment vehicles.

There is however, one off-network game show being offered for NATPE: Firestone's *Card Sharks*, 260 half-hour episodes from the former NBC Show. Polygram has changed the basic format of the oldie game show *Queen for a Day*, taken away the exploitative angles and has come out with an upbeat ending that

awards achievement in women. Vicki Carr will be co-host, along with Michael Young.

The reasons for the dearth of new game shows have been evolving over the past year or two, as their mortality rate increases and those few that remain on the tube remain solidly entrenched, while the access period, normally the home for such shows, dries up. In fact, *Freeze Frame* is being pitched for early fringe as well as access, as is *Card Sharks*. Only one new show is being offered exclusively this year for the time slot—*American Pie*, a "good news" half-hour strip being distributed by Multimedia Program Productions.

### Some access successes

While new first-run series for access have been declining, some shows managed to get into the time period last season, such as Paramount Television's *Entertainment Tonight* and Sandy Frank's *the New You Asked For It*. Both have been renewed for the 1982-3 season as well. However, according to several rep sources, the access picture regarding new programs entering the time slot has

gotten bleaker because of the possible repeal of the access rule.

Ed Aiken, Petry Television's director of programming, says that syndicators feel uncertain about the fate of the access rule. "They simply don't want to spend the money for something that may not even get off the ground. It costs a great deal to produce a pilot, from \$100,000 to as much as \$750,000, and it takes a few years to amortize the series and start making a profit."

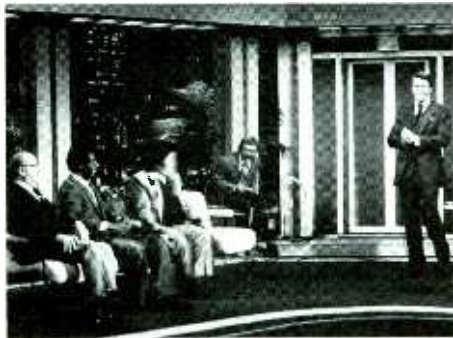
Phil Oldham, Katz communications vice president, programming, adds that about "95 per cent of our problems are because of the uncertainty now surrounding the access rule. Some even think there won't be an access time next year. However, they are being short-sighted. Furthermore, if you can get a program on the air in access, it's a lot easier to move the program to another time period than to try to play around initially in time periods that the show may not be suited for."

Nevertheless, the shakiness of the access rule has helped awaken producers to the fact that other dayparts are also viable. In one way they are concentrating on specific time periods and in another

*Hour shows generally are getting good sales action and appear to be working well in early fringe, according to most rep sources. Also, since they aren't the heavy dramas of years ago, they now appeal to a wide variety of demos. New hour reruns offered this year include clockwise, from far r., MCA TV's "Buck Rogers"; Columbia's "Fantasy Island" (also offered as half-hours); MCA TV's "Those Amazing Animals" and "Memories of Lawrence Welk."*



Despite the uncertainty of the access rule along with other possible deregulation moves, new strip product going into the convention appears to be plentiful. Clockwise, from r., D. L. Taffner's "That Awful Quiz Show"; Paramount's "Madame's Place"; MPC's "Singles Magazine"; Group W's "Chef Tell's Good Life"; BBI's "Tom Cottle Up Close"; National Telefilm Associates' "The Enchanted Palace"; and Great American Syndication's "Say Something Funny."



they are developing series that can be played in any one of several dayparts. For example, there are a rash of first-run new shows being offered only for late night, with many in the adult-comedy vein. These include T.A.T./Tandem's half-hour late-night strip, the *Jeff Clark Show*, 195 first-run and 65 repeat episodes, available for the fall; Viacom's *Night Court in Vegas*, 130 half-hours, described as an adult farce; Producer Showcase's *The Uncle Floyd Show*, a spoof of kid shows; Polygram's half-hour *Go to Bed America!* puppet, political, sexual, satirical strip; and Paramount Television's *Madame's Place*, a comedy/variety strip, also available with a special weekend edition in either a one-hour or 90-minute format.

### Music, singles entries

Other types of programs looking for a late-night spot are *Live From Hollywood*, from Program Syndication Services, which has a rock/punk musical theme; 20th Century-Fox's weekly one-hour series, *The Barry Farber Show*; Metromedia's *Flo and Eddie Show*, a weekly music show, as well as its *Singles Magazine*, and Telepictures, *For Singles Only*, a half-hour weekly show that utilizes a computerized video dating service.

Among the major projects vying for a fall slot in more than one time period are D.L. Taffner's first-run comedy strip, *That Awful Quiz Show*; Lexington Broadcast Services' weekly one-hour variety series, *Rock Comedy*; Metromedia's *Knock, Knock*, weekly half-hours geared towards primetime and access; MCA TV's *Road to Los Angeles*, 30 hour shows on the coming Olympics, available for a January, 1983, start; Gold Key Media's weekly half-hour news retrospectives, *Encore News*; Cluster Television's *Woofers Supersonic City*, half-hour weekly rock/comedy series for teens and young adults; and a bunch of new court and soap series.

### New soaps

The latter two genres make up close to a dozen of the new titles coming into this year's convention, in addition to two off-network soap series being offered for the first time. Soaps were offered at last year's convention, but failed to cause a lather. But these were of the dramatic variety, and slipped and fell because they were considered poor copies of their network parents. This year, however, the producers, with one exception, believe they can cash in on the popularity of the soaps by offering either "inside" stories

about the soap stars or interviews and miniseries. Five of the six are strips and geared for early fringe, although the syndicators are open to access sales as well. In the strip soap derby are two half-hour shows that will be hosted by soap opera performers. Polygram Television's *Daytime: The World of Soaps*, available in May or June; and Sandy Frank Film Syndication's *Soap Opera Digest*, based on stories from the magazine.

Colbert Television's entry, *Soap World*, will look for a fall go. The series features a rotating weekly soap opera performer as co-host, with John Gabriel as the daily host in the half-hour strip. Another soap strip, Mag-Net's *Soap Talk*, which offers a light look at the soaps and its star, features a Soap on Tour Show, as part of the projected series.

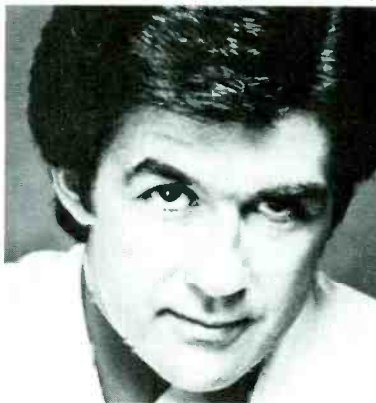
Also, there are a weekly recap series and a series of short programs, either two or four minutes in length. In the former case, Andrews/Mitchell Enterprises is distributing *Soap Opera Recap*, restricted to airing sometime between 4:30 p.m. Friday and midmorning on the following Monday. Hosted by two soap opera actors, the series will involve interviews with different performers, who will answer questions as the fictional character portrayed in the soap. Also looking to make a big splash will be *The Soap Spot*, from King World Productions, consisting of 130 shorties of on-location visits with soap stars.

### Novel adaptation

Comworld International is coming up with its own brand of soap opera. Called *Romance Theater*, the strip miniseries will contain a five-part (half-hour daily) love story based on an international best seller, with 26 novels being dramatized. Also looking to make big syndication bubbles are at least two off-network soap programs, *Soap* and *Dark Shadows*. *Soap*, which ran four seasons on ABC-TV, is being made available by Columbia Pictures Television as 90 half-hours and four one-hour episodes, for play in September. Although *Dark Shadows* has been distributed by Worldvision, the syndicator is now offering an additional number of episodes.

In the courtroom arena, about four or five producers are looking to court the stations at this convention. Last year the format was almost completely overlooked, except for Telepictures' *The People's Court*, which began as a daytime show and recently has become access fare at some stations. Petry's Aiken

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*The syndication world is bubbling with new soap entries, in forms running from inside stories of the stars to miniseries from novels. Also included in the latter are two reruns in the soap genre. Top, r., is Worldvision's "Dark Shadows," with new episodes; Colbert Television Sales "Soap World," bottom r.; Mag-Net's "Soap Talk" bottom l.; Columbia's "Soap," second from bottom, l.; Comworld International's "Romance Theatre", center; and John Gabriel, one of the stars visited in "The Soap Spot," top l., also distributed by Colbert. Sandy Frank's Film Syndications "Soap Opera Digest" and Polygram Television's "Daytime: The World of Soaps" are not pictured.*

# Made-for-TV movies gain strength as impact of pay services starts to affect syndication picture

By Dan Abramson

In feature package syndication, 1982 may be remembered as a transitional year at the National Association of Television Program Executives convention. Certain recent trends—especially the increased popularity of made-for-television features—are continuing. However, the increased number of pay-TV windows available for showing feature films could alter the balance of the syndication business in the course of the next 12 months. As was the case at recent NATPE meetings, many of this year's syndication packages include sizable numbers of made-fors. But the recent sale of a number of made-for-TV features to cable satellite services indicates that great changes may be in store in the near future.

For the present, network airings of theatrical and made-for-TV features are scoring competitive numbers in the Nielsen ratings. As of mid-February, the top 10 features shown on network television since the beginning of the season included five theatricals and five made-fors. The top 20 included nine theatricals and 11 made-fors. However, in continuation of a recent trend, more made-fors were shown on the networks during that period.

Other factors affecting the future of syndicated feature packages, besides cable and STV, include home video, long form news in major markets and the continued development of promotional concepts for feature films.

## Prices stable

Prices of feature films at this year's NATPE are reportedly similar to last year's. According to Ed Aiken, director of programming at Petry Television, "Prices still depend on the individual markets, but the movie market overall could best be characterized as soft. This is in part due to more stations getting out of strip movies, which is in turn due to escalating prices in recent years and the decisions to change formats from an afternoon movie to, let's say, talk shows or sitcoms."

Executives at some major reps agree that made-fors are beginning to take a significant lead in sales value on the syndication market. This is held to be due to a variety of factors.

*Highly-rated made-for-TV features available in this year's new syndication packages include (clockwise from below) "The Trial of Lee Harvey Oswald" from Worldvision's Prime VI package; Jean Stapleton as "Aunt Mary" from Trident One; Kurt Russell as "Elvis!" from Worldvision Prime VII; and Farrah Fawcett and Sam Elliott in "Murder In Texas" from Telepictures II.*



## Network primetime made-for-TV movies

October 5 through February 14

Rank	Title	Network	Date	Rating	Share
1.	Coward of the County	CBS	10/07/81	31.2	48
2.	Help Wanted: Male	CBS	01/16/82	28.8	47
3.	Jacqueline Bouvier Kennedy	ABC	10/14/81	27.4	42
4.	Victims	ABC	01/11/82	27.2	40
5.	Cagney and Lacey	CBS	10/28/81	26.1	42
6.	Fantasies	ABC	01/18/82	24.1	37
7.	Valley of the Dolls Part I	CBS	10/19/81	23.7	37
8.	World War III; Part II	NBC	02/01/82	23.5	36
9.	Callie and Son	CBS	10/13/81	21.8	33
10.	Sizzle	ABC	11/29/81	21.7	33

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According to Phillip Oldham, director of programming at Katz "There has very definitely been an increase in the amount of made-for-television features being made available. I attribute that to three causes. First, the shortage of theatrical product. Secondly, the overexposure of theatrical films on cable. Finally, the recent success on the networks of the made-for-TVs vs. the theatricals."

Strong agreement on Oldham's second point is offered by Dean McCarthy, vice president-program services at Harrington Righter & Parsons. According to McCarthy, "I think the distributors are realizing that there is probably, in the long run, more value to the stations in made-fors than in theatricals because the made-fors don't get the cable exposure. If the made-fors are properly rested—at least one year since the last network play—and if they are contemporary subjects with contemporary stars and have only had two network exposures, then the potential for their pulling higher ratings is there."

The value of contemporary stars in made-fors is underlined by McCarthy: "In terms of the syndication market, Farrah Fawcett is a bigger star than Gregory Peck."

### Commercial interruptions

Other reasons given for the popularity of made-fors in syndication sales include the fact that made-fors are specifically designed for commercial interruptions and that they are already acceptable under continuity standards of most stations. More importantly, it's said, most theatrical films nowadays are designed for younger demographics than are considered desirable by most local stations. According to Aiken, "Generally, the demographic that sells the best theatrically is 12-to-24. There are some specific exceptions to that which have recently been nominated for Academy Awards—*Reds* and *On Golden Pond*, for example—but the format and structure of made-fors are a totally different demographic."

However, there is by no means agreement on the made-fors-vs.-theatricals issue among station executives.

Ken Johnson, vice president and general manager of KTRK-TV Houston, the ABC affiliate, reports that, "I'd say, generally speaking and depending on the packages that you own, the theatricals would tend to out-rate the made-fors, but there have been some exceptions."

Ralph Gabbard, executive vice president and general manager of WKYT-TV Lexington, reports on his CBS-affiliated station's ratings for the network's 11:30



Recent theatricals entering syndication this year include "Animal House" (top, l.) with John Belushi and friends, from MCA; "Cabaret" (above) with Liza Minnelli and Joel Grey, from Lorimar; Paramount's "The Fan," starting Lauren Bacall and James Garner (center); and ITC's "On Golden Pond" with Katherine Hepburn and Henry and Jane Fonda (bottom).

### Network primetime theatrical movies

October 5 through February 14

Rank	Title	Network	Date	Rating	Share
1.	Superman Part II	ABC	02/08/82	30.2	42
2.	Superman Part I	ABC	02/07/82	29.6	42
3.	Every Which Way but Loose	CBS	11/01/81	29.2	42
4.	Grease	ABC	11/08/81	25.1	38
5.	Moonraker	ABC	11/22/81	24.3	39
6.	"10"	CBS	11/10/81	23.9	37
7.	Close Encounters of the Third Kind	ABC	11/15/81	22.3	34
8.	The Onion Field	ABC	01/17/82	21.8	34
8.	Rocky II	CBS	02/14/82	21.8	33

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Film classics for sale or barter at NATPE will include "Ivanhoe," from MGM Family Fair (top); "Somebody Up There Likes Me," from MGM Lion II (center, l.); "Brigadoon," from SFM Holiday Network (center, r.); and "The Corsican Brothers," from On The Air (bottom).

movie by stating that, "We get better ratings on the theatrical features, generally."

On the other hand, George Moynihan, senior vice president for the station group at Group W Television, says, "Ten years ago, "there was no question that theatrical movies played much better in the ratings. However, I think made-fors have become much better than they once were, much more sophisticated. Also, better people are in the made-fors than was at one time the case."

David Simon, program director of KTLA(TV) Los Angeles, comments, "I would say that there are more quality made-for-TV pictures being offered. The important thing is that the syndicators are offering a good mix of theatricals and made-fors. That's basically what we're looking for."

### Changes imminent

In what may turn out to be a very significant development in future sales for feature packages, cable foundation services have begun playing made-fors after their network plays but before they are made available for syndication. Last December, Showtime cablecast *The Gathering*, a 1977 made-for feature on ABC-TV starring Ed Asner.

In addition, Home Box Office now owns the cable rights for *The Tenth Month* and *The Grass Is Always Greener Over The Septic Tank*, both made-fors starring Carol Burnett. The third major cable satellite service, Warner-Amex's The Movie Channel, has announced the purchase of a number of ABC made-fors from recent ratings wars, including such titles as *Birth of the Beatles*, *The Young Pioneers*, *Young Joe: The Forgotten Kennedy* and *Nightmare in Badham County*. Furthermore, *Elvis!*, which stars Kurt Russell and was originally an ABC made-for was recently purchased by all three services for non-concurrent cablecasting.

*Elvis!* and *Birth of the Beatles* will both be on sale in syndication packages at this year's NATPE.

There is little doubt among the rep and station executives interviewed that, if the sale of made-fors to cable becomes a trend, it will drive down the value of the same features when they are later packaged for syndication. Pointing to the effect of cable windows on primetime broadcast ratings, Oldham states that, "Theatrical films are coming in anywhere from 3-to-5 share points down from what they should be doing because of the overexposure."

The list of new feature packages being  
(continued on page 334)

# Program director survey: Complain that NATPE convention is too long, crowded and 'flashy'

Station program directors are anything but shy when it comes to voicing complaints about how the National Association of Television Program Executives run their annual convention. But several of those replying to TV/RADIO AGE's annual survey of program directors provided constructive suggestions for improving the get-togethers (see February 8 issue for other data on program directors' survey).

And a few of the gripes concerned not NATPE itself, but their own station management—to wit: "I'd like to go!" "My company doesn't send me." "I have never attended. The general manager goes instead."

A few others throw bouquets: (The convention) "seems to be set up pretty well." "Considering the size of it, you are all doing one hell of a job!" "They're moving in the right direction with the exhibit hall format. Syndicator suites had been a problem." "I thought the modules used last year were good."

Some program directors admitted they couldn't think of any suggestions to improve the conventions, and this handful can probably be counted as votes in favor of NATPE as is.

## Shorter and smaller

Among the constructive suggestions, several urged shorter conventions, "with fewer meetings, which become redundant." And among the many who consider the convention too big, several suggested that it be, "kept for over-the-

air broadcasters only," and "keep it down to size by eliminating the cable people," or, "cut out the international."

Other suggestions were to establish a job availability booth, set up, "a better message center," and set up a directory of attendees.

Several programmers from mid-size stations (\$4-\$8 million in annual revenue) and those from stations with under-\$4 million in revenue complained of lack of attention to medium and smaller markets, "which are forced to operate in a different way than large stations." One remarked that the convention "has gotten too large-market oriented" and another asked for, "a suite where small market PD's can feel welcome instead of, 'too unimportant to be talked to.'" But another respondent had at least a partial cure for such ills: "How about running this thing for stations in the top 50 markets one week, than for 50-plus markets another week?"

## 'Maze of faces'

Many PD's feel the convention has gotten too big, too flashy and/or too chaotic. One observes that, "Everyone is lost in the maze of faces. I've found smaller affairs like TVPC to be much more enjoyable." Remedies suggested include placing a limit on the number of people per station attending, placing suites closer together and, "better organized syndicators' parties." Still other suggestions were for "better traffic flow

in exhibit hotels," "Keep all activities in one hotel," and, "offer smaller, more informative workshops. Perhaps these could be repeated more frequently—perhaps concurrent with suite-visiting times—since time available to visit the syndicators' suites seems to be diminishing."

One programmer suggested, "trying for more central locations, such as Chicago, St. Louis or Dallas," and another asked for, "centrally located conventions, rather than at the extreme coastal areas of the country." Another cautioned: "Don't ever have it in New York City again! Leave it in Vegas (and I don't gamble)." But another had no suggestion for improving the NATPE meeting, "other than keeping it away from Vegas."

## Timing suggestions

On timing, one suggestion was that the convention should be held in January. But another respondent preferred, "Later in the year."

In more strident tones, program directors say things like, "Do away with syndicator gifts! They make it a circus. Cut down on all the people running up and down the halls and asking, 'Where did you get that fuzzy doll,' etc."

Another suggests that if syndicators feel they must pass out gifts, "They can mail them. What we need is more time for the program directors to do the job we were sent to the convention to do."

Others put it this way: "The conven-

## "In what area\* does your station need the most improvement in programming?"

Per cent of program directors answering

	All stations	Annual affiliate revenue			Indies
		Below \$4 million	\$4-8 million	Over \$8 million	
Syndicated series	21.4%	18.9%	14.9%	24.0%	33.3%
News	22.9	32.2	21.8	18.7	18.5
Public affairs	20.6	22.2	17.2	29.3	16.7
Childrens' shows	15.9	13.3	18.4	12.0	9.3
Syndicated features	2.6	1.1	1.1	2.7	9.3
Investigative reporting	13.2	11.1	20.7	13.3	5.6
Religious	0.0	0.0	0.0	0.0	0.0
Other	3.2	1.1	5.7	0.0	7.4

Source: TV/Radio Age survey of TV station program directors, December, '81/January '82. \* Categories shown are those listed in questionnaire.

## NATPE PREVIEW

tion has become more social than business: More and more program schedules are confirmed before the convention anyway." Or, "What we need is more workshops and less BS." Or, "Less booze, more business!" Other comments include a suggestion for, "a less circus-like atmosphere on the part of distributors," "How about more shirt-sleeve practical sessions, and fewer NAB-policy type sessions?" "We need more about programming, and less about *selling* programming!" and, "Let's have less of a zoo atmosphere with giveaways, etc."

Program directors also asked for "more nuts and bolts for program directors," and suggested, "make it a working convention," and "eliminate 'freebies' in the suites." One observed that, "The size of the convention can be cut down by running separate regional conventions." And another urged that conventioners, "Do business and forget the parties during working hours. We

can party after work." One suggested, "Forget the food, booze and merchandise, and let's concentrate on the program client-customer relationship."

Similar comments came from programmers who urged, "More pilots and less pitch," complaining that, "It's run by the syndicators at their whims. The program director is almost forgotten. Let's get back to the original concept—to help the local television programmer. The hell with 'international.'" And, "Let's limit the number of non-delegates outside the exhibit floor. It's getting so crowded with free-loaders we can't get around ourselves. Badges are a *must*."

And then there were the many complaints about the hotel elevators. Just one suggestion was to, "avoid facilities with elevators: no elevators and no narrow hallways and doors."

Meanwhile for those who don't like the crowds, it looks like more of the same in Las Vegas. Last year's convention

included 261 exhibitors, and as of February 16, this year's Las Vegas gathering already had 257 signed up, with more expected.

### Self-examination

But if many program directors were critical of convention conditions, many were also willing to point to flaws in their own product. This came out in a question which asked: "In what area does your station need the most improvement in programming?" Seven specific program categories—plus "other"—were listed in the questionnaire: syndicated series, syndicated features, children's shows, news, public affairs, religious and investigative reporting. A frequent culprit cited was not a person, but simply the shortage of dollars to do as much as they'd like in the areas indicated. Said one programmer: "I'd like to produce

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### "Do you see any particular benefit to your station in receiving syndicated programming by satellite?"

Per cent of program directors answering

	All stations	Annual affiliate revenue			Indies
		Below \$4 million	\$4-8 million	Over \$8 million	
Yes	78.9%	86.4%	66.7%	84.2%	87.5%
No	12.4	11.1	17.5	7.0	10.0
Not sure	8.6	2.5	15.9	8.8	2.5

### "Do you feel that attacks on TV programming as immoral are justified?"

Per cent of program directors answering

	All stations	Annual station revenue			Indies
		Below \$4 million	\$4-8 million	Over \$8 million	
Absolutely!	2.2%	3.1%	1.4%	1.4%	5.0%
In many cases, they are	11.7	9.3	13.7	17.1	17.5
Only in a few instances	47.2	55.7	53.4	30.0	45.0
Absolutely not!	25.1	20.6	20.5	32.9	20.0
I have mixed feelings on the subject	13.9	11.3	11.0	18.6	12.5

### "Would you like to see an hour of network news on your station?"

Per cent of program directors answering

	All stations	Annual affiliate revenue		
		Below \$4 million	\$4-8 million	Over \$8 million
Yes	28.1%	32.9%	21.9%	28.1%
No	59.1	50.0	67.2	63.2
I'm not sure	12.8	17.1	10.9	8.8



# NATPE president advocates exploration of joint exhibition with INTV, use of teleconferencing

By Steve Currie

President, National Association of  
Television Program Executives

There are more NATPE elevator jokes than Henny Youngman has one-liners. In the early days, from 1964 when 71 people attended the first NATPE Conference, to 1974 when we went over 1,000 attendees, syndicators collared programmers in the elevators. Some say they actually sold shows between the ground floor and MCA's suite. Others claim they overheard pending deals and benefited from their inside-elevator information. Then there are the amusing stories of bitter rival syndicators, suddenly mere inches from one another, face-to-face, in a crowded elevator.

Programmers and syndicators are resilient people, so somehow we coped. But the elevator jokes began to turn sour a few years ago when the NATPE Conference attendance climbed beyond anyone's wildest prediction. In San Francisco, serious emotional upset befell a number of our members when they were stuck between floors in a very crowded elevator car. Although they were trapped for an extended period of time, the hotel refused to call the fire department rescue squad. Tempers were flaring in the lobby while our cohorts were sweating it out between floors. Luckily we have never had a bad injury because of the increasingly severe elevator problem. Nor have we ever delayed emergency medical attention because of inaccessible elevators, thank God!

## Lost sales

Some syndicators have said they actually lost some sales because their new shows were not screened by programmers who might have dropped by out of curiosity, had they been able to get to the syndicator's floor. That is probably true in cases where syndicators were not able to do pre-NATPE mailings and promotion—when they were counting on traffic past their suites. Many station people have told me they like to make one "sweep" past all suites just to make sure they haven't missed a show they might find interesting.

The elevator problem is actually only one of the causes of stress we confront during NATPE conferences. Most of us are forced to spend long hours working,

Hotel suites are getting smaller and smaller with modern hotel rooms only the size of old hotels' bathrooms. Room service always becomes inefficient during the conference. There are numerous inconveniences and irritations that put us all on edge during this trying time. Professional convention planners all said the same thing: We would make our members much happier by going to the exhibition hall concept.

When the board decided to take the plunge, we found no existing exhibit hall concept we could simply adopt. NATPE is a different kind of convention. Perhaps it is our mixture of show and business that makes us a different breed. Even the excellent new MIP-TV facility in Cannes would not suit our needs. Certainly the pipe and drape conventions of the hog and feed people would not be conducive to selling TV programs. So, we merely let it happen, a little by itself, with the direction of Planned Facilities.

Last year's conference in New York ushered in the NATPE exhibit hall. Only 22 companies could be accommodated, but perhaps that modest beginning was best. We discovered many things. Dis-

play material and custom built "exhibit suites" are very expensive. Yet their cost can be amortized and, in the long run, even including shipping and storage, a syndicator could save money. Also, there are few design restrictions in an exhibit hall. If a syndicator wants to give the impression that his company is imaginative, it's a lot easier to create an imaginative environment in the hall than in a hotel suite.

The exhibition hall is not always conducive to the style of doing business that we are used to. Lavish hotel-suite style entertainment and food don't always work on the floor. Yet, many syndicators are more than eager to put an end to the \$3-per-shrimp room service charge. Others are slower to phase out food and drink and are insisting that NATPE allow them to entertain on the floor. The noise level of scores of VTR's playing at one time was somewhat of a problem in New York. We feel that problem has been solved for the upcoming conference, however, through design, materials and standards for sound levels.

## Exhibit area growing

This year there are 70 exhibitors on the floor, and next year there will be 100. By '84, all associate members will be in the exhibit hall, if the projected rate of growth holds true. There are many who feel that NATPE will absorb other programming organizations and that numerous producers of home video will be part of NATPE. While the largeness of NATPE offers its members many benefits, additional growth is always fraught with problems. In 1984 we are now projecting a need for more than 300,000 square feet of exhibition space. It is possible that we will need even more. There are few large exhibition spaces that meet our requirements. If we continue to hold the conference in winter or spring, it must be in a city that is accessible by air even during bad weather. There must be housing for 5,000 attendees within shuttle bus reach. (We are spoiled because the conference has almost always been within walking distance of our hotels.) It should be a city that does not have a history of labor problems and does not have a high crime rate. These and other requirements leave us with few choices.

Most convention centers are booked eight to 10 years ahead. NATPE is ten-

**"We should all look at the possibility of combined program exhibition . . . it would save a lot of time for all of us."**



Steve Currie  
President  
NATPE

tatively booked into Mascone Hall in San Francisco from '84 through '87, although that could change. New York and Miami Beach both want NATPE to return. Miami Beach's convention center is now expanding and could contain us. New York is now building a convention center that will far exceed our requirements, and we are looking into it for 1990. All of the new convention centers are full service. That is, they have facilities for food and beverage and are wired for the electrical demand of NATPE. The Miami facility is completely wired for television, as it is used for the political conventions.

Though the primary concerns in selecting convention sites are business related, many NATPE members like to take their families along. We would like to select cities for our conferences that have activities for our families. A good public transportation system is also a plus. Of course, crime is a growing problem in all U.S. cities, but many convention centers are located in areas of increased crime risk. So, for the protection of our families as well as our members, we cannot select certain cities.

**Too many conventions**

Somehow we will overcome all of the difficulties—we always have—and we will find space in appropriate cities and be able to focus with almost all of our attention on the conference itself rather than on the logistics. But here again is another growing problem. There seems to be a conference or convention for every aspect of the business. How does one choose which to attend? Most of us have limited time and expenses for conventions. The syndicators and our other associate members really have a problem in this regard. They cannot afford to miss a major gathering where their customers will be. They might be required to exhibit at NATPE, INTV, MIP, NCTA and others.

We should all look at the possibility of combined program exhibition. With a joint exhibition by, say, INTV and NATPE, conferences could take place on both sides of the exhibition. This would provide economy in travel by people, hotel space and the actual cost of exhibition. And it would save a lot of time for all of us.

We are also investigating the further use of teleconferences to expand the value of NATPE to our members. Periodic national conferences delivered by satellite are already being used by many companies instead of regional meetings.

(continued on page 356)

# Fall Nielsen syndie sweeps: Sitcoms, variety shows did well

**S**ituation comedies and variety shows surfaced as the two strongest categories among syndicated program leaders ranked by average household rating in the November, 1981, NSI sweep based on Nielsen's Cassandra system.

This is one of the highlights emerging from this detailed data on syndicated programs. In addition to the household ratings, the shows are measured by demographic ratings, daypart and program category. The material can be found on 23 pages of tables, starting on page 357 in this issue.

Of the top 25 syndicated shows (actually 27 because of a four-way tie for 24th), nine were sitcoms and seven were variety programs. The breakdown on the remaining nine leaders was: game shows, 3; documentary/info, 3; dramatic—60 minutes, 2; dramatic-feature, children's-animated and sports, 1 each.

The nine sitcoms were *M\*A\*S\*H* (Number 1 with a 13.9 rating in 184 markets); *Happy Days* (6th/8.8/154); *Barney Miller* (tied for 8th/8.7.100); *Laverne and Shirley* (tied for 10th/8.4/97); *The Jeffersons* (17th/7.5/60); *Good Times* (22nd/6.7/61); *Welcome Back Kotter* (23rd/6.4/49); and *All in the Family* and *What's Happening?* (tied for 24th/6.2). *All in the Family* aired in 86 markets, while *What's Happening?* was seen in 34.

Variety shows in the top 25 were: *Hee Haw* (Number 5/9.7/176); *You Asked For It* (tied for 10th/8.4/94); *Dance Fever*, *Entertainment Tonight* and the *Lawrence Welk Show* (tied for 12th/8.1); *Muppet Show* (15th/7.8/136); and *Solid Gold*—original airing (21st/7.0/177). *Dance Fever* was seen in 119 markets; *Entertainment Tonight* aired in 106; and *Lawrence Welk* was carried by 164.

The same number of sitcoms (9) appeared in the top 25 syndicated program rankings for women 18-49 as did for average household ratings. However, *All in the Family* was not among the women

18-49 leaders, being replaced by *Sanford and Son*, Number 22 with a 4.3 rating in 80 markets.

The one variety show in the top 25 for women 18-49 that didn't make the list for average households was *Solid Gold*-(repeat) which ranked Number 14 with a 5.3 rating—in 177 markets. The *Lawrence Welk Show*, which tied for 12th among average households was not among the leaders for women 18-49.

Variety shows are demonstrably strong for men 18-49 with eight programs in the genre making the top 25. Situation comedies, however, were weaker for men 18-49 with only five among the leaders. Making up some of

(continued on page 340)

**Leading syndicated shares  
by household ratings**

Top 25 programs, ranked by weighted DMA ratings

1. M*A*S*H	13.9
2. Family Feud PM	13.2
3. PM Magazine	12.7
4. Goliath—Part I	10.7
5. Hee Haw	9.7
6. Fight Back	8.8
6. Happy Days	8.8
8. Barney Miller	8.7
8. Tic Tac Dough	8.7
10. Laverne and Shirley	8.4
10. You Asked For It	8.4
12. Dance Fever	8.1
12. Entertainment Tonight	8.1
12. Lawrence Welk Show	8.1
15. Muppet Show	7.8
16. Little House on the Prairie	7.7
17. The Jeffersons	7.5
18. Charlie's Angels	7.3
19. Adventures of Pinocchio	7.2
20. Joker's Wild	7.1
21. Solid Gold (original)	7.0
22. Good Times	6.7
23. Welcome Back Kotter	6.4
24. All in the Family	6.2
24. Bart Starr	6.2
24. That's Hollywood	6.2
24. What's Happening	6.2

Source: NSI (Cassandra) November, 1981. Syndicated series in five or more markets.

**Detailed listings from  
Nielsen's Cassandra  
syndicated program  
rankings, beginning on  
page 357.**

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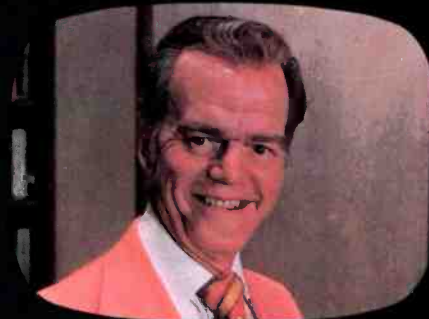
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# Vital programming from Vipro



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- Successful commentary for 14 years
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- Network quality programming for children, ages 2-11 • 78 amusing half hours • Emmy Award-winner • Non-violent, educational, and fun!



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## Financial Planning for Women

- Sound financial advice—especially for women • 65 episodes, each 45 seconds in length • Translates financial jargon into plain English • Consumer-oriented, self-help series hosted by Ann Benson, investor information specialist for Merrill Lynch



## Kup's Show

- The lively art of conversation • 52 new hour-long programs each year • 23rd year on national TV • Winner of 14 Emmy Awards



## Le Hot Spot

- New, half hour puppet series for first-run syndication • Zany sitcom fun for the whole family • Celebrity guest stars • Music, comedy, action!



## Focus on the Family

- Audience participation program on family related topics • 26 half-hour programs
- Covers discipline, authority, sibling rivalry and more • Hosted by psychologist, Dr. James Dobson



## The American Way

- Financial insights to help viewers cope with inflation • 39 episodes, each 90 seconds in length • Great for news or magazine formats • Produced on location with financial expert Jim Mallamo



Visit us at Suite 560-563, Las Vegas Hilton, NATPE

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# Viewpoints

## Network sales growth will come at national and local spot's expense



M. S. Kellner

## Partnership balance has already been tipped

## One solution is for networks to hike rates

Another billion dollars! Continued growth! Sounds great! Where's it coming from? When's it coming?

In fact it's not growth, but a dilution of station income. From the station point of view, where it's coming from is the rub.

If ABC's plan to increase the number of commercials in primetime becomes a reality, CBS and NBC won't be far behind. Adding 14 or 15 prime 30s, per week, per network, has been estimated as worth \$185 million to \$200 million additional gross revenue a year to the three networks combined. And if the Prime Time Access Rule is eliminated, the three networks would harvest sales of another \$800 million. That's a billion dollars, and that's where it would come from and when it would happen. That \$1 billion isn't new money. It's a transfer of more than 20 per cent of all spot dollars, both local and national, to network.

If PTAR is lost and prime network 30s are added, there will be a loss of access time spot availabilities and an additional number of network access and primetime commercial availabilities. Spot and network TV compete for national advertising. Many large national advertisers buy network TV as a base and then complement or supplement their national coverage with spot. The networks' plans, if they become reality, obviously will decrease the number of attractive spot availabilities.

Networks and stations are in partnership. The TV network/affiliate partnership benefits are becoming more unequal. Despite the Prime Time Access Rule—now under network attack—the three networks occupy 70 per cent (and in some instances more) of their affiliates' time (a 25 per cent increase since 1960) but account for less than 10 per cent of affiliate revenue.

These are some of the ways the networks have already tipped the partnership balance: By expanding network weekday late news; by expanding network weekend late news; by expanding network weekend early news; by expanding network weekday morning news/talk programs; by expanding network weekday late night programs; by expanding network mid-weekday programs (1 p.m.); by expanding network weekend sports programs; by expanding network primetime news breaks; by increasing network commercials in early news; by increasing network commercials in long form programs.

With their plans to recapture primetime access for network programs and to increase network commercials in the remaining primetime programs the networks aim to tip the balance still further. In 1975 the total number of minutes of network commercials equaled 378,976 30-second announcements; in 1981 that figure increased to 424,216.

Networks claim increased costs as their reason for pushing affiliates to take expanded network news and to insert more network commercials. Affiliates recognize that network costs have increased. Affiliates, too, are faced with upward spiraling costs. But the network solution—no matter how you slice it—is to take it out of the affiliate's hide, one way and another; absorb more station hours for network programs; absorb a bigger slice of the total television advertising pie by increasing the network inventory of commercial locations.

One better way for the networks to solve their problem is to increase their rates—charge prices closer to what the network television product is worth. In fact, by increasing the network commercial inventory, network pricing may be weakened, which would be no solution for an increased expense problem.

However, the pressing need for network expansion proposals to alleviate a financial problem is not evident. The three TV Networks and their O&Os combined accounted for 51.8 per cent of the total industry revenue last year.

Affiliates recognize the need for a healthy program syndication industry. They recognize it is imperative for stations to preserve time for their own and syndicated programs. Affiliates know independent stations are doing better each year and also know that decreasing network program promos, an integral part of primetime network commercial expansion, is not going to reverse that.

It is time not only to stop network incursion, but also to reverse it.—  
M. S. Kellner, managing director, Station Representatives Association

# Viewpoints

## Radio undergoing unprecedented and exhilarating changes



Martin Rubenstein

## Three factors make network radio strong

## Advertisers beginning to recognize web value

Radio is experiencing a period of unprecedented and exhilarating change. Americans are rediscovering the radio, and the radio industry is discovering new technology and applying it in an environment increasingly free of government regulation. By using satellite technology we are able to experiment with exciting new concepts—like the ability to provide radio stations with multiple simultaneous programs—at the same time that we are being freed from many time-consuming and costly bureaucratic requirements.

This changing picture presents many challenges and opportunities. The deregulation of radio, which is progressing nicely under chairman Mark Fowler, has a way to go. For example more than 60 years after the birth of radio and more than 200 years after the passage of the First Amendment, broadcasters are still denied freedom of speech. The Fairness Doctrine and Section 315 of the Communications Act operationally constrain the airing of viewpoints on public issues and deprive broadcasters of an outlet for editorial points of view. Yet often during a period of change and creative chaos, a medium will find the opportunity to prove itself and demonstrate intrinsic capabilities or new applications. Such is the case today with network radio.

Network radio has resilience and a flexibility that was born in adversity, honed during a period of eclipse and is now emerging via new technology. No longer will radio be a talented bit player left behind in the wings. Network radio is a primary advertising medium, ready, available and accessible to ever-increasing numbers of clients in these difficult economic times.

The case for network radio is compelling for three reasons: frequency, reach and cost efficiency. Frequency on network radio is six times greater than on television. The results in terms of recall—for a single exposure—are similar to TV and exceed TV for multiple exposures.

With almost half of the nation's 7,900 commercial stations now carrying network programming, network radio reaches 75 per cent of all adults 12-plus with an average exposure of 60 quarter hours per week.

Flexibility—in terms of allocating ad dollars—is the hallmark of network radio. Target demographics such as age, sex and income can be purchased easily in a single buy either to attain independent marketing goals or as an added dimension to a segmented marketing plan.

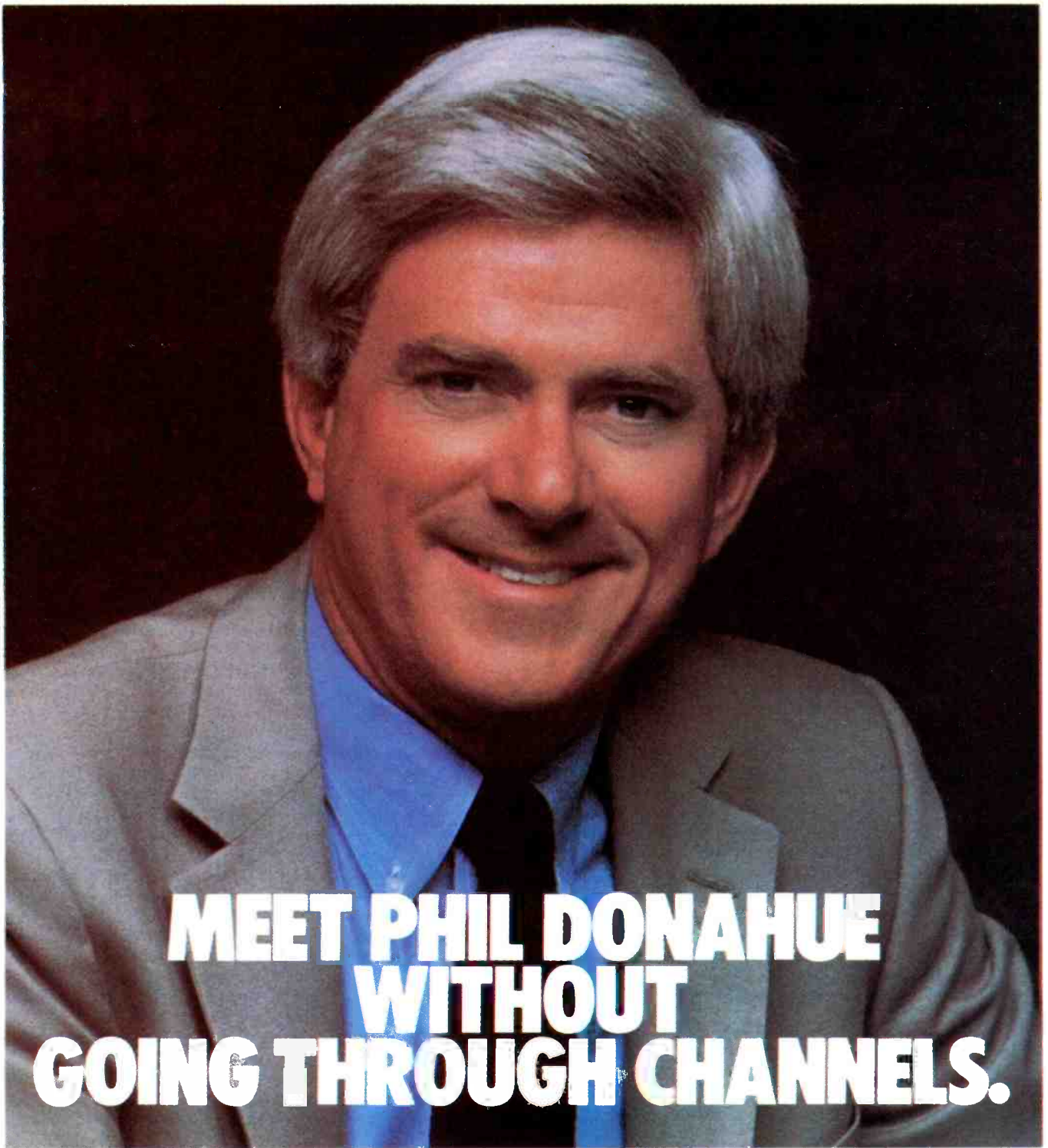
Companies like Sears Roebuck, Smith-Kline, Chevrolet, Dr. Pepper and American Home Products have recognized the value of network radio and made national buys. These companies and others understand that you don't need millions of dollars to enter the radio marketplace and that efficient coverage can be purchased at affordable rates, even in inflationary times!

Radio has come full circle as a commercial vehicle. In the early days of radio, sponsors were closely identified with specific programs and specific personalities. We all remember Johnson's Wax as the sponsor of *Fibber McGee and Molly* or the *Lux Radio Theatre* and *The Lucky Strike Hit Parade*. After these affiliations were transferred to television, advertisers carefully selected spot positions and made buys based on specific programs and demographics. Yet today, an increasing number of advertisers are asking radio networks to create vehicles specifically designed to meet their needs.

The value, utility and effectiveness of network radio is beginning to catch on among advertisers. As an industry with total revenues of \$56 million in 1970 we have grown today to total revenues of \$167.3 million. Our 1981 total is about \$200 million. By 1985 some analysts expect this figure to double.

Radio's reach, flexibility, efficiency and willingness to experiment mark it as the best buy for anyone seriously communicating with Americans in the 1980s. This is especially true when you consider our new, space-age delivery systems.

Radio at this moment is like a children's kaleidoscope. With each twist of the wrist a new pattern emerges, and with each new pattern there is excitement and challenge.—Martin Rubenstein, president and chief executive officer, The Mutual Broadcasting System, in a recent speech before the Advertising Club of Charleston, S.C.



At NATPE, visit Multimedia in suite 4-103/105, and talk to Phil Donahue. Without red tape or videotape.

We'll also introduce you to our other favorite shows for 1982. Including the all new, innovative magazine show, "American Pie," the "Young People's Specials," and our "Country Music Specials."



**MULTIMEDIA**  
Multimedia Program Productions, Inc.

# Programming/Production

## Barter, combination cash/barter in upswing for NATPE

Barter and cash/barter shows continue to show growth, judging from the first-run syndicated product being introduced at the 1982 National Association of Television Program Executives convention, being held March 10-16 in Las Vegas. At least 25-30, or about half of the 50-odd major new shows set for NATPE, are being sold either as barter or as cash/barter, including some reruns. In addition, it's understood that **Group W's PM Magazine** has entered the cash/barter arena, and the company will be holding back a 30-second national spot each half-hour beginning in the fall.

Of the total number of programs being offered in either of the two sales methods, about 18 are being sold in the traditional barter way, and about 10 are going via cash/barter. The barter shows consist of four strips, six weekly shows and eight specials. Broken down similarly, the combinations are seven strips, two weekly series and one special, according to TV/RADIO AGE estimates. The totals do not include miniseries or shows that remain in the gray area as of presstime—those programs that may go either cash or barter, depending on the action for the show.

The primary factors behind the increase in both methods of selling are due to the tight economy, slow money flow and the escalating costs of new productions, according to rep sources. **Ed Aiken, Petry Television's** director of programming, believes that barter will increase sharply in the future, so much so that he asserts that, "virtually everything in syndication is going to be in barter or in barter/cash combinations, except for the off-network product."

In the case of the cash/barter situation, the syndicators are using a method established by Westinghouse a few years back, involving *The Mike Douglas Show*, which did not stand well with reps. At that time, the production firm sold some national advertising time and the stations paid for the program as well. Last year, although four projected series planned to go the combination route, only two, *Entertainment Tonight* and *You Asked for It*, made it to the tube in the fall.

*Entertainment Tonight* got \$40,000 for a 30, considered a "nice bit of change," by at least one rep. Reps are still upset over cash/barter deals, maintaining that, "they are supposedly designed to keep production costs down." "This may be true, but I don't believe the distributor is lessening the price of the program to the station because the sta-

tion is giving the syndicator a chunk of the sales action," says one rep.

The tight money flow, being called one of the catalysts for the barter and cash/barter expansion, has gotten worse recently, according to one syndicator who deals heavily in barter. "It's gotten so bad that in many cases even the most reputable suppliers are behind in their payments to us."

A rundown on most of the barter shows being offered for NATPE follows: In strips, are **Metromedia Producers Corp.'s Weekday**, hour talk show by The Katz Development Corp., 10 minutes local station sale, two for national; **Mag-Net's Soap Talk**, two 30s in the half-hour held back for national sales; **ComWorld International's Romance Theatre**, two-and-a-half minutes for national, three-and-a-half local; and **Woman's Digest**, two minutes to Sterling Drugs, four minutes local, from **Television Program Concepts**.

Weekly barter series: *Twice a Woman*, half-hour show. The first 13 weeks of programs are free with six minutes to stations. Second 13 weeks, **Syndicast Services** gets two minutes for national sale. Also at Syndicast, *County Jamboree*, weekly hours, available in April, with five minutes national and five local. **Gold Key Entertainment: Encore News**, half-hours, two-and-a-half minutes national, three-and-a-half local. **Metromedia Producers Corp.: Weekend Sports Wrap-Up**, three and three, with exclusivity to Miller Beer. **MCA TV: Road to Los Angeles**, hours, five national, seven local.

**MCA TV: Two rerun weekly series: Memories With Lawrence Welk**, hours, four-and-a-half minutes national, five-and-a-half local. Barter specials include **ComWorld International: Number One Country**, one one-hour program, four-and-a-half national, five-and-a-half local. Same deal with its *Rock 'N Roll Dreams*, six one hours, and *Peter Marshall's Big Band Salute*, one one-hour program. **Lexington Broadcast Services: Music Makers**, six hour shows, seven national minutes, five local, each show, and *Fight of Month*, no terms available.

In the case of new cash/barter strip combinations, these include, **Multimedia: American Pie**, half-hours, 30-second national spot each episode; **T.A.T./Tandem: The Jeff Clark Show**, half-hours, terms not available; **BBI: Tom Cottle. Up Close**, half-hours, one national minute per show; **Paramount Television's Madame's Place**, one minute for national and five minutes to sta-

tion; and **Polygram Television: Daytime: The World of Soaps**, terms not available.

In the weekly combination cash/barter series: **Metromedia Producers Corp.: Flo and Eddie**, one 30-second national spot each episode; **Andrews/Mitchell Enterprises: Soap Opera Recap**, half hours, two national 30s, 10 local 30s each program. A special, **Lexington Broadcast Services The Greater New Orleans Golf Open**, to be held April 25, from 2-4 p.m., is fetching 14 national minutes, and 10 are for local sale. In addition, the stations will be offered cash compensation for the time period.

### 'Davidson Show' to be dropped

**Group W Productions** will drop *The John Davidson Show*, with the last delay-play on August 27, it's been learned. The decision to cancel production was based primarily on a "dramatic change in marketing conditions," according to **Edwin T. Vane**, president and chief executive officer at Group W Productions. Vane, in a mailgram sent to stations, notes the decision not to go ahead for the third season of Davidson was because, "we are now seeing an ever-growing trend by stations, particularly in large markets, toward expansion of news and information services in early fringe. This reduction of available outlets, coupled with increased production costs, has made it economically impossible to continue."

In previous times, long-form music-talk-variety programming for syndication was principally designed for early fringe, he continues. "The entertainment content was well suited for late afternoon viewing and the high sets-in-use levels enabled producers to cover the cost of these expensive productions."

Vane notes that the decision was made with regret, because it's the company's belief that Davidson is a "superb television performer" and that the shows have been mounted and presented by an excellent staff. The production will continue until August and will maintain "the high standards as previously." The announcement of the exiting of the Davidson show comes only shortly after Group W announced the show will go on satellite in January. Later, the company said the show will be produced only in a one-hour form beginning in the spring. It had been offered in 60 and 90-minute versions.

### Indies in 'different' workshop

While other sessions will be going through their normal paces at this year's NATPE convention, the one planned for



**Make Room for  
TV's Hottest New  
Personality.**

*"I see you!"*

## Soon you can share **"Chef Tell's Good Life"**

**The Freshest New Daytime Half-Hour Strip.**

*Chef Tell proves you don't have to be wealthy to enjoy the good life - just rich in ideas that bring more fun, more pleasure, more beauty to everyday living.*

*"Chef Tell's Good Life" is designed to put the romance back into all areas of living.*

*There'll be cooking in the distinctive manner that has made Chef Tell the most popular national attraction on "PM Magazine." Nobody can come up with dishes more delicious or pass along recipes with such warm and witty style.*

*Most of the time, "Chef Tell's Good Life" will provide food for thought about topics other than food.*



*Top specialists will offer the latest on keeping trim, staying healthy, shopping, dressing, taking care of the kids, decorating.*

*Tell will go to the stars' houses so they can show you how they cook and entertain and live.*

*He'll suggest simple touches to make dining at home like a night at the Ritz and give tips on ordering and getting the best service when you do go out.*

*Good people from a variety of fields serving up generous portions of good information, good ideas, good humor.*

*And a great host, a one-of-a-kind personality who'll be talked about, watched with fascination and followed fanatically.*

**Get a taste of "Chef Tell's Good Life" at NATPE.**



**GROUP W  
PRODUCTIONS**

WESTINGHOUSE BROADCASTING COMPANY  
70 UNIVERSAL CITY PLAZA, UNIVERSAL CITY, CA 91606 (213) 760-8800  
90 PARK AVENUE, NEW YORK, NY 10016 (212) 983-5343

the independents, to be held March 14, promises to be interesting and different. The meeting, to be moderated by **John Von Soosten**, WNEW-TV New York vice president and program manager and architect of the planned new session, will take the form of an exchange of ideas workshop.

Von Soosten is dividing the meeting into two parts. The first half will involve a panel of indie program managers from markets of all sizes, who will show tapes and discuss what they have done on the air that has worked out well at their stations. The second half of the meeting will show tapes and slides or films done by stations, "that have given them an edge on the competition. We would like them to explain the strategy rationale, methods, production techniques to the audience at the meeting. The tapes will be used as a focus for discussion by the panel and the audience."

In a letter sent by Von Soosten to station programmers, eliciting participation, he asked that only one item be involved. If it's on tape, he requested that the programmers send a three-quarter-inch cassette, running no longer than two minutes with edited highlights of the show or format. In addition, he asked for a cover letter, telling why the idea is unique and how the station produced or executed it and how it helped the station.

### Syndication shorts

New for NATPE (a sampling): From **Group W Productions**, two one-hour specials: *Private Sides Of . . . Celebrities* and *Fight for Survival*. Latter is on-location story told by celebrities on how a specific animal is being saved from extinction. Richard Thomas and Ali McGraw are stars of first two specials.

**National Telefilm Associates: FDR: The Inner Circle With Elliott Roosevelt**, series of four specials, to be co-hosted by Elliott Roosevelt; and series of three-minute inserts, *Elliot Janeway Reports*, to run five days a week. Latter features Janeway's insight into economy and is offered for inclusion in local news shows.

**20th Century Fox Television: The Business of Living**, weekly hour series for weekends.

**Syndicast Services: Twice a Woman**, weekly half-hour women's service show featuring Sunny Griffin; *Country Jam-boree*, weekly hour shows of country stars, produced by Don Kirshner; the *1982 Mrs. America Pageant*, two-hour special hosted by Bert Parks.

*Anka*, 24 half-hours. Music show starring Paul Anka, with guest singers. Barter; **Agronsky & Co.**, weekly series

by Martin Agronsky, formerly distributed by Post-Newsweek; *Focus on Investment*, hosted by Adam Smith, half-hour weekly series.

**Polygram Television: The Carol Shaw Show**, daytime women's service half-hour strip; and *The Whole Earth Catalog*, weekly half-hours with celebrities as hosts, including Jane Fonda and Marlon Brando.

**Lexington Broadcast Services: Glen Campbell Music Show**, half-hour weekly series; *Rock Comedy*, hour music/comedy series; and *Mysteries of Man*, half-hour magazine format.

**Pro Sports Entertainment: The NFL Week In Review**, a half-hour show for 21 weeks, September 11 through January 30, 1983. Highlights Super Bowl XVII by January 7, 1983; *NFL Weekly Magazine*, 30-minute weekly series airs same time as above. Includes interviews.

**JWT Syndication:** three new programs for either barter or cash: *The Magic of China*, involving performances by China's leading magicians and by Mark Wilson; *Children of China*, both one-hour specials narrated by Steve Allen; *The Will to Win*, half-hour series, targeted to families, features young athletes and artists.

**ITC Entertainment: Thunderbirds: 2086**, 26 first-run animated half-hours on interplanetary battles, utilizing the latest technique in computer technology.

Other news in brief: **Muller Media Inc.** has been appointed co-distributor of SyndiCable's new properties for TV syndication. Both will be at convention.

**Program Syndication Services** will distribute **Carter-Grant Productions' Holiday Moments**, series of 35 one-minute program inserts. They include five programs developed for Thanksgiving, 29 vignettes for Christmas and one highlighting New Year's.

### Zooming in on people

**Scott P. Carlin** has been promoted to vice president, domestic television division at **Telepictures Corp.** He had been director, eastern sales, of the company's domestic television division since he joined the company last June. Before that, he was with Frank N. Magid and Associates for two years, as an associate consultant.

**Tony Vella**, vice president, station sales at **Pro Sports Entertainment**, has taken over the PSE/National Football League film programming activities, in a move by the company to centralize its clearance operation. He takes over the spot from Jay Moran, who has left the

company to develop his own projects.

**John Migicovsky** has been named general manager at **Columbia Pictures Television Canada**. After executive positions with the CBC and MTV, he joined CPTC in July as director of syndicated sales. He succeeds David McLaughlin, who has taken another position in the TV industry.

**Jack Duffield**, vice president, sales at **Boston Broadcaster Inc.**'s syndication division, has been promoted to the new position of vice president, media sales. Duffield has been with BBI since 1975. He began his TV sales career in 1952 at KTTV(TV) Los Angeles. After that, he was director of national television sales for RKO General and was vice president of syndication for Western Video, New York.

**Salvatore J. Iannucci** has joined **Embassy Communications** as executive vice president. He comes to Embassy from Filmways, where he was president of Filmways Entertainment. Iannucci's background also includes a stint with Playboy Enterprises, a 14-year affiliation with CBS, and the presidency of Capital Records.

**William Trotter**, account executive at **Lorimar Television**, has been promoted to director of rep and group relations. He has been with Lorimar since September, 1980.

**Hy Steirman** has been appointed president and chief executive officer at **General Entertainment Co.**, TV syndication and movie and TV production company. Steirman's first action elevated **Gerard Molfese** from vice president to senior vice president, director of sales. Molfese was formerly associated with Metromedia Inc. and American International Television.

### NBC's open door policy

NBC's doors are open to the entire creative community for it to offer ideas to the network. In a recent talk to the Caucus for Producers, Writers and Directors, Los Angeles, **Brandon Tartikoff**, president of NBC Entertainment, emphasized the network is seeking the work of established producer-writers, and stressed that the division is receiving all the necessary funds for program development. Also, he stated, the network's program department will offer more cooperation and less interference with such creative work than has been the rule in the past. Tartikoff assured the Caucus that the network will stick with shows in which it has faith, as evidenced by *The Hill Street Blues*. In the daytime area, Tartikoff stressed the "adventuresome period" ahead, that the network intends

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to experiment more. One example, maybe to seek a new form to go against serials in the afternoon. In other caucus business, the organization set up a committee dealing with cable and other technologies, to be headed by Warren Bush.

### Silverman in new deals

**Fred Silverman**, who hasn't been dragging his heels since his departure from NBC, has put together a number of new vehicles for production. In one, he will join forces with **MGM/UA Television Distribution Co.** in producing and creating one-hour variety show. Airing April 25 in primetime, the special, *The World of Entertainment*, features Gene Kelly as host. The production will be an on-air pilot for a possible all TV series. Already signed are Metromedia, Westinghouse and Gannett stations, as well as WGN-TV Chicago, and Post-Newsweek stations.

Silverman, president of **InterMedia Entertainment Co.**, is also involved in a joint venture with Marvel Productions, whereby both companies will specialize in the production of animation for networks, syndication, motion pictures and programming for the new technologies. Silverman will be the guest speaker at the Katz presentation meeting, March 12, at the NATPE convention.

### P-N production cable deal

"Local stations are a great untapped source for innovative programming," says Alan Perris, president of Post-Newsweek Productions, in announcing a new production co-venture with the USA Cable Network. The new program, *Sonya*, is a one-hour talk show starring Dr. Sonya Friedman, which premiered in January 1981, on WDIV-TV Detroit, an NBC affiliate which is owned and operated by Post-Newsweek. *Sonya* will debut on USA next month, joining such other USA daytime programming as *Alive & Well*, *The Better Homes & Gardens Idea Notebook* and *Women's Day USA*.

According to Perris, "This venture marks one of the first times a local station has done a series for a national cable television network and we're pleased to be in the vanguard of cable suppliers."

### WHMM-TV expands to 12 hours

WHMM-TV Washington has expanded its broadcast day from eight-and-a-half hours to 12, with programming begin-

ning at noon and ending at midnight. The station's day has been expanded to accommodate additional programs in entertainment, sports, childrens shows and other types of shows.

Among the programs added were *Over Easy*, *Today's Black Woman* and *Checking it Out*. Sports shows include *Sports America*, *Sports Fishing* and *Champions: The Competitive Edge*. Also, the PBS new American Playhouse series has been added.

### Radio format, staff shifts

Comedians "Kelly and Patterson," will team with morning personality "John Boy" Bryant on Tuesdays and Thursdays on KSRR(FM), ABC-owned station in Houston.

Rick Shaw has joined KYUU(FM) San Francisco as midday, 10 a.m.-3 p.m. personality. Shaw's 20 years of broadcast experience includes major stations in Houston, New York and Dallas.

Lee Arnold has returned to WHN New York, as daily host of the three-hour *Country Music Countdown*, from 10 a.m.-1 p.m. Arnold left the station last summer to pursue some personal special projects. Arnold joined WHN in 1971, following a stint at WJRB-FM, Hackensack, N.J., where he was music director and air personality. He hosted *Country Cookin'*, country music syndicated program and a syndicated country music gossip program, *Country Line*.

Jim Herron, radio personality and programmer in the Washington area, has been appointed program director at WXTR. He joins the station from Jeff Pollack Communications, Los Angeles, where he was a consultant.

Jim Tanner has joined KBEZ(FM) Tulsa as host of the all-night talk show.

### Radio syndication

**Karnes\*Grattan Associates** is producing *Going Places With Bernhardt Hurwood*, daily three-and-a-half minute program. Segments will include on-location interviews, domestic and foreign travel tips, and other service features of interest to the traveling public.

**Drake-Chenault's** new syndicated format, *Hitparade*, will be launched April 4, and is being offered with a complete marketing, sales and promotion package for each participating station. This includes a quarterly, computerized demographic profile of listeners. The program has been prepared for the "middlescent" (35-plus), and focuses on 1950s, featuring artists such as the Four

Aces and Frankie Laine. *Hitparade* also plays songs of more recent years that are compatible in sound with the classic, and emphasizes the non-rock hits of the 1950s.

Each *Hitparade* station will receive an extensive detailed kit including camera-ready artwork, rate cards, press and promotion material, plus an in-market sales seminar explaining how to sell *Hitparade*. Stations will also get quarterly demo profiles of their market.

**Drake-Chenault's Great American Country Show** is racking up good numbers in Honolulu, Syracuse and Allentown, Pa., among other markets. In Syracuse, WRRB went from a 0.8 to a 3.6 Arbitron since switching to *Country*; in Honolulu, KDEO jumped from a 0.6 to a 6.3 share total persons 12-plus. WXXW Allentown is riding high with a 14.5 share, adults 35-plus.

*The Music Makers*, show produced by **Narwood Productions**, was taped as a one-hour special recently, including performers such as Peggy Lee and Les Brown. The syndicated show is now broadcast on more than 160 radio stations, including WHLI New York, CKJY-FM Detroit and WEAM Washington.

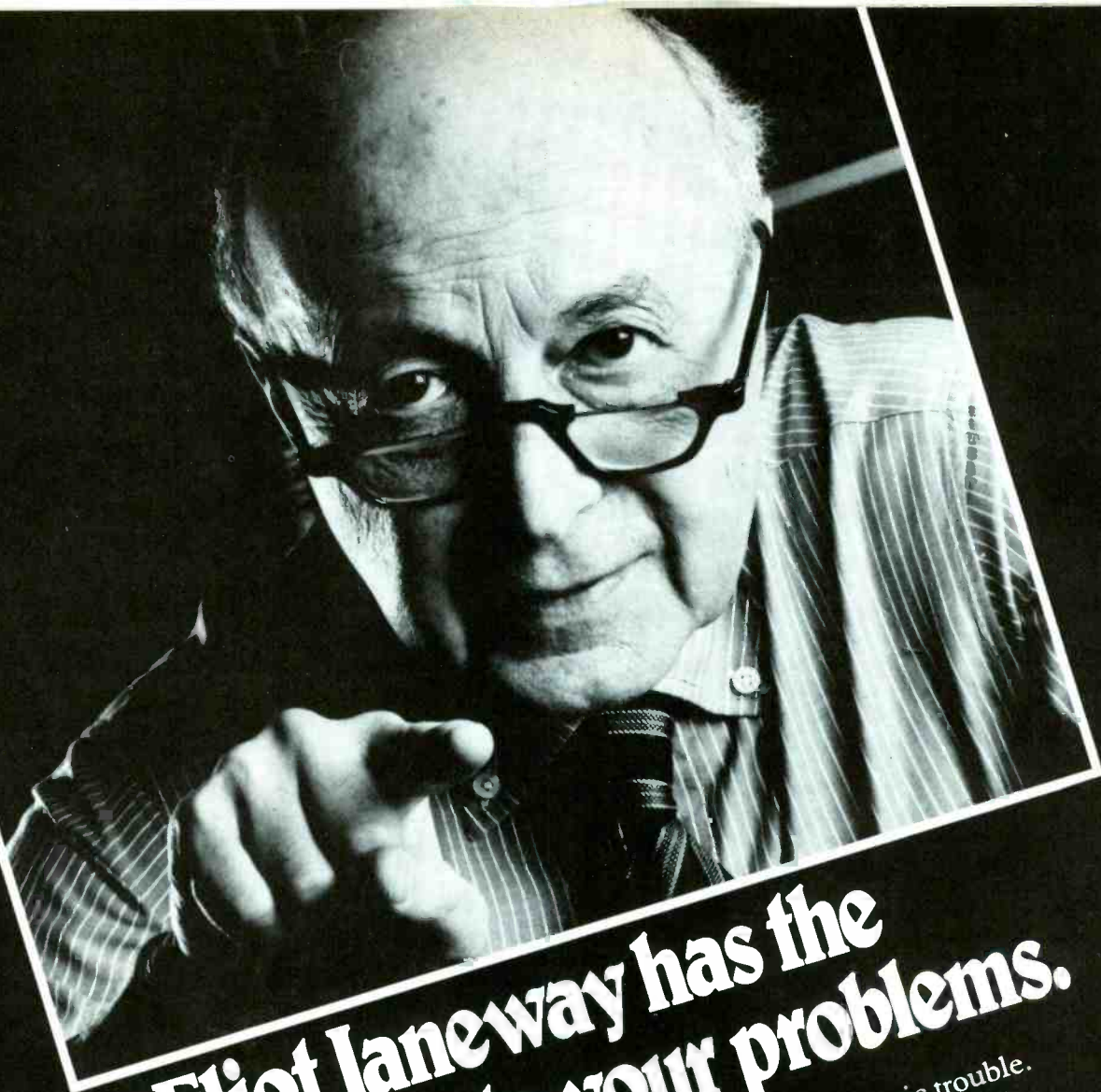
### Equipment notes

**Sound Shop** has reopened Studio D. Included in the modernization are a Foley stage for producing live sound effects and a new ADR synchronized dubbing system with custom-built console.

**James Wesley Boslough**, chief engineer at WFTI-TV Poughkeepsie, has joined **Peirce-Phelps Video Systems Division**, systems contractors and equipment suppliers, as systems engineer. Boslough has over 20 years of broadcast and technical engineering experience, including stints at WANX-TV Atlanta and KPVI-TV Pocatello.

**LaRene T. Rowley** has been named associate director of operations at **Bonneville Satellite Corp.** Rowley has been with BSC since the company's inception in May, 1980. Prior to that, she was in the programming division at KSL-TV Salt Lake City.

**Donald H. Haight** has been named general manager of the audio products group of the **Ampex** audio video systems division. Haight was most recently director of business management in the Ampex magnetic tape division. Before that, controller of the division. He succeeds **Charles Covert**, who has been named manager of product development for the video recorder group in the magnetic tape division.



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# Commercials

## New commercials contract

The executive boards of **SAG** and **AFTRA** in New York have unanimously endorsed the terms of the new three-year contract agreed upon by the chief negotiators for the unions, the advertisers and the agencies. Negotiations ended in agreement on February 15, after more than a month of collective bargaining, which was described by **John McGuinn**, chief negotiator for the industry, as, "bare-knuckled and civilized at the same time."

The key issue, of course, is money. According to McGuinn, "By the terms of the agreement, the TV session fee has been raised from \$275 to \$300, a 9.1 per cent increase. Wild spot payments are up by at least 15 per cent. Class A program fees have been increased by 5 per cent, and all other fees have been increased by 15 per cent."

According to union sources, the monetary statistics for radio include increases in fees for wild spots of at least 10 per cent for commercials used in major cities and up to 25 per cent in other markets, as well as increases of up to 12 per cent in network commercials. In addition, the advertisers agreed to increase the pension and welfare contribution from 8½ per cent to 9½ per cent.

In both media, there is an agreed-upon cost-of-living increase due to go into effect halfway through the three-year contracts. This increase will be tied to the rate of inflation and will go up to but will not exceed 10 per cent.

It is predicted by authorities on both sides that the union rank-and-file will follow their leaders and approve the new contract.

Of secondary but substantial importance was the issue of commercial spots done for cable television. In this area, the advertisers won a key point in regard to ending the arrangement whereby payments would be tied to the total number of subscribers on any cable system. Many advertisers have long contended that this was unfair, since subscribership and viewership are not the same thing. However, the unions also won an important point on the issue of maintaining cable as a separate entity, rather than as part and parcel of broadcasting. This is the first contract ever to include provisions for commercials done exclusively for cable.

The other two issues under discussion involved the rights of minority groups and the rules governing the treatment of child actors. According to McGuinn, "On the minorities issue we acceded to a demand of theirs whereby they will get

reports on the number of minority group members who are hired, both as principle performers and as extras. For children, the unions wanted the basic California laws on the treatment of child actors to be made part of the agreement. We compromised on a modified version of those rules, based on the fact that it takes less time to shoot a commercial than a feature or television show."

A complete account of the various agreements will be published by the **ANA** in March, after the expected rank-and-file approval has been confirmed.

The president of **BAPSA**, **Catherine Ames**, expressed confidence in the wisdom shown by both sides in agreeing to these terms. As Ames states, "With the price of everything else going up so quickly, I don't think that there is anything exorbitant about the union demands. Taking the nationwide economic situation into account, I felt that this was going to be settled amicably. In my opinion, the unions were very realistic about it."

The final negotiating session began at 10 a.m. on Sunday, February 14 and continued until 2 p.m. the following Monday. According to one participant, "It was a very rough negotiation in that both sides knew what they wanted and were determined to fight for it. But the negotiations were not marked by any sort of bitterness and it was obvious that both sides were anxious to avoid a strike if it was possible."

## Memorex fights back!

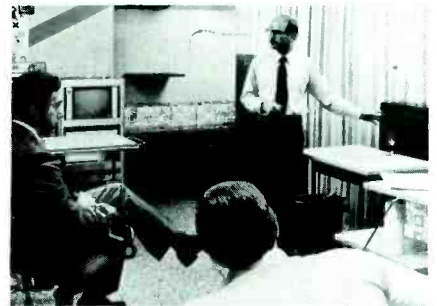
An advertiser finally accepted one of David Horowitz's challenges on his syndicated consumer show *Fight Back!* With David Horowitz. The on-air challenge made by Horowitz was that the makers of Memorex tape cassettes come on the show and prove the validity of their commercial, which shows a Memorex tape reproducing a singer's voice which shatters glass. The commercial itself has been the backbone of Memorex corporate advertising for a decade.

Unfortunately, the challenge caught the Memorex audio specialists at a busy time. According to Alan F. Davis, audio products marketing manager for Memorex, "We decided that what we would do would be to provide the *Fight Back!* staff with the materials and information on how to go about conducting this test, but we didn't provide people to do it with them because we felt reasonably confident that the *Fight Back!* people could do it. The next thing we heard was that they were unable to."

The *Fight Back!* staff did, however, manage to turn up the volume so high that they broke the speaker Memorex had lent them. According to the show's supervising producer, Lloyd Thaxton, "We said on the air that the test probably did work, or else Memorex wouldn't have provided us with as much help as they did. So we challenged them to come on the show and prove it to us."

Memorex proved it by inviting Horowitz and company up to the Memorex test lab in Santa Clara, Calif. There, *Fight Back!* taped an additional segment for later airing in which the audio engineers proved that the test worked. What had been lacking in the TV-studio was a digital-frequency read-out device which determines the frequency of the glass and the note that will break it. This was the first time in close to 150 episodes that a sponsor had accepted a Horowitz challenge.

Thaxton reports he was pretty certain that the test would work when he got to the lab and saw that, "There were almost 100 broken glasses there. Obviously they'd done a lot of run-throughs. It looked like an earthquake had hit."



Consumer advocate David Horowitz (left) looks on as Memorex audio specialist Wayne Saylor (right) gets ready to prove that Memorex recording tapes do live up to their advertising and can be used to break glasses on request.

## Self-regulatory decisions

Five commercials were declared valid, and six others were ordered to be modified or discontinued as a result of the January meeting of the **National Advertising Division (NAD) of the Council of Better Business Bureaus, Inc.** The NAD, which is co-sponsored by **The 4As**, found validity in the commercials done by **Ogilvy & Mather** for American Express Traveler's Cheques; by **O&M** for Country Time Lemonade Flavored Drink; by **Needham, Harper & Steers, Chicago** for Soft Sense Lotion; by **D'Arcy-MacManus & Masius/Bloomfield Hills**, for Verosol Window Shade

and by **The Leo Burnett Company** for Green Giant Niblets Corn.

Advertising was ordered modified or discontinued on spots done by **Media Unlimited** of Studio City, Cal. for Ajax Rent A Car; by **Dancer Fitzgerald Sample** for Hellman's/Best Foods Mayonnaise; by **The Marschalk Company** for Minute Made Lemonade; by **Reed, Melnichek, Gentry & Associates** of Dallas for Prestique Laminated Fiber Glass Shingles; by **O&M** for Country Time Lemonade Flavor Frozen Concentrate; and by **John Pearson, Inc.** of Boston for Penn Pride Gasohol Plus.

The fact that advertising is modified or discontinued is not regarded by the NAD as evidence of impropriety on the part of advertisers.

## In Cinema

*In Cinema Magazine*, which hopes to make the transition from theater hand-out to on sale in supermarkets, has begun an extensive TV ad campaign based on celebrity covers and the use of donuts. The campaign, already being seen on New York stations, uses both TV and print to produce a combined promo for *In Cinema* and the movie companies that advertise in its pages. Any film company that purchases two full-page, four-color ads in the magazine will, in addition, be given a 15-second donut within nine different *In Cinema* 30-second commercials. According to Phil Lempert, the magazine's executive director in charge of advertising, "We are using the donut as a tool to get more ads. We were going on TV anyway, and this will attract more business."

The spots have been running in New York since January. This month they began running in Chicago and L.A. Lempert predicts that, "By June we'll be in all of the top 10 markets."

## BPA/BDA seminar

"The Creative Line Versus the Bottom Line" will be the title of the keynote address given by **Dr. Jay Finkelman** at the June 6-9 seminar of the **Broadcast Promotion Association/Broadcast Design Association** in San Francisco. Dr. Finkelman, a management expert and station manager of KTVU(TV) San Francisco, will speak out on the need to establish better understanding and communication between creative people and those in top level management.

The keynote address will be made before a joint luncheon of television and radio promotion directors and designers on Monday, June 7.

## Editel New York

The **EUE Video** operations in New York and Chicago will be adopting the name of their Los Angeles counterpart, **Editel**. According to George Cooney, chairman of the **Bell & Howell/Columbia Pictures Video Services** joint venture of which all three are a part, "This name change is simply to let the industry know that the work for which we are known in all locations can be duplicated in the three main U.S. production centers." Cooney added that the name change will not be accompanied by any change in personnel or operating practices.

## Terra Nova Productions

One of Hollywood's newest creative partnerships, **Terra Nova Productions**, will combine the efforts of producer **Steve Tobenkin** and director **David Wheeler**. The two have already worked together effectively on spots for Bill Blass Jeans, the James Whitmore testimonial for Tinderbox and the BSR System X-10 home security spots starring ex-burglar Ray Johnson. Headquarters for Terra Nova is at Crossroads of the World, a noted Hollywood landmark.

## Burke's new leader

**Michael F. von Gonten** has been named to the lead role at **Burke Marketing Research's** copy testing and qualitative research services. Von Gonten, one of the leading names in copy research, was formerly with Burke's BASES Division as vice president-senior client service manager. Prior to that, von Gonten was with Research Systems Corporation as head of its ARS service's research and marketing functions.

## Commercials circuit

**Hagmann, Impastato, Stephens & Kerns** has completed three different spots for various **Proctor & Gamble** products featuring major show business personalities. Under the direction of **Stu Hagmann**, spots were done in New York with **Lauren Bacall** for High Point Decaffeinated Coffee; at Zaca Lake, Calif. with **Rod Taylor** for Folgers Vac/Flaked Coffee; and in Nashville, Tenn. with **Loretta Lynn** for a special offer involving the coal miner's daughter's own recipes for cooking with Crisco. The 60-second Bacall commercial, done for **Compton Advertising** in New York, had producer **Ginny McCarthy**, art director **Shelly Schacter** and copywriter **Doris Kahn** as agency creative staff. The Rod Taylor



HBO Sports



Twentieth Century Fox Television



The Movie of Movies. Syndicated



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**1.** a unique association of artist designer-directors specializing in special effects, computer motion control, live action, computer generated animation, cartoon animation, stop motion, multiplane, laser holography... for commercials, television, feature films, and visual communications.  
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Lee Howard	Fred Vanderpool
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 Producer: D. Rufus Friedman



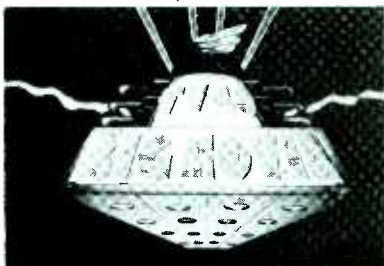
# Selling Commercials

ABC Radio Marketing



SNAZELLE FILMS, INC., San Francisco

KTXL-TV/Sacramento, CA.



I-F STUDIOS, INC., New York

Mitsubishi • Cunningham & Walsh



KIM & GIFFORD PRODUCTIONS, New York

Mutual of Omaha • Bozell & Jacobs



COAST PRODUCTIONS, Hollywood

Nabisco "Mr. Salty" • William Esty



KCMP PRODUCTIONS, LTD., New York

New York Telephone • Wunderman, Ricotta



KCMP PRODUCTIONS, LTD., New York

Pepto-Bismol/Norwich • Benton & Bowles



DOLPHIN PRODS. N.Y., COMPUTER ANIMATION

Tom Lehrer • Serino, Coyne & Nappi



DOLPHIN PRODS. N.Y., COMPUTER ANIMATION

spot, 45-seconds in length and done for **Cunningham & Walsh** in New York, had **John Held** as agency producer, **Ted Fortin** as copywriter and **Bob Kasper** as art director. The 60-second spot with **Loretta Lynn** was also for **Compton/NY** and had **Audrey Larkin** as agency producer, **Dave Freeman** as copywriter and **Vito Migliaccio** as art director.

**R/Greenberg Associates** has advertised Whirlpool's ability to be "Making Your Life A Little Easier," with a series of six 30-second TV spots that stress Whirlpool's continuing dedication to quality and service. Key to the campaign is an animated traveling comet, part of the new logo design that **Greenberg** has developed for Whirlpool's corporate use. **Richard Greenberg** directed. **James Szalapski** was director of photography and **Brian Williams** managed the production. Agency producer for **D'Arcy-MacManus & Masius** was **Joan Avery**. Copy was written by **Gary Howell** and **Sharon Huber**. Creative supervisor was **Ray Blackwell** and creative director was **Ron Monchak**.

**N. Lee Lacy Associates** assigned its director **Brian Gibson** to direct a spot for the National Alliance of Business under the auspices of **Grey Advertising**. The commercial, shot in Manhattan, shows an actress pitching job opportunities and the need for employment to American business. Agency producer for **Grey** was **Marie Sabat**. **Ken Barre** was art supervisor. **Todd Heyman** wrote the copy.

**APA Studios'** director/cameraman **Lee Howard** has completed a 30-second spot for **Ball Park Franks** through the Detroit based agency **W. B. Doner**. For **APA**, the producer was **Bob Self**. **David Rogers** art directed. Agency producer was **John Saag**; creative supervisor was **Steve Perrin** and the account manager was **Skip Roberts**.

## Admakers

**Leo Burnett/Chicago** has announced the promotion of **Aaron Buckman** to the post of vice president. **Buckman** first joined the agency in 1976 as a copywriter. He became a copy supervisor in 1978 and was named associate creative director last year.

**Rosenfeld, Sirowitz & Lawson/NY** has hired **Lynne McNamara** as vice president, senior art director. **McNamara** was formerly with **Waring & LaRosa**.

**Spiro & Associates/Philadelphia**, has announced the hiring of **Bob Thomas** as a copywriter. **Thomas'** previous experience was with **Gray & Rogers** and before that with **General Electric's Space Division**.



**D'Arcy-MacManus & Masius**, St. Louis, has promoted Robert H. Fugate and Bruce Duffey from associate creative director to creative director. Fugate will be creating campaigns for Budweiser, General Mills Restaurants, Red Lobster Inns and The Good Earth. Duffy's responsibilities will include Michelob Light, Natural Light, Banquet Foods and York Steak House Systems.

**Carr Liggett Inc.**, of Cleveland has promoted Pamela Krogh to broadcast producer from her prior post of broadcast coordinator. She previously worked for Baker & McKenzie and Fred Niles Communications, both in Chicago.

**Long, Haymes & Carr** of Winston-Salem has moved Edward Levien up from senior writer-producer to director, broadcast production. He has been the winner of three Addys and one Emmy.

**Hood, Hope & Associates** of Tulsa has hired Colleen Todd as senior writer. She has been employed at Ad Inc. as a writer and before that by Benton & Bowles/LA in the same capacity.

### New campaigns

**Benton & Bowles** is providing a new set of sounds for the **Schlitz Malt Liquor Bull** in a series of TV and radio spots. On TV, two 30s are being done, one featuring Teddy Pendergrass as The Bull's accompanist. The other TV spot stars the seven-man rock band Dr. Hook and the singing Lettermen, pitching the comparative virtues of premium beer and Schlitz Malt Liquor. In a related radio campaign, spots have been recorded with Pendergrass and Dr. Hook, along with The Gap Band and rhythm & blues star Millie Jackson.

**AC&R Advertising** has undertaken a campaign for *Woman's World*, a weekly magazine. Eleven spots will be done separately in 11 different weeks, with each spot featuring display shots of the actual photo spreads and other features of that week's *Woman's World*. According to Robert Goldblatt, producer at AC&R, "We use the same supermarket set each week, which has to be taken apart and put back up when needed. In addition, we build a different set of a home situation, which changes each week." A different actress appears as the protagonist in each spot, taking the magazine from the supermarket rack and discussing it at home. Besides Goldblatt, the AC&R creative team includes creative director Louis S. Miano; copy chief Anne Cifu; and art director Rhonda Horowitz. The campaign is being produced at **Tulchin Studios** with the creative aid of director Hal Tulchin and producer Viviane Kaneff.

**Foote, Cone & Belding** has readied a comedic spot for Frito Lays Corn Chips. The spot, centering on the "Pound of Gold" coupon offer in each package, shows a man digging for gold in his living room and then being handed the coupon by his lady friend. Foote, Cone producer was Rhonda Malamet; art director was Delores Mollo; copywriter was Bob Potesky. Editing was done by Jay Gold of Jay Gold Films.

**The Marschalk Company** has begun advertising "You" panties for its client, Formfit Rogers. The spots center on the copyline "Nothing Feels As Good As YOU." Account executive for Marschalk was Elizabeth Garland. Management service director was Richard Villante.

### Music makers

**Michlin & Company** has produced a new 50-second version of the Citibank "Citi-people" theme for SSC&B and Citibank. Spencer Michlin and Ford Kinder wrote and Kinder arranged the theme, which centers on the copyline, "When it comes to making your savings earn more, the Citi never sleeps—Citibank." SSC&B were represented by producer Naomi Salz; associate creative director Wally Weis and copywriter Lisa Cushman.

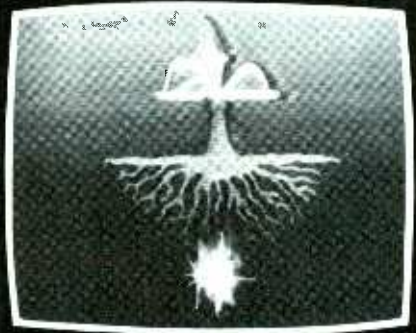
**Tuesday Productions** of San Diego has released two new music packages. The first, "Movie Music" consists of eight themes, including opens, bumpers and 60- and 30-second plays. The second package, "Hot Concepts," includes 25 retail music campaigns with a variety of edits, plus an optional "music effects" collection of zips, zaps, pows and pops. A third package, "Real Radio," has been produced for WCCO in Minneapolis and will soon be syndicated to stations in other markets.

**Shelton Leigh Palmer & Co.** has announced the completion of three musical themes for the new **GE Theater**. The scores, by Shelly Palmer, include what is described as, "a hybrid of analog and digital synthesizer timbres," partly based on the use of Palmer's Synclavier II digital synthesizer. Agency producers for BBDO were Rick Applegate and Kelly Celenza.

**TM Productions** is making available Your Custom Combination, a new jingle package targeted for adult contemporary, contemporary hit radio, top 40 and urban contemporary stations. The package contains a choice of three different vocal themes, or combinations thereof, along with 24 different cuts for short interludes and five 60-second instrumentals for promotion.

# Dolphin helps

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### MCA TV



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# Soaps, courtroom programs court TV stations amid uncertainty over major government issues

**W**hile programming will hold the spotlight at the 1982 National Association of Television Program Executives convention, legislative and regulatory issues will come into sharp focus. In programming, new game and access series have all but disappeared, while soaps and courtroom-type shows have increased, as well as programs geared for late-night and off-network hours.

The agenda is a packed one. On Saturday, March, 13, a number of concurrent workshops are set after an opening breakfast at the Sahara at 8:45, to be hosted by NATPE president Steve Currie. At the breakfast, William F. Baker, president of Group W Television, will deliver the keynote address and Bill H. Briare, mayor of Las Vegas, will welcome attendees. Three concurrent workshops will be held from 11 a.m. to 12:15 p.m. These are "Washington Report," to be moderated by Richard E. Wiley, Kirkland & Ellis; "What Will Happen to Children's Programming?," with Barry Thurston, Field Communications, as moderator; and "Import-Export," to be chaired by Bruce Gordon, Paramount TV International. Participants include Regina Dantas, CBS Cable, and Mike Gould, Gould Entertainment. Special guest will be Bernard Chevry, who operates the MIP-TV marketplace at Cannes. Hospitality suites and the exhibition hall will be open from 12:30 to 7 p.m.

On Sunday, the suites and the hall are open from 9:30 a.m.-5:30 p.m., and both affiliate and independent station meetings and a general session are scheduled. The ABC-TV meeting will be moderated by Stan Marinoff, WISN-TV Milwaukee, and on the panel will be James Duffy and Robert Fountain, among others. Currie chairs the CBS-TV meet, with James Rosenfield and Bud Grant, among those on the panel. Ron Klayman, WMC-TV Memphis, will do likewise at the NBC-TV meeting. As for the indies, John Von Soosten, WNEW-TV New York, will chair, and participants include David L. Simon, KTLA Los Angeles, and Chuck Alvey, KPHO-TV Phoenix. PBS will have Tom Madigan, WQED-TV Pittsburgh, as moderator; and the cable session will be chaired by Joe Cohen, MSG Communications, New York.

The general session, "Why Don't You Return My Phone Calls!" will be held 11:15 a.m.-12:45 p.m. Moderators will be A. R. Van Cantfort, WSB-TV Atlanta, and Michael Garin, Telepictures. The Iris Awards show will take place in the evening, 7-9 p.m.

A full morning of business activities is planned for Monday. The opening session, 8-9:30 a.m., is titled "PTAR Forum," with Currie as host, and Mickey Gardner, Bra-cwell & Patterson, Houston, as moderator. Panelists include the FCC Commissioner Joseph Fogarty; Ray Timothy, NBC-TV; Jim Coppersmith, WTOG-TV Tampa, and Sandy Frank, Sandy Frank Film Syndication. After a coffee break, a 9:45-11:15 a.m. general session, "The Next Really True Program Form," has Charles Larson, WABC-TV New York, as the moderator. Participants are Richard Ballinger,

Metromedia; John Goldhammer, Paramount Television; Mickey Hooten, WISN-TV Milwaukee; Bill Lord, ABC News; Vince Manzi, CBS Owned stations; Bob Pittman, Warner-Amex, and George Resing, Group W Productions.

After a coffee break, four concurrent workshops run from 11:30 a.m. to 12:45 p.m. One is "Here Come the Indies—Will the Independents Become Independently Stronger?" Sheldon Cooper, WGN Continental Broadcasting Co., Chicago, is moderator. Alan Bell, KTVU(TV) San Francisco-Oakland; Richard Geismar, Broad Street Communications; Carlo D. Myers, WJLA-TV Washington; Lucille Salhany, Taft Broadcasting; and John Serrao, KTRV(TV) Boise, are panelists. Another concurrent workshop, "So I'm Not in the Top 50—What Does it Mean to Me,?" will be chaired by Lew Klein, Gateway Communications, with Barry Barth, WJXT(TV) Jacksonville; Bill Logan, WIS-TV Columbia; Roger Ottenbach KMTV(TV) Omaha; and Stu Seibel, KIMA-TV Yakima.

The third concurrent workshop is "The Syndicator's Dilemma—To Develop or Not to Develop." Heading the discussion will be Dave Sifford, Comworld, and panelists are Sandy Carter, Carter-Grant Communications; Dick Colbert, Colbert Television Sales; Robert Goldfarb, Viacom; David Salzman, Telepictures Corp.; and Gene Swerdloff, ABC-owned stations. "The Bottom Line Syndrome—Amortizing Either Way," is the title of the fourth workshop, and it will be led by Bob McAuliffe, Broadcast Financial Management Association. On tap as panelists will be Cliff Curley, WCVB-TV Boston; Bill Key, WHBQ-TV Memphis; Mick Schafbuch, KOIN-TV Portland; and Jack Shenkan, Hearst Broadcasting. Hospitality suites/exhibition are open 2:30-7 p.m.

Tuesday morning is jam-packed with workshops. Two will be held from 8-9:15. These are "Effective Movie Packaging and Scheduling," with Sandra Pastoor, WTTG(TV) Washington, as moderator and "DBS: Open Sky or Blue Sky, with NATPE's George Back as moderator. Speakers include Larry Harris, Broadcast Bureau, FCC.

These workshops will be followed by three additional ones, from 9:30-10:45. One will cover "Dealing With Non-Fiction Programming." Discussion will be headed by Phil Corvo, KGTU(TV) San Francisco. Another workshop, "Deregulation & Fairness," will ask how will they impact issue-oriented and political advertising. Jim Major, KGO-TV San Francisco, will lead the discussion, and on the panel will be Charlotte Hall, WLNE-TV New Bedford-Providence; L. Stanley Paige, Post-Newsweek Stations; Steve Sharp, FCC; and Fred Young, WTAE-TV Pittsburgh. The last session in this group is "The Sixth Estate—Time Banking and Barter." Moderator will be Ave Butensky, Ed Libov Associates. Rod Erickson, Time Buying Services; John Ranck, Lexington Broadcast Services; and Gentry Trotter, Koplax Communications, will be panelists.

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**Making Ends Meet**—90-second features with food expert Jon McClure showing viewers how to save hundreds of dollars a year on their food bill. There are also 25- and 17-second features described under the Sales Building Mini-series category.

**Corner-Drugstore**—90 seconds with Max Leber, pharmacist, on how to save money and guard against the pitfalls in buying non-prescription and prescription drugs. There are also 25-second features available.

**Buyer-Beware**—60- to 90-second consumer features, showing viewers pros and cons of products and services; can be narrated by station's own talent or by consumer expert Gene Crane.

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**Maintenance Ms.**—90-second features with Jane Norman on how to handle home maintenance problems.

**National Television Sports Quiz**—a news promotion done by station's own talent.

**One Great Moment in Sports**—one-minute filmed sports moments with station's voice-over or own talent.

**Medical Report with Dr. Lynne Kitei**—viewers learn everything from how to treat a burn victim to when to take medicine. There are 117 60- to 90-second features.

**Senior Report with Maggie Kuhn**—comments on everything from mandatory retirement to sex after 60. 60 to 90 seconds.

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**On This Day**—260 30-second features. Each program consists of a selection of history-making events that have been a part of the past of every weekday of the year. Fascinating graphic chronicles of the past with narration and appropriate music and effects for each event.

**Women of Achievement**—10 half-hour specials. Each special provides a fascinating insight, through on-location interviews, into the life and career of a contemporary woman who, by virtue of her outstanding accomplishments, has distinguished herself as a woman of extraordinary achievement.

**Fantastic World of Science Fiction**—hour special. Exciting retrospective and preview of most significant science-fiction feature films and television series. Film clips, interviews and behind-the-scenes action involving the biggest films in history such as "Star Wars"; "Empire Strikes Back"; "Close Encounters of the Third Kind"; "Star Trek" plus the major releases of 1982.

**Nature's Window**—130 4-minute color films on nature, wildlife, environment, ecology, etc. Entertaining and informative inserts. Ideal for children's programming.

## CHUCK BARRIS PRODUCTIONS

Barris Industries  
9100 Wilshire Blvd., Suite 411E  
Beverly Hills, CA 90212  
213-278-9550

## BBI COMMUNICATIONS, INC.

5 TV Place  
Needham Branch  
Boston, MA 02192  
617-449-0400  
Booth 47  
420 Lexington Avenue  
Suite 2833  
New York, NY 10017  
212-953-1744

2706 Hilltop Drive  
Newport Beach, CA 92660  
714-644-9078



Mr. Bennett

**Representatives:** Robert Bennett, *p*; Chet Collier, *vp*; Paul Rich, *vp, gen mgr*; Jack Duffield, *vp, media sls*; Tim Duncan, *mktg dir*; Ed Hawkins, *western sls mgr*; Antonia Dauer, *midwest sls mgr*; Deborah Burke, *asst eastern sls mgr*

### Properties:

**Tom Cottle. Up Close**—(new program) Daily, half-hour talk show featuring host Tom Cottle and guest celebrities in unusual "inner-view" format. Thirty-nine original weeks, 13 repeats per year. Available September, 1982.

**Healthbeat**—Monthly half hour health news magazine hosted by Dr. Timothy Johnson. Timely, informative look at current health news items and controversies, treatments, preventative advice and consumer tips from Dr. Johnson.

**Dick Raymond's Garden**—(new program) Dick Raymond, America's number one gardening coach, takes viewers through full growing season for the most popular vegetables. Thirteen half hours, produced by Garden Way.

**This Was America**—Twelve half hours hosted by William Shatner. Retrospective look at turn-of-the-century America through photographs made from rare, glass-plate negatives.

**The Baxters**—Twenty-four half hours. Entertaining depiction of problems and issues of contemporary American family and social life. Available as fully-produced half hours, including audience discussion of issues raised in first half of program; or stations may locally produce 15 minute studio audience discussion segment for full local public affairs credit.

**Miller's Court**—Twenty-four half hours hosted by Harvard Law Professor Arthur Miller. Lively, informative, often humorous examination of current legal issues leading to a better understanding of how the law affects our daily lives.

**Summer Solstice**—One-hour original drama starring Henry Fonda, Myrna Loy, Stephen Collins, and Lindsay Crouse. Heartwarming story of elderly couple reminiscing about their 50-year marriage together told through flashbacks. Originally telecast on ABC network in December, 1981.

**1982 Boston Marathon Special**—(new program) One-hour, same-day special on 1982 Boston Marathon, the nation's oldest road race. Hosted by Curt Gowdy, with start-to-finish highlights, pre- and post-race interviews with top runners and men's, women's, and wheelchair race winners, features on great races of the past, and expert commentary. For April 19, 1982, prime time or late night telecast.

**The Law Works**—(new program) Five half hour specials on teens and the law, hosted by Harvard Law Professor Arthur Miller. Each program begins with a dramatization of a typical teen encounter with the law, followed by studio discussion between Miller, teen audience, and characters from the dramatization. Topics are Search and Seizure, Car Theft, Freedom of Speech, Runaways, and Child Custody.

**Update on Health**—(new program) Two packages of specials hosted by Dr. Timothy Johnson; "Controversies In Medicine," 4 half hours for prime time or prime access; "Adolescents," 5 half hours for prime time or prime time access. Specific topics to be announced. Available through J. Walter Thompson Syndication.

**Epidemic**—(new program) Four one hour specials on wide-ranging problems, including drugs, alcohol, crime, loneliness, and others to be announced. Each special has accompanying 5-part news series. Produced by Gannett in association with BBIC.

**Update on Health**—Hosted by Dr. Timothy Johnson, 156 health reports (90 seconds) suitable for newscasts, public affairs programs, magazine shows. Features on-location reports, animated and film inserts. Available through J. Walter Thompson Syndication.

**Point of Law**—Hosted by Prof. Arthur Miller, 80 law reports (90 seconds) on topical legal issues and commonly encountered situations. Emphasis is on providing viewers with useful information on legal matter. Suitable for newscasts, talk shows, magazine shows.

**B/C ENTERPRISES, INC.**  
The Production Center  
8489 West 3rd St., Suite # 14  
Los Angeles, CA 90048  
213-651-0936

*Representatives:* Burt Rosen, *p*;  
Clancy Grass, Tani Cohen, *asst to pres*; Debbie Rosen

*Properties:*

**The Tom Jones Show**—half-hour musical with such guest stars as Marie Osmond, Donny Osmond, Dionne Warwick, Brooke Shields, Paul Anka, Hal Linden . . .

**Paul Anka Show**—half-hour musical-variety with such guest stars as Elton John, Anne Murray, Cheryl Ladd . . .

**A Celebration**—two one-hour specials, one hosted by Glen Campbell and one by Tanya Tucker starring Kris Kristofferson.

**BCS SYSTEMS**

Service of Kaman Sciences  
P.O. Box 7463  
Colorado Springs, CO 80933  
303-599-1601

*Representatives:* Ray Durrance,  
George Beattie

*Services:*

Computerized programs for radio and television stations including traffic, accounting, film amortization, film library management, tape cassette and news inventories and demographic sales avail submission programs.

**THE BEHRENS COMPANY INC.**

170 S.E. 14th Street  
Miami, FL 33131  
305-371-6077  
Booth 32



*Betsy & Bob Behrens*

*Representatives:* Robert A. Behrens, *p*; Betsy Behrens, *sec*; Bill Behrens, *sls rep*

*Properties:*

**Kidsworld**—weekly half-hour news program for children, hosted by children.

**BELBO/CHANOWSKI PRODUCTIONS**

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1217 LK Hilversum Holland  
035-16358  
Suite 3-104

*Representative:* Rosemary Barry

**DAVE BELL ASSOCIATES, INC.**

3211 Cahuenga Blvd., W.  
Hollywood, CA 90068  
213-851-7801



*Mr. Bell*

*Representatives:* Dave Bell, *p*

*Properties:*

**Sweet Sixteen and Pregnant Shoot/Don't Shoot**  
**Going Straight**

**BENTLEY SYNDICATION SERVICES**

122 East 42nd Street  
New York, NY 10017  
212-986-6429  
Suite 579

32 Fairway Place  
Cold Spring Harbor, NY 11724



*Mr. Bentley*

*Representatives:* Ray Bentley, *p*;  
Barbara Bentley, *vp*; Bob Sewak, *vp*

*Properties:*

**NFL review and Preview**  
**Super Memories of the Super Bowls**  
**NFL Best Ever**  
**Sports Afield**  
**Coors Western Outdoorsman**  
**Sportsvision**  
**\$50,000 Pyramid-strip**  
**The Great Bear Scare**—First run (animated).  
**The Bear's Thanksgiving**—First run (animated).  
**The Bear Who Slept Through Christmas**—animated.

**It's Your Time**—A public service advertiser supported program for the 50-plus audience.

**Country On The Road**—The prime time country music series as part of the Datsun Country Network.

**Rhythm In The Sun**—90-minute music show starring James Brown, Peter Tosh and Aretha Franklin.

**BEST FILM & VIDEO CORPORATION**

98 Cuttermill Road  
Great Neck, NY 11021  
516-487-4515  
Caesars Palace

*Representatives:* Roy Winnick, Richard Salzburg, Jack Aribib

*Properties:*

**Eighteen Weapons of Kung-Fu**—90 minutes, rated PG. The story deals with the adventures and destruction of tyranny exemplified by the 18 Weapons of Kung Fu.

**Golgo Thirteen**—90 minutes, rated R. Action adventure story dealing with the hiring of an assassin whose trade name is Golgo 13.

**The Lost Secrets of Kung Fu**—90 minutes, rate PG. A period piece movie which deals with the revenge of a countess for the slaying of her husband. The countess employs the services of Duke Shan and his army to attack and destroy the Chin Government army.

**Kung Fu of the Eight Drunkards**—90 minutes, rated PG. Eight immortals have perfected various movement of Kung Fu. The main power is in the fingers and the subtleness of the body. Moving swiftly and continually moving from side to side making the man look like he's drunk.

**Death Dimensions**—90 minutes, rated R. Action adventure story with martial arts experts. Introducing Myron Bruce Lee—he's mean, tough and deadly. Cast: Jim Kelly, George Lasenby, Aldo Ray, Harold "Odd Job" Sakata.

**Mule Madness**—30 minutes or 60 minutes. Available immediately. Slim Pickens veteran actor and Western star hosts this high intensity, slightly comical Mule Rodeo and Fair.

**The Colorado 500**—30 minutes or 60 minutes. Available immediately. Here's your opportunity to join thirty of the most competitive men in the world in the Colorado high country.

**The Rabbit Who Wanted Red**

**Wings**—12 minutes. Available immediately. Cartoons. Orville is a little rabbit who goes in search of a different self.

**Smokey and the Judge**—90 minutes, rated PG. Available 4/1/82. Three girls (a singing trio "HOT") released from a correctional institution are headed to a small Southwest town called Pitts.

**Shame of the Jungle**—75 minutes, rated R or X. Available immediately. An animated feature parody.

**Forced Entry**—90 minutes, rated R. Available immediately. A psychotic gasoline attendant terrorizes the women of a small town.

**Keoma**—90 minutes, rated R. Available immediately. Embittered by war Keoma returns home hoping to find serenity and peace.

**Cocaine Cowboys**—87 minutes, rated R. Available immediately. The story of a rock and roll band who smuggle cocaine to help pay their expenses.

**Disc Jockey**—96 minutes, rated PG. Available immediately. A southern radio disc jockey encounters beings from outer space.

**Country Music Series**—each program 30 minutes, rated G. Available immediately. Stan Hitchcock presents Country Music at its best.

**The Sensuous Caterer**—show #1 58-minutes. Available immediately. The series deals with the fantasy parties of celebrities.

**Food World #1**—60 minutes. Available immediately. Food World takes you to the New York Hotel/Motel and Restaurant Exposition.

**Food World #2**—30 minutes. Available immediately. Food World visits the Health and Diet Fair at the Doral Inn in New York City.

**American Gems: Our Native Treasure**—60 minutes. Available immediately. American Gems will reveal the past and present-day lives of people.

**Achievements in American Black History**—each segment 25 minutes. Available immediately. Do you know the achievements of black men and women in the fields of literature and poetry, cinema, religion, medicine and science.

**Hotel Balderdash**—130 30-minute episodes, available immediately. Childrens comedy-variety series, a cross between Sesame Street and Saturday Night Live.

**Journey To Adventure**—300 30-minute programs. Available immediately. Here is built-in appeal for the viewing

public whose active interest in global travel is at new peaks.

**Metric Man Series**—36 animated cartoons starring Metric Man.

**Young World Magazine**—real people's video magazine for the younger generation. Hosted by kids for kids.

**BETA FILM GMBH & COMPANY**

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Box 365  
South Egremont, MA 01258  
413-528-9010

8 Muenchen 2  
Kardinal Faulhaberstrasse 15  
West Germany  
Suite 4351

*Representatives:* Yves Pasquier, Munich; Klaus Hallig, p; Fritz Diekmann, USA

*Properties:*

**How The Beatles Changed The World**—55-minutes; David Frost hosts this entertainment special featuring David Clayton-Thomas and Blood, Sweat and Tears, Richie Havens, Frankie Valli, Melanie, Melissa Manchester.

**Liza Minelli stars in Hello, Here is Berlin**—55-minutes with special guests Wayne Newton, Ben Vereen, The Harlem Globe-trotters, Lola Falana, The Muppet Monsters, The Anita Mann Dancers and Children of Berlin; special tribute to UNICEF.

**Lionel Hampton: One Night Stand**—53 minutes.

**Jazz Circle**—27 minutes.

**Bernstein: Beethoven**—(12 hours) Leonard Bernstein conducts and comments on outstanding performances of the 9 Symphonies, Missa Solemnis, Opus 131, recorded live by the Vienna Philharmonic Orchestra.

**Mark Twain**—A series of dramatic specials: "Life on the Mississippi," "The Private History of A Campaign That Failed," "Mysterious Stranger," "Innocents Abroad" and others.

**Buddenbrooks**—11 hours; based on the Nobel prize-winning novel by Thomas Mann.

**Thomas Mann's The Magic Mountain**—5 hours; in production; starring Rod Steiger, Marie France Pisier, Charles Azanavour.

**Wallenstein**—4 90-minute; based on the biography by Golo Mann.

**Simplicius Simplicissimus**—7 hours; The life of a unique vagrant based on a story by Christoffel von Grimmelshausen.

**The Drums of Winter**—6 hours; A 3-part historical play based on the book by Sandra Paretti.

**New Newcomers**—7 hours; drama about seven different periods in the development of Canada as experienced by its emigrants.

**Live From the Met**—distributed via live satellite or tape delayed.

**Zeffirelli's La Boheme**—and 15 other full-length operas, stereo available; 1982.

**Maya The Bee**—104 half-hours; animated cartoon based on the stories by Waldemar Bonsels.

**Vic The Viking**—78 half-hours animated adventure on the high seas.

**Pinocchio**—52 half-hours.

**Heidi**—52 half-hours.

**Dog Of Flanders**—52 half-hours.

**Pippi Longstocking**—52 half-hours; Children's classics animated for television—21 half-hours.

**Nils Holgerson**—52 half-hours.

**Sinbad The Sailor**—42 half-hours.

**Marco**—52 half-hours; as well as feature films for children.

Comprehensive catalogue includes first fun features and over 400 programs of opera, operetta, ballet and concerts.

### THE BLOOM FILM GROUP

1680 Vine Street  
Hollywood, CA 90028  
Suite 530



Mr. Bloom

*Representatives:* David Bloom, *p*; Ida R. Bloom, Bill Bloom, *ups*; Derrick Sherwin, Ray Myles, Al McKaye, *sls reps*, AZ Productions, Ltd., Lorrimer House, 47 Dean St., London W1, England, 01-437-7359 Derrick Sherwin, Martin Hall, *offs & reps*; Claire Rawcliffe

#### Properties:

**10 New American Features**—(1973-1976)-PG "Soul Hustler"; PG "A Time For Love"; PG "How Come Nobody's On Our Side?"; PG "Panama Red"; R "Moonchild"; R "The

Prisoners"; PG "Miss Melody Jones"; R "Hollywood 90028"; R "Everyday"; R "The Adulteress".

**The New Funny Company**—52 half hours National PTA TV Action Center Says: "Entertaining, Adventurous and Educational. 260 five-minute episodes also available.

**Roger Ramjet & The American Eagles**—31 half hours. Also 156 5-minute episodes. "Roger Ramjet"—with Gary Owens' voice, is a hilarious Super Hero.

**Four Winds To Adventure**—Half hours. A true, action adventure, wildlife, exploration series.

**It's A Small World**—39 half hours. A true, action adventure, wildlife, exploration series.

### DAVID BLUMENTHAL ASSOCIATES, INC.

30 East 37th Street  
New York, NY 10016  
212-686-8550

*Representatives:* David Blumenthal, *p & west coast rep*; Paul Blumenthal, *sr prod & east coast rep*; Seth Greenberg, *prod & d, prog serv*; Robin Kormos, *prog coord*; Len Roberts, *prod mgr*; Phil Kearney, *d*; Mara Rubinton, *assoc prod*

#### Properties:

**Road to the White House**—39 one-minute segments depicting the lives and campaigns of each of our Presidents with celebrity hosts.

**Spirit of Christmas**—17 thirty-second celebrity vignettes high-lighting the rich traditions of Christmas.

**JEEG**—half-hour children's cartoon series depicting the adventures of a boy who turns into a robot.

**Flipside**—half-hour music, narration, interview show featuring the world's top rock stars.

**Endangered Species**—half-hour wildlife series concerning the special problems of animals now existing in near extinction. With celebrity V/O.

**Don't Say Yes**—65 three-and-a-half minute inserts teaching assertive behavior with Dr. Herbert Fensterheim.

**Struggle for Independence**—historical inserts with celebrities featuring high-lights of America's fight for independence.

### BONDED SERVICES

(A Div. of Novo Communications)  
2050 Center Ave.  
Fort Lee, NJ 07024  
201-592-7868  
212-695-2034

*Representatives:* Harold J. Eady, *p*; Emanuel Kandel, *vp*; Donald F. Breidt, *vp*

#### Services:

Bonded provides worldwide distribution and other services to industry and government; specialized services for communications and entertainment companies include film and tape program booking and scheduling; program fulfillment and physical distribution to theatrical, television and other exhibitors; film and tape maintenance; computerized print library management; engineered, safe-environment archival storage, film rejuvenation and photogard process.

### BONNEVILLE ENTERTAINMENT COMPANY

6430 Sunset Blvd., # 916  
Hollywood, CA 90028  
213-462-2220

485 Madison Ave., 3rd Floor  
New York, NY 10022  
212-935-5150

*Representatives:* Jack Crutchfield, *New York*; Stan Ferguson, *Hollywood*

### BONNEVILLE SATELLITE CORPORATION

130 Social Hall Avenue  
Salt Lake City, UT 84111  
801-237-2450

*Representatives:* Bruce R. Hough

### BOZELL & JACOBS, INC.

10250 Regency Circle  
Omaha, NE 68114  
402-397-8660  
Suite 473

*Representatives:* John H. Bull, Mike Avery

#### Properties:

**Wild Kingdom**—30-minutes in record-breaking 21st year.

### **BRAVO PRODUCTIONS, INC.**

Suite 818  
119 West 57 Street  
New York, NY 10019  
212-355-1480  
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**Upstairs At Xenon**—Host: Bill Boggs.

**Woman's Digest**—Virginia Graham.

**Sports Scrapbook**—Chip Cipolla.

**Teamwork**—Phil Pepe.

**Backstage on Broadway**—Vince Sardi & Charles Nelson Reilly.

**Remarkable**

**Kidoozle**

**Up For Grabs**

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1901 Avenue of the Stars  
Suite 275  
Los Angeles, CA 90067  
213-553-5806  
Booth 53



*Mr. Colapinto*

*Representatives:* Don Colapinto, *vp entertainment div*

#### *Properties:*

**Hollywood Previews**—52 half-hour episodes starting March, 1982. Each program will preview unreleased feature films from all of the major studios, also on-location interviews with the stars of various films. Available on a barter basis.

**Challenge of the Sexes**—26 half-hours off CBS network. Hosted by Vince Scully, Phyllis George, Cathy Lee Crosby & Suzy Chaffey. Each episode features male and female professional athletes competing in various sports. Representative for Weiss Global Enterprises for 13 western states. Product: over 200 feature films & 700 half-hour episodes.

Representative for Alfred Haber, Inc. for 13 western states: 24 half-hour musical programs starring Tom Jones. First run for syndication. 18 1-hour specials from The Forum Presents. First run for syndication.

**Bing Crosby: His Life & Legend**—and various 1 hour entertainment specials.

**The 14th Annual World Championship Chili Cook-Off**—Hosted by Peter Marshall. 30,000 chili-heads gathered to enjoy the excitement, fun, comradery and competition of an unique American event. 1-hour special available March 1982.

### **BRISTOL-MYERS COMPANY**

345 Park Avenue  
New York, NY 10154  
212-546-4000  
Suite 464

*Representatives:* Marvin H. Koslow, *sr vp, mktg servs*; James McGinn, *prog d*; Sharon Joyce, *assoc d of media & prog servs*; Peter J. Spengler, *vp adv servs*; Richard J. Glosman, *dir media & prgm servs*; Peter Fredas, *mgr brdcast*

#### *Properties:*

**In Search Of ...**—half-hour syndicated series hosted by Leonard Nimoy. Series probes mysteries of lost civilizations, special phenomena, extraterrestrials, magic, witchcraft and missing persons.

**Glen Campbell Show**—half-hour musical/variety.

**Rock Comedy**—1-hour variety emphasizing comedy.

### **BROADCAST PROGRAMMING INC.**

Two Lincoln Square  
New York, NY 10023  
212-595-7900  
Suite 425

*Representatives:* Brian O'Daly, *p*; Bonnie Williams, Terry Streit, Paul Berkowitz, Cyndy Wynne

#### *Properties:*

**Mr. Moon's Magic Circus**—26 half-hour kids shows, non-animated, Broadway show format.

**Sci-fi Feature Film Package**—"The Great Alligator," "The Yeti," "Sewers of Paradise," "Mysteries of the Gods."

### **BROADCAST SALES DEVELOPMENT INC.**

79 Bush Avenue  
Greenwich, CT 06830  
203-629-4688  
Suite 4-124

*Representatives:* Browning Holcombe, Jr., Joann Trotta

#### *Properties:*

**NFL Greatest Moments**—30-second sales vignettes.

**Legends of NCAA Basketball**—30-second sales vignettes.

### **BILL BURRUD PRODUCTIONS, INC.**

110 South LaBrea Avenue  
Los Angeles, CA 90019  
213-937-0300  
Suite 5-106



*Mr. Burrud.*

*Representatives:* Bill Burrud, John Burrud, Gerald Dhesse, John Burrud

#### *Properties:*

**The Amazing World**—four one-hour specials.

**Animal World**—147 half-hours.

**Wildlife/Adventure**—78 half-hours.

**World of the Sea**—26 half-hours.

**Safari to Adventure**—160 half-hours.

**The Secret World of Reptiles**—two-hour feature.

**Vanishing Africa**—two-hour feature.

**The Great American Wilderness**—two-hour feature.

**The Amazing Apes**—two-hour feature.

**Predators of the Sea**—two-hour feature.

**Ceetures of the Amazon**—two-hour feature.

**The Amazing Apes**—two-hour feature.

**Devils Mountain**—two-hour feature.

**Treasure Chase**—two-hour feature.

**Man Against the Sea**—two-hour feature.

**The Carnivores**—two-hour feature.

**Mysterious Miniature World**—two-hour feature.

**The Last Ark**—two-hour feature.

### **CABLE FILMS**

Country Club Station  
Kansas City, MO 64113  
913-362-2804  
913-362-8375  
Suite 2845



Mr. Miller

*Representatives:* Herbert Miller, *p*

*Properties:*

Over 200 motion pictures from the 1930's and 1940's, classic and vintage. Aside from 16mm prints, CF distributes all features on 1" videotape, 3/4" U-Matic formats and PAL overseas.

**CANADIAN BROADCASTING CORPORATION**

P.O. Box 500, Station A  
Toronto, Ontario M5W 1E6  
416-925-3311  
Booth 30

*Representatives:* Dennis O'Neill, *mgr of dist*; Guy Mazzeo, *d CBC Enterprises*; Rob Straight, *export sls off*; Charles Falzan, *admin off export sls*

**CANNON TELEVISION CORPORATION**

6464 Sunset Blvd.  
Hollywood, CA 90028  
213-856-4800  
Suite 770

*Representatives:* Bill Donnelly, *Swank Telefilms, Inc., 6464 Sunset Blvd., Suite 770, 213-856-4800*

*Properties:*

- Death Wish II**—Charles Bronson.
- Lady Chatterley's Lover**—Sylvia Kristel.
- Body and Soul**—Leon Isaac Kennedy, Jayne Kennedy, Muhammad Ali, Mike Gazzo, Peter Lawford.
- Enter The Ninja**—Franco Nero, Susan George, Christopher George.
- Hospital Massacre**—Barbi Benton.
- New Year's Evil**—Kip Niven, Roz Kelly.
- The Apple**—Catherine Mary Stewart, George Gilmour.
- The Magician of Lublin**—Alan Arkin, Louise Fletcher, Valerie Perrine, Shelley Winters, Lou Jacobi.
- Schizoid**—Klaus Kinski, Mariana Hill.
- Dr. Heckyl and Mr. Hype**—Oliver Reed, Sunny Johnson, Mel Welles.
- The Swap**—Robert de Niro.

**The Godsend**—Malcolm Stoddard, Cyd Haymen.

**Joe**—Peter Boyle, Susan Sarandon.

**The Happy Hooker Goes Hollywood**—Martine Beswicke, Adam West, Phil Silvers, Richard Deacon.

**The Happy Hooker**—Lynn Redgrave.

**The Happy Hooker Goes to Washington**—Joey Hetherton, George Hamilton.

**Teen Mothers**—Mary Cannon, Timothy Wead, T. K. Carter, Vincent Schiavelli.

**The Uranium Conspiracy**—Fabio Testi, Assaf Dayan.

**Yum-Yum Girls**—Tanya Roberts.

**Maid In Sweden**

**Kid Vengeance**—Lee van Cleef, Jim Brown, Lief Garret.

**God's Gun**—Lee van Cleef, Jack Palance, Richard Boone.

**Savage Weekend**

**Dracula's Last Rites**—Patricia Lee Hammond.

**Greasy Kid Stuff**—Zachi Noy.

**Hot T-Shirts**

**The Crawling Eye**—Forrest Tucker.

**The Butterfly Affair**—Claudia Cardinale, Stanley Baker.

**Death House**—John Carradine, Patrick O'Neal.

**Gas Pump Girls**

**CAPITAL CITIES TELEVISION PRODUCTIONS**

4100 City Line Avenue  
Philadelphia, PA 19131  
215-878-9700  
Suite 2911



Mr. King

*Representatives:* Robert K. King, *sr vp*; Charles Keller, *vp & gen mgr*; William Mulvey, *d of mktg*; John Toutkaldjian, *d of station svcs*

*Properties:*

**The Capital Cities Family Specials—Series IV—1981-82 Season.** Series of six half hour original dramas dealing with contemporary problems of teenagers and their parents. Available November 1981–August 1982.

**Ratfink**—One-hour dramatic special starring Dick Van Patten, James Van Patten and Tim Van Patten. A high

school skiing champ "rats" on the local drug pusher and winds up being ostracized by his friends. Available April 12–25, 1982.

**Girl on the Edge of Town**—One-hour drama on teenage pregnancy starring Patty Duke Astin. Available August 23–September 19, 1982.

**The Juggler of Notre Dame**—One-hour Christmas drama based on the 16th century legend, set in contemporary times. Available November 26–December 24, 1982.

**America's Battle With Crime**—One-hour Capital Cities Special Report. Available March 7–14, 1982.

**Capital Cities Special Report**—One-hour special topic TBA. Available May 27–June 6, 1982.

**Including Me**—One-hour starring Patricia Neal. Compelling story of six handicapped young people anxious to fully participate in life aided by appropriate educational support.

**Why Can't I Learn**—One-hour hosted by Cloris Leachman focuses on the one in ten children affected by some form of learning disability.

**The Secret of Michaelangelo: Every Man's Dream**—One-hour narrated by Christopher Plummer and Zoe Caldwell. The story of the magnificent painting of the Vatican's Sistine Chapel ceiling.

**Yonder Come Day**—One-hour documentary starring 72 year old Negro folk singer Bessie Jones who preserves the tradition of her forebearers by teaching neighborhood children the slave songs and games of preceding generations.

**The Dance Theater of Harlem**—One-hour documentary with ballet star Arthur Mitchell showing how youngsters from Harlem became one of the most exciting dance attractions in America.

**Buffy Sainte-Marie: Native North American Child**—One-hour television portrait of one of America's most unique song-writer-performers.

**Let's Eat Food**—One-hour starring Tony Randall. Examine our questionable eating habits and shows ways we can eat better.

**CAPRICORN ENTERTAINMENT**

950 N. Kings Road  
Suite 357  
Los Angeles, CA 90069  
213-855-0941

*Representatives:* Don Azars, Andy Belling

*Properties:*  
**Concepts From Paradise**  
**True Mysteries of the Twentieth Century**  
**Country Goes Hawaiian**  
**Powerpay**  
**Guy Lombardo's New Year's Eve Celebration**  
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Seattle, WA 98121  
206-623-8045



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Suite 347

17915 Ventura Blvd.  
Encino, CA 91316  
213-705-2535  
Suite 347



Ms. Grant



Ms. Carter

*Representatives:* Sherry Grant, *p*;  
Sandra Carter, *vp*; Fran Reiter, *d of sls*;  
Marianne Catalano, *West Coast Sales*;  
Donna Cox Wells, *prod*

*Properties:*  
**VideOlympics**—half-hour series.  
**Women of Russia**—5 half-hour or 2 hour special.  
**Countdown to Superbowl XVII**—half-hour special.  
**Countdown to the World Series**—half-hour special.  
**Holiday Moments**—35 one-minute programs, available through Program Syndication Services.  
**8 Days of Chanukah**—8 one-minute programs.  
**21 Days of America**—21 one-minute programs.  
**Traditions of Easter**—15 one-minute programs.  
**Chapters in Black American History**—20 one-minute programs.  
**Quality of Life**—260 90-second programs.  
**Bridal Moments**—20 30-second programs.  
**Women of China**—in development.  
**America Living History Theater**—in development.  
**Dance City**—in development.

**CASH PLUS INC.**  
915 Northstar Center  
Minneapolis, MN 55402  
612-338-2274

*Representatives:* Dale Applequist, *ptn*;  
Chuck Percival, *ptn*; Julie Golden, *prg ops dir*

*Properties:*  
Music, variety and all family specials for trade and barter.

**CASSANDRA**  
1290 Avenue of the Americas  
New York, NY 10104  
212-708-7500  
Suite 2767

*Representatives:* Ann Rosenberg,  
Dave Traylor

**CB DISTRIBUTION COMPANY**  
9911 West Pico Boulevard  
Los Angeles, CA 90035  
213-552-2660  
Booth 36



Mr. O'Leary

*Representatives:* Alan Silverbach,  
Gerald Feifer, Tom O'Leary

*Properties:*  
**Carol Burnett & Friends**—150 half-hours.

**CBN CONTINENTAL NETWORK PRODUCTIONS, INC.**

CBN Center  
Virginia Beach, VA 23463  
804-424-7777, ext. 2300  
Suite 573



Mr. Thomas

*Representatives:* Richard Thomas, *vp mktg*;  
Dave Clark, *dir mktg svcs*;  
Steve Newton, *syndication mgr (West Coast)*;  
Bill Doyle, *Northeast/International*;  
John McEntee, *Central*;  
Ed Nashatka, *South*

*Properties:*  
**USam-Wake Up America!**—This early morning show, Mon-Fri from 6-7 am leads into early morning network programming. The show includes weekly state salutes, news, weather, sports, exercise. Special features include human interest stories, interviews with authors on various subjects such as health, politics and current events. Local cut-aways are available.

**Another Life**—The new continuing drama with an exciting difference. With five half hour episodes available each week, the show features a top-notch cast. The compelling story line gives positive viewpoints on today's problems.

**X-Pose'**—The candid, new mini-series which explores the pornography industry like never before. The five one-hour episodes are narrated by celebrities such as Efrem Zimbalist, Jr. See features on child porn and actual footage inside sado-masochistic torture chambers. Incisive interviews with actors, dancers, victims, and businessmen involved in the industry. Available as a series or in one-hour special features.

**Super Book!**—This animated special children's series appeals to audiences of all ages. Dubbed in English, 26 half-hour episodes are available. Produced by one of the largest animators in Japan.



**Update News**—Up-to-the-minute news breaks, seven times a day. Veteran broadcast journalist, Bob Trotter, delivers the latest news in 90-second breaks with a 30-second commercial midbreak.

**CBS BROADCAST INTERNATIONAL SALES**

51 West 52nd Street  
New York, NY 10019  
212-975-8941  
Booth 16



Mr. Kane

Mr. Bellon

**Representatives:** Arthur F. Kane, *vp/mng d, international sls*; Joe Bellon, *vp/mng d, mkt and dev*; Jim Landis, *d, international sls*; Maria Daniolos, *mgr, international sls*; Joe DiCerto, *d, comm*; Kelly Dennehy, *mgr, sls prom*

**Properties:**

Will be featuring a broad spectrum of television programming including TV movies, comedy, specials, sports anthology, golf, football, boxing, basketball, tennis, wrestling, daily hard news, news magazines, special events, documentaries, dance, music, drama.

**CHILDREN'S MEDIA PRODUCTIONS**

1530 E. Elizabeth St.  
Pasadena, CA 91104  
213-797-5462  
Booth 51

**Representatives:** C. Ray Carlson, *exec prod*; Joy Carlson, *prod*

**Properties:**

**Humpty Dumpty**—half-hour animated show, color.

**Peter and The Magic Seeds**—half-hour animated show, color.

**CHILDREN'S TELEVISION WORKSHOP**

One Lincoln Plaza  
New York, NY 10023  
212-595-3456  
Suite 5-124

**Representatives:** David Champtaloup, *dir of mktg, Int'l Television Group*; Lutrelle Horne, *vp & exec prod, Int'l Tel. Group Lane Blackwell, assoc dir, Int'l Tel. Group*

**Properties:**

**Educational Children's Programming**

**Sesame Street**—13 seasons.

**The Electric Company**—6 seasons.

**3-2-1 Contact**—1 season of series on science and technology.

**Big Bird in China**—90-min. U.S. network primetime special.

**The Lion, the Witch & the Wardrobe**—2-hr. animated version of C. S. Lewis' classic.

**Christmas Eve on Sesame St.**—60-minute special.

**CINACO**

9056 Santa Monica Boulevard  
Los Angeles, CA 90069  
213-278-3072

**Properties:**

**Variety**—50 independently produced features, comedy, drama, action, documentaries, series.

**CINEMA SHARES INTERNATIONAL TELEVISION, LTD**

450 Park Avenue  
Suite 2803  
New York, NY 10022  
212-421-3161  
Suite 2935



Mr. Israel

**Representatives:** Ken Israel, *p*; Beverly Partridge, *vp, prog svcs*; Dick Ostrander, *eastern div mgr*; Hank Guzik, *western div mgr*; Fred Baum, *midwest sls div*; Tim Rea, *midwest sls div*

**Properties:**

**Martial Arts Feature Film Package**—starring Bruce Li, Sonny Chiba and other top Kung Fu masters. Titles include "Soul Brothers of Kung Fu," "Fists of Bruce Lee," "Dynasty," "Bruce Lee/The Man, The Myth," "Tiger Force," "Killing Machine," "Kung Fu Gold," etc.

**Features 5**—First run movie titles include "To Kill the King" (Patrick

O'Neal, Susan Tyrrell), "Operation Thunderbolt" (Academy Award Nominee), "Texas Detour" (Patrick Wayne, Priscilla Barnes, Cameron Mitchell), "Elmer" (Film Advisory Board Award), "Jacob Two-Two Meets the Hooded Fang" (Gold Medal International Film Festival), "The Alpha Incident," "Legacy of Horror," "Hollywood Man," and others.

**Features 4**—Fifteen color features including "Aces High," "Christina," "The Companion," "Dracula's Great Love," "Godzilla on Monster Island," "Journey Into Fear," "The Night of the Assassin," "Poco," "Roseland," "Shriek of the Mutilated," "Till Death," "Track of the Moon Beast," etc.

**Features 3**—"Godzilla vs Megalon"; "Mad Dog Morgan"; "Against a Crooked Sky"; "The Four Deuces"; "Ali the Man"; "Creature From Black Lake"; "Brotherhood of Death"; "Flatfoot"; "Kidnap Syndicate"; "Godzilla vs The Bionic Monster"; "Survival"; "Recommendation for Mercy."

**Features 2**—Eleven color features including "Blood, Sweat and Fear"; "Beyond the Law"; "Legend of Boggy Creek"; "Where the Red Fern Grows"; "Ripped Off"; "Crime Boss"; "Kingfisher Caper"; "Web of the Spider"; "Scenes From a Murder"; "Speed Merchants"; etc.

**Features 1**—Twelve color features including "Seven Alone"; "Ali the Fighter"; "No Way Out"; "Bootleggers"; "Wipe Out"; "The Grand Duel"; "Cry of the Penguins"; "Diary of a Murderess"; "It Can Be Done Amigo"; "Student Connection." Stars include: Telly Savalas, Jaclyn Smith, Burt Lancaster, Muhammad Ali, Jack Palance, Yvette Mimieux, Hayley Mills, Geraldine Chaplin, Robert Blake, Lee Van Cleef, Carol Lynley, Jack Elam, James Mason, Ray Milland, Christopher Plummer, Vincent Price, Zero Mostel, Richard Boone, Anne Francis, Sheree North and more.

**CINEWORLD CORPORATION**

P.O. Box 61-276  
N. Miami, FL 33161  
305-891-1181



Mr. Rickert

*Representatives:* John F. Rickert, *p*

*Properties:*

**Theatrical features**—18.

**Talk show**—Love and marriage.

**Children show**—Clarabell and Krystal.

**R. D. CITRON**

365 West End Ave.  
New York, NY 10024  
212-580-8086

*Representatives:* R. D. Citron, *p*; Jesse A. Rice, R. L. Citron, J. O'Gorman, *vps*; Carol Danek, Helen Faiola

*Properties:*

**Great Adventure**—143 hours of shows, color videotape. True-life adventures as narrated by men and women who lived them. Distributed directly by the producer, Richard Citron.

**CLUSTER TELEVISION PRODUCTIONS**

200 East Joppa Road  
Towson, MD 21204  
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Suite 2931



*Mr. Cluster*

*Representatives:* John Cluster, Sally Gelbard, Michael Bayer, Judy Cor-dish

*Properties:*

**The Great Space Coaster**—150 half-hours of children's comedy-music-variety series with animation and well-known guests.

**Romper Room**—100 half-hour video tapes.

**Bowling for Dollars**—half-hour combination game show-sport show featuring local contestants and at-home participation.

**Woofers' Supersonic City**—40 half-hour rock music/comedy.

**CMC BROADCAST SERVICES, INC.**

2 Pennsylvania Plaza  
New York, NY 10121  
212-736-6474  
Telex: 710-581-5118



*Mr. Meyers*

*Representatives:* Carl Meyers, *p*; Richard Kopley, *vp*; Yvonne Spellman, *sta rels/sls exec*; Maryann Sun, *admin asst*; Francine Thun, *sls serv*

*Properties:*

**Outdoor Life**—Weekly Times Mirror Magazine series produced by Landmark Productions; 20-week series of high-action fishing/hunting half-hours with celebrity guests and hosted by William Conrad. April thru August '82.

**A View of Soviet Sport**—2 original one-hour specials tracking the Soviet athlete's development for the Olympics. Produced by Trans World International. Available 4th Qtr '83 thru 2nd Qtr '84.

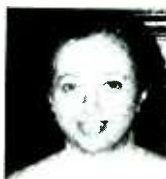
**Sports 82: The George Plimpton Scrapbook**—annual year-end sports montage. Available Dec. 26 '82 thru Super Bowl Saturday '83.

**The George Plimpton Quarterly Report**—three 60-minute specials. Sports stories and personalities of each previous quarter. Available for airing late April, July and Oct '82.

**Annual American Black Achievement Awards**—90-minute star-filled entertainment special honoring American Black achievers. Produced in association with Johnson Publishing Company. Available 4th Qtr '82.

**COE FILM ASSOCIATES INC.**

65 East 96th Street  
New York, NY 10028  
212-831-5355  
Suite 339



*Ms. Coe*

*Representatives:* Bernice Coe, *p*; Mignon Levey, *opns mgr*

*Properties:*

**The Shorts Collection**—Over 2,000 shorts for use in family viewing hours; for magazine formats; pre- and post-specials' time slots.

**The Children's Package**—More than 4,000 titles covering extensive subjects, multi-age level appeal; story films, live and animated; nature, science, how-to, etc.

**Children's Half-hour and Hour Specials**—26 half-hours including King Arthur's Yankee, Voice of the Fugitive, Hat Act, The Snow Children, Lightning, The Day the Derby Almost Died, etc.

10 hours including The Cruz Brothers and Miss Malloy, Little Friend, The Goalkeeper Lives on our Block, Tatters, etc.

**Children's Series**—Bunny With the Checkered Ears—26.

Simon in the Land of Chalk Drawings—26.

Paddington Bear—56.

Hattytown Tales—26.

Captain Nemo—78.

The Perishers—39.

By Hook or By Crook—13.

Emilie—78.

Daily Fable—130.

The Kids Next Door—11.

**Host Specials**—300 films including A Paris, Leonardo Da Vinci, A Winter Soldier, Arctiv IV, Grierson, The Last Great Race on Earth, Otto: Zoo Gorilla, The Quiet One, Before the Mountain Was Moved, Manifestations of Shiva, Paris 1900, Contact, Journey of Lyndon Johnson, In Spring One Plants Alone, The Nuer, etc.

**Hour-And-A-Half Specials**—Devil At My Heels, A Matter of Fat, Olympiad XXI, Going the Distance, etc.

**Half-Hour Specials**—Toller, Sven Nyquist, 28° Above Below, Vincent Van Gogh, Exodus, Birds' Paradise, Great, From Canaries to Clydesdales, The Shared Experience, Spitfire Pilot, Leave 'em Laughing, Night and Fog, etc.

**Performing Arts Specials**—Half-hours and hours in classical (The Mind of Music, Paul Horn in China, Opus One, The Fifth Facade, etc.), jazz (Music to Our Ears, It's All Jazz, etc.), rock (Barclay James Harvest, Kids Like Me and You, Steppin' Out, etc.), dance (The Making of a Ballet, Dutch National Ballet, Dance Class, Dance Space, etc.).

**Sports Specials**—Over 50 titles including The Contenders, The Sword of the Lord, Nellie Kim, Thunderbirds in China, Freedom, Olympiad XXI, King of the Hill, Going the Distance, Good Night Miss Ann, The Way of the Sword, Coaches, etc.

**Features**—Shinbone Alley, Tuck Everlasting, The Case of Barbara Par-

sons, *The Sand Castle*, Albert Schweitzer, Anathan, *Cold Journey*, *Le Grand'Amour*, *State of Siege*, *Nose Job*, *Division*, etc.

**Half-hour Sci-Fi Stories**—8 thrillers including *Panic*, *The Man and the Snake*, *The Anna Contract*, etc.

**Dramatic Short Stories**—26 half-hours of dramatic films based on short stories or original plots.

**Series**—*Wonders of the Sea*, *Sports Whirl*, *Wide World of Women*, *The New Explorers*, *American Indians*, *The Child*, *Organizational Development*, *Famous Americans*, *The Persian Royal Road*, *Ski Boy*, etc.

**Educational**—Over 50 series including *19th Century Literary Biography*, *19th Century Literature*, *Save Your Energy*, *American History*, *When You Grow Up*, *Family Life Around the World*, *Black Studies*, *Legends and Folk Tales*, *Fairy Tales and Tales of Magic*, *Starting to Read*, *Developmental Psychology*, etc.

**Services**—Special footage supplied.

#### COLBERT TELEVISION SALES

1888 Century Park East  
Los Angeles, CA 90067  
213-277-7751  
Booth 23

441 Lexington Ave.  
Suite 1403  
New York, NY 10017  
212-687-4840



Mr. Colbert

**Representatives:** Dick Colbert, *p*; Larry Lynch, *vp/gen sls mgr (NY)*; Jody Pollock, *gen mgr*; Ritch Colbert, *asst gen sls mgr/western sls mgr*; Harvey Reinstein, *King World Productions*; Meri Brantley, Lori Fair, Jill Siegel, Barbara Agostino, *exec (NY)*; Diane Galella

#### Properties:

**Soap World**—Daily half-hour strip and weekend hour with host John Gabriel and New York and Los Angeles anchorpersons. Available via satellite or on tape. 195 half-hours, 65 updated repeats, 52 weekend hours. News, views, features of daytime and prime time soap operas. A Barry &

Enright Productions in association with King World Productions. New series for September, 1982.

**Police Court**—Daily half-hour strip. 195 first-run, 65 repeats. Dramatic reenactments of police court cases. Produced by Barry & Enright.

**Jack Anderson Confidential**—Satellite-fed weekly half-hour with Pulitzer Prize-winning investigative reporter and columnist Jack Anderson. In-depth discussions, reports, predictions of timely national and international issues and events by the practitioner of "inductive journalism." 26 half-hours, produced by Barry & Enright.

**90-Seconds**—Ninety-second program inserts via satellite or on tape.

Jack Anderson—news commentary, three per week.

Rex Reed—film reviews, two per week.

"Wanted"—U.S. Marshals Service, three per week.

"The Question Man with Jack Barry"—five per week.

**The Joker's Wild**—Sixth year as daily strip. 195 half-hours, 65 repeats per season. Jack Barry hosts the Barry & Enright production.

**Tic Tac Dough**—Fifth year as a daily strip. 195 half-hours, 65 repeats per season. Wink Martindale hosts the Barry & Enright production.

**Celebrity Bullseye**—Third year as a daily strip. 195 half-hours, 65 repeats per season. Celebrities contribute winnings to favorite charities. Jim Lange hosts the Barry & Enright production.

**Lassie**—192 off-network half-hours, over 160 of which are in color; 15 full-length movies in color.

**The Rifleman**—Chuck Connors stars in 168 off-network half-hours; black & white. Top name guest stars.

#### COLLEGE BOWL CO., INC.

110 S. Bedford Rd.  
Mt. Kisco, NY 10549  
914-666-7692

#### COLUMBIA PICTURES TELEVISION

15250 Ventura Boulevard  
Sherman Oaks, CA 91403  
213-995-1300  
Suite 4-110

Colgems Square  
Burbank, CA 91505

303 E. Ohio St.  
Suite 2702

Chicago, IL 60611  
312-329-1650

Route 1, Box 309  
Quitman, TX 75783  
214-967-2184

3390 Peachtree Rd. NE  
Suite 1732  
Atlanta, GA 30326  
404-261-0277

711 Fifth Ave.  
New York, NY 10022  
212-751-4400

**Representatives:** Joe Abruscato, Steve Astor, Dick Campbell, Joseph Indelli, Pat Kenney, Janet Radeck, Susan West, Bill Katsafanas, *Chicago*; Stu Stringfellow, *Chicago*; Jack Ellison, *Quitman, TX*; Don Bryan, *Atlanta*; Tom Holland, *Atlanta*; Ken Doyle, *NY*; Steve Mulderrig, *NY*; Herb Weiss, *NY*; Brandy French, *Burbank*; Ed Warren, *Burbank*

#### Properties:

**Charlie's Angels**  
**Barney Miller**  
**Starsky and Hutch**  
**Fantasy Island**  
**Soap**  
**Fish**  
**What's Happening**  
**Carter Country**  
**Bewitched**  
**I Dream of Jeannie**  
**Partridge Family**  
**Features**  
**Cartoons**

#### COMWORLD INTERNATIONAL

Box 911  
Brentwood, TN 37027  
615-373-0819  
Booth 28

**Representatives:** David F. Sifford, *p*; Beverlie Brewer, *vp & d of mktg*; Robert Chenoff, *vp & natl sls mgr*; Frank Bean, *sls mgr*; Annelle Johnson, Carmon Moon, Dave Lynch, *station sls*

#### Properties:

**Romance Theatre**—5 day a week, 30-minute shows. Completes a romantic novel each week and is edited into a movie for late-night weekend viewing.

**Rock 'n Roll: The First 25 Years**—6 one-hour programs, each featuring a different form of rock and how we all were influenced by it.

**Standing Ovation**—the giants in pop and rock music—in concert every week.

**Number One Country**—from Knott's Berry Farm, the best in country artists performing only country #1 chart hits.

**Peter Marshall Special**—big bands, hopeful replacement for Lawrence Welk.

**P & G Movies**—four two-hour movies.

**College Basketball 1982**—Playboy Magazine's top 10 picks on the court and off.

**Blue Jean Network '82**—the top names in contemporary music on stage—in concert.

**Martin Luther King**—a tribute to the man.

**Celebration of Women**—annual awards in recognition of outstanding women of achievement during the past year.

**Nashville World Concerts**—"Curtain Up!!" The best Nashville artists and pickers direct from Music City.

**State Fair, U.S.A.**—the Americana of the state fair, from the glitter of the midway to the hard work for a blue ribbon.

**NAACP Awards**—tribute to all the American producers who have helped further the achievement of the black race in our society.

**Shurfine Foods**—Liberace in Las Vegas; Roy Clark in the Bahamas; Glen Campbell on the Mississippi River... extraordinary talent plus exotic locations.

**Old West Gazette**—tales of the American West dramatized for radio—3-minute vignettes.

**Irish Special**—sponsored in full by Coors Malt Liquor.

**Country Roads**—superstars of Country Music—in concert.

**Big City Comedy**—no-holds-barred satire with John Candy and company.

**Christmas With the Lennon Sisters**—"everybody's" daughters have grown up, with children of their own—the whole family together for a Christmas Show of music and meaning.

**The Donna Fargo Show**—the "Happiest Girl" equals the happiest half-hour for music and variety.

**WILLIAM F. COOKE  
TELEVISION PRODUCTIONS**

696 Yonge Street  
Toronto, Ontario, Canada M4Y  
2A7  
416-967-6141



Mr. Wilson

**Representatives:** William Cooke, *p*;  
Cliff Wilson, *vp sls/mktg*; Orest Ol-  
yenyk, *prom and sls*

**Properties:**

**Pete's Place**—52 first-run half-hours. Comedy variety series starring comedian Pete Barbutti with guest stars Anne Jillian, Sally Kellerman, Gil Gerard, Audrey Landers, Connie Stevens, Henny Youngman, Adrienne Barbeau, Doug McClure, Phyllis Diller and many more.

**Nashville Swing**—104 first-run half-hours. Country series featuring recording stars such as: Larry Gatlin, Tom T. Hall, Oak Ridge Boys, Don Gibson, The Kendalls, Johnny Rodriguez, Mickey Gilley.

**Bourbon Street Parade**—78 first-run half-hours. Dixieland Jazz series featuring such jazz greats as: Lionel Hampton, Earl "Fatha" Hines, Eubie Blake, Joe Venuti, Cab Calloway, and Joe Williams.

**CORI & ORIENT**

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Suite 1200  
Los Angeles, CA 90067  
213-557-0173  
Telex: 910-490-1669  
Suite 315

19 Albemarle Street  
Mayfair, London, W.1.  
Telephone: 01 493 7920; 01-499  
2943  
Telex: 299968 (Cormam)  
Cable: Zerobone, London, W.1.



Ms. Hoy

**Representatives:** Marie Hoy, *p*

**Properties:**

**Dinah Saur Show & Oscar**—52 quarter-hours. Puppet animation.

**The Woozies**—26 10-mins. Puppet animation.

**Toycraft**—7 half-hours. Making toys. How-to.

**Wonderful Tales From Around the World**—96 half-hours. Cartoon animation.

**Jeanie With the Light Brown Hair**—13 half-hours. Cartoon animation.

**Little Nell (by Dickens)**—26 half-hours. Cartoon animation.

**Wildrose Julie**—13 half-hours. Cartoon animation.

**Isabel of Paris**—13 half-hours. Cartoon animation.

**Nuggets**—26 half-hours. Live with puppets.

**Anita in Jumbleland**—26 half-hours. Live.

**Fatty & George**—10 half-hours. Live-action kids series.

**Slippery Slide**—1 1-hour. Youth special.

**Music Concerts**—18 1-hour. Aretha, Low Rawls, Loretta, Conway Twitty, Mancini, Tony Bennett, etc.

**Die Fledermaus**—1 1/2-hours. World's most famous operetta.

**Stony Plain**—13 half-hours. Canadian West TV series.

**Amazing Creatures of the Sea**—26 half-hours. Documentary.

**Echo of the Wild**—1 1-hour. Documentary special.

**Short Films on Wildlife**—4 half-hours. World Wildlife Fund docs.

**Human Experience**—26 half-hours. Travel documentaries.

**NEAL P. CORTELL/  
MASSCASTING**  
18 Newbury Street  
Boston, MA 02116  
617-247-0400

**Representatives:** Neal P. Cortell, *p*;  
Donald W. Hill, *vp*; Arlene Isaacson,  
*mktg & prodn*

**Properties:**

**Stars of the Cinema**—movie opens, bumpers, closes and promos packaged as a complete movie showcase.

**You're Right On**—contemporary package utilizing an animated traveling neon graphic with over fifty audio cuts.

**Turn On**—neon animated pro-

grammed against thirty cuts of production audio.

**Wonderful World**—rainbow of computer animation and forty cuts of contemporary audio.

**Set Your Sights**—two animated programs designed over twenty-seven cuts of sound.

**The Look You Like**—three-dimensional computer animation, with soundtrack and support media materials.

Also, custom packaged television station promotion consisting of fully customized computer animation, production soundtracks and support graphics.

**CREATIVE INTERNATIONAL  
ACTIVITIES, LTD.**

372 Central Park West  
Suite 17 W  
New York, NY 10025  
212-663-8944  
Suite 356



Mr. Lehmann

**Representatives:** Klaus J. Lehmann, p

**Properties:**

**Spectreman**—63 live-action half-hours (children's shows).

**Hitler, Roosevelt, Churchill, Truman, J.F.K.**—5 one-hour specials on the lives and times of men whose actions changed the face of the world (docu-dramas).

**Images of Ireland**—one-hour gambol through the Land of Leprechauns, from ballads to blarney (documentary).

**Summer Solstice**—one-hour ABC network special starring Henry Fonda and Myrna Loy. A moving glimpse into the joys and sorrows of fifty years of marriage (drama).

**This Was America**—12 half-hours narrated by William Shatner. A retrospective of the explosion of American growth and life at the turn of the century (educational).

**The Body Works**—Dr. Timothy Johnson explores the workings and functions of the human body in 13 half-hours, oriented to youth (educational).

**Health Beat**—Dr. Timothy Johnson hosts an innovative monthly magazine

show with an informative look at current medical items. 12 half-hours (educational).

**Peter Gunn**—114 half-hours of the classic, definitive "private eye" series, starring Craig Stevens and Lola Albright, with a mesmerizing score by Henry Mancini (series/mini series).

**Biography**—65 half-hours, narrated by Mike Wallace, focusing lucidly on the true stories of men and women who helped shape the 20th century (series/mini series).

**Mr. Lucky**—34 half-hours, starring John Vivyan, dealing with a gambler's involvement in excitement, romance, drama and thrills aboard a luxury yacht (series/mini series).

**Yancy Derringer**—34 half-hours of excitement and adventure in the New Orleans of the late 1860's, starring Jock Mahoney (series/mini series).

**Star Performance**—156 half-hours, starring Dick Powell, Charles Boyer, David Niven and Ida Lupino in a dramatic anthology series of superb entertainment (series/mini series).

**Lovers of the Empire (working title)**—a 14-hour mini series bursting with the excitement and flavor of Napoleonic France (series/mini series).

**The Sinister Queen (working title)**—8 hours mini-series bristling with the intrigues and romances of Catharine de Medici (series/mini series).

**Almanac**—377 3½ minute shorts in a remarkable compilation of momentous events in contemporary history, one for each day of the year, with extras for "special" days (program inserts).

**The Best of Sullivan**—13 half-hours culled from the magic of 23 years of television's longest and most successful variety show (variety).

**CRYSTAL PICTURES, INC.**

1560 Broadway  
New York, NY 10036  
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Mr. Tager

**Representatives:** Sidney Tager

**Properties:**

Feature film packages including Buck Rogers, The Fighting Sullivans, Betty Boop Scandals, Heart Beat, five Joe E. Brown pics, etc. and many classic short subjects.

**CTV TELEVISION NETWORK  
LTD.**

42 Charles Street East  
Toronto, Ontario, Canada M4Y 1T5  
416-928-6000



Mr. Weinthal

**Representatives:** Murray H. Chercov, p & mng d; Jack Ruttle, sr vp; Dennis T. Fitz-Gerald, vp & gen sls mgr; Philip Wedge, vp & d of prgm; Don Cameron, vp news, features & information prgm; Arthur Weinthal, vp & d of entertainment prgm; H. Bruce Parkes, vp & sec-treas; Johnny Esaw, vp, sports; Joseph A. Colson, vp, network opns & eng; Marge Anthony, vp network rel; John Coleman, vp plan. & dev

**Properties:**

**The Alan Thicke Show**

**Canada A.M.**

**Circus**

**Fast Company**

**Honky Tonk**

**Live It Up**

**Stars on Ice**

**Thrill of a Lifetime**

**Untamed World**

**W-5**

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**DAN CURTIS DISTRIBUTION  
CORP**

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Los Angeles, CA 90038  
213-468-5000  
Booth 13



Mr. Shapiro

**Representatives:** Sy Shapiro, exec vp & gen mgr

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**Roy Acutt: 50 Years the King of Country Music**—(NBC) two hours.

**The Johnny Cash Specials**—(ABC) 10 one-hours.

**Johnny Cash: Christmas in Scotland**—(CBS) one hour.

**The Magic of David Copperfield**—(CBS) 4 one-hours.

**It's Magic**—(ABC) 90 minutes.

**Like Magic**—(ABC) half-hour.

**Magic With the Stars**—(NBC) two hours.

**Ryan's Hope**—(ABC).

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New York, NY 10020  
212-974-1960  
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**T.I.A.P.D.**—78 half-hours. An action drama featuring the Tokyo International Airport Police Department.

**The Women of Shogun's Castle**—70 half-hours. Drama series.

**The Mute Samurai**—26 one-hours. An adventure of a samurai seeking revenge on a Spanish noble.

**Zatoh-ichi**—50 one-hours. An action adventure with a blind samurai.

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**Muteking**—52 half-hours. Japan's newest action cartoon series.

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**Mrs. Sazai**—590 half-hours. An animated "I Love Lucy"-type story that has been popular in Japan for over 11 years.

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**Tenchu**—The story of a samurai assassin who lived through the last period of the Shogun years.

**Teachers Around the World**—52 half-hours. An examination of teachers and how they teach worldwide as well as the teacher-student relationship in different countries.

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### FUSCO ENTERTAINMENT, INC.

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*Representatives:* Joseph Fusco, Jr., p

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**Wire Service**—39 hours.  
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**Decoy**—39 half-hours.  
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**Marilyn Monroe**—half-hour.  
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**Flip Wilson's Salute to Football**—1 hour.  
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**Riders of the Silver Screen**—1 hour.

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**Who Runs America?**—U.S. News & World Report.

Other Specials and Series:

**Against the Odds**—Corporate Giants in the Wilderness and the Winner's Circle (about the American Sportsman).

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**Opportunity**—a magazine show for and about entrepreneurs.

**The Great American Comedy Show**—regional humor in America.

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**The People Show**—late-night comedy from England.

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**The Proposition Circus**—comedy for children.

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**Main Events II**—15 first-run theatrical features for prime time. 90 minutes each in color. Titles include: "Shoot the Sun Down" with Margot Kidder and Christopher Walken; "Silent Victory: The Kitty O'Neill Story" with Stockard Channing and Colleen Dewhurst; "Who Says I Can't Ride a Rainbow!" with Jack Klugman; "Purple Taxi" with Fred Astaire and Peter Ustinov.

**Poseidon Files**—15 first-run undersea adventure films, geared for all-family viewing. 90 minutes each in color. Titles include "Quest of Courage," "Killers of the Great Barrier Reef," "Killer Whale!" "Scuba," "Passage to Peril."

**Galaxy One**—15 theatrical sci-fi features in color. Includes "Dark Star," "Star Pilot," "The Alien Factor," and "Invasion from Inner Earth."

**Galaxy Two**—15 first-run science fiction theatrical features for prime time. 90+ minutes each in color. Titles include: "The War in Space," "Foes," "Supersonic Man," "Star Odyssey" and "Latitude Zero."

**Good Vibrations**—15 first-run dramatic theatrical features for prime time. 90+ minutes each in color. Titles include: "The Pom Pom Girls," "Malibu Beach," "Goodbye Franklin High" and "Starhops."

**The Main Events I**—15 dramatic theatricals for prime time. 90 minutes each in color. Titles include "The Swiss Conspiracy," "The Family," "Oil," and "The Devil's Rain." Stars include Charles Bronson, Peter Strauss, David Janssen, Elke Sommer.

**The Gamma Chronicles**—15 first-run features on mysteries, monsters and legends of the universe and the beyond. 90 minutes each in color. Titles include "Target—Earth?", "UFO's: It Has

Begun," "Death—The Ultimate Mystery" and "Aliens From Spaceship Earth."

**The Neptune Journals**—12 first-run, color features on mysteries and monsters of the deep. Titles include: "Voyage to the Edge of the World," "Fate of the Andrea Doria," and "Of Sharks and Men."

**The Beta Chronicles**—12 first-run features in color. Titles include: "The Alien Encounters," "UFO Journals," and "Lost City of Atlantis."

**The Alpha Chronicles**—10 first-run features in color. Titles include: "Mysteries From Beyond Earth," "Sasquatch," "Legend of Loch Ness."

**Bill Burrud Features**—6 first-run action/wildlife/adventure features in color; including "The Secret World of Reptiles," "Vanishing Africa," "The Great American Wilderness," "Predators of the Sea," "The Amazing Apes," "Creatures of the Amazon," all narrated by Marvin Miller.

**Rainbow IV Outdoor Adventures**—10 first-run feature films in color including "Starbird and Sweet William" and "Adventures in Ventana."

**Rainbow III Outdoor Adventures**—15 first-run feature films in color including "The Life and Times of Grizzly Adams" and "Chariots of the Gods."

**Rainbow II Outdoor Adventures**—10 first-run feature films in color including "The Bengal Tiger" and "Deadly Fathoms."

**Rainbow I Outdoor Adventures**—10 first-run feature films in color, including "North Country" and "Cougar Country."

**Thirteen Television Premieres**—13 feature films in color.

**Scream Theater**—32 first-run shock features.

**Awards Theater**—50 features.

**Action Theater I**—20 first-run color feature films.

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**Astor Classic Features**—10 feature films.

**Astor Sci-Fi Features**—6 feature films.

**The Late Show**—30 features.

**Cisco Kid Features**—13 features.

**Dick Tracy Features**—4 classic features.

**Pinocchio**—feature length motion picture starring Danny Kaye and Sandy Duncan. Off CBS-TV in color.

**The Palace**—13 first-run, one hour specials in color. Hosted by Jack Jones. Guest stars include Ben Vereen, Di-ahann Carroll, David Brenner, Connie Stevens, Pearl Bailey and others.

**Alice's Adventures in Wonderland**—101-minute special feature starring Peter Sellers, Dudley Moore, Sir Ralph Richardson and Dame Flora Robson. In color.

**The Two Kennedys—A View From Europe**—2-hour special.

**In Search of Ancient Astronauts**—One-hour color special.

**Loggins and Messina "In the Attic"**—one-hour rock music special with Linda Ronstadt in color.

**Walt Wagner Show with Peggy Fleming**—one-hour color music special.

**Dick Tracy Serials**—4 classic serials of 15 episodes each.

#### **GOLD KEY INTERNATIONAL**

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Mr. Barry

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#### *Properties:*

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213-856-8200, 800-421-4248  
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**America's Top 10**—first-run, weekly half-hour show hosted by Casey Kasem. Show includes live action performances of major musical hits and weekly review of current Billboard record charts.

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Los Angeles, CA 90028  
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Suite 2879

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New York, NY 10022  
212-407-0811



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*Representatives:* Thomas Seehof, *vp, sls*; Mort Marcus, *d of Los Angeles tv sls off*; Bill Seymour, *sls, central & southern regions*; Larry Jackson, *d, acquis & mktg*; Frankie Slater, *d of pub*

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**Snippets**—66 one-minute instructional children programs.

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 New York, NY 10021  
 212-688-3344



Mr. Goodman

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**Highlights of Ringling Bros. Barnum & Bailey Specials**—10 hours.

**Diana Ross In Concert Special**—90 minutes.

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**Tony Bennett In Concert**—1 hour.

**Linda Ronstadt In Concert**—90 minutes.

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**Mark Wilson's "Magic of China" and "The Children of China"**—2 hours.

**The Grateful Dead In Concert**—90 minutes.

**Doug Henning's World of Magic**—6 hours.

**Siegfried & Roy Specials**—2 hours.

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 212-586-5760



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**The Death of Adolph Hitler**—two-hour drama starring Frank Finlay from London Weekend Intl.

**Bouquet of Barbed Wire**—14-hour first-run contemporary drama starring Frank Finlay from London Weekend Intl.

**The Presidents 1974-1984**—All new production in development as five half-hours and/or two hours.

**Ulysses 31**—26 first-run animated half-hours from Dic Films Paris & Tokyo Shinsha.

**The Presidents: 80 Years on Camera**—4 one-hour color specials starring James Garner produced by Corporation for Entertainment & Learning.

**The American Documents**—series of 13 first-run one-hour color specials on America, produced by Post-Newsweek Stations, Inc., and narrated by Jean Stapleton, Gloria Swanson, Lowell Thomas, Ossie Davis, Alexander Scourby, Theodore Bikel and others.

**A Man Named Lombardi**—one-hour color special narrated by George C. Scott.

**Violence in Sports**—new prime time one-hour special currently in development.

**Black Squadron**—program in development based on the Black Air Force units of World War II.

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 212-869-8480  
 Suite 2917

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**L. S. Lowry—A Private View**—1-hour dramatized biography and winner of a Gold Medal at the New York Film Festival.

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**Lone Ranger**—182 black and white half-hours.

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**Perry Como—Music From Hollywood**—(one hour) guest stars Sandy Duncan, Hal Linden, Shirley Jones and Henry Mancini (ABC).

**Perry Como's Easter by the Sea**—(one hour) guest star Kenny Rogers and Debby Boone (ABC).

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**All Star Party for Jack Lemmon**—(one hour) guest stars Paul Anka, Angie Dickinson, Jane Fonda, Rich Little, Shirley MacLaine, Walter Matthau, Leslie Uggams and Jimmy Stewart (CBS).

**All Star Tribute to Ingrid Bergman**—(one hour) guest stars Helen Hayes, Frank Sinatra, Joseph Cotten, Cary Grant and Paul Henreid (CBS).

**All Star Tribute to Jimmy Stewart**—(one hour) guest stars Angie Dickinson, Fred MacMurray, Farrah Fawcett Majors, Henry Fonda (CBS).

**All Star Tribute to Elizabeth Taylor**—(one hour) guest stars Rock Hudson, Paul Newman, Henry Fonda, Debby Boone, John Wayne, Margaret O'Brien and John Travolta (CBS).

**All Star Tribute to John Wayne**—(one hour) guest stars Frank Sinatra, Jimmy Stewart, Bob Hope, Henry Fonda, Maureen O'Hara, Sammy Davis, Jr. and Charles Bronson (ABC).

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**Bing Crosby: The Christmas Years**—(one hour) guest stars Jackie Gleason, Fred Astaire, David Bowie and many more (CBS).

**Bing Crosby Christmas Like the Ones We Used to Know**—(one hour) guest stars Jackie Gleason, Fred Astaire, Carol Burnett, Twiggy and Melba Moore (NBC).

**Bing Crosby: His Life and Legend**—(two hours) guest stars Fred MacMurray, Danny Kaye, Fred Astaire, Grace Kelly and Dinah Shore (ABC).

**Perry Como's Bahamas Holiday**—(one hour) guest stars Loretta Swit and the Captain and Tenille (ABC).

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**Jazz at Antibes**—5 one-hour specials including Tito Puente, Stan Getz and Joe Turner, color.

**Joy Of Bach**—one-hour musical salute, color.

**INTERCONTINENTAL TELEVIDEO INC.**

10 West 66th Street  
New York, NY 10023  
212-595-9454

*Representatives:* Gerald Citron, *p*; Nigel Toovey, *vp*

*Services:*

Multi-national video services and facilities, NTSC/PAL/SECAM equipment sales and rental, duplication, editing, standards conversion, and screening; film-to-tape transfers, mobile video units N.Y. and Europe—Pal and NTSC; industrial consultants on international video networks, inset studio.

**INTERNATIONAL TELE-FILM ENTERPRISES LTD.**

47 Densley Avenue  
Toronto, Ontario M6M 5A8  
Canada  
416-241-4483/243-3511  
Telex: 06-969590  
Suite 410-411

*Representatives:* Murray L. Sweigman, *p*; Terry Guiry, *tv sls mgr*; Stephen Chesley, *dir of mktg*

*Properties:*

**Wide World**—13 half-hours presenting rich and varied panorama of life across five continents.

**The Seventies**—6 half-hours. Review of the biggest trends of the past decade.

**Roving Report**—half-hour weekly news backgrounder from the countries and people making immediate headlines. UPI footage shot worldwide.

**Outdoor Sports Package**—16 information-packed half-hours—everything from rock climbing to canoeing skills.

**Young Chefs**—13 half-hours (Canadian). Cooking show for kids and young adults featuring Madame Jehanne Benoit.

**Recettes de Juliette**—283 half-hours (Canadian—French only)—Cooking show with a unique and wonderful French-Canadian flavour.

**Wishing Well**—26 live action compilations of children's adventures. Canadian produced.

**World's Children**—13 quarter-hours looking at lives of children in the Third World as seen through their own eyes.

**Psychic Surgery in the Philippines**—hour-long special on faith healing. Is it real or fake?

**Rene Simard in Japan**—90 mins. (Canadian—French only). Musical special shot at the Japan International Folk Festival.

**Ivory Tower**—half hour. Critical look at the university education process. Are colleges just factories?

**Krieghoff**—one-hour drama on world famous Canadian artist.

**Clare's Wish**—half-hour emotional drama on realities of old age.

**Portage**—one hour. Hard-hitting documentary on drug rehabilitation.

**Run, River Run**—half-hour documentary on the perils of chemical pollution of Niagara Falls area.

**They Fish the Great Slave**—half-hour documentary.

**Imagine the Sound**—Critically-acclaimed 90-minute music special with four of jazz' most influential musicians in performance.

**Maypole Carving**—The experience of carvers who transform a seven hundred year old cedar tree into a totemic sculpture (1/2 hr.).

**Tales From a Toyshop**—With Peter Ustinov. UNICEF's Rights of Children books are brought to the screen with imaginative puppetry (3 films; 23 minutes each).

**Amanda**—A comedy about a 10-year-old genius with an insatiable curiosity about the contradictions of adult society, especially the existence of Santa Claus and the meaning of Christmas (58 minutes).

**Flowers in the Sand**—Touching drama

about a mentally retarded young adult and his inner struggle for independence (28 minutes).

**Moreland-Latchford Library**—An extensive library of over 300 titles. Subjects emphasize how-things-work and home improvement. Ideal as series with your own host.

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3710 Commercial Avenue  
Northbrook, IL 60062  
312-291-9408

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Linda Sheldon, *vp of operations*

*Properties:*

**American Hotline Series**—Four new, one-hour celebrity narrated documentaries produced by Dave Bell Associates in association with ABC-owned Stations: "Sweet Sixteen and Pregnant," a look at teenage pregnancy; "Shoot/Don't Shoot," an examination of police use of deadly force which allows viewers to participate in the shoot/don't shoot test; "Going Straight," a graphic account of the alternatives to prison; and a fourth special to be designated early in '82.

**The Power Pinch**—A one-hour special on sexual harassment in the workplace, hosted by Ken Howard.

**Mom, I Want to Come Home Now**—Documentary explores the teenage runaway epidemic, hosted by Beau Bridges.

**Buster and Me**—Emmy-award-winning children's series of 26 captivating half-hour shows combining stories, music, and puppet characters.

**Just Kidding**—Critically acclaimed, magazine format series of 26 half-hour shows providing information and entertainment for children ages 6-12.

**News Bites**—Unique service providing thoroughly researched, up-to-date footage for news specials and mini-doc series.

**INTERPROM**

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01-352-4059  
Suite 4-118

*Representatives:* Clive Woods, *mng d*;  
Carole Woods, *admin d*

*Properties:*

30 half and one-hour music programs ranging through rock, country and jazz. All available 2-inch and 1-inch NTSC.

**IRISH SAXE SOUND PRODUCTIONS**

Suite 420

**ITALTOONS CORP.**

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New York, NY 10018  
212-730-0280

*Representatives:* Guiliana Nicodemi, *p*; Robert Leverone

*Properties:*

**Cartoons by Bruno Bozzetto**—"Ego"; "Self Services"; "Baby Story"; "Opera"; "Striptease"; "Life in a Tin"; "Pickles"; "Mr. Rossi at the Beach"; "Mr. Rossi Goes Skiing"; "Mr. Rossi Buys a Car"; "Mr. Rossi Goes Camping"; "Mr. Rossi in Venice."

**Cartoons by Guido Manuli**—"Fantabiblical"; "S.O.S."

**Cartoons by Gianini and Luzzati**—"The Three Brothers"; "The Swan Maiden"; "The Princess of the Lake"; "Ali Baba"; "Pulcinella"; "An Italian in Algiers"; "The Thieving Magpie."

**Cartoons by Gianini and Lionni-Fredrick**—Swimmy.

**Cartoons by Manuel Otero/Cinema Studios, Paris**

**Cartoons by Jan Trmal**—"The Picture Gallery."

**Animated & Children's Shows: By Bruno Bozzetto**—Vip My Brother Superman.

**Mr. Rossi Looks for Happiness**

**Lilliput—put**—animated series.

**Stripy**—animated series.

**West and Soda**

**Freedom Railway**—documentary.

**Water Means Life**—documentary.

**Tibet**—documentary.

**Bellissima (Luchino Visconti)**

**The Hitman Damiano Damiani**

**The Lady Without Camelias (Michelangelo Antonioni)**

**The Lipstick (Damiano Damiani)**

**Lusty Night in Rome (Mauro Bolognini)**

**Teresa Venerdi (Vittorio De Sica)**

**The Wayward Wife (Mario Soldati)**

**Days and Nights in the Forest (Satyajit Ray)**

**Notes for An African Orestes (Paolo Pasolini)**

**Adam and Water**—animated series.

**ITC ENTERTAINMENT, INC.**

The Galleria  
115 E. 57th St.  
New York, NY 10022  
212-371-6660  
Suite 2865



*Mr. Mandell*

*Representatives:* Abe Mandell, *p*;  
*Domestic Distribution:* Leonard Kornblum, *sr exec vp, corp admin, fin & bus affairs*; Pierre Weiss, *exec vp, syn*; Joseph Ceslik, *vp, dom syn sls admin & opns*; Jim Stern, *vp, eastern div sls*; S. Allen Ash, *vp, midwestern div sls*; Al Lanken, *vp, southern div sls*; Charlie Keys, *vp western div sls*; Cy Kaplan, *vp special projects*; *International Distribution:* Armando Nunez, *exec vp, foreign sls*; Valerie Rowley, *vp & gen mgr, ITC of Canada*; Philip Jones, *d of tv sls, eastern hemisphere*; *Creative & Production Services:* Murray Horowitz, *vp, adv-pr*; Robert Mandell, *vp, creat servs*; Nat Leipziger, *exec vp, prgm & prod*

*Properties:*

**Cinema 12**—twelve motion pictures containing the full spectrum of exciting adventure.

**Entertainment Volume Three**—16 outstanding motion pictures in color, including "The Muppet Movie," "All Quiet on the Western Front," "The Mirror Crack'd," "A Tale of Two Cities" and "The Jazz Singer."

**Entertainment Volume Two**—16 extraordinary motion pictures in color, including "The Boys from Brazil," "Capricorn One," and "Movie, Movie."

**Entertainment Volume One**—15 outstanding motion pictures in color, including "The Return of the Pink Panther," "Cassandra Crossing," "The Eagle Has Landed" and "Voyage of the Damned."

**The Thrillers**—43 off-network, exceptional made-for-television movies, in color, all compelling mysteries and "whodunits."

**Return of the Saint**—22 hours first-run off-network, in color, starring Ian Ogilvy in the title role, in TV's all-time favorite adventure series.

**The Saint**—114 hours, 43 in color off

network, starring Roger Moore in the title role in TV's all-time favorite adventure series.

**The Muppet Show**—120 incomparable half-hours of comedy-music-variety in color, starring Jim Henson's Muppets and featuring 120 top entertainers as guests.

**Edward the King**—13 one-hours in color, tracing the life of Edward VII from 1841–1910.

**Space: 1999**—40 first-run science-fiction hours in color, starring Martin Landau, Barbara Bain, Catherine Schell and Barry Morse.

**When Havoc Struck**—12 dramatic actuality half-hours of major disasters in the world, hosted by Glenn Ford, in color.

**Let's Rock**—24 first-run half-hours in color, non-stop excitement, music and great entertainment, starring world's most talented rock'n'roll entertainers performing music in the style of legendary rock'n'roll stars.

**The Very Special Seven**—first-run off-network musical-variety hour specials in color include: "The Julie Andrews Christmas Special" starring Julie Andrews, Peggy Lee, Peter Ustinov, Dougie Squires, Second Generation and the Treorchy Male Voice Choir; "Julie & Dick in Covent Garden" starring Julie Andrews, Dick Van Dyke, Carl Reiner; "Julie, My Favorite Things" starring Julie Andrews, Peter Sellers, the Muppets; "Our Love is Here to Stay" starring Steve Lawrence, Eydie Gorme, Gene Kelly; "James Paul McCartney," the former Beatle's only TV special; "Tony and Lena" starring Tony Bennett and Lena Horne; "Sammy" starring Sammy Davis, Jr. and special guest star Sammy Davis, Sr.

**Superlative Seven**—first-run off-network musical-variety hour specials in color include: "Julie & Sammy" starring Julie Andrews and Sammy Davis, Jr.; "The Beatles Forever" starring Diahann Carroll, Ray Charles, Bernadette Peters, Paul Williams, Anthony Newley, Mel Tillis; "The Entertainers" starring Rita Moreno and Bruce Forsyth; "Merry Christmas... With Love, Julie" starring Julie Andrews, James Stewart, Dan Dailey, Steve Lawrence, Joel Grey, Sergio Franchi, Carl Reiner; "Come Hear the Music Play" starring Julie Andrews, Robert Goulet, Joel Grey; "Heart and Soul" starring Ray Charles and Cleo Laine.

**Crimes of Passion**—30 first-run hours of drama in color, starring Anthony

Newlands, Daniel Moynihan and John Phillips.

**The Protectors**—52 action-adventure half-hours in color, starring Robert Vaughn, Nyree Dawn Porter and Tony Anholt.

**My Partner the Ghost**—26 action-adventure hours in color, starring Mike Pratt, Kenneth Cope and Annette Andre.

**Department S**—28 action-adventure hours in color, starring Peter Wyngarde, Joe Fabiani, Rosemary Nicols.

**The Persuaders**—22 action-adventure hours in color, starring Tony Curtis and Roger Moore.

**The Adventurer**—26 action-adventure half-hours in color, starring Gene Barry and Barry Morse.

**The Baron**—26 action-adventure hours in color, starring Steve Forrest.

**Man in a Suitcase**—28 action-adventure hours in color, starring Richard Bradford.

**Secret Agent**—45 spy-adventure hours, starring Patrick McGoohan.

**Dangerman**—39 action-adventure half-hours, starring Patrick McGoohan.

**The Gale Storm Show**—125 comedy half-hours, starring Gale Storm and Zazu Pitts.

**Fury**—114 family-adventure half-hours, starring Peter Graves.

#### **JANUS TELEVISION**

119 W. 57th St.

New York, NY 10019

212-753-7100

Suite 477

*Representatives:* Robert Allen Cohen, *gen sls mgr*; Jonathan Turell, *d of tv*

#### *Properties:*

**Laurel and Hardy**—11 feature films and 60 half-hours.

**Doctor in the House**—150 half-hour sitcom series.

**Teenage Films**—the greatest collection of features, serials, and shorts made for young adults from around the world.

**The Ultimate Classics**—classic motion pictures including "Pygmalion," "Hamlet," "The Red Shoes," "Great Expectations," "The Devil and Daniel Webster," "The 49th Parallel," "The Seventh Veil." Also Katharine Hepburn in "Summertime," Cary Grant in "Topper," Alec Guinness films, "Brief Encounter," "Stairway to Heaven," "A Night To Remember."

#### **J. E. D. PRODUCTIONS CORP.**

140 East 56th Street

New York, NY 10022

212-751-5758

*Representatives:* Jackson E. Dube, *p*

#### *Properties:*

**Alexander Korda Classics**—30 feature films.

**Children's Package**—18 CBS Children's Film Festival and England's Children's Film Foundation.

**Documentary Feature Films**—"The Kennedys," "The Finest Hours," (Winston Churchill); "The Black Fox," (Adolf Hitler); "A King's Story," (Duke of Windsor).

**RKO Short Library**—600 one and two-reelers including Edgar Kennedy, Leon Errol, Laugh Classics, Flicker Flashbacks, etc.

#### **JK PRODUCTIONS**

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Junction City, Peoria, IL 61614

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**Jimmy Ballard Golf Connection**—Jimmy is one of America's best known teaching professionals. 13 half-hours including instruction with 2 PGA pros and everyday golfers of every ability.

#### **JN AGENCY**

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Mission Viejo, CA 92691

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#### *Properties:*

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**Givers, Takers, and Other Kinds of Lovers**—Special.

#### **HARDY JONES PRODUCTIONS**

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Sausalito, CA 94966

415-332-5410

*Representatives:* Hardy Jones



*Properties:*

**Undersea Shorts**

**A 12-Part Marine Mammal Series**

**A Year With the Dolphins**—a one-hour action/adventure film about mankind's first prolonged encounter with friendly dolphins. Film is shot around the world, particularly in Bahamas.

**Island at the Edge**—story of the Iki, Japan dolphin massacre.

**Sea of Cortez**—diving with hundreds of sharks, a ride on a manta—magnificent underwater footage.

**HENRY JONES LTD.**

Suite 533

**JPD ENTERTAINMENT, INC.**

642 Silver Spur Road  
Rolling Hills Estates, CA 90274  
213-377-5686  
Telex: 664 426 JPD ROHE  
Suite 564



Mr. Devaney

*Representatives:* James Patrick Devaney, *p*; Susan Devaney, *vp*; Maria Eugenia Leyva, *d of dom sls*; Daphne Peel, *d of prom & pub*

*Properties:*

**Fourth Dimension**—7 one-hour documentaries exploring the realm of the unknown.

**Bright China**—educational special, produced in the People's Republic of China, narrated by Steve Allen.

**Kung Fu Movie Package**

**A View of the White House by H. R. Haldeman**—6 one-hour specials/mini-series revealing the Nixon presidency as filmed from behind the scenes by Mr. Haldeman.

**American Adventure**—26 half-hours of outdoor adventure; shooting the rapids, ice climbing, chopper skiing, ballooning and more.

**Grapevine Opry**—26 half-hours of American music at its best.

**Bright China**—1 hour special, produced in the People's Republic of China exposing decades of social struggle, integrated with explicit archive footage.

**Galaxy 1**—one-hour special of rock music and special effect splendor.

**World Kickboxing**—26 half-hours of

this thrilling spectator sport, combining the kick from Karate, the punch from boxing and the throw from judo.

**JWT SYNDICATION**

466 Lexington Avenue  
New York, NY 10017  
212-210-7000  
Booth 24



Mr. Buchanan

*Representatives:* Robert E. (Buck) Buchanan, *exec vp*, JWT USA/U.S. *med d*; Norman Varney, *sr vp*; Jeanne Paynter, *vp*; Debi Crawford, *sls acct exec*; Juanita Hamilton, *sls acct exec*; Lanier Brannen Hege, *sls acct exec*; Thos Paine, *sls acct exec*; Joan Shingles, *sls acct exec*

*Properties:*

**Bureau Report**—(new for 1982) a weekly half-hour with the staff of NEWSWEEK MAGAZINE's Washington Bureau discussing the top story of the week. Informal, provocative, insightful, in-depth look behind the headlines. Satellite distribution every week to ensure up-to-the-minute content. 52 shows.

**The Will to Win**—(new for 1982) half-hour series that examines young athletes and artists as they strive to compete and excel in their particular field. Each week will be a different true-life story exploring the lifestyle, motivation, character and sacrifices involved in "aiming for the top." Each young person will be joined by a star from his chosen field to provide a look back at the long road to success. Pilot available at NATPE.

**Tales of the Unexpected**—half-hour mystery series based on famous stories of suspense with humor. Hosted by John Houseman and produced by Sir John Woolf. Stars include Tom and Dick Smothers, Robert Morse, Gloria Graham, Tom Bosley, Janet Leigh, Telly Savalas and Susan Strasberg.

**World Survival**—all new half-hour wild-life adventures hosted by John Forsythe on location. Now in its 11th year. 21 shows.

**Personality News Network**—four one-hour specials each with its own theme: "Legends of the Screen" fea-

turing Ginger Rogers, Dorothy Lamour, Rhonda Fleming and Myrna Loy; "Women in Rock n Roll" featuring Kim Carnes, Grace Slick, Ann and Nancy Wilson, Chaka Kahn, Joan Jett and Christine McVie; "The Masculine Mystique" featuring Dudley Moore, Tom Selleck, Joe Namath, Teddy Pendergrass and Ron Duguay; "Heavenly Bodies" featuring Brad Davis, Tanya Roberts, Beverly Slasson, Arnold Schwarzenegger, etc.

**Personality News Network Inserts**—unique entertainment inserts which provide "capsule" features about today's most exciting and controversial personalities. 260 segments, (5 weekly for 52 weeks) of approximately 2 minutes each.

**America at Play**—ten one hour specials of popular music. Each show has a theme. "Winter Festival at Sun Valley" with Jim Stafford and Dorothy Hamill; "The Osmonds at the Ohio State Fair"; "Tulsa All-Star Country Music Festival" with Roy Clark, Mel Tillis and the Oak Ridge Boys; "Mel Tillis in Las Vegas" with Barbara Eden; "Tammy Wynette at Opryland USA" with George Jones and Tom T. Hall; "Hawaiian Holiday" with Helen Reddy, Arte Johnson, and Twiggy; "California Coastin'" with Paul Williams and Greg Evigan; "Mountain Magic" with Tanya Tucker and Jim Stafford; "Lynn Anderson's Country Welcome" with Tina Turner and Eddie Rabbit; "Wayne Newton's Country Portraits" with Barbara Mandrell and Tanya Tucker.

**China Magic**—two one-hour specials on master magician Mark Wilson's recent trip to China. Titles are: "Children of China" and "The Magic of China." Charming inventive all-family viewing of a fascinating country and her people and *their* fascination with magic. Narrated by Steve Allen.

**Miss Peach**—four half-hour children's holiday specials (Thanksgiving, Valentine's Day, Back to School and School Picnic). Based on the charming and wacky comic strip of the same name featuring a lovely, live Miss Peach. All other comic characters are puppets created by Emmy Award winning designer Danny Seagren.

**A Gorey Halloween**—half-hour special features the adventures of four trick-or-treaters as they search for their lost friend in a scary mansion occupied by Edward Gorey's macabre and humorous characters.

**Newsweek Inserts**—feature service—

all original current feature news service by worldwide NEWSWEEK correspondents, drawing on NEWSWEEK MAGAZINE's research for "back of the book" topics. 12 per week.

**Today's Woman**—all original, innovative and timely features on issues of concern to women such as child care, consumer issues, etc. Linda King anchors these 10 alternate weekly segments of varying length.

**Cartoon-A-Torial**—ingenious animated political cartoons selected from newspapers across the country. 5 per week, 15 seconds each.

**Nooze Reports**—all original creative and humorous inserts of varying lengths. Guidelines for children's everyday experiences, portrayed by puppets in a newsroom setting.

**Update on Health**—Emmy award-winning health care package starring Dr. Timothy Johnson, foremost health care communicator from Harvard Medical School. Package includes: News Inserts—90-second capsule reports, for use in news, public affairs and magazine shows. These three-times weekly up-to-the-minute reports are taped on location and incorporate filmed sequences, animation and other interesting visuals.

**Hour Specials**—two one-hour prime time health specials with general audience appeal are produced each year. These Emmy Award-winning documentaries and docu-dramas are entertaining and informative and have consistently been ratings winners in their prime time premieres.

**The Body Works**—thirteen half-hour Emmy Award-winning access programs that explore the workings and wonders of the human body. They are fast-paced and fun and perfect for parents to enjoy right along with the kids.

**House Call**—a weekly half-hour series probing health-related issues and answering viewers' questions. Each of the 13 programs capitalizes on the nation's top medical resources to bring the latest in consumer health information to the public.

**KAROL MEDIA INC.**  
625 From Road  
Paramus, NJ 07652  
201-262-4172  
Suite 2827



Mr. Dodge

**Representatives:** Gene Dodge, *vp*; Fontaine (Mick) Kincheloe, *p*

**Properties:**

**Trends In Living**—a new thirty-minute, public affairs series in magazine format, focusing on changes in lifestyles and their impact on people. From home buying to home financing, to living at the seashore or in elegant caves. Presented by the National Association of Realtors. PCS Productions. Premiering in suite 3434.

**Sports Afield**—26 half-hours of hunting, fishing, nature, wilderness adventure, human interest, and conservation topics. Hosts Grits Gresham, Homer Circle and Jerry Chiappetta. Glen Lau Productions.

**KATZ**

1 Dag Hammarskjold Plaza  
New York, NY 10017  
212-572-5500  
Suite 27-119

**Representatives:** Dave Abbey, *sr vp of Television*; Jim Beloyianis, *vp/gen sls mgr, American Television*; Alan Bennett, *p of programming dev*; Kenn Donnellon, *vp of corporate rels*; Richard Golden, *programming assoc*; Dick Goldstein, *p of American Television*; Peter Goulazian, *p of TV Continental*; Vic Ferrante, *sr vp of Television*; Jim Greenwald, *p and c.e.o.* Gordon Hastings, *sr vp, d of new bus*; Gary Lico, *programming assoc*; Frank McCann, *p of Television*; Dick Mendelson, *exec vp and c.o.o.* Alison Moore, *d of programming res*; Phil Oldham, *vp prog*; Ed Papazian, *vp/gen mgr, TV Continental*; Fred Petrosino, *vp and gen mgr, Independent TV sls*; Don Robinson, *p and c.e.o. of Independent TV sls*; Serge Valle, *vp and programming res, d of Independent TV sls*

**M.A. KEMPNER, INC.**  
4699 N. Federal Highway  
Suite 102  
Pompano Beach, FL 33064  
305-946-7660  
Booth 59



Mr. Kempner

**Representatives:** Marvin A. Kempner, *p*; Don Kempner, *E. reg sls mgr* Hank Guzik, *W. reg sls mgr*

**Properties:**

**"TV POWWW!"**—Local live game show, 30-minute and 60 or 90-second insert.

**Barney**—Local live animated character for newcasts or comedy relief in news, sports or weather, promotion, game shows, etc.

**Telephone Poll**—Totally automated "instant survey" with 360 telephone responses per hour per telephone. On-air read out in numbers or percentages with six different responses.

**Jockey**—one and two-hour versions, award-winning special.

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New York, NY 10017  
212-682-5600  
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Mr. Paisner



Mr. Miller

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**Properties:**

**Zoom**—animated children's show.

**Popeye**—220 5 1/2-minute episodes.

**Cool McCool**—20 half-hour programs.

**Beatles**—30 half-hour programs.

**All New Popeye Show**—62 half-hour programs. (International only)

**Beetle Bailey**—50 5 1/2-minute episodes.

**Barney Google and Snuffy Smith**—50 5 1/2-minute episodes.

**Krazy Kat**—50 5 1/2-minute episodes.

**Flash Gordon**—24 half-hour programs.

**The Genesis Project**—11 hours of the Bible on film.

**Perspective On Greatness**—26 documentaries.

**Nova**—60 documentaries.

**World**—10 documentaries.

**Blondie**—75 28-minute features.

**Flash Gordon**—4 90-minute features.

**TV Time Capsules**—2000 50-second program inserts.

**The Butcher**—90-second program insert.

**Flash Gordon**—40 18-minute episodes.

**Julia Child**—75 programs.

**Vic Braden On Tennis**—13 episodes.

**Boston Pops**—26 entertainment/variety shows. (International only)

**Great Performance**—20 entertainment/variety shows. (International only)

#### **KING WORLD PRODUCTIONS**

480 Morris Avenue  
Summit, NJ 07901  
201-522-0100  
Booth 23

*Representatives:* Robert A. King, *p*; Michael G. King, *vp sls*; Roger M. King, *vp*; Brian Davidson, Jim Farah, *sls reps*

#### *Properties:*

**The Little Rascals Series**

**The Little Rascals Inserts**

**Rascal Dazzle**—feature.

**The Butcher Show Inserts**

**Dr. Lendon Smith, America's Favorite Children's Doctor**

**The Paul Strassels Tax Report**

**The Soap Spot**—130 interview/profiles on location of soap opera stars in two and four-minute versions, hosted by John Gabriel.

*Distributed East of Denver In Association With Colbert Television Sales:*

**Soap World**—Daily half-hour strip and weekend hour with host John Gabriel and New York and Los Angeles anchorpersons. Available via satellite or on tape. 195 half-hours, 65 updated repeats, 52 weekend hours. News, views, features of daytime and prime time soap operas. A Barry & Enright Productions in association with King World Productions. New series for September, 1982.

**Police Court**—Daily half-hour strip. 195 first-run, 65 repeats. Dramatic reenactments of police court cases. Produced by Barry & Enright.

**Jack Anderson Confidential**—Satellite-fed weekly half-hour with Pulitzer Prize-winning investigative reporter and columnist Jack Anderson. In-depth discussions, reports, predictions of timely national and international issues and events by the practitioner of

"inductive journalism." 26 half-hours, produced by Barry & Enright.

**90-Seconds**—Ninety-second program inserts via satellite or on tape.

Jack Anderson—news commentary, three per week.

Rex Reed—film reviews, two per week.

Wanted—U.S. Marshals Service, three per week.

The Question Man with Jack Barry—five per week.

**The Joker's Wild**—Sixth year as daily strip. 195 half-hours, 65 repeats per season. Jack Barry hosts the Barry & Enright production.

**Tic Tac Dough**—Fifth year as a daily strip. 195 half-hours, 65 repeats per season. Wink Martindale hosts the Barry & Enright production.

**Celebrity Bullseye**—Third year as a daily strip. 195 half-hours, 65 repeats per season. Celebrities contribute winnings to favorite charities. Jim Lange hosts the Barry & Enright production.

**Lassie**—192 off-network half-hours, over 160 of which are in color; 15 full-length movies in color.

**The Rifleman**—Chuck Connors stars in 168 off-network half-hours; black & white. Top name guest stars.

#### **KLEIN &**

1111 So. Robertson Blvd.  
Los Angeles, CA 90035  
213-278-5600  
Suite 2853



*Mr. Klein*

*Representatives:* Bob Klein, *p*; Barbara Abels, *vp, mktg*; Jim Collier, *vp, creat affs*; Bruce Littlejohn, *vp, prodn*; Karen Sen, *vp, bus affs*; Roxanne Yamaguchi, *asst d, mktg*; Jeannie MacLaughlin, *prod asst*

#### *Properties:*

Promotion packages & other:

**One Good Thing Leads to Another**—Syndicated animation/music promo campaign.

**Animation Now!**—Syndicated animation titles (various).

**Music Now!**—Syndicated music package.

**The Movies**—Syndicated animated movie opens with music.

**Customs Station Image Campaigns**

#### **Custom Station News Campaigns**

#### **LaBUICK & ASSOCIATES MEDIA, INC.**

777 N. Palm Canyon Drive  
Palm Springs, CA 92262  
714-320-7305  
Suite 408

*Representatives:* Edward P. LaBuick, *p*; Faye LaBuick, *vp*; Andy Raschid, *vp*; Donna Brelant, *med d*

#### *Properties:*

**The Best of the Celebrity Concert Series**—barter basis.

**Country Music Celebration**—barter basis.

**The Irish Rovers**—"Wasn't That a Party"—barter basis.

#### **LAFF-A-BIT FILMS, INC.**

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201-652-6037



*Miss Arnold*

*Representatives:* Kay Arnold, *p*

#### *Properties:*

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**Jangadeiro**—One-hour study of the fisherman of Brazil up against powerful fleets depleting their fishing grounds. Winner of Cine-Golden Eagle Award.

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**Beartooth**—starring Dub Taylor, Buck (Gunsmoke) Taylor.

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**Death Trip**—Tony Kendall, Brad Harris.

**Doc's Hooker's Bunch**—Dub Taylor, Buck (Gunsmoke) Taylor.

**Legend of the Juggler**—Joey Ross.

**Kill the Hostages**—outstanding cast.

**ALAN LANDSBURG  
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Los Angeles, CA 90025  
213-473-9641  
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*Mr. Landsburg*

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**The Jayne Mansfield Story**—Starring Loni Anderson and Arnold Schwarzenegger.

**Baby Comes Home**—starring Colleen Dewhurst and Warren Oates.

**Marathon**—starring Bob Newhart.

**Mysterious Two**—John Forsythe and Priscilla Pointer.

**Mysterious Island of Beautiful Women**—Jaime Lyn Bauer and Peter Lawford.

**And Baby Makes Six**—Colleen Dewhurst and Warren Oates.

**Torn Between Two Lovers**—Lee Remick, George Peppard and Joe Bologna.

**Terror Out of the Sky**—Efram Zimbalist, Jr., Tovah Feldshuh, and Dan Haggerty.

**The Chisholms**—16 one-hours, Robert Preston, Rosemary Harris, Ben Murphy, Brian Keith.

**The Triangle Factory Fire**—Tom Bosley, Stephanie Zimbalist, Tovah Feldshuh.

**Ruby and Oswald**—Michael Lerner, Frederic Forrest.

**Tarantulas: The Deadly Cargo**—Claude Atkins, Pat Hingle.

**Ants: It Happened at Lakewood Manor**—Robert Foxworth, Lynda Day George, Suzanne Somers, Myrna Loy.

**The Savage Bees**—Ben Johnson.

**Fear On Trial**—George C. Scott.

**Those Amazing Animals**—22 one-hour episodes, starring Burgess Meredith, Jim Stafford.

**That's Incredible!**—57 one-hour episodes, starring John Davidson, Fran Tarkenton, Cathy Lee Crosby.

**The Chisholms**—16 one-hour episodes, starring Robert Preston, Rosemary Harris, Ben Murphy, Jimmy Van Patten, Mitchell Ryan, Susan Swift.

**In Search Of**—144 half-hours episodes, hosted by Leonard Nimoy.

**Between the Wars**—16 half-hour episodes, hosted by Eric Sevareid.

**Kids From Caper**—half-hour children's program.

**To Laughter With Love: 30 Years of TV Comedy's Greatest Hits**—starring Beatrice Arthur, Jane Curtin, Dick van Dyke, Howard Hesseman, Carl Reiner.

**Castastrophe! No Safe Place**—3 one-hour specials, narrated by Charles Bronson and Jill Ireland.

**The World's Most Spectacular Stuntman**—starring Dar Robinson, special guest star Cathy Lee Crosby.

**No Holds Barred**—starring Kelly Monteith.

**Are You a Missing Heir**—Hal Linden, host.

**Fawn Story**

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**Has Marriage Had It?**—hosted by Dyan Cannon.

**Unsolved Mysteries: The Investigators**—hosted by Mike Connors.

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**The Fat of the Land**

**The Fragile Mind**

**In Search of Ancient Mysteries**

**Conquista**

**The Land**

**My Father Gave Me America**

**Crimewatch With Truman Capote**

**In Search of Ancient Astronauts**

**The Blue Edge**

**Life, Death and the American Woman**

**It Takes a Lot of Love**

**It Was a Very Good Year**

**How To Stay Alive**

**The Coming**—starring Susan Swift, Tisha Sterling, Beverly Ross.

**The White Lions**—starring Michael York, Glynnis O'Connor.

**Manbeast! Myth or Monster**

**Secrets of the Bermuda Triangle**

**The Outer Space Connection**

**Oh Baby, Baby, Baby . . . etc.**

**Song of the Succubus**

**Rock-A-Die Baby**

**Murder in the First Person Singular**

**Death in Space**

**Murder Impossible**

**We Two**

**Small Miracle**

**Alaska Wilderness Lake**

**Bill**—Mickey Rooney and Dennis Quaid.

**A Long Way Home**—Timothy Hutton and Brenda Vaccaro.

**Teenage Suicide: Don't Try It!**—one-hour special narrated by Timothy Hutton.

**Sharkhunters**—half-hour special hosted by Burgess Meredith.

**Gimme A Break**—starring Nell Carter and Dolph Sweet.

**L.A.V.A. PRODUCTIONS INC.**

240 West 60th Street  
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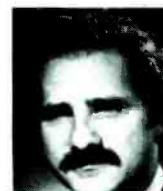
**Who Do You Like?**—live animation for TV stations.

**Owl and Pussy Cat Show**—live animation for TV stations.

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Booth 58



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**Doctor Snuggles**—A weekly half-hour, animated, first-run children's series sponsored by General Foods.

**Glen Campbell Music Show**—Glen hosts this new music/variety half-hour series featuring a special guest star each week.

**Mysteries of Man**—A first-run half-hour magazine format which explores enigmatic aspects of human culture; hosted by Dick Van Patten.

**Music Makers**—A first-run monthly series featuring hour-long live performances by top rock & pop musicians.

**Rock Comedy**—A new music/comedy hour series with the biggest names in rock performing comedy skits.

**Test Shows**—Thirteen half-hours public affairs series moderated by medical/science expert Dr. Frank Field.

**Fight of the Month**—A 90-minute, live satellite feed from Las Vegas of major bouts; commentary by Curt Gowdy and color analysis by middleweight champion Marvin Hagler.

**World Championship Tennis**—A series of one hour tournament highlights running 19 weeks for a total of 21 hours.

**The Greater New Orleans Golf Open**—A live satellite feed on April 25, 1982 of the final round of this 30-year tradition in pro golf.

**Our Town**—Thornton Wilder's 1938 Pulitzer Prize-winning play about a small New Hampshire town and its people at the turn of the century; starring Hal Holbrook as the Stage Manager.

**Nobody Does It Better Than You, America**—A half-hour special hosted by Ed Asner, celebrating American teamwork and focusing on the positive qualities of American life.

**Strawberry Shortcake**—Half-hour, animated, musical/fantasy children's specials targeted for prime time television.

**Night Before Christmas**—A half-hour music-filled, animated all-family special about the origin of the poem, "The Night Before Christmas."

**Christmas Messenger**—This half-hour children's special, starring Richard Chamberlain, combines animation and film sequences interwoven with Christmas carols.

Cable properties:

**Peter Allen & The Rockettes**

**Frank Zappa**

**Ian Hunter**

**Mink Deville**

**Perfectly Frank**

**"BC" First Thanksgiving**

**Readers Digest Shows**—1. Christmas Messenger.

2. Happy Prince.

3. Remarkable Rocket.

4. Selfish Giant.

5. Mermaid.

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**Properties:**

Lionheart is the exclusive U.S. Distributor of over 500 hours of BBC-TV programming for both commercial and public television—in addition to being the exclusive distributor for Pay TV, Cable, STV and Syndication in the U.S., Canada and South America for all of the Australian Broadcasting Commission's television programming.

**The Two Ronnies**—new first run; 32 half-hours.

**The Dick Emery Show**—new first run; 40 half-hours.

**Not the Nine O'Clock News**—first run; 10 half-hours.

**Up Pompeii!**—first run; 13 half-hours.

**Morecambe and Wise**—65 half-hours plus 2 one-hour specials.

**Dave Allen at Large**—51 half-hours.

**Fawlty Towers**—12 half-hours.

**Ripping Yarns**—9 half-hours.

**To the Manor Born**—13 half-hours.

**Good Neighbors**—29 half-hours.

**Dad's Army**—26 half-hours.

**Butterflies**—20 half-hours.

**Fall and Rise of Reginald Perrin**—21 half-hours.

**The Goodies**—26 half-hours.

**Poldark**—new first-run; 29 one-hours.

**Jane Eyre**—new first-run; 5 one-hours.

**Casanova**—first-run; 6 one-hours.

**John Halifax, Gentleman**—first-run; 6 one-hours.

**Kean**—first-run; 2 one-hours.

**Moll Flanders**—two 100-minute programs.

**The Onedin Line**—42 one-hours.

**Pride and Prejudice**—first-run; 5 one-hours.

**Nana**—5 one-hours.

**Omega Factor**—10 one-hours.

**An Englishman's Castle**—3 one-hours.

**Running Blind**—3 one-hours.

**Sunset Song**—6 one-hours.

**When the Boat Comes In**—26 one-hours.

**Moonstone**—5 one-hours.

**Wildlife Safari**—new first-run; 24 half-hours.

**Training Dogs the Woodhouse Way**—first-run; 10 half-hours.

**Ireland: A Television History**—first-run; 13 one-hours.

**Civilisation**—14 one-hours.

**Murder Most English (Lord Peter Wimsey): Clouds of Witness**—4 one-hours.

**Murder Most English (Lord Peter Wimsey): Five Red Herrings**—4 one-hours.

**Murder Most English (Lord Peter Wimsey): Murder Must Advertise**—4 one-hours.

**Murder Most English (Lord Peter Wimsey): Unpleasantness at the Bellona Club**—4 one-hours.

**Six Wives of Henry VIII**—6 90-minute programs.

**Elizabeth R**—6 90-minute programs.

**Vision On**—74 half-hours.

**Circuit Eleven Miami**—first-run; 12 one-hours.

**Great Railway Journeys of the World**—first-run; 7 one-hours.

**Great Zoos of the World**—8 half-hours.

**Great Parks of the World**—6 half-hours.

**Yesterday's Witness**—first-run; 2 one-hours.

**First Churchills**—12 one-hours.

**Blue Peter Special Assignment**—Venice; London; Edinburgh; Dublin—4 40-minute programs.

**The Shirley Bassey Show**—new first-run; 12 one-hours.

**Sight and Sound in Concert**—first-run; 23 one-hours.

**Rock Goes to College**—first-run; 6 one-hours.

**Old Grey Whistle Test**—first-run; 7 one-hours.

**Doctor Who**—172 half-hours (also available as 41 two-hour movies, newly released for 1982).

**Window of the World**—narrated by Burgess Meredith including Rose Kennedy: the Best of Times, the Worst of Times; Edward R. Murrow: Goodnight and Good Luck; KGB; The Rise of the Red Navy; The Raid on St. Nazaire; The Face of Famine; Everest the Hard Way.

**Black Tulip**—6 half-hours.

**Ivanhoe**—10 half-hours.

**The Last of the Mohicans**—13 half-hours.

**Little Women**—9 half-hours.

**Rebecca of Sunnybrook Farm**—4 half-hours.

**Tom Brown's Schooldays**—8 half-hours.

**One Hour Documentaries**—Airport; The Bomb Disposal Men; The Bull's Eye War; The Battle of the Atlantic; Blind Eye to Murder?; The Deep Cold War; The Energy Crunch (3 one-hour programs); Juan Carlos, King of Spain; Kenya Runner; Mother Teresa of Calcutta; My Kingdom for Love;

Abdication; Missing Hero; Orders from Above (90 minutes); The Passion of Pernambuco (Easter Special); Portrait of a Terrorist; Surgery of Violence; San Francisco: The City That Waits to Die; A Traffic in Babies; The White Tribe of Africa (4 one-hours); Yellow Cab; The Zoo.

### LORIMAR TV DISTRIBUTION

3970 Overland Avenue  
Culver City, CA 90230  
213-202-2080

Hilton Exhibition Floor



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### Properties:

**Dallas**—150 hours of the phenomenal hit series of the Ewing family and the city they manipulate and control.

**Eight is Enough**—112 hours of family fun and entertainment with the Bradfords.

**Lorimar Features**—Film packages of fabulous hits from Lorimar's film library.

### LUTHERAN TELEVISION

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Mrs. Naji



Mr. Daniels

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### Properties:

**Miles To Go**—60-minute dramatic special starring Joe Campanella, Dan Shor and Deborah Winters. Subject: epilepsy and one young man's struggle with the prejudices that surround it.

**Easter Is**—half-hour animated special with Benji and Waldo, Leslie Uggams.

**The Stableboy's Christmas**—delightful half-hour dramatic special starring Danielle Brisebois and Sparky Marcus.

**The City That Forgot About Christmas**—half-hour animated special.

**This Is the Life**—Half-hour dramatic program for public service, broadcast in color.

**Tension Point**—10-14 minute open-ended dramatic films that portray a human problem: abuse, aging, death, etc. 18 films available.

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### Properties:

**1982 NIT (live)**

**Prime Time College Basketball (live)**

**"Hats Off to Country" Show**

**Leningrad Ice Ballet**

### MAG-NET, INC.

540 Madison Avenue  
New York, NY 10022  
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10350 Santa Monica Blvd  
Los Angeles, CA 90025  
213-273-9400  
Hilton Suite 240

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### Properties:

**Chuck Barris Productions**—"The Million Dollar Talent Show"—26 one-hour shows featuring top undiscovered talent with a million dollar

cash grand prize; "Leave It To the Women"—"five day/week half-hour talk/panel show. A panel consisting of five personalities "interviewing" a different guest every day—ranging from serious to humorous.

**Omni**—26 half-hour shows based on Omni Magazine and two two-hour specials.

**Soap Talk**—26 weeks. Half-hour M-F strip designed for early fringe. In-depth view of the world of Soap Operas.

**It Happened Next Door**—1-hr hard-hitting documentary narrated by Colleen Dewhurst exploring the victims of child abuse.

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New York, NY 10036  
212-921-8100  
Booth 56

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#### Properties:

**Baseball 1982: A Look Ahead**—pre-season one-hour special. Late March, early April.

**This Week in Baseball**—29 weeks of a half-hour show covering baseball highlights, hosted by Hall of Famer Mel Allen.

**The Baseball Bunch**—24 weeks of half-hour children's how-to shows featuring Johnny Bench and other baseball stars.

**Baseball Bloopers Package**—29 weeks of baseball follies.

**Baseball Magazine**—3 one-hour specials for June, July, and August airing.

#### MCA TV

445 Park Avenue  
New York, NY 10022  
212-759-7500  
Suite 2976



Mr. Menchel

*Representatives:* Lou Friedland, *chmn*; Don Menchel, *p*, MCA TV; Al Rush, *p*, MCA TV Group; Shelly Schwab, *sr vp*, *mktg*; Carl Russell, *sr vp*, *sls*; Chuck Gerber, *vp*, MCA TV Enterprises; Mort Slakoff, *vp*, *creat svcs*; Gerri Paré, *d*, *prom & pub*; Bob Davis, *vp*, *res & sls devel*; Bert Herbert, *vp*, *mgr of res*; Phil Conway, *vp*, *mid-central area*; Carl Runge, *vp*, *southeast area*; Marc Grayson, *vp*, *western area*; Paul Hoffman, *vp*, *upper midwest area*; Tom Maples, *vp*, *southwest area*; De Arv Barton, *gen cons*; Bobbi Fisher, *d st clearance*; David Brenner, *d adv sls*

#### Properties:

**Buck Rogers**—37 space adventure hours (or 25 hours and 6 two-hour movies) starring Gil Gerard.

**Those Amazing Animals**—23 hours/23 repeats exploring the exciting and amusing world of animals. Hosted by Burgess Meredith, Jim Stafford and Priscilla Presley.

**The Road to Los Angeles**—30 pre-Olympic hours profiling our top American athletes headed for the Summer Olympics in Los Angeles.

**Quincy**—100+ hour dramas, starring Jack Klugman.

**Sugar Ray Leonard's Golden Gloves**—26 one-hour boxing matches with Sugar Ray Leonard as star-host available on a time-shared basis.

**The Incredible Hulk**—Bill Bixby & Lou Ferrigno, 85 action hours.

**Hardy Boys/Nancy Drew**—46 mystery hours starring Shaun Cassidy, Parker Stevenson, Pamela Sue Martin on a time-shared basis.

**The Deer Hunter**—winner of 5 Academy Awards, starring Robert DeNiro and Meryl Streep.

**Sgt. Pepper's Lonely Hearts Club Band**—never on any network, the immortal music of the Beatles in the movie starring the Bee Gees, Peter Frampton, George Burns and Steve Martin.

**Memories with Lawrence Welk**—52 color hours advertiser supported. Available mid-September.

**Custody Court**—color half-hours, 36 originals, 16 repeats, a first-run strip. Dramatic series recreating true to life situations and using professional lawyers and judges as well as actors.

**Battlestar Galactica**—12 two-hour movies (also as 24 one-hours).

**Universal Network Movies 85**—a collection of 52 two-hour movies and 33 90-minute movies direct from network plays.

**Baretta**—starring Robert Blake—82 action hours.

**Champagne Movies 34**—34 features including "The Sting," "American Graffiti," "MacArthur," and "House Calls."

**Series: The Rockford Files**—125 action hours, starring James Garner.

**Kojak**—118 police detective hours, starring Telly Savalas.

**Adam 12**—174 half-hour police dramas, starring Martin Milner and Kent McCord.

**Alfred Hitchcock Presents**—268 one-half hours; 93 hours.

**Alias Smith & Jones**—43 western hours with Peter Duel, Ben Murphy, Roger Davis and guest stars.

**The Bionic Woman**—58 hours starring Lindsay Wagner.

**The Bold Ones**—98 hours starring, "The Doctors": E. G. Marshall, David Hartmen, John Saxon; "The Lawyers": Burl Ives, James Farentino, Joseph Campanella; "The Senators": Hal Holbrook; "The Protectors": Leslie Nielsen, Hari Rhodes; "Sarge": George Kennedy.

**Boris Karloff Presents**—Thriller. 67 hours.

**Dragnet**—98 half-hours.

**Emergency!**—136 non-violent action hours.

**Holmes & Yoyo**—13 half-hour comedies.

**Ironside**—198 one-hour detective dramas, starring Raymond Burr.

**It Takes a Thief**—65 hours starring Robert Wagner as Alexander Mundy.

**The Jack Benny Show**—104 half-hours.

**Leave It To Beaver**—234 half-hours, starring Jerry Mathers & Tony Dow.

**Love That Bob**—173 half-hours starring Bob Cummings.

**Major Adams**—138 hours. Ward Bond stars.

**Marcus Welby, M.D.**—172 hours, starring Robert Young & James Brolin.

**McHale's Navy**—138 half-hours, starring Ernest Borgnine, Tim Conway & Joe Flynn.

**The Munsters**—70 half-hours, starring Fred Gwynne & Yvonne DeCarlo.

**The Name of the Game**—76 90-minute dramas, starring Gene Barry, Robert Stack, Tony Franciosa and Susan Saint James.

**Rod Serling's Night Gallery**—97 half-hours with bridges for longer forms.

**Run For Your Life**—85 one-hour adventures, starring Ben Gazzara.

**The Six Million Dollar Man**—108 hours starring Lee Majors.

**Suspense Theatre**—53 one-hour thrillers.

**Universal Star Time**—30 hour-long dramas.

**The Virginian**—225 90-minute westerns.

**Wagon Train**—23 90-minute films.

**Mini Series: Rich Man, Poor Man Book I**—12 hours in one-hour, two-hour or 90-minute forms.

**Novels I**—30 hours consisting of "Captains and the Kings," "Once An Eagle," "Seventh Avenue," "The Rhinemann Exchange."

**Novels II**—33 hours consisting of "79 Park Avenue," "Aspen," "Dark Secret of Harvest Home," "Loose Change," "Wheels."

**Operation Prime Time I**—"Testimony of Two Men" by Taylor Caldwell—six hours.

**Operation Prime Time II**—"The Bastard" by John Jakes; Irwin Shaw's "Evening in Byzantium." Howard Fast's "The Immigrants." All are 4 hours in 2 parts.

**Operation Prime Time III**—"The Rebels" by John Jakes, "The Seekers" by John Jakes. Each 4 hours, 2 parts.

**Operation Prime Time IV**—"The Gossip Columnist"—2 hours or 5 half-hours, "Condominium" John D. MacDonald's best seller—4 hours, 2 parts.

**Ninety-Minute Movies**—49 made-for-TV features.

**Universal Grand 50**—"Earthquake," "Hindenburg," "Midway," "Alfred Hitchcock's Family Plot," "Two Minute Warning," etc.

**Universal Star-Spangled 33**—"Airport 1975," "The Day of the Jackal," "The Great Waldo Pepper," "Frenzy," "The Front Page," etc.

**Universal World Premieres**—35 2-hour movies.

**Comedy Festival I**—26 features with W. C. Fields, Mae West, Marx Brothers.

**Comedy Festival II**—26 features with W. C. Fields, Olsen & Johnson, The Ritz Brothers, Hugh Herbert, Leon Errol.

**Universal 40**—40 features.

**Universal 49**—"Airport," "Silent Running," "Charley Varrick," "The Andromeda Strain," etc.

**Universal 50**—47 features.

**Universal 52**—52 combined features from U40 & U49.

**Universal 53**—52 features including "Psycho."

**Universal Color One Hundred**—100 features.

**Universal 123**—116 features, mostly mid-60's, 92 in color.

**Universal 260 Select List**—261 features, 148 in color.

**Universal 36 Black and White Elite**—36 great movies in b & w.

**Western Roundup**—26 "oaters."

**Reserve**—169 gold old features.

**Diabolic Dozen**—12 thrillers, and classic horror stories.

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#### **MEDALLION TV ENTERPRISES INC.**

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*Representatives:* John Ettlinger, Don Hine

*Properties:*

**Judy Garland**—6 1-hour shows. Special.

**Something Else**—34 1-hour musical special shows.

**Kingdom Of The Sea**—41 shows.

**Star Route USA**—26 half-hour shows.

110 other feature films.

#### **MEDIA COMMUNICATIONS INC.**

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New York, NY 10021  
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#### **MEDIA 4 INCORPORATED**

2641 Dawn Road  
South Venice, FL 33595  
813-488-3168  
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*Properties:*

**Red Fisher**—Episodes with Ted Williams, Merlin Olsen, Roger Maris.

#### **MEDIA LAB TELEVISION INCORPORATED**

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*Representatives:* Maxim W. Engel, *p*;  
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**The Littlest Hobo**—30-minute tv series. The adventures of a German Shepherd; a dynamic, incorruptible, fiercely loyal character, an independent spirit who "rides the rails" and enters each episode ready to tackle a problem, help a new friend or track down the bad guys. "Hobo" is family fun and family viewing.

**Stars On Ice**—30-minute tv series. Fabulous dancers and every show has an international skating star.

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**The Waterville Gang**—30-minute tv series. Colorful underwater series for young children.

**Fast Forward**—30-minute tv series. Fast-paced series devoted to technological advances in electronics and related fields.

**Science International**—30-minute tv series. Slick and fast-paced, each episode consists of 15 to 20 unusual items. Amazing new discoveries, ingenious



inventions, new developments in today's world.

**Les Amis De Mes Amis (Friends of My Friends)**—30-minute tv series. In these 13 films, children from 8 to 14 years old share their lives with us. They are Libyans, Pakistani, Venezuelans, Greeks, Chileans or Cypriots.

**Planet of Man**—30-minute tv series. Twelve half-hour programs dealing with the world's geography and the study of geology in different areas. Most appropriate for young and adult audiences.

**Al Oeming: Man of the North**—30-minute tv series. This wildlife series is unlike any other you have seen. It will delight children and adults alike.

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**Portraits of Power**—30-minute tv series. These personal film essays will carry the by-line of the world's most respected journalist backed by the resources and experience of a great newspaper, The New York Times. Narrated by Henry Fonda.

**The Greatest Journey**—One 90-minute special telling the dramatic story of man's exploration of the universe, written by Isaac Asimov, hosted by William Shatner.

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**Masters of the Martial Arts**—26 half-hours of instructional sports programming starring John Saxon.

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**Weekday**—first-run strip 60-minute information/entertainment show. Satellite Delivery. Hosts: Ken Myrard, Kathie Lee Johnson and Hy Avery. Produced by Katz Television/NBC Owned Television Group/Metromedia Producers Corporation.

**Vega\$**—68 hours, first-run off network. Action/drama series. Stars Robert Ulrich, Bart Braverman. Available Fall '82. Produced by Aaron Spelling.

**Knock! Knock!**—first-run half-hour weekly comedy series. Stars Harvey Korman and special guests like Joan Rivers, Fred Willard. Available Fall '82. Produced by Redack & Bernstein.

**The Merv Show**—first-run strip 60-minute talk/variety show. Winner of 5 Emmys. Satellite Delivery. A Merv Griffin Production.

**The New Dick Van Dyke Show**—72 half-hour situation comedy taped in color. Stars Dick Van Dyke and Hope Lange.

**The Cross-Wits**—half-hour strip game show taped in color. Hosted by Jack Clark with celebrity guests.

**That Girl**—136 half-hour situation

comedy filmed in color. Stars Marlo Thomas.

**The Ann Southern Show**—193 hour and half-hour situation comedy starring Ann Southern.

**Super Pay Cards**—130 half-hour strip game show taped in color. Produced by Nicholson & Muir. Available Fall '81.

**Teenage Suicide: Don't Try It!**—first-run one-hour special. Narrated by Timothy Hutton. Recommended by N.E.A. Produced by Alan Landsburg.

**The National Crime and Violence Test**—Two first-run one-hour specials. Hosted by Art Linkletter and Jayne Kennedy. Recommended by N.E.A. Produced by Warren V. Bush.

**The Flo and Eddie Show**—first-run, three one-hour comedy specials. Stars Mark Volman and Howard Keylan (The Turtles). Produced by Imero Fiorentino Assoc.

**Jane Goodall and the World of Animal Behavior**—4 one-hour specials taped in color. Includes: "Wild Dogs of Africa," "Baboons of the Gombe," "Heyena Story" and "Lions of the Serengiti." Produced by Swan Productions LTD in association with Marshall Flaum and Metromedia Producers Corporation.

**Time of Man**—one-hour special taped in color, exploring man and his universe. Produced by Metromedia Producers Corporation in association with the American Museum of Natural History.

**The Untamed World**—156 half-hour specials filmed in color about wildlife and tribal activities. Produced by CTV and Metromedia Producers Corporation.

**The Undersea World of Jacques Cousteau**—36 one-hour specials filmed in color. Winner of 8 Emmys. Narrated by Rod Serling and Joseph Campanella. Produced by Les Requins Associates and Metromedia Producers Corporation.

**Sleep From A to Zzzzz**—one-hour special taped in color, hosted by Tony Randall. Produced by PolaCo Productions.

**Future Shock**—one-hour special taped in color based on Alvin Toffler's best seller. Narrated by Orson Welles. Executive Producer: Charles Fries.

**The Jackie Gleason Christmas Show**—one-hour Christmas special taped in color. Stars Jackie Gleason as the "Poor Soul."

**The Singing Cowboys Ride Again**—

one-hour special taped in color. Hosted by John Ritter and featuring Roy Rogers, Gene Autry, Tex Ritter and many more. Produced by Golden West Television.

**Premium I**—8 features about 90 minutes in length. Includes: "Murder Once Removed"; "Heat of Anger"; "The People"; "Second Chance"; "She Waits"; "A Tattered Web"; "Thief"; "To All My Friends on Shore."

**Premium II**—12 features about 90 minutes in length. Includes: "Class of '63"; "The Connection"; "Firehouse" (pilot); "Footsteps"; "Get Christie Love"; "Go Ask Alice"; "A Great American Tragedy"; "Mr. Inside, Mr. Outside"; "The Norliss Tapes"; "Sandcastles"; "Soul Soldier"; "Your Money or Your Wife?"

**Premium Plus**—28 features, from 90 minutes to 2 hours in length. Includes: "The Affair"; "Betrayal"; "Cry Panic"; "Daughters of Joshua Cabe Return"; "Death Cruise"; "Death Sentence"; "Death Squad"; "Girl Who Came Gift Wrapped"; "Hijack"; "Hit Lady"; "Honor Thy Father"; "Hurricane"; "In Tandem"; "It's Good To Be Alive"; "Letter from Three Lovers"; "Message to My Daughter"; "Only With Married Men"; "Murder on Flight 502"; "One of My Wives is Missing"; "Punch & Jody"; "Satan's School for Girls"; "Savates"; "Scream of the Wolf"; "Secret Night Caller"; "Starsky & Hutch" (pilot); "Terror on the 40th Floor"; "Where Have All the People Gone?"; "Legend of Valentino."

**MPC 20**—20 features, from one hour to 2½ hours in length. Some available now. Includes: "Lady of the House"; "San Pedro Bums" (pilot); "Little Ladies of the Night"; "New Daughters of Joshua Cabe"; "Charlie's Angels" (pilot); "Death at Love House"; "Kate Bliss and the Ticker Tape Kid"; "The Users"; "Cruise into Terror"; "Wild & Woolly"; "Love's Savage Fury", available Fall '82 run-in; "The Power Within" (pilot); "Master Touch"; "Casino" (pilot); "Murder Can Hurt You"; "Vega\$" (pilot); "New Love Boat III" (pilot); "Return to Fantasy Island"; "Fantasy Island" (pilot); "To Catch a Spy."

**Carry On**—11 features, about 90 minutes in length. All in color, all comedies, all Television premieres. Includes: "Carry On Abroad"; "Carry On Again Doctor"; "Carry On Round the Bend"; "Carry On Behind"; "Carry On Dick"; "Carry On England"; "Carry On Girls"; "Carry On

Loving"; "Carry On Matron"; "Carry On Up the Jungle"; "Carry On the Kyber."

**Sara Dane**—8 one-hour historical drama taped in color. Stars Juliet Jordan. Produced by South Australian Film Corp.

**I, Claudius**—13 one-hour historical drama taped in color. Hosted by Anne Bancroft. Stars Derek Jacobi and John Hurt.

#### The Golden Circle

**Wild Times**—2-part, 4-hour feature taped in color. Stars Sam Elliott. Produced by Rattlesnake Productions.

**Roughnecks**—2-part, 4-hour feature taped in color. Stars Harry Morgan, Sam Melville and Cathy Lee Crosby. Produced by Rattlesnake Productions.

**The Rainbow Patch**—26 half-hours in color. 13 first-run. Puppets, live action with guest stars like: Mark Hamill and Bruce Jenner. Recommended by N.E.A. Produced by Strenholt and NBC Owned Television Group. Barter.

**The Groovy Ghoulies and Friends**—104 half-hours in color. Includes: "The Groovy Ghoulies"; "The Secret Lives of Waldo Kitty"; "M.U.S.H."; "Friday Cat"; "Wacky & Packy"; "Lassie"; "The New Adventures of Gilligan" and "My Favorite Martians."

**Crusader Rabbit**—13 hour features in color; 260 4-minute episodes in color; 195 4-minute episodes in b/w.

International:

**Strike Force**—13 projected episodes on color for '82.

**Dynasty**—13 hours on color film. (22 projected new episodes).

**Vega\$**—44 hours on color film. (22 projected new episodes).

**Fantasy Island**—87 hours on color film. (22 projected new episodes).

**Charlie's Angels**—115 hours on color film.

**Starsky and Hutch**—92 hours on color film.

**Family**—86 hours on color film. Winner of three Emmy Awards.

**S.W.A.T.**—37 hours. One and two hour episodes on color films.

**Movin' On**—44 episodes. One hour on color film.

**Dusty's Trail**—26 episodes. Half-hour on color film.

**Chopper One**—13 episodes. Half-hour on color film.

**Firehouse**—13 episodes. Half-hour on film.

**Here We Go Again**—13 episodes. Half-hour on color film.

**My Favorite Martian**—107 half-hour episodes. Live action in color and black and white. 16 half-hour color animation. Film.

**B.A.D. Cats**—90-minute feature. In color.

**Primus**—26 episodes. Half-hour on color film.

**High Quality Television Movies**—from famous producers starring top international celebrities. 90 minute and two hours in length. Entries include: "Lady of the House"; "S.S. Casino"; "The Power Within"; "Users II"; "Love's Savage Fury." New for 1982: "Best Little Girl in the World"; "No Place to Hide"; "Sizzle"; "Of Mice and Men."

**Jane Goodall and the World of Animal Behavior**—4 one-hour specials filmed in color.

**The Undersea World of Jacques Cousteau**—36 one-hour specials filmed in color. 8 Emmy Awards.

**Cousteau's Odyssey**—(12) one-hour specials annually through 1981. Filmed in color.

**Untamed World**—(156) half-hour episodes filmed in color.

**Angel Death**—a one-hour special on the effects of P.C.P. (angel dust) on today's youth. Narrated by Paul Newman and Joanne Woodward.

**Ambassador**—a one-hour intimate interview with the world's greatest boxer Muhammed Ali, with Dick Cavett.

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**B.C.—A Special Christmas**—half-hour animated special starring the voices of Bob & Ray, based on the "B.C." comic strip.

**Senior America**—50 one-minute programs (barter).

**Hot Fudge**—78 1/2 hours, entertaining/educational for children, puppets and live characters. (Distributed by Lexington Broadcast Services—barter strip).

**The Spirit of '76**—26 1/2 hours starring Oscar Brand, American History for children.

**Spirits of Independence**—208 4 1/2-minute animated and illustrated cartoons, educational/entertaining for children.

**The Wonderful Stories of Professor Kitzel**—104 4 1/2-minute animated and illustrated cartoons, entertaining/educational for children. (Distributed by Worldvision Enterprises).

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Mr. Gershman

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**An Evening With Gene Kelly**—1 hour.

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**How The West Was Won**—6 hours or 3 two-hour episodes.

**Man/Girl From U.N.C.L.E.**—128 one-hour episodes.

**Medical Center**—170 hours.

**Please Don't Eat the Daisies**—58 half-hours.

**Then Came Bronson**—26 hours.

**The Thin Man**—72 half-hours.

**Conquest**—6 hours.

**Daktari**—89 hours.

**Gilligan's Island**—98 half-hours.

**Mothers-In-Law**—56 half-hours.

**My Mother the Car**—30 half-hours.  
**The Patty Duke Show**—104 half-hours.

**The Rat Patrol**—58 half-hours.

**MGM Family Fair**

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**UA/17**

**MGM/10 & 11**

**MGM/Pre-48**

**Warner Bros./Pre-48**

**RKO/Pre-48**

**Extra Extra Movies**

**13 Tailor Mades**

**James Stewart as "Hawkins"**

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**Prime Time I & II**

**The Pink Panther**—226 cartoons

**Tom and Jerry**—263 cartoons.

**MGM/105**—a library of 105 cartoons.

**Bugs Bunny & The Warner Bros. Cartoons**—327 cartoons.

**Popeye**—234 cartoons.

**Crime Does Not Pay**—48 shorts.

**Our Gang**—52 shorts.

**Passing Parade**—69 shorts.

**Pete Smith**—89 shorts.

International:

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**Fame**

**Chicago Story**

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**Personal Appearance**—Ideas and suggestions about fashion, careers, budgeting and appearance. 1½ minute mini-magazine. Pat George is a winner.

**Trav'l Tips**—Beautiful Laura McKenzie on location the world over on saving money, time and trouble. Inside information about effortless, economical and exciting travel.

**Food of the Middle Kingdom**—Half-hour weekly experience with Oriental Cooking produced on location in the villages, rivers and cities of the Far East, home of centuries old knowledge and love of food.

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**Martial Arts**—26 half-hours on history of martial arts and instruction, hosted by John Saxon.

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Multicultural Children's Television offers 29 entertainment series targeted to children, teens, and family audiences. Over 1000 programs are available to commercial broadcasters and cablecasters. New series will be added to the line-up each year.

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**From Jumpstreet**  
**Gettin' Over**  
**Gettin' to Know Me**  
**Infinity Factory**  
**Mundo Real**  
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**Pacific Bridges**  
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#### *Properties:*

**Donahue**—one-hour strip; 47 weeks of first-runs, 5 weeks of repeats.

**Young People's Specials**—10 half-hours made to appeal to young families.

**Country Comes Alive 2**—Five 2-hour prime-time specials and 4 repeats from Nashville, Tennessee which include: "Music City News Top Country Hits"; "Texas and Tennessee—A Musical

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**American Pie**—a news magazine program which brings out the positive features of America and the American way of life. The pilot has been completed. Scheduled for release in the fall of 1982.

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"Benson," "Happy Days," "Bosom Buddies" and "Monday Night Football," on ABC. NBC's captioned programs are "Father Murphy," "Little House on the Prairie," "Sunday Night at the Movies," and "Diff'rent Strokes." PBS captions "Masterpiece Theatre," "Nova," "Over Easy," "Once Upon a Classic," "Soundscape," "This Old House," "Sesame Street," "Mystery," "From Jumpstreet," "Old Friends, New Friends," "Odyssey," "With Ossie and Ruby," "I Am, I Can, I Will," and many others. NCI also captions programs for independent producers, including "Jack Van Impe presents . . .," "Robert Schuller's Hour of Power," and "The Jeffersons" as well as specials for Lutheran Television, Capital Cities, and BBI, Inc. Specials have also been captioned for Sears, Xerox, Kraft, Procter & Gamble, and IBM.

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*Properties:*

**Bonanza**—260 one-hour episodes, plus 50 syndicated first-run episodes.

**Car 54, Where Are You?**—60 half-hour black and white episodes.

**Dean Martin**—26 one-hour color episodes.

**Flip Wilson**—26 one-hour color episodes.

**Get Smart**—138 half-hour color episodes.

**High Chaparral**—98 one-hour color episodes.

**Laramie**—64 one-hour black and white episodes and 60 one-hour color episodes.

**Laredo**—56 one-hour color episodes.

**Loretta Young**—192 half-hour black and white episodes.

**Search and Rescue**—26 half-hour color episodes.

**T.H.E. Cat**—26 half-hour color episodes.

**Uncommon Valor**—26 half-hour black and white episodes.

**Victory at Sea**—26 half-hour black and white episodes.

**Best of NTA**—134 features including 6 Cary Grants, 17 John Waynes and 7 Bob Hopes.

**Horror Features**—48 titles.

**John Wayne Classic Westerns**—30 titles.

**Kung Fu Gold**—13 first-run color features.

**Mystery-Suspense/Great Detectives**—393 features.

**Nostalgic Musicals**—47 features.

**Nostalgic Westerns**—455 features dating from 1932.

**Roy Rogers' The Great Movie Cowboys**—26 one-hour adventures with color intro and narrations by Roy Rogers; features best of Hoot Gibson, John Wayne, Buster Crabbe, Don "Red" Barry, Lash La Rue, Johnny Mack Brown, Wild Bill Elliot, Rex Allen, Monte Hale, Bob Livingston, Bob Steele and Roy Rogers.

**Science Fiction**—36 titles.

**Republic Serials**—45—12 to 15 chapters each, plus 26 as 100-minute black and white features.

**Paramount Short Subjects**—Over 500 nostalgic one- and two-reelers.

**Betty Boop**—100 color cartoons.

**George Pal Puppetoons**—42 in color.

**Max Fleischer Color Classics**—35 in color.

**Noveltoons**—25 in color.

**Storybook Theater**—9 animated features for children.

**NET TELEVISION, INC.**

2715 Packard Road  
Ann Arbor, MI 48104  
313-971-0031

*Representatives:* George Marketoes, *sr vp*; Gifford Cummings, *vp, sls*; Diane Rydzewski, *ae*; Audrey Koota, *adv & pr*

*Services:*

Videotape production, post-production, duplication and distribution facility featuring remote units, high-speed duplication and CDL computerized editing.

**THE NEW YORK TIMES  
SYNDICATION SALES  
CORPORATION**

200 Park Avenue  
Sixth Floor  
New York, NY 10166  
212-972-1070

6420 Wilshire Blvd., Suite 1100  
Los Angeles, CA 90048  
213-852-1579



Mr. Summerlin

*Representatives:* Sam Summerlin, *p*; Paul Finch, *vp of west coast off*

*Properties:*

**Olympic Champions**—A series of 60 "mini-programs" capturing the triumphs of past Olympic Gold Medal winners.

**The Torch of Champions**—A half-hour special designed to serve as a prelude to the winter Olympic games of 1984.

**Portraits of Power: Those Who Shaped the 20th Century**—A series of 26 half-hours focusing on the lives of 19 world leaders who shaped the 20th Century.

**Then and Now: Filmmakers Salute Oscar**—A 60-minute special about the first 50 years of the Academy Awards.

**H.R.H. Prince Charles**—A half-hour special on the life of Prince Charles, Britain's heir to the throne.

**Glittering Crowns**—A one hour portrayal of monarchy in the 20th Century. This impressive TV special, appropriate for prime-time slotting, captures all the splendor and historical interest of the forebearers of the child to be born to Princess Diana and his Highness Prince Charles. Edward Fox narrates this NYT Production.

**Sports & Fitness**—A package of 65 50-second inserts with Dr. Bill Southmayd, author of *Sports Health*.

**The Western**—A 13-part series of half-hour programs which will capture with vintage footage and fresh interviews the 75-year history of the Western film, one of America's most treasured art forms.

**NEWSPEOPLE, INC.**

A Division of Reymer & Gersin  
Associates  
4000 Town Center #655  
Southfield, MI 48075  
313-354-4920

*Representatives:* Arnold S. Reymer, *p*; Harvey N. Gersin, *exec vp*

*Services:*

Broadcast news employment service.

**NEWSWEEK VIDEO**

444 Madison Avenue  
New York, NY 10022  
212-350-2176  
Suite 2903



Mr. Shusman

*Representatives:* Bernard J. Shusman, *vp, Newsweek, Inc. & exec prod, Newsweek Video Sally Hunter, gen mgr/sr prod*; Judith D. Green, *d of mktg*; Alan S. Goldstein, *sr prod*; Robert S. Siegel, *prod, prog devel*

*Properties:*

**Cartoon-a-torial**—Five animated cartoon commentaries from 15 political cartoonists, delivered to stations each week. 15-20 seconds each segment.

**News Service**—Thirteen weekly news and feature stories based on editorial input from Newsweek Magazine. 1½-2 minutes each segment.

**Today's Woman**—Ten bi-weekly news inserts narrated by Linda King. 2¾ each segment.

**Bureau Report**—Weekly informational program featuring the staff of Newsweek's Washington Bureau. Production starting 1982. 52 weeks original half-hour.

**THE NEW ZOO REVUE  
CORPORATION**

9401 Wilshire Boulevard  
Beverly Hills, CA 90212  
213-278-5325  
Suite 430

*Representatives:* Barbara Atlas, *exec vp & chf oper off*

*Properties:*

**The New Zoo Revue**—195 half-hour episodes, Monday-Friday; children's book musical, taped barter program.

**A. C. NIELSON BUSINESS  
SERVICES**

1290 Avenue of the Americas  
New York, NY  
212-708-7500  
Suite 2765

*Representatives:* Roy H. Anderson, *exec vp/d mktg lcl (NSI)*; Paul P. Baard, *vp natl sls mgr (NSI)*; Carroll C. Carter, *vp LA reg mktg mgr (NSI)*; William M. Chesney, *vp western-reg mktg mgr (NTI)*; Wayne Cornell, *acct exec (NSI)*; James C. Cute, *vp bus develop mktg mgr*; Mahlon W. Edmosnon, *vp mktg (NSI)*; Hal P. Fleig, *vp central/reg mktg mgr (NTI)* Northbrook Office; Larry Frerk, *corpt communs*; William S. Hamill, *exec vp grp d mktg*; Clay Herrick, *vp east-ern-reg mktg mgr (NTI)*; Jerry S.

Infantino, *vp mktg (NTI)*; William L. Miller, *vp central-reg mktg mgr (NSI)*; Eugene E. McClure, *NSI coor vp*; David R. McCubbin, *vp north-west-reg mktg mgr (NSI)*; Stan C. Petersen, *vp Atlanta-reg mktg mgr (NSI)*; Ann M. Rosenberg, *mktg rep, Cassandra (NSI)*; David A. Traylor, *vp mktg opns mgr (NSI)*; Lou West, *vp agency/adv mktg mgr (NSI)*; Dave B. Woolfson, *vp eastern-reg mktg mgr (NSI)*; Karl O. Wyler, *vp Dallas-reg mktg mgr (NSI)*

**NINE TELEVISION NETWORK OF AUSTRALIA**

6255 Sunset Blvd.  
Los Angeles, CA 90028  
213-461-3853  
Telex: 698236

*Representatives:* Russell Watkins, *vp, intl*

**NORFOLK COMMUNICATIONS LTD.**

180 Bloor Street West, Ninth Floor  
Toronto, Canada M5S 2V6  
416-961-8400

*Representatives:* William I. Macadam, *p*; Robert Harris, *vp, fin & bus aff*; Melody Comrie, *sls & dist co-or*

*Properties:*

**Jack London's Tales of the Klondike**—7 52-minute dramas narrated by Orson Welles. International cast includes Robert Carradine, Scott Hylands, Eva Gabor, Mavor Moore, John Candy, Neil Munro, Cherie Lunghi, Stephen McHattie, David Ferry and Linda Sorenson.

**Winnie**—a 52-minute drama based on the life and writings of Winston Churchill in which Churchill, the man, and his Chartwell study are recreated. Newsreel footage and photographs add greater authenticity and historical perspective to this intimate vision of Churchill. Starring George Merner. Directed by Robin Spry.

**Tales From A Toyshop**—3 23-minute children's programs. Peter Ustinov, UNICEF's roving ambassador, hosts a cast of endearing puppets and together they enact and present imaginative fables, each little story memorably illustrating one of the 10 basic rights of every child.

**Connections: An Investigation Into Organized Crime in North America**—Investigative Documentary: 5 30-

minute programs investigating Mafia activities in Canada and the United States, broke new ground in hard-edged investigative television journalism.

**The KGB Connections: An Investigation into Soviet Operations in N. America**—Investigative Documentary: 131-minutes in magazine format examines Soviet espionage and allied operations through the use of illegals and intelligence officers operating under cover of diplomats, businessmen and officials of international organizations. Also, the history of KGB in the U.S. and structure of the KGB are exposed.

**OAKWOOD PRODUCTIONS**

2211 South Dixie Drive  
Dayton, OH 45409  
513-298-8134

*Representatives:* Don Prijatelj, *p*; Sherry Sorrell, *asst*

*Properties:*

**The Paul Strassels Tax Report**—75 first-run: 90 reports presently sold in over 100 markets.

**OGILVY & MATHER**

2 East 48th Street  
New York, NY 10017  
212-688-6100  
Suite 423

*Representatives:* Ken Caffrey, *sr vp/exec d of media opers*; T. Laurence (Larry) Cole, *sr vp/d of med servs*; Charles (Chuck) Bachrach, *sr vp/d of network progr*; Jack Deitchman, *sr vp/d of loc bdcst*

**ONE OF A KIND PRODUCTIONS**

434 N. Oliver  
Wichita, KS 67208  
316-682-7452  
Suite 2801

*Representatives:* Sam Scott, Karen James, Beth Ruthven, Bob Martinez, Joe Young

*Properties:*

**One of a Kind**—a fast-paced children's series about nutrition, exercise and self-concept.

**ONE PASS, INC.**

One China Basin Bldg  
185 Berry ST.  
San Francisco, CA 94107  
415-777-5777  
Suite 421

*Representatives:* Steve Michelson, *p*; Larry G. Kingen, *vp, sls & mktg*; Taylor Phelps, *vp, oper mgr*; Jim Spalding, *vp, chief finan officer*; Tom Werner, *vp, d of facilities*; Dave Sachs, *prog exec prod*; Ken Stutz, Charles Michelson, *distrib svcs*

*Services:*

1", 3/4", 16mm and 35mm production. Studios, post-production on computerized 3/4" and 1" editing systems. Dubbing. Rank Cintel film to tape.

*Properties:*

**Don't Bother Me I'm Learning Hungry i Reunion**  
**Dave Brubeck at the Vineyards**  
**Mel Torme Satellite Premiere**  
**Teens N' Theatre**

**ONTARIO/CANADA DISTRIBUTORS GROUP**

900 Bay Street  
Toronto, Ontario M7A 2E1  
Canada  
416-965-6392  
Suite 402



*Mr. Villeneuve*

*Representatives:* J. R. Brian Villeneuve

*Properties:*

Twenty-two Canadian Independent Distributors with a wide variety of programming make up this group. Astral Television Films Ltd. Avenue Television & Telecommunications Cineworld Inc. Cyclops Communications Corp. William F. Cooke Television Ralph C. Ellis Enterprises Ltd. Inglewood Communications Ltd. International Tele-Film Enterprises Ironstar Communications Inc. ITA Communications Ltd. Gordon Jones Programming Media-Lab TV Inc. Mediatel Distribution Inc.

Norfolk Communications Ltd.  
 Primedia Productions Ltd.  
 Bruce A. Raymond Productions Ltd.  
 Representative Films Ltd.  
 Rosebud Films  
 Snapshots Motion Pictures Inc.  
 Take III Health Education  
 Titlecraft Ltd.  
 Visual Productions '80 Ltd.

**ON THE AIR**  
 160 East 56 St.  
 New York, NY 10022  
 212-935-2963  
 Booth 63



Mr. Weiner

*Representatives:* Fred Weiner, *p*; Alvin Sussman, *sr vp*; Jack Steng, *vp station sls*; Howard Shulman, *vp, adv sls*; Alan Zaretsky, *vp, bus affairs*; Lee Block, *d, tv sls*; Frank Flanagan, *acct exec, network prog sls*

*Properties:*

**Sonny & Cher Comedy Hour**—94 hours.  
**Stanley Siegel Show**—13 weeks, half-hour late-night talk strip, first run.  
**The Collaborators**—20 hours (drama) first-run.  
**Side Street**—22 hours (drama) first-run.  
**Miss World Beauty Pageant**—90-minute special, first-run.  
**Bette Davis Presents the Award Winners**—9 monthly film classics, first-run.  
**Douglas Fairbanks, Jr. Presents The Great Classics**  
**America Rocks**  
**Kimba, the White Lion**—52 half-hour animated children's programs.  
**784 Days That Changed America**—a documentary.  
**The Unknown War**—a documentary.  
**Crime In America**—a documentary.

**OPRYLAND PRODUCTIONS**  
 2806 Opryland Drive  
 Nashville, TN 37214  
 615-889-6840

*Representatives:* David Hall, *gen mgr*; John McCorkle, *sls mgr*

*Services:*  
 Video tape production house specializing in commercial and show production. 110' X 90' stage and 70' X 80' studio, 10 color cameras, Chapman crane, CMX editing, 2" Quad and 1" Helical VTRs, slow motion recorder, 4 mobile units including single camera and up to 5 camera remote truck. Full technical and production staff.

**OSMOND ENTERTAINMENT CENTER**

1420 East 800 North  
 Orem, UT 84059  
 801-224-4444  
 In Utah, 1-800-662-1607  
 Out of State, 1-800-453-1068  
 Booth 10

*Representatives:* Merrill Osmond, *p of Entertainment Center*; Richard Martin, *exec vp, Entertainment Center*; Alan Osmond, *p, Osmond Productions*; Jerold McPhie, *vp, Osmond Productions*

*Services:*

Osmond Entertainment Center provides a 17,500 sq. ft. soundstage with scenic shop, costume and wardrobe department and a makeup and hair-dressing department color-keyed to stage lighting. 13 spacious dressing rooms; 5000 ft. rehearsal hall that floats on an inch of neopren and air. 1" computerized edit suite, type "C" format; 2" computerized edit suite; Rank Cinetel Flying Spot scanner film to tape transfer facility. 3/4" off-line edit suite; 2", 1", 3/4" and 1/2" tape duplication facility.  
 Four-camera remote four-wheel drive location unit with 1" VTRs in "C" or "B" format. 48-track audio recording studio with 56 input neve audio console with Necam II computerized audio mixing utilizing 2 studer 24-track audio recorders. Transportation department and travel services. Complete production and staff offices. VIP condominiums with maid and culinary services.

*Properties:*

**Family Television Network**—12 hours of programming a week via satellite. Transmitted three nights a week in three hour segments, Friday, Saturday, and Sunday.

**OVERSEAS NEWS & INFORMATION SERVICE INC.**

(ONISI)  
 870 Seventh Avenue

New York, NY 10019  
 212-974-5320  
 Telex: 4252621CV

*Representatives:* Gerry Citron, *p*; Jack Lewis, *exec vp*

*Services:*

Exclusive worldwide non-broadcast licensee for the International Edition of "CBS Evening News" and the International Edition of "60 Minutes" the weekly news magazine produced by CBS News. Currently providing service to over 125 locations around the world and ships at sea. CBS Reports, CBS specials, and documentaries, classic movies and sporting events. Available NTSC/PAL/SECAM videocassettes—all formats.

**JIM OWENS PRODUCTIONS**

Colonial Place  
 Box 457  
 Brentwood, TN 37027  
 615-791-1077  
 Booth 27



Mr. Owens

*Representatives:* James Owens, *p*; Gus Barba, Connie Gossum, *reps*

*Properties:*

**Music City News Top Country Hits of the Year**—a 2-hour special honoring song-writers taped live at the Grand Old Opry House, 1982 (2nd Annual).  
**16th Annual Music City News Country Awards**—a 2-hour award spectacular live from the Grand Ole Opry House on June 7, 1982.  
**Country Galaxy of Stars**—a 2-hour special with Mel Tillis hosting, Fall 1982.  
**A Tribute to Hank Williams: The Man and His Magic**—a 2-hour tribute to the country music legend whose music was the first to crossover into the pop world. A poignant special that bridges a live concert with flashbacks into his life.  
**A Tribute to Chet Atkins From His Friends**—a 2-hour special featuring Jim Stafford, Dale Robertson, Charlie Daniels, and many more (available for reruns).



**A Concert Behind Prison Walls**—a 1-hour special starring Johnny Cash, Linda Ronstadt, Roy Clark and Foster Brooks (available for reruns).

**A Barbi Doll for Christmas**—2 1-hour Christmas special starring Barbi Benton with T. G. Sheppard, Dave Rowland & Sugar, and Dotty (available for reruns).

**Texas to Tennessee, A Musical Affair**—a 2-hour special.

**Conway Twitty: Delta King**—a 2-hour special.

**A Tribute to ?**—a 2-hour special.

**PARAMOUNT TELEVISION & VIDEO DISTRIBUTION**

5555 Melrose Avenue  
Los Angeles, CA 90038  
213-468-5000  
Suite 302

1 Gulf & Western Plaza  
New York, NY 10023  
212-333-4600

625 N. Michigan Avenue  
Suite 711  
Chicago, IL 60611  
312-372-0638

3131 Turtle Creek  
Suite 222  
Dallas, TX 75219  
214-526-2222

United Kingdom  
23 Berkeley House, Hay Hill  
London, W1X 8JB, England  
01-499-5837

Suite 3209  
Australia Square  
Box 4272 GPO  
Sydney, 2001, N.S.W. Australia  
27-9367

146 Bloor St. W.  
Toronto, Ont. M5E 1M4 Canada  
416-922-2002



Mr. Reiss

*Representatives:* Richard Frank, *p, CA, Paramount Picture Corporation*; W. Randolph Reiss, *p, CA, Paramount Television Domestic Distribution*; Robert Jacquemin, *sr vp, sls*; Helen Ricketts, *d, opns*; John E. Goldhammer, *sr vp, prog*; Barbara Buce, *d, prog*; Bianco Pino, *d, prog*; Rick Weidner, *d, adv & prom svcs, Paramount Television & Video Distribution Division*; Regina Miyamoto, *mgr, adv & prom svcs*; Garrett Hart, *d, res, Paramount Picture Corp.* David Mumford, *mgr, Syndicated Audience Measurement*; Dan Greenblatt, *vp, adv prog sls (NY)*; Steve Goldman, *vp, eastern reg mgr (NY)*; Al Rothstein, *southeastern div mgr (NY)*; Glen Hagen, *northeastern div mgr (NY)*; Joel Berman, *eastern div mgr (NY)*; Kevin Tannehill, *vp, central reg mgr (Chicago)*; Bill Bradley, *central div mgr (Chicago)*; Greg Meidel, *vp, southwestern div mgr (Dallas)*; Sid Cohen, *vp, feature planning & sls dev*; Mel Harris, *p, CA*; Robert Klingensmith, *vp, video distrib*; John Pike, *vp, video prog*; Reg Childs, *vp, Paramount Home Video*; Marty Pollins, *vp, post theatricals*; Robyn Moore, *mgr, pay tv sls and admin*; Ronald Nelson, *sr vp, admin (CA)*; Len Grossi, *vp, finance*; Leonard Kalcheim, *vp bus affairs/admin*; Howard Green, *d of contract admin*; John Reagan, *assoc counsel*; Honi Almond, *assoc counsel*; Jerry Simon, *assoc counsel*; Doug Apatow, *assoc counsel*; Mike Policare, *vp, operations*; Paul Sperrazza, *d of tech svcs*; John Symes, *mgr, tape operations*; Bruce Gordon, *p, International Distribution (NY)*; Joseph Lucas, *d, Operations International Sales*; Peter Cary, *vp & managing d (UK)*; Jean Pullen, *Middle East & African sls (UK)*; Malcolm Vaughan, *European sls mgr (UK)*; George Moratoff, *mng d, Australia & Far East (excluding Japan)*; Malcolm Orme, *vp & mng d (Toronto)*; Kevin Keely, *d syn sls, Canada (Toronto)*; Ramon Perez, *vp, Latin America (LA)*

*Properties:*

**Portfolio IX**—30 features.  
**Portfolio VIII**—37 features.  
**Portfolio VII**—30 features.  
**Portfolio VI**—30 features.  
**Portfolio V**—33 features.  
**Portfolio IV**—41 features.  
**Portfolio III**—60 features.  
**Portfolio II**—40 features.  
**Portfolio I**—45 features.  
**Preview I**—14 features.

**Marquee III**—18 ninety-minute features.

**Marquee II**—17 two-hour features.

**Marquee I**—13 ninety-minute features.

**Paramount Action Theatre**—33 features.

**The Untouchables**—3 features.

**Washington: Behind Closed Doors**—12 hours.

**Mork and Mindy**—73+ half-hours, Fall 1984.

**Taxi**—68+ half-hours, Fall 1983.

**Laverne & Shirley**—134+ half-hours.

**Happy Days Again**—189+ half-hours.

**The Odd Couple**—114 half-hours.

**The Brady Bunch**—117 half-hours.

**Star Trek**—79 hours.

**Love, American Style**—224 half-hours.

**Star Trek Animated**—22 half-hours.

**The Brady Kids Animated**—22 half-hours.

**Mission: Impossible**—171 hours.

**The Untouchables**—114 hours.

**The Lucy Show**—156 half-hours.

**Madame's Place**—5 daily half-hours plus weekend hour (15 weeks first-run, 11 repeats) Fall 1982.

**Entertainment Tonight**—5 daily half-hours plus weekend hour. 52 Weeks.

**Solid Gold**—1 hour weekly, 52 weeks (48 first run, 4 repeats).

**Make Me Laugh**—195 half-hours.

**A Woman Called Golda**—4 hours.

**Smiley's People**—6 hours.

**The Way They Were**—2 hours.

**The Top of the Hill**—4 hours.

**The Girl, The Gold Watch & Dynamite**—2 hours.

**The Girl, The Gold Watch & Everything**—2 hours.

**Solid Gold '79**—2 hours.

**PATHE CINEMA**

6 Rue Francoeur  
Paris, France 75018  
1-257-12-10  
Suite 111

*Properties:*

An important number of classical fiction series of which the most recent are "The Life of Berlioz"; "Nana"; in addition to one of the most complete "audiovisual encyclopedias" made up of many documentary series totalling more than 300 hours, such as "History of Cars"; "History of Ships"; "History of Trains"; "History of Aviation";

"History of Medicine"; "History of World War II"; "History of Modern Art"; "History of Olympic Games"; etc.

### **PAULIST PRODUCTIONS**

17575 Pacific Coast Highway  
Pacific Palisades, CA 90272  
213-454-0688  
Booth 50

*Representatives:* Ellwood Kieser, C.S.P. *exec prod* Judith Eagan, *d, tv synd & prom*

#### *Properties:*

**Insight**—series of half-hour dramas and comedies which explore the contemporary human situation. Known as Hollywood's experimental theatre, insight is a showcase for Hollywood's gifted talent.

### **PENNZOIL FILM CENTER**

1630 W. Olympic Blvd.  
Los Angeles, CA 90015  
213-385-0311  
800-421-8393 (Toll free)  
Suite 318

*Representatives:* Dennis Sylvester, Mark Sherman

#### *Properties:*

**Big Rigs Rollin**—Truckin' cowboys of the highway and their magnificent machines. Half-hour OTO.

**Into the Valley of Death**—Dramatic, high adventure. Amazing, all-family entertainment. Half-hour OTO.

**Ultimate Challenge: Running Pike's Peak**—Hosted by Bob Mathias, World's only two-time Olympic decathlon champion. An "ultra-marathon" 28.2 miles long. Half-hour OTO.

**Jim Hall: Pursuit of Victory**—Hall, becoming an auto-racing legend in his own time, is featured in this fascinating show. Road Racing Champs and Designer of the Chaparraal, driven by Al Unser and Johnny Rutherford to Indy 500 victories. Half-hour OTO.

**High Action**—Mini-series of sports/adventure, half-hour episodes.

**Ghosts & Gold**—Latest serious search for the Lost Dutchman.

**Goldmine in the Superstition Mountains of Arizona**—Narrated by Rex Allen. Half-hour OTO.

**Hot Rods & Cool Customs**—Car culture, nostalgia. Classic rebuilt with space-age, high performance parts. Half-hour OTO.

### **More On the Way!**

### **PERFORMANCE ADVERTISING SERVICES**

1800 N. Argyle Ave.  
Hollywood, CA 90028  
213-467-5043

*Representatives:* Kris Gangadean, *p (LA)*; Slade Walter, *N.Y. vp, (212-750-9730)*

#### *Properties:*

**Tribute to Fists of Fury**—30 Martial Art feature films. Exciting Kung Fu action featuring Bruce Li and Bruce Le, the most successful successors to the original Bruce Lee.

**The Rock Show**—13 half-hours hosted by Ricci Martin.

**The Wall Street Journal Business Report**—90 seconds daily, economic business report by Robert Heide.

**Queen On Tour**—one-hour special featuring musical group "Queen."

### **PERIN ENTERPRISES, INC.**

50 East 42nd Street, Suite 805  
New York, NY 10017  
212-697-8687  
Suite 354

*Representatives:* Richard Perin

#### *Properties:*

**The Winning Moment**—60 30-second programs featuring highlights from the All Star games, World Series, NFS/AFC Championship games and Super Bowl.

**Coral Jungle**—12 one-hour underwater documentaries starring Leonard Nimoy.

**Cannon Fodder I**—45 English classic feature films.

### **PETERS PRODUCTIONS, INC.**

9590 Chesapeake Drive  
San Diego, CA 92123  
714-565-8511

*Representatives:* Edward J. Peters, *p*; Steve Cotov, Redd Gardner, Paul Schafer, *reg mgrs*

#### *Services:*

Complete and comprehensive television marketing concepts and services including all elements needed to create and then establish a single, precise, controlled, definable image: marketing plans, management guidelines, re-

search, custom and syndicated music, graphics and logo design, videographics, animation, cinematography. Available individually or as a total image concept.

### **PETRY TELEVISION, INC.**

3 East 54th Street  
New York, NY 10023  
212-688-0200

*Representatives:* David Allen, *p*; Richard Weinstein, *d of mktg*; Theodore Van Erk, *vp in chg of admin*; Harry Stecker, *d of res*

### **PICTUREMEDIA LIMITED**

1775 Broadway  
New York, NY 10019  
212-757-3573

*Representatives:* Vlado Hreljanovic, *p*; Don Stillman, *sr vp, tv*

#### *Properties:*

**Picturemedia Features I**—15 titles, 12 first-run and 3 off-network new color theatrical features with stars including Zero Mostel, James Whitmore, Leslie Nielsen, Ursula Andress, and more.

**Mischief Makers**—78 original black and white Hal Roach "Our Gang" comedies.

**Comedy Capers**—92 original black and white Laurel and Hardy, Keystone Cops and Will Rogers comedies.

**Picturemedia Classic Horrors**—16 black and white vintage shock-horror feature films including Boris Karloff, Bela Lugosi, Lon Chaney and others.

**Toga Spectacles**—12 color action "Toga" features with Steve Reeves.

### **Classic American Cinema**

### **PLANNED COMMUNICATION SERVICES, INC.**

12 East 46th Street  
New York, NY 10017  
212-697-2765  
Suite 2819



*Mr. Roselin*

*Representatives:* Al Roselin, *p*; Michael McCurdy, *prod*

*Properties:*

**Trends In Living**—Barter. 13-half hours. Magazine format public affairs series of entertaining and informative interviews with people from all walks of life and areas of the U.S. on such subjects as home buying, financing, restoration, preservation, and conversion as well as sports and unique life styles.

**POLYGRAM TELEVISION**

3940 Overland Avenue  
Culver City, CA 90230  
213-202-4400  
Booth 7

*Representatives:* Paul Brown, Seymour Berns, Dalton Danon, David Friedman, Oliver Hesketh, Norman Horowitz, Mark Kaner, Brian Pike, Paul Shrage

*Properties:*

**Queen For a Day**—half-hour strip.  
**Eric Sevareid's Chronicle**—half-hour/one-hour magazine series.  
**The World of Soaps**—half-hour strip talk-variety.

**POST NEWSWEEK  
PRODUCTIONS/DISTRIBUTION**

4676 Admiralty Way  
Suite 520  
Marina Del Rey, CA 90291  
213-823-5218  
Booth 22



Mr. Voye

*Representatives:* Joel Chaseman, *p*, Post Newsweek Stations, Inc; Tay Voye, *vp*, *prgm prodn & dis*, Post Newsweek Productions, Inc; Alan Perris, *p*, Post Newsweek Distribution; Madelyn Goldberg, *exec vp*, Post Newsweek Distribution; Ellen Manowitz, *d of creat servs*, Post Newsweek Productions

*Properties:*

**Agronsky and Company**—Public affairs, weekly half-hour.

**PREMORE PRODUCTIONS**

332 South Michigan Avenue  
Chicago, IL 60604  
312-341-0795

*Representatives:* Nick Tallerico, *sls mgr*; Bob Knack, *adv mgr*

*Properties:*

**Imagine That**—a half-hour musical-fantasy special featuring Tommy McLoughlin and the L.A. Mime Co., Dora Hall, and Tiffany Potter.

**Polo**—five half-hour championship polo matches.

**Cliffwood Avenue Kids**—26 live-action, half-hour adventures.

**Tony the Pony**—six live-action, half-hours.

**Rose on Broadway**—one-hour musical special in color, starring Dora Hall, Donald O'Connor, Frank Sinatra, Jr. and Scatman Crothers.

**One Upon A Tour**—a one-hour musical special, starring Dora Hall, Rich Little, Phil Harris, and Frank Sinatra, Jr.

**Dora's World**—a one-hour special, starring Dora Hall, Stubby Kaye, Pete Barbutti, and Sid Melton.

**Secret Sleuth**—half-hour musical special in color, starring Dora Hall, Sid Melton and Scatman Crothers.

**RICHARD PRICE TELEVISION  
ASSOCIATIONS LTD/LONDON  
WEEKEND**

41 Albemarle Street  
London, W1, England  
01-491-3880  
Telex: 22872  
Suite 2846

**PRLAIN PRODUCTIONS**

3900 N.W. Kaiser Rd.  
Portland, OR 97229  
503-645-2550  
Suite 532

*Representatives:* Pete Prlain

**PRO SPORTS ENTERTAINMENT**

154 East 46th Street  
New York, NY 10017  
212-682-5390  
Booth 31

5773 Wilshire Blvd.  
Los Angeles, CA 90036  
213-934-4071



Mr. Vaughan



Mr. Vella

*Representatives:* George Fritzinger, *chmn*; Mike Vaughan, *p*; Mitch Gutkowski, *vp/natl sls*; Tony Vella, *vp/sta sls*

*Properties:*

**This Week in the NFL**—21 weeks, 30 minutes.

**This Is the NFL**—21 weeks, 30 minutes.

**NFL's Best Ever**—5 one-hour specials.

**Super Memories of the Super Bowl**—4 one-hour specials.

**Superbowl XVI**—half-hour special.

**NFL Symfunny**—half-hour special.

**Football Follies**—half-hour special.

**Son of Football Follies**—half-hour special.

**PRODUCERS SHOWCASE CORP.**

250 Fifth Avenue  
New York, NY 10001  
212-696-1717  
Suite 357

*Representatives:* Joseph E. Kovacs, *vp*; Joel Gallen, *gen mgr*; Teddy Abramovitz, Stanley Sherman, *dist cons*

*Properties:*

**The Uncle Floyd Show**—New first-run comedy strip.

**The Story at the Top of the World, Alaska**—One-hour documentary special.

**PRODUCERS VIDEO CENTER**

2450 Grand, Suite 400  
Kansas City, MO 64108  
816-274-8335

*Representatives:* Jim Gentry, *mng d*; Ken Langlinais, *oper mgr*; Edie Smith, *mktg mgr*

**PRODUCTIONS ASSOCIATES  
(UK) LTD.**

40 George St.  
London W1H 5RE, England  
486-9921

*Representatives:* Roger Yager, Michael Baumohl

*Properties:*

**Major sports championships in all sports.**

**Top talk shows with major star names.**

**PROGRAM MARKETING  
ASSOCIATES**

60 East 42nd Street  
New York, NY 10165  
212-687-5755  
Suite 316

*Representatives:* Albert S. Goustin,  
Frank Reel

*Properties:*

**Best of Sullivan**—26 hours or 52 half-hours of music, comedy, variety with material edited from the original Ed Sullivan Show, which ran on CBS for 23 years.

**PROGRAM SYNDICATION  
SERVICES, INC.**

405 Lexington Avenue  
New York, NY 10017  
212-532-1560  
Suite 370

1010 Battery Street  
San Francisco, CA 94111  
415-982-8400



*Ms. Green*

*Representatives:* Peggy Green, *p*;  
Ronda Kerschner, *vp* & *western sls mgr*;  
Suzanne Crowe, *eastern sls mgr*;  
Aileen Marcus, *opns mgr*

*Properties:*

**The 24 Days of Christmas**—24 one-minute vignettes each featuring a different celebrity telling about Christmas in the land of his or her heritage, with special music and art.

**Morning Stretch**—Monday through Friday half-hour exercise show, hosted by Joanie Greggains. Produced by KPIX-San Francisco.

**Holiday Moments**—35 one-minute programs featuring celebrity hosts and tailored to the holidays of Thanksgiving, Christmas and New Year's. To run November 22 through January 1.

**The Phantom Wolf**—One-hour special tracing the long and bizarre connection between wolves and men including the magic surrounding the wolf and the legend of the werewolf.

**Gift of Winter**—Half-hour animated

Christmas special fantasizing on the origination of snow.

**The Christmas Star**—Half-hour animated Christmas special featuring favorite Christmas carols.

**Topper**—78 b&w half-hours (on film), starring Leo G. Carroll, Anne Jeffreys and Robert Sterling.

**PROMOTIONAL SERVICES INC.**

501 Madison Avenue  
New York, NY 10022  
212-752-9550

*Properties:*

Barter exchange in payment of syndicated shows.

**Q.E.D. PRODUCTIONS INC.**

21 West 46th Street  
New York, NY 10036  
212-719-4141

*Representatives:* Robert Baron, *exec prod*;  
Robert Kaud, *d*; John Whited, *d*;  
Jonathan Kaufman, *prodn mgr*;  
Mark McGree, *prodn asst*

*Properties:*

**Soap Opera Recap**

**B. T. Temps**

**The Big Band Show**

**QUANTIPLEX**

919 Third Avenue  
New York, NY 10022  
212-980-7117  
Suite 2775



*Mr. Morris*

*Representatives:* William A. Morris, *p*;  
Ronald Laufer, *exec vp*; Gerald Trozell, *ae*; Ronald Gleason, *vp*

*Services:*

Producers of view and consumer ratings (VAC), a new audience measurement service which describes viewers as consumers, not just their ages and sex.

**RADIO-TV COMMISSION OF  
THE SOUTHERN BAPTIST  
CONVENTION**

6350 West Freeway  
Fort Worth, TX 76150

817-737-4011

*Representatives:* Jimmy Allen, *p*;  
Claude Cox, *d of mktg*; Robert Taylor, *vp tv prodn*; Luke Williams, *exec vp*

*Properties:*

**Sunshine Factory**—a half-hour weekly segment with five insertions for local spots. Sunshine Factory is designed for pre-schoolers and up to 8 years old.

**Human Dimension**—half-hour weekly series. These 13 episodes have been selected because they have all won one or more major national awards, and are documentaries ranging from the birth of the English language to tours of the most notable cathedrals in Europe.

**Jot**—A 4½ minute animated cartoon series of 30 episodes. These deal with problems most children have with parents, school and playmates. All episodes have morals for children up to 12 years old.

**Punito**—This is "Jot" described above in Spanish.

**The Athletes**—A half-hour program featuring one or more noted athletes shown in action in their sport or sports, ranging from race drivers to yoyo champions to football coaches. Somewhere in each episode each athlete explains his or her relationship to God. The series of 10 programs was produced in cooperation with the Fellowship of Christian Athletes.

**Listen**—a series of 10 half-hour programs dealing with the moral values of our society today. Topics cover everything from travel to divorce to the ecology of energy.

**Circulo Tres**—A Spanish-language half-hour program of 52 episodes in magazine format featuring interviews with knowns and unknowns, and music performed by musicians from Central and South America.

These programs can be obtained free of cost to any station that will schedule one or more of the titles on a regular basis.

**RAMBLIN' PRODUCTIONS,  
LTD.**

430 S. Glenstone Suite C  
Springfield, MO 65802  
417-864-4404

*Representatives:* Keith O'Neil, *p*

*Properties:*

**The Stan Hitchcock Show**—television & radio—half-hour country music show hosted by national recording artist Stan Hitchcock with recognized country music artists as weekly guests.

**RANDOM PRODUCTIONS**

5437 Laurel Canyon Blvd.  
North Hollywood, CA 91607  
213-997-7800  
Suite 2813

*Representatives:* Stuart M. Schoenburg, Peter V. Ware

*Properties:*

**Live at the Palomino**—music/variety.

**Four Guys Four**—music/variety.

**Music, Music, Music**—music/variety.

**The Music Show**—music/variety.

**Hollywood Cabaret**—music/variety.

**Hollywood Close-Up**—music/variety.

**Mayf Nutter's Country Album**—music/variety.

**Country Days/Nashville Nights**—music/variety.

**RAYMOND INTERNATIONAL**

353 St. Clair Avenue East  
Toronto, Ontario M4T 1R3  
416-485-3406  
Suite 410

*Representatives:* Bruce Raymond

*Properties:*

**Alphabet Soup**—52 half-hours produced by Bruce Raymond, aimed at children seven to twelve years of age. Puppets, live action and music.

**The New Tales of the Riverbank**—26 half-hours, newly produced (1982) featuring new adventures of Hammy the Hamster and his friends, popular for years worldwide. 16mm. All tape formats.

**The Young Chefs**—13 half-hour cooking lessons for the very young teenager, with filmed inserts from Jehane Benoit's farm.

**Guitar**—75 minutes. A mystery concerning three budding explorers and a guitar floating down the river carrying a mysterious message. 16mm all tape formats.

**The Shack**—28 minutes. Honorable Mention at the International Short Film Festival for Children, Paris,

1978. Seven children decide to scour the country-side searching for a home for their kittens. 16mm. All tape formats.

**Canadian Sketches**—10 half-hours produced by noted Canadian filmmaker Richard Lavoie, dealing with various appealing aspects of French-Canadian life . . . Sometimes cultural, sometimes amusing, sometimes very timely.

**Changing Worlds with Lorne Greene**—14 half-hours. Lorne Greene and Bruce Raymond comment on problems facing third world countries in coping with modern technology. All footage shot in the countries concerned.

**This Is Psychiatry**—13 half-hours hosted by Dr. Stuart Smith, of McMaster University, in which specialists explain the methods by which they diagnose and treat the full range of psychiatric problems. Re-enacted.

**An Experience In Dying**—30 minutes. Medical personnel adopt a variety of roles to explore the grieving process and the ways of coping with the dying of a patient.

**Matthew Manning—Study of a Psychic**—25-minute film, produced on location in England and Canada by Bruce Raymond, tells the story of how certain powers developed in Matthew Manning and the influence they exercised on the Manning family.

**Murder in Amityville**—30 minutes. This film shows the reasons why a young man named Ronald De Feo wiped out his entire family on a cold wet night in 1974. Hans Holzer hosts.

**No Barrier These Walls**—23 minutes. Harold Town, Abba Bayefsky, York Wilson and Andre Bieler are among the guides who explore the art form of murals on public and private buildings.

**Paul and David**—30 minutes. A well-cast and produced film dealing sensitively with the subject of homosexuality.

**Philip: The Imaginary Ghost**—15 minutes. A group of ordinary people get together and develop a revolutionary new technique for generating a real ghost.

**The Alcohol Problem**—13 15-minute programs underlining that detoxification is not a step to lasting sobriety. World-famous Dr. Gordon Bell provides orientation to alcohol dependence. Also available in 3 15-minute "insight" programs.

**Birth of a Baby**—17 minutes. Erik

Frohn Nielsen's fine film takes us into the Charlotten Lund Clinic in Copenhagen, to witness the event of a natural childbirth first hand.

**Mayfair Bingo**—for the first time, a Bingo game for television audiences that can be pre-produced. We supply all cards and station 'computer'. Foolproof and yet simple where Bingo is permitted by law. All tape formats.

**Superstar Volleyball**—26 half-hours of championship volleyball.

**Superstars of Wrestling**—more than 100 hours (with more being produced weekly) of custom-produced wrestling matches featuring the world's greatest wrestlers.

**Her One True Love**—25 minutes. Adapted from a short story by Maxim Gorky, this is a tender dramatic teleplay starring Kate Reid and John Horton.

**RCA AMERICAN COMMUNICATIONS, INC.**

400 College Road East  
Princeton, NJ 08540  
609-734-4072  
Suite 2730

*Representatives:* A. F. Inglis, H. W. Rice, L. Donato, W. Kopaka

*Services:*

Domestic satellite communications services for the U.S., including voice, data, video and related services.

**REEVES TELETAPE**

304 E. 44th Street  
New York, NY 10017  
212-573-8888  
Suite 325



*Mr. McKenny*

*Representatives:* Caddy Swanson, p; Joe DiBuono, vp mktg; Joe Wolf, vp post prodn oper; Jim McKenny, vp prog svcs; Lou Maltese, vp; Ed Grower, vp; Bob Moscone, acct supervisor mobile fac; Cynthia Fuchs, mgr location fac; Ruth Scovill, mgr studio fac; Terry O'Rourke, acct exec; Chris Lalonde, acct exec

*Services:*

Complete range of post-production and distribution facilities. Services include, distribution planning, design and operation. Program duplication in all formats. Stock rental, evaluation of masters and dubs, integration, formatting of masters, reformatting masters for cable and home entertainment standards, time compression, film to tape, master storage and inventory control, control of editorial services for consolidated accounts.

*Production Facilities*

10,000 sq. foot stage—100 × 70 on two levels, 11 dressing rooms, makeup room, custom-designed seating for 270 people, CDL switcher, Ampex VPR-2 1" VTR's, two 16mm film chains, complete lighting equipment, RCA TK46, TK44B, TKP45 and CE310 cameras.

*Mobile Facilities*

3 production vans, 40', 30' and 26'; total of 14 cameras available including RCA and CEI complement in Production Facilities list. Ampex VTR2000 quad and VPR2 1" VTR's. CDL and Grass Valley 1600 switchers. Chyron IIIB character generator, Ward Beck M1204A 12 × 4 mixing console.

*Post Production Facilities*

4 editing suites equipped with CMX 340X editors, VTR2000 quad and VPR2 and VPR2B 1" VTR's. CDL 480 switcher with CAP effects memory. Quantel DPE5000 digital effects (2 systems), Ampex HS200 slo-mo disc, Norelco PCP70 color titling camera with electronic zoom, Chyron RGU-1 character generator, Ultimatte. Film-to-tape transfers to all formats with scene-by-scene computerized color correction, closed captioning services, time compression. The Sound Shop, a complete audio post production facility for film and tape features ACCESS, the computer-controlled sound effects editing system. Other equipment includes BTX audio-to-video synchronizer and MCI multi-track recorders.

**D. W. REID FILM CORPORATION**

931 Yonge St.  
Suite 600  
Toronto, Ontario M4W 2H2  
Canada  
416-925-2436

*Representatives:* Donald W. Reid, *p*;  
Marc R. E. Reid, *exec vp*

*Properties:*

**The Adventures of Snelgrove Snail**—a series of 195 7½ minute programs plus 5 seasonal specials. Packaged for 70 half-hour programs or 200 individual stories. Other properties include "Snowman" and "The Prince of Plums." Emphasis is on children's and family programming.

**HARVEY REINSTEIN & ASSOCIATES INC.**

2 Bayard Drive  
Dix Hills, NY 11746  
516-499-8382

*Properties:*

Representing Colbert Television Sales, Lionheart Television International, Weiss Global Enterprises.

**REPRESENTATIVE FILMS LIMITED**

The Village Plaza  
Suite 520  
23400 Michigan Avenue  
Dearborn, MI 48124  
416-364-5613  
Suite 410

120 Peter Street  
Toronto, Ontario, Canada M5V 2G7

*Representatives:* Dorothy Janhevich,  
*p*; Dino Kotopoulos

*Properties:*

**Willy Woops**—A new production animation and live action geared for the family . . . half-hour series.

**Lively Country**—78 half-hours. A refreshing new look at "country" videotapes in natural rural setting throughout Canada. Featuring a lively format of up town country and downtown musical artistry.

**The 50's Connections**—24 half-hours. Musical entertainment show that looks at the resurgence of interest in the syncopated Rock and Roll beat of the 50's. Guest performers include: The Platters, Freddy Cannon, Bobby Rydell, The Shirelles, Four Aces and the Drifters.

**Sounds Good**—78 half-hours includes not only high energy jazz but also the contemporary sounds of rock, cabaret and show bands.

**The Wayne Thomas Show**—52 one-

hours. A one-hour English-flavour musical comedy show on location and in studio throughout the Caribbean, Mexico, the United States, Great Britain and Canada. Featuring Wayne Thomas as the Old Man, the Opera Singer, the Sheriff, Dudley Fitzpatrick-Moore, Evil Navel.

**Lively Specials**—26 half-hours. An exciting pot pourri of musical styles from jazz and blues through disco to barber shop.

**Glitter**—78 half-hours. Provides an analysis of such stars: Jack Lemmon, Walter Matthau, Beau Bridges, Paul Newman, George Burns, Susan Anspach, Ann Margaret, Karen Black, Jane Fonda, Sidney Poitier, Burt Reynolds, etc.

**Backstage**—26 half-hours. Documentary on entertainment featuring on-stage performance and backstage interview. Burton Cummings, Reveen, Akker Bilk, Vlady, Hagood Hardy, Frankie Vallie and others.

**Music 'til Midnight**—150 half-hours. Nightclub performances, cabaret acts and showbands in a non-stop wall-to-wall music series. Designed for late night TV.

**Travel In Music**—26 half-hours. On location south of the border, a talented group of attractive variety entertainers travel throughout the exotic resorts of Mexico.

**The Music Store**—Identical blonde twins host this new music series produced in Spring, 1981 containing rock, new wave, punk, pop and crossover country in a fast moving 30-minute format.

**Music Circle**—26 half-hours. An M.O.R. music-show featuring light-rock, jazz, pop and crossover country music sounds, shot in-studio and on the island of San Andreas off the coast of Columbia in the Caribbean Ocean.

**Backstage**—26 half-hours. A news-style entertainment series looks at the full spectrum of the performing arts through interviews with personalities such as Ben Vereen, Chita Rivera, Martha Raye, Lois Maxwell, Salome Bay, Donald O'Connor.

**REYMER & GERSIN ASSOCIATES, INC.**

4000 Town Center  
Southfield, MI 48075  
313-354-4950  
Suite 655



Mr. Reymer



Mr. Gersin

*Representatives:* Arnold S. Reymer, *p*; Harvey N. Gersin, *exec vp*; Jon Beacher, *vp*; Doug Clemenson, *d of research*

*Services:*

Media research and news consulting, television marketing and promotional strategies.

**RHODES PRODUCTIONS**

124 11th Street  
Manhattan Beach, CA 90266  
213-379-3686  
Suite 373



*Mr. Rhodes*

*Representatives:* Jack E. Rhodes, *p*; Ralph V. Cunningham, *exec vp*; William G. Rhodes, *vp, special projects*; Chris Remington, *major mkt sls mgr*; Nicholas A. Fasola, Rhian R. Rhodes, *acct execs*

*Properties:*

**Richard Deacon's Micro-Magic**—30 mins., 130 programs.

**Let's Make a Deal**—New, starring Monte Hall. 200 Half-hour strips.

**Pitfall**—New half-hour strip is hosted by Alex Trebek. 130 programs.

**Celebrity Revue**—120 half-hour programs/2 telecasts of each, features major stars in musical/variety series.

**The New Divorce Court**—130 programs/2 telecasts/30-minutes each.

**The Cisco Kid**—156 filmed programs, all in color/unlimited telecasts, 30-minutes each.

**Just Between Us**—half-hour strip, hosted by Jim McKrell, programs are 30-minute each, 65 programs.

**SCTV**—(formerly Second City Television) Series I, II and III, each contain 26 half-hour programs/2 telecasts each.

**Stan Kann Show**—Fifty-two half-hour programs hosted by Stan Kann and featuring celebrity guests. Each program is 30-minutes.

**Peter Marshall Salutes the Big Bands**—Hour-long special hosted by Peter Marshall features Tex Beneke, Paula Kelly & The Modernaires, Bob Eberle and Helen O'Connell.

**Four Girls Four**—Hour-long special featuring Rosemary Clooney, Rose

Marie, Helen O'Connell and Margaret Whiting.

**Mine Eyes Have Seen**—Hour-long special on Civil War hosted by Gary Merrill.

**Chi Coltrane**—Half-hour musical special.

**Keystone Komedies**—79 silent films, with organ music sound track added, featuring top stars of silent era, b&w and various lengths.

**Butcher, Baker**—260 one-minute spots.

**Dear Toni with Toni Holt**—(one minute spots) 130 programs, unlimited telecasts.

**It's a Fact with Peter Marshall**—(one minute spots) 130 programs, unlimited telecasts.

**Australians At War**—12 programs, introduction runs 90 minutes, remaining eleven one hour.

**Plants Are Like People**—fifty-two half-hour programs hosted by Jerry Baker.

**Scrooge**—ninety-minute version of Dickens' Christmas classic.

**DAN ROBINSON  
BROADCASTING ASSOCIATES,  
INC.**

127 East 59th Street  
New York, NY 10022  
212-838-6133  
Booth 61/62

*Representatives:* Dan Robinson, *p*

*Properties:*

**In Search Of...**—with Leonard Nimoy (Markets 36-100).

**Samurai Files**—(TV Asahi of Japan).

**American Hotline**—documentary by Dave Bell Assocs.

**THE PETER RODGERS  
ORGANIZATION LTD.**

P.O. Box 2669  
Van Nuys, CA 91404  
213-826-9377  
Booth 18



*Mr. Rodgers*

*Representatives:* Peter S. Rodgers, *p*; Susan M. Warner, *sec & treas*

*Properties:*

**Science Fiction Feature Package**—18 features in color including: "The Beginning of the End"; "The Day of the Triffids"; "Buck Rogers"; "The Unearthly"; "Fortress of the Dead"; "The Clones"; "The Brain Machine"; "House of the Seven Corpses"; etc.

**Chiller/Monster/Horror Feature Package**—29 features in color including: "The Baby"; "Blood Voyage"; "Circus of Horrors"; "Haunts"; "Evil Fingers"; "Crucible of Terror"; "Flesh Feast"; "Demons of the Mind"; "Cat in a Cage"; "Horror Express"; "Kiss Me Kill Me"; "The Witchmaker."

**The Pro Feature Package**—65 features most in color, late releases—action, adventure, western, war—including "Chino" with Charles Bronson; "Call of the Wild" with Charlton Heston; "Jamaica Reef" with Cheryl Ladd, Stephen Boyd; "Pancho Villa" with Telly Savalas, Chuck Connors; "Rebel Rousers" with Jack Nicholson, Bruce Dern; "God's Little Acre" with Robert Ryan, Michael Landon; "Bare Knuckles"; "Beginning of the End"; "Captain Apache"; "Buck Rogers"; "Fifth Day of Peace"; "Fighter Pilots"; "Woman in the Rain" with stars like Charlton Heston, Vincent Van Patten, Charles Bronson, Lee Van Cleef, Jack Lord, Christopher Lee, Telly Savalas, Franco Nero, Robert Shaw, Martin Landau and many more.

**The Special Feature Group**—12 features in color, all late releases including "Cobblestones" with Virna Lisi; "Panhandle Caliber 38" with Keenan Wynn; "Dropout" with Vanessa Redgrave, Franco Nero; "The Great McGonagal" with Peter Sellers; "Tender Dracula" with Peter Cushing; "The Man From Glover Grove" with Paul Winchel, Stu Gilliam, Buddy Lester, etc.

**The Masterpiece Feature Group**—25 feature classics including "Stagecoach" with John Wayne; "The Long Voyage Home" with John Wayne; "Foreign Correspondent" with Joel McCrea; "To Be or Not To Be" with Jack Benny, Carole Lombard; "History is Made at Night" with Charles Boyer, Jean Arthur; "Sundown" with Gene Tierney; "Young and Willing" with William Holden, Susan Hayward; "I Married a Witch" with Susan Hayward, Frederic March; "Standin'" with Humphrey Bogart, etc.

**The EMI Feature Package**—77 features including the famous “Carry-On” comedies.

**The Nostalgia 9 Feature Group**—Nine great classic features including “Patty”; “Prison Train”; “Rain”; “Hallelujah I’m a Bum”; “The Last Outlaw.”

**I Spy**—82 one-hour shows in color starring Bill Cosby and Robert Culp. Off NBC Network; International Espionage with a light touch; Two secret agents take dangerous assignments, masquerading as a top seeded tennis player and his trainer companion.

**Family Treats**—13 one-hour shows: award-winning family programming, off ABC Network. Very late releases.

**Fugitive Samurai**—79 one-hour shows in color, first run in syndication. One of the most exciting action/adventure series.

**Flipper**—88 half-hour shows in color, off NBC Network after five successful, high-rated seasons starring Brian Kelly, Luke Halpin, Tommy Nordin and Flipper.

**Gentle Ben**—56 half-hour shows in color, off CBS Network after two successful seasons starring Dennis Weaver, Clint Howard, Beth Brickel and Ben.

**The Bill Cosby Show**—52 half-hour shows in color; all family situation comedy, off NBC Network starring Bill Cosby as a big city high school gym teacher, with guest stars: Henry Fonda, Vic Tayback, Cicely Tyson, Lou Gossett, Dick Van Dyke and many more.

**Wyatt Earp**—179 half-hour shows. One of the most successful western series, off more than six years on the ABC Television Network.

**The New Candid Camera**—130 half-hour shows in color starring Alan Funt.

**The Judy Lynn Show**—52 half-hour shows in color starring Judy Lynn and featuring the most famous, all-time favorite country and western songs.

**The White Escape**—13 half-hour shows in color. One of the most exciting skiing shows ever.

**High and Wild**—52 half-hour shows in color hosted by Don Hobart. Thrilling adventures in sports and wildlife: flying, skiing, auto racing, sailing, etc.

**Buck Rogers**—1 90-minute special and 12 serial chapters (each 20 minutes) starring Buster Crabbe, Constance Moore, Jack Mulhall and

Jackie Moran. The Classic “Interplanetary Adventure” series.

**Kennedy’s Ireland**—1 60-minute version or 1 90-minute version in color. Narrated by Robert Vaughn. JFK’s last visit to Ireland, June, 1963.

**Johnny Cash—A Flower Out of Place**—1 60-minute special in color starring Johnny Cash, Roy Clark, Linda Ronstadt, Glen Sherley and Foster Brooks. An All-Star performance before 2000 inmates at the Tennessee State Prison.

**How the West Was Lost**—1 60-minute special in color starring Rob Reiner, Charlie Callas, Roy Rogers, Dale Evans, Foster Brooks, Scotty Plummer, Diana Trask, Fred & Mickey Finn. Pure family entertainment.

**Magic**—1 60-minute special in color starring Sheri Lewis and Lambchop. Featuring four of the most outstanding magicians in the world: Mark Wilson, Flip of Holland, The Magical Comedy of the Great Tomsoni & Company, and the Amazing Randi.

**Sheri Lewis “Christman Concert”**—in color starring Sheri Lewis and the Art Enter Orchestra of Toronto.

**The Bill Cosby Monologues**—7 20-minute special in color.

**Celebration**—1 60-minute special in color starring Burl Ives.

**A Christmas Visit**—1 30-minute special in color starring Hans Conreid, Marty Allen and S. E. Hanie Edwards. All family special.

**A World Full of Music**—1 60-minute special in color starring Frank Sinatra, Jr., Lynn Anderson, Johnny Mathis, Olive Gallagher, Johnny London and Turly Richards.

**Frank Sinatra, Jr. in Concert**—1 60-minute special in color starring Frank Sinatra, Jr. Taped at the world famous Frontier Hotel in Las Vegas.

**Myth or Reality**—1 60-minute version or 2 30-minute versions in color. Hosted by Dr. Rena Winters, “The World’s Most Beautiful Psychic.” Available for first run syndication. Video taped in Hollywood, 1979.

**The Pia Zadora Special**—1 60-minute special in color. Video-taped in Mexico City in 1979. Available for first-run syndication.

**The Man Who Was Born to Sail**—1 60-minute special in color. Filmed by Olivier Karsenty in 1978, during a transatlantic crossing on the “Club Mediterranean” with Alain Colas as the captain.

**Curious George**—104 5-minute, fully

animated episodes. This series is the adventures of a playful monkey, “Curious George,” who gets into all kinds of mischief. Produced in 1978 and 1979. First run in syndication.

#### **THE ROMANO FILM GROUP**

P.O. Box 5434  
Beverly Hills, CA 90210  
213-783-5314  
Suite 427

*Representatives:* Renato Romano

#### **RPM GENERAL**

19762 MacArthur Blvd.  
3rd Floor  
Irvine, CA 92715  
714-851-1395  
Suite 324

*Representatives:* Richard Germaine, p; Stephanie Delbridge, project d

*Properties:*

**Athletes in Action Sports Magazine**—First run half-hour weekly series featuring sports superstars.

#### **JORGE ROSSI AND ASSOCIATES**

1905 Victory Blvd., #14  
Glendale, CA 91201  
213-841-0362/3



Mr. Rossi



Mrs. Rossi

*Representatives:* Jorge Rossi, p; Elsa Rossi, vp; Ricardo Vinas, controller; Ricardo Rossi, *South American sls mgr*

*Properties:*

**Omni—El Mundo del Mañana**—18 half-hours.

**La Cuarta Dimension**—7 hours.

**Winnetou**—7 hours.

**Heidi**—26 half-hours.

**The Rainbow Patch**—13 half-hours.

**Lassie**—130 half-hours.

**Desde Hollywood**—20 hours.

**Recuerdos del Ayer**—7 half-hours.

**Enigma**—104 half-hours.

**Aqui esta Lucy**—144 half-hours.

**Sport Billy**—26 animated half-hours.

**Don Quijote de la Mancha**—39 animated half-hours.



**La Maquina del Tiempo**—61 animated half-hours.

**Sabrina**—26 animated half-hours.

**Laura, La Pequeña Niña de las Praderas**—26 animated half-hours.

**Conan, El Niño del Futuro**—26 animated half-hours.

**Capitan Centrella**—26 animated half-hours.

**Trompita**—50 animated segments of 15 seconds.

**El Reino Animal**—6 animated hours.

**Ballets**—two hours.

**World Championship Tennis**—22 tournaments.

**Fast Company (auto racing)**—20 hours.

**Box Internacional**—50 hours.

**The Best Fights of the Century**—20 hours.

**Moscú 1980 Olympic Highlights**—26 half-hours.

**Crazy World of Sports**—14 half-hours.

**Kick Boxing**—26 half-hours.

**Rodeo en el Pacifico**—1 hour.

**Resumen Deportivo Internacional**—52 hours.

**Antologia Taurina**—50 hours.

**Futbol Argentino**—25 games.

**Feature films**—fifteen.

**Pop Music**—26 half-hour musicals.

**Top 40 U.S.A.**—26 half-hour musicals.

**Music Specials**—38 hour musicals.

**Tango y Punto**—20 hour musicals.

**Documentaries**—54 hours.

#### **RUBICON CORPORATION**

1735 N.W. 7th St.  
Miami, FL 33215  
305-454-0867  
Suite 2821

*Representatives:* Don H. Kemper

#### *Properties:*

Package of feature films, sports programs, series, specials, children series.

#### **RUSCONI INC.**

505 Park Avenue  
Suite 1508  
New York, NY 10022  
212-838-5100

*Representatives:* Marie A. Manca, p

#### **SATELLITE SYNDICATED SYSTEMS, INTERNATIONAL DIVISION**

P.O. Box 45684  
Tulsa, OK 74145  
918-481-0880  
Suite 2761

*Representatives:* Mike Stangeby, asst  
vp; Cindy DiMattia, intl prog d

#### *Services:*

Offering foreign programmers the opportunity for satellite delivery to a cable audience of 3.5 million viewers. Organization is developing international cable network for American viewers. Network currently has French, Italian, Irish, South Asian, and Israeli programming in its line-up.

#### **SATORI PRODUCTIONS, INC.**

330 West 42nd Street  
Penthouse Suite  
New York, NY 10036  
212-563-2323



*Mr. Sauer*

*Representatives:* Ernest Sauer, Gary Conner, Jeffrey Sass, Andrew Fox, Janice DeMadona, Ken Wiederhorn, Sandy Stern

#### *Properties:*

**Tim**  
**Toby and the Koala Bear**  
**Tarka the Otter**  
**Electric Eskimo**  
**The Mine and the Minotaur**  
**Dot and the Kangaroo**  
**Dot and Santa Claus**  
**The Shout**  
**Gone to Ground**  
**Demolition**  
**Image of Death**  
**Persecution**  
**The Island of Nevawuz**  
**Get Charlie Tully**  
**Final Cut**  
**Tourist Trap**  
**Plunge into Darkness**  
**The Scalp Merchant**  
**The Death Train**  
**The Newman Shame**  
**The Great Gundown**  
**Fyre**

#### **Nocturna**

**Legend of the Werewolf**  
**Smuggler's Cove**  
**The Night Nurse**  
**Punishment**  
**The Wombles**

#### **PIERRE SAUVAGE PRODUCTIONS**

8760 Wonderland Avenue  
Los Angeles, CA 90046  
213-650-8986

*Representatives:* Pierre Sauvage, p

#### *Properties:*

**Entertainment Watch**  
**Hollywood Week In Review**  
**Yiddish, The Mame-Loshn**—the mother tongue.  
**The Honor and the Glory**  
**People of the Holocaust**  
**The Sex Industry**

#### **SCHOLASTIC PRODUCTION, INC.**

(A Division of Scholastic Inc.)  
50 W. 44th St.  
New York, NY 10036  
212-944-7700



*Mr. Keltz*

*Representatives:* Martin J. Keltz, vp and exec d; Jane Startz, vp, Motion Picture and Television Development and Production; Phyllis Morris, story ed

#### *Properties:*

**The Law Works**—5 half-hours, teenage mini-series.  
**Scholastic Sports Academy**—children's series of half-hours with celebrity athletes giving instruction in their specialties.

#### **R. SCHULLER TELEVANGELISM**

4201 W. Chapman Avenue  
Orange, CA 92668  
714-971-4101



*Mr. Schuller*

*Representatives:* Bill Underwood, *exec prod*

*Properties:*

**Robert Schuller From the Crystal Cathedral**—52 one-hour color episodes.  
**Robert Schuller**—52 half-hour color episodes.

**SEA WORLD, INC.**

1720 South Shore Road  
San Diego, CA 92109  
Parks: San Diego, CA 714-222-6363;  
Cleveland, OH 216-562-8101;  
Orlando, FL 305-351-3600.

*Representatives:* Arthur Freeman, *entertainment dept*; Fred Corrigan, *pr*; Sean Drew, *info svcs*

*Properties:*

**The World's Finest Marine Life Parks**—ideal locations for national/syndicated and local programming sites.

**SELECTV**

4755 Alla Road  
Marina del Rey, CA 90291

*Representatives:* William M. Mechanic, *vp prog*; John Calvetti, *vp sls/mgmt svcs*

*Services:*

SelectV is a broadcast pay service also serving MDS, LPTV and CATV via satellite.

**SELTEL, INC.**

750 Third Avenue  
New York, NY 10017  
212-697-0944  
Suite 2711

*Representatives:* Jim Bloom, *vp of mktg*; Harry Wise, *v chmn*; Peter Sisan, *chmn*; Art Stringer, *p*; Edgar White, *exec vp*; Charles Lore, *prog mgr*; Dick Owen, *vp/research d*; Joe Eisberg, *vp/gen sls mgr*; Ray Johns, *vp/LA mgr*

**SFM ENTERTAINMENT**

Division of SFM Media Corporation  
1180 Avenue of the Americas  
New York, NY 10036  
Suite 360



*Mr. Moger*

*Representatives:* Stanley H. Moger, *p*, *SFM Entertainment*; Jordan Ringel, *sr vp, bus affairs*; Joseph Gerard, *sr vp/treas*; Maria Carayas, *vp/station rels*; John Doscher, *vp/sls*; Mike Moore, *vp/client svcs*; James Hergen, *acct exec*; John Murphy, *mgr syn sls*; Dave Grimm, *syn sls*; Mike James, *syn sls*; Mary Ann O'Dea, *adv/promo d*

*Properties:*

**The SFM Holiday Network**—package of eleven movies

**Churchill and the Generals**

**The Seven Dials Mystery**

**Why Didn't They Ask Evans?**

**Mobil Showcase Network Presentations**

**Origins**—game show.

**Car Care Central**—39-week automotive series.

**Sports Illustrated Series**—four 1-hour specials.

**March of Time Series**—205 half-hours.

**Crusade In The Pacific**—documentaries.

**Computers Are People Too**—1 hour—Disney Productions.

**The Heisman Trophy Award**—1982.

**Dayan**—three 1-hours/90-minutes.

**SFM Classic Network**

**SFM Documentary Network**

**Fat Albert**—animated special.

**SHOW BIZ INC.**

110 21st Avenue South  
Nashville, TN 37203  
615-327-2532  
Suite 4-100



*Mr. Sellers*

*Representatives:* Reg Dunlap, *p*; Stan Sellers, *sr vp/mktg*; Dick Montgomery, *vp/mgr station sls*; Larry Frank- enbach, *vp/special projects*

*Properties:*

**Pop! Goes the Country**—26 half-hours of top country music stars.

**Nashville on the Road**—26 musical half-hours shot out-of-doors.

**Backstage at the Grand Ole Opry**—26 half-hours for the stage of the Grand Ole Opry House.

**Dolly**—26 half-hour musical/variety shows, Dolly Parton and guest stars.

**Marty Robbins' Spotlight**—24 half-hours saluting 24 top music stars.

**The Porter Wagoner Show**—26 country music half-hours.

**Gospel Singing Jubilee**—26 one-hours or half-hours of inspirational singing.

**Ernest Tubb: An American Original**—2-hour look at the life and legend of country great Ernest Tubb.

**Great American Singalong**—2-hour special featuring classic country songs taped in Nashville, Florida and California.

**Around the World in '82**—2-hour musical tour of foreign exhibits and displays with country music's biggest stars as tour guides.

**The Christmas Legend of Nashville**—90-minute holiday special recreating the magical legend of Nashville's country music greats.

**SHOWCORPORATION**

P.O. Box 1070  
Stamford, CT 06904  
203-327-9252

*Representatives:* John T. Manby, *p*

*Properties:*

**American Life Style**—33 half-hour documentaries featuring homes and lives of famous Americans.

**SIROCO ENTERPRISES**

9200 Sunset Blvd.  
Los Angeles, CA 90069  
213-276-1014

*Representatives:* Paul Roth, Joe Siegman

*Properties:*

**Norm Crosby's Comedy Shop**—Series, 75-half hours, featuring the best of America's veteran and young comedians.

**The First 100,000 Laughs**—Specials. One ninety, two one-hours, two nintys. Jokes, one-liners, stories, performances and moments from the first three years of "Norm Crosby's Comedy Shop" series.

**Good News, Bad News**—Pilot. For one-a-week or strip. Half-hour "eyewitness" type news, but all comedy. Featuring outstanding young comedy performers and young/veteran professional writers.

**The New Celebrity Bowling**—Series strip. New, stripped, 80's version of the long-running fun series that started the

"celebrity sport" craze in the early '70's.

**SIX FLAGS CORPORATION**

555 S. Flower St. 31st Floor  
Los Angeles, CA 90071  
213-680-2400

*Representatives:* Richard R. Tyler,  
Loretta Kramer

*Services:*

Feature-length documentaries: Six theme amusement parks and two wax museums available for on-site shooting.

**SKI THE AMERICAS, INC.**

1607 N. El Centro Avenue, #18  
Hollywood, CA 90028  
213-467-5216  
Suite TBA

*Representatives:* Daniel Kristofferson

*Properties:*

13 weekly half-hour shows on the great ski resorts of America with a celebrity guest star each week.

**SMELOFF TELEPRODUCTIONS**

8201 East Pacific Place, Suite 502  
Denver, CO 80231  
303-750-5000  
Booth No. 20

*Representatives:* Nick Smeloff, *exec prod*; Renae Bogh, *bus mgr*; Dirk Olson, *prod mgr*; Greg Adams, *prod coord*

*Properties:*

**The American Trail**—26 30-minute shows and 260 3½ minute shows.

**SPECIAL INTEREST PROGRAMMING ASSOCIATES**

121 East 79th Street  
New York, NY 10021  
212-737-1040

*Representatives:* Andrew Saxe

*Properties:*

**The Great Collectors**—continuing series featuring the greatest art collections ever assembled, including: Guggenheim, Getty, Gardner, Whitney, and Havemeyer.

**Gallery**—monthly program hosted by

Andre Emmerich with news and features on museum exhibitions, auctions, profiles and gallery openings from the art centers of the world.

**World Soccer**

**National Driving Test**

**Masterworks**

**And custom programming productions.**

**SPOT TIME, LTD.**

366 Madison Avenue  
New York, NY 10017  
212-687-9660  
Suite 550

*Representatives:* Carmine Patti, *p*

**STATION PROGRAM RESOURCES**

6117 Blue Circle Drive  
Minnetonka, MN 55343  
612-935-4454

*Representatives:* Jack Hansen, John Lehman

*Properties:*

**The Original Fish and Game Forecaster**—by DataSport, Inc. This unique news service has been sold in over 100 markets. The only fish and game forecast that has been tested and proven from Redding, California to Portland, Maine.

**Weather Health Trend**—by MultiData, Inc. Biometeorology—brand-new news service relating weather to health provided on a daily basis—presented by your own weather personality.

**You and Your Car**—by M.E.I. Forty 90-second features, television-tested, which can help even the most unhandy person to perform and check those basic car-care items.

**Crimebeat**—with Clarence Kelley, retired Director FBI, by Crimebeat, Inc. Kelley has a personal conviction that we are all apathetic to what goes on around us. This series of 50 fifty-second inserts presents tips on crime prevention that only Kelley can deliver.

**The Great Americans**—by Peppercorn Productions. 52 commentaries by Mark Twain, Ben Franklin, Will Rogers and Abe Lincoln speaking through the magic of the Dave Pavelonis Puppets—commenting in their original words on various subjects which are as significant today as when they were first spoken.

**All Alone Together**—Of all the drugs

used in our society, alcohol is the most socially acceptable, yet the most destructive. "All Alone Together" is a dramatic examination of the destruction it can cause in a family. The program is a documentary portrait of the Dinsmores, a suburban, middle-class family that came to the point of disintegration. "All Alone Together" is a powerful program with a powerful message to relate. It is one hour in length and is structured to be moderated by your own station personality.

**New Gold for Old Glory**—a first-run special available now! It's the Cinderella story of the making, training, and success of the 1980 U.S. Olympic Hockey Team, narrated by Jack Whittaker and produced by Sports Films and Talents, Inc. It won the 1980 Golden Eagle Award as the outstanding non-theatrical sports film of the year. It is 24 minutes long and includes a 30-second PSA (with Herb Brooks) for the Amateur Hockey Association of the U.S. Over 25% of the gross sales will be donated to the AHAUS.

**E. J. STEWART, INC.**

525 Mildred Avenue  
Primos, PA 19018  
215-626-6500 or 212-288-0525

*Representatives:* James D. Hardy,  
*exec vp, mktg & sls*

*Services:*

A large videotape production company which produces television programs, television commercials and videotape programs for industrial clients.

**THE STORYTELLERS INC./DDB**

437 Madison Avenue  
New York, NY 10022  
212-826-2000

*Representatives:* Michael Drexler,  
Steve Everitt

*Properties:*

**The Test Series with Frank Field**—13 half-hours.

**Better Homes & Gardens Idea Notebook**—13 half-hours.

**SUNWEST FILM PRODUCTIONS**

1021 N. McCadden Place  
Hollywood, CA 90038  
213-461-2957  
Suite 2814

*Representatives:* Steve Soffer, Jay Jacoby

**SWANK TELEFILMS, INC.-CON  
HARTSOCK**

1100 Glendon Avenue  
Suite 941  
Los Angeles, CA 90024  
213-208-6091  
Booth 41

*Representatives:* William Donnelly, *p*, Swank Telefilms, Inc. Mike Childers, *vp mktg*; John Pardos, *sls*; Con Hartsock, *tv prog synd*

*Properties:*

**Lemon Popsicle Movies**—10 titles in color including "The Happy Hooker" with Lynn Redgrave, "Gas Pump Girls," and "Fanny Hill."

**Spooky Movies**—16 titles in color featuring "Attack of the Killer Tomatoes."

**Venture 20**—20 titles in color including "The Pilot" with Cliff Robertson, and featuring 12 first-run Kung Fu movies with major studio production values.

**Lash LaRue Movies**—14 western movies featuring Lash "King of the Bullwhip" LaRue.

**26 Men**—78 half-hour episodes in b&w from 1957-59. Starring Tris Coffin and Kelo Henderson in true stories of the Arizona Rangers at the turn of the century.

**Cowboy G-Men**—26 half-hour episodes in color from 1954-55. Starring Russell Hayden and Jackie Coogan as U.S. Government agents in the Old West during the 1880's.

**Adventures of Judge Roy Bean**—39 half-hour episodes in color from 1955-56. Starring Edgar Buchanan and Jack Beutel. The exploits of a judge who lived in the gun-toting days of the West.

**SYNDICABLE, INC.**

366 North Broadway  
Suite 209  
Jericho, NY 11753  
516-935-9024  
Booth 55



Mr. Smith

*Representatives:* Jeffrey P. Smith, *p*; Jason Starr, Randy Kromol, *sls per-sonnel*

*Properties:*

**Just For Laughs**—New. 26 half-hours. Impressionist Fred Travalena joins a cast of comic regulars in this fast paced comedy series. Black-out skits, improvization, and new comedy talents are featured in regular show segments of "Once Upon A Time," "Stand Up and Laugh," and "Wits End" a soap-spoof, plus zany take-offs of our favorite commercials.

**What Have You Got To Lose?**—New. 13 half-hours. TV's zaniest new game show where contestants start off with all their prizes and try to keep them while playing the game. Hosted by Adam (Batman) West and co-starring C. J. (Clint Eastwood's favorite orangutan).

**Ars Nova**—New. 26 half-hours. Series features guest artists well known in the world of music, dance or drama. Live performances and comments by guests illustrate each form of "new art" presented. Guests include: Paul Sperry, Emerson String Quartet, Paul Rutman, Elliot Carter.

**The Fabulous Follies**—36 half-hours. Variety star Julie Miller leads a talent cast in this all new sitcom. Fantasy, comedy, nostalgia, singing, dancing plus exotic show girls bring to life the atmosphere of a big city nite club.

**Prelude**—2 half-hours. Host Laurence Luckinbill and guests explore through exceptional conversations, demonstrations and performances the language of an art form.

**Up For Grabs**—39 half-hours. This hilarious half-hour comedy features three of the funniest performers in Hollywood in an irreverent satire of the "Good Morning/AM America" variety show. Starring Mike McManus, Nancy Steen and Pat Proft.

**Success**—104 half-hours. A series that examines people. Interview format with the idea of success in America and how different people feel they have attained it. Guest hosted by Tom Bosley, Della Reese, Susan Oliver and Mariette Hartley.

**The Melting Pot**—130 half-hours. Great International cuisine prepared and shared in an informal setting and a highly entertaining fashion. Savor the flavor with host Orson Bean and 26 well known TV personalities.

**Country Serenade**—26 half-hours. Fiddles, banjos, guitars, and a whole

lot of good-time country music. Contemporary performances of traditional and new folk/country tunes in a cabaret setting. Features the Family Ramblin' Band hosted by Denny Brooks and Michael McGinnis.

**The Sam Diego Show**—65 half-hours. Wildly funny series features a "put-on/put-down" game show within a sitcom. Hosted by self-admitted motel comedian Sam Diego. Madcap fun, games and prizes.

**America Sings**—54 half-hours. Top chorale performances high-lighting the music, melodies and times that have made America sing. Gay 90's, show music, barbershop quartets are all included.

**Down Home U.S.A.**—52 half-hours. Lots of Bluegrass and country-folk music, real foot tapping entertainment. Featuring Denny Brooks and Michael McGinnis as co-hosts.

**Sky's the Limit**—27 half-hours. The belly laugh is not dead. Fast-paced pieces of comedy, films, music, skits and gags performed by a talented showcase of up and coming stars.

**Masters of the Martial Arts**—26 half-hours. Actor John Saxon joins four martial arts Masters in this exciting series which explores the philosophies and disciplines of the martial arts. Each episode focuses on a specific style of the arts. The powerful skills demonstrated by the Masters provide unusual live entertainment and surprises.

**Sports Scrapbook**—78 half-hours. A dramatic and entertaining look into the world of sports. Hosted by Chip Cipolla. Presenting the sports legends of past, present and future.

**Teamwork**—Explore that special relationship between coaches, managers and players. Special guests include Julius Erving, Billy Martin, Jake LaMotta and many others. Hosted by Phil Pepe, veteran sports reporter for the New York Daily News.

**Whatever Happened To**—260 5-minute segments. Informative program looking at people, great and near-great, all from the past. Stars Ross Martin as host.

**Butcher, Baker**—260 1-minute segments. Helpful hints for homemakers, cooks, do-it-yourselfers and others. Learn about meats, produce, plants, wines, baking, home repairs and household hints.

**Dear Toni**—130 1-minute segments. Features Toni Holt offering entertaining and timely, informative tips on fashion, health, beauty, sex and diet. For women.

**Sew What's New**—78 half-hours. Tips and quips for the American home sewing market from the needle expert George W. Trippon.

**Master Bridge**—26 half-hours. Celebrities Arte Johnson, Carol Lawrence, Jayne Meadows, Jim Backus, Lee Merriweather and others, explain the card game. Hosted by Edwin Kantar.

**Just Between Us**—65 half-hours. Couples in conflict. Their lives are examined and brought into perspective.

**Sacred Space**—39 half-hours. In-depth discussions exploring the philosophies of the world's great religions.

**America Still**—52 half-hours. Still photos, sculpture, paintings, music and interviews create vivid portraits of what it means to live in this glorious country. Narrations by Orson Welles.

**Remarkable**—26 half-hours. Each episode is a "Celebration of Human Endeavor." On location interviews with remarkable "real people" from extraordinary walks of life. Hosted by Allan Prell.

**Coping**—91 half-hours. A pop psychology series, using a revolving panel format, that explores many of the problem areas of today's living. A new approach to coping with the world we inhabit.

**Eat Yourself Healthy**—78 half-hours. Nutritional guidance and discussion from a revolving panel of experts. Questions and answers. Hosted by Jack Latham.

**Romper Room**—52 half-hours. America's longest running kids program has pre-school education, experiences. Familiarizes kids with immediate environment and encourage "doing" not just viewing. National award winning series now available exclusively for cable standalone use.

**Imagine That**—26 half-hours. Contemporary, realistic fantasy starring Don Lewis as "Figgy." The lead characters are kids, but a charming genie "Figgy" (short for figment) is the character that enables kids to work out problems using their imaginations.

**Kidoozle**—26 half-hours. Hosted by Phil Leeds. A look at kids issues concerning relationships, energy, history, day-dreaming, health, learning processes, odd-ballism, honesty vs. dishonesty and other topics. For kids 4-12.

**Funny Man!**—26 half-hours. Offers

the young audience a potpourri of showbiz instruction and advice. Hosted by comedian George Hopkins.

### **SYNDICAST SERVICES, INC.**

2 West 45th Street  
New York, NY 10036  
212-921-5091  
Booth No. 3



Mr. Boden



Mr. Koch

**Representatives:** Sheldon Boden, Leonard V. Koch, *exec vps*; William Koblenzer, *vp/sls*; Jack Fentress, *gen mgr*; Gerry Lepkanich, *vp, stat sls*; Bernie Schulman, Joe Weinfeld, *stat sls*; Terry Paolillo, *prom & pr*

#### **Properties:**

**The Charley Rose Show**—talk, half-hour strip.

**Twice A Woman**—once-a-week half-hour women's service show starring former top cover girl and model, Sunny Griffin, who covers the "today" approach to health, fashion, beauty and careers. 13 originals; 13 repeats for weekends and for early-morning time periods.

**The Lives We Live**—TV's first real-life "soap opera" starring three true-to-life, non-professional women, who freely discuss it all before the cameras: their lives, their loves, their concerns. Strip series of 120 originals available immediately.

**Country Jamboree**—produced by Don Kirshner, the series of weekly hour-long shows stars all the top C & W recording stars of the day singing their current chart-bustin' hits. Taped before a live "jamboree" audience, the series kicks off with a two-hour special available for March; then goes to 26 original weekly hours effective April '82.

**1982 Mrs. America Pageant**—hosted by Bert Parks, it's the only national contest that is exclusively devoted to America's 51 million wives and mothers, and a solid success with viewers nationwide. Available for air in June, the two-hour special is available on an OTO basis.

**The Victor Awards**—presented for its sixteenth successful year, this 90-minute OTO special honors the top athletes of the season in a glittering

ceremony attended by all the glamorous stars of sports, film and TV. Available for air June-August, 1982.

**Entertainer of the Year Awards**—in its 12th successful year and second season as an off-network special, this two-hour star-studded extravaganza provides a night of exceptional entertainment as it honors the year's top stars, as selected by the membership of AGVA. Hosted by Mike Douglas, it is available for air in third quarter, 1982.

**Battle of the Las Vegas Showgirls**—against a backdrop of excitement and fame from the fabled town of chance comes the show of challenges that only Las Vegas could produce: the most beautiful women in the world in competition. Produced by Bob Banner Associates, hosted by T. G. Sheppard and Regis Philbin, the 90-minute special is available for air in March/April with a repeat prior to August, 1982.

**The Fifth Annual Rhythm & Blues Awards**—the 90-minute OTO special is a thunderous presentation of the hottest soulful sounds of the year, as reported by Record World magazine. Available for the second quarter 1982.

**World Series of Poker**—from world-famous Binion's Horseshoe Hotel & Casino comes the million-dollar hold-em championship, for the first time available off-network. More than \$2 million in prize money will be at stake in the three half-hours available for the first quarter, 1982.

**Don Kirshner's Rock Concert**—an expanded format for the trend-setting rock impresario, as the show enters its 11th season on the air. Emphasis is on more live performances, new comedy, contemporary young filmmakers and even some of the more mellow Country sound that's making all the waves today. 26 original 90-minute shows available immediately.

**Sunday Night Live**—live coverage of the big happenings, the superstars, the latest in entertainment, with live performances each Sunday night, live from Caesars Palace. Three two-hour specials on successive Sunday nights in March; then weekly series of one-hours effective September.

**NCAA Football**—highlights of the action in the Big 10, SEC and PAC 10 Conferences, in three half-hours announced by ABC sportscaster Bill Flemming. Available for air throughout the third quarter.

**Game of the Century**—an inside look

at the buildup to the most popular game in the world, and the most important confrontation of the century: the 12th World Cup of Soccer, to be played in Barcelona in June. Six half-hours available in the second quarter.

**SYNSAT COMMUNICATIONS  
INC.**

5202 Grandview Lane  
Minneapolis, MN 55410  
612-927-0641  
Suite 2753

*Representatives:* John T. Uldrich,  
Richard (Dick) Ficken

*Properties:*

**Med-Weather Forecast**—12 30-second wrap-up to weather news. Gives health trend based on prior day's weather.

**Vektor Fish & Game Forecast**—10 30-second segment inserts for sports/weather news, predicts via computer what best times of day fish and game activity will be.

**D. L. TAFFNER/LIMITED**

1370 Avenue of the Americas  
New York, NY 10019  
212-245-4680  
Suite 2871

5455 Wilshire Blvd.  
Los Angeles, CA 90036  
213-937-1144  
Hilton Suite 2871



*Mr. Taffner*

*Representatives:* Donald L. Taffner,  
John P. Fitzgerald, Dick Cignarelli,  
Ed Nugent, Mike Fahn, Frank Di-  
Graci, Christina Thomas, Leo M.  
Brody

*Properties:*

**Children's Animated Classics**—15  
14-hours & 1 ninety-min.

**Benny Hill Package**—120 half-hours  
plus feature.

**Kenny Everett Video Show**—32 half-  
hours.

**King of Kensington**—65 half-hours.

**That Awful Quiz Show**—half-hour  
comedy strip.

**Three's Company**—half-hours.

**The Thames Originals**—(The Roots of  
"Three's Company") 125 half-hours.

**Wayne & Shuster**—80 half-hours.

**Hollywood**—13 one-hours.

**World at War**—52 half-hours, 26  
hours and 10 one-hour specials.

**WILLIAM B. TANNER  
COMPANY INC.**

2714 Union Avenue Extended  
Memphis, TN 38112  
901-320-4212  
Suite 341

*Representatives:* Zack Hernandez,  
Bill Laffey, *sr vps*; David Tyler, *vp*

*Services:*

Tanneration. TV audio and video  
IDs; video libraries for custom TV  
productions both audio and video;  
custom music commercials.

**T.A.P.E. (CONSULTANCY) LTD.**

19/23 Ironmonger Row  
London, EC1V 3QY  
United Kingdom  
Suite 570

*Representatives:* Michael Firman,  
*chmn*; Brian Abrahams, *mng d*; Tom  
McManus, *North American Repre-  
sentative, 425 E. 63rd St., New York,  
NY 10021; 212-888-7456; Intl. telex:  
220425; Dom. telex: 660485.* Susan  
Tirsch, *9601 Charleville, Beverly  
Hills, CA 90212; 213-276-3766;  
Telex: 677560.*

**TELCOM ASSOCIATES**

1901 Avenue of the Stars  
Los Angeles, CA 90067  
213-277-1691

*Representatives:* Herb Jacobs, *p*;  
Grace Jacobs, Ron Krueger, *vps*

*Services:*

Broadcast Programming and News  
Consultants.

**TEL-COM ENTERPRISES**

15910 Ventura Blvd.  
Encino, CA 91436  
213-990-1414  
Suite 2803

*Representatives:* Gabriel Majarrez,  
*chmn*; Mel Giniger, *p*; Reuben Suss-  
man, *treas*; Ed Sussman, *svc mgr*

*Properties:*

**Latin American Representations**—RM  
Productions, TF1 Francais, Canadian  
Broadcasting Co., D. L. Taffner; Reg  
Grundy.

**TELECAS JAPAN CO., LTD.**

214/314 Azabu Heights Mansion  
5-10, 1-Chome, Minato-ku  
Tokyo, Japan 106  
03-583-2900  
Suite 2802

*Representatives:* Kenzo Kuroda, *p*;  
Ted Shibata, *sls plan div mgr*; Susumu  
Saegusa, *dist mgr*

*Properties:*

**Mysteries of the Indigo Depths**—  
showing over 500 species of animal life  
deep in the sea.

**Tenko**—Master Magician and Escape  
Artist presenting five great escape  
shows.

**Colorful Wu-Hang Circus**  
**Kigure Circus**

**TELECIP S.A.**

89, Bld Auguste-Blanqui  
75013, Paris, France  
581.11.85  
Suite 2802

B.P. 307

75624 Paris Cedex 13

*Services:*

An international movie and television  
program company.

**TELE-COLOR PRODUCTIONS**

150 South Gordon St.  
Alexandria, VA 22304  
703-823-2800  
Suite 320

*Representatives:* Ed Baruch, *prog d*;  
Harold Smullian, *vp sls*

*Properties:*

**What's at the Movies**—Weekly half-  
hour entertainment show. Movie clips  
with informative introductions by  
host.

**TELECULTURE INC.**

420 Lexington Avenue  
New York, NY 10017  
212-490-0603  
Suite 2823

*Representatives:* Jordon Bock, Patricia Straub

*Properties:*

**Curlos Montya**

**Scene of the Crime Series**

**Rainer W. Fassbinder**—3 films.

**Fear**—feature film with Ingrid Bergman.

**TELEFEATURES CORPORATION**

Syndication Division

950 Third Avenue

New York, NY 10022

212-688-5933 or 212-688-6853

Suite 3-100



*Mr. Nathan*

*Representatives:* Gus Nathan, *vp d of sls*; Neal Kublan, *vp, mktg & merch*; Andrea Dix

*Properties:*

**The Adventures of Felix the Cat**—52 half-hours. Live action new color.

**Popsy by the Sea**—52 half-hours. New color.

**Castleberry Knights**—52 half-hours. New color.

**Captain Cosmo & Spacey**—52 half-hours. New color.

**The Gang from Guzzlin' Gulch**—26 half-hours. New color.

**Gina Lollobrigida Discovers the Philippines**—90 minutes. Special color.

**TELEMUNDI AG**

c/o CLM S.A.M.

42, Bd. d'Italie

MC—Monte Carlo, Monaco

Tel. (93) 50 12 26

Telex: 469331 mc clmsam

*Representatives:* Wolfgang Stein, *p & chief exec officer*

*Properties:*

**Sport-Billy**—26 half-hour episodes of animated cartoons produced for Sport-Billy Productions, Stuttgart, by Filmation Associates, Los Angeles; featuring Sport-Billy, the mascot of major international sports federations, in his fight against violence and unfair play in sport.

**Halas & Batchelor Cartoon Festival**—Part I (48 minutes); Part II (57 minutes); the best of the Halas & Batchelor animated cartoons to be produced during the forty-year history of these famous London studios.

**Halas & Batchelor Educational Films**—31 minutes.

**Halas & Batchelor Children's Cartoon Festival**—Part I (40 minutes); Part II (41 minutes).

**The Tales of Hoffnung**—7 animated cartoons of 8 minutes each.

**Habatales**—6 animated cartoons of 7 minutes each.

**Foo-foo**—26 animated cartoons of 7 minutes each.

**Ruddigore**—an animated cartoon opera of 55 minutes based on Gilbert & Sullivan's famous operetta.

**Evolution of Life**—8 animated cartoons of 12 minutes each on the evolution and development of life.

**Classic Fairytales**—6 animated cartoons of 12 minutes each relating the fairytales of Hans Christian Andersen.

**TELEPICTURES CORPORATION**

One Dag Hammarskjold Plaza

New York, NY 10017

212-838-1122

Telex: 645366

Suite 43

291 South La Cienega Blvd.

Beverly Hills, CA 90211

213-657-8450

Telex: 194956

1918 N. Mohawk

Chicago, IL 60614

312-440-1757

Booth 43



*Mr. Solomon*

*Mr. Garin*

*Representatives:* Michael Jay Solomon, *chmn of the bd & ch exec off*; Michael N. Garin, *p & chf operating off*; David E. Salzman, *exec vp*; Stephen Ross, *sr vp & gen counsel*; Richard T. Robertson, *sr vp, sls*; Joseph Goldfarb, *sr vp, mktg*; Arthur Loomis, *vp, fin & admin*; Jim Moloshok, *vp, creative svcs*; Jim McGillen,

*vp, dom tv div*; Jonathan D. Shapiro, *vp, dom tv div*; Mark Robbins, *vp, dom tv div*; Scott Carlin, *vp, dom tv div*; Brian Byrne, *vp, media sls*; Rachel Schiff, *acct exec, dom sls*; Vicki Jo Hoffman, *acct exec, dom sls*; Diana Foster, *acct exec, dom sls*; Don Ross, *vp and news dir, N.I.W.S.* Bonnie Adamson, *d, intl operations*; Roslyn Lisbona, *d, dom operations*; Bruce Rosenblum, *d, res*; Rosemary Mazzo, *d, intl sls admin*; Scott Stone, *mgr, prod svcs*; Steve Schott, *mgr, non-theatrical sls*; Stuart Graber, *exec, intl sls & mktg*; Christian Halsey, *exec, intl sls & mktg*; Michelle Kearney, *exec, intl sls & mktg*

*Properties:*

**Real People**—30 minutes. 130 episodes. George Schlatter's top-rated network show is now available in a new, fast-paced half-hour format. Available worldwide.

**So You Think You Got Troubles?**—30 minutes. Strip. A brand-new half-hour strip from the producers of "The People's Court." Produced by Ralph Edwards and Stu Billett. First-run. Available in U.S.

**Singles Only**—30 minutes. Strip. A first-run, half-hour reality strip featuring the real-life experiences and the unpredictable outcomes of video dating. First-run. Available in U.S.

**The Challenges**—30 minutes. A weekly first-run half-hour real-life adventure. Using the latest breakthroughs in video technology, "The Challenges" features men and women at their best, challenging themselves and their environment. Barter. Available worldwide.

**The Prime of Your Life**—30 minutes. An entertaining first-run weekly program especially designed to offer valuable information for mature adults. Public Affairs. Barter. Available in U.S.

**Telepictures 2**—23 made for TV movies. Titles include: "Alcatraz: The True Story" (2 parts); "Angel City"; "Better Late Than Never"; "Born to be Sold"; "Christmas Without Snow"; "Dark Night of the Scarecrow"; "Death of a Princess"; "Desperate Voyage"; "The Golden Moment" (2 parts); "The Great American Traffic Jam"; "A Gun in the House"; "The Last Song"; "Mark, I Love You"; "Murder in Texas" (2 parts); "The New Adventures of Heidi"; "The Pigs vs. the Freaks"; "The Pride of Jesse Hallam"; "The Promise of Love"; "Reunion"; "Rivkin"; "Scared

Straight: Another Story"; "Three Hundred Miles for Stephanie"; "A Whale for the Killing" (2 parts). All titles available worldwide.

**Masters of Fury**—15 movies featuring the finest Kung Fu Masters in the world. Titles include: "Bruce and Dragon Fist"; "Bruce and His Kung Fu"; "Bruce and Shao-Lin Kung Fu"; "The Cobra"; "Concorde of Bruce"; "The Dragon Fist"; "Enter the Game of Death"; "The Fierce Boxer"; "Fierce One"; "The Furious"; "My Name Called Bruce"; "Return of Bruce"; "Return of Fist of Fury"; "Return of Red Tiger"; "Treasure of Bruce Le." Available in U.S. and Internationally in Western Hemisphere.

**The People's Court**—30 minutes. Strip and access, from Ralph Edwards and Stu Billett. First-run. Available worldwide.

**Look At Us**—30 minutes. Weekly access magazine hosted by Richard Crenna and produced by George Schlatter. First-run. Barter. Available worldwide.

**Here's Lucy**—30 minutes. 144 episodes. Classic comedy half-hours starring Lucille Ball, Desi Arnaz, Jr., Lucie Arnaz and an all-star line-up of special guests. Available worldwide.

**My Favorite Martian**—30 minutes. 103 episodes. Hilarious, contemporary humor and special effects abound in this top-rated series starring Bill Bixby and Ray Walston. Available worldwide.

**N.I.W.S. (News Information Weekly Service)**—Weekly news service providing multi-part series and feature reports with extensive support materials.

**Telepictures 1 (13 titles)**—"All the Kind Strangers"; "Before & After"; "Exploring the Unknown"; "Guyana Tragedy: The Story of Jim Jones" (2 parts); "Hey Abbott!!"; "James Dean: The First American Teenager"; "Riding Tall"; "The Sacketts (2 parts); "The Savage Is Loose"; "The Stoolie"; "The Suicide's Wife"; "Target of an Assassin"; "The Three Musketeers."

**American Film Theater**—"A Delicate Balance"; "Butley"; "Galileo"; "In Celebration"; "Jacques Brel"; "Lost in the Stars"; "Luther"; "Philadelphia Here I Come"; "Rhinoceros"; "The Homecoming"; "The Iceman Cometh"; "The Last Giraffe"; "The Maids"; "The Man in the Glass Booth."

**Other Features Available**—"A Plea-

sure Doing Business"; "A Private Battle"; "Kill Squad"; "Look Back in Anger"; "The Daybreakers"; World War III" (2 parts). Available Worldwide.

**Animated Children's Shows**—"Noah's Animals"; "King of the Beasts"; "The Last of the Red Hot Dragons"; "The Great Space Coaster"; "Fantasy Theater"; "Geppetto's Music Shop"; "Heavenly Days"; "The Little Kid's All-Star Band"; "The Magic Star Traveler"; "Memoirs of a Fairy Godmother"; "Mr. Moon's Magic Circus."

**Falmouth: The Great American Road Race**—documentary.

**Footsteps of Giants**—documentary.

**Hong Kong: The Arrival of Boat 845**—documentary.

**Lost Treasure of the Conception**—documentary.

**Women of Russia**—documentary.

**Caribbean Nights**—13 half-hour musical-variety programs.

**Detective School**—13 hilarious half-hours from ABC.

**Fridays**—The smash-hit ABC late-night Entertainment Series. Over 57 hour-long episodes.

**24 Days of Christmas**—60 one-minute segments featuring stars talking about Christmas around the world.

**Game of the Century**—6 outstanding half-hours leading up to the World Cup Competition in Spain.

**Specials**—"James Clavell's The Children's Story"; "Simon and Garfunkel Central Park Concert"; "The Beach Boys Rockin' at the Queen Mary"; "Loretta Lynn—The Lady and the Legend"; "The 1982 MIDEEM Concert"; "1982 Grammy Awards"; "1981 Grammy Awards"; "The Grammy Hall of Fame"; "TV Guide—Special #2"; "TV Guide—Special #3"; "The Manhattan Transfer Special"; "The Heisman Trophy Special"; "Debby Boone"; "Cheerleading Championships I, II, III, and IV"; "100 Years Golden Hits"; "Victor Borge in Concert"; "1981 World Open Pocket Billiard Championship"; "People of the Year"; "Salute to Jazz"; "An Evening with Quentin Crisp"; "Grandpa, Will You Run With Me"; "Boo".

#### TELEPRODUCTIONS GAUMONT

24, rue Jacques Dulud  
Neuilly Sur Seine, France 92200  
(33-1) 738.20.00  
Telex: F 611 457 TELEGAU  
Suite 377



Mr. de Chaisemartin

*Representatives: Phillip de Chaisemartin, vp, co-prod & mktg*

#### Properties:

**Lucky Luke**—animated cartoons series.

**This Good Old Life**—(9 × 55 mn series) Using film library documents dated 1910–1940, this is life in school, in music hall, fashion, . . .

**A Cooking Experiment With A Great French Chef, Roger Verge**—(13 × 30 mn series) Roger Verge explains and cooks his famous recipes.

**A Great Day in the Morning**—1-hour special of Negro-spirituals sang by Jessye Norman, directed by Bob Wilson.

**Italy and Music**—(3 × 60-mn series) directed by Carlo Bavagnoli. Vivaldi/Venize; Verdi/Venetto; Bach/Rome.

**Pourquoi Pas ? Vagabond**—(52 mn documentary) The Greenland, following the trip of the Commandant Charcot.

**The Maldives Islands**—(2 × 26-mn documentary).

**Croc-Blanc in the Flores Sea**—(2 × 52-mn documentary) The discovery of Bali and his fishers, the Mandars.

**Devers**—(26-mn documentary) The scaling of the mountains wall of Bau St Jeannet by Patrick Berhault and Georges Unia.

**Djerrahi, The Howling Dervishes**—(26-mn documentary) The chief ceremony of the Djerrahi Brotherhood (Istanbul).

**Konarak**—(26-mn documentary) The sun temple of Kanarak in India and its erotic sculptures. Sex is ecstasy and ecstasy is God.

**Benares**—(45-mn documentary) At the sources of Indian music.

**The Bauls**—(3 × 45-mn documentary) The Bauls are wandering singers who for centuries have gone from village to village in Bengale state, exalting the paths of love.

**Vassily Kandinsky, Father of the Abstract Painting**—(20-mn documentary) The life and work of the great painter.



## TELEREP

919 Third Avenue  
New York, NY 10022  
212-759-8787  
Suite 364

*Representatives:* Al Masini, *p and gen mgr*; Steve Herson, *vp/d of opns*; Jay Isabella, *vp/d of prog*; Tom Belviso, *vp/gen sls mgr*; Dick Brown, *vp/gen sls mgr*; Tom Tilson, Jr., *vp/gen sls mgr*; Dick Waller, *vp/gen sls mgr*; Jerry Braet, *vp/West Coast mgr*

## TELESOUND INC. OF CALIFORNIA

1088 Howard Street  
San Francisco, CA 94103  
415-863-4880  
Suite 343



Mr. Sjudahl

Ms. Robins

*Representatives:* Karl H. Sjudahl, *p & creative d*; Debra L. Robins, *d of mktg*; James Byfield, *d of animation*

### Services:

Creative and production services for TV station advertising, promotion spot production, news and program showcasing, graphic and animation design, animation production, station and news music production.

### Properties:

**You Should See Us Now**—a complete station image package including campaign consultation, custom animation and custom music. Designed primarily for stations that have recently made a change, or plan to make a change in ownership, call letters, network affiliation or program schedule.

**Library One**—a complete music and animation package created for television. Contains program showcasing (for movies, news, local programs, syndicated programs and network blocks), station identifications, program and station promotion. Program themes and production elements are designed for a three-year run. The station and program promotion pieces can be updated annually.

**And You**—Animation and music for news showcasing and promotion, general station promotion and movie showcasing.

**Your Best Choice**—Animation and music for movie showcasing, general station promotion, and news. Designed primarily for independent stations.

**Look For Us**—A complete station music package including news, music, program themes, promotion backgrounds and movie themes. Semi-custom animation is available.

**Count On Us**—A news and general station music promotion package. Animation is available.

**Signature News**—animation and music for news showcasing and promotion.

**NBC Affiliate News Music**—a complete news music package available to NBC affiliates, on a co-op basis with the NBC television network.

**News Themes**—Telesound represents many of the most popular news themes in the country. Demo tapes are available.

**Graphics Identity Package**—Design and production of a station symbol that will be effective for at least 10 years, along with a graphics manual, designed to provide guidelines for all basic applications of the station symbol.

## TELEVISION CORPORATION OF AMERICA

1063 Thomas Jefferson N.W.  
Washington, DC 20007  
202-337-2700

*Representatives:* William Carpenter, Nancy Dickerson

### Properties:

**784 Days That Changed America: From Watergate to Resignation**  
**Footsteps of Giants**

**What's Happening America**—60-minute monthly investigative news magazine show, hosted by Shana Alexander.

**Shopping at Home**—30-minute weekday strip, allowing viewers to participate via home shopping.

**News Sunday**

**Sports Monday**—30-minute weekly show featuring sports updates, interviews and local inserts.

**Extraordinary Women**—series of 60-second vignettes on lives and deeds of American women.

## TELEVISION FRANCAISE 1

17, Rue de L'Arrivee  
Paris, France 75015  
(1) 538.52.55  
Telex: 250 878 F

## Exhibit Hall Booth 2

*Representatives:* Jean Pierre Teyssier, *gen sec*; Marie Christine Grollemund, *sls mgr*; Catherine Ancian, *US sls div*; Olivier Barrot, *d of fiction co-prods*; Pierre Bouteiller, *d of entertainment div*

### Properties:

**New York Dancing Loft**—1 hour. A visual counterpoint between the city of New York and the lofts ballet newest schools, featuring Karole Armitage, Lucinda Childs, Douglas Dunn.

**La Caballe, A Portrait**—1 hour. There are only a few fabulous divas, and "La Caballe" is one of them. Perhaps the greatest of all.

**Gian Carlo Menotti**—1 hour. This portrait of a musician of two continents has been awarded the best prize in musical program category, at the 1981 int'l festival of Prague. Part of the series "Music Great Enigmas" proposed by Bernard Gavoty.

**The Music Lesson**—25 hour episodes. Sonny Rollins—1 hour. In the last number of the famous series proposed by Mildred Clary, already including Cathy Berberian, the Shakuhashi, Boulez, Messian, John Lewis . . . etc., Sonny Rollins brings to us supreme art through supreme work during a session with four young tenor-sax on a Caribbean theme.

**Nicolas de Stael**—66 minutes. Portrait of the painter that, although equally acclaimed in America and in France, is only recognized now as the unique pathfinder in the unpredictable ways to solve the contradictions of abstract and figurative art. Only the letters and notes of Stael himself could make company to the paintings, for the first time all gathered in a program, and thus convey us in continuity the search of the artist.

**Art and Mankind**—6 52-minutes. Contemporary art. This series presents a portrait gallery of artists of international acclaim: Alicia Penalba, Etienne Martin, Arturo Carmassi, Magdalena Abakanowicz, Ljuba, Edouard Boubat.

**Homeless**—5 52-minutes. Adapted from the 19th century best-seller by Hector Malot. The romantic adventures, and the apprenticeship of a foundler child, Remi, fighting his way in a Dickens-type world. Moving and stirring all the way till the happy ending. This mini-series, directed by Jacques Ertaud, revitalizes the virtues of the melodrama.

**Docteur Teyran**—3 90-minutes. Michel Piccoli stars in this mini-series dealing with the intricate, mysterious love between father and daughter, menacing to destroy a whole life, a whole family, and a whole social "status quo". Awarded "Best TV Series" at the 1981 Bannf Int'l Festival of Films.

**The Ladies of the Unicorn**—2 90-minutes. The destiny of five sisters descended from the union of the first Duke of Anjou and a Unicorn that had transformed itself into a woman out of love for him.

**The Test**—90 minutes. A young farm worker engaged to a farmer's son who has no taste for farming, to go through a "test". This causes the parents of each party to take side . . . and all couples to break up, till love and farm land interests settle back in appropriate order. But something is changed between every couple. Awarded the Cine Del Duca Prize 1981 Monte-Carlo Festival.

**The Blue Bird**—90 minutes. A new adaptation of the tale by Maeterlinck. This message of love to all human beings is delivered in this adaptation by Bibi Anderson (the Light) and Leslie Caron (the Night).

**The Dutchman's Voyage**—96 minutes. During his final thirty hours of agony, Vincent Van Gogh relives his fevered rush from the heights of creation to the depths of madness . . . Van Gogh: Gerard Desarthe.

**Marion**—6 55-minutes. Comedy series. The inquiries of a young, pretty widow (Milene Demongeot) employed in an insurance company.

**Emotion**—90 minutes. An upper-middle class woman of rigid principles, experiments, past sixty, the most emotional period of her respectable life, which is suddenly turned upside down by a young, uprooted, penniless Jewish girl. Learning to live . . . Is it ever too late?

**Charter to Hell**—1 hour. In Thailand some of the young French citizens trapped in the circuits of drug, life sentenced to jail, have been able to talk to cameras of Herve Chaballier and Jean Pierre Moscardo. Prix Italia 1981. Prix Hondas 1981. Int'l Emmy Award (documentary) 1981. This program is part of a weekly news show case, "The Wednesday Information," which investigates each week a national or international topic.

**The Mafia**—2 55-minutes. A two part overview of the history and the activities today of the "Honorable Society"

rooted in Sicilia. This investigation could be carried out with the highest law enforcement agencies of Italy.

**Islam in U.S.S.R**—1 hour. A special, never yet filmed documentary about the Islamic Republics of the U.S.S.R., whose population is severely increasing between Mecca and the Kremlin, a very Oriental fight in the light of beautiful Tashkent and Samarkand.

**Animals in the World**—100 26-minutes. A wild animal life series developing around the world.

**Grande Cocotte**—52 26-minutes. A weekly magazine made with the participation of the greatest French chefs: Paul Bocuse, Alain Guerard, Jean Troisgrois, Roger Verge, Alain Chapel.

#### TELEVISION PROGRAM CONCEPTS, INC.

1515 Broadway  
New York, NY 10036  
212-354-4470

*Representatives:* Mort Zimmerman, chairman; Jerry Molfese, vp, sls; Ronald Tausend, vp bus affairs; Wendy Robinson, synd; Joe Josephson, d, film servs

#### *Properties:*

**Woman's Digest**—Virginia Graham brings her inimitable style to these 39 half-hours of lively conversation geared toward today's woman.

**Upstairs at Xenon with Bill Boggs**—As sexy and chic as the disco which is its home, this provocative series of 39 half-hours is something truly unique in late-night programming.

**The New Amazing Kreskin Series**—Kreskin, one of the world's great mentalists and a special guest star explore the realms of the mysterious and the unusual. 48 half-hours.

#### TELEVISION PROGRAM ENTERPRISES/OPERATION PRIME TIME

919 Third Avenue  
New York, NY 10022  
212-759-8787  
Suite 379

*Representatives:* Al Masini, Phil Flanagan, Mary Jane Hastings, Bob Schneider, Rick Levy, Mike Weiser

#### *Properties:*

**Entertainment Tonight**—Delivered by satellite, fifty-two weeks of five daily half-hours, plus an hour-long weekend

special featuring total coverage of the world of entertainment. Available September, 1982. Produced by Paramount Television Distribution.

**Operation Prime Time**—a group of about 100 TV stations, both affiliated and independent, who have joined for cooperative production of first-run programming.

**Solid Gold**—a one-hour weekly music/variety series counting down the top hits. Hosted by Andy Gibb & Marilyn McCoo and featuring the biggest musical stars of today. Available for 52 weeks (45 first-run/7 repeat) beginning its third year in September 1982 and produced by Paramount Television.

**Golda**—a four-hour mini-series. A compelling dramatization of the life of Golda Meir, one of history's most extraordinary people starring Ingrid Bergman. Available April 1982 and produced by Paramount Television.

**Smiley's People**—based on John leCarre's best-selling thriller about the climatic confrontation between super-spy George Smiley and his Russian nemesis Karla. Featuring Sir Alec Guinness as Smiley. A six-hour mini-series available November 1982, produced by Paramount Television.

**Sadat**—four-hour mini-series based on Anwar el-Sadat's autobiography "In Search of Identity." The personal and public story of a man whose life reflected the conflict of the Middle East. Produced by David Wolper for Warner Bros. Available 1983-84.

**Helen and Teacher**—two-hour tele-drama based on the post-Miracle Worker lives of Helen Keller and her "teacher" and constant companion Anne Sullivan. Written by Joseph P. Lash, author of Eleanor and Franklin. Produced by 20th Century Fox. Available 1983-84.

**The Key to Rebecca**—four-hour mini-series based on the best-selling novel by Ken Follett, author of "Triple" and "Eye of the Needle". The exciting, suspenseful story of a British intelligence officer who stalks a German spy in Egypt who is transmitting allied military strategies to Rommel. Produced by Lorimar. Available 1983-1984.

**Blood Feud**—two-hour teledrama based on Robert Kennedy's investigation of corruption in the labor industry as Chief Counsel for the McClellan Committee. His focus narrowed down to the Teamster Union and, specifically, Jimmy Hoffa. The conflict between these two strong

personalities is an absorbing and powerful story featuring Martin Sheen as Bobby Kennedy and Robert Blake as Jimmy Hoffa. Available 1983-84.

**The Founding Father: The Story of Joseph P. Kennedy**—two-hour tele-drama based on the life of Joe Kennedy. A colorful figure, Kennedy's life covers World War I, the booming 20's, the rise of films, the stock market crash, Prohibition, the New Deal, World War II, the Presidency. Starring William DeVane, produced by Paramount Television. Available 1983-84.

**The Way They Were**—a two-hour extravaganza featuring a galaxy of stars returning to their alma mater, Northwestern University, and recreating the early performances that set them on the road to stardom. Featured will be Claude Akins, Ann-Margaret, Richard Benjamin, Charlton Heston, Carol Lawrence, Patricia Neal, Paula Prentiss, McLean Stevenson, and others. Produced by Paramount Television.

**The Girl, The Gold Watch & Dynamite**—two-hours of programming capitalizing on OPT's rating success with "The Girl, The Gold Watch & Everthing." Produced by Paramount Television.

**Goliath Awaits**—a four-hour mini-series. A giant passenger ship sunk by U-boats at the beginning of WWII, is discovered after 40 years, and, to the astonishment of the world, there are over 400 people living in an air-tight portion of the giant liner. Produced by Columbia Pictures Television.

**The Top of the Hill**—drama set at the 1980 Olympics at Lake Placid, written especially for OPT by Irwin Shaw. Four-hour mini-series produced by Paramount Television.

**The Gossip Columnist**—a young woman's struggle to maintain her idealistic aspirations amidst the show business glamor of today's Hollywood, available as either a two-hour program or a five half-hour strip and produced by MCA-TV/Universal.

**The Girl, The Gold Watch & Everything**—John D. McDonald's fantasy, comedy—adventure, available as either a two-hour program or a five half-hour strip and produced by Paramount Television.

**Condominium**—John D. MacDonald's harrowing suspense tale of a Florida high-rise and the onslaught of a deadly hurricane, available as four hours of programming and produced by MCA-TV/Universal.

**Tourist**—a series of dramatic and comic vignettes of a group of travelers on a luxury tour of Europe based on the novel by Gerald Green, available as a two-hour program and a five half-hour strip and produced by 20th Century-Fox.

**Mom, The Wolfman and Me**—a touching and humorous story of three very special people, available as either a two-hour program or a five half-hour strip and produced by Time-Life/Susskind.

**Yogi's First Christmas**—featuring all the familiar characters of Hanna-Barbera's cartoon series, available as either a two-hour program or a five half-hour strip and produced by Hanna-Barbera Productions.

#### TELEVISION SYNDICATION CENTER (TVSC)

(Division of Group W Productions)

310 Parkway View Drive  
Pittsburgh, PA 15205  
412-928-4700

Booth 19

*Representatives:* George A. Sperry, Jr., *vp, gen mgr*; Eugene E. Bonmann, *gen sls mgr*; Jim Molow, *eastern sls rep, 212-983-6500*; Jim Tuverson, Jr., *western region sls rep, 213-760-8800*

#### TELEVISION SYNDICATIONS INC.

230 West Alabama, #410  
Houston, TX 77006  
713-526-6176

*Representatives:* Tom Thuman, Mike Lavine

*Properties:*

**Best of Texas Wrestling**—52-hours or 36 half-hours.

**The New Accelerators**—4 half-hours.

**The New Zoo Revue**

**The Stan Hitchcock Show**—26 half-hours.

**The Lyons in America**—117 90-seconds.

**The Unexplained**—13 half-hours.

**One Hundred Feature Films**

#### TELEWORLD, INC.

10 Columbus Circle  
New York, NY 10019  
212-489-9310  
Booth No. 33



Mr. Seidelman

*Representatives:* Robert Seidelman, *p*; Noah Jacobs, *d of sls*; Karen Jamison, *cont*

*Properties:*

**Spider-Man Movie Specials**—7 live action tv movies starring Nick Hammond as Spider-Man with Robert F. Simon and many guest stars.

**Teleworld 100**—100 feature films including Tele-20, Vol. II with major stars, the Chiller Package with 27 classic horror-sci-fi titles and the Action Adventure Group with 50 titles.

**Prestige 1**—13 off-network special hours including "Family of Strangers," "The Gold Bug," "A Movie Star's Daughter" and "Seven Wishes of a Rich Kid."

**Prestige 1 (Available USA only)**—10 off-network special hours, including "Snowbound," "Big Henry and the Polka Dot Kid," "Make Believe Marriage," and "The Tap Dance Kid."

**The History Makers Vol. II**—26 half-hour productions from Learning Corporation of America. Available for International TV.

**The History Makers Vol. I**—13 half-hours from Learning Corporation of America dealing with people who shape the course of history. Available for international tv.

**International Award Theatre**—14 one-half hour films including latest from Learning Corporation of America. Available for international tv.

**Witness to Yesterday**—26 half-hour programs recreating lives of historical figures. Available for international tv.

**The Laurel and Hardy Laughtoons**—120 episodes of approximately 5 minutes. (26 half-hours).

**Star Maidens**—science fiction series available as 13 half hours or a two-part feature.

**Castaway**—13 adventure half-hours. Family oriented.

#### TEVERAMA OF FLORIDA, INC.

69 Maverick Way  
Coral Gables, FL 33134  
305-446-9050  
Suite 2777

*Representatives:* Angel Garcia, Benjamin Perez, Patrick Holmes

*Properties:*

High quality Spanish language programs produced in Venezuela, Puerto Rico, Colombia, Chile and Argentina.

Soap Operas  
Mini-series  
Dramas  
Light Comedy  
Situation Comedy  
Grand Opera

**THAMES TELEVISION  
INTERNATIONAL**  
149 Tottenham Court Road  
London, England W1P9LL  
01-387-9494  
Suite 2871

*Representatives:* Muir Sutherland,  
*mng d;* Michael Phillips, *controller of  
bus aff & co-prod;* Charles Butler,  
*sports sls mgr;* Trisha Friswell, *sls  
exec*

*Properties:*  
Please contact D. L. Taffner/Limited  
for product available in U.S.A.

**THIRD COAST, INC.**  
501 North I.H. 35  
Austin, TX 78702  
512-473-2020

*Representatives:* Ben Mason, *p;* Mel-  
inda Mallari, Shursen Parsad

**BOB THOMAS GROUP**  
60 East 42nd Street  
New York, NY 10165  
212-221-3602



*Mr. Thomas*

*Representatives:* Robert G. Thomas,  
*exec prod*

**THORN EMI VIDEO  
PROGRAMMING  
ENTERPRISES, INC.**  
800 Third Avenue  
New York, NY 10020  
212-355-1112  
Suite 5-100

*Representatives:* Nicholas Santrizos

**3-D ENTERPRISES, INC.**  
2210 Wilshire Blvd., Suite 449  
Santa Monica, CA 90403

*Representatives:* Robert Welborn,  
Joanne Ventrice, John Whitmore

*Properties:*  
**Malibu**—Nighttime soap opera—  
available in half-hour or one-hour  
format. Available for syndication im-  
mediately. Brand new. Originating  
from world-famous Malibu Beach,  
California. Starring Hollywood's  
hottest young stars.

**TIME BUYING SERVICES**  
1345 Ave. of the Americas  
New York, NY 10019  
212-765-7710



*Mr. Erickson*



*Ms. Gallo*

*Representatives:* Rodney Erickson,  
*co-chmn;* Lynda Gallo, *vp;* Diane  
Ringler, Claudia Boyonton, *sls reps;*  
Kevin Gillis, *prod;* Sheldon Wiseman,  
*exec prod*

*Properties:*  
**Christmas Raccoons**—Holiday ani-  
mation musical starring Rich Little  
and Rita Coolidge, and Rupert  
Holmes.

**The Raccoons on Ice**—new animation  
musical starring Rich Little, Rita  
Coolidge, and Leo Sayer premiering in  
1982.

**Yes You Can**—weekly half-hour  
first-run celebrity sports show for  
children.

**TOO PLUS PRODUCTIONS**  
66 Isabella St.  
Suite 1404  
Toronto, Ontario M4Y 1N3  
416-923-6886

*Representatives:* Brian Couch, Bob  
Peyton

*Properties:*  
**Image of Ireland**—1 hour special for  
St. Patrick's Day, or any other Irish  
Day, featuring the songs, humor,  
dances, and people of Ireland.

**TOP OF THE CHART, INC.**  
Suite 2857

**TOTAL ENTERTAINMENT  
NETWORK**  
Suite 2809

**TOTAL VIDEO**  
136 East 57th St.  
New York, NY 10022  
212-759-3900  
Suite 4-117

*Representatives:* Tom Ashley, Dave  
DeBusschere, John Andariese

*Properties:*  
**50 Olympic Events**—20 seconds  
each—for station use in 1983 and  
1984. Cappy Productions/Bud  
Greenspan.

**Sports Specials**—of various lengths  
including "Glory of Their Times"—  
one hour. Cappy Productions/Bud  
Greenspan.

**On This Day in Sports**—365 30-second  
vignettes. Cappy Productions.

**The Hollywood Hall of Shame**—four  
one-hour specials on Hollywood's least  
memorable performances.

**TRACO, INC.**  
P.O. Box 3286  
Tulsa, OK  
918-495-6381

*Representatives:* Peggy George, *gen  
mgr*

*Properties:*  
52 half-hour programs for Sunday  
time slots.  
Four to six one-hour specials for  
prime-time release internationally.

**TRANSMEDIA DISTRIBUTION  
CORP.**  
132 S. Telegraph Hill Rd.  
Holmdel, NJ 07733  
201-671-7178  
Suite 2812

*Representatives:* Alice Hsia, Richard  
Hsia

*Properties:*  
**Kung Fu Films**—"A Hard Way to  
Die," "Super Power," "Jade Claw,"  
and "Kung Fu Executioner."

**TRIDENT TELEVISION  
ASSOCIATES, INC.**  
540 Madison Avenue  
New York, NY 10022  
212-355-7070  
Booth 48

28929 Wight Rd.  
Malibu, CA 90265  
213-457-5833

*Representatives:* Arthur Zeiger, *p & chf exec off, NY*; Elliott Abrams, *v chmn & chf oper off, NY*; Murray Oken, *vp domestic sls, CA*; Bruce Wilson, *vp finance, NY*; Lynne Dowling, *d, opns, NY*; Jim Kraus, *d, syn sls-western div, CA*; Graham White, *d, syn sls-eastern div, NY*; Robert Bibb, *mgr, creative svcs, CA*

*Properties:*

**Trident One**—20 features—"America at the Movies"; "Aunt Mary"; "City in Fear"; "Coffee, Tea, or Me?"; "Crisis in Mid-Air"; "The Critical List-I"; "The Critical List-II"; "Cutter's Trail"; "Escape"; "Fighting Back"; "First You Cry"; "The Four Feathers"; "The Horror at 37,000 Feet"; "I Want to Keep My Baby"; "Mongos Back in Town"; "Orphan Train"; "Relentless"; "Revenge of the Stepford Wives"; "Something Evil"; "Something for Joey". All features on 16mm color film.

**Trident Two**—soon to be released.

**TURNER PROGRAM SALES,  
INC.**

1050 Techwood Drive  
Atlanta, GA 30318  
404-898-8768  
Suite 2925



Mr. Gillespie

*Representatives:* Henry A. Gillespie, *ch of the bd*; Sidney Pike, *p*; Robert Schuessler, *vp*; Thomas Todd, *d of syn*; Charla Hewitt, *oper mgr*

*Properties:*

**Jacques Cousteau**—world renowned oceanographer Jacques Cousteau sets sail on an all new series of international explorations. 3 one hour specials.

**Style**—fashion authority Elsa Klensch travels the globe in search of the latest in fashion, interior design and lifestyles. 1 per week, 30 minutes.

**Nashville Alive**—Ralph Emery hosts a star-filled hour of country and western music from Opryland. 1 per week, 60 minutes.

**Caribbean Nights**—Judy Gordon and

Carlos Conde take you on a weekly Caribbean holiday with stars and musical entertainment from San Juan, Puerto Rico. 13 30-minute programs.

**Tush**—thirty minutes of fun with one of the leading contemporary comedians—America's favorite, Bill Tush. 20 30-minute programs.

**Championship Wrestling**—weekly ringside action available in two 1-hour shows featuring the top professional wrestlers. 2 per week, 60 minutes.

**Peachtree Road Race**—The most popular 10 kilometer road race, drawing competitors from around the globe. One time only special, 60 minutes.

**Out Here On My Own**—the 1981 Special Olympics. A poignant, moving look at the true winners in any competition—those who struggle to overcome the odds and show us all what the human spirit is capable of achieving. Handicapped competitors earn the affection and respect of all who witness their impressive accomplishments.

**Freeman Reports**—Sandi Freeman conducts insightful interviews with up-to-the minute headline makers, examining the issues that make the news. 5 per week, 60 minutes.

**People Now**—Lee Leonard reports from Hollywood on news in the entertainment industry and talks with the stars and the starmakers. 5 per week, 60 minutes.

**Nice People**—Mary Anne Loughlin introduces us to good folks doing great things across our land. 26 30-minute programs.

**Up Close**—Dr. Gene Griessman engages in revealing, sometimes poignant conversations with leaders from the worlds of industry, politics, entertainment and government. 26 30-minute programs.

**Newsmaker Saturday**—Daniel Schorr hosts a forum featuring leading politicians and newsmakers with nationally known journalists. 1 per week, 60 minutes.

**Newsmaker Sunday**—Stuart Loory moderates the discussions of important issues between the people in headlines and well-known media representatives. 1 per week, 60 minutes.

**Winners**—Kevin Christopher spotlights people of achievement and the positive attitude it takes to be a winner. 26 30-minute programs.

**A Finite World**—Documentary exploring the problem of global overpopulation and the solutions to the pan-

democratic problem. Filmed on location in Hong Kong, Singapore, Indonesia, Thailand, Bangladesh, India, Sri Lanka, Kenya, Egypt and Tunisia, A Finite World focuses on efforts to promote family planning practice in each country and delineates the reasons for their success or failure. 60 minutes.

**China**—currently in production, a two-part examination of China's recent modernizations and its successful implementation of a national effort toward the one child family. 60 minutes, 2 programs.

**Bangladesh**—Documentary maker Barbara Pyle explores Bangladesh's ten year transition from the most politically unstable, impoverished, overpopulated nation in the world to a country whose leaders are striving to improve the standard of life for its people while introducing a democratic form of government. 60 minutes.

**TV CINEMA SALES CORP.**

211 S. Beverly Dr. Suite 101  
Beverly Hills, CA 90212  
213-273-4018



Mr. Weisfeldt

*Representatives:* Jerry Weisfeldt, *p*; Edy Shackell, *exec asst*; Richard Ostrander, *Ozma Bdcst Sls-eastern rep*; Peter Rodgers, *western rep*, Peter Rodgers Organization; Art Greenfield, *Art Greenfield Co.-ancillary rights, USA and Foreign* Julian Schlossberg, *Castle Hill Productions, pay-tv rep*

*Properties:*

**Masterpiece Features**—25 b&w classics.

**Nostalgia Twelve**—3 color and 9 b&w classics.

**Lucky Twelve First Run Features**—12 color films.

**EMI Features**—77 films, including 21 Carry on's, color and b&w.

**Classic Vintage Westerns**—12 b&w features.

**Melody Ranch**—nostalgic musical panorama, 38 half-hour color video tape series. Distributed by Jeralt Television Distribution Company.

**Nutty Squirrel**—150 color film cartoon series, 5-6 minutes each.

**TV GLOBO NETWORK OF  
BRAZIL**

909 Third Avenue  
New York, NY 10022  
212-754-0400  
Suite 468

TV Globo LTDA.  
Rua Lopes Quintas 303  
Rio de Janeiro  
Brazil  
Tel. 294-9898



Mr. Marinho

Mr. Sobrinho

*Representatives:* Dr. Roberto Marinho, *p*; Roberto Irineu Marinho, *exec vp*; J. B. Oliveira Sobrinho, *vp of ops*; Luis Eduardo Borgerth, *d of intl rels*; Felipe Rodriguez, *US rep*

*Properties:*

Documentaries, specials, children's series, musical-variety programs, novellas, mini-series, new programs.

**TVM ASSOCIATES**

40 Whitney Avenue  
Syosset, NY 11791  
516-921-0551

*Representatives:* Thomas V. Melodia

*Properties:*

**George, The Great St. Bernard**—26 half-hours, available in Spanish.

**The Wonderful World of Jerry Vale**—26 half-hours, available in Spanish.

**The Town That Arrested Santa Claus**—animated Christmas special.

**The Town That Arrested Santa Claus**—live dramatization.

**TV NATIONAL RELEASING  
CORPORATION**

37 W. 57th St.  
New York, NY 10019  
212-371-7828

*Representatives:* Maurice H. Zouary,  
*p*

**TVS TELEVISION NETWORK**

280 Park Avenue  
New York, NY 10017  
212-949-3939  
Suite 3-121



*Representatives:* <sup>Mr. Eden</sup> Lee S. Eden, *p*; Rich Hussey, *vp, sports*; Bill Madden, *vp*; Ellen Bedell, *dir, sta rels*

*Properties:*

**Historyland**—60-minute prime time family specials focusing on important places and events that shaped the future of America, such as Williamsburg, Yorktown, Jamestown and Appomattox.

**College Basketball**—Saturday and Sunday afternoon coverage of major college conference basketball produced in conjunction with NBC.

**Hall of Fame Basketball Classic**—the annual sports classic that tips off the year's college basketball season.

**Post-Season All-Star College Basketball**—The annual National Association of Basketball Coaches game and the Red Hot Atlantic Coast Conference/Southeastern Conference "shoot out."

**TVS Tennis Tour**—Alan King Tennis Classic from Caesar's Palace, Las Vegas; VSTA Mews Indoor Tennis Championship Team Memphis Racquet Club, Memphis; Nations Cup (Tennis) Championship from Dusseldorf, Germany; Canadian Open Tennis Championship from Toronto.

**USTA Mews Indoor Tennis Championship Team**—Memphis Racquet Club, Memphis; Nations Cup (Tennis) Championship from Dusseldorf, Germany; Canadian Open Tennis Championship from Toronto.

**1982 National High School Cheerleading Championship**—One-hour special from Sea World.

**TV SPORTS SCENE, INC.**

(TVSS)

323 Normandale Office Park  
8200 Normandale Boulevard  
Minneapolis, MN 55437  
612-925-9661



Mr. Herrick

*Representatives:* Donald L. Herrick, *p*; Robert C. Bruce, *vp*; Norman Greengard, *natl sls coord*; Jalene Nordstrom, *prom mgr*; Linda Scheible, *sec*; Billy Kidd, *assoc prod, Ski prog*; Willy Bogner, *prod, d, Ski prog*

*Properties:*

**Always A New Beginning**—90 minute special or 60-minute release; entertainment treatment of the children of the world.

**American Ski Scene**—13 half-hours; skier Billy Kidd provides on-location reports of America's top ski areas.

**Benjamin**—90 minute television special; portrays the sport of skiing.

**Coping**—130 half hours; pop psychology series.

**Doug Stevens Special Delivery**—2 one-hour, variety, musical entertainment specials.

**Fishing the Last Frontier**—half hour; report on fishing the tip of the Arctic Circle.

**High Adventure**—150 half hours; hosted by George Otis.

**Marco Polo's Afghanistan**—60 minute special; Lowell Thomas narrates an expedition following the route of Marco Polo.

**Ski Instructor's Holiday**—half hour comparing American and French ski teaching methods.

**Ski-Vision**—4 half-hour specials on snow skiing.

**The Back-Packer**—25 minute color film; on typical family as back-packing and camping out.

**The Johnny Morris Ski Scene**—13 half-hour interviews with top ski personalities.

**The Roundhouse Show**—34 half-hours with Roundhouse Rodney.

**To Catch a Thrill**—1 hour and 40 minutes or 60-minute special; shot with under-water cameras.

**Trail to Alaska**—1 hour 2 minutes; sequences on Many North American animal and bird species.

**New Star Over Hollywood**—60 minute entertainment/variety special; hosted by George Otis and Susan Stafford.

**Israel—The Pressure Cooker**—1 hour news documentary special; hosted by George Otis; produced in Israel.

**The Airborne**—60-minute special featuring air racing of World War II fighter planes and bombers.

**TWENTIETH CENTURY FOX  
TELEVISION**

Box 900  
Beverly Hills, CA 90213  
213-277-2211  
Suite 460 & 479

New York—Northeastern Division  
40 West 57th Street  
New York, NY 10019  
212-977-5500

Chicago—Central Division  
35 East Wacker Drive  
Suite 1234  
Chicago, IL 60601  
312-372-1589

Dallas—Southwestern Division  
11551 Forest Central Drive, Suite  
300  
Dallas, TX 75243  
214-343-9252

Atlanta—Southeastern Division  
2200 Century Parkway, Suite 560  
Atlanta, GA 30345  
404-634-0011

Los Angeles—Western Division  
Box 900  
Beverly Hills, CA 90213  
213-203-1897

Australia Office  
44 Market Street (25th Floor)  
Sydney, N.S.W., Australia 2000  
Tel: 29-2941

Fox Film do Brazil S.A.  
Rua Dr. Costa Jr., 230  
05002 Sao Paulo, S.P. Brazil  
Tel: 62-1998, 62-2004, 262-2813

Canada-Toronto Office  
45 Charles St. East (6th Fl)  
Toronto, M47 1S2  
Ontario, Canada  
Tel: 416-921-4177

Canada-Montreal Office  
1440 St. Catherine Street  
West Suite 418  
Montreal, Quebec, Canada  
Tel: 514-866-8931

France Office  
114, Rue La Boetie

75008 Paris, France  
Tel: 225-46-17, 225-46-19

Mexico Office  
Fox Interamericana, S.A.  
Praga 56202  
Mexico, 6, D.F. Mexico  
Tel: 905-511-6933 or 514-1642

*Representatives:* Harris Kadleman, *ch of bd*; Edward B. Gradinger, *group exec vp*; Andrea Baynes, *exec vp in charge of prod*; Robert B. Morin, *sr vp, tv (NY)*; Richard Harper, *sr vp, intl (LA)*; Dayna A. Kalins, *vp, bus aff*; George Paris, *vp, network, daytime, specials, late night, pay TV, syn*; Steven R. Orr, *vp, dom syn (LA)*; Joseph F. Greene, *vp & gen sls mgr (NY)*; Jerry Greenberg, *vp, adv, pub rels, prom*; Stanley DeCovnick, *d of bus and sls admin, syn*; Penny Price, *d of prog dev, network specials, late night and daytime synd*; Bob Braithwaite, *d of prod, daytime & syn tv*; Jeffrey Schadlow, *d of mktg, adv and prom*; Charles Gersch, *d of res (NY)*; Matt Barbera, *d, sls admin, intl*; Edwin Greenberg, *d of oper, intl*; Lourdes Chaves, *d of svcg, intl*; Vince Panettiere, *mgr, natl press rels*; June Burakoff-Smith, *mgr, prom and adv*; Peter Baca, *mgr, dom booking*; Jim Puffer, *northeastern div sls mgr (NY)*; Harry Mulford, *vp, natl sls-east (NY)*; Michael J. DiGennaro, *vp, natl sls-east (NY)*; Jean Anson, *east coast admin sup (NY)*; Denny Juravic, *central div sls mgr (Chicago)*; Gary Grandolph, *acct exec, central div (Chicago)*; Al Shore, *southwestern div sls mgr (Dallas)*; Tony Bauer, *southeastern div sls mgr (Atlanta)*; David Skillman, *western div sls mgr (Los Angeles)*; Robert Buchanan, *d of natl sls-west (Los Angeles)*; Peter Broome, *vp, Far East (Australia)*; Elie Wahba, *vp, Latin America (Brazil)*; Maurice Aghion, *sls rep (Brazil)*; Mario Araujo, *sls rep (Brazil)*; Lawrence E. Keller, *vp, English Canada (Toronto)*; Gerald Ross, *sls mgr, French Canada (Montreal)*; William Sanders, *vp, United Kingdom, Europe, Near East (France)*; Gustavo Montaudon, *(Mexico)*

*Properties:*

**The Best of the Midnight Special**—52 hours of The Midnight Special's very best.

**The Barry Farber Show**—1 hour, once a week, new concept in talk shows.

**M\*A\*S\*H**—246 half-hours.

**The Roots of Rock 'N' Roll**—6-part mini-series.

**Dance Fever**—year five.

**Daniel Boone**—120 hours.

**That's Hollywood**—74 half-hours.

**The Jackie Gleason Show**—100 half-hours.

**Batman**—120 half-hours.

**Circus**—52 half-hours.

**The Ghost and Mrs. Muir**—50 half-hours.

**Nanny and the Professor**—54 half-hours.

**Room 222**—113 half-hours.

**Land of the Giants**—51 hours.

**Lost in Space**—83 hours, 29 black and white.

**Voyage to the Bottom of the Sea**—110 hours, 32 black and white.

**Super 66**—66 movie greats from the Fox library.

**Special 42**—42 movie greats from the Fox library.

**Time Tunnel**—52 hour or 90 minute movies for television.

**Planet of the Apes**—5 two-hour movies for television.

**Charlie Chan**—22 features.

**Fox Fanfare 1982**—"Moving Violation"; "Dreamer"; "Second Wind"; "Miracle on 34th Street".

**Premiere I**

**Century 5, 6, 7, 8, 9, and 10**

**Fox One, Two and Three**

**Laurel & Hardy Comedy Classics**

**Shirley Temple Theatre**

**Cartoons**—68 half-hours; all the greats.

**Planet of the Apes Cartoons**—13 half-hours.

**Olympiad**—22 hours; four new episodes covering 1980 Moscow games.

**UNIFRANCE FILM/FRENCH  
FILM OFFICE WEST**

9200 West Sunset Boulevard  
Suite 540

Los Angeles, CA 90069

213-274-5450

Suite 470



*Ms. Bonte*

*Representatives:* Josette Bonte, *exec d*

*Services:*

Unifrance is a trade association representing the French motion picture and television industry. Our hospitality suite will be a place where buyers may view a wide-range of French programming including recent feature films of all types, classic films, shorts, travelogues, informational programming, etc. Our suite will serve, as well, as a headquarters for all French motion picture and television producers attending NATPE.

**UNI-SET CORPORATION**

449 Avenue A  
Rochester, NY 14621  
716-544-3820  
Booth 60

*Representatives:* R. Kniffin, S. Cerrone, P. Vincent, J. Simpson

*Services:*

UNI-SET, a modular staging system used for backgrounds, elevations, news desks. Also available is the new Riser blocks-Tops-Ramps system.

**UNITED MEDIA PRODUCTIONS**

200 Park Avenue  
6th Floor East  
New York, NY 10166  
212-557-2316

*Representatives:* Robert Roy Metz, Jay Poynor

**UNITED STATES SATELLITE BROADCASTING COMPANY, INC.**

3415 University Avenue  
St. Paul, MN 55114  
612-642-4467

*Representatives:* Stanley S. Hubbard, Robert C. Fransen, James C. Copersmith

**UNITEL PRODUCTION SERVICES, INC.**

510 West 57th Street  
New York, NY 10019  
212-265-3600

*Representatives:* Herb Bass, *p*; Al Geisler, *exec vp*; John Hoffman, *vp gen mgr*; Ed Levine, *vp opns*; Phil McEneny, *vp mktg/sls*; Garth Gentilin, Paula Davis, Richard Kearney, *act execs*

*Properties:*

**Restored America: Philadelphia**—a 30-minute pilot for a proposed television series. The program traces the successful restoration of homes and public buildings in the Philadelphia area. Other cities in the series being considered are New York, Boston, Atlanta, New Orleans. Produced by Sky Productions in association with Unitel.

**Maurice Chevalier: In His Own Words**—the first 30-minute program in a series of 13 showcasing the unknown side of familiar figures through use of rare film footage and photographs. The series is the brainchild of producer, Arnold Michaelis, produced by Michaelis/Clark, Ltd. in association with Unitel.

**Rodgers and Hammerstein: In Their Own Words**—(Parts I & II)—The second and third programs from the series were co-produced by Michaelis/Clark Ltd. and Unitel. Personalities in future programs include Jackie Robinson, Eleanor Roosevelt, Hubert Humphrey, Indira Ghandi and Martin Luther King.

**All Those Beautiful Girls**—a 30-minute show co-produced by Unitel in association with Jim Larking and Dale Keidel. The show profiles attractive women from all walks of life trying to make it big in show business. Two programs are available.

**UPA PRODUCTIONS OF AMERICA**

4440 Lakeside Drive  
Burbank, CA 91507  
213-849-6666

*Representatives:* Henry G. Saperstein, *p*

*Properties:*

“Terror of Mechagodzilla,” “Godzilla vs the Thing,” “Godzilla vs Monster Zero,” “Godzilla’s Revenge,” “Godzilla King of the Monsters,” “War of the Gargantuas,” “Rōdan,” “Island of the Burning Doomed,” “Battle of the Worlds,” “Atom Age Vampires,” “High Seas Hijack,” “Espy,” “Evil of Dracula,” “Lake of Dracula,” “Last Days of Planet Earth.”

**Mr. Magoo’s Christmas Carol**—one-hour special, color.

**Uncle Sam Magoo**—one-hour special, color.

**Mr. Magoo’s Snow White**—one-hour special, color.

**Mr. Magoo Color Cartoons**—130 5-minute segments, color.

**What’s New, Mister Magoo**—16 half-hours or 32 15-minute segments, color.

**Famous Adventures of Mr. Magoo**—26 half hours, color (Also available as 6 full length feature films).

**Roy Rogers Show**—100 half hours, B&W.

**All Star Golf**—142 hours, B&W.

**U.S. CHAMBER OF COMMERCE BROADCAST CENTER**

1615 H Street, NW  
Washington, DC 20062  
202-659-6238  
Suite 317

*Representatives:* Dr. Carl Grant, *vp, communs*; Bob Adams, *mgr, bdcst center*; Cheri Rusbult, *mktg mgr*; Daryl Griffin, *sr prod*; Bette Alofsin, *syn d*; Richard Block, *bdcst cons*; Andy Kosek, *prom d*; Anne Morrissy Merick, *prod*

*Properties:*

**It’s Your Business**—52 weeks, 30-minute color tapes; a business oriented debate/discussion program focusing on current business and economic issues with Dr. Richard L. Leshner, President, Chamber of Commerce of the U.S. and Meryl Comer, moderator.

**VALOR PRODUCTIONS**

1137 North McCadden Place  
Hollywood, CA 90038  
213-464-3138  
Suite 435

*Representatives:* Ted Gomillion

**VARITEL COMMUNICATIONS INC.**

350 Townsend Street  
San Francisco, CA 94107  
415-495-0910



*Mr. Osterhaus*

*Representatives:* William E. Osterhaus, *p*; Arthur Porter, *exec vp*



**Services:**

Developing domestic and international television projects, arranging financing and facilities, consulting on organizational, financial, and programming matters. Varitel Video provides advanced video editing facilities. Varitel Entertainment packages program projects for television. Varicom is a division marketing computer systems for program applications. Main product, TvNS, Television News Support, is used in news show preparation.

**VERSATILE VIDEO ENTERPRISES**

Suite 419

**VIACOM**

1211 Avenue of the Americas  
New York, NY 10036  
212-575-5175  
Booth 1



Mr. Block



Mr. Gillespie

**Representatives:** Ralph M. Baruch, *ch of bd, ceo*; Terrence A. Elkes, *p*; Ken Gorman, *p*, *Viacom Entertainment Group*; Willard Block, *p*, *Viacom Enterprises*; Dennis Gillespie, *sr vp, domestic*; Michael Lambert, *vp, new prgms, new media*; Joseph Zaleski, *vp & gen sls mgr, dom*; Raul Lefcovich, *vp, intl*; Robert Goldfarb, *vp, prog planng & develop*; Jerry Kaufer, *vp, creat servs*; Jack Kelley, *vp, off-net-work sls*; Peter Yaman, *vp, first-run sls*; Paul Kalvin, *vp, sls features*; Jim Marrinan, *vp, intl mktg*

**Properties:**

- Night Court in Vegas**—half-hour strip.
- Louis Rukeyser's Business Journal**—half-hour once-a-week.
- Family Feud**—half-hour strip.
- To Tell the Truth**—half-hour strip.
- Spy**—6 one-hour episodes.
- Circus**—24 half-hours, one-hour special.
- All In the Family**—207 half-hours.
- Hawaii Five-O**—200 hours.
- The Mary Tyler Moore Show**—168 half-hours.
- The Bob Newhart Show**—142 half-hours.
- The Life and Times of Grizzly**

- Adams**—35 hours, two 90-minute specials.
- The Best of the Beverly Hillbillies**—168 half-hours.
- Hogan's Heroes**—167 half-hours.
- Clint Eastwood in Rawhide**—half-hour.
- Family Affair**—138 half-hours.
- Gomer Pyle**—150 half-hours.
- Gunsmoke**—226 hours.
- My Three Sons**—160 half-hours.
- Perry Mason**—245 hours.
- The Andy Griffith Show**—249 half-hours.
- The Dick Van Dyke Show**—158 half-hours.
- The Twilight Zone**—134 half-hours.
- Wild Wild West**—104 hours.
- The Honeymooners**—39 half-hours.
- The Rookies**—90 hours.
- I Love Lucy**—179 half-hours.
- Petticoat Junction**—148 half-hours.
- Viacom Features I, II, III, IV, V, VI, VII, VIII**
- Viacom Movie Greats**
- The Legend Group**
- Gasp**
- Special Delivery**
- Terrytoons**

**VICTORY TELEVISION INC.**

275 Madison Avenue  
New York, NY 10016  
212-687-1516  
Suite 2964



Mr. Victory

**Representatives:** James T. Victory, *p*; Chuck Wolfertz, *eastern div*; Ben Okulski, *western div*; John Rohrs, *midwest div*; John Rohrs, Jr., *midwest div*; Mrs. Ray Feinstein, *off mgr*

**Properties:**

- Lou Grant**—92+ hours, Fall 1984.
- WKRP in Cincinnati**—70+ half-hours, Fall 1984.
- White Shadow**—54 hours, January, 1982.
- Rhoda**—110 half-hours.
- Streets of San Francisco**—119 hours.
- Match Game**—half-hour strip.
- World of People**—half-hour strip.

**VIDEO NEWSCASTING NETWORK**

115 East 47th Street  
New York, NY 10017  
212-980-6629  
Booth 25

**Representatives:** Thomas Madden, *p*; Albert Timsit, *vp of sls & distrib*; Sandra Serino, *d of sls*

**Properties:**

A trade publication in video.

**THE VIDEO TAPE COMPANY**

10545 Burbank Boulevard  
North Hollywood, CA 91601  
213-985-1666  
Suite 3-101



Mr. Austin



Mr. Millais

**Representatives:** Keith Austin, *p*; Frances Van Paemel, *vp*; Dick Millais, *d, mktg*

**Services:**

VTC provides a full range of services for distributors and syndicators: videotape stock and duplication in all formats (2", 1", 3/4", 1/2"); flying spot scanner film-to-tape transfer; rental tape and trafficking and satellite distribution. VTC duplicates programs, features specials, and spots 24 hours a day.

**THE VIDTRONICS COMPANY, INC.**

(A Subsidiary of Technicolor, Inc.)  
855 North Cahuenga Boulevard  
Hollywood, CA 90038  
213-856-8200  
Suite 335

**Representatives:** Burt Lippman, *p*; Neal Rydall, *vp/gen sls mgr*; Marilyn Davis, *syn sls, acct exec*; Sharon Beverly, *mgr, dist svcs*

**Services:**

Complete videotape post production including: Off and On-line computerized editing; Film-to-tape transfers; Audio Sweetening; Videotape Duplication and Distribution Services.

## VIPRO SYNDICATION

645 N. Michigan Avenue  
Chicago, IL 60611  
312-664-7111  
Suite 560

2715 Packard Road  
Ann Arbor, MI 48104  
313-971-0031

*Representatives:* Donald J. Frehe, *d of prog & synd*; Thomas M. Edinger, *natl sls mgr*; Steve Palmer, *sls rep*; Mike McHugh, *western sls rep*; Maria Cerone, *d of sls admin-prog*; Diane Ryzewski, *d of sls admin-dist*; George Marketos, *sr vp*; Peter Polakowski, *vp & gm*

### *Properties:*

**Paul Harvey Comments**—Vipro offers five new commentaries weekly in 90-second and 3-minute versions. Add individuality and distinctiveness to your local news with Paul Harvey, America's popular one-man news network.

**Hints from Heloise**—130 ingenious and practical tips take the drudgery out of every household chore. Featuring the world's best-known home-maker, Heloise. Satisfies the time, money, and energy saving needs of today's woman. Produced in a 60-second format for TV.

**The American Way**—New this year! 39 ninety-second television features designed to help your viewers cope with today's inflationary problems. On location production, real life situations and money expert Jim Mallamo combine forces to provide sound advice on better money management in understandable terms for everyone. Contains comprehensive coverage of such topics as banking, bonds, real estate, credit, insurance, the stock market, and investing.

**Financial Planning for Women**—New for 1981-1982! Vivaly informative features designed to help all women take charge of their financial lives. Featuring Ann Benson, investor information specialist for Merrill Lynch. This daily 45-second feature turns investment and financial jargon into understandable and profitable knowledge for today's women. Produced for both radio and television.

**Screen Treasures**—A spectacular package of great entertainment. Twenty-two made-for-TV first run movie presentations featuring award-

winning performances by such stars as Meryl Streep, Eli Wallach, Bernadette Peters, John Houseman, Helen Hayes, James Earl Jones and more! Average running time 90 minutes. Color, tape.

**The Gigglesnort Hotel**—78 half-hours of entertaining and instructional/educational children's strip or weekend programming featuring "B.J. and the Dirty Dragon"! One of today's highest rated children's series. Color, tape.

**Kup's Show**—All first-run, one hour per week informative and entertaining discussions of contemporary topics with prominent personalities. Color, tape.

**Focus on the Family**—New this year! 24 half-hour audience participation series devoted to solving the problems facing the American family. Featuring Dr. James Dopson and endorsed by the PTA TV Action Panel. Color, tape.

## VISNEWS BROADCAST FACILITIES

Cumberland Avenue  
London, NW10 7EH  
01-965-7733  
Suite 4-107

*Representatives:* Paul Binsted, *bdcst facilities*; Ed Helfer, *vp, Viscom*

### *Services:*

Facilities House, standards conversions (including ACE digital converter), telecine, editing, secam transcoding, interview studio, 2" & 1" machines 525/625, plus all major cassette formats, 16mm laboratory available. Lines to British Telecom. Teleconferencing. Distribution by Satellite.

## VITT MEDIA INTERNATIONAL, INC.

1114 Avenue of the Americas  
New York, NY 10036  
212-921-0500  
Suite 428



*Mr. Marsh*

*Representatives:* Howard Marsh, *sr exec vp*; Richard Olsen, *v chmn of the bd*; Phil DeCabia, *sup of syn*; William Morton, *vp*

### *Properties:*

**Hostess Family Classics**—26 one-half hours.

**The Big Blue Marble**—125 one-half hours.

**Blue Marble Company Specials (one hour)**—"My 17th Summer"; "Treasure Island"; "Do Me A Favor, Don't Vote for My Mom"; "The Witches Sister."

## VU-TV, INC.

4201 N. 16th St.  
Suite 250  
Phoenix, AZ 85016  
602-277-8888  
Suite 5-101

*Representatives:* Walter E. Baxter, *p*; Douglas Cooper, *d of sls & mktg*; C. Jeffrey Arch, *d of corp develop*; Nancy Wierth, *d of prog*; Scott Geyer, *mgr of pr*

### *Properties:*

Distribution of television programming to domestic and international television markets. Emphasis in pay and cable television distribution. Also, programming services for domestic and international pay and cable systems.

**Little Boy Lost**—97 minute feature film. Australian family film.

**Manganinnie**—90 minute feature film. Cultural gem produced by Tasmanian Film Corporation.

**Joni Mitchell—Shadows & Light**—Music/Entertainment Special. Joni Mitchell with Pat Matheny, Lyle Mays and Jaco Pastorius taped live at the Santa Barbara County Bowl, plus video exposes.

**Ene Lovich Live**—Music/entertainment special. A solid hour with the leading lady of "New Music". Britain's Lene Lovich recorded live from Manhattan's Studio 54.

**Hot and Kool**—an hour long tv special recorded live from the Aladdin Theatre in Las Vegas.

**Best of Savoy Brown**—live music/entertainment special. The seasoned veterans of blues-rock, Savoy Brown plays a top-drawer set of their greatest hits taped live from Denver's Rainbow Music Hall. A second show features the band's latest songs from Rock n Rock Warriors.

**Astonishing Odyssey**—Music/entertainment special. One of a kind "space" concert conducted by Michel Le Grand featuring music of Star Wars, Close Encounters, and 2001

combined with the most phenomenal visual effects ever.

**Gibson Jazz Concert**—Music/entertainment special. Legendary mainstream Jazz music promoter Dick Gibson brings together the best of the pure Jazz musicians for a live concert from Denver's prestigious Paramount Theatre.

**Great Artists in Concert: Menuhin/Grappelli**—music/entertainment special. Two of the world's greatest violinists combine their talents to create this spectacular performance. 60 minutes.

**Peter Ustinov**—music/entertainment special. This world-famous artist shows his multi-faceted abilities in comedy, drama, and music.

**Broadway to Hollywood**—music/entertainment special. Thirteen one-hour programs available in this star-studded variety series taped at the elegant Palace in Hamilton, Ontario.

**Chuckles**—a series of thirteen one-hour programs featuring a variety of Americas top comedians in a Cabaret setting. Produced for late-nite audiences.

**Miss World Burlesque**—two one-hour shows featuring eleven of the world's most seductive dancers competing for the title of Miss World Burlesque.

#### **BRENT WALKER LTD.**

9 Chesterfield Street  
Mayfair, London W1, England  
01-491-4430  
Suite 2826

*Representatives:* George J. Helver

#### **WARNER BROS. TELEVISION DISTRIBUTION**

4000 Warner Boulevard  
Burbank, CA 91522  
213-954-6000  
Suite 2980



*Mr. McGregor*



*Mr. Hart*

*Representatives:* Charles D. McGregor, *p*; William Hart, *vp dom sls mgr*; Peter Affe, *vp eastern sls d*; Ed Donaldson, *vp, western sls d*; Bill Seiler, *vp, southwestern sls d*; John Louis, *vp, midwestern sls d*; Phillip Barkin, *sls rep*; Arthur Kananack, *vp, bus affairs and admin*; Gordon Hellmann, *vp, adv*

*prom & pub*; Paul Simon, *vp, research*; Joel Kaplan, *d, adv prom & pub*; John Chickering, *d, fin admin*; Dee Eulberg, *d, prod coord*; Dan McRae, *domestic contracts*

#### *Properties:*

**Bugs Bunny & Friends**—100 cartoons, color.

**Porky Pig & Friends**—156 cartoons, color.

**Alice**—half-hours available in 1982.

**Welcome Back, Kotter**—95 half-hours, all color.

**Chico and the Man**—88 half-hours, all color.

**F Troop**—65 half-hours, 31 in color.

**Superman**—104 half-hours, 52 in color.

**Batman/Superman/Aquaman**—69 animated half-hours, all color.

**The Dukes of Hazzard**—available 1984.

**Harry O**—available June 1982, 44 hours, all color.

**Wonder Woman**—61 hours, all color.

**King Fu**—62 hours, all color.

**The Waltons**—221 hours, all color.

**The FBI**—234 hours, all color.

**Tarzan**—57 hours, all color.

**Maverick**—124 hours.

**Roots: The Next Generations**—14 hour multi-part production, all in color.

**Roots**—12 hour multi-part production, all in color.

**Pearl**—6 hour multi-part production, all in color.

**The Phenomenon of Roots**—1 hour special, color.

**David L. Wolper Specials of the Seventies**—30 one-hour specials, color.

**Volume 22**—38 features, all in color.

**Volume 21**—26 features, all in color.

**The FBI Story**—4 features, all in color.

**Volume 20**—30 features, all in color.

**Volume 19**—30 features, 29 in color.

**Volume 18**—28 features, 25 in color.

**Volume 17**—23 features, 21 in color.

**Volume 16**—22 features, 17 in color.

**Volume 15**—15 features, 11 in color.

**Volume 14**—22 features, 18 in color.

**Volume 13**—28 features, 20 in color.

**Volume 12**—12 features, 9 in color.

**Volume 11**—10 features, 8 in color.

**Volume 2-a**—22 features, 13 in color.

**Volume 1-A**—22 features, 15 in color.

**13 Classic Thrillers**—13 features, all in color.

**Tarzan Features**—32 features, 9 in color.

**The Bowery Boys**—48 features.

**Starlite 6**—28 features, 14 in color.

**Starlite 5**—29 features, 18 in color.

**Starlite 4**—30 features, 16 in color.

**Starlite 3**—30 features, 19 in color.

#### **WEISS GLOBAL ENTERPRISES**

20055 South Saviers Road  
Suite 12

Oxnard, CA 93030

805-486-4495

Cable: WEISSPICT

Booth 46



*Mr. A. Weiss*



*Mr. S. Weiss*

*Representatives:* Adrian Weiss, *p*; Steven A. Weiss, *sec/treas*; Ethel L. Weiss, *vp*; Laurie Weiss, *vp*; Teresa M. Sedillos, *oper mgr*; *Century Broadcasting Corp. (Midwest)*, 312-922-1000 Don Colapinto, *(West)*, 213-553-5806; Tom J. Corradine, *(Non-theatrical)*, 213-851-5811; Hank Profenius, *(Southeast/Southwest)*, 919-292-1434; Harvey R. Reinstein, *(Northeast)*, 516-499-8382; Alton Whitehouse, *(Southeast/Southwest)*, 904-733-9565 or 733-9566; George Harper, *(Canada)*, 416-968-1433; Anthony Morris, *(Europe)*, *(London)* 01-836-0576/9; Michele Haye, *(French Speaking Countries)*, *(Paris)* 01-603-0289; Jorge Rossi, *(Spanish Speaking Countries)*, *(Los Angeles)* 213-841-0362; Panos Spyropoulos, *(Greece, Cyprus, Turkey)*, *(Athens)* 724-243; Roger Hooker, *(Middle East)*, *(Beirut)* 961-349-917; Eric Conrad, *(Far East)*, *(Bangkok)* 233-1410 or 233-6142

#### *Properties:*

**Galaxy "14"**—14 features, including "Ginger in the Morning," "Molly and Lawless John," "Only the Cool," featuring Monte Markham, Elliott Gould, Vera Miles, Barbara Eden, Lilli Palmer, Ginger Rogers, Ray Milland, Cameron Mitchell, Sam Elliott, Sissy Spacek, Tony Roberts, Catherine Deneuve and Yves Montand.

**Golden ShowmanShip "9"**—9 features,

including "Cattle Queen of Montana," "Slightly Scarlet," featuring Glenn Ford, Barbara Stanwyck, Cornel Wilde, Yvonne De Carlo, John Payne, Elizabeth Scott, Gene Evans, Ann Sheridan, Zachary Scott, Arlene Dahl, Rhonda Fleming and Ronald Reagan.

**Parade "4"**—4 features of the 60's, featuring Marshall Thompson and Hedy Lemarr.

**Impact "120"**—120 features produced by Robert L. Lippert, including "Baron of Arizona," "I Shot Jesse James," "King Dinosaur," "Rocket-ship X-M," "Sins of Jezebel," "Steel Helmet," featuring Lloyd Bridges, Lee J. Cobb, Cesar Romero, Paulette Goddard, George Raft, John Ireland, Richard Conte, Richard Arlen, Vincent Price, Dane Clark, Bela Lugosi, Raymond Burr and Robert Alda.

**Westerns**—60 action features starring Johnny Mack Brown, Harry Carey, Fred Kohler, Jr., Rex Lease, Buddy Roosevelt and Bob Steele.

**Vintage Flicks**—24 features from the '30's and '40's, featuring Leo Carillo, Noah Beery, Wallace Ford, Leon Ames, Jack Mulhall, H. B. Warner, William Farnum, Regis Toomey, Mischa Auer and Ruth Mix.

**For Adults Only**—12 select feature films for adult audiences only.

**The Brave Rifles**—51 minutes narrated by Arthur Kennedy.

**Our Time in Hell**—51 minutes narrated by Lee Marvin.

**Those Crazy Americans**—54 minutes narrated by George Gobel.

**Custer's Last Stand**—15 episodes featuring Rex Lease, Jack Mulhall, Ruth Mix and William Farnum.

**The Black Coin**—15 episodes featuring Ralph Graves and Ruth Mix.

**The Clutching Hand**—15 episodes featuring Jack Mulhall, Marion Shilling, William Farnum and Ruth Mix.

**Make Room For Daddy**—161 half-hour programs starring Danny Thomas, Marjorie Lord, Rusty Hamer and Angela Cartwright with many guest superstars including Jack Benny, Lucille Ball and Bob Hope.

**My Little Margie**—126 half-hour comedy shows starring Gale Storm and Charles Farrell.

**Journey!**—26 half-hours all in color. A fresh real-life adventure series, hosted by Jack Douglas, in which people from all parts of the world narrate the actual films of their journeys from the Yukon to the South Pole, from Africa to New Guinea.

**Waterfront**—78 half-hour adventure classics starring Preston Foster with many guest stars.

**The Adventure of Jim Bowie**—78 half-hour suspense filled stories of the wilderness starring Scott Forbes.

**The Traveler/Northwest Traveler**—184-half hour, true-life adventures featuring journeys to all countries and island groups of the world.

**Ski West**—39 half-hour sports programs designed to appeal to every viewer, regardless of whether he or she skis a little, or a lot or not at all.

**Craig Kennedy, Criminologist**—26 half-hour mysteries featuring Donald Woods.

**Thrill of Your Life**—13 half-hours focusing on the vocations of people from all walks of life.

**Canine Comments**—13 quarter-hour short subjects on man's best friend.

**The Chuckle Heads**—150 five-minute slapstick comedy shorts featuring Ben Turpin, Snub Pollard, Hairbreadth Harry, Poodles Hanneford, Jimmy Aubrey and many others.

**Alice**—a Walt Disney cartoon—10 10-minute cartoons.

**Krazy Kid Kartunes**—4 six-minute cartoons.

**Nursery Rhymes**—6 one and one-half minute cartoons of popular nursery rhymes.

#### WESCOM PRODUCTIONS

2855 Mitchell Drive

Suite 210

Walnut Creek, CA 94598

415-935-1111



Mr. Levin

*Representatives:* Steve Levin

#### *Properties:*

Feature Films for Pay-TV:

**The Howling**

**An Eye for an Eye**

**Graduation Day**

**Big Mo**

#### WESTCHESTER FILMS INC.

342 Madison Avenue

New York, NY 10173

212-867-1700

Suite 319

*Representatives:* Claude S. Hill, *p*;  
Ann B. Cody, *vps*; Joane Melton, *sls*;  
Richard Blayney, *european rep*

#### *Properties:*

**Star Blazers**—(In Japan, "Space Cruiser Yamato"). 52 half-hours—Two 26 episode stories in color, Animated. 50 new episodes to come.

#### WESTERN-WORLD

##### TELEVISION

132 Lasky Drive

Beverly Hills, CA 90212

Suites 2825

*Representatives:* Robert Springer, *p*;  
Midge Barnett, *d of U.S. prog sls*

#### *Properties:*

**Rush**—13 one-hour adventure/action series.

**Levkas Man**—6 one-hour adventure series filmed in Greece & Germany.

**Boney**—26 one-hour mystery/adventure series filmed in Australia.

**The Outsiders**—26 one-hour dramatic/adventure series.

**Thick as Thieves**—75-minute action feature film.

**Machine Gunner**—75-minute mystery/action feature film.

**Adventures & Explorations**—10 half-hour documentaries (including "Everest Unmasked," "Matterhorn").

**Living Tomorrow**—58 half-hours magazine program.

**Young Champions**—one-hour sports documentary.

**Children of Stones**—7 half-hours sci-fi adventure series.

**Into the Labyrinth**—7 half-hours sci-fi adventure series.

**Trans Star Command**—26 half-hours children's sci-fi adventure.

**A Child is Born**—one-hour Christmas special.

**Misa Flamenca**—one-hour Christmas special.

**Europa '80**—50 minute championship soccer match.

**Images**—15-minute programs, magazine format.

**Insight**—15-minute documentaries, magazine format.

#### WITH THIS RING

210 W. Main St.

Manchester, MI 48158

313-428-8811

*Representatives:* Father Raymond R. Schlinkert

*Properties:*

**Syndicated TV Series Weekly**—Producer Father Raymond R. Schlinkert in conjunction with WJBK TV, Storer Broadcasting, Detroit, Michigan. Tone is ecumenical, topics of interest to wide spectrum of viewers. No charge to stations. Stations simply pay shipping charges to next station.

**ROBERT WOLD COMPANY INC.**

10880 Wilshire Blvd.  
Suite 2204  
Los Angeles, CA 90024  
213-474-3500  
Suite 4-107

Empire State Building  
350 Fifth Ave.  
New York, NY 10118  
212-947-4475

8150 Leesburg Pike  
Vienna, VA 22180  
703-442-8550



Mr. Wold



Mr. Worth

*Representatives:* Robert N. Wold, *chmn*; Wayne Baruch, *p*, *Wold Entertainment*; Gary Worth, *p*, *Wold Communications*; Ellen Kimmelman, *sta rel*; Robert E. Wold, *trans sls vp*; Mark Wallhauser, *eastcoast sls (D.C.)*; Laurie Thelan, *westcoast sls (L.A.)*

*Services:*

Creation of alternative networks, station clearances, network interconnection, satellite uplink and downlink services, broadcast and closed circuit program production.

**WORLD MEDIA/MINOTAUR FILMS**

9021 Melrose  
Suite 209  
Los Angeles, CA 90069  
213-552-0082  
Suite 432

*Representatives:* Janet Snow

**WORLD NORTHAL CORPORATION**

Ond Dag Hammarskjold Plaza  
New York, NY 10017  
212-223-8181  
MGM Grand Suite 1676A



Mr. Hankoff

*Representatives:* Frank Stanton, Victor Elmaleh, *co-chms*; George Hankoff, *exec vp/tv*; Niko Elmaleh, *vp/prdn*; Martin Schildkaut, *vp/bus affairs*; Larry Bensky, *creative sup*; Lori Gold, *administrative asst/television*

*Properties:*

**Black Belt Theater**—13 feature films including "Bruce Lee: His Last Days"; "Master Killer"; "The Tattoo Connection"; "The Savage Five"; "The Chinatown Kid"; "Executioner of Death"; "Dynamo"; "Street Gangs of Hong Kong"; "The Three Avengers"; "Duel of the Iron Fist"; "Five Deadly Venoms"; "The Kid With the Golden Arm"; "Five Masters of Death".

**Black Belt Theater 2**—26 feature films: "The Four Assassins"; "Bloody Avengers"; "Shaolin Handlock"; "Avenging Eagles"; "Unbeatable Dragon"; "Challenge of the Ninja"; "Challenge of the Masters"; "Masters of Kung Fu"; "Killer from Shantung"; "Death Chamber"; "Flying Guillotine"; "Ten Tigers from Kwantung"; "Slaughter in San Francisco"; "Stoner"; "When Taekwondo Strikes"; "International Assassins"; "Man Called Tiger"; "Tattoo Dragon"; "18 Fatal Strikes"; "Revenge of the Patriots"; "Manhunt"; "The Shaolin Plot"; "Death Stroke"; "Incredible Kung Fu Master"; "Master Avengers"; "Roots of Evil".

**World Northal Television 1982**—14 feature films: "Circle of Two"; "Disappearance, The Last Wave"; "Take It From the Top"; "The American Game"; "Black Magic"; "The Children"; "Goliathon"; "Hussy"; "The Orphan"; "Quadrophenia"; "Revenge of the Zombies"; "Strange Behavior"; "Deadly Angels".

**WORLDVISION ENTERPRISES INC.**

660 Madison Avenue  
New York, NY 10021  
212-832-3838  
Suite 2861



Mr. O'Sullivan

*Representatives:* Kevin P. O'Sullivan, *chmn & chf exec off*; Neil Delman, *p & chf oper off*; Hal Golden, *exec vp mktg*; Al Hartigan, *exec vp, Worldvision Home Video, Inc., Subsidiary of Worldvision Enterprises, Inc.* Lawrence Gottlieb, *exec vp, fin*; Bert Cohen, *sr vp, intl sls*; John D. Ryan, *sr vp, dom sls*; Jerry Rettig, *sr vp, creat svcs*; Bill Baffi, *vp, eastern div mgr*; Burton Rosenburgh, *gen sls mgr, Evergreen Programs, Inc., Subsidiary of Worldvision Enterprises, Inc.* Martin Weinstein, *sls mgr, Worldvision Home Video, Inc., Subsidiary of Worldvision Enterprises, Inc.* Steven Appel, *acct exec eastern div*; Steve Blank, *vp fin admin*; Danielle Sotet, *vp contract admin*; Ben De Augusta, *vp ops*; Eugene Moss, *vp, adv, prom, & pub rels*; Lucille Shevett, *d of adv & prom; Worldvision Enterprises, Inc., 625 North Michigan Avenue, Chicago, Il. 60611 (312) 642-2650* John Barrett, *vp, central div mgr*; Paul Danylik, *acct exec central div; Worldvision Enterprises, Inc., 14 Perimeter Center East, Atlanta, Ga. 30346 (404) 394-7444* Jim Thomson, *vp, southern div mgr*; Reggie Jester, *acct exec southern div; Worldvision Enterprises, Inc., 9465 Wilshire Blvd., Beverly Hills, Ca. 90212 (213) 273-7667* Howard Lloyd, *sr vp, western div*; Randy Hanson, *vp, western div mgr*; Ed O'Brien, *acct exec western div*

*Properties:*

**Dark Shadows**—half hours, strip, drama.

**The Love Boat**—150 hours, starring Gavin MacLeod.

**Little House on the Prairie**—166 hours, starring Michael Landon.

**Barnaby Jones**—177 hours, starring Buddy Ebsen.

**The Doris Day Show**—128 half hours.

**The Mod Squad**—124 hours, police drama.

**Ben Casey**—153 hours, classic medical series.

**Combat**—152 hours, wartime drama.

**The Fugitive**—120 hours, starring David Janssen.

**The Invaders**—43 hours, science-fiction.

**Holocaust**—10 hours, drama.

**Against the Wind**—13 hours, drama.

**The Man from Atlantis**—20½ hours, starring Patrick Duffy.

**The Newlywed Game**—half hour strip, starring Bob Eubanks.

**The 12th Annual Senior Olympics**—1 hour, Peter Marshal host.

**Jack Nicklaus at the Home of Golf**—3 hours.

**Prime VII**—25 color features.

**Prime VI**—19 color features.

**Prime V**—26 color features.

**Prime IV**—26 color features.

**Prime III**—16 color features.

**Prime II**—16 color features.

**Prime I**—10 color features.

**Fun World of H-B**—animated half hours featuring Dastardly & Muttley, Funky Phantom and others.

**World of Super Adventure**—129 half hours featuring Space Ghost-Dino Boy, Shazzan and others.

**Banana Splits & Friends**—125 animated half hours featuring Atom Ant, Secret Squirrel and others.

**Top Cat**—30 half hours.

**Harvey Cartoons/Casper the Friendly Ghost**—244 cartoons.

**The Wonderful World of Professor Kitzel**—104 4½-minute cartoons.

**The Reluctant Dragon & Mr. Toad**—17 half hours.

**The Jackson Five**—23 half hours.

**Smokey the Bear**—17 half hours.

**George of the Jungle**—51 cartoons.

**King Kong**—78 cartoons.

**Milton the Monster**—26 half hours.

**The Jerry Lewis Show**—17 half hours.

#### **Y & R PROGRAM SERVICES**

285 Madison Avenue  
New York, NY 10017  
212-953-20000  
Suite 355

*Representatives:* Richard H. Low, *exec vp & d, bdcst prog & purchasing;* Gerald Baldwin, *vp & grp sup lcl bdcst & network radio;* Joseph Schrier, *vp & grp sup, prog svcs;* Steve Lazarus, *sup, prog svcs*

#### *Properties:*

**The Spirit of Christmas**—15 episodes, Barter drop-in.

**Discover the World of Science**—specials.

#### **ZIV INTERNATIONAL, INC.**

600 North Sepulveda Boulevard  
Bel Air, CA 90049  
213-476-7345  
Suite 5-117

*Representatives:* Irv Holender, *p;* Brad Globe, *d of bus affairs;* Matt Steinbuch, *d of prodn & prgm development;* Olga Chacon, *compt;* Alan Letz, *project d*

#### *Properties:*

**Little Lulu**—26 half-hour color cartoons.

**Angel**—50 half-hour color cartoons.

**Captain Harlock**—40 half-hour color cartoons.

**Captain Future**—52 half-hour color cartoons.

**Candy, Candy**—65 half-hour color cartoons.

**Hey Abbott**—90-minute special.

**Fables of the Green Forest**—52 half-hour color cartoons.

**The Animators**—fully animated tv commercials in color.

**Spunky & Tadpole**—150 3½-minute color cartoons.

**Rocky Jones—Space Ranger**—39 half-hour space adventures.

**Musical Telescriptions**—1100 4-minute black & white films.

**Milestones of the Century**—358 3½-minute black & white films.

**Men of Destiny**—130 3½-minute black & white films.

**My Little Margie**—126 half-hour black & white comedies.

**Adventures of Jim Bowie**—76 half-hours in black & white.

**Waterfront**—78 half-hours in black & white.

**Flipsides**—13 half-hour musical stars in color.

**Feature Library**—550 films features including: "Fort Yuma Gold," and "Commando Attack."

## Shuttle Bus Schedule between: Hilton, Sahara, and Riviera Hotels.

<b>Fri.</b>	7:30 a.m. to 1:00 a.m.
<b>Sat.</b>	7:30 a.m. to 2:00 a.m.
<b>Sun.</b>	7:30 a.m. to 2:00 a.m. and return from MGM Grand
<b>Mon.</b>	7:00 a.m. to 1:00 a.m.
<b>Tues.</b>	7:00 a.m. to 3:00 p.m.

# NATPE Conference, March 1982 Agenda

## Thursday, March 11

8:00 a.m. to 8:00 p.m. . . . Registration Desk Open

8:30 a.m. to 1:00 p.m. . . . Conference Committee Meeting

9:00 a.m. to 8:00 p.m. . . . Private Meetings for: ABC Owned Stations, Hearst Broadcasting, Group W Productions, Harrington, Righter & Parsons, Katz, McGraw-Hill, Metromedia Stations, Metromedia Producers Corp., MMT Sales, Paramount Television, Petry Television, Taft Broadcasting, TeleRep, Viacom. (Hilton, Sahara and Riviera Hotels)

9:30 a.m. to 11:00 a.m. . . . Fred Ziv Kaffee Klatsch, sponsored by Multimedia Program Sales

1:00 p.m. to 6:00 p.m. . . . Press Room Open

1:00 p.m. to 6:00 p.m. . . . Delegate/Spouse Lounge Open, sponsored by Eastman Kodak

4:00 p.m. to 5:00 p.m. . . . Security Briefing for Exhibitors

*Moderator:* Phil Corvo, KGTU, San Diego

7:00 p.m. to 8:00 p.m. . . . Press Briefing

## Friday, March 12

7:30 a.m. to 1:00 a.m. . . . Shuttle Bus Service between Hilton, Sahara and Riviera, co-sponsored by Turner Program Services

8:15 a.m. to 9:00 a.m. . . . Welcome! Las Vegas '82, a new member's guide. Continental Breakfast

*Moderator:* Stan Marinoff, WISN-TV, Milwaukee

*Speakers:* Steven Currie, KOIN-TV, Portland and president NATPE International

George Back, executive director, NATPE International

9:00 a.m. to 6:00 p.m. . . . Registration Desk Open

9:00 a.m. to 7:00 p.m. . . . Delegate/Spouse Lounge Open

9:00 a.m. to 7:00 p.m. . . . Hospitality Suites and Exhibition Hall Open

10:00 a.m. to 6:00 p.m. . . . Press Room Open

11:00 a.m. to 12:30 p.m. . . . Las Vegas Gaming Seminar

*Hosted by:* Joanie Greggains, star of "Morning Stretch," sponsored by Program Syndication Services

1:30 p.m. to 4:30 p.m. . . . Women's Tennis Tournament, sponsored by Eastman Kodak

3:30 p.m. to 4:15 p.m. . . . Producers-Moderators Meeting

7:00 p.m. to 9:00 p.m. . . . Private Reception for Industry Organizations

11:00 p.m. to 1:00 a.m. . . . Leonel Van Deerlin Roast, sponsored by San Diego State University (Sahara)

## Saturday, March 13

7:30 a.m. to 6:00 p.m. . . . Press Room Open

7:30 a.m. to 2 a.m. . . . Shuttle Bus Service between Hilton, Sahara and Riviera

7:45 a.m. to 8:15 a.m. . . . Ed Allen Exercise, sponsored by American Television Syndication

8:00 a.m. to 5:00 p.m. . . . Registration Desk Open

8:45 a.m. to 10:45 a.m. . . . Opening Breakfast

*Invocation by:* Rev. Elwood E. Kieser, C.S.P.

*Welcome by:* Hon. Bill H. Briare, Mayor of Las Vegas and Senator Howard Cannon (D-Nev)

*Keynote address by:* William F. Baker, Westinghouse Broadcasting

*Entertainment by:* U.S. Naval Academy Glee Club and Jeff Kutash's Dancing

*Recognition of:* NATPE International scholarship winners

*Host:* Steve Currie, president (Sahara)

11:00 a.m. to 12:15 p.m. . . . Workshop I: Washington Report. A state of art report on all areas of government environment

*Moderator:* Richard E. Wiley, Kirkland & Ellis, Washington

*Participants:* Honorable Mimi Weyforth Dawson, FCC; Erwin Krasnow, NAB; Honorable Henry Rivera, FCC; Mark Smith, KLAS-TV, Las Vegas (Sahara)

11:00 a.m. to 12:15 p.m. . . . Workshop II; What Will Happen to Children's Programming? Report on development or decline of this program form

*Moderator:* Barry Thurston, Field Communications

*Participants:* Peggy Charren, Action for Children's Television; John Claster, Claster Television; Linda Rios Brook, KENS-TV San Antonio; Honorable Abbott Washburn, FCC. (Sahara)

11:00 a.m. to 12:15 p.m. . . . Workshop III: Import-Export. An update on the international program scene

*Moderator:* Bruce Gordon, Paramount TV International

*Participants:* Regina Dantas, CBS Cable; Mike Gould, Gould Entertainment; Renato Pachetti, RAI Corporation, Italy; Arthur Weinthal, CTV Network, Canada; Bernard Chevy, MIP-TV, France. (Sahara)

11:30 a.m. to 1:30 p.m. . . . Neiman-Marcus Fashion and Beauty Champagne Fete

12:30 p.m. to 7:00 p.m. . . . Delegate/Spouse Lounge Open

12:30 p.m. to 7:00 p.m. . . . Hospitality Suites & Exhibition Hall Open

2:00 p.m. to 4:00 p.m. . . . Women's Tennis Tournament—seni-finals, finals and awards ceremony

9:00 p.m. to 10:00 p.m. . . . NATPE Follies (Sahara)

10:00 p.m. to 1:00 a.m. . . . Party co-sponsored by Gold Key (Sahara)

## Sunday, March 14

7:30 a.m. to 6:00 p.m. . . . Press Room Open

7:30 a.m. to 2:00 a.m. . . . Shuttle Bus Service between Hilton, Sahara, Riviera and return from MGM Grand

7:45 a.m. to 8:15 a.m. . . . Ed Allen Exercise

7:45 a.m. to 9:15 a.m. . . . Rex Humbard Breakfast, sponsored by H.I.S. Marketing

8:00 a.m. to 8:45 a.m. . . . Catholic Mass, arranged by

Paulist Productions (Sahara)

**8:00 a.m. to 9:00 a.m. . . . Overseas Visitors Breakfast**, hosted by New York World Television Festival and Eastman Kodak

**8:00 a.m. to 4:30 p.m. . . . Registration Desk Open**

**9:00 a.m. to 5:30 p.m. . . . Delegate/Spouse Lounge Open**

**9:30 a.m. to 5:30 p.m. . . . Hospitality Suites and Exhibition Hall Open**

**9:30 a.m. to 10:30 a.m. . . . Jazz Aerobics with Candy Colby**, sponsored by Great American Entertainment

**9:30 a.m. to 11:00 a.m. . . . ABC Meeting**

*Moderator:* Stan Marinoff, WISN-TV, Milwaukee

*Participants:* James Duffy, Robert Fountain, Tony Thomopoulos (Sahara) Closed Meeting

**9:30 a.m. to 11:00 a.m. . . . CBS Meeting**

*Moderator:* Steve Currie, KOIN-TV, Portland

*Participants:* Bud Grant, Tony Malara, Scott Michaels, James Rosenfield, Neil Pilson, Van Gordon Sauter, John Weir (Sahara) Closed Meeting

**9:30 a.m. to 11:00 a.m. . . . NBC Meeting**

*Moderator:* Ron Klayman, WMC-TV, Memphis

*Participants:* Pier Mates, Brandon Tartikoff, Ray Timothy. (Sahara) Closed Meeting

**9:30 a.m. to 11:00 a.m. . . . Independents Meeting**

*Moderator:* Ron Klayman, WMC-TV, Memphis

*Participants:* Farrell Meisel, David L. Simon, Barbara Smith (Sahara)

**9:30 a.m. to 11:00 a.m. . . . PBS Meeting**

*Moderator:* Tom Madigan

*Participants:* Chuck Allen, Larry Bershon, Beryl Spector, Paul Steen. (Sahara)

**9:30 a.m. to 11:00 a.m. . . . Cable Meeting**

*Moderator:* Joe Cohen, MSG Communications

*Participants:* Mert Koplín, Corporation for Entertainment & Learning; Laurie Leonard, WMTV, Madison; Russell Rhodes, Ogilvy & Mather; Derk Zimmerman, Group W Satellite Communications (Sahara)

**11:00 a.m. to 11:15 a.m. . . . Coffee Break (Sahara)**

**11:15 a.m. to 12:45 p.m. . . . General Session—Why Don't You Return My Phone Calls!** A guide to better buying and selling techniques and relationships between stations and syndicators.

*Moderators:* A. R. Van Cantfort, WSB-TV, Atlanta, Michael Garin, Telepictures Corp., New York (Sahara)

**11:30 a.m. to 1:30 p.m. . . . Phil Donahue Brunch**, sponsored by Multimedia

**5:30 p.m. to 6:30 p.m. . . . Iris Awards Reception (Aladdin)**

**7:00 p.m. to 9:00 p.m. . . . Iris Awards Show**

*Hosts:* Gary Collins and Mary Ann Mobley

*Entertainment by:* Lou Rawls and the Sahara Girls

*Presenters:* Goriddle Gorilla, Ken Howard, Gordon Jump, Jayne Kennedy, Michael Landon, Sugar Ray Leonard, Nancy McKeon, Phil McKeon, Terry Meeusen, Ricardo Montalban, Sarah Purcell, Roxie Roker, Richard Sanders, Chef Tell, Lauren Tewes (Aladdin)

**10:30 p.m. to 1:30 a.m. . . . Iris Awards Party**, sponsored by MGM-UA Distribution (MGM Grand)

## Monday, March 15

**7:00 a.m. to 9:00 a.m. . . . Delegate/Spouse Lounge Open**

**7:00 a.m. to 1:00 a.m. . . . Shuttle Bus Service** between Hilton, Sahara, Riviera

**7:30 a.m. to 6:00 p.m. . . . Press Room Open**

**7:45 a.m. to 8:15 a.m. . . . Ed Allen Exercise**

**8:00 a.m. to 5:00 p.m. . . . Registration Desk Open**

**8:00 a.m. to 9:30 a.m. . . . General Session—PTAR Forum.**

Statement of positions by government, network, station, syndicator, producer, pressure group/lobbyist

*Introduction by:* Steve Currie, president

*Moderator:* Mickey Gardner, Bracewell & Patterson, Washington

*Participants:* Gene Bohi, WGHP-TV, Greensboro-High Point, Jim Coppersmith, WTOG-TV, Tampa; Honorable Joseph Fogarty, FCC; Sandy Frank, Sandy Frank Film Syndication; John Lane, Hedrick & Lane, Washington; Tony Malara, CBS Network; Rep. Al Swift (D-Wash); Ray Timothy, NBC Network. (Sahara)

**9:30 a.m. to 9:45 a.m. . . . Coffee Break (Sahara)**

**9:45 a.m. to 11:15 a.m. . . . General Session—The Next True Program Form** Where do we go from here? Discussion includes possible news "glut."

*Moderator:* Charles W. Larsen, WABC-TV, New York

*Participants:* Richard Ballinger, Metromedia; John Goldhammer, Paramount Television; Mickey Hooten, WISN-TV, Milwaukee, Bill Lord; ABC News; Vince Manzi, CBS Owned Stations; Bob Pittman, Warner Amex; George Resing, Group W Productions. (Sahara)

**11:15 a.m. to 11:30 a.m. . . . Coffee Break (Sahara)**

**11:30 a.m. to 12:45 p.m. . . . Workshop I: Here Come the Indies—Will the Independents Become Independently Stronger?**

*Moderator:* Sheldon Cooper, WGN Continental Broadcasting Co., Chicago

*Participants:* Alan Bell, KTVU, San Francisco-Oakland; Carol D. Myers, WJLA-TV, Washington; Lucille Salhany, Taft Broadcasting; John Serrao, KTRV, Boise; Fred Silverman, InterMedia Entertainment. (Sahara)

**11:30 a.m. to 12:45 p.m. . . . Workshop II: So I'm Not in the Top 50—What Does It Mean to Me?**

*Moderator:* Lew Klein, Gateway Communications, Cherry Hill, N.J.

*Participants:* Barry Barth, WJXT, Jacksonville; Bill Logan, WIS-TV, Columbia; Roger Ottenbach, KMTV, Omaha; Stu Seibel, KIMA-TV, Yakima. (Sahara)

**11:30 a.m. to 12:45 p.m. . . . Workshop III: The Syndicator's Dilemma—To Develop or Not to Develop?**

*Moderator:* Dave Sifford, Comworld, Nashville

*Participants:* Sandy Carter, Carter-Grant Communications; Dick Colbert, Colbert TV Sales; Robert Goldfarb, Viacom; David Salzman, Telepictures Corp.; Gene Swerdlhoff, ABC Owned Stations (Sahara)

**11:30 a.m. to 12:45 p.m. . . . Workshop IV: The Bottom-Line Syndrome—Amortizing Either Way**

*Moderator:* Bob McAuliffe, Broadcast Financial Management Association

*Participants:* Cliff Curley, WCVB-TV, Boston; Bill Key, WHBQ-TV, Memphis; Mich Schafbuch, KOIN-TV, Portland; Jack Shenkan, Hearst Broadcasting, Pittsburgh (Sahara)

**1:00 p.m. to 2:30 p.m. . . . Lunch (Sahara)**

*Address by:* Honorable Mark Fowler, Chairman, FCC

**2:00 p.m. to 7:00 p.m. . . . Delegate/Spouse Lounge Open**

**2:30 p.m. to 7:00 p.m. . . . Hospitality Suites and Exhibition Hall Open**

**9:30 p.m. to 10:45 p.m. . . . Athletes In Action—Reception with Terry Bradshaw**, sponsored by RPM General (Sahara)



11:00 p.m. to 1:00 a.m. . . . **Being There**, starring Peter Sellers, courtesy of Lorimar (Sahara)

**Tuesday, March 16**

7:00 a.m. to 9:00 a.m. . . . **Delegate/Spouse Lounge Open**

7:00 a.m. to 3:00 p.m. . . . **Shuttle Bus Service** between Hilton, Sahara and Riviera

7:30 a.m. to 6:00 p.m. . . . **Press Room Open**

8:00 a.m. to 12:30 p.m. . . . **Registration Desk Open**

8:00 a.m. to 9:15 a.m. . . . **Workshop I: Effective Movie Packaging and Scheduling**

*Moderator:* Sandra Pastoor, WTTG, Washington

*Participants:* Bill Cox, WFAA-TV, Dallas; Tim McDonald, Tele-Corp. Stations, Virginia Beach; Dick Robertson, Telepictures Corp.; Joe Tirinato, MGM/UA (Sahara)

8:00 a.m. to 9:15 a.m. . . . **Workshop II: Open Sky or Blue Sky**

*Moderator:* George Back, executive director

*Participants:* Irv Goldstein, Satellite TV Corp.; Larry Harris, Broadcast Bureau, FCC; Robert Howard, United Satellite TV; John Tagliaferro, Hughes TV. (Sahara)

9:15 a.m. to 9:30 a.m. . . . **Coffee Break** (Sahara)

9:30 a.m. to 10:45 a.m. . . . **Workshop I: Dealing with Non-Fiction Programming**

*Moderator:* Phil Corvo, KGTU, San Diego

*Participants:* Stu Billett, *The People's Court*; Dick Crew, *PM Magazine*; Chuck Gingold, KYW-TV, Philadelphia; Muriel Reis, WNEW-TV, New York. (Sahara)

9:30 a.m. to 10:45 a.m. . . . **Workshop II: Deregulation &**

**Fairness**

*Moderator:* Jim Major, KGO-TV, San Francisco

*Participants:* Charlotte Hall, WLNE-TV, New Bedford-Providence; L. Stanley Paige, Post-Newsweek Stations, Inc.; Steve Sharp, FCC; Fred Young, WTAE-TV, Pittsburgh (Sahara)

9:30 a.m. to 10:45 a.m. . . . **Workshop III: The Sixth Estate—Time Banking and Barter**

*Moderator:* Ave Butensky, Ed Libov Associates

*Participants:* Rod Erickson, Time Buying Services; Stan

Moger, SFM Media; John Ranck, Lexington Broadcast Services; Gentry Trotter, Koplar Communications. (Sahara)

10:45 a.m. to 11:00 a.m. . . . **Coffee Break** (Sahara)

11 a.m. to 12:15 p.m. . . . **Workshop I: Programming the Sweeps**

*Moderator:* Allen Sternberg, WCKT, Miami

*Participants:* Gene Davis, Gene Davis Associates; Stew Park, KNTV, San Jose; Ron St. Charles, WUAB-TV, Cleveland; Brooke Spector, WSB-TV, Atlanta; Don Tillman, KTTV, Los Angeles. (Sahara)

11:00 a.m. to 12:15 p.m. . . . **Workshop II: The Aftermarkets . . . and an Afterword About Copyright**

*Moderator:* Alan Perris, Post-Newsweek Stations, Inc.

*Participants:* Richard Barovick, Fulop & Hardee; Seymour Horowitz, 20th Century Fox Video; Jim Jimirro, Walt Disney Telecommunications; Honorable James Quello, FCC; Seth Willensen, RCA Selectavision. (Sahara)

11:00 a.m. to 12:15 p.m. . . . **Workshop III: Is Cable Net-Working?**

*Moderator:* Kay Koplovitz, USA Cable Network

*Participants:* Char Beales, NCTA; Dick Cox, CBS Cable; Bill Gruber, Cox Cable; Bob Johnson, Black Entertainment Television; Greg Nathanson, Showtime; Robert Wussler, Turner Broadcasting. (Sahara)

12:30 p.m. to 2:15 p.m. . . . **Luncheon—The Communications Year Ahead—Some Views From the Inside and Outside About the Next 12 Months**

*Moderator:* Jeff Greenfield, CBS

*Participants:* Honorable Anne Jones, FCC, on government; Dr. David Pearl, on psychology; Howard Ruff, on economics; Neil Postman, on sociology. (Sahara)

2:30 p.m. to 3:15 p.m. . . . **Conference '83—A Preview** (Sahara)

*Narrators:* Charles W. Larsen, WABC-TV New York; John von Soosten, WNEW-TV New York

3:30 p.m. to 4:30 p.m. . . . **Annual Business Meeting and Elections** (Sahara)

*Chairman:* Steve Currie, president

**HOTELS**

<b>Airport Travelodge</b> (Bristol International)	(702) 731-0800	<b>Landmark</b>	733-1110
<b>Aladdin</b>	736-0111	<b>Las Vegas Hilton</b>	732-5111
<b>Caesars Palace</b>	731-7110	<b>Las Vegas Marina</b>	739-1500
<b>Castaways</b>	731-5252	<b>Mardi Gras</b>	731-2020
<b>Continental</b>	737-5555	<b>Maxim</b>	731-4300
<b>Conventioneer</b>	737-5910	<b>MGM Grand</b>	739-4111
<b>Desert Inn</b>	733-4444	<b>Riviera</b>	734-5110
<b>Dunes</b>	737-4100	<b>Rodeway Inn Tropicana</b>	736-8988
<b>Flamingo Hilton</b>	733-3111	<b>Royal Americana</b>	734-0711
<b>Frontier</b>	734-0110	<b>Royal Las Vegas</b>	735-6117
<b>Golden Nugget</b>	385-7111	<b>Sahara</b>	737-2111
<b>Hacienda</b>	739-8911	<b>Sands</b>	733-5000
<b>Holiday Inn—Center</b>	732-2333	<b>Shenandoah</b>	737-7200
<b>Holiday Inn—Downtown</b>	385-1500	<b>Silver Bird</b>	735-4111
<b>Holiday Inn—South</b>	735-1167	<b>Stardust</b>	732-6111
<b>Imperial Palace</b>	731-3311	<b>Tropicana</b>	739-2222
		<b>Union Plaza</b>	386-2110
		<b>Westward Ho</b>	731-2900

# SPECIALS AND DOCUMENTARIES

- Achievements in American Black History—Best Film & Video Corporation
- Roy Acutt: 50 Years the King of Country Music—Fremantle International, Inc.
- Against the Odds—Gateway Productions, Inc.
- The Airborne—TV Sports Scene
- Alaska Wilderness Lake—Alan Landsburg
- The Alcohol Problem—Raymond International
- All Alone Together—Station Program Resources
- Peter Allen & The Rockettes—Lexington
- All Star Party for Jack Lemmon—Alfred Haber
- All Star Party for Burt Reynolds—Alfred Haber
- All Star Salute . . . Pearl Bailey—Alfred Haber
- All Star Tribute to Ingrid Bergman—Alfred Haber
- All Star Tribute to Jimmy Stewart—Alfred Haber
- All Star Tribute to Elizabeth Taylor—Alfred Haber
- All Star Tribute to John Wayne—Alfred Haber
- All Those Beautiful Girls—Unitel
- Aloha Bowl—Metrosports
- Always A New Beginning—TV Sports Scene
- Amanda—International Tele-Film
- The Amazing World—Bill Burrud
- Ambassador—Metromedia
- America at Play—JWT
- America's Battle With Crime—Capital Cities TV
- America's Sweetheart (The Mary Pickford Story)—Gray-Schwartz
- The American Diary—American National Enterprises
- The American Documents—Gould Entertainment
- American Hotline—Dan Robinson
- American Hotline Series—International Telemedia Ltd.
- American Life Style—Show
- Angel Death—Metromedia
- Paul Anka in Monte Carlo—Alfred Haber
- Paul Anka Show—B/C Enterprises, Inc.
- Ann-Margret: Hollywood Movie Girls—Alfred Haber
- Annual American Black Achievement Awards—CMC
- Around the World in '82—Show Biz
- Astonishing Odyssey—Vu-Tv, Inc.
- Australians At War—Rhodes
- B.C.—A Special Christmas—M.G. Films
- Bachman-Turner Overdrive—Jerry Dexter
- The Back-Packer—TV Sports Scene
- Bangladesh—Turner Program Sales, Inc.
- A Barbi Doll for Christmas—Jim Owens
- Baseball 1982: A Look Ahead—Major League Baseball Productions
- Baseball Bloopers Package—Major League Baseball Productions
- Baseball Magazine—Major League Baseball Productions
- Battle of the Las Vegas Showgirls—Syndicast
- The Bauls—Teleproductions Gaumont
- Benares—Teleproductions Gaumont
- Benjamin—TV Sports Scene
- Tony Bennett In Concert—Marvin Goodman Associates, Inc.
- Best of Savoy Brown—Vu-Tv, Inc.
- Between the Wars—Alan Landsburg
- Big Bird in China—Children's Television Workshop
- The Big Ice—Thomas Horton
- Big Rigs Rollin—Pennzoil Film Center
- Biography—Creative International Activities, Ltd., Fusco
- Birth of a Baby—Raymond International
- The Blue Edge—Alan Landsburg
- Blue Marble Company Specials (one hour)—Vitt
- Body Human—Intercontinental Communications, Inc.
- Bogart—Gray-Schwartz, Grinberg
- The Brave Rifles—Weiss Global
- Bright China—JPD Entertainment, Inc.
- Broadway to Hollywood—Vu-Tv, Inc.
- Dave Brubeck at the Vineyards—One Pass
- Bureau Report—JWT, Newsweek
- La Caballe, A Portrait—TF1
- James Cagney: That Yankee Doodle Dandy—Mgm/Ua
- Canadian Invitational Tennis—Intercontinental Communications, Inc.
- The Capital Cities Family Specials—Capital Cities TV
- Capital Cities Special Report—Capital Cities TV
- The Captain & Tennille In Hawaii—Jerry Dexter
- The Captain & Tennille In New Orleans—Jerry Dexter
- The Captain & Tennille Songbook—Jerry Dexter
- Johnny Cash Ridin' the Rails—Jerry Dexter
- The Johnny Cash Specials—Fremantle International, Inc.
- Johnny Cash: Christmas in Scotland—Fremantle International, Inc.
- Johnny Cash—A Flower Out of Place—Peter Rodgers
- Castastrophe! No Safe Place—Alan Landsburg
- A Celebration—B/C Enterprises, Inc.
- Celebration—Peter Rodgers
- Celebration of Women—Comworld
- Challenge—Fuji Telecasting
- The Challengers—Thomas Horton
- Chapters in Black American History—Carter-Grant
- Charter to Hell—TF1
- A Child is Born—Western World
- Children's Half-hour and Hour Specials—Coe
- Children's Programs—Thomas Horton
- China—Turner Program Sales, Inc.
- The China Connection—Atlantic Richfield
- China Magic—JWT
- The Christians—Granada
- A Christmas Carol—Granada
- Christmas Eve on Sesame St.—Children's Television Workshop
- The Christmas Legend of Nashville—Show Biz
- Christmas Messenger—Lexington
- Christmas Raccoons—Time Buying Services
- Christmas Special—Franciscan Communications
- The Christmas Star—Program Syndication Services
- A Christmas Visit—Peter Rodgers
- Christmas With the Lennon Sisters—Comworld
- Chronicles of Narnia—Glenray Communications
- Circuit Eleven Miami—Lionheart Television International, Inc.
- Circus of the Stars VI—Alfred Haber
- Cities—Media Lab Television Incorporated
- The City That Forgot About Christmas—Lutheran Television
- Clare's Wish—International Tele-Film
- The Colorado 500—Best Film & Video Corporation
- Colorful Wu-Hang Circus—Telecas Japan Co., Ltd.
- Chi Coltrane—Rhodes
- Perry Como's Bahamas Holiday—Alfred Haber
- Perry Como's Christmas in the Holy Land—Alfred Haber
- Perry Como's Christmas in Early America from Colonial Williamsburg—Alfred Haber
- Perry Como's Easter by the Sea—Alfred Haber
- Perry Como's French-Canadian Christmas—Alfred Haber
- Perry Como's Springtime in San Francisco—Alfred Haber
- Perry Como—Music From Hollywood—Alfred Haber
- Computers Are People Too—SFM
- Concepts From Paradise—Capricorn Entertainment
- A Concert Behind Prison Walls—Jim Owens
- Concert of Classical Japanese Music—Fuji Telecasting
- Condominium—Operation Prime Time
- A Conductor at Work: Claudio Abbado—Granada

Connections: An Investigation Into Organized Crime in North America—Norfolk  
 Conquista—Alan Landsburg  
 Coral Jungle—Perin  
 The Counselor—Capricorn Entertainment  
 Countdown to Superbowl XVII—Carter-Grant  
 Countdown to the World Series—Carter-Grant  
 Country Comes Alive 2—Multimedia  
 Country Comes Home—Fremantle International, Inc.  
 Country Days/Nashville Nights—Random Productions  
 Country Galaxy of Stars—Jim Owens  
 Country Goes Hawaiian—Capricorn Entertainment  
 Country Gold: The First 50 Years—Alfred Haber  
 Country Music Celebration—Labuick & Associates Media, Inc.  
 Jacques Cousteau—Turner Program Sales, Inc.  
 Cousteau's Odyssey—Metromedia  
 Crime In America—On The Air  
 Croc-Blanc in the Flores Sea—Teleproductions Gaumont  
 Bing Crosby Christmas Like the Ones We Used to Know—Alfred Haber  
 Bing Crosby: His Life & Legend—Craig Breedlove Enterprises  
 Bing Crosby: His Life and Legend—Alfred Haber  
 Bing Crosby: The Christmas Years—Alfred Haber  
 Crusade In The Pacific—SFM  
 Daigoro-Love Works a Miracle—Fuji Telecasting  
 The Dance Theater of Harlem—Capital Cities TV  
 Dancin' Man—CBC  
 Dayan—SFM  
 Devers—Teleproductions Gaumont  
 Die Fledermaus—Cori & Orient  
 Discover the World of Science—Y & R Program  
 Djerrahi, The Howling Dervishes—Teleproductions Gaumont  
 Docu-dramas—The Garrett Company  
 Docu-Dramas—Gateway Productions, Inc.  
 Documentaries—The Garrett Company, Gateway Productions, Inc., Jorge Rossi  
 Documentary Drama on Sex Education—G. G. Communications  
 Documentary Feature Films—J. E. D. Productions  
 Don't Bother Me I'm Learning—One Pass  
 Dora's World—Premore  
 Morton Downey Remembered—Hollywood Distributors  
 Easter Is—Lutheran Television  
 Echo of the Wild—Cori & Orient  
 Educational—Coe, The Garrett Company  
 Elements of the Unknown—Fusco  
 Entertainer of the Year Awards—Syndicast  
 Epidemic—BBI Communications, Inc.  
 Eubie—Marvin Goodman Associates, Inc.  
 Europa '80—Western World  
 Evening at Pops—Intercontinental Communications, Inc.  
 An Evening at the Moulin Rouge—Alfred Haber  
 An Evening With Gene Kelly—Mgm/Ua  
 An Experience in Dying—Raymond International  
 Falmouth: The Great American Road Race—Telepictures  
 Family Specials, Shorts and Fillers—Thomas Horton  
 Family Television Network—Osmond Entertainment Center  
 The Fat of the Land—Alan Landsburg  
 Fawn Story—Alan Landsburg  
 The Fifth Annual Rhythm & Blues Awards—Syndicast  
 50 Years of Country Music—Fremantle International, Inc.  
 A Finite World—Turner Program Sales, Inc.  
 The First 100,000 Laughs—Siroco  
 First-run specials for Fall and January 1983.—Muller Media Inc.  
 Fishing the Last Frontier—TV Sports Scene  
 Fishing U.S.A.—G. G. Communications  
 5 one-hour musicals—Four Star  
 Flowers in the Sand—International Tele-Film  
 Food World #1—Best Film & Video Corporation  
 Food World #2—Best Film & Video Corporation  
 Football Bowl Games—Mizlou  
 Football Follies—Pro Sports Entertainment  
 Four Girls Four—Rhodes  
 Four Guys Four—Random Productions  
 The 14th Annual World Championship Chili Cook-Off—Craig Breedlove Enterprises  
 The Fragile Mind—Alan Landsburg  
 Aretha Franklin—Intercontinental Communications, Inc.  
 Freedom Railway—Italtoons  
 Future Shock—Metromedia  
 Galaxy 1—JPD Entertainment, Inc.  
 Game of the Century—Syndicast, Telepictures  
 Judy Garland—Medallion TV Enterprises Inc.  
 Larry Gatlin—Alfred Haber  
 Ghosts & Gold—Pennzoil Film Center  
 Gibson Jazz Concert—Vu-Tv, Inc.  
 Girl on the Edge of Town—Capital Cities TV  
 Givers, Takers, and Other Kinds of Lovers—JN Agency  
 Glamorous Commodities—Gateway Productions, Inc.  
 The Jackie Gleason Christmas Show—Metromedia  
 Glittering Crowns—NY Times Syndication  
 Going Straight—Dave Bell  
 Golden Era of the Silents—Gray-Schwartz  
 Goldmine in the Superstition Mountains of Arizona—Pennzoil Film Center  
 Jane Goodall and the World of Behavior—Metromedia, Metrome  
 A Gorey Halloween—JWT  
 Gossamer Albatross Flight of Imagination—Thomas Horton  
 The Governor—Thomas Horton  
 Grand Opera—Teverama of Florida, Inc.  
 Grand Prix Tennis—Intercontinental Communications, Inc.  
 The Grateful Dead In Concert—Marvin Goodman Associates, Inc.  
 Robert Graves Anthology—Intercontinental Communications, Inc.  
 Great American Men—Alcare  
 Great American Singalong—Show Biz  
 The Great Americans—Station Program Resources  
 Great Artists in Concert: Menuhin/Grapelli—Vu-Tv, Inc.  
 A Great Day in the Morning—Teleproductions Gaumont  
 The Greater New Orleans Golf Open—Lexington  
 The Greatest Journey—Firestone, Media Lab Television Incorporated  
 H.R.H. Prince Charles—NY Times Syndication  
 Hakone-Open Air Museum—Fuji Telecasting  
 Half-Hour Specials—Coe  
 Hall of Fame Basketball Classic—TVS  
 Jim Hall: Pursuit of Victory—Pennzoil Film Center  
 Hamlet—Fremantle International, Inc.  
 Lionel Hampton: One Night Stand—Beta  
 The Harvest—Faith for Today  
 Has Marriage Had It?—Alan Landsburg  
 "Hats Off to Country" Show—Madison Square Garden  
 Goldie Hawn and Kids . . . Listen to Us—Alfred Haber  
 The Heisman Trophy Award—SFM  
 Doug Henning's World of Magic—Marvin Goodman Associates, Inc.  
 Hey Abbott—ZIV  
 Historyland—TVS  
 Hitler, Roosevelt, Churchill, Truman, J.F.K.—Creative International Activities, Ltd.  
 The Hollywood Hall of Shame—Total Video  
 Hollywood: The Selznick Years—Gray-Schwartz  
 Hong Kong: The Arrival of Boat 845—Telepictures  
 The Honor and the Glory—Pierre Sauvage Productions  
 Host Specials—Coe  
 Hot and Kool—Vu-Tv, Inc.  
 Hot Rods & Cool Customs—Pennzoil Film Center  
 Hour-And-A-Half Specials—Coe  
 How The Beatles Changed The World—Beta  
 How To Stay Alive—Alan Landsburg  
 Human Experience—Cori & Orient

Humpty—Glenray Communications  
 Hungry i Reunion—One Pass  
 Ian Hunter—Lexington  
 Image of Ireland—Too Plus Productions  
 Images of Ireland—Creative International Activities, Ltd.  
 Imagine That—Premore, Syndicable, Inc.  
 Imagine the Sound—International Tele-Film  
 In Search of Ancient Astronauts—Gold Key Entertainment  
 In Search of Ancient Astronauts—Alan Landsburg  
 In Search of Ancient Mysteries—Alan Landsburg  
 Including Me—Capital Cities TV  
 Into the Valley of Death—Pennzoil Film Center  
 Invisible Influences—Fusco  
 The Irish Rovers—LaBuick & Associates Media, Inc.  
 Irish Special—Comworld  
 Isadora—Granada  
 Islam in U.S.S.R.—TF1  
 Island at the Edge—Hardy Jones  
 Israel—The Pressure Cooker—TV Sports Scene  
 It Happened Next Door—Mag-Net  
 It Takes a Lot of Love—Alan Landsburg  
 It Was a Very Good Year—Alan Landsburg  
 It's Magic—Fremantle International, Inc.  
 Ivory Tower—International Tele-Film  
 J.F.K.—Fusco  
 Jan & Dean Special—Raymond Horn  
 Jangadeiro—Laff-A-Bit  
 Jazz at Antibes—Intercontinental Communications, Inc.  
 Jockey—M.A. Kempner  
 Tom Jones—Alfred Haber  
 Jack Johnson: Black Power in The Ring—Gerber-Carter  
 Joy Of Bach—Intercontinental Communications, Inc.  
 The Juggler of Notre Dame—Capital Cities TV  
 Kennedy's Ireland—Peter Rodgers  
 The KGB Connections: An Investigation into Soviet Operations in N.  
 America—Norfolk  
 Kicks—Filmways  
 Kigure Circus—Telecas Japan Co., Ltd.  
 Martin Luther King—Comworld  
 Konarak—Teleproductions Gaumont  
 Krieghoff—International Tele-Film  
 L'Evenement—TFI  
 Cheryl Ladd Souvenirs—Alfred Haber  
 Cheryl Ladd Special—Alfred Haber  
 Cheryl Ladd . . . Scenes From A Special—Alfred Haber  
 The Land—Alan Landsburg  
 Lene Lovich Live—Vu-Tv, Inc.  
 Leningrad Ice Ballet—Madison Square Garden  
 Let's Eat Food—Capital Cities TV  
 Jerry Lewis Labor Day Telethon—Muscular Dystrophy Association  
 Sheri Lewis "Christmas Concert"—Peter Rodgers  
 Liberty Bowl—Metrosports  
 Life and Death—Grinberg  
 Life, Death and the American Woman—Alan Landsburg  
 Like Magic—Fremantle International, Inc.  
 Little Friend—Franciscan Communications  
 Littlest Angel—First National Media  
 Live From the Met—Beta  
 Lively Specials—Representative Films Limited  
 Loggins and Messina "In the Attic"—Gold Key Entertainment  
 Gina Lollobrigida Discovers the Phillipines—Telefeatures  
 Corporation  
 Guy Lombardo's New Year's Eve Celebration—Capricorn  
 Entertainment  
 Jack London's Tales of the Klondike—Norfolk  
 Lost Treasure of the Conception—Telepictures  
 A Lot of Happiness—Granada  
 The Louvre—Fuji Telecasting  
 L. S. Lowry—A Private View—Granada  
 Lucy Comes to Nashville—First National Media  
 Shirley MacLaine—Every Little Movement—Alfred Haber  
 The Mafia—TF1  
 Magic—Peter Rodgers  
 The Magic of David Copperfield—Fremantle International, Inc.  
 Magic of the Stars—Mgm/Ua  
 Magic With the Stars—Fremantle International, Inc.  
 Magnificent Six—First National Media  
 Major sports championships in all sports.—Productions Associates  
 (Uk) Ltd.  
 The Maldives Islands—Teleproductions Gaumont  
 Barry Manilow Specials—Marvin Goodman Associates Inc.  
 Matthew Manning—Study of a Psychic—Raymond International  
 A Man Named Lombardi—Gould Entertainment  
 The Man Who Was Born to Sail—Peter Rodgers  
 Peter Marshall Special—Comworld  
 Johnny Mathis in Concert in Germany—Jerry Dexter  
 Maurice Chevalier: In His Own Words—Unitel  
 Maypole Carving—International Tele-Film  
 John McEnroe . . . The Rites of Passage—Embassy  
 Telecommunications  
 Gian Carlo Menotti—TF1  
 Miles To Go—Lutheran Television  
 Mine Eyes Have Seen—Rhodes  
 Liza Minelli stars in Hello, Here is Berlin—Beta  
 Liza Minelli In Concert—Marvin Goodman Associates, Inc.  
 Mink Deville—Lexington  
 Minter—Granada  
 Misa Flamenca—Western World  
 Miss Black Teenage Scholarship Awards—Gerber-Carter  
 Miss Peach—JWT  
 Miss World Beauty Pageant—On The Air  
 Miss World Burlesque—Vu-Tv, Inc.  
 Mississippi Days & Southern Nights—Alfred Haber  
 Joni Mitchell—Shadows & Light—Vu-Tv, Inc.  
 Mobil Showcase Network Presentations—SFM  
 Mom, I Want to Come Home Now—International Telemedia Ltd.  
 Marilyn Monroe—Fusco  
 Moscu 1980 Olympic Highlights—Jorge Rossi  
 Mule Madness—Best Film & Video Corporation  
 Music City News Top Country Hits of the Year—Jim Owens  
 Music Concerts—Cori & Orient  
 Music Specials—Jorge Rossi  
 Mutsugoro—Fuji Telecasting  
 My Father Gave Me America—Alan Landsburg  
 Mysteries of the Indigo Depths—Telecas Japan Co., Ltd.  
 Mysterious Miniature World—Bill Burrud  
 Myth or Reality—Peter Rodgers  
 NAACP Awards—Comworld  
 Nailed—Granada  
 Nashville World Concerts—Comworld  
 The National Crime and Violence Test—Metromedia  
 National Driving Test—Special Interest Programming Associates  
 New Country from the Old Country—Alfred Haber  
 New Gold for Old Glory—Station Program Resources  
 New Star Over Hollywood—TV Sports Scene  
 New York Dancing Loft—TF1  
 Olivia Newton-John "Physical"—Alfred Haber  
 NFL Symfunny—Pro Sports Entertainment  
 Night of 100 Stars—Fremantle International, Inc.  
 A Night of Japanese Festivals—Fuji Telecasting  
 1980, 1981, 1982 Tony Awards—Fremantle International, Inc.  
 1982 Mrs. America Pageant—Syndicast  
 1982 Boston Marathon Special—BBI Communications, Inc.  
 The 1982 Golden Eagle Awards—Advanswers Media/Programming,  
 Inc.  
 1982 National High School Cheerleading Championship—TVS  
 1982 NIT (live)—Madison Square Garden  
 No Barrier These Walls—Raymond International

No Holds Barred—Alan Landsburg  
 Nobody Does It Better Than You, America—Lexington  
 Notes for An African Orestes (Paolo Pasolini)—Italtoons  
 Olympia Spectaculars—Intercontinental Communications, Inc.  
 Olympiad—20th Century  
 On Any Street—Eca Films, Ltd.  
 On Your Feet: The Great American Improvisers—Gateway Productions, Inc.  
 Once Upon a Wheel—Hollywood Distributors  
 One Hour Documentaries—Lionheart Television International, Inc.  
 1982 NIT (live)—Madison Square Garden  
 One Upon A Tour—Premore  
 Our Time in Hell—Weiss Global  
 Out Here On My Own—Turner Program Sales, Inc.  
 Paul and David—Raymond International  
 Luciano Pavarotti—Alfred Haber  
 Peachtree Road Race—Turner Program Sales, Inc.  
 People of the Holocaust—Pierre Sauvage Productions  
 Perfectly Frank—Lexington  
 Performing Arts Specials—Coe  
 The Phantom Wolf—Program Syndication Services  
 The Phenomenon of Roots—Warner Bros.  
 Philip: The Imaginary Ghost—Raymond International  
 A Place of Dreams—Intercontinental Communications, Inc.  
 George Plimpton's Quarterly Report—CMC  
 Marco Polo's Afghanistan—TV Sports Scene  
 Polo—Premore  
 Poor Fella Me—Grundy  
 Portage—International Tele-Film  
 Portraits of Power: Those Who Shaped the 20th Century—NY Times Syndication  
 Post-Season All-Star College Basketball—TVS  
 Pourquoi Pas? Vagabond—Teleproductions Gaumont  
 The Power Pinch—International Telemedia Ltd.  
 Powerpay—Capricorn Entertainment  
 Prelude—Syndicable, Inc.  
 The Presidents 1974-1984—Gould Entertainment  
 The Presidents: 80 Years on Camera—Gould Entertainment  
 Psychic Surgery in the Philippines—International Tele-Film  
 Queen On Tour—Performance Advertising Services  
 Rascal Dazzle—King World  
 Ratfink—Capital Cities TV  
 Readers Digest Shows—Lexington  
 Restored America: Philadelphia—Unitel  
 Rhythm In The Sun—Bentley  
 Ring of Fire—Thomas Horton  
 Rock 'n Roll: The First 25 Years—Comworld  
 Rockette: A Holiday Tribute to the Radio City Music Hall—Alfred Haber  
 Rodgers and Hammerstein: In Their Own Words—Unitel  
 Kenny Rogers and the American Cowboy—Alfred Haber  
 Kenny Rogers in Concert—Alfred Haber  
 Kenny Rogers' America—Alfred Haber  
 Rollermania—Excel Video  
 Linda Ronstadt In Concert—Marvin Goodman Associates, Inc.  
 The Roots of Rock 'N' Roll—20th Century  
 Rose on Broadway—Premore  
 Diana Ross In Concert Special—Marvin Goodman Assoc, Inc.  
 Diana Ross Special—Fremantle International, Inc.  
 Roughnecks—Metromedia  
 Run, River Run—International Tele-Film  
 Sadat—Operation Prime Time  
 Saga of Princess Kazunomiya—Fuji Telecasting  
 Buffy Sainte-Marie: Native North American Child—Capital Cities TV  
 Samurai Special—Fuji Telecasting  
 Santa and the Three Bears—First National Media  
 Scrooge—Rhodes  
 Sea of Cortez—Hardy Jones  
 Secret of Loving—JN Agency  
 The Secret of Michaelangelo: Every Man's Dream—Capital Cities TV  
 Secret Sleuth—Premore  
 Selznick—Grinberg  
 784 Days That Changed America—On The Air  
 784 Days That Changed America: From Watergate to Resignation—Television Corporation of America  
 Seven Million Dollar Fugitive—Andrews/Mitchell Enterprises  
 Seven Million Dollar Fugitive—Grundy  
 The Seventies—International Tele-Film  
 The Sex Industry—Pierre Sauvage Productions  
 Lynn Seymour: In a Class of Her Own—Fremantle International, Inc.  
 SFM Documentary Network—SFM  
 Shoot/Don't Shoot—Dave Bell  
 Shurfine Foods—Comworld  
 Siegfried & Roy Specials—Marvin Goodman Associates, Inc.  
 Silent Night—General Entertainments, Inc.  
 16th Annual Music City News Country Awards—Jim Owens  
 Rene Simard in Japan—International Tele-Film  
 Paul Simon—Alfred Haber  
 Sleep From A to Zzzzz—Metromedia  
 Slippery Slide—Cori & Orient  
 Solid Gold '79—Paramount Television & Video Distribution  
 Something Else—Medallion TV Enterprises Inc.  
 Son of Football Follies—Pro Sports Entertainment  
 A Special Anne Murray Christmas—Alfred Haber  
 A Special Sesame Street Christmas—Alfred Haber  
 Spirit of Christmas—David Blumenthal  
 The Spirit of Christmas—Y & R Program  
 Sports 82: The George Plimpton Scrapbook—CMC  
 The Stableboy's Christmas—Lutheran Television  
 Nicolas de Stael—TF 1  
 The Starlets: Making It In Hollywood.—Alan Landsburg  
 State Fair, U.S.A.—Comworld  
 The Story at the Top of the World, Alaska—Producers Showcase Corp.  
 Summer Solstice—BBI Communications, Inc., Creative International Activities, Ltd.  
 Superbowl XVI—Pro Sports Entertainment  
 Sweet Sixteen and Pregnant—Dave Bell  
 Tales From a Toyshop—International Tele-Film  
 Tales From A Toyshop—Norfolk  
 Teenage Suicide: Don't Try It!—Alan Landsburg, Metromedia  
 Teens N' Theatre—One Pass  
 Tenchu—Fuji Telecasting  
 Texas to Tennessee, A Musical Affair—Jim Owens  
 Then and Now: Filmmakers Salute Oscar—NY Times Syndication  
 They Fish the Great Slave—International Tele-Film  
 Those Crazy Americans—Weiss Global  
 Thrillmaker Sports Specials—Bandera  
 Time of Man—Metromedia  
 To Catch a Thrill—TV Sports Scene  
 To Laughter With Love: 30 Years of TV Comedy's Greatest Hits—Alan Landsburg  
 Tonight's the Night—Metcon  
 The Torch of Champions—NY Times Syndication  
 Mel Torme Satellite Premiere—One Pass  
 Touch of Music—Filmways  
 The Town That Arrested Santa Claus—TVM  
 Traditions of Easter—Carter-Grant  
 Trail to Alaska—TV Sports Scene  
 Treasure of the Snow—Glenray Communications  
 A Tribute to ?—Jim Owens  
 A Tribute to Chet Atkins From His Friends—Jim Owens  
 Tribute to Fists of Fury—Performance Advertising Services  
 A Tribute to Hank Williams: The Man and His Magic—Jim Owens  
 Truckers, Whalers and Cowboys: Building a Country—Gateway Productions, Inc.  
 True Mysteries of the Twentieth Century—Capricorn Entertainment

TVS Tennis Tour—TVS  
 Mark Twain—Beta  
 The 12th Annual Senior Olympics—Worldvision  
 The Two Kennedys—A View From Europe—Gold Key Entertainment  
 2 showcase hour specials—Four Star  
 Ultimate Challenge: Running Pike's Peak—Pennzoil Film Center  
 Uncle Sam Magoo—UPA  
 The Unknown War—On The Air  
 Unsolved Mysteries: The Investigators—Alan Landsburg  
 Uptown: The Story of Harlem's Apollo Theatre—Alfred Haber  
 Peter Ustinov—Vu-Tv, Inc.  
 Various Documentaries—Artmedia  
 Vassily Kandinsky, Father of the Abstract Painting—Teleproductions Gaumont  
 Las Vegas Jubilee—Alfred Haber, Alfred Haber  
 The Victor Awards—Syndicast  
 Vietnam; The Ten Thousand Day War—Alan Enterprises  
 A View of Soviet Sport—CMC  
 A View of the White House by H. R. Haldeman—Jpd Entertainment, Inc.  
 Violence in Sports—Gould Entertainment  
 Walt Wagner Show with Peggy Fleming—Gold Key Entertainment  
 Water Means Life—Italtoons  
 The Way They Were—Paramount Television & Video Distribution, Operation Prime Time

Waylon—Alfred Haber  
 Who Runs America?—Gateway Productions, Inc.  
 Why Can't I Learn—Capital Cities TV  
 The Wild South—Thomas Horton  
 Wild Times—Metromedia  
 Flip Wilson's Salute to Football—Fusco  
 Winnie—Norfolk  
 Jonathan Winters Salute to Baseball—Fusco  
 David L. Wolper Specials of the Seventies—Warner Bros.  
 A Woman Called Golda—Paramount Television & Video Distribution  
 Women of Achievement—Baron Enterprises  
 Women of China—Carter-Grant  
 World—King Features Entertainment, Inc.  
 World at War—D. L. Taffner  
 World Championship Tennis—Lexington, Jorge Rossi  
 A World Full of Music—Peter Rodgers  
 The World of Mother Teresa—Mgm/Ua  
 The World's Most Spectacular Stuntman—Alan Landsburg  
 A Year With the Dolphins—Hardy Jones  
 The Yellow Magic Orchestra In Concert—Fuji Telecasting  
 Yogi's First Christmas—Operation Prime Time  
 Yonder Come Day—Capital Cities TV  
 Young Champions—Western World  
 Young People's Specials—Multimedia  
 The Pia Zadora Special—Peter Rodgers

## TV SERIES

The Abbott and Costello Show—Alan Enterprises  
 Adam 12—MCA  
 The Addams Family—Filmways  
 The Adventure of Jim Bowie—Weiss Global  
 The Adventurer—ITC  
 Adventures & Explorations—Western World  
 The Adventures of Black Beauty—Fremantle International, Inc.  
 Adventures of Jim Bowie—ZIV  
 Adventures of Judge Roy Bean—Swank Telefilms, Inc.—Con Hartsock  
 Adventures of Ozzie & Harriet—Filmways  
 The Adventures of Snelgrove Snail—D. W. Reid Film Corporation  
 Agronsky and Company—Post-Newsweek  
 Alias Smith & Jones—MCA  
 Alice—Warner Bros., Weiss Global  
 All About Zoos—Gateway Productions, Inc.  
 All In the Family—Viacom  
 All Star Golf—UPA  
 Dave Allen at Large—Lionheart Television International, Inc.  
 Almanac—Creative International Activities, Ltd., Fusco  
 Alphabet Soup—Raymond International  
 The Amazing Apes—Bill Burrud, Bill Burrud  
 Amazing Creatures of the Sea—Cori & Orient  
 America Living History Theater—Carter-Grant  
 America on the Move—Image Futures, Inc.  
 America Sings—Syndicable, Inc.  
 America Still—Syndicable, Inc.  
 America's Top 10—Gold Key Media  
 American Adventure—JPD Entertainment, Inc.  
 American Games—Gateway Productions, Inc.  
 American Gems: Our Native Treasure—Best Film & Video Corporation  
 The American Hero Show—Multicultural TV  
 American Life-Style—Gateway Productions, Inc.

American Pie—Multimedia  
 American Ski Scene—TV Sports Scene  
 The American Trail—Smeloff Teleproductions  
 The American Way—Vipro  
 Les Amis De Mes Amis (Friends of My Friends)—Media Lab Television Incorporated  
 "An Evening At The Improv"—American Syndication  
 Jack Anderson Confidential—Colbert, King World  
 Animal World—Bill Burrud  
 Animals in the World—TF 1  
 Anita in Jumbleland—Cori & Orient  
 Another Life—CBN  
 Antologia Taurina—Jorge Rossi  
 Aqui esta Lucy—Jorge Rossi  
 Are You a Missing Heir—Alan Landsburg  
 Ars Nova—Syndicable, Inc.  
 Art and Mankind—TF 1  
 As We See It—Multicultural TV  
 The Athletes—Southern Baptist  
 Athletes in Action Sports Magazine—RPM General  
 Atlantic Coast Conference Basketball—Metrosports  
 The Avengers—Filmways  
 B. T. Temps—Q.E.D. Productions Inc.  
 Backstage—Representative Films Limited, Representative Films Limited  
 Backstage at the Grand Old Opry—Show Biz  
 Backstage on Broadway—Bravo Productions, Inc.  
 Jimmy Ballard Golf Connection—Jk Productions  
 Baretta—MCA  
 The Baron—ITC  
 Chuck Barris Productions—Mag-Net  
 The Baseball Bunch—Major League Baseball Productions  
 The Shirley Bassey Show—Lionheart Television International, Inc.  
 Batman—20th Century

Battle Line—Fusco  
 Battlestar Galactica—MCA  
 The Baxters—BBI Communications, Inc.  
 Bean Sprouts—Multicultural TV  
 Behind the Scene—Fusco  
 Belfy and Lillibit—Enoki Films Co., Ltd.  
 Bellamy—Andrews/Mitchell Enterprises, Grundy  
 The Jack Benny Show—MCA  
 Bernstein: Beethoven—Beta  
 The Best Fights of the Century—Jorge Rossi  
 The Best of Sullivan—Creative International Activities, Ltd.  
 Best of Sullivan—Program Marketing  
 Best of Texas Wrestling—Television Syndications  
 The Best of the Beverly Hillbillies—Viacom  
 The Best of the Celebrity Concert Series—Labuick & associates  
 Media, Inc.  
 The Best of the Midnight Special—20th Century  
 Better Homes & Gardens Idea Notebook—The Storytellers Inc./Ddb  
 Bewitched—Columbia Pictures Television  
 Big 8 Basketball—Metrosports  
 Big 10 Basketball—Metrosports  
 The Big Band Show—Q.E.D. Productions Inc.  
 The Big Blue Marble—Vitt  
 Big City Comedy—Comworld  
 Big Country—Hollywood Distributors  
 The Big Story—Fusco  
 Big Valley—Four Star  
 Bill—Alan Landsburg  
 The Bionic Woman—MCA  
 The Black Coin—Weiss Global  
 Black Squadron—Gould Entertainment  
 Blair Pro-Rodeo—Advanswers Media/Programming, Inc.  
 Blue Jean Network '82—Comworld  
 Blue Peter Special Assignment—Lionheart Television International, Inc.  
 The Body Works—Creative International Activities, Ltd.  
 The Bold Ones—MCA  
 Bonanza—National Telefilm  
 Boney—Western World  
 La Bonne Adventure—Multicultural TV  
 Daniel Boone—20th Century  
 Boomerang—Four Star  
 Boston Pops—King Features Entertainment, Inc.  
 Bouquet of Barbed Wire—Gould Entertainment  
 Bourbon Street Parade—William F. Cooke TV  
 Bowling for Dollars—Claster  
 Box Internacional—Jorge Rossi  
 Vic Braden On Tennis—King Features Entertainment, Inc.  
 The Brady Bunch—Paramount Television & Video Distribution  
 Branded—Leo A. Gutman  
 Bridal Moments—Carter-Grant  
 The Buccaneers—Fusco  
 Bully—Four Star  
 Burke's Law—Four Star  
 Carol Burnett & Friends—CB  
 Business Decisions—Granaca  
 Buster and Me—International Telemedia Ltd.  
 The Butcher—King Features Entertainment, Inc.  
 The Butcher Show Inserts—King World  
 Butcher, Baker—Rhodes, Syndicable, Inc.  
 Butterflies—Lionheart Television International, Inc.  
 Buyer-Beware—Alcare  
 Roy Calhoun Theater—First National Media  
 Glen Campbell Music Show—Lexington  
 Glen Campbell Show—Bristol-Myers  
 Canada A.M.—CTV  
 Canadian Sketches—Raymond International  
 Canine Comments—Weiss Global  
 Car Care Central—SFM  
 Car 54, Where Are You?—National Telefilm  
 Joe Carcione—The Greengrocer—Mighty Minute  
 Card Sharks—Firestone  
 Caribbean Nights, Turner Program Sales, Inc.—Telepictures  
 Carrascolendas—Multicultural TV  
 Carter Country—Columbia Pictures Television  
 Ben Casey—Worldvision  
 Castaway—Teleworld  
 Celebrity Bullseye—Colbert, King World  
 Celebrity Revue—Rhodes  
 Challenges of the Sexes—Craig Breedlove Enterprises  
 The Challenges—Telepictures  
 Championship Wrestling—Turner Program Sales, Inc.  
 Changing Worlds with Lorne Greene—Raymond International  
 Charlie's Angels—Columbia Pictures Television, Metromedia  
 Checking It Out—Multicultural TV  
 Chico and the Man—Warner Bros.  
 Julia Child—King Features Entertainment, Inc.  
 Children of Stones—Western World  
 Children show—Cineworld Corporation  
 Children's Programs—APA International Films  
 Children's Series—Coe  
 Chips—Mgm/Ua  
 Chopper One—Metromedia  
 The Chuckle Heads—Weiss Global  
 Chuckles—Vu-Tv, Inc.  
 Circulo Tres—Southern Baptist  
 Circus—CTV, Intercontinental Communications, Inc., Viacom, 20th  
 Century  
 The Cisco Kid—Rhodes  
 Civilisation—Lionheart Television International, Inc.  
 Cliffwood Avenue Kids—Premore  
 The Clutching Hand—Weiss Global  
 The Collaborators—On The Air  
 College Basketball—TVS  
 College Basketball 1982—Comworld  
 Colonel March—Fusco  
 Combat—Worldvision  
 Comeback—Filmways  
 Comedy Capers—Picturemedia Ltd.  
 Chuck Connors' Great Western Theatre—Leo A. Gutman  
 Conquest—Mgm/Ua  
 Constable Rannosuke—Fuji Telecasting  
 A Cooking Experiment With A Great French Chef, Roger Verge—  
 Teleproductions Gaumont  
 Coors Western Outdoorsman—Advanswers Media/Programming,  
 Inc., Bentley  
 Cop Shop—Firestone  
 Coping—Syndicable, Inc., TV Sports Scene  
 Corner Drugstore—Alcare  
 Corner-Drugstore—Alcare  
 Tom Cottle. Up Close—BBI Communications, Inc.  
 Count On Us—Telesound  
 Country Jamboree—Syndicast  
 Country Life—Thomas Horton  
 Country Music Series—Best Film & Video Corporation  
 Country On The Road—Bentley  
 Country Roads—Comworld  
 Country Serenade—Syndicable, Inc.  
 The Courtship of Eddie's Father—Mgm/Ua  
 Cowboy G-Men—Swank Telefilms, Inc.-Con Hartsock  
 Crazy World of Sports—Jorge Rossi  
 Crime Does Not Pay—Mgm/Ua  
 Crimebeat—Station Program Resources  
 Crimes of Passion—ITC  
 Crimewatch With Truman Capote—Alan Landsburg  
 The Bill Cosby Monologues—Peter Rodgers  
 The Bill Cosby Show—Peter Rodgers  
 Norm Crosby's Comedy Shop—Siroco The Cross-Wits—  
 Metromedia

Custer's Last Stand—Weiss Global  
 Custody Court—MCA  
 Dad's Army—Lionheart Television International, Inc.  
 Dakтари—Mgm/Ua  
 Dallas—Lorimar  
 Dance City—Carter-Grant  
 Dance Connection—Raymond Horn  
 Dance Fever—20th Century  
 Bill Dance Outdoors—Advanswers Media/Programming, Inc.  
 Dangerman—ITC  
 Dark Shadows—Worldvision  
 The John Davidson Show—Group W Productions  
 The Doris Day Show—Worldvision  
 Richard Deacon's Micro-Magic—Rhodes  
 Dear Toni—Syndicable, Inc.  
 Dear Toni with Toni Holt—Rhodes  
 Decoy—Fusco  
 Department S—ITC  
 Yancy Derringer—Creative International Activities, Ltd., Fusco  
 Desde Hollywood—Jorge Rossi  
 Detective School—Telepictures  
 The Detectives—Four Star  
 Richard Diamond—Four Star  
 The Sam Diego Show—Syndicable, Inc.  
 Diff'rent Strokes—Embassy Telecommunications  
 Disappearing World—Granada  
 Disaster!—Fusco  
 Doctor in the House—Janus  
 Doctor Who—Lionheart Television International, Inc.  
 Dolly—Show Biz  
 Don Quijote de la Mancha—Jorge Rossi  
 Don't Say Yes—David Blumenthal  
 Donahue—Multimedia  
 Mike Douglas Presents the Entertainment Hour—M.T. Television  
 Dow Jones Financial News Inserts—Gateway Productions, Inc.  
 Down Home U.S.A.—Syndicable, Inc.  
 Dr. Lendon Smith, America's Favorite Children's Doctor—King  
 World  
 Dagnet—MCA  
 Dramas—Teverama of Florida, Inc.  
 Dramatic Short Stories—Coe  
 Alex Dreier—M.T. Television  
 The Patty Duke Show—Mgm/Ua  
 The Dukes of Hazzard—Warner Bros.  
 Dusty's Trail—Metromedia  
 Dynasty—Metromedia  
 Wyatt Earp—Peter Rodgers  
 Clint Eastwood in Rawhide—Viacom  
 Eat Yourself Healthy—Syndicable, Inc.  
 Edward the King—ITC  
 8 Days of Chanukah—Carter-Grant  
 Eight is Enough—Lorimar  
 The Electric Company—Children's Television Workshop  
 Emergency!—MCA  
 The Dick Emery Show—Lionheart Television International, Inc.  
 Encore News—Gold Key Media  
 Endangered Species—David Blumenthal  
 Energy Update—Atlantic Richfield  
 An Englishman's Castle—Lionheart Television International, Inc.  
 Enigma—Jorge Rossi  
 Ensign O'Toole—Four Star  
 Entertainment Tonight—Paramount Television & Video Distribution,  
 Operation Prime Time  
 Entertainment Watch—Pierre Sauvage Productions  
 La Esquina—Multicultural TV  
 Kenny Everett Video Show—D. L. Taffner  
 Tom Ewell Show—Four Star  
 Extraordinary Women—Television Corporation of America  
 F Troop—Warner Bros.  
 The Fabulous Follies—Metcom, Syndicable, Inc.  
 Fall and Rise of Reginald Perrin—Lionheart Television International,  
 Inc.  
 Families—Gateway Productions, Inc.  
 Family—Metromedia  
 Family Affair—Viacom  
 Family Feud—Viacom  
 Family Matters—Franciscan Communications  
 Family Theatre—Fremantle International, Inc.  
 Family Treats—Peter Rodgers  
 Fantasy Island—Columbia Pictures Television, Metromedia  
 The Barry Farber Show—20th Century  
 The Donna Fargo Show—Comworld  
 Fast Company—CTV  
 Fast Company (auto racing)—Jorge Rossi  
 Fast Forward—Media Lab Television Incorporated  
 Fatty & George—Cori & Orient  
 Fawly Towers—Lionheart Television International, Inc.  
 The FBI—Warner Bros.  
 The 50's Connections—Representative Films Limited  
 50 Olympic Events—Total Video  
 \$50,000 Pyramid-strip—Bentley  
 Fight of the Month—Lexington  
 Financial Planning for Women—Vipro  
 Firehouse—Metromedia  
 Fish—Columbia Pictures Television  
 Red Fisher—Media 4 Incorporated  
 Fishing With Roland Martin—Advanswers Media/Programming, Inc.  
 The Fitness Studio with Candy Colby—Great American  
 Entertainment, Inc.  
 Flamingo Road—Mgm/Ua  
 Flipper—Peter Rodgers  
 Flipside—David Blumenthal  
 Flipside—ZIV  
 The Flo and Eddie Show—Metromedia  
 Focus on the Family—Vipro  
 Food of the Middle Kingdom—Mighty Minute  
 Foreign Intrigue—Fusco  
 The Forum Presents—Alfred Haber  
 Four Winds To Adventure—Bloom Film Group  
 The Franco File—Multicultural TV  
 Freeman Reports—Turner Program Sales, Inc.  
 Freeze Frame—Firestone  
 Fridays—Telepictures  
 Friends of Man—Fusco  
 From Jumpstreet—Multicultural TV  
 From Me to You—Baron Enterprises  
 The Fugitive—Worldvision  
 Fugitive Samurai—Fremantle International, Inc., Peter Rodgers  
 Full Contact Karate—Hollywood Distributors  
 Funny Man!—Syndicable, Inc.  
 Funny World—Gray-Schwartz  
 Fury—ITC  
 Futbol Argentino—Jorge Rossi  
 Gadabout Gaddis the Flying Fisherman—G. G. Communications  
 Gallery—Special Interest Programming Associates  
 Game Shows—The Garrett Company  
 Garden Gazette with Bob Webster—Mighty Minute  
 Gentle Ben—ARP, Peter Rodgers  
 George, The Great St. Bernard—TVM  
 Get Smart—National Telefilm  
 Gettin' Over—Multicultural TV  
 Gettin' to Know Me—Multicultural TV  
 The Ghost and Mrs. Muir—20th Century  
 Gift of Winter—Program Syndication Services  
 The Gigglesnort Hotel—Vipro  
 Gilligan's Island—Mgm/Ua  
 Joyce Gillson—M.T. Television  
 Gimme A Break—Alan Landsburg



The Jackie Gleason Show—20th Century  
 Glitter—Representative Films Limited  
 The Golden Circle—Metromedia  
 Good Neighbors—Lionheart Television International, Inc.  
 Good News, Bad News—Siroco  
 Good Times—Embassy Telecommunications  
 The Goodies—Lionheart Television International, Inc.  
 Gospel Singing Jubilee—Show Biz  
 Grand Ole Gospel Country—M.T. Television  
 "Grand Prix All Star Show"—American Syndication  
 Grande Cocotte—TF 1  
 Lou Grant—Victory  
 Grapevine Opry—Jpd Entertainment, Inc.  
 Great Adventure—R. D. Citron  
 The Great American Comedy Show—Gateway Productions, Inc.  
 The Great American Revues—Gateway Productions, Inc.  
 The Great Collectors—Special Interest Programming Associates  
 Great Exhibitions—Intercontinental Communications, Inc.  
 Great Parks of the World—Lionheart Television International, Inc.  
 Great Performance—King Features Entertainment, Inc.  
 Great Railway Journeys of the World—Lionheart Television International, Inc.  
 Great Zoos of the World—Lionheart Television International, Inc.  
 Great-Ideas—Alcare  
 Greatest Headlines of the Century—Gray-Schwartz  
 Greatest Sports Legends—Alcare  
 Green Acres—Filmways  
 Zane Grey Theatre—Four Star  
 The Andy Griffith Show—Viacom  
 Peter Gunn—Creative International Activities, Ltd., Fusco  
 The Guns of Will Sonnett—Leo A. Gutman  
 Gunsmoke—Viacom  
 Half-hour Sci-Fi Stories—Coe  
 Happy Days Again—Paramount Television & Video Distribution  
 Hardy Boys/Nancy Drew—MCA  
 Harry O—Warner Bros.  
 Mary Hartman, Mary Hartman—Embassy Telecommunications  
 Paul Harvey Comments—Vipro  
 Hawaii Five-O—Viacom  
 Health Beat—Creative International Activities, Ltd.  
 Health Field—Lexington  
 Healthbeat—BBI Communications, Inc.  
 Hee-Haw—Gaylord-Youngstreet Program Services  
 Heiji-The Shogun's Detective—Fuji Telecasting  
 Here Come the Stars—Four Star  
 Here We Go Again—Metromedia  
 Here's Lucy—Telepictures  
 High Adventure—TV Sports Scene  
 High and Wild—Peter Rodgers  
 High Chaparral—National Telefilm  
 Highlights of Ringling Bros. Barnum & Bailey Specials—Marvin Goodman Associates, Inc.  
 Benny Hill Package—D. L. Taffner  
 Hints from Heloise—Vipro  
 The History Makers Vol. II—Teleworld  
 The History Makers Vol. I—Teleworld  
 Alfred Hitchcock Presents—MCA  
 The Stan Hitchcock Show—Ramblin' Productions, Television Syndications  
 Hogan's Heroes—Viacom  
 The Paul Hogan Show—Gould Entertainment  
 Nils Holgerson—Beta  
 Holiday Moments—Carter-Grant, Program Syndication Services  
 Hollywood—D. L. Taffner  
 Hollywood Cabaret—Random Productions  
 Hollywood Close-Up—Random Productions  
 Hollywood Previews—Craig Breedlove Enterprises  
 Hollywood Squads—Filmways  
 Hollywood Week in Review—Pierre Sauvage Productions  
 Holmes & Yoyo—MCA  
 Holocaust—Worldvision  
 Home Dynamics—Image Futures, Inc.  
 Honey West—Four Star  
 The Honeymooners—Viacom  
 Honky Tonk—CTV  
 Robin Hood—Fusco  
 Hostess Family Classics—Vitt  
 Hot Fudge—Lexington, M.G. Films  
 Hotel Balderdash—Best Film & Video Corporation  
 Hour Magazine—Group W Productions  
 Human Dimension—Southern Baptist  
 The Hunter—Fusco  
 I Dream of Jeannie—Columbia Pictures Television  
 I Love Lucy—Viacom  
 I Spy—Peter Rodgers  
 Images—Western World  
 In Search Of—Alan Landsburg  
 In Search Of . . .—Bristol-Myers  
 In Search Of . . .—Dan Robinson  
 The Incredible Hulk—MCA  
 Infinity Factory—Multicultural TV  
 Insight—Paulist, Western World  
 Int'l. Detective—Fusco  
 International Award Theatre—Teleworld  
 Into the Labrinth—Western World  
 The Invaders—Worldvision  
 The Invisible Man—Fusco  
 Ireland: A Television History—Lionheart Television International, Inc.  
 Ironside—MCA  
 It Takes a Thief—MCA  
 It's a Fact with Peter Marshall—Rhodes  
 It's A Small World—Bloom Film Group  
 It's Tough To Make It In This League—Gateway Productions, Inc.  
 It's Your Business—U.S. Chamber of Commerce  
 It's Your Time—Bentley  
 Italy and Music—Teleproductions Gaumont  
 The Jackson Five—Worldvision  
 Jazz Circle—Beta  
 Jeff's Collie—Gray-Schwartz  
 The Jeffersons—Embassy Telecommunications  
 The Tom Jones Show—B/C Enterprises, Inc.  
 The Joker's Wild—Colbert, King World  
 Barnaby Jones—Worldvision  
 Journey!—Weiss Global  
 Journey To Adventure—Best Film & Video Corporation  
 Just Between Us—Rhodes, Syndicable, Inc.  
 Just For Laughs—Metcom, Syndicable, Inc.  
 Just Kidding—International Telemedia Ltd.  
 Stan Kann Show—Rhodes  
 Boris Karloff Presents—MCA  
 Kay's Krazy Komica—Laff-A-Bit  
 Craig Kennedy, Criminologist—Weiss Global  
 Kick Boxing—Jorge Rossi  
 Kicking Around—Media Lab Television Incorporated  
 Kidoodle—Bravo Productions, Inc., Syndicable, Inc.  
 Kids From Caper—Alan Landsburg  
 Kids Sport Quiz—L.A.V.A. Productions, Inc.  
 Kids, Games, Puzzles—Raymond Horn  
 Kidsworld—Behrens  
 King of Kensington—D. L. Taffner  
 Kingdom Of The Sea—Medallion TV Enterprises Inc.  
 Don Kirshner's Rock Concert—Syndicast  
 Knock! Knock!—Metromedia  
 Kojak—MCA  
 Korg—70,000 B.C.—DFS  
 Krofft Super Stars—Gold Key Entertainment  
 Kung Fu—Warner Bros.

Kup's Show—Vipro  
 Lady Ninja—Fuji Telecasting  
 Land of the Giants—20th Century  
 Laramie—National Telefilm  
 Laredo—National Telefilm  
 Lassie—Colbert, King World, Jorge Rossi  
 Laverne & Shirley—Paramount Television & Video Distribution  
 Law and Mr. Jones—Four Star  
 The Law Works—BBI Communications, Inc., Scholastic Production, Inc.  
 Leave It To Beaver—MCA  
 Legends of NCAA Basketball—Broadcast Sales Development Inc.  
 Let's Make a Deal—Rhodes  
 Let's Rock—ITC  
 The Jerry Lewis Show—Con Hartsock, Worldvision  
 The Liberace Show—Con Hartsock  
 The Life and Times of Grizzly Adams—Viacom  
 Listen—Southern Baptist  
 Little House on the Prairie—Worldvision  
 The Little Rascals Inserts—King World  
 The Little Rascals Series—King World  
 The Littlest Hobo—Media Lab Television Incorporated  
 Live at the Palomino—Random Productions  
 Live It Up—CTV  
 Lively Country—Representative Films Limited  
 The Lives We Live—Syndicast  
 Living Tomorrow—Western World  
 June Lockert Theater—First National Media  
 The Lohman and Barkley—Four Star  
 Lone Ranger—Gray-Schwartz, Gray-Schwartz  
 Look At Us—Telepictures  
 Lorne Greene's Last of the Wild—Filmways  
 Lost in Space—20th Century  
 The Love Boat—Worldvision  
 Love That Bob—MCA  
 Love, American Style—Intercontinental Communications, Inc.  
 The Lucy Show—Intercontinental Communications, Inc.  
 The Judy Lynn Show—Peter Rodgers  
 The Lyons in America—Television Syndications  
 Madame's Palace—Intercontinental Communications, Inc.  
 Guy Madison Action Theater—First National Media  
 Maintenance Ms.—Alcare  
 Major Adams—MCA  
 Make Me Laugh—Intercontinental Communications, Inc.  
 Make Room For Daddy—Weiss Global  
 Making Ends Meet—Alcare  
 Making Ends Meet—with Jon McClure—Alcare  
 Malibu—3-D Enterprises  
 The Man from Atlantis—Worldvision  
 Man in a Suitcase—ITC  
 Barbara Mandrell and the Mandrell Sisters (NBC)—Fremantle International, Inc.  
 Man/Girl From U.N.C.L.E.—Mgm/Ua  
 March of Time Series—SFM  
 Marco—Beta  
 Marion—TF 1  
 Peter Marshall Salutes the Big Bands—Rhodes  
 Dean Martin—National Telefilm  
 M\*A\*S\*H—20th Century  
 Perry Mason—Viacom  
 Master Bridge—Syndicable, Inc.  
 Masterworks—Special Interest Programming Associates  
 Match Game—Victory  
 Maude—Embassy Telecommunications  
 Maverick—Warner Bros.  
 Mayfair Bingo—Raymond International  
 McClain's Law—Mgm/Ua  
 McHale's Navy—MCA  
 McKeever and The Colonel—Four Star  
 Med-Weather Forecast—Synsat Communications, Inc.  
 Medical Center—Mgm/Ua  
 Medical Report with Dr. Lynne Kitel—Alcare  
 Melody Ranch—TV Cinema Sales  
 The Melting Pot—Syndicable, Inc.  
 Member for Chelsea—Granada  
 Memories with Lawrence Welk—MCA  
 Men of Destiny—ZIV  
 The Merv Show—Metromedia  
 Milestones of the Century—ZIV  
 Barney Miller—Columbia Pictures Television  
 Miller's Court—BBI Communications, Inc.  
 Mind Your Language—Gould Entertainment  
 Miss Fixer-Upper—First National Media  
 Mission: Impossible—Paramount Television & Video Distribution  
 The Mod Squad—Worldvision  
 Monjiro—Fuji Telecasting  
 The Mary Tyler Moore Show—Viacom  
 Morecambe and Wise—Lionheart Television International, Inc.  
 Moreland-Latchford Library—International Tele-Film  
 Mork and Mindy—Paramount Television & Video Distribution  
 Morning Stretch—Program Syndication Services  
 Morrie's Minutes—Mighty Minute  
 The Johnny Morris Ski Scene—TV Sports Scene  
 Mothers-In-Law—Mgm/Ua  
 Movin' On—Metromedia  
 Mr. Ed—Filmways  
 Mr. Lucky—Creative International Activities, Ltd., Fusco  
 Mr. Moon's Magic Circus—Broadcast Programming, Inc.  
 Mr. Wizard's Science Report—Alcare  
 Ms. Fixer Upper—Laff-A-Bit  
 Mundo Real—Multicultural TV  
 The Munsters—MCA  
 The Muppet Show—ITC  
 Music 'till Midnight—Representative Films Limited  
 Music Circle—Representative Films Limited  
 The Music Lesson—TF 1  
 Music Makers—Lexington  
 Music Now!—Klein &  
 Music of Man—CBC  
 The Music Show—Random Productions  
 The Music Store—Representative Films Limited  
 Music, Music, Music—Random Productions  
 Musical Telescriptions—ZIV  
 The Mute Samurai—Fuji Telecasting  
 My Favorite Martian—Metromedia, Telepictures  
 My Hero—Fusco  
 My Little Margie—Weiss Global, ZIV  
 My Mother the Car—Mgm/Ua  
 My Partner the Ghost—ITC  
 My Three Sons—Viacom  
 Mysteries of Man—Lexington  
 N.I.W.S. (News Information Weekly Service)  
 The Name of the Game—MCA  
 Nanny and the Professor—20th Century  
 Monty Nash—Four Star  
 Nashville Alive—Turner Program Sales, Inc.  
 Nashville on the Road—Show Biz  
 Nashville Swing—William F. Cooke TV  
 National Television Sports Quiz—Alcare  
 Nature's Window—Baron Enterprises  
 NBC Affiliate News Music—Telesound  
 NCAA Football—Syndicast  
 Neptune Squad—American National Enterprises  
 The New Accelerators—Television Syndications  
 The New Amazing Kreskin Series—Television Program Concepts  
 The New Americans—Multicultural TV  
 The New Candid Camera—Fremantle International, Inc., Peter Rodgers

The New Celebrity Bowling—Siroco  
 The New Dick Van Dyke Show—Metromedia  
 The New Divorce Court—Rhodes  
 The New Funny Company—Bloom Film Group  
 The Bob Newhart Show—Viacom  
 The New Tales of the Riverbank—Raymond International  
 The New Voice—Multicultural TV  
 New Zoo Review—Raymond Horn  
 The New Zoo Revue—New Zoo Revue Corp., Television Syndications  
 The Newlywed Game—Worldvision  
 News Bites—International Telemedia Ltd.  
 News Service—Newsweek  
 News Sunday—Television Corporation of America  
 News Themes—Telesound  
 Newsmaker Saturday—Turner Program Sales, Inc.  
 Newsmaker Sunday—Turner Program Sales, Inc.  
 Newsweek Inserts—JWT  
 NFL Best Ever—Bentley  
 NFL Greatest Moments—Broadcast Sales Development Inc.  
 NFL review and Preview—Bentley  
 NFL's Best Ever—Pro Sports Entertainment  
 Nice People—Turner Program Sales, Inc.  
 Jack Nicklaus at the Home of Golf—Worldvision  
 Night Court in Vegas—Viacom  
 90-Seconds—Colbert, King World  
 Nooze Reports—JWT  
 Not the Nine O'Clock News—Lionheart Television International, Inc.  
 Notre Dame Basketball—Metrosports  
 Notre Dame Football—Metrosports  
 Nova—King Features Entertainment, Inc.  
 Novelas (Soap Opera)—Apa International Films  
 Nuggets—Cori & Orient  
 Number One Country—Comworld  
 Mayf Nutter's Country Album—Random Productions  
 The Odd Couple—Paramount Television & Video Distribution  
 Al Oeming: Man of the North—Media Lab Television Incorporated  
 Old Grey Whistle Test—Lionheart Television International, Inc.  
 Old West Gazette—Comworld  
 Olympic Champions—NY Times Syndication  
 Omega Factor—Lionheart Television International, Inc.  
 Omni—Mag-Net  
 Omni—El Mundo del Mañana—Jorge Rossi  
 On Location—Alan Landsburg  
 On This Day—Baron Enterprises  
 On This Day in Sports—Total Video  
 Onbu the Friendly Ghost—Fuji Telecasting  
 One Day at a Time—Embassy Telecommunications  
 One Great Moment in Sports—Alcare  
 One of a Kind—One of A Kind Productions  
 Opportunity—Gateway Productions, Inc.  
 The Original Fish and Game Forecaster—Station Program Resources  
 Origins—SFM  
 Outdoor Life—CMC  
 Outdoor Sports Package—International Tele-Film  
 The Outsiders—Western World  
 Pacific Bridges—Multicultural TV  
 Paramount News—The Eyes and Ears of the World—Grinberg  
 Partridge Family—Columbia Pictures Television  
 Passing Parade—Mgm/Ua  
 Pathfinders—Excel Video  
 Pearls—Multicultural TV  
 Pennywhistle—Gateway Productions, Inc.  
 People Now—Turner Program Sales, Inc.  
 People of the First Light—Multicultural TV  
 The People Show—Gateway Productions, Inc.  
 The People's Court—Telepictures  
 Personal Appearance—Mighty Minute  
 Personality News Network—JWT  
 Personality News Network Inserts—JWT  
 Perspective On Greatness—King Features Entertainment, Inc.  
 The Persuaders—ITC  
 Pete 'N Gladys—Embassy Telecommunications  
 Pete's Place—William F. Cooke TV  
 Petticoat Junction—Viacom  
 The Picture of Health—Bardon  
 Pitfall—Rhodes  
 Plants Are Like People—Rhodes  
 Please Don't Eat the Daisies—Mgm/Ua  
 PM Magazine—Group W Productions  
 Point of Law—BBI Communications, Inc.  
 Police Court—Colbert, King World  
 Police Station—Fusco  
 Pop Music—Jorge Rossi  
 Pop! Goes the Country—Show Biz  
 Portrait of a Legend—Gold Key Media  
 Portraits of Power—Media Lab Television Incorporated  
 Poseidon Files—Gold Key Entertainment  
 Dick Powell Theatre—Four Star  
 The Prime of Your Life—Telepictures  
 Prime Time College Basketball (live)—Madison Square Garden  
 Primus—Metromedia  
 Prisoner-Cell Block H—Grundy  
 Prisoner: Cell Block H—Firestone  
 Program Inserts—Gateway Productions, Inc.  
 Programs Inserts—The Garrett Company  
 The Proposition—Gateway Productions, Inc.  
 The Proposition Circus—Gateway Productions, Inc.  
 The Protectors—ITC  
 Psychology Today—Gateway Productions, Inc.  
 Punishment—Grundy, Satori  
 Gomer Pyle—Viacom  
 Quality of Life—Carter-Grant  
 Que Pasa, U.S.A.—Multicultural TV  
 Queen For A Day—Polygram  
 The Queen of a Thousand Years—Fuji Telecasting  
 Quickly Quiz—Gray-Schwartz  
 Quincy—MCA  
 The Rainbow Patch—Artmedia, Metromedia, Jorge Rossi  
 The Rat Patrol—Mgm/Ua  
 Dick Raymond's Garden—BBI Communications, Inc.  
 The Real People—Multicultural TV  
 Real People—Telepictures  
 Rebob—Multicultural TV  
 Recettes de Juliette—International Tele-Film  
 Recuerdos del Ayer—Jorge Rossi  
 Reflections—Multicultural TV  
 The Reluctant Dragon & Mr. Toad—Worldvision  
 Remarkable—Bravo Productions, Inc., Syndicable, Inc.  
 The Restless Years—Grundy  
 Resumen Deportivo Internacional—Jorge Rossi  
 Return of the Saint—ITC  
 Rex Humbard Program—Rex Humbard  
 Rhoda—Victory  
 The Rifleman—Colbert, King World  
 Ripping Yarns—Lionheart Television International, Inc.  
 The Road to Los Angeles—MCA  
 Road to the White House—David Blumenthal  
 Marty Robbins' Spotlight—Show Biz  
 Rock Comedy—Bristol-Myers, Lexington  
 The Rock Show—Performance Advertising Services  
 The Rockford Files—MCA  
 Rodeo en el Pacifico—Jorge Rossi  
 Buck Rogers—MCA, Peter Rodgers  
 Roy Rogers Show—UPA  
 The Rogues—Four Star  
 Romper Room—Claster, Syndicable, Inc.

The Rookies—Viacom  
 Room 222—20th Century  
 The Charley Rose Show—Syndicast  
 The Roundhouse Show—TV Sports Scene  
 Roving Report—International Tele-Film  
 "Louis Rukeyser's Business Journal"—Gateway Productions, Inc.  
 Louis Rukeyser's Business Journal—Viacom  
 Run For Your Life—MCA  
 Runaway Island—Grundy  
 Rush—Western World  
 Ryan's Hope—Fremantle International, Inc.  
 Bobby Rydell Show—First National Media  
 S.W.A.T.—Metromedia  
 Sacred Space—Syndicable, Inc.  
 Safari to Adventure—Bill Burrud  
 The Saint—ITC  
 Samurai Files—Dan Robinson  
 Sanford & Son—Embassy Telecommunications  
 Say Something Funny—Great American Syndication  
 Scene of the Crime Series—Teleculture Inc.  
 Scholastic Sports Academy—Scholastic Production, Inc.  
 Robert Schuller—Robert Schuller  
 Robert Schuller From the Crystal Cathedral—Robert Schuller  
 SCTV—Rhodes  
 Sean—Mgm/Ua  
 Search and Rescue—National Telefilm  
 Secret Agent—ITC  
 Senior America—M.G. Films  
 Senior Report with Maggie Kuhn—Alcare  
 The Sensuous Caterer—Best Film & Video Corporation  
 Sergeant Preston of the Yukon—Gray-Schwartz  
 Rod Serling's Night Gallery—MCA  
 Sesame Street—Children's Television Workshop  
 Eric Sevareid's Chronicle—Polygram  
 Sew What's New—Syndicable, Inc.  
 Sha Na Na—Lexington  
 Shape Up—Hollywood Distributors  
 Shopping at Home—Television Corporation of America  
 Side Street—On The Air  
 Stanley Siegel Show—On The Air  
 Sight and Sound in Concert—Lionheart Television International, Inc.  
 Signature News—Telesound  
 Richard Simmons Show—M.T. Television  
 Sinbad The Sailor—Beta  
 Singles Only—Telepictures  
 Sir Lancelot—Fusco  
 Situation Comedy—Teverama of Florida, Inc.  
 The Six Million Dollar Man—MCA  
 Ski Instructor's Holiday—TV Sports Scene  
 Ski West—Weiss Global  
 Ski-Vision—TV Sports Scene  
 Sky King—Alcare  
 Sky's the Limit—Syndicable, Inc.  
 Pete Smith—Mgm/Ua  
 Smokey the Bear—Worldvision  
 Snippets—The Samuel Goldwyn Co.  
 So You Think You Got Troubles?—Telepictures  
 Soap—Columbia Pictures Television  
 Soap Opera Digest—Sandy Frank  
 Soap Opera Recap—Andrews/Mitchell Enterprises, Q.E.D. Productions, Inc.  
 Soap Operas—Teverama of Florida, Inc.  
 Soap People—Raymond Horn  
 The Soap Spot—King World  
 Soap Talk—Mag-Net  
 Soap World—Colbert, King World  
 Solid Gold—Paramount Television & Video Distribution, Operation Prime Time  
 Sonny & Cher Comedy Hour—On The Air  
 Sonrisas—Multicultural TV  
 Sons and Daughters—Grundy  
 Sounds Good—Representative Films Limited  
 South By Northwest—Multicultural TV  
 The Ann Southern Show—Metromedia  
 Space: 1999—ITC  
 Special TV Spots—Franciscan Communications  
 Spectreman—Creative International Activities, Ltd.  
 Sportfolio—Gray-Schwartz  
 Sports & Fitness—NY Times Syndication  
 Sports Afield—Bentley, Karol Media  
 Sports Illustrated Series—SFM  
 Sports Monday—Television Corporation of America  
 Sports Premiere—TFI  
 Sports Scrapbook—Bravo Productions, Inc., Syndicable, Inc.  
 Sports 'Doc'—Alcare  
 Sportsvision—Bentley  
 Spy—Viacom  
 St. Louis Baseball Cardinals—Advanswers Media/Programming, Inc.  
 Standing Ovation—Comworld  
 Stanley's Smogless Steamer and Traveling Library—Hollywood Distributors  
 Star & Story—Fusco  
 Star Maidens—Teleworld  
 Star Performance—Creative International Activities, Ltd., Fusco  
 Star Route USA—Medallion TV Enterprises Inc.  
 Star Trek—Paramount Television & Video Distribution  
 Stars on Ice—CTV  
 Stars On Ice—Media Lab Television Incorporated  
 Starsky and Hutch—Columbia Pictures Television, Metromedia  
 Station "Signoffs" and "Signons"—Franciscan Communications  
 James Stewart as "Hawkins"—Mgm/Ua  
 Stony Plain—Cori & Orient  
 Stop, Look, and Listen—First National Media  
 The Gail Storm Show—ITC  
 Strange Paradise—ARP  
 Strangers—Granada  
 The Paul Strassels Tax Report—King World, Oakwood Productions  
 Streets of San Francisco—Victory  
 Strike Force—Metromedia  
 Struggle for Independence—David Blumenthal  
 Style—Turner Program Sales, Inc.  
 Success—Syndicable, Inc.  
 Sugar Ray Leonard's Golden Gloves—MCA  
 Sunday Night Live—Syndicast  
 Sunshine Factory—Southern Baptist  
 Super Memories of the Super Bowls—Bentley  
 Super Memories of the Super Bowl—Pro Sports Entertainment  
 Super Pay Cards—Metromedia  
 Superman—Warner Bros.  
 Superstar Profile—Jerry Dexter  
 Superstar Volleyball—Raymond International  
 Superstars of Wrestling—Raymond International  
 Survival—Fusco  
 Suspense Theatre—MCA  
 Swiss Family Robinson—Fremantle International, Inc.  
 Sword of Freedom—Fusco  
 Syndicated Lawrence Welk Show—Don Fedderson  
 Tales of the Unexpected—JWT  
 Talk show—Cineworld Corporation  
 Tango y Punto—Jorge Rossi  
 Tarzan—Warner Bros.  
 Taurus Rising—Grundy  
 Taxi—Paramount Television & Video Distribution  
 Teachers Around the World—Fuji Telecasting  
 Teamwork—Bravo Productions, Inc., Syndicable, Inc.  
 Telenovelas—Intercontinental Communications, Inc.  
 Tenko—Telecas Japan Co., Ltd.

Tension Point—Lutheran Television  
 T.H.E. Cat—National Telefilm  
 The Test Series with Frank Field—The Storytellers Inc./Dbd  
 Test Shows—Lexington  
 The Thames Originals—D. L. Taffner  
 That Awful Quiz Show—D. L. Taffner  
 That Girl—Metromedia  
 That Nashville Music—Advanswers Media/Programming, Inc.  
 That Teen Show—Gerber-Carter  
 That's Hollywood—20th Century  
 That's Incredible!—Alan Landsburg  
 Themepark U.S.A.—Gateway Productions, Inc.  
 Then Came Bronson—Mgm/Ua  
 The Alan Thicke Show—CTV  
 This Good Old Life—Teleproductions Gaumont  
 This is Psychiatry—Raymond International  
 This Is the Life—Lutheran Television  
 This Is the NFL—ProSports Entertainment  
 This Was America—BBI Communications, Inc., Creative International Activities, Ltd.  
 This Week in Baseball—Major League Baseball Productions  
 This Week in the NFL—Pro Sports Entertainment  
 The Wayne Thomas Show—Representative Films Limited  
 Those Amazing Animals—Alan Landsburg, MCA  
 Three's Company—D. L. Taffner  
 3-2-1 Contact—Children's Television Workshop  
 Thrill of a Lifetime—CTV  
 Thrill of Your Life—Weiss Global  
 Thrillseekers—Four Star  
 T.I.A.P.D.—Fuji Telecasting  
 Tic Tac Dough—Colbert, King World  
 Time Tunnel—20th Century  
 Timmy & Lassie—Gray-Schwartz  
 To Tell the Truth—Viacom  
 To the Manor Born—Lionheart Television International, Inc.  
 To Your Health—Raymond Horn  
 Today's Black Woman—Gerber-Carter  
 Today's Woman—JWT, Newsweek  
 Tony the Pony—Premore  
 Top 40 U.S.A.—Jorge Rossi  
 Top talk shows with major star names.—Productions Associates (Uk) Ltd.  
 Topper—Program Syndication Services  
 Toward the Year 2000—Four Star  
 Toycraft—Cori & Orient  
 Training Dogs the Woodhouse Way—Lionheart Television International, Inc.  
 Trans Star Command—Western World  
 Trav'l Tips—Mighty Minute  
 Travel In Music—Representative Films Limited  
 The Traveler/Northwest Traveler—George Carlson, Weiss Global  
 Treasure Unlimited—Gray-Schwartz  
 Trends In Living—Karol Media, Planned Communications  
 Trial & Error—Alcare  
 Tush—Turner Program Sales, Inc.  
 TV and radio public service Spots—Franciscan Communications  
 "TV POWWW!"—M. A. Kempner  
 TV Time Capsules—King Features Entertainment, Inc.  
 TV's Censored Bloopers—Marvin Goodman Associates, Inc.  
 A 12-Part Marine Mammal Series—Hardy Jones  
 Twice A Woman—Syndicast  
 The Twilight Zone—Viacom  
 21 Days of America—Carter-Grant  
 The 24 Days of Christmas—Program Syndication Services  
 24 Days of Christmas—Telepictures  
 26 Men—Swank Telefilms, Inc.-Con Hartsock  
 The Two Ronnies—Lionheart Television International, Inc.  
 Two's Company—Gould Entertainment  
 UCLA Basketball—Metrosports  
 Ultra Man—Hollywood Distributors  
 The Uncle Floyd Show—Producers Showcase Corp.  
 Uncommon Valor—National Telefilm  
 The Undersea World of Jacques Cousteau—Metromedia, Metromedia  
 The Unexplained—Television Syndications  
 Unique Homes—Gateway Productions, Inc.  
 The Unknown—Hollywood Distributors  
 Untamed World—CTV  
 The Untamed World—Metromedia  
 Untamed World—Metromedia  
 The Untold Story of . . .—Grinberg  
 The Untouchables—Paramount Television & Video Distribution, Paramount Television & Video Distribution  
 Up and Coming—Multicultural TV  
 Up Close—Turner Program Sales, Inc.  
 Up For Grabs—Bravo Productions, Inc., Syndicable, Inc.  
 Up Pompeii!—Lionheart Television International, Inc.  
 Update News—CBN  
 Update on Health—BBI Communications, Inc., BBI communications, Inc., JWT  
 Upstairs At Xenon—Bravo Productions, Inc.  
 Upstairs at Xenon with Bill Boggs—Television Program Concepts  
 USam-Wake Up America!—CBN  
 USTA Mews Indoor Tennis Championship Team—TVS  
 The Dick Van Dyke Show—Viacom  
 Vega\$—Metromedia, Metromedia  
 Vegetable Soup—Multicultural TV  
 Vektor Fish & Game Forecast—Synsat Communications Inc.  
 The Very Best of Groucho—Con Harstock  
 Victory at Sea—National Telefilm  
 VideOlympics—Carter-Grant  
 Villa Alegre—Multicultural TV  
 The Virginian—MCA  
 Vision On:—Lionheart Television International, Inc.  
 Voyage to the Bottom of the Sea—20th Century  
 W-5—CTV  
 Wagon Train—MCA  
 The Porter Wagoner Show—Show Biz  
 The Wall Street Journal Business Report—Performance Advertising Services  
 Wally's Workshop—Gray-Schwartz  
 The Waltons—Warner Bros.  
 Wanted Dead or Alive—Four Star  
 The Fred Waring Show—Alcare  
 Watch Your Mouth—Multicultural TV  
 Waterfront—Weiss Global, ZIV  
 The Waterville Gang—Media Lab Television Incorporated  
 Wayne & Shuster—D. L. Taffner  
 We're Movin'—Group W Productions  
 Weather Health Trend—Station Program Resources  
 Weekday—Metromedia  
 Marcus Welby, M.D.—MCA  
 Welcome Back, Kotter—Warner Bros.  
 Westbrook Hospital—Faith for Today  
 What Have You Got To Lose?—Syndicable, Inc.  
 What's at the Movies—Tele-Color Productions  
 What's Happening—Columbia Pictures Television  
 What's Happening America—Television Corporation of America  
 Whatever Happened To—Syndicable, Inc.  
 When Havoc Struck—ITC  
 When the Boat Comes In—Lionheart Television International, Inc.  
 Where In The World—Raymond Horn  
 The White Escape—Peter Rodgers  
 White Shadow—Victory  
 Wide World—International Tele-Film  
 Wild Kingdom—Bozell & Jacobs, Inc.  
 Wild Wild West—Viacom  
 Wildlife Safari—Lionheart Television International, Inc.

Wildlife/Adventure—Bill Burrud  
 The Will to Win—JWT  
 Flip Wilson—National Telefilm  
 Window of the World—Lionheart Television International Inc.  
 Wine Merchants—Group Visionary Productions  
 Winners—Turner Program Sales, Inc.  
 The Winning Moment—M. G. Films, Perin  
 Wire Service—Fusco  
 Wishing Well—International Tele-Film  
 With This Ring—With This Ring  
 Witness to Yesterday—Teleworld  
 WKRP in Cincinnati—Victory  
 The Wolfman Jack Show—Jerry Dexter  
 Woman's Digest—Bravo Productions, Inc., Television Program  
 Concepts  
 The Wombles—Satori  
 The Women of Shogun's Castle—Fuji Telecasting  
 Wonder Woman—Warner Bros.  
 The Wonderful World of Jerry Vale—TVM  
 The Wonderful World of Magic—Four Star  
 Woofers' Supersonic City—Claster  
 World in Action—Granada  
 World Kickboxing—Jpd Entertainment, Inc.  
 World Music Album—Fremantle International, Inc.

The World of Motorcycles—Bar Hodgson Productions, Inc.  
 World of People—Victory  
 The World of Soaps—Polygram  
 World of Super Adventure—Worldvision  
 World of the Sea—Bill Burrud  
 World Series of Poker—Syndicast  
 World Soccer—Special Interest Programming Associates  
 World Sports Racing—Hollywood Distributors  
 World Sports Tennis—Hollywood Distributors  
 World Survival—JWT  
 World's Children—International Tele-Film  
 The World's Finest Marine Life Parks—Sea World, Inc.  
 The Yagyu Clan—Fuji Telecasting  
 Yes You Can—Time Buying Services  
 Yesterday's Witness—Lionheart Television International, Inc.  
 You and Your Car—Station Program Resources  
 You Asked For It—Sandy Frank  
 Young Chefs—International Tele-Film  
 The Young Chefs—Raymond International  
 Loretta Young—National Telefilm  
 The Young Medics—Firestone, Grundy  
 Young World Magazine—Best Film & Video Corporation  
 Zatoichi—Fuji Telecasting  
 Zodiack—Image Futures, Inc.

## Features and Made-For-TV Movies

Action I—Dan Curtis  
 Action Theater I—Gold Key Entertainment  
 Action Theater II—Gold Key Entertainment  
 Adventure I—Dan Curtis  
 Adventure Package—Filmways  
 A.I.P.—Filmways  
 A.I.P./Selma Science Fiction—Filmways  
 Alice's Adventures in Wonderland—Gold Key Entertainment  
 All at Sea—Grundy  
 The Alpha Chronicles—Gold Key Entertainment  
 The Alternative—Grundy  
 Amazing Sci-Fi I—Filmways  
 Amazing Sci-Fi II—Filmways  
 Amazing Sci-Fi III—Filmways  
 America Rocks—On The Air  
 American Film Theater—Telepictures  
 And Baby Makes Six—Alan Landsburg  
 Ants: It Happened at Lakewood Manor—Alan Landsburg  
 The Apple—Cannon TV

Astor Classic Features—Gold Key Entertainment  
 Astor Sci-Fi Features—Gold Key Entertainment  
 Awards Theater—Gold Key Entertainment  
 B.A.D. Cats—Metromedia  
 Baby Comes Home—Alan Landsburg  
 Beartooth—Laff-A-Bit  
 Bellissima (Luchino Visconti)—Italtoons  
 Ingrid Bergman Theatre—Leo A. Gutman  
 Best of Goldwyn—The Samuel Goldwyn Co.  
 Best of NTA—National Telefilm  
 The Beta Chronicles—Gold Key Entertainment  
 Big Mo—Wescor Productions  
 Black Belt Theater—World Northal Corp.  
 Black Belt Theater 2—World Northal Corp.  
 Block of Shock Features—General Entertainments, Inc.  
 Blondie—King Features Entertainment, Inc.  
 Blood Feud—Operation Prime Time  
 The Blue Bird—TF1  
 Body and Soul—Cannon TV

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The Bowery Boys—Warner Bros.  
 Brightly of the Grand Canyon—Laff-A-Bit  
 Bill Burrud Features—Gold Key Entertainment  
 The Butterfly Affair—Cannon TV  
 Camera Une Premiere—TF 1  
 Cannon Folder I—Perin  
 The Carnivores—Bill Burrud  
 Carry On—Metromedia  
 Century 5, 6, 7, 8, 9, and 10—20th Century  
 Champagne Movies 34—MCA  
 Charlie Chan—Leo A. Gutman, 20th Century  
 Chicago Story—Mgm/Ua  
 The Children's Package—Coe  
 Children's Package—J. E. D. Productions  
 Children's Showtime—Filmways  
 Chiller/Monster/Horror Feature Package—Peter Rodgers  
 Churchill and the Generals—SFM  
 Cinema 12—ITC  
 Cinema Classics—Alan Enterprises  
 Cinema Shop—Hollywood Distributors  
 Cisco Kid Features—Gold Key Entertainment  
 Classic American Cinema—Picturemedia Ltd.  
 Classic Features—Alcare  
 Classic International Features—Intercontinental Communications, Inc.  
 Classic Vintage Westerns—TV Cinema Sales  
 Cocaine Cowboys—Best Film & Video Corporation  
 Come Die With Me—Dan Curtis  
 Comedy Festival I—MCA  
 Comedy Festival II—MCA  
 The Coming—Alan Landsburg  
 Coward of the County—Alfred Haber  
 The Crawling Eye—Cannon TV  
 Creatures of the Amazon—Bill Burrud  
 The Curtis Signature Collection—Dan Curtis  
 Bette Davis Presents the Award Winners—On The Air  
 Days and Nights in the Forest (Satyajit Ray)—Italtoons  
 Dead of Night—Dan Curtis  
 Death Dimensions—Best Film & Video Corporation  
 Death House—Cannon TV  
 Death in Space—Alan Landsburg  
 Death of a Bishop—Glenray Communications  
 The Death of Adolph Hitler—Gould Entertainment  
 The Death Train—Grundy, Satori  
 Death Trip—Laff-A-Bit  
 Death Wish II—Cannon TV  
 The Deer Hunter—MCA  
 Demolition—Grundy, Satori  
 Devils Mountain—Bill Burrud  
 Diabolic Dozen—MCA  
 Disc Jockey—Best Film & Video Corporation  
 Doc's Hooker's Bunch—Laff-A-Bit  
 Dominant 10—Filmways  
 Dot and Santa Claus—Satori  
 Dot and the Kangaroo—Satori  
 Dr. Heckyl and Mr. Hype—Cannon TV  
 Dracula—Dan Curtis  
 Dracula's Last Rites—Cannon TV  
 The Dutchman's Voyage—TF 1  
 Eagle 1—American National Enterprises  
 Eaglit 1—American National Enterprises  
 East Side Kids—Leo A. Gutman  
 Educational Features/Feature Packages—Gateway Productions, Inc.  
 Eighteen Weapons of Kung-Fu—Best Film & Video Corporation  
 Electric Eskimo—Satori  
 The EMI Feature Package—Peter Rodgers  
 EMI Features—TV Cinema Sales  
 Emotion—TF 1  
 Enter The Ninja—Cannon TV  
 Entertainer of the Year—Embassy Telecommunications  
 Entertainment Volume Three—ITC  
 Entertainment Volume Two—ITC  
 Entertainment Volume One—ITC  
 Excel Features One—Excel Video  
 Extra Extra Movies—Mgm/Ua  
 An Eye for an Eye—Wescom Productions  
 Douglas Fairbanks, Jr. Presents The Great Classics—On The Air  
 Fame—Mgm/Ua  
 Family Feature Film Special—G. G. Communications  
 Family Features—General Entertainments, Inc.  
 Fantastic Sci-Fi Theatre—Filmways  
 Fantastic World of Science Fiction—Baron Enterprises  
 Rainer W. Fassbinder—Teleculture Inc.  
 The FBI Story—Warner Bros.  
 Fear—Teleculture Inc.  
 Fear On Trial—Alan Landsburg  
 Feature Film Package—Excel Video  
 Feature films—Jorge Rossi  
 Feature Library—ZIV  
 Feature Motion Pictures—Bandera  
 Feature-length documentaries—Interama  
 Features—Andrews/Mitchell Enterprises, Apa International Films, Coe, Columbia Pictures Television  
 Features 1—Cinema Shares  
 Features 2—Cinema Shares  
 Features 3—Cinema Shares  
 Features 4—Cinema Shares  
 Features 5—Cinema Shares  
 Features/Feature Packages—The Garrett Company  
 Films For The 70's—Filmways  
 Films For The 80's—Filmways  
 Filmway I—Filmways  
 Final Cut—Satori  
 First Run Feature Movies Film Package—G. G. Communications  
 First-run feature package for fall—Muller Media Inc.  
 50 Feature Films—Marvin Goodman Associates, Inc.  
 Follow That Rainbow—Excel Video  
 Footsteps of Giants, Telepictures  
 For Adults Only—Raymond Horn, Weiss Global  
 Forced Entry—Best Film & Video Corporation  
 Forest Spirits—Multicultural TV  
 The Founding Father: The Story of Joseph P. Kennedy—Operation Prime Time  
 Fox Fanfare 1982—20th Century  
 Fox One, Two and Three—20th Century  
 Frankenstein—Dan Curtis  
 Fyre—Satori  
 Galaxy One—Gold Key Entertainment  
 Galaxy Two—Gold Key Entertainment  
 Galaxy "14"—Weiss Global  
 The Gamma Chronicles—Gold Key Entertainment  
 Gas Pump Girls—Cannon TV  
 Gasp—Viacom  
 Gauguin the Savage—Alfred Haber  
 Get Charlie Tully—Satori  
 Ghoul-A-Rama I—Filmways  
 Ghoul-A-Rama II—Filmways  
 The Girl, The Gold Watch & Dynamite—Paramount Television & Video Distribution  
 The Girl, The Gold Watch & Everything—Paramount Television & Video Distribution  
 The Girl, The Gold Watch & Dynamite—Operation Prime Time  
 The Girl, The Gold Watch & Everything—Operation Prime Time  
 God's Gun—Cannon TV  
 The Godsend—Cannon TV  
 Golda—Operation Prime Time  
 Golden Showman\$hip "9"—Weiss Global

Goldwyn Family Six-Pack—The Samuel Goldwyn Co.  
 Golgo Thirteen—Best Film & Video Corporation  
 Goliath Awaits—Operation Prime Time  
 Gone To Ground—Grundy  
 Gone To Ground—Satori  
 Good Vibrations—Gold Key Entertainment  
 Flash Gordon—King Features Entertainment, Inc., King Features Entertainment, Inc., King Features Entertainment, Inc.  
 Gossip From the Forest—Granada  
 Graduation Day—Wescom Productions  
 Greasy Kid Stuff—Cannon TV  
 The Great American Wilderness—Bill Burrud  
 The Great Gundown—Satori  
 Guitare—Raymond International  
 The Happy Hooker—Cannon TV  
 The Happy Hooker Goes Hollywood—Cannon TV  
 The Happy Hooker Goes to Washington—Cannon TV  
 Happy Since I Met You—Granada  
 Helen and Teacher—Operation Prime Time  
 Hemdale Collection—Excel Video  
 Henry VIII and His Six Wives—General Entertainments, Inc.  
 Her One True Love—Raymond International  
 High Quality Television Movies—Metromedia  
 The Hitman Damiano Damiani—Italtoons  
 Holiday Storybook of Fables—Filmways  
 Hollywood 7—Leo A. Gutman  
 Hollywood Scrapbook—Group Visionary Productions  
 Horror Features—Nation Telefilm  
 Horror/Sci-Fi—Dan Curtis  
 Hospital Massacre—Cannon TV  
 Hot T-Shirts—Cannon TV  
 How The West Was Won—Mgm/Ua  
 The Howling—Wescom Productions  
 Image of Death—Grundy, Satori  
 Impact "120"—Weiss Global  
 International 3—Leo A. Gutman  
 "The Intrepid Feature Film Package"—American Syndication  
 Invasion—Granada  
 The Invasion of Carol Enders—Dan Curtis  
 The Island of Nevawuz—Satori  
 Joe—Cannon TV  
 Kasimar the Great—Glenray Communications  
 Keoma—Best Film & Video Corporation  
 Keystone Komedies—Rhodes  
 The Kid From Nowhere (NBC)—Fremantle International, Inc.  
 Kid Vengeance—Cannon TV  
 Kill The Hostages—Laff-A-Bit  
 Kimberly Jim—Alfred Haber  
 King Kong—Worldvision  
 Alexander Korda Classics—J. E. D. Productions  
 Kung Fu Films—Transmedia Distribution Corp.  
 Kung Fu Gold—National Telefilms  
 Kung Fu Movie Package—Jpd Entertainment, Inc.  
 Kung Fu of the Eight Drunkards—Best Film & Video Corporation  
 The Ladies of the Unicorn—TF 1  
 Lady Chatterley's Lover—Cannon TV  
 The Lady Without Camelias (Michelangelo Antonioni)—Italtoons  
 The Laff-a-Bits—Laff-A-Bit  
 Lash LaRue Movies—Swank Telefilms, Inc.-Con Hartsock  
 The Last Ark—Bill Burrud  
 The Late Show—Gold Key Entertainment  
 Laurel & Hardy Comedy Classics—20th Century  
 Laurel and Hardy—Janus  
 The Legend Group—Viacom  
 Legend of the Juggler—Laff-A-Bit  
 Legend of the Werewolf—Satori  
 Lemon Popsicle Movies—Swank Telefilms, Inc.-Con Harstock  
 Jerry Lewis Movies—Con Harstock  
 Little Boy Lost—Vu-Tv, Inc.

Studs Lonigan—Mgm/Ua  
 The Long Days of Summer—Dan Curtis  
 A Long Way Home—Alan Landsburg  
 Lorimar Features—Lorimar  
 The Lost Secrets of Kung Fu—Best Film & Video Corporation  
 Love in Cold Blood—Dan Curtis  
 Lucky Twelve First Run Features—TV Cinema Sales  
 Lusty Night in Rome (Mauro Bolognini)—Italtoons  
 Machine Gunner—Western World  
 The Magician of Lublin—Cannon TV  
 Maid in Sweden—Cannon TV  
 The Main Events I—Gold Key Entertainment  
 Main Events II—Gold Key Entertainment  
 Mama's Gone A-Hunting—Grundy  
 Man Against the Sea—Bill Burrud  
 Manbeast! Myth or Monster—Alan Landsburg  
 Manganinnie—Vu-Tv, Inc.  
 Thomas Mann's The Magic Mountain—Beta  
 The Jayne Mansfield Story—Alan Landsburg  
 Marathon—Alan Landsburg  
 Marquee I—Paramount Television & Video Distribution  
 Marquee II—Paramount Television & Video Distribution  
 Marquee III—Paramount Television & Video Distribution  
 Martial Arts—Muller Media Inc.  
 Martial Arts Feature Film Package—Cinema Shares  
 The Masterpiece Feature Group—Peter Rodgers  
 Masterpiece Features—TV Cinema Sales  
 Masters of Fury—Telepictures  
 Masters of the Martial Arts—Metcon, Syndicable, Inc.  
 MGM Family Fair—Mgm/Ua  
 MGM Lion I & II—Mgm/Ua  
 MGM's That's Entertainment—Mgm/Ua  
 MGM/10 & 11—Mgm/Ua  
 MGM/105—Mgm/Ua  
 MGM/Pre-48—Mgm/Ua  
 The Mine and the Minotaur—Satori  
 Mischief Makers—Picturemedia Ltd.  
 Mom, The Wolfman and Me—Operation Prime Time  
 Monsters on the Prowl—Filmways  
 The Movies—Klein & MPC 20—Metromedia  
 Mr. Moto—Leo A. Gutman  
 Murder Impossible—Alan Landsburg  
 Murder in Amityville—Raymond International  
 Murder in the First Person Singular—Alan Landsburg  
 Musicals—Apa International Films  
 Mysterious Island of Beautiful Women—Alan Landsburg  
 Mysterious Two—Alan Landsburg  
 Mystery-Suspense/Great Detectives—National Telefilm  
 The Neptune Journals—Gold Key Entertainment  
 The New Ones—Embassy Telecommunications  
 The New Ones II—Embassy Telecommunications  
 New Science Fiction—Filmways  
 New Year's Evil—Cannon TV  
 The Newman Shame—Grundy, Satori  
 The Night Nurse—Grundy, Satori  
 Nightmare at 43 Hillcrest—Dan Curtis  
 Nightmare Theatre—Embassy Telecommunications  
 9 adventure-action features—Four Star  
 Ninety-Minute Movies—MCA  
 Nocturna—Satori  
 The Nostalgia 9 Feature Group—Peter Rodgers  
 Nostalgia Twelve—TV Cinema Sales  
 Nostalgic Musicals—National Telefilm  
 Nostalgic Westerns—National Telefilm  
 The Notorious Jumping Frog of Calaveras County—Artmedia  
 Novels I—MCA  
 Novels II—MCA  
 Oh Baby, Baby, Baby . . . etc.—Alan Landsburg



One Hundred Feature Films—Television Syndications  
 100 Package of Silent Comedy Classics—Laff-A-Bit  
 Operation Prime Time I—MCA  
 Operation Prime Time II—MCA  
 Operation Prime Time III—MCA  
 Operation Prime Time IV—MCA  
 Operation Prime Time—Operation Prime Time  
 Our Gang—Mgm/Ua  
 Our Town—Lexington  
 The Outer Space Connection—Alan Landsburg  
 Owl and Pussy Cat Show—L.A.V.A. Productions Inc.  
 P & G Movies—Comworld  
 The Palace—Gold Key Entertainment  
 Parade "4"—Weiss Global  
 Paramount Action Theatre—Paramount Television & Video  
     Distribution  
 Paramount Newsreels—Gray-Schwartz  
 Paramount Short Subjects—National Telefilm  
 Persecution—Satori  
 The Picture of Dorian Gray—Dan Curtis  
 Picturemedia Classic Horrors—Picturemedia Ltd.  
 Picturemedia Features I—Picturemedia Ltd.  
 Planet of Man—Media Lab Television Incorporated  
 Planet of the Apes—20th Century  
 Plunge into Darkness—Grundy  
 Plunge into Darkness—Satori  
 Plus Twelve—Embassy Telecommunications  
 Portfolio I—Paramount Television & Video Distribution  
 Portfolio II—Paramount Television & Video Distribution  
 Portfolio III—Paramount Television & Video Distribution  
 Portfolio IV—Paramount Television & Video Distribution  
 Portfolio V—Paramount Television & Video Distribution  
 Portfolio VI—Paramount Television & Video Distribution  
 Portfolio VII—Paramount Television & Video Distribution  
 Portfolio VIII—Paramount Television & Video Distribution  
 Portfolio IX—Paramount Television & Video Distribution  
 Power Pack—The Samuel Goldwyn Co.  
 Predators of the Sea—Bill Burrud  
 Premiere 1—20th Century  
 Premium I—Metromedia  
 Premium II—Metromedia  
 Premium Plus—Metromedia  
 Prestige 1—Teleworld  
 Prestige 1 (Available USA only)—Teleworld  
 Preview I—Paramount Television & Video Distribution  
 Prime I—Worldvision  
 Prime II—Worldvision  
 Prime III—Worldvision  
 Prime IV—Worldvision  
 Prime V—Worldvision  
 Prime VI—Worldvision  
 Prime VII—Worldvision  
 Prime Time I & II—Mgm/Ua  
 The Pro Feature Package—Peter Rodgers  
 The Professionals—Embassy Telecommunications  
 The Promotables—Alan Enterprises  
 Rainbow I Outdoor Adventures—Gold Key Entertainment  
 Rainbow II Outdoor Adventures—Gold Key Entertainment  
 Rainbow III Outdoor Adventures—Gold Key Entertainment  
 Rainbow IV Outdoor Adventures—Gold Key Entertainment  
 Real Life Adventures—Filmways  
 Red Ryder—Leo A. Gutman  
 Republic Serials—National Telefilm  
 Reserve—MCA  
 Burt Reynolds/Dan August—The Samuel Goldwyn Co.  
 Riders of the Silver Screen—Fusco  
 RKO Short Library—J. E. D. Productions  
 RKO/Pre-48—Mgm/Ua  
 Rock-A-Die Baby—Alan Landsburg  
 Roy Rogers' The Great Movie Cowboy—National Telefilm  
 Roses Bloom Twice—Grundy  
 Ruby and Oswald—Alan Landsburg  
 The Samuel Goldwyn Library—The Samuel Goldwyn Co.  
 The Savage Bees—Alan Landsburg  
 Savage Weekend—Cannon TV  
 The Scalp Merchant—Grundy, Satori  
 Schizoid—Cannon TV  
 Sci-Fi Feature Film Package—Broadcast Programming Inc.  
 Sci-Fi Terror—General Entertainments, Inc.  
 Science Fiction—National Telefilm  
 Science Fiction Feature Package—Peter Rodgers  
 Science International—Media Lab Television Incorporated  
 Scream Theater—Gold Key Entertainment  
 Screen Treasures—Vipro  
 Secret Orchards—Granada  
 The Secret World of Reptiles—Bill Burrud  
 Secrets of the Bermuda Triangle—Alan Landsburg  
 The Seven Dials Mystery—SFM  
 17 Kung Fu Features—General Entertainments, Inc.  
 SFM Classic Network—SFM  
 The SFM Holiday Network—SFM  
 Sgt. Pepper's Lonely Hearts Club Band—MCA  
 The Shack—Raymond International  
 Shadow of Fear—Dan Curtis  
 Shame of the Jungle—Best Film & Video Corporation  
 Sharkhunters—Alan Landsburg  
 Sherlock Holmes—Filmways  
 Sherlock Holmes Classics—Leo A. Gutman  
 Shirley Temple Theatre—20th Century  
 Short Films on Wildlife—Cori & Orient  
 The Shorts Collection—Coe  
 The Shout—Satori  
 Showcase 1, 2, 3, 5, 6, 7, 8, 9, 10—Mgm/Ua  
 Showcase II—Mgm/Ua  
 The Singing Cowboys Ride Again—Metromedia  
 Small Miracle—Alan Landsburg  
 Smokey and the Judge—Best Film & Video Corporation  
 Smuggler's Cove—Satori  
 Song of the Succubus—Alan Landsburg  
 Sophisticated Gents—Fremantle International, Inc.  
 Special 42—20th Century  
 Special Action Features—Filmways  
 Special Delivery—Viacom  
 The Special Feature Group—Peter Rodgers  
 The Spectacular 4—Leo A. Gutman  
 Spider-Man Movie Specials—Teleworld  
 The Spirit of '76—M. G. Films  
 Spooky Movies—Swank Telefilms, Inc.-Con Hartsock  
 Starlite 3—Warner Bros.  
 Starlite 4—Warner Bros.  
 Starlite 5—Warner Bros.  
 Starlite 6—Warner Bros.  
 Startime Theatre—Filmways  
 Storybook Theater—National Telefilm  
 The Strange Case of Dr. Jekyll and Mr. Hyde—Dan Curtis  
 Strongmen Of The World New Color Adventures—Filmways  
 Super 66—20th Century  
 Superlative Seven—ITC  
 The Swap—Cannon TV  
 Tarantulas: The Deadly Cargo—Alan Landsburg  
 Target The Corruptors—Four Star  
 Target the Impossible—Four Star  
 Tarka the Otter—Satori  
 Tarzan Features—Warner Bros.  
 Teen Mothers—Cannon TV  
 Teenage Films—Janus  
 Telepictures 1 (13 titles)—Telepictures  
 Telepictures 2—Telepictures

Nutty Squirrel—TV Cinema Sales  
 One Good Thing Leads to Another—Klein &  
 George Pal Puppets—National Telefilm  
 Peter and The Magic Seeds—Children's Media Productions  
 The Pink Panther—Mgm/Ua  
 Pinocchio—Beta, Gold Key Entertainment  
 Pippi Longstocking—Beta  
 Planet of the Apes Cartoons—20th Century  
 Popeye—King Features Entertainment, Inc., Mgm/Ua  
 Popsy by the Sea—Telefeatures Corporation  
 Porky Pig & Friends—Warner Bros.  
 Prince Planet—Filmways  
 Puntito—Southern Baptist  
 Jonny Quest—DFS  
 The Rabbit Who Wanted Red Wings—Best Film & Video  
 Corporation  
 The Raccoons on Ice—Time Buying Services  
 Roger Ramjet & The American Eagles—Bloom Film Group  
 El Reino Animal—Jorge Rossi  
 Rocket Robin Hood—ARP  
 Rocky & His Friends—DFS  
 Roman Holidays—DFS  
 Ruddigore—Telemundi Ag  
 Sabrina—Jorge Rossi  
 Tom Sawyer—Enoki Films Co., Ltd.  
 Scooby-Doo—DFS  
 Set Your Sights—Neal P. Cortell  
 Sinbad Jr.—Filmways  
 John Sokko & His Flying Robot—Filmways  
 Space Kidettes—DFS  
 Speed Racer—Alan Enterprises  
 Spider-Man—ARP  
 Spider-Woman—ARP  
 Spirits of Independence—M.G. Films  
 Sport Billy—DFS, Jorge Rossi  
 Sport-Billy—Telemundi Ag  
 Spunky & Tadpole—ZIV  
 Star Blazers—ARP, Westchester Films  
 Star Trek Animated—Paramount Television & Video Distribution  
 Strawberry Shortcake—Lexington  
 Stripy—Italtoons  
 Super Book!—CBN  
 The Tales of Hoffnung—Telemundi Ag  
 Tennessee Tuxedo and His Tales—DFS  
 Terrytoons—Viacom  
 The Three Musketeers—General Entertainments, Inc.  
 Tibet—Italtoons  
 Toby and the Koala Bear—Satori  
 Tom and Jerry—Mgm/Ua  
 Top Cat—Worldvision  
 The Town That Arrested Santa Claus—TVM  
 Trompita—Jorge Rossi  
 Tukiki and His Search for a Merry Christmas—General  
 Entertainments, Inc.  
 Turn On—Neal P. Cortell  
 Ulysses 31—Gould Entertainment  
 Uncle Waldo—DFS  
 Underdog—DFS  
 Valley of the Dinosaurs—DFS  
 Vic The Viking—Beta  
 West and Soda—Italtoons  
 What's New, Mister Magoo—UPA  
 Wheelie & the Chopper Bunch—DFS  
 Who Do You Like?—L.A.V.A. Productions Inc.  
 Wildrose Julie—Cori & Orient  
 The Wonderful Stories of Professor Kitzel—M.G. Films  
 Wonderful Tales From Around the World—Cori & Orient  
 Wonderful World—Neal P. Cortell  
 The Wonderful World of Professor Kitzel—Worldvision  
 Willy Woops—Representative Films Limited  
 The Wozzies—Cori & Orient  
 The World of Hans Christian Andersen—General Entertainments,  
 Inc.  
 X-Bomber—Enoki Films Co., Ltd.  
 You're Right On—Neal P. Cortell  
 Young Samson—DFS  
 Your Best Choice—Telesound

## Registration Desk Hours

<b>Thurs.</b>	8:00 a.m. to 8:00 p.m.
<b>Fri.</b>	9:00 a.m. to 6:00 p.m.
<b>Sat.</b>	8:00 a.m. to 5:00 p.m.
<b>Sun.</b>	8:30 a.m. to 4:30 p.m.
<b>Mon.</b>	8:00 a.m. to 5:00 p.m.
<b>Tues.</b>	8:00 a.m. to 12:30 p.m.

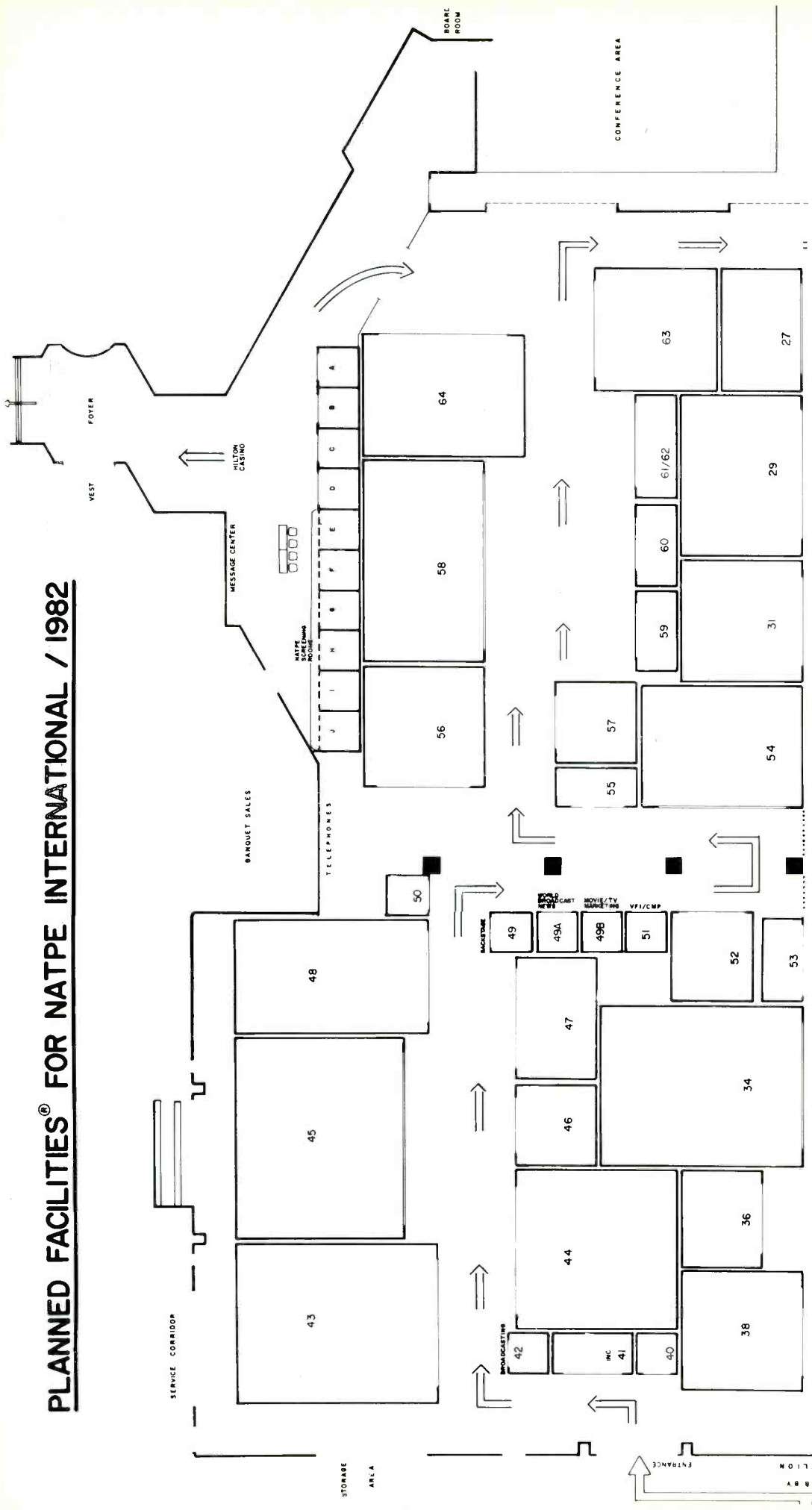
# MINI-SERIES

- Against the Wind—Worldvision  
 Black Tulip—Lionheart Television International, Inc.  
 Tom Brown's Schooldays—Lionheart Television International, Inc.  
 Buddenbrooks—Beta  
 Casanova—Lionheart Television International, Inc.  
 The Chisholms—Alan Landsburg, Alan Landsburg  
 La Cuarta Dimension—Jorge Rossi  
 Sara Dane—Metromedia  
 Docteur Teyran—TF1  
 The Drums of Winter—Beta  
 Elizabeth R—Lionheart Television International, Inc.  
 Jane Eyre—Lionheart Television International, Inc.  
 First Churchills—Lionheart Television International, Inc.  
 Moll Flanders—Lionheart Television International, Inc.  
 Fourth Dimension—JPD Entertainment, Inc.  
 The Genesis Project—King Features Entertainment, Inc.  
 The Gossip Columnist—Operation Prime Time  
 John Halifax, Gentleman—Lionheart Television International, Inc.  
 High Action—Pennzoil Film Center  
 Homeless—TF1  
 How the West Was Lost—Peter Rodgers  
 I, Claudius—Metromedia  
 Ivanhoe—Lionheart Television International, Inc.  
 Jazz in America—Fremantle International, Inc.  
 Joey and Redhawk—Fremantle International, Inc.  
 Kean—Lionheart Television International, Inc.  
 The Key to Rebecca—Operation Prime Time  
 Landmarks—Thomas Horton  
 The Last of the Mohicans—Lionheart Television International, Inc.  
 Levkas Man—Western World  
 Little Brown Burro—General Entertainments, Inc.  
 Little Nell (by Dickens)—Cori & Orient  
 Little Women—Lionheart Television International, Inc.  
 Lovers of the Empire (working title)—Creative International Activities, Ltd.  
 Mini Series: Rich Man, Poor Man Book 1—MCA  
 Mini-series—Teverama of Florida, Inc.  
 Moonstone—Lionheart Television International, Inc.  
 Murder Most English (Lord Peter Wimsey): Clouds of Witness—Lionheart Television International, Inc.  
 Murder Most English (Lord Peter Wimsey): Five Red Herrings—Lionheart Television International, Inc.  
 Murder Most English (Lord Peter Wimsey): Murder Must Advertise—Lionheart Television International, Inc.  
 Murder Most English (Lord Peter Wimsey): Unpleasantness at the Bellona Club—Lionheart Television International, Inc.  
 Nana—Fremantle International, Inc., Lionheart Television International, Inc.  
 New Newcomers—Beta  
 Niko—Fremantle International, Inc.  
 One Last Ride—Fremantle International, Inc.  
 The Onedin Line—Lionheart Television International, Inc.  
 Pearl—Warner Bros.  
 Poldark—Lionheart Television International, Inc.  
 Pride and Prejudice—Lionheart Television International, Inc.  
 Rebecca of Sunnybrook Farm—Lionheart Television International, Inc.  
 Rich World Poor World—Granada  
 Rock Goes to College—Lionheart Television International, Inc.  
 Romance Theatre—Comworld  
 Roots—Warner Bros.  
 Roots: The Next Generations—Warner Bros.  
 Running Blind—Lionheart Television International, Inc.  
 Simplicius Simplicissimus—Beta  
 The Sinister Queen (working title)—Creative International Activities, Ltd.  
 Six Wives of Henry VIII—Lionheart Television International, Inc.  
 Smiley's People—Paramount Television & Video Distribution, Operation Prime Time  
 Sunset Song—Lionheart Television International, Inc.  
 The Top of the Hill—Paramount Television & Video Distribution, Operation Prime Time  
 Tourist—Operation Prime Time  
 The Visitors—TFI  
 Wallenstein—Beta  
 Washington: Behind Closed Doors—Paramount Television & Video Distribution  
 Winnetou—Armedia, Jorge Rossi  
 Women of Russia—Carter-Grant, Telepictures  
 X-Pose—CBN

## Press Room Hours

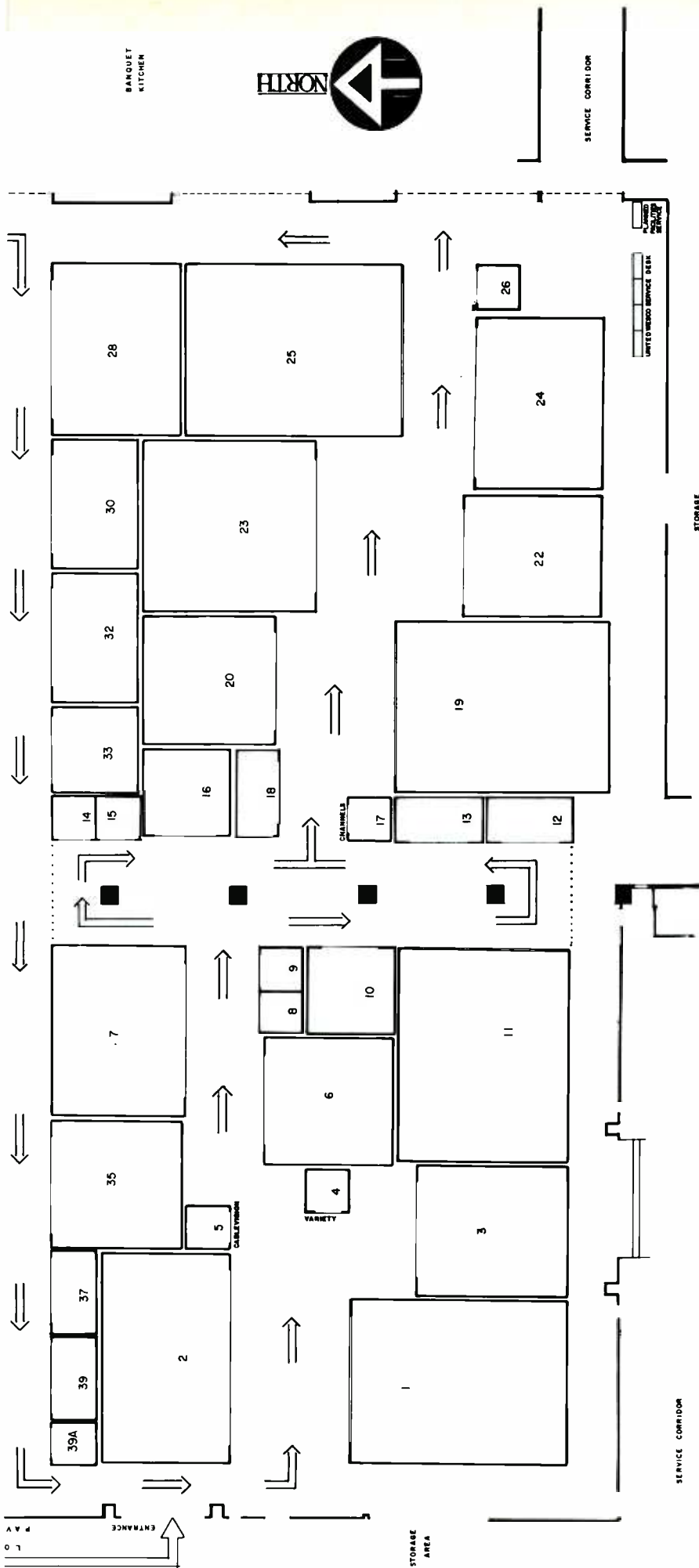
<b>Thurs.</b>	1:00 p.m. to 6:00 p.m.
<b>Fri.</b>	10:00 a.m. to 6:00 p.m.
<b>Sat.</b>	7:30 a.m. to 6:00 p.m.
<b>Sun.</b>	7:30 a.m. to 6:00 p.m.
<b>Mon.</b>	7:30 a.m. to 6:00 p.m.
<b>Tues.</b>	7:30 a.m. to 6:00 p.m.

# PLANNED FACILITIES® FOR NATPE INTERNATIONAL / 1982



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- |                                    |    |                                  |       |  |    |
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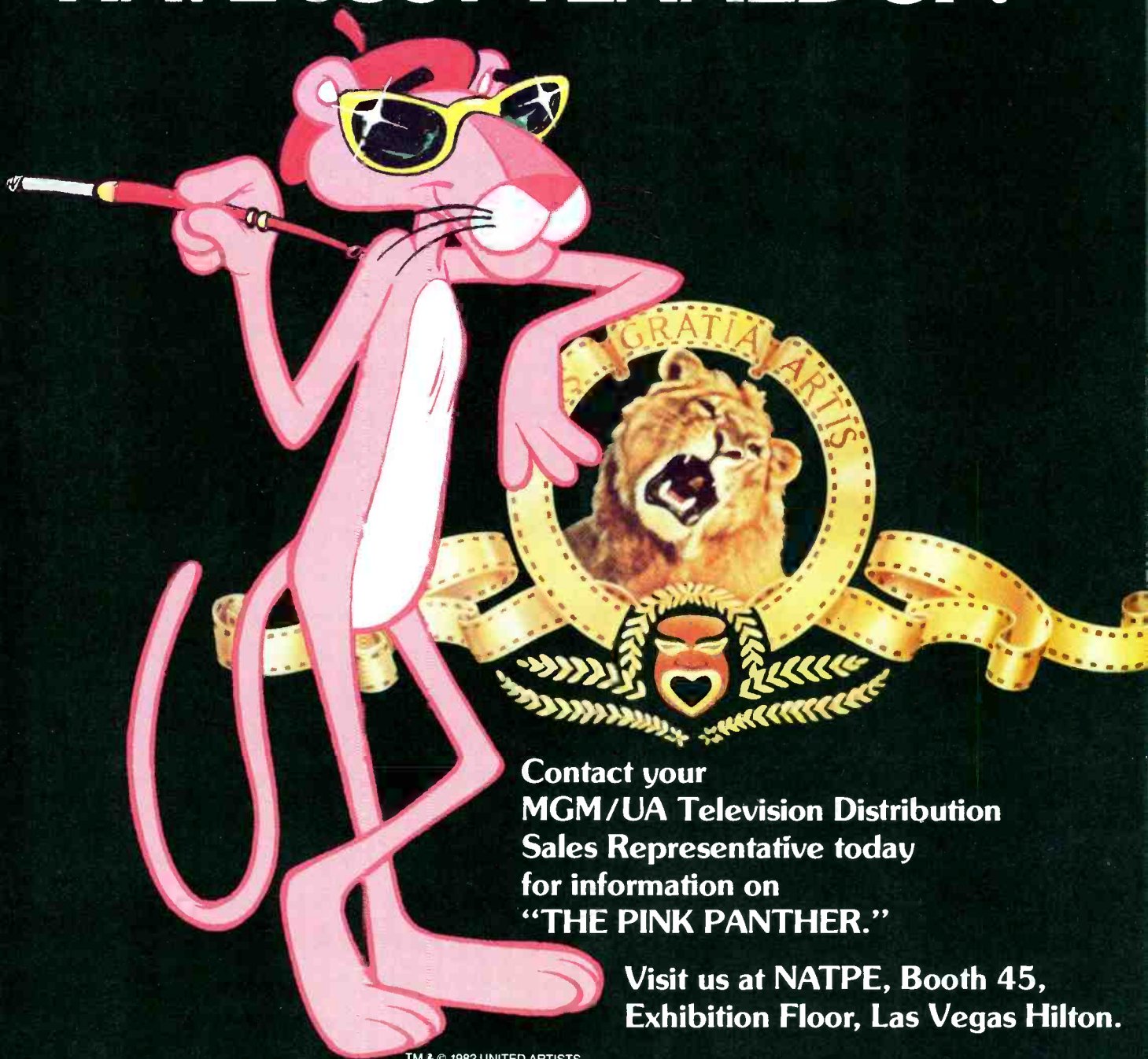
## Hospitality Suites

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## ALABAMA

### Anniston

#### WHMA-TV — 40 CBS

P.O. Box 40, 36202; 205-237-8651; *Ownership*: Anniston Broadcasting; *Rep*: Avery-Knodel; *Personnel*: Harry E. Mabry, *gen mgr*; David Atchison, *prog d*; Bill Hagler, *ntl sls mgr*.

### Birmingham

#### WBMG-TV — 42 CBS

P.O. Box 6146, 35259; 205-252-9821; *Ownership*: Birmingham TV Corp; *Rep*: Blair; *Personnel*: Hoyle Broome, *exec vp/gen mgr*; Joyce Ross, *gen sls mgr*; James Enright, *prom d*.

#### WBRC — 6 ABC

P.O. Box 6, 35201; 205-322-4701; *Ownership*: Taft Broadcasting; *Rep*: TeleRep; *Personnel*: Richard Stephen, *vp/gen mgr*; Ann Bryant, *prog d*; Bob Fanning, *gen sls mgr*; Diane Brown, *prom d*.

#### WVTM-TV — 13 NBC

P.O. Box 10502, 35202; 205-933-2720; *Ownership*: Times Mirror; *Rep*: Harrington Righter and Parsons; *Personnel*: Jack Harrison, *vp/gen mgr*; Everett Holle, *prog d*; Stan Bradley, *gen sls mgr*; Robert Earl Smith, *prom d*.

### Dothan

#### WDHN-TV — 18 ABC

P.O. Box 6237, 36302; 205-793-1818; *Ownership*: S.E. Alabama Broadcasting; *Rep*: Adam Young, Inc.; *Personnel*: Cynthia Crawford, *prog d*; Herb Strickland, *gen mgr/sls mgr*; Robert Mandella, *prom d*.

#### WTVY — 4 CBS

P.O. Box 1089, 36302; 205-792-3195; *Ownership*: WTVY, Inc.; *Rep*: Avery-Knodel; *Personnel*: Eldon A. Klupal, *sta mgr*; Reginald Mitchell, *prog d*; John Gause, *gen sls mgr*; Sharon Ensinger, *prom d*.

### Florence

#### WOWL-TV — 15 NBC

P.O. Box 2220, 35630; 205-764-7711; *Ownership*: TV Muscle Shoals; *Rep*: Seltel; *Personnel*: Jack A. Worley, *p/gen mgr/sls mgr*; Bill Cornelius, *gen sls mgr*; Lincoln Williams, *oper mgr*.

### Huntsville/Decatur

#### WAAY-TV — 31 ABC

1000 Monte Sano Blvd., 35801; 205-539-1783; *Ownership*: Rocket City Television; *Rep*: Adam Young; *Personnel*: M. D. Smith, IV, *gen mgr*; Bettie Higgins, *prog d*.

#### WAFF — 48 NBC

P.O. Box 2116, 35804; 205-533-4848; *Ownership*: American Family Life Assurance; *Rep*: Blair; *Personnel*: Joe Goleniowski, *gen mgr*; Lee Brantley, *prgm d*; Harvey Libow, *gen sls mgr*; Melinda Miles, *prom d*.

#### WHNT-TV — 19 CBS

P.O. Box 19, 35804; 205-539-5743; *Ownership*: The New York Times; *Rep*: Katz; *Personnel*: Ray B. Gill, *vp/gen mgr*; Bill Ambrose, *gen sls mgr*; Susan Allen, *prom d*; Richard Wright, *oper mgr*.

### Mobile/Pensacola, FL

#### WALA-TV — 10 NBC

P.O. Box 1548, 36633; 205-433-3754; *Ownership*: Universal Communications; *Rep*: MMT Sales; *Personnel*: Robert F. Finke, *vp/gen mgr*; Larry Pate, *prog d*; Andy Lee, *gen sls mgr*; Stu Kellogg, *prom d*.

#### WEAR-TV — 3 ABC

P.O. Box 12278, Pensacola, FL, 32581; 904-455-7311; *Ownership*: Rollins Telecasting; *Rep*: Blair; *Personnel*: Jim Grimes, *gen mgr*; Carl Leahy, *prog d*.

#### WKRQ-TV — 5 CBS

555 Broadcast Drive, 36606; 205-479-5555; *Ownership*: Kenneth R. Giddens; *Rep*: Katz; *Personnel*: C. P. Persons, Jr., *p/gen mgr/prog d*; D. H. Long, Jr, *sr vp/sls mgr*; Harold Hodges, *prom mgr*.

### Montgomery

#### WCOV-TV — 20 CBS

P.O. Box 2505, 36196; 205-288-7020; *Ownership*: Gay/Bell Stations; *Rep*: Adam Young; *Personnel*: Karl Richards, *gen mgr*; Jame G. Hall, *prog d*; Bill Hiner, *reg & nat'l sls*.

#### WKAB-TV — 32 ABC

P.O. Box 3236, 36193; *Ownership*: Bahakel Broadcasting; *Rep*: Katz Communications; *Personnel*: John Rogers, *gen mgr*; Judy Motowicki, *prog d*; Thomas J. Spain, Jr., *gen sls mgr*; Jenny Ford, *prom d*.

#### WSFA-TV — 12 NBC

10 E Delano Ave., 36105; 205-281-2900; *Ownership*: Liberty Corp; *Rep*: Harrington, Righter & Parsons; *Personnel*: Charles A. Whitehurst, *gen mgr*; Carl Stephens, *prog mgr*; Robert Ward, *gen sls mgr*.

#### WSLA-TV — 8 CBS

P.O. Box 1888, Hwy 219 So., 36701; 205-875-2240; *Ownership*: Central Alabama Broadcasters, Inc.; *Rep*: Spot Time (NY); *Personnel*: George Singleton, *gen mgr/gen sls mgr*; Mike Reynolds, *oper mgr/prog d*.

### Tuscaloosa

#### WCFT-TV — 33 CBS

P.O. Box 5239, 35405; 205-553-1333; *Ownership*: Service Broadcasters; *Rep*: Adam Young; *Personnel*: Stan Siegal, *gen mgr*; Tommy Ray, *prog d*; Evea Rozier, *prom d*.

## ALASKA

### Anchorage

#### KIMO — 13 ABC

2700 E. Tudor Rd., 99507; 907-276-1313; *Ownership*: Central Alaska Broadcasting; *Rep*: Seltel; *Personnel*: Duane L. Triplett, *p/gen mgr*; Richard Zook, *sta mgr*; Robert G. Underwood, *vp mktg*; Ken Martin/Rick Gay, *prod mgr/prog d*; Mary Lou Lauer, *prog d*.

#### KUUU — 2 NBC

P.O. Box 2880, 99510; 907-279-7477; *Ownership*: Channel 2 Broadcasting Co.; *Rep*: Avery-Knodel; *Personnel*: Al Bramstedt, Jr., *gen mgr*; Bonnie Victors, *nat'l sls*; Pat Strauss, *prodn d*.

### KTVA — 11 CBS

1007 W. 32nd Ave., 99503; 907-272-3456; *Ownership*: A. G. Hiebert; *Rep*: Adam Young; *Personnel*: Ron Moore, *p*; Bruce Sloan, *prog d*; Bruce Sloan, Dan Shattuck, *prom ds*.

### Fairbanks

#### KTTU-TV — 2 NBC/ABC

P.O. Box 74730, 99707; 907-452-2125; *Ownership*: Channel 2 Broadcasting; *Rep*: Avery-Knodel; *Personnel*: Alvin O. Bramstedt, *p*; Charles Sandberg, *gen mgr*; Al Bramstead, Jr., *nat'l sls mgr*.

#### KTVF — 11 CBS

Box 950, 99707; 907-452-5121; *Ownership*: Northern Television; *Rep*: Adam Young; *Personnel*: Henry Hove, *gen mgr*; James H. Otto, *gen sls mgr*; Kit Cleworth, *prog d*.

### Juneau

#### KINY-TV — 8 NBC

1107 8th St., Fairbanks, 99801; 907-586-1800; *Ownership*: Midnight Sun Broadcasters, Inc.; *Rep*: Avery-Knodel; *Personnel*: Ken Wiley, *gen mgr*; Kelly Peres, *prog d*.

### Sitka

#### KIFW-TV — 13 IND

P.O. Box 299, 99835; 907-747-6627; *Ownership*: Sitka Broadcasting; *Rep*: Spot Time; *Personnel*: Steven Rhyner, *gen sls mgr*; Steve Rhyner, *prog d*; Leslie A. Hupp, *prog d*.

## ARIZONA

### Flagstaff

#### KNAZ-TV — 2 NBC

P.O. Box 1843, 86002; 602-774-1818; *Ownership*: Captiol Broadcasting; *Personnel*: Dan Modeisett, *gen mgr*; Charlie Dean, *gen sls mgr*; Bill Olsen, *sls mgr*.

### Phoenix

#### KNXV-TV — 15 IND

3722 E. Chipman Rd., 85040; 602-243-4151; *Ownership*: New Television Corp; *Rep*: Adam Young; *Personnel*: Edwin Cooperstein, *gen mgr*.

#### KOOL-TV — 10 CBS

511 W. Adams St., 85003; 602-257-1234; *Ownership*: Tom Chauncey, Homer Lane, Gulf United, Gene Autry; *Rep*: Seltel; *Personnel*: Homer Lane, *exec vp/gen mgr*; Bob Martin, *vp/asst mgr, prog d*; Harry Ebbesen, *gen sls mgr*; Marge Injasoulian, *prom d*.

#### KPHO-TV — 5 IND

4016 N. Black Canyon, 85017; 602-264-1000; *Ownership*: Meredith Corp; *Rep*: MMT Sales; *Personnel*: Richard Q. De Angelis, *gen mgr*; Charles Alvey, *prog d*; Don Pauly, *gen sls mgr*; Geo. Hillis, *prom d*.

#### KPNX-TV — 12 NBC

P.O. Box 711, 85001; 602-257-1212; *Ownership*: Gannett Co.; *Rep*: Blair; *Personnel*: C.E. "Pep" Cooney, *p/gen mgr*; Robert Allingham, *prog d*; Jeffrey Morris, *gen sls mgr*; Marjorie Schmidt, *prom d*.

**KTVK — 3 ABC**

3435 N. 16th St., 85016; 602-266-5691; *Ownership*: Arizona Television; *Rep*: Petry; *Personnel*: Delbert R. Lewis, *p/gen mgr*; Jack Jacobson, *sta mgr/film buyer*; Michael Schweitzer, *gen sls mgr*.

**KTVW-TV — 33 SIN**

3019 E. Southern Ave., 85040; 602-243-6633; *Ownership*: Seven Hills TV; *Rep*: SIN; *Personnel*: Daniel L. Villanueva, *gen mgr*; Leandro Blanco, *prog d*; R. Michael Flynn, *gen sls mgr*.

**Tucson****KGUN-TV — 9 ABC**

P.O. Box 5707, 85703; 602-792-9933; *Ownership*: May Broadcasting; *Rep*: Petry; *Personnel*: Scott Vaughan, *gen mgr*; Jack Parris, *prog d/sta mgr*; Robb Gray, *gen sls mgr*; Paul Klick, *prom d*.

**KOLD-TV — 13 CBS**

115 W. Drachman St., 85705; 602-624-2511; *Ownership*: Evening News Assn.; *Rep*: MMT Sales; *Personnel*: Jay Watson, *vp/gen mgr*; Paul Cassidy, *gen sls mgr*; James Roddey, *prom d*.

**KVOA-TV — 4 NBC**

209 W. Elm St., 85705; 602-792-2270; *Ownership*: Channel 4-TV; *Rep*: Blair; *Personnel*: Jon F. Ruby, *vp/gen mgr*; Cheri Radin, *prog d*; Jim Joslyn, *sta mgr*; Cathy Downing, *prom d*.

**KZAZ-TV — 11 IND**

2445 N. Tucson Blvd., 85716; 602-795-0311; *Ownership*: Roadrunner TV; *Rep*: Seltel; *Personnel*: Gene Adelstein, *gen mgr/gen pt*; Jeri Boren, *prog/prom mgr*; Hank Lominac, *sta mgr/gen sls mgr*; Steve Ochoa, *natl sls mgr*.

**Yuma/El Centro, CA****KEYC-TV — 9 ABC/CBS**

P.O. Box 29, El Centro, CA, 92244; 714-352-9670; *Ownership*: Pacific Media Corp.; *Rep*: Seltel; *Personnel*: Robert Jameson, *gen mgr/gen sls mgr*; Greg Weir, *prog/prom d*.

**KYEL-TV — 13 NBC**

P.O. Box 592, 85364; 602-782-5113; *Ownership*: Service Broadcasters; *Rep*: Avery-Knodel; *Personnel*: Tom Hagner, *gen mgr*; Mike Travis, *local sls mgr*.

**ARKANSAS****Fort Smith****KFPW-TV — 40 ABC**

P.O. Box 4150, 72914; 501-783-4105; *Ownership*: Hernreich Broadcasting Stations; *Rep*: Avery-Knodel; *Personnel*: Donald E. Holley, *vp/gen mgr*; Mary Smith, *prog dir*; Jarrell Wyatt, *lcl sls mgr*.

**KFSM-TV — 5 CBS**

P.O. Box 369, 79202; 501-783-3131; *Ownership*: Times SW Broadcasting; *Rep*: Katz; *Personnel*: Bob Browning, *gen mgr*; Pat Porta, *prog d*; Gene Graham, *gen sls mgr*.

**KLMN — 24 NBC**

P.O. Box 1867, 72902; 501-785-4334; *Ownership*: Ozark Television Company; *Rep*: Seltel; *Personnel*: Gordon Brown, *gen mgr*.

**Jonesboro****KAIT-TV — 8 ABC**

P.O. Box 790, 72401; 501-932-4288; *Ownership*: George T. Hernreich; *Rep*: Avery-Knodel; *Personnel*: Darrel Cunningham, *gen mgr*; Stephen Grilletta, *prog d*; Al Banks, *gen sls mgr*; Brenda Coop, *prom d*.

**Little Rock****KARK-TV — 4 NBC**

P.O. Box 748, 72203; 501-376-2481; *Ownership*: Gannett; *Rep*: Blair; *Personnel*: David J. Jones, *gen mgr*; James Tuley, *prog d*; Ray Brown, *gen sls mgr*; Dave Course, *prom d*.

**KATV — 7 ABC**

P.O. Box 77, 72203; 501-372-7777; *Ownership*: Leake Industries; *Rep*: Petry; *Personnel*: Dale Nicholson, *vp/gen mgr*; Eric Nelson, *prog d*; Clyde Gray, *gen sls mgr*; John Calver, *prom d*.

**KTHV — 11 CBS**

P.O. Box 269, 72203; 501-376-1111; *Ownership*: Arkansas Television; *Rep*: Katz; *Personnel*: Robert L. Brown, *gen mgr*; Bob Hicks, *prog d*; Lonnie Gibbons, *gen sls mgr*; Nell Weaver, *prom d*.

**CALIFORNIA****Bakersfield****KBAK-TV — 29 ABC**

1901 Westwind Drive, 93301; 805-327-7955; *Ownership*: Harriscope Broadcasting Corp; *Rep*: Katz; *Personnel*: Wayne E. Killmer, *vp, gen mgr*; Nancy Hofeditz, *prog d*; Russ Hamilton, *gen sls mgr*; Tom Echlin, *prom d*.

**KERO-TV — 23 NBC**

Box 2367, 93303; 805-327-1441; *Ownership*: McGraw-Hill Broadcasting; *Rep*: Harrington, Righter & Parsons; *Personnel*: Fred Carlton, *gen mgr*; Bill Kline, *prog d*; Tony Battaglia, *gen sls mgr*.

**KPWR-TV — 17 CBS**

P.O. Box 1700, 93302; 805-327-7511; *Ownership*: Gillette Broadcasting; *Rep*: MMT; *Personnel*: John H. White, *p/gen mgr*; Neal Stylinski, *prog d*; Tom Randour, *gen sls*; Pat Grey, *prom d*.

**Chico/Redding****KHSL-TV — 12 CBS**

P.O. Box 489, 95927; 916-342-0141; *Ownership*: Golden Empire Broadcasting; *Rep*: Avery-Knodel; *Personnel*: Mickey McClung, *p/gen mgr*; Charles Kingsley, *vp/gen mgr*; Doug Sundby, *prog d/sta mgr*; Richard Newman, *natl sls mgr*.

**KRCR-TV — 7 ABC**

2770 Pioneer Dr., Redding, 96001; 916-243-7777; *Ownership*: Sacramento Valley Television, Inc.; *Rep*: GW Art Moore & Assocs.; *Personnel*: Richard Green, *gen mgr*; Doreeta Domke, *prog d*; Ken King, *natl sls mgr*; Pat Hamm, *prom d*.

**Eureka****KIEM-TV — 3 CBS**

Box 3E, 95501; 707-443-2123; *Ownership*: California-Oregon Radio Co/Ingham Communications; *Rep*: Avery-Knodel; *Personnel*: Harvey Ingham, *gen mgr*; Tony Beridon, *prog d*; Elmer G. Haskin Jr, *gen sls mgr*; Hank Ingham, *prom d*.

**KVIQ-TV — 6 ABC/NBC**

P.O. Box 1019, 95501; 707-443-3061; *Ownership*: California Northwest Broadcasting; *Rep*: Katz; *Personnel*: Lynn Olsen, *gen mgr*; Sallie Knowlton, *prog d/prom d*; Pattison Christensen, *gen sls mgr*.

**Fresno****KAIL — 53 IND**

Box 5188, 93755; 209-299-9753; *Ownership*: Trans-America Broadcasting; *Personnel*: John Lockhart, *gen mgr*; Janet Kinney, *prog d*.

**KFSN-TV — 30 CBS**

1777 G St., 93706; 209-442-1170; *Ownership*: Capital Cities; *Rep*: Blair; *Personnel*: Marc Edwards, *vp/gen mgr*; Lynn McIntyre, *prog d*; Dudley D. Few, *gen sls mgr*; Beth Marney, *prom d*.

**KFTV — 21 SIN**

1857 Fulton, 93721; 209-268-4204; *Ownership*: Spanish International Communications; *Rep*: SIN; *Personnel*: August Ruiz, *gen mgr*; Ed Medina, *prog d*; Ray Carrasco, *gen sls mgr*.

**KJEO-TV — 47 ABC**

P.O. Box 5455, 93755; 209-222-2411; *Ownership*: Retlaw Broadcasting; *Rep*: Petry Television, Inc.; *Personnel*: William A. Sawyers, *vp/gen mgr*; Wil Heath, *prog mgr*; John Castleton, *sls mgr*.

**KMPH — 26 IND**

5111 E. McKinley Ave., 93727; 209-255-2600; *Ownership*: Pappas Telecasting; *Rep*: Seltel; *Personnel*: Harry J. Pappas, *gen mgr*; Joseph A. Shaffer, *prog d*; James D. McCarthy, *gen sls mgr*; James Myers, *prom d*.

**KSEE-TV — 24 NBC**

1544 Van Ness, 93721; 209-237-2424; *Ownership*: San Joaquin Communications Corp; *Rep*: Katz; *Personnel*: Paul Bartlett, *p*; Lee Jason, *prog d*; Edgar Deatherage, *gen sls mgr*; Douglas Stewart, *prom d*.

**Los Angeles****KABC-TV — 7 ABC**

4151 Prospect Ave., 90027; 213-557-7777; *Ownership*: ABC; *Rep*: ABC-TV Spot Sales; *Personnel*: John C. Severino, *vp & gen mgr*; Tom Van Amburg, *vp & gen mgr*; Gerald Minnucci, *prom d*; Len Spagnoletti, *GSM*.

**KBSC-TV — 52 IND**

1139 Grand Central Ave., 91201; 213-507-6522; *Ownership*: Oak Broadcasting; *Personnel*: John Mohr, *sta mgr*; Alfonso Araya, *prog mgr*; Bill Morrison, *gen sls mgr*.

**KCOP — 13 IND**

915 N. La Brea Ave., Hollywood, 90038; 213-851-1000; *Ownership*: Chris Craft Industries; *Rep*: TeleRep; *Personnel*: Evan C. Thompson, *gen mgr*; Suzanne Horenstein, *prog d*; David Woodcock, *gen sls mgr*; Gary Davis, *dir crtv ser*.

**KHJ-TV — 9 IND**

5515 Melrose Ave., Hollywood, 90038; 213-467-5459; *Ownership*: RKO General; *Rep*: Blair; *Personnel*: Charles S. Velona, *gen mgr*; Walt Baker, *prog d*; Michael M. Sobel, *gen sls mgr*; Evelyn Zebro, *prom d*.

**KMEX-TV — 34 SIN**

5420 Melrose Ave., 90038; 213-466-8131; *Ownership*: Spanish Intntl Communications; *Rep*: SIN; *Personnel*: Daniel D. Villanueva, *p/gen mgr*; Gerardo Pallares, *prog d*; Charles F. Barry, *vp/gen sls mgr*; Teresa Medina, *prom d*; Steve Moya, *natl sls mgr*.

**KNBC — 4 NBC**

3000 W. Alameda Ave., Burbank, 91523; 213-840-4444; *Ownership*: RCA Corp.; *Rep*: NBC-TV Spot Sales; *Personnel*: Thomas M. Straszewski, *gen mgr*; Warren Baker, *prog d*; Richard Askin, *sls d*; Robert Kennedy, *prom mgr*; Bud Carey, *sta mgr*;

**KNXT — 2 CBS**

6121 Sunset Blvd., 90028; 213-460-3000; *Ownership*: CBS; *Personnel*: James S. Bennett, *vp/gen mgr*; Larry Forsdick, *dir of prog*; Johnathan Rodgers, *sta mgr*; Gordon Hughes, *dir of sls*; Mary Kellogg-Joslyn, *dir of comm/adv/prom*;

**KSCJ — 18 IND**

1950 Cotner Ave., 90025; 213-479-8081; *Ownership*: Global TV; *Rep*: Charles Curran; *Personnel*: Walter Koch, *gen mgr*; Beverly Hill, *prog dir*; Richard Lyons, *gen sls mgr*; Glenn Gerhart, *prom d*; Paul Niedermeyer, *sta mgr*;

**KTLA — 5 IND**

5800 Sunset Blvd., 90028; 213-460-5500; *Ownership*: Golden West Broadcasters; *Rep*: Petry; *Personnel*: Steve Bell, *vp/gen mgr*; Michael Eigner, *gen sls mgr*; Bruce "Buz" Buzogian, *prom d*.

**KTTV — 11 IND**

5746 Sunset Blvd., Hollywood, 90028; 213-462-7111; *Ownership*: Metromedia; *Rep*: Metro TV Sales; *Personnel*: Charles D. Young, *gen mgr*; Don Tillman, *prog d*; Martin Bergman, *gen sls mgr*; Lew Schatzer, *prom d*.

**KWHY-TV — 22 IND**

5545 Sunset Blvd., 90028; 213-466-5441; *Ownership*: Choice Channel of Los Angeles, Inc.; *Rep*: Unirep; *Personnel*: Robert W. Bunn, *gen mgr*.

**Modesto****KCSO-TV — 19 SIN**

P.O. Box 3689, Los Angeles, 95352; 209-527-3060; *Ownership*: Sainte Broadcasting Corporation; *Rep*: SIN; *Personnel*: Melvin J. Querio, *gen mgr*; Lowell Hershey, *gen sls mgr*.

**Palm Springs****KESQ-TV — 42 ABC**

Drawer 4200, 92263; 714-328-8881; *Ownership*: Pacific Media; *Rep*: Seltel; *Personnel*: Stuart B. Olson, C.P.A., *gen mgr*; Nadine Hill, *gen sls mgr*.

**KMIR-TV — 36 NBC**

P.O. Box 1506, 92263; 714-568-3636; *Ownership*: Desert Empire TV; *Rep*: Katz; *Personnel*: John Conte, *p/gen mgr*; Bill Secrist, *prog d*.

**Sacramento/Stockton****KCRA-TV — 3 NBC**

310 10Th St., 95814; 916-444-7300; *Ownership*: Kelly Broadcasting; *Rep*: Blair; *Personnel*: Jon S. & Robert E. Kelly, *ptrs*; Don Saraceno, *gen mgr*; Kurt Eichsteadt, *prog d*; John Kuenke, *gen sls mgr*.

**KOVR — 13 ABC**

1216 Arden Way, 95815; 916-927-1313; *Ownership*: Outlet Broadcasting; *Rep*: Katz; *Personnel*: Charles F. Kennedy, *gen mgr*; Henry Urick, *prog d*; Doug Grant, *gen sls mgr*; Lori Marvin, *prom d*.

**KRBK-TV — 31 IND**

P.O. Box B, Sacramento, 95813; 916-929-0300; *Ownership*: Koplak Communications of California, Inc.; *Rep*: TeleRep; *Personnel*: Gail L. Brekke, *vp/gen mgr*; Dennis Grayson, *opers mgr*; Joanne Blum, *prog co-ord*.

**KTXL-TV — 40 IND**

P.O. Box 40, 95801; 916-454-4422; *Ownership*: Camelia City Telecasters; *Rep*: MMT Sales; *Personnel*: Jack F. Matranga, *p/gen mgr*; Cal Bollwinkel, *prog d*; Robert Parente, *gen sls mgr*; John Arnold, *prom d*.

**KXTV — 10 CBS**

P.O. Box 10, 95801; 916-441-2345; *Ownership*: Corinthian Broadcasting; *Rep*: Peters, Griffin, Woodward; *Personnel*: Joseph E. Lake, *vp/gen mgr*; Bob Levy, *prog d*; Bill Bradley, *gen sls mgr*; Clive Brash, *prom d*.

**Salinas/Monterey/San Jose****KICU-TV — 6 IND**

P.O. 36, San Jose, 95109; 408-298-3636; *Ownership*: Ralph C. Wilson Industries; *Rep*: Seltel; *Personnel*: John H. Davison, *gen mgr/vp*; Michelle Ball, *prog d*; Dan Romanelli, *d of sls*; Jim Evers, *prom d/opns mgr*.

**KMST — 46 CBS**

46 Garden Court, Monterey, 93940; 408-649-0460; *Ownership*: Retlaw Broadcasting; *Rep*: Petry Television, Inc.; *Personnel*: Benjamin W. Tucker, *vp/gen mgr*; Heidi S. Best, *prog d*; John Vera, *gen sls mgr*; Craig Smith, *prom d*.

**KNTV — 11 ABC**

645 Park Ave., San Jose, 95110; 408-286-1111; *Ownership*: Landmark Communications; *Rep*: Katz; *Personnel*: Charles W. Bergeson, *gen mgr*; Stewart B. Park, *prog d*; Robert Mahlman, *gen sls mgr*; Clark Grant, *prom d*.

**KSBW-TV — 8 NBC**

P.O. Box 81651, Salinas, 93912; 408-422-6422; *Ownership*: Blair; *Rep*: Blair; *Personnel*: Keith H. Moon, *p/gen mgr*; Bill Fanta, *prog d*; James L. Magnuson, *gen sls mgr*; Margaret Henderson, *prom d*.

**KSTS — 48 IND**

2349 Bering Dr., San Jose, 95131; 408-946-3400; *Ownership*: National Group Television Inc.; *Rep*: Unirep; *Personnel*: John Rohrbach, *p/gen mgr*; Ellen Persa, *gen sls mgr*; N. John Douglas, *chrmn/news dir*; Vic Cabrera, *prod mgr*; Joan Mackrell, *prom mgr*;

**San Diego****KCST-TV — 39 NBC**

8330 Engineer Rd, 92111; 714-279-3939; *Ownership*: Storer; *Rep*: Storer Television Sales; *Personnel*: Bill Fox, *gen mgr*; Dave Walker, *prom d*.

**KFMB-TV — 8 CBS**

7677 Engineer Rd, 92111; 714-292-5363; *Ownership*: Midwest Television; *Rep*: Petry Television Sales; *Personnel*: Robert L. Myers, *p/gen mgr*; Jules Moreland, *prog d*; Weldon Donaldson, *gen sls mgr*; Tim Hnedak, *prom d*; Bill Maylan, *vp/opns & sls*;

**KGTV — 10 ABC**

Hwy 94 & 47 St., 92102; 714-237-1010; *Ownership*: McGraw-Hill Broadcasting; *Rep*: Harrington, Righter & Parsons; *Personnel*: Clayton H. Brace, *gen mgr*; Phil Corvo, *prog d*; Joan Carson, *gen sls mgr*; William Strubbe, *prom d*.

**XETV — 6 IND**

8253 Ronson Rd., 92111; 714-279-6666; *Ownership*: Bay City TV; *Rep*: Blair; *Personnel*: Julian M. Kaufman, *vp/gen mgr*; Carol Healey, *prog d*; Martin M. Colby, *sta mgr*.

**San Francisco****KBHK-TV — 44 IND**

420 Taylor St., 94102; 415-885-3750; *Ownership*: Field Communications; *Rep*: ITVS; *Personnel*: Bill White, *gen mgr*; Drew Pfeiffer, *prog d*; Walter Adler, *gen sls mgr*; Suzanne Toner, *prom d*.

**KDTV — 14 SIN**

2200 Palou Ave, 94124; 415-641-1400; *Ownership*: Bahua de San Francisco Television; *Rep*: SIN; *Personnel*: Emilio Nicolas, Jr., *gen mgr*; Jorge Belon, *prog d*; Lou Swency, *gen sls mgr*; Luis Echegoyen, *prom d*.

**KGO-TV — 7 ABC**

277 Golden Gate Ave., 94102; 415-863-0077; *Ownership*: ABC; *Rep*: ABC-TV Spot Sales; *Personnel*: Jim Osborn, *gen mgr*; Jim Major, *prog d*; Mark Mandala, *gen sls mgr*; David Kenworthy, *prom d*.

**KFTY-TV — 50 IND**

Box 1150, Santa Rosa, 95402; 707-526-5050; *Ownership*: Sonoma Broadcasting; *Personnel*: James D. Johnson, *gen mgr*; Martin Dunn, *sls mgr*; Ken Bailey, *opns mgr*.

**KPIX — 5 CBS**

855 Battery St., 94111; 415-362-5550; *Ownership*: Westinghouse Broadcasting; *Rep*: Group W TV Sales; *Personnel*: Arthur Kern, *gen mgr*; Herb Farber, *gen sls mgr*; Angie Gordon, *prom d*.

**KRON-TV — 4 NBC**

P.O. Box 3412, 94119; 415-441-4444; *Ownership*: Chronicle Broadcasting; *Rep*: Peters, Griffin, Woodward; *Personnel*: James H. Smith, *vp/gen mgr*; Chuck Snyder, *prog d*; Ron Collins, *gen sls mgr*; Bruce Lindgren, *creat serv d*.

**KTSF-TV — 26 IND**

185 Berry St., #1820, 94107; 415-495-4995; *Ownership*: Lincoln TV; *Personnel*: Bob Mart, *gen mgr*; Norm Potter, *sta mgr/sls*.

**KTVU — 2 IND**

2 Jack London Square, Oakland, 94607; 415-834-1212; *Ownership*: Cox; *Rep*: TeleRep; *Personnel*: Alan J. Bell, *vp/gen mgr*; Tom Breen, *prog d*; Rich Goldman, *gen sls mgr*; Barry Smith, *prom d*.

**KTZO-TV — 20 IND**

2500 Marin St., 94124; 415-285-6420; *Ownership*: Pacific FM; *Rep*: Blair; *Personnel*: Michael Lincoln, *gen mgr*; James Gabbert, *p/prog d*; Bob Swisher, *gen sls mgr*; Steve Jordan, *prom d*.

**Santa Barbara/Santa Maria/San Luis Obispo****KCOY-TV — 12 CBS**

1503 McClelland St., Santa Maria, 93454; 805-922-0505; *Ownership*: Stauffer Communications; *Rep*: Katz; *Personnel*: Lin White, *gen mgr*; Susan English, *prog d*.

**KEYT — 3 ABC**

P.O. Drawer X, Santa Barbara, 93102; 805-965-8533; *Ownership*: Key Television; *Rep*: Seltel; *Personnel*: Hal O'Donnell, *gen mgr/prog d*; William Luton, *gen sls mgr*; Bruce Franzen, *opns d*.

**KSBY-TV — 6 NBC**

P.O. Box 1368, San Luis Obispo, 93406; 805-541-6666; *Ownership*: Blair; *Rep*: Blair; *Personnel*: David Cox, *gen mgr*; Larry Scott, *opns mgr*; Vivi St. Amand, *prog d*.

**COLORADO***Colorado Springs***KKTV — 11 CBS**

Box 2110, 80901; 303-634-2844; *Ownership:* Capitol Broadcasting; *Rep:* Katz; *Personnel:* George W. Jeffrey, *vp/gen mgr;* Carolyn Richardson, *prog d;* Don Purnell, *gen sls mgr;* Diane Benning, *prom d.*

**KRDO-TV — 13 ABC**

P.O. Box 1457, 80901; 303-632-1515; *Ownership:* Pikes Peak Broadcasting; *Rep:* Avery-Knodel; *Personnel:* Harry W. Hoth, *p;* Neil Kloksiem, *gen mgr;* Hank Colvert, *natl sls mgr;* Wendy Clem, *prom d;* Jim Lucas, *lcl sls mgr.*

*Denver***KBTW — 9 ABC**

1089 Bannock St., 80217; 303-825-5288; *Ownership:* Gannett; *Rep:* Blair; *Personnel:* Charles T. Leasure, *gen mgr;* Darla Ellis, *prog d;* Joe Franzgrote, *gen sls mgr;* Stephanie Ericson, *prom d.*

**KMGH-TV — 7 CBS**

123 Speer Blvd., 80203; 303-832-7777; *Ownership:* McGraw-Hill; *Rep:* Harrington, Righter & Parsons; *Personnel:* Ray Watson, *vp/gen mgr;* Shirley Frederick, *prog d;* Jim Keeley, *gen sls mgr;* Mike Lerner, *prom d.*

**KOA-TV — 4 NBC**

P.O. Box 5012 T.A., 80217; 303-861-4444; *Ownership:* General Electric; *Rep:* Katz; *Personnel:* Roger L. Ogden, *gen mgr;* Lon Lee, *sta mgr;* David LaFrance, *gen sls mgr;* Lee Minard, *prom mgr;* J. H. MacDermott, *mgr television;*

**KWGN-TV — 2 IND**

6160 S. Wabash Way, Englewood, 80111; 303-740-2222; *Ownership:* Tribune Company Broadcasting, Inc.; *Rep:* Petry Television; *Personnel:* Joseph T. Laughlin, *gen mgr;* Melvyn B. Smith, *prog d;* Peter M. Rosella, *gen sls mgr;* Tanette Maffei, *adv mgr.*

*Grand Junction***KJCT — 8 ABC**

#8 Foresight Circle, 81501; 303-632-1515; *Ownership:* Pikes Peak Broadcasting; *Rep:* Avery-Knodel; *Personnel:* J. Wesley Ferns, *gen mgr;* Patricia Martin, *prog d;* Hank Colvert, *natl sls mgr;* Wendy Clem, *prom d.*

**KREX-TV — 5 CBS/NBC**

P.O. Box 789, 81502; 303-242-5000; *Ownership:* XYZ Television; *Rep:* Seltel; *Personnel:* Carl Anderson, *gen mgr;* Tom McGill, *prog d;* Bill Sullivan, *st mgr;* Lee D'Amassa, *prom d.*

*Pueblo***KOAA-TV — 5 NBC**

2200 7th Ave., 81003; 303-544-5781; *Ownership:* Sangre de Cristo Communications; *Rep:* Seltel; *Personnel:* John O. Gilbert, *gen mgr;* Jack Sinclair, *prog d;* Larry Keenan, *gen sls mgr;* Joe Navarro, *prom d.*

**CONNECTICUT***Hartford/New Haven/  
Waterbury***WATR-TV — 20 NBC**

Baldwin Ave, Waterbury, 06706; 203-755-1121; *Ownership:* Thomas Television; *Rep:* Spot Time; *Personnel:* Bob Holczer, *gen mgr;* Jan Alencynowicz, *prog d;* Su Katz, *prom d.*

**WFSB-TV — 3 CBS**

3 Constitution Plaza, Hartford/New Haven/Waterbury, 06115; 203-525-0801; *Ownership:* Post-Newsweek Stations; *Rep:* Petry Television Inc.; *Personnel:* G. William Ryan, *vp/gen mgr;* James Lutton, *prog d;* Michael T. Dorsey, *gen sls mgr;* Lois Koteen, *prom d.*

**WHCT-TV — 18 IND**

555 Asylum St., Hartford/New Haven/Waterbury, 06105; 213-246-8121; *Ownership:* Faith Center, Church Inc.; *Personnel:* Dr. W. Eugene Scott, *p/gen mgr.*

**WTNH-TV — 8 ABC**

135 College St., New Haven, 06508; 203-777-3611; *Ownership:* Captial Cities; *Rep:* Blair; *Personnel:* Peter K. Orne, *gen mgr;* Larry Manne, *prog d;* Don Gorman, *gen sls mgr.*

**WVIT-TV — 30 NBC**

1422 New Britain Ave, Hartford/New Haven/Waterbury, 06110; 203-521-3030; *Ownership:* Viacom Broadcasting; *Rep:* TeleRep; *Personnel:* Paul M. Hughes, *gen mgr;* John Palmer, *prog d;* Dennis FitzSimons, *d sls & mktg;* Harriet Woolf, *d commun.*

**DISTRICT OF COLUMBIA***Washington DC***WDCA-TV — 20 IND**

5202 River Rd., District of Columbia WASHINGTON, 20016; 301-654-2600; *Ownership:* Taft; *Personnel:* John C. Rose, *gen mgr;* Farrell Meisel, *prog mgr;* Frank DeTillio, *gen sls mgr.*

**WDVM-TV — 9 CBS**

40th & Brandywine Sts; NW, District of Columbia WASHINGTON, 20016; 202-364-3900; *Ownership:* The Evening News Assn; *Rep:* MMT Sales; *Personnel:* Edwin W. Pfeiffer, *gen mgr;* Ronald Townsend, *st mgr;* Ed Jones, *prog d;* Hank Yaggi, *gen sls mgr;* Diana Richardson, *d of mktg.*

**WJLA-TV — 7 ABC**

4461 Conn. Ave., NW, District of Columbia WASHINGTON, 20008; 202-686-3000; *Ownership:* Joe L. Allbritton; *Rep:* Petry; *Personnel:* Thomas B. Cookerly, *p & gen mgr;* Carol Myers, *prog d;* Jim Martz, *gen sls mgr;* Lindy Spero, *prom d.*

**WRC-TV — 4 NBC**

4001 Nebraska Ave., NW, District of Columbia WASHINGTON, 20016; 202-686-4000; *Ownership:* NBC; *Rep:* NBC; *Personnel:* John Rohrbeck, *vp/gen mgr;* Bob Casazza, *prom d;* David Uhrich, *prog d;* Allan Horlick, *sls d.*

**WTTG — 5 IND**

5151 Wisconsin Ave., NW, District of Columbia WASHINGTON, 20016; 202-244-5151; *Ownership:* Metromedia; *Rep:* Metro TV Sales; *Personnel:* Allan Ginsberg, *vp/gen mgr;* Sandra Pastoor, *prog d;* Lawrence Maloney, *vp/gen sls mgr;* Pat Pattison, *vp prom.*

**FLORIDA***Fort Myers***WBBH-TV — 20 NBC**

3719 Central Ave., 33901; 813-939-2020; *Ownership:* Waterman Broadcasting; *Rep:* Katz; *Personnel:* Howard L. Hoffman, *vp/gen mgr;* Kim Datema, *prog d;* Kent E. Schneider, *creat serv/prom d.*

**WEVU — 26 ABC**

P.O. Box N., Bonita Springs, 33923; 813-332-0076; *Ownership:* Caloosa Broadcasting; *Rep:* Avery-Knodel; *Personnel:* Robert I. Ratcliff, *p;* Sue Caswell, *prog d;* Bill Roof, *gen sls mgr;* Hugh M. Boyd, *vp & asst mgr.*

**WINK-TV — 11 CBS**

2824 Palm Beach Blvd., 33901; 813-334-1131; *Ownership:* Fort Myers Broadcasting; *Rep:* Blair; *Personnel:* Robert F. Doty, *gen mgr;* Jack Hardingham, *prog d;* Don Locke, *gen sls mgr;* Debbie Dreeves, *mgr and devel;* Frank Watson, *sta mgr.*

*Gainesville***WCJB-TV — 20 ABC**

P.O. Box 13414, 32604; 904-372-3543; *Ownership:* Diversified Communications; *Rep:* Katz; *Personnel:* Alec C. Skiffington, *gen mgr;* Clay Brinker, *gen sls mgr;* Peter Bingham, *prom d.*

*Jacksonville***WAWS-TV — 30 IND**

8675 Hogan Road, 32216; 904-642-3030; *Ownership:* Malrite of Jacksonville, Inc.; *Rep:* Katz; *Personnel:* William H. Luchtman, *vp/gen mgr;* John C. Bailie, *gen sls mgr;* Henry D. Boyce, *dir of prog & op;* John Boles, *prom dir.*

**WJKS-TV — 17 NBC**

9117 Hogan Road, 32216; 904-641-1700; *Ownership:* Ziff-Davis Broadcasting; *Rep:* TeleRep; *Personnel:* Gary Adler, *gen mgr;* Russ Myerson, *prog d;* Robert Craig, *gen sls mgr;* Walter Smith, *prom d.*

**WJXT-TV — 4 CBS**

1851 Southampton Rd., 32207; 904-399-4000; *Ownership:* Washington Post; *Rep:* Petry Television Inc.; *Personnel:* Augustus Bailey, *vp & gen mgr;* Barry Barth, *d bdcst opers;* Lynn Fairbanks, *gen sls mgr;* Anne Pace, *prom d.*

**WTLV — 12 ABC**

P.O. Box TV-12, 32231; 904-354-1212; *Ownership:* Harte-Hanks communications; *Rep:* Blair; *Personnel:* Howard Kelley, *gen mgr;* Harry McClintock, *prog d;* Robert Epstein, *loc sls mgr;* Karen Heniger, *natl sls mgr;* Rosemary Shouldice, *prom d;*

**WXAO-TV — 47 IND**

P.O. Box 17547, 32216; 904-725-4700; *Ownership:* WXAO-TV, Inc.; *Personnel:* Jim Kontoleon, *gen mgr;* Ray Davis, *gen sls mgr;* Larry Jacobs, *prog d & prom d.*

*Miami***WCIX-TV — 6 IND**

1111 Brickell Ave., 33131; 305-377-0811; *Ownership:* Coral Television; *Rep:* TeleRep; *Personnel:* Edward Q. Adams, *gen mgr;* Barbara Smith, *prog d;* Harvey Cohen, *gen sls mgr;* Bernd Ziegler, *prom d.*



**WCKT — 7 NBC**

1401 79th St. Causeway, 33138; 305-751-6692; *Ownership:* Sunbeam Television; *Rep:* Harrington, Righter & Parsons; *Personnel:* Ed Ansin, *p*; Robert W. Leider, *vp & gen mgr*; Allen Sternberg, *prog d*; John Fenwick, *gen sls mgr*; Charmaine Meyer, *creat serv d*;

**WKID-TV — 51 IND**

4035 N. 29th Ave., Hollywood, 33020; 305-920-9400; *Ownership:* Oak TV; *Personnel:* Bob Johnson, *gen mgr*; Rick Wagar, *prog d*; Larry Pierce, *gen sls mgr*.

**WLTV — 23 SIN**

2525 S.W. 3rd Ave., 33169; 305-856-2323; *Ownership:* Spanish International Communications; *Rep:* SIN; *Personnel:* Joaquin Blaya, *vp/gen mgr*; J. Antonio Scrgredo, *gen sls mgr*.

**WPLG — 10 ABC**

3900 Biscayne Blvd., 33137; 305-576-1010; *Ownership:* Post-Newsweek Stations; *Rep:* Petry Television Inc.; *Personnel:* Walter Liss, *vp/gen mgr*; Jim Paratore, *prog d*; Dick Wexo, *gen sls mgr*; Mark Darden, *prom d*.

**WTVJ — 4 CBS**

316 North Miami Ave, 33128; 305-579-1200; *Ownership:* Wometco; *Rep:* MMT Sales (NY); *Personnel:* William R. Brazzil, *vp/gen mgr*; Dillie Dekle, *prog mgr*; Tom Fraioli, *gen sls mgr*; Gary Craven, *prom mgr*.

**Orlando****WDBO-TV — 6 CBS**

P.O. Box 1833, 32802; 305-843-0006; *Ownership:* Outlet Co.; *Rep:* Petry; *Personnel:* Leonard S. Davey, Jr., *vp/gen mgr*; Everett Hughes, *prog d*; Jim Posey, *natl sls mgr*; Jack Tinsley, *prom d*.

**WESH-TV — 2 NBC**

P.O. Box 7697, 32854; 305-645-2222; *Ownership:* Cowles Broadcasting; *Rep:* Katz; *Personnel:* John M. Haberman, *gen mgr*; Kenneth W. Smith, *prog d*; Robert Fowler, *gen sls mgr*; Red Koch, *prom d*.

**WFTV — 9 ABC**

P.O. Box 999, 32802; 305-841-9000; *Ownership:* Channel 9 of Orlando; *Rep:* Blair; *Personnel:* Walter M. Windsor, *gen mgr*; Clifford S. Pine, *opers mgr*; Clifton L. Conley, *gen sls mgr*; Walter S. McDowell, *prom d*.

**WOFL — 35 IND**

P.O. Box 5729, 32855; 305-422-0035; *Ownership:* Omega Communications; *Rep:* MMT Sales; *Personnel:* Ray Balsom, *vp/gen mgr*; Paul Williamson, *prog d*; Barry Newman, *gen sls mgr*; Cathy Conner, *prom d*.

**Panama City****WJHG-TV — 7 ABC**

P.O. Box 2349, 32401; *Ownership:* Gray Communications Systems; *Rep:* Katz; *Personnel:* Ray H. Holloway, *gen mgr*; Ron Jones, *prog d/prom d*; Roger Jones, *gen sls mgr*.

**WMBB-TV — 13 ABC**

Box 1340, 32401; 904-769-2313; *Ownership:* Octagon Broadcasting; *Rep:* Avery-Knodel; *Personnel:* Douglas M. Grimm, *gen mgr*; Jan Duus, *prog d*; Rob Doll, *gen sls mgr*; Kathy Meints, *prom d*.

**Sarasota****WXLTV — 40 ABC**

P.O. Box 940, 33578; 813-922-0777; *Ownership:* Sarasota-Bradenton Fla. TV; *Rep:* Avery-Knodel; *Personnel:* Robert R. Nelson, *p/gen mgr*; Linford C. Rickard, *prog d*; Thomas J. Johnson, *exec sls d*; Debbie Jones, *prom d*.

**Tallahassee****WCTV-6 — CBS**

P.O. Box 3048, 32303; 904-893-6666; *Ownership:* John H. Phipps Broadcasting Stations; *Rep:* Blair; *Personnel:* Frank Flynn, *gen mgr*; Jerry L. Williams, *prog d*; John Simons, *gen sls mgr*.

**WECA-TV — 27 ABC**

P.O. Box 13327, 32308; 904-893-3127; *Ownership:* E.C. Allen; *Rep:* Seltel; *Personnel:* James J. Matthews, *gen mgr*; Lynne Stephenson, *prog d*; Bob Peretik, *gen sls mgr*; Nina Diamond, *prom d*.

**WVGA — 44 ABC**

Box 1588, Valdosta, GA, 31601; 912-242-4444; *Ownership:* Peachtree Telecasting, Inc.; *Rep:* Avery-Knodel; *Personnel:* Joseph Buerry, Jr., *gen/sls mgr*; Carolyn Hightower, *prog/prom dir*.

**Tampa/St. Petersburg****WFLA-TV — 8 NBC**

905 E. Jackson St., 33602; 813-229-7781; *Ownership:* Media General; *Rep:* Blair; *Personnel:* Robert Sutton, *p & ceo*; Harry C. Smith, *vp & gen mgr*; Doug Duperrault, *prog d*; Charlie High, *gen sls mgr*; Mimmi Mathis, *d adv, mktg & res*;

**WFTS-TV — 28 IND**

4501 E. Columbus Drive, Tampa, 33605; 813-623-2828; *Ownership:* Family Television Corp.; *Rep:* Seltel; *Personnel:* I.N. Wheeler, *p/gen mgr*; George Newell, *vp/sta mgr*; Patrick J. McNamara, *nat sls mgr*; William N. Ris-miller, *lcl sls mgr*.

**WTOG-TV — 44 IND**

365-105th Terrace NE, St. Petersburg, 33702; 813-576-4444; *Ownership:* Hubbard Broadcasting; *Rep:* Petry; *Personnel:* James Copper-smith, *gen mgr*; Edward Moser, *prog d*; Ron Inman, *gen sls mgr*; Barry Stinson, *prom d*.

**WTSP-TV — 10 ABC**

P.O. Box 10,000, St. Petersburg, 33733; 813-577-1010; *Ownership:* Gulf United; *Rep:* Harrington, Righter & Parsons; *Personnel:* Alan Henry, *p*; Lawrence M. Clamage, *exec vp & gen mgr*; Jayne Boyd, *prog d*; John M. Purcell, *vp & gen sls mgr*; Mike Stopnick, *prom d*;

**WTVT — 13 CBS**

P.O. Box 22013, 33622; 813-876-1313; *Ownership:* Gaylor Broadcasting; *Rep:* TeleRep; *Personnel:* Harry M. Apel, *vp/gen mgr*; Dick A'Hearn, *prog d*; Bill Diaz, *gen sls mgr*; Walter K. Rhoads, *prom mgr*.

**West Palm Beach****WPEC — 12 ABC**

Fairfield Dr., 33407; 305-844-1212; *Ownership:* WPEC, Inc.; *Rep:* Katz; *Personnel:* Robert C. Wiegand, *gen mgr*; Thom Moody, *prog d*; Connie Albino, *natl sls mgr*; Robert Lawson, *gen sls mgr*.

**WPTV — 5 NBC**

622 North Flagler Drive, Palm Beach, 33401; 305-655-5455; *Ownership:* Scripps-Howard Broadcasting; *Rep:* Blair; *Personnel:* William J. Brooks, *gen mgr*; Arvo O. Katajisto, *prog d*; Edith Brackeen, *gen sls mgr*; Tami Whitacre, *prom mgr*; Edward J. Roos, *eng mgr*;

**WTVX — 34 CBS**

P.O. Box 3434, 33450; 305-464-3434; *Ownership:* WTVW, Inc.; *Rep:* Avery-Knodel; *Personnel:* Lynwood Wright, *gen mgr*; David Weir, *gen sls mgr*; James Holmes, *prog d*; Jay Oliver, *prom d*.

**GEORGIA****Albany****WALB-TV — 10 NBC**

P.O. Box 3130, 31708; 912-883-0154; *Ownership:* Gray Communications Systems; *Rep:* Katz; *Personnel:* Raymond E. Carow, *vp/gen mgr*; R. Douglas Oliver, *gen sls mgr*; Curtis White, *prodn d*.

**Atlanta****WAGA-TV — 5 CBS**

P.O. Box 4207, 30302; 404-875-5551; *Ownership:* Storer; *Rep:* Storer Television Sales; *Personnel:* Paul Raymon, *gen mgr*; J. Marc Doyle, *d of prog ops*; John F. O'Hern, *gen sls mgr*; Richard Goss, *prom d*.

**WANX-TV — 46 IND**

P.O. Box 98097, 30029; 404-325-3103; *Ownership:* Continental Broadcasting; *Rep:* Independent TV Sales; *Personnel:* Herman Ramsey, *vp/gen mgr*; Dennis Moore, *prog d*; Robert Stroud, *gen sls mgr*; Barbara Wright, *prom d*.

**WATL-TV — 36 IND**

575 Ponce de Leon Ave. NE, 30308; 404-892-3636; *Ownership:* Briarcliff Communications; *Rep:* JBA Associates; *Personnel:* Edward H. Herlihy, *gen mgr*; Don Hess, *prog d*; Jack Crumpler, *gen sls mgr*; Rex Smith, *prom d*.

**WSB-TV — 2 ABC**

1601 W. Peachtree St., NE, 30309; 404-897-7000; *Ownership:* Cox Broadcasting; *Rep:* TeleRep; *Personnel:* Frederick R. Barber, Jr., *gen mgr*; Brooke Spectorsky, *st mgr*; A. R. Van Cantfort, *prog d*; John Garwood, *gen sls mgr*; David LaFontaine, *prom d*;

**WTBS — 17 IND**

1050 Techwood Dr., 30318; 404-892-1717; *Ownership:* "Ted" Turner; *Rep:* Turner Broadcasting Sales; *Personnel:* James Kitchell, *vp admin & opers*; Sid Pike, *film acq*; Jackie Lando, *prog d*; Don Lachowski, *gen sls mgr*; Bill Butler, *prom d*;

**WXIA-TV — 11 NBC**

1611 W. Peachtree, NE, 30309; 404-892-1611; *Ownership:* Gannett; *Rep:* Blair; *Personnel:* Alvin G. Flanagan, *p & gen mgr*; Jack Lease, *d prgm opns*; Howard Kaufmann, *gen sls mgr*; Debra Johnson-Babcock, *prom d*.

**Augusta****WAGT-TV — 26 NBC**

P.O. Box 1526, 30903; 404-722-0026; *Ownership:* Schurz Comm.; *Rep:* Seltel; *Personnel:* Nick Evans, *vp/gen mgr*; Lee Sheridan, *prog d*.

**WJBF — 6 ABC**

P.O. Box 1404, 30903; 404-722-6664; *Ownership:* Western Broadcasting; *Rep:* Avery-Knodel; *Personnel:* Doug Moore, *gen mgr/gen sls mgr*; Terry Sams, *prog d/prom d*.

**WRDW-TV — 12 CBS**

Drawer 1212, 30903; 803-278-1212; *Ownership:* Ziff-Davis Broadcasting; *Rep:* Katz; *Personnel:* Jack West, *gen mgr*; Hal Edwards, *prog d*; Bill Kemple, *gen sls mgr*; Steve Johnston, *prom d*.

## Columbus

### WLTZ-TV — 38 NBC

P.O. Box 6389, 31995; 404-561-3838; *Ownership*: Lewis Broadcast Group; *Rep*: Katz; *Personnel*: Bob Walton, *vp & gen mgr*; R. C. Bartlett, *prog d*; T. B. Breazeale, *asst mgr & sls mgr*; Karen Davis, *prom d*.

### WRBL-TV — 3 CBS

1350 13th Ave., 31994; 404-323-3333; *Ownership*: Avant Development; *Rep*: Blair; *Personnel*: James A. Underwood, *gen mgr*; David Murphy, *prog d*; Don Nahley, *gen sls mgr*; Lee Davis, *prom d*.

### WTVM — 9 ABC

P.O. Box 1848, 31902; 404-324-6471; *Ownership*: Western Broadcasting; *Rep*: Avery-Knodel; *Personnel*: Bob Lee, *gen mgr*; W. Carroll Ward, *prog d*; Michael Hood, *gen sls mgr*; John Drew, *prom d*.

## Macon

### WCWB-TV — 41 NBC

Box 4328, 31208; 912-746-1455; *Ownership*: Morris Network Inc.; *Rep*: Adam Young Busby Finch, Southeast; *Personnel*: Lanny Finch, *p*; Loran Nesmith, *st mgr*.

### WMAZ-TV — 13 CBS

1314 Gray Hwy., 31213; 912-746-7311; *Ownership*: Multimedia; *Rep*: Katz; *Personnel*: Don McGouirk, *gen mgr/prog d*; H. E. "Smokey" Simmons, *gen sls mgr*; Mary Jane Gabriel, *prom d*.

## Savannah

### WJCL — 22 ABC

P.O. Box 13646, 31406; 912-925-0022; *Ownership*: J. C. Lewis, Jr.; *Rep*: Seltel; *Personnel*: J. Fred Pierce, *gen mgr*; Larry Walker, *prog d*; Christopher A. Barbieri, *gen sls mgr*.

### WSAV-TV — 3 NBC

P.O. Box 2429, 31402; 912-236-0303; *Ownership*: News-Press & Gazette Co.; *Rep*: Blair Television; *Personnel*: Tom Matthews, *gen mgr*; Randy Peltier, *gen sls mgr*; Joe Harty, *prom d*.

### WTOG-TV — 11 CBS

516 Abercorn St., 31401; 912-232-0127; *Ownership*: American Savannah Broadcasting; *Rep*: Katz; *Personnel*: Jess E. Mooney, *gen mgr*; Jess E. Mooney, *prog d*; Ronald E. Winders, *gen sls mgr*; Bud Bradbury, *prom d*.

## HAWAII

## Honolulu

### KGMB-TV — 9 CBS

1534 Kapiolani Blvd., 96814; 808-944-5200; *Ownership*: Lee Enterprises; *Rep*: Katz; *Personnel*: Richard A. Weiner, *gen mgr*; Bob Fon, *st mgr*; Phil Arnone, *prog d*; John Funk, *gen sls mgr*.

### KHON-TV — 2 NBC

1170 Auahi St., 96814; 808-531-8585; *Ownership*: Western Sun Inc.; *Rep*: Blair Television; *Personnel*: William L. Snyder, *p & gen mgr*; Al Hoffman, *prog d*; William D. Gaeth, *gen sls mgr*; Lynne Budar-Goo, *prom d*.

## KIKU-TV — 13 IND

150-B Puuhale Rd., 96819; 808-847-3246; *Ownership*: Mid-Pacific Assoc.; *Personnel*: Richard F. Schaller, *gen mgr*; Sue Raymer, *prom mgr*.

### KITV — 4 ABC

1290 Ala Moana Blvd., 96814; 808-537-3991; *Ownership*: Shamrock Broadcasting; *Rep*: Seltel; *Personnel*: Richard T. Grimm, *gen mgr*; Larry Cazavan, *prog d*; Kris Blancq, *prom d*.

## IDAHO

## Boise

### KBCI-TV — 2 CBS

P.O. Box 2, 83707; 208-336-5222; *Ownership*: Eugene Television; *Rep*: Katz; *Personnel*: James A. Johntz, *st mgr*; Jack Sausman, *gen sls mgr*; Frank Atkinson, *prom d*.

### KIVI — 6 ABC

1866 E. Chisholm Dr., Nampa, 83651; 208-336-0500; *Ownership*: Evening Post Publishing; *Rep*: Seltel; *Personnel*: Michael W. Gee, *p & gen mgr*; Larry Chase, *opers mgr & prog d*; Ken Ritchie, *gen sls mgr*; Brink Chipman, *news d*; Steve Eyrse, *prod mgr*;

### KTRV — 12 IND

Box 1212, Nampa, 83651; 208-466-1200; *Ownership*: Peyton Broadcasting, Ltd.; *Rep*: Petry; *Personnel*: John A. Serrao, *p/gen mgr*; Cary D. Jones, *sr vp/st mgr/dir sls*; Gail Blanchard-Jones, *dir prog/prom*.

### KTVB — 7 NBC

P.O. Box 7, 83707; 208-375-7277; *Ownership*: King Broadcasting; *Rep*: Blair; *Personnel*: Robert E. Krueger, *gen mgr*; John Tischendorf, *prog d*; John Lewis, *natl sls mgr*; Rex McArthur, *local sls mgr*.

## Idaho Falls/Pocatello

### KID-TV — 3 CBS

P.O. Box 2008, Idaho Falls, 83401; 208-522-5100; *Ownership*: KID Broadcasting; *Rep*: Katz; *Personnel*: J. Allen Jensen, *gen mgr*; Kim Southwick, *opers d*; Dewain Silvester, *prog mgr*.

### KIFI-TV — 8 NBC

P.O. Box 2148, Idaho Falls, 83401; 208-523-1171; *Ownership*: The Post Co.; *Rep*: Avery-Knodel; *Personnel*: J. M. Brady, *gen mgr*; Herm Haeefe, *prog d*; Tim Fowler, *prom d*.

### KPVI — 6 ABC

P.O. Box 667, Pocatello, 83201; 208-233-6667; *Ownership*: Futura Corp.; *Rep*: Seltel; *Personnel*: Brian P. Hogan, *gen mgr*; Joseph R. Emig, *gen sls mgr*; Nancy Ufert, *loc sls mgr*.

## Twin Falls

### KMVT — 11 NBC/CBS/ABC

P.O. Box 1538, 83301; 208-733-1280; *Ownership*: The KLIx Corp.; *Rep*: Avery-Knodel; *Personnel*: Lee P. Wagner, *gen mgr*; George E. Brown, *prog d*; Robert Thomas, *local sls mgr*.

## ILLINOIS

## Chicago

### WBBM-TV — 2 CBS

630 N. McClurg Court, 60611; 312-944-6000; *Ownership*: CBS; *Rep*: CTS National Sales; *Personnel*: Peter A. Lund, *vp gen mgr*; Edward Spray, *d of bdct*; Joe Orso, *d of sls*; Lilly Eide, *d of comm*.

### WCIU-TV — 26 IND

141 W. Jackson, 60604; 312-663-0260; *Ownership*: Weigel Broadcasting; *Rep*: SIN; *Personnel*: Howard Shapiro, *gen mgr*; Peter Zomaya, *prog d*; Robert Ward, *gen sls mgr*.

### WFLD-TV — 32 IND

300 N. State St., 60610; 312-645-0300; *Ownership*: Field Enterprises; *Rep*: ITVS; *Personnel*: Robert R. Hartman, *vp & gen mgr*; Doug Knight, *prog d*; Bruno Sardi, *gen sls mgr*; Dick Hammer, *prom mgr*.

### WGN-TV — 9 IND

2501 Bradley Place, 60618; 312-528-2311; *Ownership*: Tribune Co.; *Personnel*: Sheldon Cooper, *p*; Gary Simcox, *actg/oper mgr*; John Suder, *gen sls mgr*; Williams Wills, *prom d*; Paul Davis, *news d*;

### WLS-TV — 7 ABC

190 N. State St., 60601; 312-263-0800; *Ownership*: ABC; *Personnel*: Peter Blaise Desnoes, *vp/gen mgr*; Jeff McGrath, *prog d*; Dick Taylor, *gen sls mgr*; Tim Bennett, *d of creat servs*.

### WMAQ-TV — 5 NBC

Merchandise Mart Plaza, 60654; 312-861-5555; *Ownership*: NBC; *Personnel*: Montelle Gage Newman, *gen mgr*; Dillon Smith, *prog d*; Dick Daggett, *sls d*; Nick Aranson, *d commum*; Bill Natale, *mgr/lado prom admin*;

### WSNS — 44 IND

430 W. Grant Pl., 60614; 312-929-1200; *Ownership*: Essaness Theatre Corp; *Rep*: Oak Communications; *Personnel*: Edward Morris, *gen mgr*; Michard Plotkin, *prog d*; Mark Kohlaus, *gen sls mgr*.

## Peoria

### WEEK-TV — 25 NBC

2907 Springfield Rd., 61611; 309-699-3961; *Ownership*: Mid-America Television; *Rep*: Katz; *Personnel*: William R. Adams, *p*; Frank J. Bussane, *st mgr*; Joanne C. Wineke, *bdct mgr*; Joseph R. Lentz, *gen sls mgr*.

### WMBD-TV — 31 CBS

3131 N. University St., 61604; 309-688-3131; *Ownership*: Midwest Television; *Rep*: Petry Television Inc.; *Personnel*: Gene C. Robinson, *gen mgr*; Lloyd L. Peterson, *prog d*; Gary N. Sellers, *gen sls mgr*; John Birks, *prom d*.

### WRAU-TV — 19 ABC

500 N. Stewart St., Creve Coeur, 61611; 309-698-1919; *Ownership*: Forward Communications; *Rep*: Seltel; *Personnel*: Robert E. Rice, *gen mgr*; Joyce Whobrey, *prog d*; William Thorson, *gen sls mgr*; Debbie Jurgelonis, *prom d*.

## Quincy

### KHQA-TV — 7 CBS

510 Maine St., 62301; 217-222-6200; *Ownership*: Lee Enterprises; *Rep*: Katz; *Personnel*: John Phillips, *gen mgr*; Hank Mayhall, *opers mgr*; Gary Schmedding, *gen sls mgr*; Van Gable, *prom mgr*.

**WGEM-TV — 10 NBC**

513 Hampshire, 62301; 217-222-6840; *Ownership:* Quincy Broadcasting; *Rep:* Avery-Knodel; *Personnel:* Dave Oakley, *gen mgr:* Jack Varnier, *st mgr:* J. Ben Stewart, *gen sls mgr.*

*Rockford*

**WIFR-TV — 23 CBS**

P.O. Box 239, 61105; 815-987-5300; *Ownership:* Worrell Broadcasting; *Rep:* Katz; *Personnel:* Dennis Blake West, *gen mgr:* Michael Lennon, *gen sls mgr:* Barbara Schobinger, *prog sup.*

**WQRF-TV — 39 IND**

128 Kishwaukee St., 61104; 815-987-3950; *Ownership:* Lloyd Corp.; *Rep:* Spot Time Ltd; *Personnel:* Kim A. Carlson, *gen mgr:* Ken Staaf, *prog d:* Tony Fair, *gen sls mgr:* Jan Bacino, *prom d.*

**WREX-TV — 13 ABC**

Auburn & Winnebago Roads, 61105; 815-968-1813; *Ownership:* Gilmore Broadcasting; *Rep:* Seltel; *Personnel:* Jack McWeeny, *gen mgr:* Jim Smith, *natl sls mgr:* Jeanne Foster, *prom d.*

**WTVO — 17 NBC**

Box 470, 61105; 815-963-5413; *Ownership:* Winnebago Television; *Rep:* Adam Young; *Personnel:* Hal Froelich, *gen mgr:* Dick McDaniel, *prog d:* Tom Anderson, *gen sls mgr.*

*Springfield/Decatur/  
Champaign*

**WAND — 17 ABC**

904 Southside Dr., Decatur, 62525; 217-424-2500; *Ownership:* LIN Broadcasting; *Rep:* Blair; *Personnel:* Barrett H. Geoghegan, *gen mgr:* T.J. Vaughan, *prog d:* Larry Katt, *gen sls mgr:* Mike Cheever, *prom d.*

**WBHW — 55 IND**

3440 Clearlake Ave., Springfield, 62703; 217-528-2055; *Ownership:* Windmill Broadcasting; *Rep:* Spot Time; *Personnel:* Pam Sullivan, *prom d.*

**WCIA-TV — 3 CBS**

509 S. Neil St., Champaign, 61820; 217-356-8333; *Ownership:* Midwest TV; *Rep:* Petry; *Personnel:* Guy Main, *exec vp:* Sheila Hickman, *prog d:* Jerry Johnson, *gen sls mgr:* Karen Reifsteck, *prom d.*

**WICD-TV — 15 NBC**

250 Country Fair Dr., Champaign, 61820; 217-351-8500; *Ownership:* Plains Television; *Rep:* Katz; *Personnel:* Joe Norris, *gen mgr:* Larry Waters, *prog d:* Ed Mason, *gen sls mgr.*

**WICS-TV — 20 NBC**

2680 E. Cook St., , 62703; 217-753-5620; *Ownership:* WICS-TV, Inc.; *Rep:* Katz; *Personnel:* Milton D. Friedland, *vp/gen mgr:* Gary Spears, *prog d:* Robert Swan, *gen sls mgr:* Carl Bauman, *prom d.*

**INDIANA**

*Evansville*

**WEHT-TV — 25 CBS**

P.O. Box 25, 47701; 812-424-9215; *Ownership:* Gilmore Broadcasting; *Rep:* Blair; *Personnel:* Ernest D. Madden, *gen mgr:* Brod Seymour, *prog d:* Jerry Kunkel, *gen sls mgr:* Pam Arnette-Clark, *prom d.*

**WFIE-TV — 14 NBC**

P.O. Box 1414, 47701; 812-426-1414; *Ownership:* Cosmos Broadcasting; *Rep:* Katz; *Personnel:* Conrad L. Cagle, *gen mgr:* Bob West, *d of opers:* Ms. Shirley Kirk, *prog mgr:* John R. Sandwell, *gen sls mgr:* Joe Ellsworth, *prom d;*

**WTVW — 7 ABC**

P.O. Box 7, 47701; 812-422-1121; *Ownership:* Indiana Partners; *Rep:* Avery-Knodel; *Personnel:* Charles Woods, *p/gen mgr:* Rich Lipps, *prog d;* Georgia Castlebury, *natl sls mgr.*

*Ft. Wayne*

**WANE-TV — 15 CBS**

P.O. Box 1515, 46801; 219-424-1515; *Ownership:* Corinthian Broadcasting; *Rep:* Peters, Griffin, Woodward; *Personnel:* John P. Irvin, *gen mgr:* Ron Mack, *prgm d:* Dick Hayes, *gen sls mgr:* Jerry Petrie, *prom d.*

**WFFT-TV — 55 IND**

Box 2255, 46801; 219-424-5555; *Ownership:* WFFT-TV Inc.; *Rep:* Adam Young; *Personnel:* Robert W. Faull, *gen mgr:* Richard J. Stawicki, *prog d;* James E. Jump, *gen sls mgr.*

**WKJG-TV — 33 NBC**

2633 W. State Blvd., 40808; 219-422-7474; *Ownership:* Thirty-Three, Inc; *Rep:* Katz; *Personnel:* Hilliard Gates, *gen mgr:* Cal Mahlock, *prog d;* Bill Kline, *gen sls mgr:* Bill Nichols, *opers mgr.*

**WPTA-TV — 21 ABC**

3401 Butler Rd., 46808; 219-483-0584; *Ownership:* Gannett Co.; *Rep:* Blair; *Personnel:* Edwin C. Metcalfe, *p;* Barbara Wigham, *vp/ prog:* Marvin Gottlieb, *vp/gen sls mgr.*

*Indianapolis*

**WHMB-TV — 40 IND**

P.O. Box 50250, 46250; 317-773-5050; *Ownership:* LeSea Broadcasting; *Rep:* Spot Time; *Personnel:* Peter Sumrall, *vp/gen mgr:* Richard Fox, *prog d;* Jim Shagger, *gen sls mgr.*

**WISH-TV — 8 CBS**

P.O. Box 7088, 46207; 317-924-4381; *Ownership:* Corinthian Broadcasting; *Rep:* PGW; *Personnel:* William B. Stough, *gen mgr:* Donald Dillion, *prog d;* Joseph H. Girard, *gen sls mgr:* Phil Michael, *prom mgr.*

**WRTV — 6 ABC**

1330 N. Meridian St., 46206; 317-635-9788; *Ownership:* McGraw-Hill; *Rep:* Harrington, Righter & Parsons; *Personnel:* Jerry Chapman, *gen mgr:* Ken Ladage, *prog d;* Sharon Chalfin, *gen sls mgr.*

**WTHR-TV — 13 NBC**

1000 N. Meridian St., 46204; 317-636-1313; *Ownership:* VideoIndiana; *Rep:* Blair; *Personnel:* Bill Dunaway, *vp & gen mgr:* Tom Rose, *prog d;* Mel Grossman, *gen sls mgr:* Tobie Pate, *prom d.*

**WTTV — 4 IND**

3490 Bluff Rd., 46217; 317-787-2211; *Ownership:* Teleco Indiana, Inc.; *Rep:* TeleRep; *Personnel:* Elmer C. Snow, *p/gen mgr:* Don Tillman, *prog d;* Clyde Dutton, *sr vp/gen sls mgr:* Joseph Logsdon, *prom d.*

*Lafayette*

**WLFI-TV — 18 CBS**

2605 Yeager Rd., 47906; 317-463-3516; *Ownership:* Toledo Blade; *Rep:* Avery-Knodel; *Personnel:* Harold Shively, *gen mgr:* Nina Hart, *prog d;* Thomas Combs, *gen sls mgr:* Arvid Olson, *prom d.*

*South Bend/Elkhart*

**WHME-TV — 46 IND**

P.O. Box 12, 46624; 219-291-8200; *Ownership:* Lester Sumrall Evangelistic Assoc.; *Rep:* Spot Time; *Personnel:* Peter Sumrall, *vp/gen mgr:* Barbara Khan, *prog & prom d;* Jim Shaffer, *natl sls mgr.*

**WNDU-TV — 16 NBC**

P.O. Box 1616, 46634; 219-239-1616; *Ownership:* Michiana Telecasting (Notre Dame U.); *Rep:* Adam Young; *Personnel:* Basil O'Hagan, *p & gen mgr:* Paul Walton, *prog d;* Dave O'Shea, *gen sls mgr:* Gregory Giczi, *prom d.*

**WSBT-TV — 22 CBS**

300 W. Jefferson Blvd., 46601; 219-233-3141; *Ownership:* WSBT, Inc.; *Rep:* Katz; *Personnel:* E. Berry Smith, *p/gen mgr:* Skip Gassensmith, *vp/ prog d;* Jerry Bleck, *vp/natl sls mgr:* Jim Freeman, *vp/gen sls mgr:* Justin Meacham, *d of creat sert;*

**WSJV — 28 ABC**

P.O. Box 1646, Elkhart, 46515; 219-293-8616; *Ownership:* WSJV-TV, Inc; *Rep:* Blair; *Personnel:* Don E. Fuller, *vp/gen mgr:* Martha Sims, *prog d;* Andy Rinaldi, *gen sls mgr:* Ralph Oakley, *prom d.*

*Terre Haute*

**WBAK-TV — 38 ABC**

138 Poplar St., 47808; 812-238-1515; *Ownership:* Cy N. Bahakel; *Rep:* Avery-Knodel; *Personnel:* Philip W. Brassie, *gen mgr:* Jane Covert, *prog d;* Tom Lawrence, *sls mgr.*

**WTHI-TV — 10 CBS**

918 Ohio St., 47808; 812-232-9481; *Ownership:* Wabash Valley Broadcasting; *Rep:* Katz; *Personnel:* Russ Arnold, *gen mgr:* Ruth Baker, *prog d;* David Bailey, *gen sls mgr:* Kathie Farrar, *prom d.*

**WTWO-TV — 2 NBC**

P.O. Box 299, , 47808; 812-232-9504; *Ownership:* Illiana Telecasting; *Rep:* Blair; *Personnel:* Jack Gelder, *exec vp/gen mgr:* Steve Pozezanac, *prog d;* Robert B. Beall, *gen sls mgr:* Jane Knight, *prom d.*

**IOWA**

*Cedar Rapids/  
Dubuque/Waterloo*

**KCRG-TV — 9 ABC**

2nd Ave at 5th St., SE, Cedar Rapids, 52401; 319-398-8422; *Ownership:* The Gazette Co; *Rep:* Petry; *Personnel:* Edwin J. Lasko, *gen mgr:* Edna A. Herbst, *asst gen mgr:* James B. Oetken, *gen sls mgr:* James T. Donkel, *prom d.*

**KDUB-TV — 40 ABC**

One Dubuque Plaza, Dubuque, 52001; 319-556-4040; *Ownership:* Commercial Dispatch Publishing; *Rep:* Seltel; *Personnel:* Chuck Cyberski, *gen mgr:* John Sloan, *gen sls mgr.*

**KGAN-TV — 2 CBS**

Box 1598, Cedar Rapids, 52406; 319-395-9100; *Ownership:* Guy Gannett Broadcasting Services; *Rep:* Katz; *Personnel:* Kelly Atherton, *gen mgr:* Dennis Czechanski, *prog d;* Michael L. Bock, *gen sls mgr:* Charalyn Bishop, *prom d.*

**KIMT — 3 CBS**

112 N. Pennsylvania, Mason City, 50401; 515-423-2540; *Ownership*: Iowa Television; *Rep*: Katz; *Personnel*: John Shott, *gen mgr*; Bart Curran, *prog d*; Earl Schoborg, *gen sls mgr*; Larry Robinson, *prom d*.

**KWWL-TV — 7 NBC**

500 E. 4th St., Waterloo, 50703; 319-291-1200; *Ownership*: American Black Hawk Broadcasting; *Rep*: Blair; *Personnel*: William L. Bolster, *gen mgr*; Ed Piette, *prog d*; Mike Smith, *gen sls mgr*; Rod Caszatt, *prom d*.

**Davenport/Rock Island/  
Moline, IL****WHBF-TV — 4 CBS**

231 18th St., Rock Island, IL, 61201; 309-786-5441; *Ownership*: Rock Island Broadcasting; *Rep*: Petry; *Personnel*: Robert J. Sinnett, *gen mgr*; George Koplow, *prog d*; Dewey "Bud" Nelsen, *gen sls mgr*; Tom Hexamer, *prom d*.

**WOC-TV — 6 NBC**

805 Brady St., Davenport, IA, 52808; 319-383-7000; *Ownership*: Palmer Communications; *Rep*: Blair; *Personnel*: Rick Thedwall, *prog d*; Harold Heath, *gen sls mgr*; David Lund, *prom d*.

**WQAD-TV — 8 ABC**

3003 Park 16th St., Moline, IL, 61265; 309-764-9694; *Ownership*: Register Broadcast Group; *Rep*: Katz; *Personnel*: Steve Israel, *prog d*; Gene Smith, *gen sls mgr*; Jeff Swanson, *prom d*.

**Des Moines/Ames****KCCI-TV — 8 CBS**

P.O. Box 10305, 50306; 515-247-8800; *Ownership*: Cowles Broadcasting; *Rep*: Katz; *Personnel*: Nolan Quam, *p & gen mgr*; Guy Koenigsberger, *prog d*; Peter Logli, *gen sls mgr*; John Pascuzzi, *dev d*; Robert Day, *prom d*;

**WHO-TV — 13 NBC**

1100 Walnut St., 50308; 515-288-6511; *Ownership*: Palmer Communications; *Rep*: Blair; *Personnel*: George C. Carpenter, III, *gen mgr*; William H. Jackson, *prog d*; Talmage Thompson, *gen sls mgr*; Verna Smith, *prom d*.

**WOI-TV — 5 ABC**

WOI Building, Ames, 50011; 515-294-5555; *Ownership*: Iowa State University of Science & Technology; *Rep*: Seltel; *Personnel*: Robert C. Mulhall, *gen mgr*; Janis E. Marvin, *prog mgr*; Ted Tostlebe, *gen sls mgr*; Robert G. Helmers, *opers coord*.

**Ottumwa****KTVO — 3 ABC**

P.O. Box 945, Kirksville, MO, 63501; 816-665-7781; *Ownership*: Post Corp; *Rep*: Seltel; *Personnel*: Alvina M. Britz, *gen mgr*; Ruth Siegal, *prom d*; Lowell Johnson, *gen sls mgr*; Dean Weitenhagen, *prog dir*.

**Sioux City****KCAU-TV — 9 ABC**

7th & Douglas Sts., 51101; 712-277-2345; *Ownership*: Forward Communications; *Rep*: Seltel; *Personnel*: William F. Turner, *p/gen mgr*; Dave Slater, *opers mgr*; Paul O'Bryan, *vp sls*; Jim Henry, *prom d*.

**KMEG — 14 CBS**

P.O. Box 675, 51102; 712-277-3554; *Ownership*: Fetzer Television; *Rep*: Avery-Knodel; *Personnel*: Robert B. Donovan, *gen mgr*; Bruce Lewis, *prog d*; Tim Poppen, *prom d*.

**KTIV — 4 NBC**

Signal Hill, Box 87, 51105; 712-239-4100; *Ownership*: American Black Hawk; *Rep*: Blair; *Personnel*: Jim Waterbury, *vp/gen mgr*; Chuck Lutz, *vp/prog & opns*; Raymond P. Maselli, *vp/sls & gen sls mgr*; Rande Summerlin, *prom d*.

**KANSAS****Copeland****KUPK-TV — 13 ABC**

Box 216, 67837; 316-668-5513; *Ownership*: Chronicle Broadcasting; *Rep*: Peters, Griffin, Woodward; *Personnel*: Bob G. Surber, *gen mgr*; John Strauss, *prog d*; Bryce Baker, *gen sls mgr*.

**Dodge City****KTVC — 6 CBS**

P.O. Box 157, 67801; 316-227-3121; *Ownership*: Southwest Kansas Television; *Rep*: Kansas Broadcasting System; *Personnel*: William H. Bailey, *gen mgr*.

**Hays****KAYS-TV — 7 CBS**

P.O. Box 817, 67601; 913-625-2578; *Ownership*: Kays, Inc.; *Personnel*: Robert E. Schmidt, *vp/gen mgr*; Bernie Brown, *prog d*; Larry Dreiling, *prom d*.

**Topeka****KTSS — 27 NBC**

PO Box 2700, 66601; 913-582-4000; *Ownership*: Studio Broadcasting System; *Rep*: Seltel; *Personnel*: Harry L. Strader, *vp/gen mgr & prog d*; Herbert L. Brown, *gen sls mgr*; Jerry Boehm, *prom d*.

**WIBW-TV — 13 CBS**

Box 119, 66601; 913-272-3456; *Ownership*: Stauffer Communications; *Rep*: Katz; *Personnel*: George Logan, *gen mgr*; Carlos Fernandez, *prog d*; Vince Frye, *gen sls mgr*; Bill Conly, *prom d*.

**Wichita****KAKE-TV — 10 ABC**

Box 10, 67201; 316-943-4221; *Ownership*: Chronicle Broadcasting; *Rep*: Peters, Griffin, Woodward; *Personnel*: Martin Umansky, *gen mgr*; Robert Dalton, *st mgr*; Ron Loewen, *prog d*; Bryce Benedict, *gen sls mgr*; Joc Rape, *creat serv d*.

**KARD-TV — 3 NBC**

833 N. Main, 67201; 316-265-5631; *Ownership*: Kansas State Network; *Rep*: Katz; *Personnel*: Robert C. Waddill, *vp/gen mgr*; Bill Sikes, *stal prod mgr*; Larry Proffitt, *d of sls*; Jerryanne Hadley, *crtv svcs d*.

**KCKT — 2 NBC**

Box 689, Great Bend, 67530; 316-793-7868; *Ownership*: Kansas State Network; *Rep*: Katz; *Personnel*: Bill Ranker, *gen mgr*; Luella Menzer, *prog d*; Chuck Christy, *prom d*.

**KOMC-TV — 8 IND**

P.O. Box 238, Oberlin, 67749; 913-475-2248; *Ownership*: Kansas St. Network; *Rep*: TeleRep; *Personnel*: Robert Berkheimer, *gen mgr*.

**KTVH — 12 CBS**

P.O. Box 12, 67201; 316-838-1411; *Ownership*: Minneapolis Star & Tribune; *Rep*: Blair; *Personnel*: Stuart I. Mackie, *gen mgr*; Julius Efland, *prog d*; Joe Mahan, *gen sls mgr*; Nancy Davis, *prom d*.

**KENTUCKY****Bowling Green****WBKO — 13 ABC**

P.O. Box 1198, 42101; 502-781-1313; *Ownership*: Bluegrass Media; *Rep*: Avery-Knodel; *Personnel*: Clyde Payne, *gen mgr*; Gene Prather, *prog d*; Bob Harper, *prom d*.

**Hazard****WKYH-TV — 57 NBC**

P.O. Box 929, 41701; 606-436-4444; *Ownership*: Hazard TV; *Personnel*: William D. Gorman, *p/gen mgr*; Tammy Stacy, *prog d*; Darwin Singleton, *st mgr*; Carol Chamberlin, *sls mgr*.

**Lexington****WKYT-TV — 27 CBS**

P.O. Box 5037, 40555; 606-299-0411; *Ownership*: Kentucky Central Television; *Rep*: Avery-Knodel; *Personnel*: Ralph W. Gabbard, *exec vp/gen mgr*; Jere L. Pigue, *vp sls*; Sally Briley, *prom d*.

**WLEX-TV — 18 NBC**

P.O. Box 1457, 40591; 606-255-4404; *Ownership*: WLEX-TV, Inc; *Rep*: Blair; *Personnel*: Harry C. Barfield, *p/gen mgr*; Larry Neuzel, *prog d*; R. B. Davidson, *vp/local sls*; J. Oliver, *vp/natl/reg sls*; Roger Chesser, *prom d*;

**WTVQ-TV — 36 ABC**

2940 Bryant Rd., 40555; 606-299-6262; *Ownership*: Shamrock Broadcasting; *Rep*: Katz; *Personnel*: William L. Service, *gen mgr*; Jerry W. Fox, *prog d*; John Midbo, *prom d*.

**Louisville****WAVE-TV — 3 NBC**

P.O. Box 32970, 40232; 502-585-2201; *Ownership*: Cosmos Broadcasting Corporation; *Rep*: Katz; *Personnel*: James M. Keelor, *gen mgr*; Anne G. Coleman, *prog d*; S. Wheeler Rudd, *gen sls mgr*.

**WDRB-TV — 41 IND**

Independence Square, 40203; 502-584-6441; *Ownership*: Minneapolis Star & Tribune; *Rep*: Seltel; *Personnel*: Elmer F. Jasan, *gen mgr*; Arch Chapman, *gen sls mgr*; Ray Foushee, *prom d*.

**WHAS-TV — 11 CBS**

P.O. Box 1084, 40201; 502-582-7840; *Ownership*: WHAS, Inc.; *Rep*: HRP; *Personnel*: Bob Morse, *gen mgr*; Donna Zapata, *sta mgr*; Bill Divry, *prom d*; Dick Sweeney, *prog d*.

**WLKY-TV — 32 ABC**

Box 6205, 40206; 502-893-3671; *Ownership*: Gannett; *Rep*: Blair; *Personnel*: Paul Blue, *p/gen mgr*; Bob Jones, *prog d*; Bill Campbell, *vp/gen sls mgr*; Katy Baetz, *prom d*.

*Paducah/Cape Girardeau MO/  
Harrisburg, IL*

**KFVS-TV — 12 CBS**

P.O. Box 100, Cape Girardeau, 63701; 314-335-1212; *Ownership:* American Hirsch Broadcasting; *Rep:* Katz; *Personnel:* Larry M. Harris, *vp/gen mgr;* Cheryl Neuroth, *prog d;* Ray Sullivan, *sls mgr;* Howard Meagle, *stat mgr.*

**WDDD-TV — 27 IND**

Rte. 37 North, Marion, IL, 62959; 618-997-9333; *Ownership:* Channel 27, Inc.; *Rep:* Spot Time; *Personnel:* Dutch Doelitzsch, *gen mgr;* Bob Owens, *sta/sls mgr;* Joann Doelitzsch, *prog/prom dir.*

**WPSD-TV — 6 NBC**

100 Television Lane, Paducah, 42001; 502-442-8214; *Ownership:* Paducah Newspapers; *Rep:* Blair; *Personnel:* John Williams, *gen mgr;* Jim English, *prog d;* Dan Steele, *prom d.*

**WSIL-TV — 3 ABC**

21 W. Poplar St., Harrisburg, 62946; 618-252-7447; *Ownership:* Turner Farrar; *Rep:* Avery-Knodel; *Personnel:* Mackie Nicholes, *p;* Fred Stacy, *gen sls mgr.*

**LOUISIANA**

*Alexandria*

**KALB-TV — 5 NBC**

605-11 Washington St., 71301; 318-445-2456; *Ownership:* Lanford Telecasting; *Rep:* Katz; *Personnel:* Robert E. Miller, *vp gen mgr;* Berton E. Chaudoir, *asst gen mgr;* Frances Millet, *prog d;* Dowell Bushnell, *sls mgr.*

*Baton Rouge*

**WAFB-TV — 9 CBS**

P.O. Box 2671, 70821; 504-383-9999; *Ownership:* Guaranty Corp.; *Rep:* Katz; *Personnel:* Tom E. Gibbens, *p/gen mgr;* Ed T. Lamy, *vp/ prog;* Mervyn E. Rhys, *vp/gen sls mgr;* Grace McElveen, *prom d & vp.*

**WBRZ-TV — 2 ABC**

P.O. Box 2906, 70821; 504-387-2222; *Ownership:* Louisiana Television Broadcasting; *Rep:* Blair; *Personnel:* Jules L. Mayeux, *gen mgr;* Richard F. Manship, *sta mgr;* Barbara Bree, *prog d;* Bob Headlee, *gen sls mgr;* Jim Primeaux, *prom d;*

**WRBT — 33 NBC**

5220 Essen Lane, 70808; 504-766-3233; *Ownership:* Cyril E. Vetter; *Rep:* Avery-Knodel; *Personnel:* Cyril E. Vetter, *gen mgr;* Joyce Harvey, *prog d;* William Hawthorn, *gen sls mgr;* Ed Lakin, *prom d.*

*Lafayette*

**KADN — 15 IND**

1500 Eraste Landry Rd., 70506; 318-237-1500; *Ownership:* KADN Broadcasting, Inc.; *Rep:* SpotTime; *Personnel:* Charles Chatelain, *gen mgr;* W. Bryan Welborn, *prog d.*

**KATC — 3 ABC**

P.O. Box 3347, 70502; 318-232-6111; *Ownership:* Acadian Television; *Rep:* Katz; *Personnel:* William A. Patton, *gen mgr;* Roy K. Rhodes, *gen sls mgr;* Paul G. Brown, *prog d.*

**KLFY-TV — 10 CBS**

P.O. Box 90665, 70509; 318-981-4823; *Ownership:* Texoma Broadcasters; *Rep:* Seltel; *Personnel:* Tom Pears, *gen mgr;* Terry Dover, *prog d;* Charlotte Guidry, *prom d.*

*Lake Charles*

**KPLC-TV — 7 NBC**

P.O. Box 1488, 70602; 318-439-9071; *Ownership:* Calcasieu TV & Radio; *Rep:* Katz; *Personnel:* G. Russell Chambers, *p;* Rita Guillory, *vp/gen mgr;* James Cathey, *gen sls mgr.*

*Monroe/El Dorado, AR*

**KLAA-TV — 14 ABC**

P.O. Box 1596, 71291; 318-388-0114; *Ownership:* Monroe TV; *Rep:* Avery-Knodel; *Personnel:* Jonathan Wood, *gen mgr;* Shirley Kennedy, *opers mgr.*

**KNOE-TV — 8 CBS**

P.O. Box 4067, 71203; 318-322-8155; *Ownership:* Noe Enterprises; *Rep:* Katz; *Personnel:* James A. Noe, Jr., *p/gen mgr;* Jack McCall, *prog d;* Allen Jones, *natl sls mgr;* Lloyd Voorhees, *local/reg sls mgr;* George Grubbs, *prom d;*

**KTVE-TV — 10 ABC**

400 W. Main St., El Dorado, 71730; 501-862-6651; *Ownership:* Gray Communications; *Rep:* Seltel; *Personnel:* Hugh V. Roche, *gen mgr;* Jo Shipman, *prom d.*

*New Orleans*

**WDSU-TV — 6 NBC**

520 Royal St., 70130; 504-527-0666; *Ownership:* Cosmos Broadcasting; *Rep:* Blair; *Personnel:* Dixon C. Lovvorn, *gen mgr;* Rod Cartier, *prog d;* Ken Bauder, *gen sls mgr;* Shelley Paul, *prom d.*

**WGNO-TV — 26 IND**

#2 Canal St., Suite 2912 I.T.M. Bldg., 70130; 504-581-2600; *Ownership:* General Media; *Rep:* Seltel; *Personnel:* Dean Ward, *gen mgr;* Paul Krimisier, *prog d;* John Curren, *gen sls mgr;* Janice Stillman, *prom d.*

**WVUE-TV — 8 ABC**

1025 S. Jefferson Davis Pkwy, 70125; *Ownership:* Gaylord; *Rep:* TeleRep; *Personnel:* Robert M. Olson, *gen mgr;* Donald B. Wilburn, *prog d;* Jack C. Long, *gen sls mgr;* Richard Brase, *prom d.*

**WWL-TV — 4 CBS**

1024 N. Rampart St., 70176; 504-529-4444; *Ownership:* Loyola U.; *Rep:* Katz; *Personnel:* J. Michael Early, *vp/gen mgr;* Jerry Whaley, *prog d;* Linda Akin, *prom d.*

*Shreveport*

**KSLA-TV — 12 CBS**

1812 Fairfield, 71104; 318-222-1212; *Ownership:* KSLA-TV, Inc; *Rep:* Harrington, Righter & Parsons; *Personnel:* Winston Linam, *gen mgr;* John Renshaw, *prog d;* Ben McLaughlin, *gen sls mgr;* Robert Weimar, *prom d.*

**KTAL-TV — 6 NBC**

3150 N. Market St., 71107; 318-425-2422; *Ownership:* KTAL-TV, Inc; *Rep:* Blair; *Personnel:* H. Lee Bryant, *vp/gen mgr;* Jean Byrd, *prog d;* Douglas Yoder, *gen sls mgr;* Gladys Greathouse, *prom d.*

**KTBS-TV — 3 ABC**

P.O. Box 44227, 71104; 318-868-3644; *Ownership:* KTBS, Inc; *Rep:* Katz; *Personnel:* Newton Wray, *p/gen mgr;* Marvin Perry, *prog d;* Allan Stoll, *gen sls mgr;* Don Wiegcl, *creat servs.*

**MAINE**

*Bangor*

**WABI-TV — 5 CBS**

35 Hildreth St., 04401; 207-947-8321; *Ownership:* Community Broadcasting Service; *Rep:* Seltel; *Personnel:* George J. Gonyar, *gen mgr;* Towle Tompkins, *prog d;* Charles Sias, *sls mgr;* Betti Laverty, *prom d.*

**WLBZ-TV — 2 NBC**

P.O. Box 934, 04401; 207-942-4822; *Ownership:* WLBZ Television; *Rep:* Katz; *Personnel:* Margo Cobb, *gen mgr;* Joan Grindal, *prog d;* Sharon Goss, *natl sls coord;* Eddie Driscoll, *prom d.*

**WVIT-TV — 7 ABC**

41 Farm Rd., 04401; 207-945-6457; *Ownership:* Eastern Maine Broadcasting System Inc.; *Rep:* Avery-Knodel; *Personnel:* John J. Pineau, *p/gen mgr;* Judith Cooper, *prog d;* Barbara J. Cyr, *gen sls mgr;* Gary Kasparek, *prom d.*

*Portland*

**WCSH-TV — 6 NBC**

One Congress Square, 04101; 207-772-0181; *Ownership:* Maine Radio and Television; *Rep:* Katz; *Personnel:* Bruce McGorriell, *gen mgr;* Lew Colby, *prog d;* Jim Doyle, *loc sls mgr;* Fred Thompson, *prom d.*

**WGAN-TV — 13 CBS**

Broadcast Center, Northport Plaza, 04104; 207-797-9330; *Ownership:* Guy Gannett Broadcasting Services; *Rep:* Blair; *Personnel:* Jean Gannett Hawley, *p;* David G. King, *gen mgr;* Kenneth MacKenzie, *prog d;* William Whitten, *sls mgr;* Susan Adams, *prom d;*

**WMTW-TV — 8 ABC**

P.O. Box 4075, Station A, 04101; 207-773-5664; *Ownership:* Harron Communications; *Rep:* Avery-Knodel; *Personnel:* Alfred Ritter, *gen mgr;* Robert Joyce, *prog d;* John Martin, *gen sls mgr;* Richard Gove, *prom d.*

*Presque Isle*

**WAGM-TV — 8 CBS/NBC/ABC**

P.O. Box 1149, 04769; 207-764-4461; *Ownership:* Aroostook Broadcasting; *Rep:* Seltel; *Personnel:* Norman W. Johnson, *gen mgr;* Gary Bowden, *prog mgr;* Ronald Madore, *loc sls mgr.*

**MARYLAND**

*Baltimore*

**WBAL-TV — 11 NBC**

3800 Hooper Ave., 21211; 301-467-3000; *Ownership:* Hearst; *Rep:* Blair; *Personnel:* Malcolm D. Potter, *vp/gen mgr;* Lynn McIntyre, *prog d;* Carole Taylor, *prom d;* Robert Morgan, *natl sls mgr;* John J. Gilmore, *vp sls;*

**WBFF — 45 IND**

3500 Parkdale Ave, 21211; 301-462-4500; *Ownership:* Chesapeake Television; *Rep:* Adam Young; *Personnel:* Julian S. Smith, *gen mgr;* William LeFevre, *prog d;* Robert Simmons, *gen sls mgr;* Augustine Levero, *prom d.*

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 President  
 WPIX, Inc. and  
 Independent Network News

## **Television/Radio Age**

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**WJZ-TV — 13 ABC**

Television Hill, 21211; 301-466-0013; *Ownership*: Group W; *Personnel*: Paul W. Yates, *gen mgr*; Stanley Rudick, *prog d*.

**WMAR-TV — 2 NBC**

6400 York Rd., 21212; 301-377-2222; *Ownership*: A. S. Abell; *Rep*: Katz; *Personnel*: Arnold J. Kleiner, *vp/gen mgr*; Charles Horich, *prog d*; Jack Marks, *gen sls mgr*; Lou Zaccheo, *vp of adv & prom*.

*Hagerstown***WHAG-TV — 25 NBC**

Alexander Motor Inn, 13 E. Washington St., 21740; 301-797-4400; *Ownership*: Great Trails Broadcasting Corporation; *Personnel*: Arch H. McDonald, *gen mgr*; Hal Heagy, Jr., *prog d*; Jerry Staggs, *gen sls mgr*.

*Salisbury***WBOC-TV — 16 CBS**

Radio-TV Park, 21801; 301-749-1111; *Ownership*: Mid-Atlantic Communications; *Rep*: Katz; *Personnel*: Thomas H. Draper, *gen mgr*; Larry B. Young, *prog d*; William K. Kenton, Jr., *gen sls mgr*; Donna I. Cloyd, *prom d*.

**WMDT — 47 ABC**

Box 321, 21801; 301-742-4747; *Ownership*: MDV Television; *Rep*: Adam Young; *Personnel*: William Mallery, *p*; Frank Pilgrim, *gen mgr*; Michael Hoehn, *prom d*.

**MASSACHUSETTS***Boston***WBZ-TV — 4 NBC**

1170 Soldiers Field Rd, 02134; 617-787-7000; *Ownership*: Group W; *Personnel*: Sy Yanoff, *vp/gen mgr*; George Miles, *st mgr*; Dick Kurlander, *prog d*; Dan Lawlor, *gen sls mgr*; Ann Karelitz, *mktg mgr*;

**WCVB-TV — 5 ABC**

5 TV Place, Needham Br., 02192; 617-449-0400; *Ownership*: Boston Broadcasters; *Rep*: Harrington, Righter & Parsons; *Personnel*: Robert M. Bennett, *gen mgr*; Clifford J. Curley, *prog mgr*; Michael Volpe, *gen sls mgr*; Jill Katz, *prom mgr*; Barry Rosenthal, *adv mgr*;

**WLVI-TV — 56 IND**

75 Morrissey Blvd., 02125; 617-228-3200; *Ownership*: Field Communications; *Rep*: ITVS; *Personnel*: Steven A. Bell, *gen mgr*; Howard Stevens, *prog d*; Jerry Walsh, *gen sls mgr*; Liz Wrublin, *prom d*.

**WNAC-TV — 7 CBS**

RKO Bldg, Gov't Ctr., 02114; 617-725-2700; *Ownership*: RKO General; *Rep*: Blair; *Personnel*: Pat A. Servodidio, *vp/gen mgr*; John A. Atkinson, *prog d*; Sandra H. Rahimi, *gen sls mgr*; John Lasanti, *prom d*.

**WQTV — 68 IND**

390 Commonwealth Avenue, 02215; 617-267-1530; *Ownership*: Boston Heritage Broadcasting, Inc.; *Personnel*: Bruce C. Mayer, *exec vp/gen mgr*; Linda J. Williams, *dir sls/mktg*; Dexter B. Merry, *dir of eng*.

**WSBK-TV — 38 IND**

83 Birmingham Parkway, Brighton, 02135; 617-783-3838; *Ownership*: Storer; *Rep*: Storer Television Sales; *Personnel*: Joseph C. Dimino, *gen mgr*; Dan Berekey, *st mgr*; Judith L. Jurisich, *prog d*; Stuart Tauber, *gen sls mgr*; Ellie Hashian, *prom d*;

**WSMW-TV — 27 IND**

127 Beverly Rd, Worcester, 01605; 617-852-0027; *Ownership*: Sibos, Inc; *Rep*: Sibos Time Sales; *Personnel*: Brian A. Higgins, *gen mgr*; Chris Holub, *prog mgr*; Greg Lano, *gen sls mgr*; Mario Finocchio, *prom d*.

**WXNE-TV — 25 IND**

100 Second Ave., Needham Heights, 02194; 617-449-4200; *Ownership*: CBN Continental Broadcasting; *Rep*: TeleRep; *Personnel*: Tim Robertson, *vp/gen mgr*; Lynne Bramlett, *d on-air opers*; Arthur J. Carr, *gen sls mgr*; Gayton N. Masters, *d of adv*.

*Springfield***WGGB-TV — 40 ABC**

P.O. Box 3633, 01101; 413-785-1911; *Ownership*: Guy Gannett Broadcasting; *Rep*: Katz; *Personnel*: Gilbert M. Lefkovich, *gen mgr*; Larry Therien, *prog d*; Richard Wylie, *gen sls mgr*; Carolino A. Centeno, Jr., *prom d*.

**WWLP-TV — 22 NBC**

P.O. Box 2210, 01101; 413-786-2200; *Ownership*: Springfield Television; *Rep*: Seltel; *Personnel*: William M. Pepin, *sta mgr/prog d*; E. Holland Low, *vp/natl sls*; Daniel T. Sullivan, Jr., *gen sls mgr*; W "Buzz" Sawyer, *vp/corp prog*.

**MICHIGAN***Alpena***WBKB-TV — 11 CBS**

1390 Bagley St, 49707; 517-356-3434; *Ownership*: Thunder Bay Broadcasting; *Rep*: Seltel; *Personnel*: William A. Nowak, *gen mgr*; Glen Guse, *prom d*.

*Ann Arbor***WIHT-TV — 31 IND**

Box 2267, 48106; 313-973-7900; *Ownership*: Satellite Television Systems, Inc.; *Personnel*: Kip Farmer, *vp/gen mgr*; David Horowitz, *prog dir*.

*Detroit***CBET — 9 CBC**

P.O. Box 9, 48226; 313-961-7200; *Ownership*: Canadian Broadcasting Corp; *Rep*: Standard Broadcasting; *Personnel*: Harry Hackney, *gen mgr*; Elie Savoie, *prog d*; R. Povdin, *gen sls mgr*; Neil Addison, *pr d*.

**WDIV-TV — 4 NBC**

622 W. Lafayette Blvd., 48231; 313-222-0444; *Ownership*: Post-Newsweek Stations; *Rep*: Top Market Television; *Personnel*: Amy McCombs, *vp/gen mgr*; Jim Corno, *prog mgr*; Duane Kell, *gen sls mgr*; Richard Weisberg, *prom d*.

**WGPR-TV — 62 IND**

3140 E. Jefferson Ave., 48207; 313-259-8862; *Ownership*: WGPR, Inc; *Personnel*: William Banks, *p/gen mgr*; Tencia Gregory, *vp/st mgr*; Joe Spencer, *prog d*; James Panagos, *vp/gen sls mgr*.

**WJBK-TV — 2 CBS**

Box 2000, Southfield, 48037; 313-557-9000; *Ownership*: Storer; *Rep*: Storer Television Sales; *Personnel*: Bob McBride, *vp/gen mgr*; Ron Kaufman, *asst gen mgr*; David Bieber, *d of bdcstg*; Tim Rocha, *mgr adv & creat serv*.

**WKBD-TV — 50 IND**

P.O. Box 359, Southfield, 48037; 313-444-8500; *Ownership*: Field Communications; *Rep*: Ind. TV Sales; *Personnel*: George H. Williams, *gen mgr*; Bill Castleman, *prog mgr*; George Kapel, *natl sls mgr*; Cathleen Czerwinski, *prom mgr*.

**WXON-TV — 20 IND**

27777 Franklin Rd., Southfield, 48034; 313-355-2900; *Ownership*: WXON-TV, Inc; *Personnel*: Aben E. Johnson, *p*; Doug Johnson, *vp/prog mgr*.

**WXYZ-TV — 7 ABC**

P.O. Box 789, Southfield, 48037; 313-444-1111; *Ownership*: ABC; *Rep*: ABC Television Spot Sales; *Personnel*: Jeanne Findlater, *gen mgr*; Larry Alt, *prog d*; Lee Gannon, *gen sls mgr*; Ruth Whitmore, *prom d*.

*Flint/Saginaw/Bay City***WEYI-TV — 25 CBS**

P.O. Box 250, Clio, 48420; 313-687-1000; *Ownership*: Ziff-Davis Broadcasting; *Rep*: Katz; *Personnel*: Robert B. Farrow, *vp/gen mgr*; George C. Leh, *prog d*; Ernest W. Hill, *vp/gen sls mgr*; Sandy Langworthy, *prom d*.

**WJRT-TV — 12 ABC**

2302 Lapeer Rd, Flint, 48503; 313-233-3130; *Ownership*: Knight-Ridder Broadcasting, Inc.; *Rep*: Blair; *Personnel*: Thomas F. Hartman, *p/gen mgr*; Sara Jo Gallock, *prog d*; Jim Graham, *gen sls mgr*; Dan Aube, *natl sls*; John Schick, *prom d*;

**WNEM-TV — 5 NBC**

P.O. Box 531, Saginaw, 48606; 517-755-8191; *Ownership*: Meredith; *Rep*: MMT Sales; *Personnel*: Todd Holmes, *gen mgr*; Terry Dolan, *prog d*; Paul Virciglio, *gen sls mgr*; Michelle Frasik, *prom d*.

*Grand Rapids/Kalamazoo***WKZO-TV — 3 CBS**

590 Maple St., Kalamazoo, 49008; 616-345-2101; *Ownership*: Fetzer Television; *Rep*: Avery-Knodel; *Personnel*: Carl E. Lee, *p/gen mgr*; Gordon S. Anderson, *sta mgr*; Jerry Raffel, *gen sls mgr*; Lee Dershem, *prom d*.

**WOTV — 8 NBC**

P.O. Box B, 49501; 616-459-4125; *Ownership*: Time, Inc; *Rep*: Katz; *Personnel*: Marvin R. Chauvin, *gen mgr*; Russell Vossen, *st mgr/prog d*; Richard A. Groat, *gen sls mgr*; Rich Bevak, *prom d*.

**WUHQ-TV — 41 ABC**

P.O. Box 1616, Battle Creek, 49016; 616-968-9341; *Ownership*: John W. & William J. Lawrence; *Rep*: Seltel; *Personnel*: Jerry P. Colvin, *gen mgr*; Linda Dosh, *prog d/prom d*.

**WZZM-TV — 13 ABC**

P.O. Box Z, 49501; 616-784-4200; *Ownership*: Wometco; *Rep*: Wometco West Michigan TV; *Personnel*: George Lyons, *gen mgr*; Michael Seagly, *prog d*; Bill Smith, *gen sls mgr*; Tiuu Arrak, *prom d*.

*Lansing***WILX-TV — 10 NBC**

P.O. Box 30380, 48909; 517-783-2621; *Ownership*: ATO Communications; *Rep*: Katz; *Personnel*: Ronald J. Kwasnick, *gen mgr*; Janet L. Barkell, *natl sls co-ord*; Nancie Gee, *prog/prom d*; Charles Briggs, *gen sls mgr*.



**WJIM-TV — 6 CBS**

2820 E. Saginaw St., 48901; 517-372-8282; *Ownership:* Gross Telecasting; *Rep:* Harrington, Righter & Parsons; *Personnel:* James H. Gross, *gen mgr;* Philip E. Sherck, *gen sls mgr;* Dan Klintworth, *prom d.*

*Marquette***WLUC-TV — 6 CBS/ABC**

P.O. Box 460, 49855; 905-475-4161; *Ownership:* Post Corp.; *Rep:* Seltel; *Personnel:* Thomas L. Gagnon, *gen mgr;* Jack LaForest, *prog d;* Guy Spitsberg, *gen sls mgr;* Larry Deloria, *prom d.*

*Traverse City/Cadillac***WGTU-TV — 29 ABC**

201 E. Front St, 49684; 616-946-2900; *Ownership:* Michigan TV Network; *Rep:* Avery-Knodel; *Personnel:* Gene Ellerman, *exec vp/gen mgr;* Sally Downey, *sls mgr.*

**WPBN-TV — 7 NBC**

P.O. Box 546, 49684; 616-947-7770; *Ownership:* U.S. Tobacco Company; *Rep:* Katz; *Personnel:* Manuel Leitao, *p;* Robert L. Dreher, *vp/gen mgr;* Warren Mikula, *prog d;* Donald R. Cote, *gen sls mgr;* Gary Brink, *prom d;*

**WWTW — 9 CBS**

Box 627, Cadillac, 49601; 616-775-3478; *Ownership:* Wilson Comm; *Rep:* Seltel; *Personnel:* Fred Hutching, *vp/gen mgr;* Alice Lovell, *prog d;* Dick Schappa, *gen sls mgr.*

**MINNESOTA***Alexandria***KCMT-TV — 7 NBC**

720 Hawthorne St, 56308; 612-763-5166; *Ownership:* Central Minnesota Television; *Rep:* Avery-Knodel; *Personnel:* Glenn Flint, *gen mgr;* Bruce Barnstable, *st mgr/prog d;* John Ginther, *gen sls mgr;* John Perino, *prom d.*

*Duluth***KBJR-TV — 6 NBC**

KBJR Building, 230 E. Superior St., 55802; 218-727-8484; *Ownership:* RJR Communications; *Rep:* Katz; *Personnel:* Robert J. Rich, *gen mgr;* Jack McKenna, *prog d;* John M. Rich, *gen sls mgr;* Steven Rich, *prom d.*

**KDLH-TV — 3 CBS**

425 W. Superior St., 55802; 218-727-8911; *Ownership:* Palmer Broadcasting; *Rep:* Blair; *Personnel:* John LaForge, *gen mgr;* Earl Henton, *prog d;* James J. Golden, *gen sls mgr;* Julie Therrien, *prom d.*

**WDIO-TV — 10 ABC**

10 Observation Rd., 55811; 218-727-6864; *Ownership:* HBJ; *Rep:* Avery-Knodel; *Personnel:* Frank P. Befera, *gen mgr;* David Poirier, *prog d;* Rollie Runions, *gen sls mgr;* Diane Scargent, *prom d.*

*Mankato***KEYC-TV — 12 CBS**

1570 Lookout Dr., 56001; 507-625-7905; *Ownership:* Mankato Broadcasting Corp.; *Rep:* Katz; *Personnel:* Hap Halligan, *gen mgr;* Chuck Pasek, *prog d;* Lloyd Miller, *gen sls mgr;* Elaine Peterson, *opers mgr.*

*Minneapolis/St. Paul***KMSP-TV — 9 IND**

6975 York., S., 55435; 612-925-3300; *Ownership:* United TV; *Rep:* Blair; *Personnel:* Donald Swartz, *p;* Stuart Swartz, *gen mgr;* Joe Carney, *opers d;* James B. Clark, *gen sls mgr;* Steve Thaxton, *prom d;*

**KSTP-TV — 5 ABC**

3415 University Ave., St. Paul, 55114; 612-646-5555; *Ownership:* Hubbard Broadcasting; *Rep:* Petry; *Personnel:* Stanley S. Hubbard, *gen mgr;* Kaki Tuohy, *prog d;* James Blake, *gen sls mgr;* Jeanne Kosek, *prom d.*

**WCCO-TV — 4 CBS**

50 South 9th St., 55402; 612-330-2400; *Ownership:* Midwest Radio-Television; *Rep:* TeleRep; *Personnel:* Ron Handberg, *gen mgr;* Paul Arntzen, *st mgr;* Chuck Sorlien, *prog d;* Martha Stanville, *prom d.*

**WTCN-TV — 11 NBC**

441 Boone Ave. No., 55427; 612-546-1111; *Ownership:* Metromedia; *Rep:* Metro TV Sales; *Personnel:* Raymond J. Schonbak, *gen mgr;* Arthur Ludwig, *prog d;* Al DeVaney, *gen sls mgr;* Cecelia Drazek, *prom d.*

*Rochester/Austin***KAAL — 6 ABC**

P.O. Box 777, Austin, 55912; 507-433-8836; *Ownership:* News Press & Gazette; *Rep:* Blair; *Personnel:* John A. MacGregor, *gen mgr;* Glen Meyer, *prog d;* Rich Flack, *sls mgr.*

**KTTC — 10 NBC**

601 1st Ave., SW, Rochester, 55901; 507-288-4444; *Ownership:* Quincy Newspapers; *Rep:* Avery-Knodel; *Personnel:* Ed Hutchings, *gen mgr;* Ron Gruber, *prog d;* Joe St. George, *gen sls mgr;* Bonnie Bickel, *prom d.*

**MISSISSIPPI***Biloxi***WLOX-TV — 13 ABC**

P.O. Drawer 4596, 39531; 601-896-1313; *Ownership:* WLOX Broadcasting; *Rep:* Avery-Knodel; *Personnel:* T. B. Majure, *gen mgr;* Darlene Duffano, *prog d;* Earl Blessey, *gen sls mgr;* Barbara Salloum, *prom d.*

*Columbus***WCBI-TV — 4 CBS**

P.O. Box 271, 39701; 601-327-4444; *Ownership:* Columbus Television; *Rep:* Seltel; *Personnel:* Tommy G. Bond, *gen mgr;* Don Neil, *gen sls mgr.*

*Greenwood/Greenville***WABG-TV — 6 ABC**

2001 Garrard Ave, Greenwood, 38930; 601-453-4001; *Ownership:* Bahakel Broadcasting; *Rep:* Avery-Knodel; *Personnel:* Gene B. Creasy, *gen mgr;* Ada Mitchell, *prog d;* Keith Bland, *natl sls mgr.*

**WXVT — 15 CBS**

P.O. Box 5815, Greenville, 38701; 601-334-1500; *Ownership:* Big River Broadcasting; *Rep:* Avery-Knodel; *Personnel:* Joe George, *gen mgr;* Julie Jones, *prog d;* Pat Moose, *gen sls mgr;* Maxie Robinson, *prom d.*

*Hattiesburg***WDAM-TV — 7 NBC**

P.O. Box 1978, 39401; 601-544-4730; *Ownership:* Service Broadcasters Inc.; *Rep:* Adam Young; *Personnel:* Marvin Reuben, *gen mgr;* Ann Daley, *prog d.*

*Jackson***WAPT — 16 ABC**

P.O. Box 10297, 39209; 601-922-1607; *Ownership:* Clay Broadcasting; *Rep:* Seltel; *Personnel:* Ben Strickland, *vp/gen mgr;* Joe Root, *st mgr;* Len Giaccone, *gen sls mgr;* Judy Parker, *prom d.*

**WJTV — 12 CBS**

P.O. Box 8887, 39204; 601-372-6311; *Ownership:* Capitol Broadcasting; *Rep:* Katz; *Personnel:* Owens F. Alexander, *gen mgr;* Gen Ward, *prog d;* Alan Axtell, *st mgr;* John Cochran, *opers mgr.*

**WLBT — 3 NBC**

P.O. Box 1712, 39205; 601-948-3333; *Ownership:* TV-3, Inc; *Rep:* Blair; *Personnel:* William H. Dilday, Jr., *gen mgr;* Hewitt Griffin, *prog mgr;* Thomas Devens Walsh, *gen sls mgr;* Richard King, *prom d.*

*Meridian***WHTV — 24 CBS**

P.O. Box 5185, 39301; 601-693-2933; *Ownership:* Central Television; *Rep:* Avery-Knodel; *Personnel:* Robert Horton, *p/gen mgr;* Ray Denton, *prog d;* Gary Michelles, *gen sls mgr.*

**WTOK-TV — 11 ABC**

P.O. Box 2988, 39301; 601-693-1441; *Ownership:* Channel Eleven Television Company; *Rep:* Katz; *Personnel:* Robert F. Ward, *gen mgr;* Bernice Stewart, *prog d;* John Buffington, *gen sls mgr.*

*Tupelo***WTVB — 9 NBC/ABC**

Box 350, 38801; 601-842-7620; *Ownership:* WTUV Inc; *Rep:* Katz; *Personnel:* Mark Ledbetter, *gen mgr;* Ed Bishop, *prog d.*

**MISSOURI***Columbia/Jefferson City***KCBJ-TV — 17 ABC**

501 Business Loop 70 E, 65201; 314-449-0917; *Ownership:* Channel Seventeen Inc; *Rep:* Spot Time; *Personnel:* Tom Koenig, *gen mgr;* Judith Pulliam, *prom d.*

**KOMU-TV — 8 NBC**

Highway 63 South, 65201; 314-442-1122; *Ownership:* University of Missouri; *Rep:* Avery-Knodel; *Personnel:* Thomas R. Gray, *gen mgr;* Monte Gurwit, *prog d;* Don Ruggles, *gen sls mgr;* Charlyn Law, *prom d.*

**KRCG — 13 CBS**

Box 659, Jefferson City, 65102; 314-896-5144; *Ownership:* Mid America TV; *Rep:* Katz; *Personnel:* Edward J. Schuelein, *gen mgr;* Lee Gordon, *prog d/prom d.*

## Joplin/Pittsburg, KS

### KOAM-TV — 7 NBC

P.O. Box 659, Pittsburg, 66762; 316-231-0400; *Ownership*: Mid Continent Telecasting; *Rep*: Blair TV; *Personnel*: Bill Bengston, *gen mgr*; Lou Martin, *prog d*; Bill Ward, *gen sls mgr*; Bill Arnall, *prom d*.

### KODE-TV — 12 ABC

P.O. Box 46, Joplin, 64801; 417-623-7260; *Ownership*: Gilmore Broadcasting; *Rep*: Seltel; *Personnel*: John S. Markward, *gen mgr*; June Shelton, *prog d*; Clyde Helton, *gen sls mgr*; Jim Lobby, *prom-comm affairs d*.

### KTVJ — 16 CBS

P.O. Box 1393, Joplin, 64801; 417-781-2345; *Ownership*: Kansas State Network Inc.; *Rep*: Katz; *Personnel*: Mike Mitchell, *gen mgr*; Dave Chubb, *opns mgr*; Becky Kinnard, *prom mgr*; Ron Bormaster, *gen sls mgr*.

## Kansas City

### KSHB-TV — 41 IND

4720 Oak, 64112; 816-753-4141; *Ownership*: Scripps-Howard Broadcasting; *Rep*: Blair; *Personnel*: Bob Wormington, *gen mgr*; Dave Kenin, *sta mgr*, (*prog*); Stuart Powell, *gen sls mgr*; Julie Lux, *prom d*.

### KCMO-TV — 5 CBS

4500 Johnson Dr., 66205; 913-677-5555; *Ownership*: Meredith; *Rep*: MMT; *Personnel*: Philips A. Jones, *gen mgr*; Erv Parthe, *prog d*; John De Roche, *gen sls mgr*; Duke Uridge, *prom d*.

### KMBC-TV — 9 ABC

1049 Central, 64105; 816-421-2650; *Ownership*: Metromedia; *Rep*: Metro TV Sales; *Personnel*: R. Kent Replogle, *gen mgr*; Gene Cless, *prog d*; Robert Harris, *gen sls mgr*.

### WDAF-TV — 4 NBC

3030 Summit, 64108; 816-753-4567; *Ownership*: Taft; *Rep*: TeleRep; *Personnel*: Earl Beall, *gen mgr*; Buddy Turner, *opns mgr*; Janecn Bjork, *prog d*; Elliott Troshinsky, *gen sls mgr*; Andre Renaud, *prom mgr*.

## St. Joseph

### KQTV — 2 ABC

P.O. Box 247, 64506; 816-364-2222; *Ownership*: Elba Development; *Rep*: Katz; *Personnel*: George Loar, *gen mgr*; Sally Pike, *prog coord*; Mark Prather, *gen sls mgr*; Rob Deason, *prom d*; Randy Parlett, *opns mgr*.

## St. Louis

### KDNL-TV — 30 IND

1215 Cole St., 63106; 314-436-3030; *Ownership*: Miami Valley Broadcasting Corp.; *Rep*: Evans Broadcast Sales; *Personnel*: Jack Petrik, *gen mgr*; David Sullivan, *prog d*; Dick Williams, *gen sls mgr*; Thomas Jackson, *prom d*.

### KMOX-TV — 4 CBS

#1 Memorial Dr., 63102; 314-621-2345; *Ownership*: CBS; *Rep*: CBS; *Personnel*: Allan R. Cohen, *gen mgr*; Donald L. Merl, *prog d*; William Crowell, *sls d*; James Rothschild, *prom d*.

### KPLR-TV — 11 IND

4935 Lindell Blvd, 63108; 314-367-7211; *Ownership*: Koplal Communications; *Rep*: TeleRep; *Personnel*: Harold E. Protter, *gen mgr*; Mary Carole Mather, *prog mgr*; Mike Fisher, *d of sls*; Paul Prange, *prom d*.

### KSDK — 5 NBC

Television Plaza, 1010 Market St., 63101; 314-421-5055; *Ownership*: Pulitzer Publishing; *Rep*: Blair; *Personnel*: Ken J. Elkins, *gen mgr*; Rebecca Goodrum, *prog d*; Anthony Bello, *gen sls mgr*; Harry Honig, *prom d*.

### KTVI — 2 ABC

5915 Berthold Ave, 63110; 314-647-2222; *Ownership*: Times Mirror; *Rep*: Harrington, Righter & Parsons; *Personnel*: Wayne Thomas, *vp/gen mgr*; Vic Skaggs, *prog d*; John McElfresh, *gen sls mgr*; Peter Smith, *prom d*.

## Springfield

### KMTC — 27 ABC

P.O. Box 3417 GSS, 65808; 417-862-2727; *Ownership*: Meyer Communications; *Rep*: Avery-Knodel; *Personnel*: Kenneth E. Meyer, *gen mgr*; Betty Alley, *prog d*; Bob Burke, *gen sls mgr*; Mary Ellen Nelson, *prom d*.

### KOLR-TV — 10 CBS

PO Box 1716, 65805; 417-862-7474; *Ownership*: Independent Broadcasting Corp; *Rep*: Katz; *Personnel*: Ellis Shook, *gen mgr*; Robert Kennedy, *prog d/prom*; Charles Lloyd, *gen sls mgr*; Bill Slamin, *prom*.

### KYTV — 3 NBC

P.O. Box 3500, 65808; 417-866-2766; *Ownership*: Harte-Hanks Communications; *Rep*: Blair; *Personnel*: Donald S. Moeller, *gen mgr*; Raymond Gilvard, *prog d*; Thomas E. Flanagan, *gen sls mgr*; Clarence Martin, *prom d*.

## MONTANA

## Billings

### KTVQ — 2 CBS

3203 3rd Ave., N., 59103; 406-252-5611; *Ownership*: Garryowen Corp.; *Rep*: Avery-Knodel; *Personnel*: Victor Miller, *gen mgr*; Lee Lareva, *prog d*; Sarah Etchart, *gen sls mgr*; Virginia Smith, *prom d*.

### KULR-TV — 8 ABC

P.O. Box 2512, 59103; 406-252-4676; *Ownership*: Harriscop Broadcasting; *Rep*: Katz; *Personnel*: E. D. "Bob" Merrill, *gen mgr*; Ron Olsen, *prog d*; Bob Korum, *gen sls mgr*; Donnette Cloninger, *prom d*.

## Butte

### KXLF-TV — 4 ABC/CBS

P.O. Box 3500, 59702; 406-792-0444; *Ownership*: Garryowen Corp.; *Rep*: Avery-Knodel; *Personnel*: Paul Simitzes, *gen mgr*; Diana Crants, *gen sls mgr*.

## Glendive

### KXGN-TV — 5 CBS

210 S. Douglas, 59330; 406-365-3377; *Ownership*: Glendive Broadcasting; *Rep*: Devney Organization; *Personnel*: Dan Frenzel, *gen mgr*; Winnifred Norton, *prog d/gen sls mgr*.

## Great Falls

### KFBB-TV — 5 ABC/NBC/CBS

Box 1139, 59403; 406-453-4377; *Ownership*: Advance Corp.; *Rep*: Seltel; *Personnel*: Stan Whitman, *vp/gen mgr*; Ted Schroeder, *opns mgr*; Jack J. Fisher, *gen sls mgr*.

### KRTV — 3 NBC/CBS

P.O. Box 1331, 59403; 406-453-2433; *Ownership*: Garryowen Corp; *Rep*: Avery-Knodel; *Personnel*: Clifford E. Ewing, *gen mgr*; Glenn Lockwood, *prog d*; Diana Crants, *gen sls mgr*; Larry McDaniel, *prom d*.

## Hardin

### KOUS-TV — 4 NBC

Drawer D, 59034; 406-665-3320; *Ownership*: KOUS-TV, Inc; *Rep*: Spot Time; *Personnel*: Thom Curtis, *gen mgr*; Bette Chew, *opns d*; Steve Lakey, *prom d*.

## Helena

### KTVG — 12 NBC

Box 6125, 59604; 406-443-5050; *Ownership*: Helena Tv Inc; *Rep*: Spot Time; *Personnel*: Lynn H. Koch, *gen mgr*; Hal Peck, *prog d*; Roger Edmunson, *gen sls mgr*.

## Miles City

### KYUS-TV — 3 NBC

P.O. Box 760, 59301; 406-232-3540; *Ownership*: Custer Broadcasting; *Rep*: Spot Time; *Personnel*: David Rivenes, *pres & mgr*; Ella Rivenes, *prog d*.

## Missoula

### KECI-TV — 13 NBC/CBS

P.O. Box 5268, 59801; 406-721-2063; *Ownership*: Eagle Communications; *Rep*: Seltel; *Personnel*: Michael Stocklin, *gen mgr*; Muriel Schulze, *prog d*; Steve Hellegaard, *lcl sls mgr*.

### KPAX-TV — 8 ABC/CBS

P.O. Box 4827, 59806; 406-543-7106; *Ownership*: Garryowen Broadcasting; *Rep*: Avery-Knodel; *Personnel*: Peter B. Friden, *gen mgr*.

## NEBRASKA

## Lincoln/Hastings/Kearny

### KHAS-TV — 5 NBC

Box 578, Hastings, 68901; 402-463-1321; *Ownership*: Nebraska Television; *Rep*: Adam Young; *Personnel*: John T. Benson, *gen mgr*; Caryl Napoli, *prog d*; Bill Hughes, *gen sls mgr*; Anne Stout, *prom d*.

### KHGI-TV — 13 ABC

P.O. Box 220, Kearney, 68847; 308-234-5513; *Ownership*: Amaturio Group; *Rep*: Katz; *Personnel*: Frank E. Brosseau, *gen mgr*; Tom Disinger, *sta mgr*; Wayne W. Lansche, *gen sls mgr*.

### KOLN-TV — 10 CBS

P.O. Box 30350, 68503; 402-467-4321; *Ownership*: Cornhusker Television; *Rep*: Avery-Knodel; *Personnel*: Paul Jensen, *vp mgr*; Deborah McDermott, *prog d*; Wes Maser, *gen sls mgr*.

## North Platte

**KNOP-TV — 2 NBC**

Box 749, 69101; 308-532-2222; *Ownership:* Shively Communication; *Rep:* Adam Young; *Personnel:* Ulysses A. Carlini, *gen mgr.*

*Omaha***KETV — 7 ABC**

27th & Douglas Sts., 68131; 402-345-7777; *Ownership:* Pulitzer Publishing; *Rep:* Blair; *Personnel:* Gary R. Nielsen, *gen mgr;* Ron Tillery, *prog d;* Howard Shrier, *gen sls mgr.*

**KMTV — 3 NBC**

10714 Mockingbird Dr., 68127; 402-592-3333; *Ownership:* May Broadcasting; *Rep:* Petry; *Personnel:* Roger C. Ottenbach, *gen mgr;* Don Browers, *prog mgr;* Richard Roncka, *gen sls mgr;* Maureen Waldron, *prom d.*

**WOWT — 6 CBS**

3501 Farnam, 68131; 402-346-6666; *Ownership:* Chronicle Broadcasting; *Rep:* PGW; *Personnel:* Edward L. Zachary, *gen mgr;* John Dixon, *prog d;* Judy Horan, *prom d.*

**NEVADA***Las Vegas/Henderson***KLAS-TV — 8 CBS**

P.O. Box 15047, 89114; 702-733-8850; *Ownership:* Landmark Communications; *Rep:* Katz; *Personnel:* Mark Smith, *vp/gen mgr;* Ralph Toddre, *prog d;* Ed Tabor, *gen sls mgr;* Lisa Nolan, *prom d.*

**KTNV-TV — 13 ABC**

3355 S. Valley View Blvd., 89102; 702-876-1313; *Ownership:* Milwaukee Journal; *Rep:* MMT; *Personnel:* Ed Quinn, *gen mgr;* Sherri Tolar, *prom d.*

**KVBC-TV — 3 NBC**

P.O. Box 44169, 89116; 702-649-0500; *Ownership:* Valley Broadcasting; *Rep:* Blair; *Personnel:* Rolla D. Cleaver, *gen mgr;* Buzz Floyd, *prog d;* David W. Grace, *natl sls mgr;* Bob Miller, *prom d.*

**KVVU-TV — 5 IND**

1555 E. Flamingo Rd., 89109; 702-735-3191; *Ownership:* Carson Broadcasting; *Rep:* Seltel; *Personnel:* Rusty Durante, *gen mgr;* Bill Utton, *gen sls mgr.*

*Reno***KAME-TV — 21 IND**

Box 11129, 89510; 702-786-2121; *Ownership:* Page Enterprises, Inc.; *Rep:* Adam Young; *Personnel:* Bill Andrews, *p/gen mgr/film by;* Ron Garrett, *vp/sls mgr;* B.J. Andrews, Jr., *op mgr.*

**KCRL-TV — 4 NBC**

P.O. Box 7160, 89510; 702-322-9145; *Ownership:* Circle L. Inc; *Rep:* Avery-Knodel/Tacher; *Personnel:* Charles E. Cord, *p/gen mgr;* Jim Elliott, *sta mgr;* Sheila Murchie, *prog d.*

**KOLO-TV — 8 ABC**

P.O. Box 10, 000, 89510; 702-786-8880; *Ownership:* Donrey Media Group; *Rep:* Blair Television; *Personnel:* James C. Herzig, *gen mgr;* W. I. Hooper, *prog d;* Jack Hartman, *gen sls mgr;* Sally Johnson, *prom d.*

**KTVN — 2 CBS**

P.O. Box 7220, 89510; 702-786-2212; *Ownership:* Sarkes Tarzian; *Rep:* Katz; *Personnel:* Lee Hirshland, *pres/gen mgr;* Sharon Asher, *prog d;* Jack Porray, *vp/stat mgr;* John Richardson, *sls mgr.*

**NEW HAMPSHIRE***Manchester***WMUR-TV — 9 ABC**

1819 Elm St., 03104; 603-623-8061; *Ownership:* Commercial Dispatch Publishing Inc.; *Rep:* Seltel; *Personnel:* Joseph "Skip" Simms, *vp/gen mgr;* Patricia Rial, *prog & prom mgr;* Thomas Bonnar, *prod mgr;* Jim Bartlett, *news d.*

**NEW JERSEY***Newark***WWHT-TV — 68/60 IND**

P.O. Box TV 68, 07107; 201-643-6800; *Ownership:* Wometco; *Personnel:* Herb Lefkowitz, *vp/gen mgr;* Arnold Kohler, *sls mgr;* Lia Afriat, *prog mgr.*

*Wildwood***WAAT — 40 NBC**

15 Shore Road, Lynwood, 08221; 609-927-4440; *Ownership:* South Jersey Broadcasting, Inc.; *Personnel:* Howard Green, *p;* Edward Zellefrow, *gen mgr;* Michel Wilk, *prog d.*

**NEW MEXICO***Albuquerque***KGGM-TV — 13 CBS**

P.O. Box 1294, 87103; 505-243-2285; *Ownership:* Bruce Hebenstreit; *Rep:* Katz; *Personnel:* John R. Mahoney, *gen mgr;* Scott Randall, *prog d;* Paul Thorne, *gen sls mgr;* Brenda Yager, *prom d.*

**KGSW-TV — 14 IND**

1377 Univesity Blvd., NE, 87102; 505-842-1414; *Ownership:* Galaxy/Southwest Television; *Rep:* Seltel; *Personnel:* Erick Steffens, *gen mgr;* Don Maguire, *prog/prom mgr;* Shirli Mix, *gen sls mgr.*

**KLKK-TV — 23 IND**

1510 Coors Bvd., NW, 87105; 505-836-1992; *Ownership:* New Mexico Visions; *Rep:* Adam Young; *Personnel:* Eddie Pena, *gen mgr;* Bob Brewer, *stat mgr;* Stony Stoneking, *gen sls mgr;* Jeanette Baca, *prog mgr;* Terri Davis/Rich Greene, *prom mgr/prod mgr;*

**KOAT-TV — 7 ABC**

3801 Carlisle Blvd., NE, 87107; 505-884-7777; *Ownership:* Pulitzer Publishing; *Rep:* Blair; *Personnel:* Max Sklower, *gen mgr;* Elvin Smith, *natl sls mgr;* Dick Goin, *local sls mgr;* Debbie Duran, *prom d.*

**KOB-TV — 4 NBC**

4 Broadcast Plaza, SW, 87103; 505-243-4411; *Ownership:* Hubbard Broadcasting; *Rep:* Petry; *Personnel:* Jerry Danziger, *gen mgr;* Dave Herman, *gen sls mgr;* David Wilkins, *prom d.*

*Farmington***KIVA-TV — 12 NBC**

P.O. Box 1620, 87401; 505-326-1141; *Ownership:* Four States Television; *Rep:* Avery-Knodel; *Personnel:* Michael Clark, *gen mgr;* John Hargrave, *gen sls mgr;* Connie Zimmerer, *prom d.*

*Roswell***KBIM-TV — 10 CBS**

P.O. Box 910, 88201; 505-622-2120; *Ownership:* Holsum, Inc.; *Rep:* Avery-Knodel; *Personnel:* Joseph A. Carriere, *gen mgr/exec vp;* David N. Simmons, *gen sls mgr;* Lana Schafer, *opns mgr.*

**NEW YORK***Albany/Schenectady/Troy***WNYT — 13 NBC**

15 N. Pearl Street, P.O. Box 4035, Menands, 12204; 518-436-4791; *Ownership:* Viacom Broadcasting; *Rep:* TeleRep; *Personnel:* Mike Corken, *gen mgr;* Laurence Reilly, *prog d;* Richard Herd, *gen sls mgr;* Cynthia Williams, *prom.*

**WRGB — 6 NBC**

1400 Balltown Rd., Schenectady, 12309; 518-385-1385; *Ownership:* General Electric; *Rep:* Katz; *Personnel:* James J. Delmonico, *vp & gen mgr;* David Lynch, *stat mgr;* Terry Walden, *prod d;* Mann Reed, *gen sls mgr.*

**WTEN — 10 ABC**

341 Northern Blvd., Albany, 12204; 518-436-4822; *Ownership:* Knight-Ridder Broadcasting; *Rep:* MMT Sales; *Personnel:* Terrence McGuirk, *gen mgr;* Gene Collins, *prog d;* Vincent DeLuca, *gen sls mgr;* Mrs. Bonnie Tymann, *prom d.*

*Binghamton***WBNG-TV — 12 CBS**

Box 1200, 13902; 607-723-7311; *Ownership:* Gateway Communications; *Rep:* Blair; *Personnel:* Donald F. Snyder, *gen mgr/vp;* Monty Pinker, *gen sls mgr;* Mark Prutisto, *prom mgr;* John Mucha, *prog mgr.*

**WICZ-TV — 40 NBC**

Vestal Pkwy E., 13902; 607-798-7873; *Ownership:* Stainless Broadcasting; *Rep:* Seltel; *Personnel:* Jesse Pevear, *gen mgr;* John Leet, *natl sls mgr;* JoAnn Priebe, *prom d.*

**WMGC-TV — 34 ABC**

Box 813, 13902; 607-723-7464; *Ownership:* Pinnacle Communications; *Rep:* Avery-Knodel; *Personnel:* Philip D. Marella, *gen mgr;* Dennis Bennett, *prog d;* Roy Sova, *gen sls mgr;* Debra Markert, *prom d.*

*Buffalo/Grand Island***WGR-TV — 2 NBC**

259 Delaware Ave., 14202; 716-856-1414; *Ownership:* Taft Broadcasting; *Rep:* TeleRep; *Personnel:* Paul "Dino" Dinovitz, *vp/gen mgr;* Vicky Gregorian, *prog d;* Jim Conschaffer, *gen sls mgr;* Ann Tallman, *prom mgr.*

**WIVB-TV — 4 CBS**

2077 Elmwood Ave., 14207; 716-874-4410; *Ownership:* Buffalo Broadcasting; *Rep:* Harrington, Righter & Parsons; *Personnel:* Leslie G. Arries, Jr., *p/gen mgr;* Quintin E. Renner, *prog d;* Patricia K. Sroka, *gen sls mgr;* Greg Carroll, *prom d;* Lyn P. Stoyer, *stat mgr;*

**WKBW-TV — 7 ABC**

7 Broadcast Plaza, 14202; 716-845-6100; *Ownership:* Capital Cities; *Rep:* Blair; *Personnel:* Philip R. Beuth, *gen mgr*; Ronald Martzolf, *prog d*; Richard C. Shepard, *gen sls mgr*; Kathleen McGarry, *prom d*.

**WUTV — 29 IND**

951 Whitehaven Rd., Grand Island, 14072; 716-773-7531; *Ownership:* Whitehaven Entertainment; *Rep:* ITVS; *Personnel:* Herman Pease, *p/gen mgr*; Donna Rodriguez, *prog coor*; Bob Jay, *gen sls mgr*.

**Elmira****WENY-TV — 36 ABC**

P.O. Box 208, 14902; 607-739-3636; *Ownership:* WENY, Inc; *Personnel:* Michael C. Steele, *gen mgr*; C. Robert Edwards, *gen sls mgr/sta mgr*.

**New York****WABC-TV — 7 ABC**

7 Lincoln Square, 10023; 212-887-7777; *Ownership:* ABC; *Rep:* ABC-TV Spot Sales; *Personnel:* William C. Fyffe, *gen mgr*; Charles Larsen, *prog d*; John Watkins, *gen sls mgr*; Timothy Miller, *crtv svcs d*.

**WCBS-TV — 2 CBS**

524 W. 57th St., 10019; 212-975-4321; *Ownership:* CBS; *Rep:* CBS; *Personnel:* Neil E. Derrough, *pres*; Ron Tindiglia, *op/gen mgr*; Jack Rafferty, *d of sls*; Joe Passarella, *d of comm*.

**WFTI — 54 IND**

P.O. Box 549, Poughkeepsie, 12602; 914-454-3030; *Ownership:* Family Television; *Rep:* Spot Time; *Personnel:* Keith A. Houser, *p/gen mgr*.

**WNBC-TV — 4 NBC**

30 Rockefeller Pl., 10020; 212-664-4444; *Ownership:* NBC; *Rep:* NBC; *Personnel:* Albert D. Jerome, *op/gen mgr*; Richard M. Lobo, *sta mgr*; Karen Lee Copeland, *prog d*; Hilary Hendler, *sls d*; Peter Sang, *adv/prom mgr*.

**WNEW-TV — 5 IND**

205 E. 67th St., 10021; 212-535-1000; *Ownership:* Metromedia; *Rep:* Metro TV Sales; *Personnel:* Bob O'Connor, *op/gen mgr*; John von Soosten, *vp/prog d*; C. T. "Budd" Meehan, *vp/gen sls mgr*; Phyllis Seifer, *vp/prom d*.

**WNJU-TV — IND**

1020 Broad St., 07102; 212-233-6240; *Ownership:* A. Jerrold Perenchio/Tandem; *Rep:* Howard Weiss; *Personnel:* Carlos R. Barba, *p*; Julio A. Omaña, *gen stat mgr*; Thomas Johansen, *vp/sls*; Jack Mulderrig, *vp/mktg*; Cristobal Roman, *natl sls mgr*.

**WOR-TV — 9 IND**

1440 Broadway, 10018; 212-764-7000; *Ownership:* RKO General; *Rep:* Blair; *Personnel:* Robert T. Fennimore, *vp/gen mgr*; Terry Planell, *prog d*; Thomas Ryan, *vp/sls mgr*; Pat Argue, *vp/prom d*.

**WPIX — 11 IND**

220 E. 42nd St., 10017; 212-949-1100; *Ownership:* WPIX, Inc; *Rep:* TeleRep; *Personnel:* Leavitt J. Pope, *p/gen mgr*; Richard N. Hughes, *sr vp/prog d*; Gerry Mulderrig, *sr vp/gen sls mgr*; Donna Hutchinson, *prom d*.

**WXTV — 41 SIN**

Twinbridge Plaza, 24 Meadowland Parkway, Secaucus, NJ, 07094; 201-348-4141; *Ownership:* Spanish Intentl. Comm.; *Rep:* SIN; *Personnel:* Ivan Egas, *gen mgr*; Jose Ceschin, *prog d*; Ramon Quintero, *gen sls mgr*.

**Rochester****WHEC-TV — 10 CBS**

191 East Ave., 14604; 716-546-5670; *Ownership:* Beni Broadcasting; *Rep:* Katz; *Personnel:* A. Stephen Kronquest, *sr vp/gen mgr*; William Carroll, *vp/prog d*; David Kennedy, *gen sls mgr*; Kim Bene, *prom d*.

**WOKR — 13 ABC**

P.O. Box L, 14623; 716-334-8700; *Ownership:* Post Corp; *Rep:* Harrington Righter & Parsons; *Personnel:* Lawrence A. Busse, *gen mgr*; Jonathan B. Murray, *prog d*; Kent Beckwith, *gen sls mgr*; Gordon Sclar, *prom d*.

**WROC-TV — 8 NBC**

201 Humboldt St., 14610; 716-288-8400; *Ownership:* Ziff-Davis Broadcasting; *Rep:* Petry; *Personnel:* Frank A. DiProsa, *vp/gen mgr*; Craig Millar, *gen sls mgr*; Patricia Bonosky, *prom d*; Terry Fauth, *prog d*.

**WUHF — 31 IND**

360 East Ave., 14604; 716-232-3700; *Ownership:* Malrite TV; *Rep:* Blair; *Personnel:* Jerry Carr, *vp/gen mgr*; Richard Rambaldo, *gen sls mgr*; Steven Satterwhite, *prom d*.

**Syracuse****WIXT-TV — 9 ABC**

P.O. Box 9, 13214; 315-446-4780; *Ownership:* Transcontinent Communications; *Rep:* Katz; *Personnel:* Carl D. Jaquint, *gen mgr*; Bernie Aiello, *prog d*; Robert Fishman, *gen sls mgr*; Sherry Sala/Dennis Calkins, *prom assoc.*

**WSTM-TV — 3 NBC**

1030 James St., 13203; 315-472-5000; *Ownership:* Times-Mirror; *Rep:* Harrington, Righter & Parsons; *Personnel:* David J. Shurtliff, *gen mgr*; Donald L. Edwards, *prog d*; Norman Cissna, *gen sls mgr*; Marni Blount, *prom d*.

**WTVH — 5 CBS**

980 James St., 13203; 315-425-5555; *Ownership:* Meredith Corp; *Rep:* MMT Sales; *Personnel:* Larry Rhodes, *gen mgr*; Kathy Banfield, *prog d*; Robert Stettner, *gen sls mgr*; David Oetjen, *prom d*.

**Utica****WKTV — 2 NBC**

P.O. Box 2, 13505; 315-733-0404; *Ownership:* Harron Communications; *Rep:* Avery-Knode; *Personnel:* Sheldon F. Storrer, *gen mgr*; Daniel German, *prog d*; Floyd Eckerson, *gen sls mgr*.

**WUTR-TV — 20 ABC**

P.O. Box 20, 13503; 315-797-5220; *Ownership:* Roy H. Park Broadcasting; *Rep:* Blair; *Personnel:* David L. Zamichow, *vp/gen mgr*; Pam Syper, *prog d*; J. William Nuzum, *sls mgr*.

**Watertown****WWNY-TV — 7 CBS/NBC/ABC**

120 Arcade St., 13601; 315-788-3800; *Ownership:* Watertown/Cathage TV Corp.; *Rep:* Katz; *Personnel:* Glenn H. Hall, *acting gen mgr*; David Graves, *prog d*; Tom Bruce, *gen sls mgr*; Lois Dempster, *prom d*.

**NORTH CAROLINA****Charlotte****WBTV — 3 CBS**

1 Julian Price Pl., 28208; 704-374-3500; *Ownership:* Jefferson Pilot Broadcasting; *Rep:* Petry; *Personnel:* John A. Edgerton, *vp/gen mgr*; Mark deCastrique, *prog d*; Don Baxter, *gen sls mgr*; Cathy Painter, *prom d*.

**WCCB — 18 IND**

One TV Place, 28205; 704-372-1800; *Ownership:* Cy N. Bahakel; *Rep:* Katz; ITVS; *Personnel:* Robert K. Larr, *gen mgr*; Beverly Poston, *prog d*; Debbie Patrick, *prom d*.

**WPCQ-TV — 36 NBC**

P.O. Box 18665, 28218; 704-536-3636; *Ownership:* Westinghouse; *Rep:* Group W. Television Sales; *Personnel:* John J. Spinola, *gen mgr*; Nat Tucker, *prog d*; John Cottingham, *gen sls mgr*; Phil Arrington, *prom d*.

**WSOC-TV — 9 ABC**

Box 34665, 28234; 704-372-0930; *Ownership:* Cox; *Rep:* TeleRep; *Personnel:* Freeman R. Jones, *gen mgr*; Jack Callaghan, *sta mgr*; Greg Stone, *asst gen mgr*; Edie Reno, *prom d*; Gary Bogart, *gen sls mgr*.

**Fayetteville****WKFT-TV — 40 IND**

230 Donaldson Street, TV-40 Bldg., 28301; 919-323-4040; *Ownership:* Fayetteville Television, Inc.; *Personnel:* Ken Myers, *dir of op*; Thomas Scanlan, *vp/gen mgr/sls mgr*.

**Greensboro/High Point/Winston Salem****WFMY-TV — 2 CBS**

P.O. Box TV 2, Greensboro, 27420; 919-379-9369; *Ownership:* Harte-Hanks; *Rep:* Blair; *Personnel:* Mark Conrad, *p/gen mgr*; Jack Forehand, *opns/prog mgr*; Leslie Wilson, *prom d*.

**WGGT-TV — 48 IND**

P.O. Box 1618, Greensboro, 27402; 919-275-1353; *Ownership:* Guilford Telecasters; *Rep:* Seltel Inc.; *Personnel:* James Thrash, *gen mgr*; Richard Nailling, *prog mgr*; Janet Schoff, *natl sls mgr*; Kevin Mirck, *gen sls mgr*.

**WGHP-TV — 8 ABC**

P.O. Box 2688, High Point, 27261; 919-883-7131; *Ownership:* WGHP-TV Inc; *Rep:* Storer Television Sales; *Personnel:* Eugene H. Bohi, *p/gen mgr*; C. David Whitaker, *vp/sta mgr*; Kathy Thompson, *prom d*.

**WJTM-TV — 45 IND**

3500 Myer-Lee Dr. Winston-Salem, 27101; 919-722-4545; *Ownership:* Tim McDonald/TVX Corp.; *Rep:* Adam Young; *Personnel:* Chuck McFadden, *gen mgr*; Cathy Ball, *prog d*; John Walser, *gen sls mgr*; Stuart Norfleet, *prod mgr*.

**WXII — 12 NBC**

P.O. Box 11847, Winston-Salem, 27106; 919-721-9944; *Ownership:* Multimedia; *Rep:* Katz; *Personnel:* Reynard A. (Rennie) Corley, *gen mgr*; Meyer Davis, *prog d*; David Summers, *gen sls mgr*; Jerry Kenion, *prom d*.

**Greenville/Washington/New Bern**

**WCTI-TV — 12 ABC**

P.O. Box 2325, New Bern, 28560; 919-637-2111; *Ownership*: Malrite Communications Group; *Rep*: Katz; *Personnel*: Bill Jenkins, *gen mgr*; Donita Welsh, *prog d*; Shelton Pogue, *gen sls mgr*.

**WITN-TV — 7 NBC**

P.O. Box 468, Washington, 27889; 919-946-3131; *Ownership*: WITN-TV Inc.; *Rep*: Seltel; *Personnel*: Dick Paul, *p/coo*; Paul Oughton, *prog d*; Robert S. Culler, *gen sls mgr*; John Crumpler, *prom d*.

**WNCT-TV — 9 CBS**

3221 Evans St. Extension, Greenville, 27834; 919-756-3180; *Ownership*: Roy H. Park Broadcasting; *Rep*: Blair; *Personnel*: Richard Armfield, *gen mgr*; Shirley Dale, *prog d*; William D. "Woodie" Webb, *gen sls mgr*.

*Hickory***WHKY-TV — 14 IND**

526 Main Ave SE, 28601; 704-322-5726; *Ownership*: Catawba Valley Broadcasting; *Rep*: Spot Time; *Personnel*: Tom Long, *gen mgr*; Jeff Long, *prog d*.

*Raleigh/Durham***WPTF-TV — 28 NBC**

P.O. Box 1511, 27602; 919-832-8311; *Ownership*: Durham Life Broadcasting Inc.; *Rep*: Telerep Inc.; *Personnel*: N. Neil Kuvin, *vp/gen mgr*; Hatti Jackson, *prog d*; Joseph Mazza, *gen sls mgr*; Bob Wolfe, *prom d*.

**WRAL-TV — 5 ABC**

P.O. Box 12000, 27605; 919-821-8555; *Ownership*: Capitol Broadcasting; *Rep*: Katz; *Personnel*: John Greene, *vp/gen mgr*; Jack Markham, *prog d*; Ron Jones, *gen sls mgr*; Judith Timmerman, *prom d*.

**WTVD — 11 CBS**

411 Liberty St., Durham, 27701; 919-683-1111; *Ownership*: Capital Cities; *Rep*: Blair; *Personnel*: Richard F. Appleton, *gen mgr*; Jon Miller, *prog d*; Denis O'Connor, *gen sls mgr*; Thomas G. Domer, *prom d*.

*Wilmington***WECT-TV — 6 NBC**

P.O. Box 4029, 28406; 919-791-8070; *Ownership*: Atlantic Telecasting; *Rep*: Katz; *Personnel*: Dan D. Cameron, *p*; C. D. Martin, *gen mgr*; Joe Schlegel, *sls mgr*; Bill Elks, *opns mgr*.

**WWAY-TV — 3 ABC**

615 North Front St, 28402; 919-762-8581; *Ownership*: Clay Broadcasting; *Rep*: Seltel; *Personnel*: George Diab, *p/flm byr*; Mitchell L. Saiced, *gen mgr*; George Allen, *prog d*; Henry Sullivan, *gen sls mgr*; Art Bannon, *prom d*;

**NORTH DAKOTA***Bismarck/Minot***KQCD-TV — 7 NBC**

Box 1577, Dickinson, 58601; 701-225-6843; *Ownership*: Meyer Broadcasting Company; *Rep*: Blair; *Personnel*: Steve Skjelvik, *gen mgr*; Wayne Sanders, *sls mgr*; D. Rolf Aancstad, *prodn mgr*.

**KXMC-TV — 13 CBS/ABC**

Box 1686, Minot, 58701; 701-852-2104; *Ownership*: KXMC-TV, Inc; *Rep*: Katz; *Personnel*: Henry Beuchler, *gen mgr*; Rod Romine, *prog d*; Jerry Romine, *prom d*.

*Fargo***KTHI-TV — 11 ABC**

P.O. Box 1878, 58107; 701-237-5211; *Ownership*: Spokane TV, Inc.; *Rep*: Harrington, Righter & Parsons; *Personnel*: John P. Hrubsky, *gen mgr*.

**KXJB-TV — 4 CBS**

1805 E. Main Ave., West Fargo, 58078; 701-282-0444; *Ownership*: North American Communication; *Rep*: Avery-Knodel/Hurley; *Personnel*: Tom Barnes, Jr, *p/gen mgr*; Becky Chwialkowski, *prog d*; Paul Wickre, *gen sls mgr*; Pam Lee Petrik, *prom d*.

**WDAY-TV — 6 NBC**

301 S. 8th St., 58103; 701-237-6500; *Ownership*: WDAY, Inc; *Rep*: Katz; *Personnel*: Sumner Rasmussen, *gen mgr*; Susan Eider, *prog d*; Cole Carley, *gen sls mgr*; Melanie Foss, *prom d*.

**OHIO***Akron***WAKR-TV — 23 ABC**

853 Copley Rd, 44320; 216-535-7831; *Ownership*: Summit Radio Corp.; *Rep*: Spot Time; *Personnel*: Robert I. Bostian, *vp/gen mgr*; Bill O'Neil, Jr., *prog d*; Chip Fox, *gen sls mgr*; Joyce Lagios, *prom d*.

*Cincinnati***WBTI — 64 IND**

5177 Fishwick Dr, 45216; 513-641-3220; *Ownership*: Buford Television; *Rep*: Adam Young; *Personnel*: Errol R. Kapellusch, *gen mgr*; Linda Mulkey, *sta mgr*; Jack Dicoskey, *gen sls mgr*; Tracy Jessup, *prom d*.

**WCPO-TV — 9 CBS**

500 Central Ave., 45202; 513-721-9900; *Ownership*: Scripps-Howard Broadcasting; *Rep*: Blair; *Personnel*: Robert R. Regalbutto, *vp/gen mgr*; Rick Reeves, *prog d*; Clint Pace, *gen sls mgr*; Bob Doerr, *prom d*.

**WKRC-TV — 12 ABC**

1906 Highland Ave, 45219; 513-651-1200; *Ownership*: Taft; *Rep*: TeleRep; *Personnel*: Nick Bolton, *gen mgr*; Ed Herbert, *prog d*; James O'Shields, *gen sls mgr*; Lois Hinkle, *prom d*.

**WLWT — 5 NBC**

140 W. 9th St., 45202; 513-352-5000; *Ownership*: Multimedia; *Rep*: Katz; *Personnel*: James Lynagh, *gen mgr*; H. Joseph Lewin, *st mgr*; Bill Spiegel, *prog d*; Thomas Ashwell, *d creat servs*.

**WXIX-TV — 19 IND**

10490 Taconic Terrace, 45215; 513-772-1919; *Ownership*: Metromedia; *Rep*: Metro TV Sales; *Personnel*: Kevin P. O'Brien, *gen mgr*; Robert Friedman, *prog d*; Lee Rudnick, *gen sls mgr*; Eric Block, *prom d*.

*Cleveland***WCLQ-TV — 61 IND**

6000 W. Creek Road, 44131; 216-524-6161; *Ownership*: Cleveland Associates Co.; *Rep*: Adam Young; *Personnel*: Pat Brady, *gen mgr*; Pat Glasser, *traf mgr*; Al Callahan, *op mgr*; Al Evans, *chf eng*.

**WEWS — 5 ABC**

3001 Euclid Ave., 44115; 216-431-5555; *Ownership*: Scripps-Howard Broadcasting; *Rep*: Blair; *Personnel*: Edward D. Cervenak, *gen mgr*; Gary Stark, *prog d*; James Knight, *gen sls mgr*; Tom Polk, *prom d*.

**WJKW-TV — 8 CBS**

5800 S. Marginal Rd., 44103; 216-431-8888; *Ownership*: Storer; *Rep*: Storer Television Sales; *Personnel*: William J. Flynn, *vp/gen mgr*; Louis Gattozzi, *prog d*; Ronald Pulera, *gen sls mgr*; Joanne Stern, *prom d*.

**WKYC-TV — 3 NBC**

1403 E. 6th St., 44114; 216-344-3333; *Ownership*: NBC; *Rep*: NBC Spot TV Sales; *Personnel*: Neal Van Ells, *vp/gen mgr*; Greg Stehlin, *prog d*; John M. Llewellyn, *sls dir*; Marysue Gaudio, *mgr adv & prom*.

**WUAB-TV — 43 IND**

8443 Day Dr, 44129; 216-845-6043; *Ownership*: Gaylord; *Rep*: TeleRep; *Personnel*: John J. Moffitt, *vp & gen mgr*; Ron St. Charles, *asst gen mgr/prog d*; Bruno Sardi, *gen sls mgr*; Frank Fletcher, *prom d*.

*Columbus***WBNS-TV — 10 CBS**

770 Twin Rivers Dr, 43215; 614-460-3700; *Ownership*: The Dispatch Printing Co; *Rep*: Blair; *Personnel*: Eugene C. D'Angelo, *gen mgr*; John A. Haldi, *prog d*; Arnold N. Routson, *gen sls mgr*; David Sams, *prom d*.

**WCMH-TV — 4 NBC**

3165 Olentangy River Rd, 43202; 614-263-5441; *Ownership*: Outlet Broadcasting; *Rep*: Petry; *Personnel*: David Miller, *prog d*; Rick Lowe, *gen sls mgr*; Dave Smith, *prom d*.

**WSFJ — 52 IND**

Box 19899, 43219; 614-927-0700; *Ownership*: Christian Television of Ohio, Inc.; *Personnel*: Jean Rodabaugh, *p*; David Glunt, *sls mgr*; Charlotte Reichley, *prog dir*.

**WTVN-TV — 6 ABC**

Box 718, 43215; 614-481-6666; *Ownership*: Taft; *Rep*: TeleRep; *Personnel*: Fred Von Stade, *gen mgr*; Chris Schring, *gen sls mgr*; Dave Parr, *prom d*; Ken Taishoff, *prog d*.

*Dayton***WDTN — 2 ABC**

P.O. Box 741, 45401; 513-293-2101; *Ownership*: Hearst Corporation; *Rep*: Petry; *Personnel*: Ray W. Colie, *gen mgr*; Steve Fisher, *st mgr*; Ira Skalder, *gen sls mgr*; Pat Baldwin, *prom d*.

**WHIO-TV — 7 CBS**

1414 Wilmington Ave., 45401; 513-254-5311; *Ownership*: Cox; *Rep*: TeleRep; *Personnel*: Stanley G. Mouse, *p*; Neil Pugh, *vp/sta mgr*; John Clark, *prog d*; Don Kempner, *gen sls mgr*; Bob Wells, *prom d*;

**WKEF — 22 NBC**

1731 Soldiers Home Rd., 45418; 513-263-2622; *Ownership*: Springfield Television; *Rep*: Katz; *Personnel*: James Graham, *gen mgr*; Lon Mirrolli, *gen sls d*; Sandy Patton, *prom d*.

**WTJC-TV — 26 IND**

P.O. Box 26, 45401; 513-323-0026; *Ownership:* Miami Valley Christian Tel; *Rep:* Spot Time; *Personnel:* Marvin Sparks, *gen mgr;* Garry Cohn, *gen sls mgr;* Rod Robison, *prom d.*

*Lima***WLIO — 35 NBC**

1424 Rice Ave., 45805; 419-228-8835; *Ownership:* Lima Communications; *Rep:* Katz; *Personnel:* James C. Dages, *gen mgr;* Douglas A. Ferguson, *st mgr;* Bruce A. Opperman, *sls mgr.*

*Steubenville***WTOV-TV — 9 NBC**

P.O. Box 9999, 43952; 614-282-0911; *Ownership:* Ziff-Davis Broadcasting; *Rep:* Petry; *Personnel:* Ray J. Chumley, *vp/gen mgr;* Tom Hansen, *prog mgr;* Steve Dant, *gen sls mgr;* Carol Lehr, *prom d.*

*Toledo***WDHO-TV — 24 ABC**

300 S. Byrne Rd., 43615; 419-535-0024; *Ownership:* D. H. Overmyer Telecasting Co., Inc. D.I.P.; *Rep:* Katz; *Personnel:* William J. Shock, *sta mgr;* Brynn Meyers, *prog coord;* C. Robert Thompson, *gen sls mgr;* Sara Seeger, *prom d.*

**WTOL-TV — 11 CBS**

P.O. Box 715, 43695; 419-248-1111; *Ownership:* Cosmos Broadcasting; *Rep:* Blair; *Personnel:* Jack Sander, *vp/gen mgr;* Mel Stebbins, *gen sls mgr.*

**WTVG — 13 NBC**

4247 Dorr Street, 43607; 419-531-1313; *Ownership:* Storer; *Rep:* Storer Television Sales; *Personnel:* H. W. "Buddy" Ray, *gen mgr;* Marsha Schroeder, *prog d;* Douglas Sinn, *gen sls mgr;* Chris States, *prom mgr.*

*Youngstown***WFMJ-TV — 21 NBC**

101 W. Boardman St., 44503; 216-744-8611; *Ownership:* Vindicator Printing; *Rep:* Blair; *Personnel:* Mitchell F. Stanley, *sta mgr;* Eugene L. Donahay, *prog d;* Ed Adams, *sls mgr.*

**WKBN-TV — 27 CBS**

3930 Sunset Blvd., 44501; 216-782-1144; *Ownership:* WKBN Broadcasting; *Rep:* Katz; *Personnel:* Warren P. Williamson III, *gen mgr;* William F. Decker, *st mgr;* Norman Berger, *prog d;* David V. Stewart, *gen sls mgr.*

**WYTV — 33 ABC**

3800 Shady Run Rd., 44502; 216-783-2930; *Ownership:* Adams-Russell Co.; *Rep:* Adam Young; *Personnel:* Geoffrey Pearce, *gen mgr;* Frank Marafioti, *prog d;* Roderick Guerdan, *gen sls mgr;* Tony Mancino, *prom d.*

*Zanesville***WHIZ-TV — 18 NBC**

Lind Arcade Bldg., N. 5th St., 43701; 614-452-5431; *Ownership:* Southeastern Ohio Broadcasting System; *Rep:* Avery-Knodel; *Personnel:* Allan Land, *vp;* Robert Hodous, *gen mgr;* Barbara Mitter, *prog d.*

**OKLAHOMA***Ada***KTEN — 10 ABC/NBC/CBS**

P.O. Box 10, 74820; 405-332-3311; *Ownership:* Eastern Oklahoma TV; *Rep:* Avery-Knodel; *Personnel:* Bill Hoover, *p/gen mgr;* Dan Hoover, *prog d/gen sls mgr;* Rod Payne, *prom d.*

*Oklahoma City***KAUT-TV — 43 IND**

P.O. Box 14843, 73113; 405-478-4300; *Ownership:* Golden West; *Rep:* Petry; *Personnel:* Jerry Birdwell, *gen mgr/prog d;* Bill Davis, *gen sls mgr;* Eugene Vasconi, *prom mgr.*

**KGMC-TV — 34 IND**

1501 NE 85th St., 73113; 405-478-3434; *Ownership:* Seraphim Corp; *Rep:* Seltel; *Personnel:* Ted Baze, *gen mgr;* Harlan Reams, *gen sls mgr;* Lee Reams, *prom d.*

**KOCO-TV — 5 ABC**

Box 14555, 73113; 405-478-3000; *Ownership:* Gannett Co.; *Rep:* Katz; *Personnel:* Al Parsons, *gen mgr;* Mike Palmer, *prog d;* David Loveland, *gen sls mgr;* Ann Abernethy, *prom d.*

**KOKH-TV — 25 IND**

P.O. Box 14925, 73113; 405-843-2525; *Ownership:* Blair Broadcasting; *Rep:* Blair; *Personnel:* Ben K. West, *p;* David E. Murphy, *vp/gen mgr;* Mel House, *vp prog & opns;* Paul Saltin, *gen sls mgr;* Kathy Anderson, *prom d;*

**KTVY 4 — NBC**

P.O. Box 14068, 73113; 405-478-1212; *Ownership:* KTVY, Inc; *Rep:* MMT Sales; *Personnel:* Lee Allan Smith, *vp/gen mgr;* Bill Thrash, *prog mgr;* Dan Bates, *asst mgr/gen sls mgr;* Charles Andrew, *prom mgr.*

**KWTV — 9 CBS**

P.O. Box 14159, 73113; 405-843-6641; *Ownership:* John T. Griffin; *Rep:* Harrington, Righter & Parsons; *Personnel:* Duane Harm, *p;* Jack Sallaska, *prog d;* Fran Conway, *gen sls mgr.*

*Tulsa***KGCT-TV — 41 IND**

419 S. Main St., 74103; 918-583-4100; *Ownership:* Green Country TV; *Personnel:* Ray Beindorf, *gen mgr;* Randy Williams, *prog d;* Stan Friedman, *gen sls mgr.*

**KJRH-TV — 2 NBC**

P.O. Box 2, 74101; 918-743-2222; *Ownership:* Scripps-Howard Broadcasting; *Rep:* Blair; *Personnel:* F. Ben Hevel, *gen mgr;* Wally Dunham, *prog d;* Charles Pfaff, *natl sls mgr;* Mike Vrabac, *lcl sls mgr;* Jerry Muratore, *prom d;*

**KOKI-TV — 23 IND**

P.O. Box 33223, 74135; 918-663-6880; *Ownership:* Tulsa 23; *Rep:* ITVS; *Personnel:* James U. Lavenstein, *gen mgr;* Eugene Wilkin, *prog d;* Buzz McCabe, *gen sls mgr;* G. Richard Enderwood, *prom d.*

**KOTV — 6 CBS**

P.O. Box 6, 74101; 918-582-6666; *Ownership:* Corinthian Broadcasting; *Rep:* PGW; *Personnel:* Allan Howard, *gen mgr;* Bob Allen, *prog d;* Joe Matthews, *gen sls mgr;* Michael Grant, *prom d.*

**KTUL-TV — 8 ABC**

P.O. Box 8, 74101; 918-446-3351; *Ownership:* Leake Industries; *Rep:* Petry; *Personnel:* Saidie Adwon, *gen mgr;* Bruce Smith, *st mgr;* Kent Doll, *opers d;* Ed Hunt, *gen sls mgr;* Carl Bartholomew, *prom d;*

**OREGON***Eugene***KEZI-TV — 9 ABC**

P.O. Box 7009, 97401; 503-485-5611; *Ownership:* Liberty Communications; *Rep:* Blair; *Personnel:* Jim Putney, *gen mgr;* Dave Larson, *prog d;* Dave Weinkauf, *local sls mgr;* Ken Horning, *prom d.*

**KVAL-TV — 13 NBC/CBS**

P.O. Box 1313, 97440; 503-342-4961; *Ownership:* Eugene TV; *Rep:* Katz; *Personnel:* Glenn Nickell, *vp & gen mgr;* Dee Kramer, *prog coord;* Bonnie Cole, *natl sls mgr;* Jan Sigler, *prom d.*

*Klamath Falls***KOTI — 2 ABC/CBS**

P.O. Box 2K, 97601; 503-884-8131; *Ownership:* California-Oregon Broadcasting Inc.; *Rep:* Blair; *Personnel:* Michele Irving, *sta mgr.*

*Medford***KOBI — 5 ABC/CBS**

Box 5M, 97501; 503-779-5555; *Ownership:* California-Oregon Broadcasting; *Rep:* Blair; *Personnel:* Edward W. Zander, *gen mgr/sls mgr;* Tam Moore, *prog d;* Paul Young, *prom d.*

**KTVL — 10 NBC/CBS**

P.O. Box 10, 97501; 503-773-7373; *Ownership:* Freedom Communications Inc.; *Rep:* Katz; *Personnel:* Dennis Williamson, *vp/gen mgr;* Marvin Rhodes, *prog d;* Tom Miles, *prom d.*

*Portland***KATU — 2 ABC**

P.O. Box 2, 97207; 206-231-4222; *Ownership:* Fisher Broadcasting; *Rep:* Katz; *Personnel:* Thomas R. Dargan, *gen mgr;* Bob Kalstad, *prog d;* David Ludwig, *gen sls mgr;* Tonia Secanti, *prom d.*

**KGW-TV — 8 NBC**

1501 SW Jefferson, 97201; 503-226-5000; *Ownership:* King Broadcasting; *Rep:* Blair; *Personnel:* Dean H. Woodring, *gen mgr;* Craig Smith, *prod d;* Mike Gehring, *gen sls mgr;* Reagan Ramsey, *prom d.*

**KOIN-TV — 6 CBS**

140 SW Columbia St., 97201; 503-243-6666; *Ownership:* Lee Enterprises; *Rep:* Harrington, Righter & Parsons; *Personnel:* R. M. Schafbuch, *gen mgr;* Howard Kennedy, *st mgr;* C. Stephen Currie, *prog d;* Lee E. Carlson, *gen sls mgr;* Jane Hoyt, *prom d;*

**KPTV — 12 IND**

P.O. Box 3401, 97208; 503-222-9921; *Ownership:* Chris Craft; *Rep:* TeleRep; *Personnel:* John Hansen, *gen mgr;* Gordon White, *prog d;* Bud Chisholm, *local sls mgr;* Connie Martin, *natl sls mgr;* Craig Miller, *prom d;*

## PENNSYLVANIA

### Allentown

#### WFMZ-TV — 69 IND

E. Rock Rd., 18103; 215-797-4530; *Ownership*: Maranatha Broadcasting; *Rep*: Spot Time; *Personnel*: Richard C. Dean, *gen mgr*; David Hinson, *prog d*; Dean Dallmann, *gen sls mgr*; Allen Fleming, *loc sls mgr*.

### Erie

#### WICU-TV — 12 NBC

3514 State St, 16508; 814-454-5201; *Ownership*: Great Lakes Communications; *Rep*: Katz; *Personnel*: John Ivan Tomcho, *prog d*; Clarence J. Paolella, *gen mgr/gen sls mgr*; Betty McCleery, *prom d*.

#### WJET-TV — 24 ABC

8455 Peach St., 16509; 814-864-4902; *Ownership*: Jet Broadcasting; *Rep*: Seltel; *Personnel*: John Kanzius, *vp/gen mgr*; Ken Fanazini, *prog d*.

#### WSEE — 35 CBS

1220 Peach St., 16501; 814-455-7575; *Ownership*: Gillett Broadcasting of P.A.; *Rep*: MMT Sales, Inc.; *Personnel*: Jerry Montgomery, *gen mgr*; Bob Butler, *gen sls mgr*; Dave Campbell, *prom d*.

### Harrisburg/Lancaster/Lebanon

#### WGAL-TV — 8 NBC

Columbia Pike, Lancaster, 17604; 717-393-5851; *Ownership*: Pulitzer Publishing; *Rep*: Blair; *Personnel*: David R. Dodds, *gen mgr*; Nelson Sears, *prog d*; John Carpenter, *gen sls mgr*; J. Jude Schlager, *prom d*.

#### WGCB-TV — 49 IND

Box 88, Windsor Rd., Red Lion, 17356; 717-246-1681; *Ownership*: Red Lion Television; *Rep*: Spot Time; *Personnel*: Lou Castriota, *vp/gen mgr*.

#### WHP-TV — 21 CBS

P.O. Box 1507, 17105; 717-238-2100; *Ownership*: Commonwealth Communications Services; *Rep*: Katz; *Personnel*: Donald D. Wear, *gen mgr*; Mary Elaine Hughes, *prog d*; Tom Miller, *gen sls mgr*; Scott Brickell, *prom d*.

#### WHTM-TV — 27 ABC

P.O. Box 2775, 17105; 717-236-2727; *Ownership*: Times-Mirror; *Rep*: Harrington, Righter & Parsons; *Personnel*: Paul S. Abbott, *vp*; Paul J. Baker, *prog d*; Don Yeiser, *gen sls mgr*; Joanne P. Alexis, *prom d*.

#### WLYH-TV — 15 CBS

1126 Park City Center, Lancaster, 17601; 717-273-4551; *Ownership*: Gateway Communications; *Rep*: Avery-Knodel; *Personnel*: Robert Eolin, Jr., *gen mgr*; Ed Fulginiti, *prog d*; R. Rigby Wilson, *gen sls mgr*; John Baldwin, *prom d*.

#### WSBA-TV — 43 CBS

P.O. Box 1868, York, 17405; 717-843-0043; *Ownership*: Susquehanna Broadcasting; *Rep*: Avery-Knodel; *Personnel*: Leroy K. Strine, *gen mgr*; Sonia Strohman, *prog d*; Elizabeth Duval, *prom d*.

#### WTVE — 51 IND

1729 N. 11th St., Reading, 19604; 215-921-9181; *Ownership*: Reading Broadcasting; *Rep*: Seltel; *Personnel*: Robert H. Delehanty, *gen mgr*; Bradford Siegel, *sls mgr*.

### Johnstown/Altoona

#### WJAC-TV — 6 NBC

1949 Hickory Lane, 15905; 814-255-5831; *Ownership*: WJAC, Inc; *Rep*: Harrington, Righter & Parsons; *Personnel*: James M. Edwards, Sr, *vp/gen mgr*; Chris Taylor, *prog d*; Richard D. Schrott, *gen sls mgr*.

#### WJNL-TV — 19 IND

Cover Hill, 15902; 814-535-8554; *Ownership*: Cover Broadcasting; *Personnel*: John Gelormino, *p/gen mgr*; George Plenderleith, *sta mgr*; William Bingler, *gen sls mgr*.

#### WOPC — 38 ABC

Box 609, Altoona, 16603; 814-943-2607; *Ownership*: John R. Powley; *Rep*: Spot Time; *Personnel*: John Powley, *gen mgr*.

#### WTAJ-TV — 10 CBS

P.O. Box 10, Altoona, 16603-0010; 814-944-2031; *Ownership*: Gateway Communications; *Rep*: Blair; *Personnel*: J. Thomas Connors, *vp/gen mgr*; Doug Parker, *prog mgr*; Garry Delph, *prom d*.

### Philadelphia

#### KYW-TV — 3 NBC

Independence Mall E., 19106; 215-238-4700; *Ownership*: Westinghouse; *Rep*: Group W Sales; *Personnel*: Pat Polillo, *gen mgr*; Bill Aber, *sta mgr*; Chuck Gingold, *prog d*; Gregg Lemi-ere, *gen sls mgr*; Brian O'Neill, *prom d*.

#### WCAU-TV — 10 CBS

City & Monument Aves., 19131; 215-839-7000; *Ownership*: CBS; *Rep*: Columbia Television Stations Sales; *Personnel*: Jay R. Feldman, *vp/gen mgr*; Tom Pearson, *brdcst d*; Philip S. Press, *sls d*; Yvonne Forston, *prom d*.

#### WHYY-TV — 12

150 N. Sixth St, 19106; 215-923-0800; *Ownership*: WHYY Inc; *Personnel*: Jim Karayn, *p/gen mgr*; Barbara Fenhagen, *prog mgr*; Kirby F. Smith, *prom d*.

#### WKBS-TV — 48 IND

3201 S. 26th St., 19145; 215-336-6400; *Ownership*: Field Communications; *Rep*: Ind TV Sales; *Personnel*: Vincent F. Barresi, *vp/gen mgr*; Joseph Weber, *prog d*; John Fignar, *gen sls mgr*; Lynn Gulezian, *prom d*.

#### WPHL-TV — 17 NBC

5001 Wynnefield Ave., 19131; 215-878-1700; *Ownership*: Providence Journal; *Rep*: Petry; *Personnel*: Eugene McCurdy, *p/gen mgr*; Zvi Shoubin, *sta mgr*; Gordon French, *d of sls*; Jeff Sohinki, *prom d*.

#### WPVI-TV — 6 ABC

4100 City Line Ave., 19131; 215-878-9700; *Ownership*: Capital Cities; *Rep*: Blair; *Personnel*: Lawrence J. Pollock, *vp/gm*; Charles Bradley, *d of prog & opns*; Richard W. Spinner, *d of sls*; Art Moore, *prom d*.

#### WTAF-TV — 29 IND

Fourth & Market Sts, 19106; 215-925-2929; *Ownership*: Taft; *Rep*: TeleRep; *Personnel*: Randall E. Smith, *gen mgr*; Greg Miller, *prog d*; Chuck Wing, *gen sls mgr*; Karen Corbin, *prom d*.

### Pittsburgh

### KDKA-TV — 2 CBS

One Gateway Center, 15222; 412-392-2200; *Ownership*: Westinghouse Broadcasting; *Rep*: Group W Television Sales; *Personnel*: Thomas L. Goodgame, *vp/gen mgr*; Carolyn Wean, *sta mgr*; Deb Zeyen, *prog d*; Joe Berwanger, *gen sls mgr*; Brad Crum and Carolyn McClair, *cr servs/info servs*;

### WIC-TV — 11 NBC

11 Television Hill, P.O. Box 1100, 15214; 412-237-1100; *Ownership*: Cox; *Rep*: TeleRep; *Personnel*: Jack P. McCarthy, *vp/gen mgr*; Pat Gmitter, *vp/sta mgr*; Donald A. Cunningham, *prog d*; Lou Supowitz/Bruno Graziano, *natl/loc sls mgr*; Richard A. Skrinjar, *prom d*;

### WPCB-TV — 40 IND

Box 17220, 15235; 412-824-3930; *Ownership*: Western Pennsylvania Christian Broadcasting Co.; *Personnel*: Rev. R. Russell Bixler, *p*; David Kelton, *gen mgr*; Ted Eagle, *sls mgr*.

### WPGH-TV — 53 IND

750 Ivory Ave., 15214; 412-931-8600; *Ownership*: Meredith; *Rep*: MMT Sales; *Personnel*: Norris Reichel, *vp/gen mgr*; Bill Saltzgeber, *prog d*; Ed Trimble, *gen sls mgr*; Sue Hooper, *prom d*.

### WPTT-TV — 22 IND

Box 2809, 15230; 412-856-9010; *Ownership*: CR1, Inc; *Rep*: Adam Young; *Personnel*: Frederick Himes, *gen mgr*; Larry Scott, *gen sls mgr*.

### WTAE-TV — 4 ABC

400 Ardmore Blvd, 15230; 412-242-4300; *Ownership*: Hearst; *Rep*: Katz; *Personnel*: Fred Young, *gen mgr*; Judy Girard, *prog d*; Richard Wolk, *vp sls*; Tony Vincequerra, *sls mgr*; David Crantz, *prom d*;

### Scranton/Wilkes-Barre

#### WBRE-TV — 28 NBC

P.O. Box 28, 18773; 717-823-3101; *Ownership*: WBRE-TV, Inc; *Rep*: Petry; *Personnel*: David M. Baltimore, *p/gen mgr*; Terry S. Baltimore, *vp/gen sls mgr*; Tom Wilson, *prom d*.

#### WDAU-TV — 22 CBS

1000 Wyoming Ave., 18509; 717-961-2222; *Ownership*: Megargee Family Heirs; *Rep*: Blair; *Personnel*: Madge Holcomb, *gen mgr*; Mort Rosenthal, *prog d*; Gene Malone, *gen sls mgr*; Doug Holcomb, *prom d*.

#### WNEP-TV — 16 ABC

Wilkes-Barre/Scranton Airport, 18641; 717-346-7474; *Ownership*: NEP Communications; *Rep*: Katz; *Personnel*: Thomas P. Shelburne, III, *p*; Mary Cordaro, *prog mgr*; H. Dean Hinson, *vp/d of mktg*; Sheryl Bourisk, *prom d*.

## RHODE ISLAND

### Providence/New Bedford, MA

#### WJAR-TV — 10 NBC

111 Dorrance St., 02903; 401-751-5700; *Ownership*: Outlet Co.; *Rep*: Petry; *Personnel*: John D. Sawhill, *gen mgr*; Chris Walden, *prog d*; Jim Macfarlan, *gen sls mgr*; Wendy Dietze, *prom d*.

#### WLNE-TV — 6 CBS

430 County St., New Bedford, MA, 02741; 617-992-6666; *Rep*: Blair; *Personnel*: Gary Chapman, *gen mgr*; Charlotte Hall, *prog d*; John Quinlan, *gen sls mgr*; Mary Delaney, *prom d*.

**WPRI-TV — 12 ABC**

25 Catamore Blvd., 02914; 401-438-7200; *Ownership*: Knight-Ridder Broadcasting; *Rep*: MMT Sales; *Personnel*: William E. Wuerch, *gen mgr*; Cathy Perron, *prog d*; Gary E. Masters, *gen sls mgr*; Leslie Smith, *prom d*.

**SOUTH CAROLINA***Charleston***WCBD-TV — 2 ABC**

P.O. Box 879, 29402; 803-884-4141; *Ownership*: State Record Co; *Rep*: Blair; *Personnel*: W. Frank Harden, *p/gen mgr*; Jim Abbott, *mgr bdcst ops*; J. W. Evans, III, *d sls/mktg*; Grange S. Cuthbert, *asst gen mgr*; Tessa Hooker, *prom d*;

**WCIV — 4 NBC**

Highway 703, Mt. Pleasant, 29464; 803-884-8513; *Ownership*: First Charleston Corp.; *Rep*: Katz; *Personnel*: William E. Lucas, *p/gen mgr*; Celia Shaw, *sta mgr*; Don Moody, *prog d*; Stephen G. Brock, *gen sls mgr*; Hal Pontious, *prom d*;

**WCSC-TV — 5 CBS**

P.O. Box 186, 29402; 803-723-8371; *Ownership*: WCSC, Inc; *Rep*: MMT Sales, Inc.; *Personnel*: C. William DeWert, *vp prog ops*; Doug Atherton, *gen sls mgr*; Eve Olasov, *prom d*.

*Columbia***WIS-TV — 10 NBC**

P.O. Box 367, 29202; 803-799-1010; *Ownership*: Cosmos Broadcasting; *Rep*: HR & P; *Personnel*: James R. Seferl, *vp/gen mgr*; William Logan, *prog d*; C. Joseph Tonsing, *gen sls mgr*; Diane Bagwell, *prom d*.

**WLTX — 19 CBS**

P.O. Drawer M, 29250; 803-776-3600; *Ownership*: Capital Communications; *Rep*: Katz; *Personnel*: Richard T. Laughridge, *gen mgr/gen sls mgr*; Gene Upright, *prog d/prom d*.

**WOLO-TV — 25 ABC**

P.O. Box 4217, 29240; 803-754-7525; *Ownership*: Bahakel Broadcasting; *Rep*: Seltel; *Personnel*: Donald H. Krauss, *gen mgr*; David Aiken, *prog d*; Toni Meacham, *gen sls mgr*.

*Florence***WBTW — 13 CBS**

3430 N. TV Rd., 29501; 803-662-1565; *Ownership*: Daily Telegraph Printing; *Rep*: Katz; *Personnel*: Joseph B. Foster, *vp/sta mgr*; George L. Sansbury, *gen sls mgr*.

**WPDE-TV — 15 ABC**

P.O. Box F-15, 29501; 803-665-1515; *Ownership*: Eastern Carolinas Broadcasting; *Rep*: Seltel; *Personnel*: Jerry Condra, *p/gen mgr*; Etta James, *prog mgr*; Paul Brewer, *gen sls mgr*; Carol Roberts, *prom mgr*.

*Greenville/Spartanburg/Asheville, SC***WFBC-TV — 4 NBC**

Box 788, Greenville, 29602; 803-242-4404; *Ownership*: Multimedia; *Rep*: Katz; *Personnel*: Douglas A. Smith, *gen mgr*; William A. Wheelless, *prog d*; Dave McAtee, *gen sls mgr*; Andy Scott, *prom d*.

**WGGG-TV — 16 IND**

P.O. Box 1616, Greenville, 29602; 803-244-1616; *Ownership*: Carolina Christian Broadcasting; *Personnel*: Barry Bolding, *ops mgr*; Beverly Heidberg, *prog mgr*; Mike Ward, *prod mgr*.

**WLOS-TV — 13 ABC**

P.O. Box 2150, Asheville, NC, 28802; 704-255-0013; *Ownership*: Wometco; *Rep*: MMT; *Personnel*: Morton S. Cohn, *gen mgr*; Dave DeArmond, *sta mgr*; Bill Pfeiffer, *prog d*; Ken Glover, *gen sls mgr*.

**WSPA-TV — 7 CBS**

Box 1717, Spartanburg, 29304; 803-576-7777; *Ownership*: Walter Brown; *Rep*: Blair; *Personnel*: K. James Yager, *exec vp*; Joseph R. Varholly, *gen mgr*; David Handy, *prog d*; Raymond Johnson, *gen sls mgr*.

**SOUTH DAKOTA***Rapid City***KEVN-TV — 7 ABC/CBS**

P.O. Box 677, 57701; 605-394-7777; *Ownership*: Dakota Broadcasting; *Rep*: Avery-Knodel; *Personnel*: Ray Moser, *gen mgr*; Joy Benson, *prog d*; Gerry Fenske, *lcl sls mgr*.

**KOTA-TV — 3 NBC**

P.O. Box 1760, 57709; 605-342-2000; *Ownership*: Duhamel Broadcasting; *Rep*: Katz; *Personnel*: William F. Duhamel, *gen mgr*; Monte Loos, *prog d*; Wes Haugen, *gen sls mgr*; Pat Duos, *prom d*.

*Sioux Falls***KELO-TV — 11 CBS**

501 S. Phillips Ave., 57102; 605-336-1100; *Ownership*: Midcontinent Broadcasting; *Rep*: Seltel; *Personnel*: Evans A. Nord, *p/gen mgr*; Thomas M. Sheeley, *prog d*; Jerry Lofgren, *gen sls mgr*; Lynne Zubaty, *prom d*.

**KSFY-TV — 13 NBC**

300 N. Dakota Ave., Suite 13, 57102; 605-336-1300; *Ownership*: South Dakota Broadcasting; *Rep*: Katz; *Personnel*: Jim Dunham, *gen mgr*; Marge Hokenstad, *prog d*; John Dunning, *prom d*.

**KXON-TV — 5 ABC**

P.O. Box 1049, Mitchell, 57301; 605-996-7501; *Ownership*: Gillett Broadcasting; *Rep*: Avery-Knodel; *Personnel*: Frank Gervan, *p/gen mgr*; Darald McElroy, *prog d*.

**TENNESSEE***Chattanooga***WDEF-TV — 12 CBS**

3300 Broad St., 37408; 615-267-3392; *Ownership*: Roy H. Park Broadcasting; *Rep*: Blair; *Personnel*: Gary R. Bolton, *vp/gen mgr*; Doris Adkins, *prog d*; Ben Cagle, *gen sls mgr*; Mary Jane Rozier, *prom d*.

**WRCB-TV — 3 NBC**

900 Whitehall Rd., 37405; 615-267-5412; *Ownership*: Ziff-Davis Broadcasting; *Rep*: Katz; *Personnel*: William G. Evans, *gen mgr*; Gary L. Rockey, *prog d*; Dennis Siewert, *gen sls mgr*; Vivian Burns, *prom d*.

**WRIP-TV — 61 IND**

Chattanooga Broadcast Ctr., Rossville, GA, 30741; 404-866-3855; *Ownership*: WRIP, Inc; *Rep*: Spot Time; *Personnel*: Col. Jay Sadow, *p/gen mgr*; Jim Hester, *prog d*; Gerry Sadow, *prom d*.

**WTVC — 9 ABC**

410 W. 6th St., 37402; 615-756-5500; *Ownership*: Belo Broadcasting; *Rep*: Petry; *Personnel*: Terrence S. Ford, *gen mgr*; Lee Johnson, *prog d*; Lewis Robertson, *gen sls mgr*.

*Jackson***WBBJ-TV — 7 ABC**

P.O. Box 2387, 38301; 901-424-4515; *Ownership*: Jackson Telecasters; *Rep*: Katz; *Personnel*: Bud Borchert, *gen mgr*; Chuck Dolejs, *natl sls mgr*; Don Hill, *prom d*.

*Johnson City/Kingsport/Bristol, VA***WCYB-TV — 5 NBC**

P.O. Box 2069, Bristol, VA, 24203; 703-669-4161; *Ownership*: Appalachian Broadcasting; *Rep*: Katz; *Personnel*: Joseph T. Conway, *exec vp/gen mgr*; Charles Lineberger, *prog d*; Jack Shaver, *gen sls mgr*; Ed Ayers, *prom d*.

**WJHL-TV — 11 CBS**

P.O. Box 1130, Johnson City, 37601; 615-926-2151; *Ownership*: Roy H. Park Broadcasting; *Rep*: Blair; *Personnel*: W. Hanes Lancaster, Jr., *vp/gen mgr*; Alfred Gregory, *prog d*; Doug Short, *gen sls mgr*.

**WKPT-TV — 19 ABC**

P.O. Box WKPT, Kingsport, 37662; 615-246-9578; *Ownership*: Holston Valley Broadcasting; *Rep*: Avery-Knodel; *Personnel*: George E. DeVault, Jr., *gen mgr*; Fred Falin, *oper mgr*; Ray Walker, *gen sls mgr*; Wiley Cox, *prod mgr*.

*Knoxville***WATE-TV — 6 ABC**

P.O. Box 2349, 37091; 615-637-9666; *Ownership*: Nationwide Communications; *Rep*: Blair; *Personnel*: Jack W. Lee, *gen mgr*; John Reese, *prog d*; Jim Mikels, *gen sls mgr*.

**WBIR-TV — 10 CBS**

1513 Huchison Ave., 37917; 615-637-1010; *Ownership*: Multimedia; *Rep*: Katz; *Personnel*: James M. Hart, *gen mgr*; Peter N. Fennelly, *prog d*; R. Lynn Leopper, *gen sls mgr*; Steve Dean, *prom d*.

**WTVK — 26 NBC**

P.O. Box 1388, 37901; 615-687-2312; *Ownership*: South Central Broadcasting; *Rep*: Seltel; *Personnel*: Duane V. Eastvold, *gen mgr*; Bill Eckstein, *prog d*; Jerry Whitener, *gen sls mgr*; Dan Sullivan, *loc sls mgr*; Emily Yarborough, *prom d*;

*Memphis***WHBQ-TV — 13 ABC**

485 S. Highland St., 38111; 901-323-7661; *Ownership*: RKO General; *Rep*: Harrington, Righter & Parsons; *Personnel*: Alex Bonner, *gen mgr*; Bob Lewis, *prog d*; Jack Bolton, *gen sls mgr*; Jim Armacost, *prodn d*.

**WMC-TV — 5 NBC**

1960 Union Ave., 38104; 901-726-0555; *Ownership*: Scripps-Howard Broadcasting; *Rep*: Blair; *Personnel*: M. E. Greiner, Jr., *vp gen mgr*; Ron Klayman, *d bdcstg servs*; Philip Slavick, *prog d*; J. P. Tucker, *gen sls mgr*; Olivia Holmes, *prom d*;



**WPTY-TV — 24 IND**

P.O. Box 42424, 38104; 901-278-2424; *Ownership*: Delta Television; *Rep*: Petry; *Personnel*: Lew Freifeld, *vp/gen mgr*; Nancy Palmer, *d opers*; Paul Bankston, *sls mgr*; Susan Clarke, *prom sup*.

**WREG-TV — 3 CBS**

803 Channel 3 Dr, 38103; 901-525-3333; *Ownership*: New York Times; *Rep*: Katz; *Personnel*: Charles Brakefield, *gen mgr*; Jack Michael, *prog d*; Frank Roberts, *gen sls mgr*; Robert Eoff, *prom d*.

*Nashville***WNGE-TV — 2 ABC**

441 Murfreesboro Rd., 37210; 615-259-2200; *Ownership*: General Electric Broadcasting; *Rep*: Blair; *Personnel*: Evelyn Keller, *prog d*; Mendes Napoli, *gen mgr*; Paul Siracuse, *gen sls mgr*; Francis Eagle, *prom d*.

**WSMV-TV — 4 NBC**

Box 4, 37202; 615-749-2244; *Ownership*: Gillett Broadcasting; *Rep*: MMT Sales, Inc.; *Personnel*: Brian Byrnes, *p/gen mgr*; Brenda Jordan, *prog d*; Sam Littleton, *gen sls mgr*; Carolyn Lawrence, *prom d*.

**WTVF — 5 CBS**

474 James Robertson Parkway, 37219; 615-244-5000; *Ownership*: Channel 5 Television; *Rep*: TeleRep; *Personnel*: Thomas E. Ervin, *gen mgr*; Bill Jay, *prog d*; Bob Clifft, *natl sls mgr*; Jim Bankston, *loc sls mgr*; Dave Hart, *prom d*;

**WZTV — 17 IND**

P.O. Box 90764, 37209; 615-329-1717; *Ownership*: Multimedia Broadcasting; *Rep*: Katz; *Personnel*: Robert K. Zelle, *gen mgr*; Dan Maslan, *sta mgr*; Judy Jenkins, *prog op*; Margaret Ann Warner, *prom d*.

**TEXAS***Abilene***KRBC-TV — 9 NBC**

P.O. Box 178, 79604; 915-692-4242; *Ownership*: Abilene Radio & TV; *Rep*: Blair; *Personnel*: Dale Ackers, *p/gen mgr*; Ken Knox, *sta mgr*; Jerry Shackelford, *prog d*; Briana Brooks, *prom d*.

**KTAB — 32 CBS**

P.O. Box 5676, 79605; 915-695-2777; *Ownership*: Big Country Television; *Rep*: Katz; *Personnel*: William Terry, *gen mgr/gen sls mgr*; Bryan Mundy, *prog d*; Kathy Stapp, *prom d*.

**KTXS-TV — 12 ABC**

P.O. Box 2997, 79604; 915-677-2281; *Ownership*: Prima, Inc; *Rep*: Avery-Knodel; *Personnel*: Gil W. Schneider, *gen mgr*; Hal Kemp, *prog d*; Edd Rousset, *gen sls mgr*; Sylvia Holmes, *prom d*.

*Amarillo***KAMR-TV — 4 NBC**

P.O. Box 751, , 79189; 806-383-3321; *Ownership*: Cannan Communications; *Rep*: Blair; *Personnel*: Ray Poindexter, *vp/gen mgr*; Irl Brown, *gen sls mgr*; Dede Spencer, *prom d*.

**KFDA-TV — 10 CBS**

P.O. Box 1400, , 79189; 806-383-2226; *Ownership*: Panhandle Telecasting; *Rep*: Avery-Knodel; *Personnel*: R. F. Herndon, Jr., *vp/gen mgr*; Harry Newhardt, *sta mgr*; Tom York, *gen sls mgr*; Jack Byrd, *opers mgr*.

**KVII-TV — 7 ABC**

Box 13,000, , 79101; 806-373-1787; *Ownership*: Marsh Media; *Rep*: Katz; *Personnel*: James R. McCormick, *gen mgr*; Charles M. (Mac) Douglas, *prog d*; John Patrick, *gen sls mgr*.

*Austin***KTBC-TV — 7 CBS**

P.O. Box 2223, 78768; 512-476-7777; *Ownership*: Times-Mirror; *Rep*: HR & P; *Personnel*: Wendell Harris, *gen mgr*; Charlie King, *gen sls mgr*; Ken Snow, *prom d*.

**KTVV — 36 NBC**

P.O. Box 490, 78767; 512-476-3636; *Ownership*: LIN Broadcasting; *Rep*: Blair; *Personnel*: Al Tanksley, *gen mgr*; Mel Pennington, *prog d*; Larry Cole, *gen sls mgr*; Marilyn Osborn, *prom d*.

**KVUE-TV — 24 ABC**

P.O. Box 9927, 78766; 512-459-6521; *Ownership*: Evening News Assn.; *Rep*: MMT Sales; *Personnel*: Joe Jerkins, *gen mgr*; Al Helton, *prog d*; Jim Norton, *gen sls mgr*; Bob Kobarg, *prom d*.

*Beaumont/Port Arthur***KBMT — 12 ABC**

P.O. Box 1550, 77701; 713-833-7512; *Ownership*: Texas Telecasting; *Rep*: Blair; *Personnel*: Jack Hausser, *gen mgr*; Joe Walker, *gen sls mgr*; John Kremer, *prom mgr*.

**KFDM-TV — 6 CBS**

P.O. Box 7128, 77706; 713-892-6622; *Ownership*: Belo Broadcasting; *Rep*: Petry; *Personnel*: Ronald J. Bergamo, *gen mgr*; Joe Cooper, *gen sls mgr*.

**KJAC-TV — 4 NBC**

P.O. Box 3257, Port Arthur, 77640; 713-985-5557; *Ownership*: Clay Communications; *Rep*: Katz; *Personnel*: Roy D. Shotts, *gen mgr*; Robert Schnarr, *prog d*; Jack Dahmer, *gen sls mgr*.

*Bryan***KBTX — 3 ABC/CBS**

P.O. Box 3730, , 77801; 713-846-7777; *Ownership*: Brazos Broadcasting; *Rep*: Seltel; *Personnel*: Harry Gillam, *vp & sta mgr*; Ulman McMullen, *oper mgr/gen sls mgr*; Bob Rose, *prom d*.

*Corpus Christi***KIII-TV — 3 ABC**

P.O. Box 6669, 78411; 512-854-4733; *Ownership*: So. Texas Telecasting; *Rep*: Blair; *Personnel*: Michael D. McKinnon, *p/gen mgr*; Bob White, *prog d*; Billy Brotherton, *vp/gen sls mgr*.

**KORO — 28 SIN**

102 Mesquite, 78401; 512-853-2826; *Ownership*: Telecorpus, Inc; *Personnel*: Servando Caballero, *gen mgr*.

**KRIS-TV — 6 NBC**

P.O. Box 840, 78403; 512-883-6511; *Ownership*: Gulf Coast Broadcasting; *Rep*: Katz; *Personnel*: T. Frank Smith, Jr, *p/gen mgr*; Van Johnson, *vp sls*; Jack Farmer, *gen sls mgr*; Marlive Lee, *prog d*.

**KXIX — 19 ABC**

1 Eastgate Industrial Pl., Victoria, 77902; 512-576-5131; *Ownership*: Victoria Communications; *Rep*: Spot Time; *Personnel*: Dewey T. Acker, *p/gen mgr*; Doris Littles, *prog d*; Wendall Maloy, *prom d*.

**KZTV — 10 CBS**

601 Leopard St., 78401; 512-884-1616; *Ownership*: K-Six Television; *Rep*: Seltel; *Personnel*: Vann M. Kennedy, *p/gen mgr*; Gene Looper, *prog d*; Jim Bixler, *gen sls mgr*; Mary Kennedy, *prom d*.

*Dallas/Ft. Worth***KDFW-TV — 4 CBS**

400 N. Griffin, 75202; 214-744-4000; *Ownership*: Times-Mirror; *Rep*: Harrington, Righter & Parsons; *Personnel*: John A. McKay, *gen mgr*; Bill Baker, *gen sls mgr*; Dave Fanning, *prom d*.

**KNBN-TV — 33**

3333 Harry Hines Blvd., 75201; 214-745-1425; *Ownership*: Nat'l Business Network; *Personnel*: Sheldon Turner, Nolanda Hill, *mgng ptrs*.

**KTVT — 11 IND**

Box 2495, Fort Worth, 76113; 817-738-1951; *Ownership*: Gaylord Broadcasting; *Rep*: TeleRep; *Personnel*: Jack Berning, *vp/gen mgr*; Clem Candelaria, *prog d*; Jim Klein, *gen sls mgr*; Ron McCoy, *prom d*.

**KTWS-TV — 27**

Box 470427, 75247; 214-637-2727; *Ownership*: Liberty Television, Inc; *Rep*: Spot Time; *Personnel*: Terry K. Shockley, p; John A. Bredesen, *sta mgr*; Tom Fieweger, *sls mgr*; Philip Palmer, *opers mgr*.

**KTXA-TV — 21 IND**

1712 E. Randol Mill Rd., Arlington, 76011; 817-265-2100; *Ownership*: Channel 21 Inc.; *Rep*: Seltel; *Personnel*: Milton Grant, *p/gen mgr*; Earl L. Jones, Jr., *vp/d of sls*; Michael Harwell, *prom mgr*.

**KXAS-TV — 5 NBC**

P.O. Box 1780, Fort Worth, 76101; 817-429-1550; *Ownership*: LIN Broadcasting; *Rep*: Blair; *Personnel*: Frank O'Neil, *p/gen mgr*; Russ Thornton, *prog d*; BJ Anderson, *prom d*.

**KXTX-TV — 39 IND**

3900 Harry Hines Blvd., 75219; 214-521-3900; *Ownership*: Continental Broadcasting; *Rep*: Katz; *Personnel*: Roger Baerwolf, *vp/gen mgr*; Linda Hulse, *prog d*; Dick Bove, *gen sls mgr*; Paul Forrest, *prom d*; John Thomas, *creat d*;

**WFAA-TV — 8 ABC**

Communications Center, 75202; 214-748-9631; *Ownership*: Belo Broadcasting; *Rep*: Petry; *Personnel*: Dave Lane, *gen mgr*; Chris Westerkamp, *gen sls mgr*; Marty Haag, *prom d*.

*El Paso/Las Cruces, NM***CKIC — 14 IND**

3100 North Stanton, 79902; 915-533-2911; *Ownership*: Missionary Radio Evangelism; *Rep*: Spot Time; *Personnel*: Larry Douglas, *gen mgr/opers mgr*; Velma Celis, *prog d*; Donald Orr, *prom d*.

**KDBC-TV — 4 CBS**

P.O. Box 1799, 79999; 915-532-6551; *Ownership*: Portal Communications; *Rep*: Seltel; *Personnel*: Edward Sleighel, *gen mgr*; Charles Maly, *prog d*; Sam Kobren, *sta mgr*; Jim Klaes, *prom d*.

**KTSM-TV — 9 NBC**

801 N. Oregon, 79902; 915-532-5421; *Ownership*: Tri-State Broadcasting; *Rep*: Avery-Knodel; *Personnel*: Karl O. Wyler, Sr, p; Jack Rye, *exec vp/prog*: John Phelan, *gen sls mgr*: Karen Lewis, *prom d*.

**KVIA-TV — 13 ABC**

4140 Rio Bravo, 79902; 915-532-7777; *Ownership*: Marsh Media of El Paso; *Rep*: Katz; *Personnel*: Wayne M. Roy, *gen mgr*: Don Guill, *prog d/prom d*; H. Fred Witt, *gen sls mgr*.

**Harlingen/Weslaco/Brownsville****KGBT-TV — 4 CBS**

Drawer 711, Harlingen, 78550; 512-423-3910; *Ownership*: Harbenito Broadcasting; *Rep*: Katz; *Personnel*: David Lykes, *vp/gen mgr*: Gary Bowers, *prog d*; Don Hale, *gen sls mgr*.

**KRGV-TV — 5 ABC**

P.O. Box 5, Weslaco, 78596; 512-968-5555; *Ownership*: Manship Stations; *Rep*: Blair; *Personnel*: Ray Alexander, *gen mgr*: Dina Manship, *prog d*; Larry Taylor, *gen sls mgr*: Mary Grace Landsberg, *prom d*.

**KVEO-TV — 23 NBC**

394 N. Expressway, Brownsville, 78520; 512-544-2323; *Ownership*: Tierra Del Sol Broadcasting Corp.; *Rep*: Avery-Knodel; *Personnel*: Peter W. Dean, *chmn*; Darrell Davis, *vp/gen mgr*: Joe Dempsey, *admin/op*.

**Houston****KHOU-TV — 11 CBS**

1945 Allen Parkway, 77019; 713-526-1111; *Ownership*: Corinthian Broadcasting; *Rep*: Peters, Griffin, Woodward; *Personnel*: Thomas F. Kenney, *gen mgr*: Ted Kohl, *prog d*; Frank B. Gregg, *gen sls mgr*; Tom Spaulding, *prom d*.

**KHTV — 39 IND**

7700 Westpark Ave., 77063; 713-781-3930; *Ownership*: Gaylord; *Rep*: TeleRep; *Personnel*: Gene R. Jacobsen, *gen mgr*: Clyde A. Formby, *prog d*; Roger Ashley, *gen sls mgr*: Don Hougland, *prom d*.

**KPRC-TV — 2 NBC**

Box 2222, 77001; 713-771-4631; *Ownership*: Channel Two Television; *Rep*: Petry; *Personnel*: Jack Harris, p; Harold Crump, *gen mgr*: Tom Reiff, *prog d*; Jeff Lee, *gen sls mgr*: Bruce Bryant, *prom d*.

**KRIV-TV — 26 IND**

P.O. Box 22810, 75027; 713-626-2610; *Ownership*: Metromedia; *Rep*: Metro TV Sales; *Personnel*: Jerry Marcus, *gen mgr*: Neil Hoffman, *prog d*; Howard Sacks, *loc sls mgr*; Ron Adkins, *prom d*.

**KTRK-TV — 13 ABC**

P.O. Box 13, 77001; 713-666-0713; *Ownership*: Capital Cities; *Rep*: Blair; *Personnel*: Kenneth M. Johnson, *gen mgr*; James Masucci, *prod d*; Paul Bures, *gen sls mgr*: Charles Wolf, *prom d*.

**Laredo****KGNS-TV — 8 NBC/ABC**

P.O. Box 2829, 78041; 512-727-8888; *Ownership*: Gulf Coast Broadcasting; *Rep*: Katz; *Personnel*: Bill McDonald, *vp/gen mgr*: Velia Herrera, *prog d*; Basil Andrew, *gen sls mgr*.

**KVTV — 13 CBS**

2600 Shea St., 78040; 512-723-2923; *Ownership*: K-Six Television; *Rep*: Seltel; *Personnel*: Vann M. Kennedy, *gen mgr*: Gene Looper, *prog d*; Mike King, *gen sls mgr*: Joe Ruiz, *prom d*.

**Lubbock****KAMC-TV — 28 ABC**

P.O. Box 2805, 79408; 806-745-2828; *Ownership*: McAlister Television Enterprises; *Rep*: Katz; *Personnel*: Bill McAlister, *gen mgr*: A. C. Wimberly, *prog d*; Alvie Strickland, *gen sls mgr*: Dean Martin, *prom mgr*.

**KCBD-TV — 11 NBC**

P.O. Box 2190, 79408; 806-744-1414; *Ownership*: State Telecasting; *Rep*: Blair; *Personnel*: W. Robert McKinsey, *vp & gen mgr*: Ed Zack, *prog d*; Carl Minor, *gen sls mgr*: Mark Davidson, *prom d*.

**KLBK-TV — 13 CBS**

7400 University, 79408; 806-745-2345; *Ownership*: Prima; *Rep*: Avery-Knodel; *Personnel*: W. F. deTournillon, *gen mgr*: Bill Blann, *prog d*; Bill deTournillon, Jr, *gen sls mgr*: Dean Martin, *prom d*.

**Odessa/Midland****KMID-TV — 2 NBC**

Drawer B, 79701; 915-563-2222; *Ownership*: Midessa Television; *Rep*: Avery-Knodel; *Personnel*: Ray Herndon, *vp gen mgr*: John Foster, *gen sls mgr*: Donna Livingston, *prom d*.

**KOSA-TV — 7 CBS**

P.O. Box 4186, Odessa, 79760; 915-337-8301; *Ownership*: Forward Communications; *Rep*: Seltel; *Personnel*: Doyce Elliott, *p/gen mgr*: Tom Hughes, *vp/sta mgr*: Vic Ludington, *ntl sls mgr*: Ed Costello, *lcl sls mgr*.

**KTPX-TV — 9 ABC**

PO Box 6699, 79701; 915-563-4210; *Ownership*: Permian Basin TV; *Rep*: Blair; *Personnel*: Bob Good, *gen mgr*: Carl Rogers, *prog d*; Dave Orell, *gen sls mgr*.

**San Angelo****KCTV — 8 CBS**

P.O. Box 1941, 76902; 915-655-7383; *Ownership*: Jewell Television; *Rep*: Katz; *Personnel*: John McGee, *gen mgr*: Gordon Hay, *prog d*; Lynn Williams, *local sls mgr*.

**San Antonio****KENS-TV — 5 CBS**

P.O. Box TV-5, 78299; 512-225-5211; *Ownership*: Harte-Hanks Communications; *Rep*: Katz; *Personnel*: George H. Anderson, *gen mgr*: Linda Rios Brook, *sta mgr/prog d*: Elliott Kleeman, *gen sls mgr*; Debra Frazier, *prom d*.

**KMOL-TV — 4 NBC**

P.O. Box 2641, 78299; 512-226-4251; *Ownership*: United TV; *Rep*: Blair; *Personnel*: Edward V. Cheviot, *vp/gen mgr*: John E. Carroll, *prog d*; Morton A. Barrett, *gen sls mgr*: Shar Pitluk, *prom d*.

**KSAT-TV — 12 ABC**

1408 N. St. Mary's, Box 2478, 78298; 512-226-7611; *Ownership*: Outlet Company; *Rep*: Petry; *Personnel*: James Schiavone, *gen mgr*: Rick Andrycha, *prog d*; Jack Dix, *gen sls mgr*: Jeanne Janes, *prom d*.

**KWEX-TV — 41 SIN**

P.O. Box 9225, 78204; 512-227-4141; *Ownership*: Spanish Intntl Communications; *Rep*: SIN; *Personnel*: Emilio Nicolas, *vp/gen mgr*: Julius Germano, Jr., *gen sls mgr*: Juan Gattas, *sta mgr*: Rick Sowa, *oper mgr*.

**Sherman****KXII — 12 CBS/NBC**

P.O. Box 1175, 75090; 214-892-8123; *Ownership*: Texoma Broadcasting; *Rep*: Seltel; *Personnel*: Rich Adams, *gen mgr*: Betty Docksay, *prog d*; Dana Matson, *prom d*.

**Tyler****KLTV — 7 ABC/NBC/CBS**

P.O. Box 957, 75710; 214-592-3871; *Ownership*: Buford Television; *Rep*: Katz; *Personnel*: Frank Melton, *gen mgr*: Gayle Helms, *prog d*: L. W. Heyman, *gen sls mgr*: Marcus Crouch, *prom d*.

**Waco/Temple****KCEN-TV — 6 NBC**

Box 188, 76501; 817-773-1633; *Ownership*: Channel 6, Inc; *Rep*: Blair; *Personnel*: Daniel C. Lesmeister, *vp gen mgr*: Raymond Britton, *prog d*; Bruce Boone, *gen sls mgr*: Tim Stephens, *prom d*.

**KWTX-TV — 10 ABC/CBS**

P.O. Box 7528, 76710; 817-776-1330; *Ownership*: KWTX Broadcasting; *Rep*: Seltel; *Personnel*: M. N. Bostick, *p/gen mgr*: Ralph Webb, *prog mgr*: Ray Deaver, *sta mgr*: Kit Newburey, *prom d*.

**Wichita Falls/Lawton, OK****KAUZ — 6 CBS**

P.O. Box 2130, 76307; 817-322-6957; *Ownership*: Wichita Falls Telecasters II; *Rep*: Blair; *Personnel*: Ray Clymer, *ownr*: Max Andrews, *gen mgr*: Pete D'Acosta, *gen sls mgr*: Pat Mackey, *prom d*.

**KFDX-TV — 3 NBC**

P.O. Box 4000, Seymour Hwy., 76308; 817-692-4530; *Ownership*: Clay Communications; *Rep*: Katz; *Personnel*: Warren W. Silver, *gen mgr*: Tom Witherspoon, *prog d*; Charles C. Howard, *gen sls mgr*: Liz Dallas, *prom d*.

**KSWO-TV — 7 ABC**

P.O. Box 708, Lawton, OK, 73502; 405-355-7000; *Ownership*: KSWO-TV, Inc; *Rep*: Avery-Knodel; *Personnel*: Larry Patton, *gen mgr*: J. P. Goode, *prog d*: Jerry Pursley, *gen sls mgr*: Pat Pitts, *prom d*.

**UTAH****Salt Lake City****KSL-TV — 5 CBS**

145 Social Hall Ave., 84111; 801-237-2500; *Ownership*: Bonneville Intl Corp; *Rep*: Petry; *Personnel*: Jay W. Lloyd, *p/gen mgr*: Scott R. Clawson, *vp prog*: William R. Murdoch, *vp sls/mktg*: Mike Mischler, *mktg d*.

**KSTU — 20 IND**

5020 Amelia Earhart Dr., 84116; 801-539-1220; *Ownership*: Springfield Television; *Rep*: Seltel; *Personnel*: Bruce Barrett, *gen mgr/gen sls mgr*: Glenn Dyer, *sta mgr*: Vickie Street, *prog d*: Susan McCandless, *prom d*.

**KTVX — 4 ABC**

1760 Fremont Dr., 84104; 801-972-1776; *Ownership*: United TV; *Rep*: Blair; *Personnel*: Hack Woolley, *vp/gen mgr*; Dan Rainger, *prog d*; L. Boyd Mullins, *gen sls mgr*; Sam Dalton, *prom d*.

**KUTV — 2 NBC**

2185 S. 3600 W., 84119; 801-973-3000; *Ownership*: KUTV, Inc.; *Rep*: Katz; *Personnel*: Robert H. Temple, *sr vp/gen mgr*; LaMar Smith, *prog d*; Al Seethaler, *vp/sta mgr*; Peter Lenz, *prom d*.

**VERMONT***Burlington/Plattsburgh, NY***WCAX-TV — 3 CBS**

P.O. Box 608, Joy Drive, 05402; 802-658-6300; *Ownership*: Mt. Mansfield TV; *Rep*: Avery-Knodel; *Personnel*: Stuart T. Martin, *p/gen mgr*; Peter Martin, *vp/prog*; Phillip C. Waterman, *vp/gen sls mgr*; Ken Green, *prom d*.

**WEZF-TV — 22 ABC**

Box 22, 05402; 802-658-8022; *Ownership*: International Television; *Rep*: Seltel; *Personnel*: Thomas H. Pierce, *vp/gen mgr*; George Rousseau, *sta mgr*; Charles Kail, *gen sls mgr*.

**WNNE-TV — 31 NBC**

P.O. Box 906, White River Jct, 05001; 802-295-3100; *Ownership*: Paul E. Taft; *Rep*: Kettel-Carter; *Personnel*: Charles E. Webb, *gen mgr*; Brad Worthen, *gen sls mgr*; Michael Harding, *prog/prom d*.

**WPTZ — 5 NBC**

Old Moffitt Rd., Plattsburgh, NY, 12901; 518-561-5555; *Ownership*: Rollins; *Rep*: Blair; *Personnel*: M. J. Groothand, *gen mgr/prog d*; Steve Herman, *gen sls mgr*; Kirk Schwartz, *prom d*.

**VIRGINIA***Charlottesville***WVIR-TV — 29 NBC**

P.O. Box 751, 22902; 804-977-7082; *Ownership*: Virginia Broadcasting; *Rep*: Avery-Knodel; *Personnel*: Harold Wright, *gen mgr/prog d*; Jim Fernald, *gen sls mgr*.

*Harrisonburg***WHSV-TV — 3 ABC**

P.O. Box TV3, 22801; 703-433-9191; *Ownership*: Shenandoah Valley Television; *Rep*: Seltel; *Personnel*: Arthur Hamilton, *gen mgr*; Sammy Bland, *prog d/gen sls mgr*; Philip Updike, *prom d*.

*Norfolk/Portsmouth***WAVY-TV — 10 NBC**

801 Wavy St., Portsmouth, 23704; 804-393-1010; *Ownership*: LIN Broadcasting; *Rep*: Blair; *Personnel*: James Saunders, *gen mgr*; Jane Wallace, *prog d*; Mike McGrew, *gen sls mgr*; Judy McDonald, *prom d*.

**WTKR-TV — 3 CBS**

720 Boush St., 23510; 804-446-1000; *Ownership*: Knight-Ridder Broadcasting; *Rep*: Harrington, Righter & Parsons; *Personnel*: William A. Gietz, *gen mgr*; Joseph C. Perkins, Jr., *prog d*; John Baggio, *gen sls mgr*; David Tressel, *prom d*.

**WTVZ-TV — 33 IND**

418 Boush St., 23510; 804-622-3333; *Ownership*: Television Corp of Va; *Rep*: Seltel; *Personnel*: John Trinder, *sta mgr*; Cindy Moore, *prog d*; Linda Lawton, *loc sls mgr*; Dick Kiteilyn, *gen sls mgr*; Jess Lipsitt, *prom d*.

**WVEC-TV — 13 ABC**

1930 E. Pembroke Ave., Hampton, 23663; 804-722-6331; *Ownership*: Corinthian Broadcasting; *Rep*: PGW; *Personnel*: Thomas P. Chisman, *gen mgr*; David Whitener, *prog d*; J. William Beindorf, *gen sls mgr*; Nick Cannon, *prom d*.

**WYAH-TV — 27 IND**

1318 Spratley St., Portsmouth, 23704; 804-393-2501; *Ownership*: M. G. Robertson; *Rep*: CBN Continental Broadcasting; *Personnel*: Thomas W. Smith, *gen mgr*; James Reid, *prog d*; Jerry Machovina, *gen sls mgr*; Lynda Thomas, *prom d*.

*Richmond***WTVR-TV — 6 CBS**

3301 W. Broad St., 23230; 804-254-3600; *Ownership*: Park Broadcasting; *Rep*: Blair; *Personnel*: Ronald W. Phillips, *gen mgr*; John V. Shand, *sta mgr*; Richard Pegram, *gen sls mgr*; Jeffrey Blount, *prom d*.

**WWBT — 12 NBC**

P.O. Box 12, 23201; 804-233-5461; *Ownership*: Jefferson Pilot Broadcasting; *Rep*: Petry; *Personnel*: Robert L. McRaney, Jr., *vp/mng d*; John Shreves, *prog d*; Ellen B. Shuler, *gen sls mgr*; Rae Maupin, *prom d*.

**WXEX-TV — 8 ABC**

21 Buford Road, 23235; 804-320-3201; *Ownership*: Nationwide Communications; *Rep*: Katz Communications; *Personnel*: Ben McKeel, *gen mgr*; Gene Walsh, *prog d*; Pete Devereaux, *gen sls mgr*; Mary Zuzze, *prom d*.

*Roanoke/Lynchburg***WDBJ-TV — 7 CBS**

P.O. Box 7, 24022; 703-344-7000; *Ownership*: Schurz Communications; *Rep*: Harrington, Righter & Parsons; *Personnel*: C. H. "Chuck" McKeever, *gen mgr*; Kay Hall, *prog d*; Thomas S. Blair, *gen sls mgr*; Lorraine Snebold, *prom mgr*.

**WSET-TV — 13 ABC**

P.O. Box 11588, Lynchburg, 24506; 804-528-1313; *Ownership*: Allbritton Communications; *Rep*: Katz; *Personnel*: Rodger E. Divens, *p/gen mgr*; Jack Tackett, *gen sls mgr*; Jim Stapleton, *prom d*.

**WLSL-TV — 10 NBC**

P.O. Box 2161, 24009; 703-981-9110; *Ownership*: Roy H. Park Broadcasting; *Personnel*: Randy Odil, *vp/gen mgr*; Mel Lincous, *opers mgr*; Richard K. Burton, *gen sls mgr*.

**WASHINGTON***Bellingham***KVOS-TV — 12 CBS**

1151 Ellis, 98225; 206-671-1212; *Ownership*: Wometco; *Rep*: Adam Young; *Personnel*: Frank Jank, *gen mgr*; Robert L. Lewis, *prog d*; Derek Moore, *gen sls mgr*; Jim Langford, *prom d*.

*Seattle/Tacoma***KCPQ-TV — 13 IND**

P.O. Box 98828, Tacoma, 98499; 206-528-8613; *Ownership*: Kelly Television; *Rep*: Seltel; *Personnel*: Robert Kelly, *ptr/prog d*; Marty Owens, *gen sls mgr*; Bob Galvin, *prom d*; Dan O'Brien, *opns mgr*.

**KING-TV — 5 NBC**

P.O. Box 24525, 98124; 206-343-3000; *Ownership*: King Broadcasting; *Rep*: Blair; *Personnel*: Eric S. Bremner, *vp/gen mgr*; Keith A. Lollis, *prog d*; Sturges D. Dorrance, *gen sls mgr*; Nancy E. Gullick, *prom d*.

**KIRO-TV — 7 CBS**

3rd Ave. & Broad Sts., 98121; 206-624-7077; *Ownership*: Bonneville International; *Rep*: Petry; *Personnel*: Glenn Wright, *sta/gen mgr*; Judy Law, *prog d*; Ron Crowe, *prom d*.

**KOMO-TV — 4 ABC**

100 4th Ave. N., 98109; *Ownership*: Fisher; *Rep*: Katz; *Personnel*: John F. Behnke, *p*; Jay W. Giesa, *vp/gen mgr*; Patrick Scott, *prog d*; Michael Tanner, *prom d*.

**KSTW — 11 IND**

P.O. Box 11411, Tacoma, 98411; 206-572-5789; *Ownership*: Gaylord; *Rep*: TeleRep; *Personnel*: Charles L. Edwards, *gen mgr*; Donald M. Lacy, *asst gen mgr/prog d*; Robert J. Hamacher, *gen sls mgr*; William R. McLain, *prom d*.

*Spokane***KHQ-TV — 6 NBC**

3424 S. Regal, 99203; 509-448-4611; *Ownership*: Cowles Publishing; *Rep*: Katz; *Personnel*: J. Birney Blair, *gen mgr*; Larry Gants, *prog d*; Jack Reber, *gen sls mgr*; Jerry Shackette, *prom d*.

**KREM-TV — 2 CBS**

P.O. Box 8037, 99203; 509-448-2000; *Ownership*: King Broadcasting; *Rep*: Blair; *Personnel*: Irwin P. Starr, *gen mgr*; Bill Hall, *prog d*; Tony Twibell, *gen sls mgr*; Linda Kuhns, *prom d*.

**KXLY-TV — 4 ABC**

W. 500 Boone Ave., 99201; 509-328-9084; *Ownership*: Morgan Murphy Television; *Rep*: H.R.P.; *Personnel*: Wayne McNulty, *gen mgr*; Ron Simmons, *oper mgr*; Ted Bravakis, *gen sls mgr*.

*Yakima***KAPP — 35 ABC**

Box 1747, 98907; 509-453-0351; *Ownership*: Apple Valley Broadcasting; *Rep*: Blair; *Personnel*: Gary Pierone, *gen mgr*.

**KIMA-TV — 29 CBS**

P.O. Box 702, 98907; 509-575-0029; *Ownership*: Cascade Broadcasting; *Rep*: Seltel; *Personnel*: Dale Hazen, *vp/gen mgr*; Stu Siebel, *prog/prom*; Ken Messer, *gen sls mgr*.

**KNDO-TV — 23 NBC**

P.O. Box 10028, 98909; 509-248-2300; *Ownership*: Columbia Empire Broadcasting; *Rep*: Katz; *Personnel*: Scott Hayner, *gen mgr*; Judy Adams, *prog d*; Ben Shropshire, *natl sls mgr*; Marcella Whitish, *prom d*.

## WEST VIRGINIA

### Bluefield

#### WVVA-TV — 6 NBC

Rt 460 By-Pass, 24701; 304-325-5487; *Ownership*: Quincy Newspapers; *Rep*: Avery-Knodel; *Personnel*: Al Marra, *gen mgr*; Erlene Branch, *prog d*; Jack Delisi, *gen sls mgr*.

### Charleston/Huntington/ Bridgeport

#### WCHS-TV — 8 CBS

1111 Virginia St., E., Charleston/Huntington/Bridgeport, 25301; 304-346-5358; *Ownership*: Rollins; *Rep*: Petry Television Inc.; *Personnel*: Robert O. Paxson, *gen mgr*; Richard E. Wagner, *prog d*; Dennis E. Adkins, *gen sls mgr*; Lesley G. Ruzkowski, *prom d*.

#### WDTV — 5 CBS/ABC

Box 480, Bridgeport, 26330; 304-842-3558; *Ownership*: Withers Broadcasting; *Rep*: Avery-Knodel; *Personnel*: Dustyn Wayman, *gen mgr*; Bruce Beam, Jr., *sls mgr*.

#### WOWK-TV — 13 ABC

Box 13, Huntington, 25701; 304-525-7661; *Ownership*: Gateway Comm; *Rep*: Blair; *Personnel*: Leo M. MacCourtney, *vp/gen mgr*; Paul Dicker, *prog d*; Jack Dempsey, *gen sls mgr*; Bob Willis, *prom d*.

#### WSAZ-TV — 3 NBC

P.O. Box 2115, Huntington, 25721; 304-697-4780; *Ownership*: Lee Enterprises; *Rep*: Katz; *Personnel*: George R. Andrick, *gen mgr*; George "Mickey" Curry, *prog mgr*; Steve Grzyb, *prom mgr*; Harold Hall, *d of sls*.

### Clarksburg

#### WBOY-TV — 12 NBC

P.O. Box 1590, 26302; 304-623-3311; *Ownership*: Commercial Dispatch Publishing; *Rep*: Seltel; *Personnel*: Skip Simms, *gen mgr*; Frances Basile, *prog d*; Mel Kofod, *gen sls mgr*.

### Oak Hill/Beckley

#### WOAY-TV — 4 ABC

P.O. Box 251, 25901; 304-469-3361; *Ownership*: Thomas Broadcasting; *Rep*: Seltel; *Personnel*: Curtis W. Butler, *vp/gen mgr*; Don Black, *prom d*.

### Parkersburg

#### WTAP-TV — 15 NBC

121 W. 7th St., 26101; 304-485-4588; *Ownership*: Benedek Broadcasting; *Rep*: Seltel; *Personnel*: Sherman A. Grimm, *gen mgr*; Glenn Wilson, *prom d*.

### Wheeling

#### WTRF-TV — 7 CBS

96--16th St., 26003; 304-232-7777; *Ownership*: Forward Communications; *Rep*: Seltel; *Personnel*: Charles E. Sherman, *p/gen mgr*; Garry Vorhees, *prog d*; Frank Curtis, *gen sls mgr*; Janice Webster, *prom d*.

## WISCONSIN

### Green Bay

#### WBAY-TV — 2 CBS

115 So. Jefferson St., 54301; 414-432-3331; *Ownership*: Nationwide Communications; *Rep*: Blair; *Personnel*: C. Richard Burnton, *gen mgr*;

Richard D. Millhiser, *prog d*; Thomas J. Kiedinger, *gen sls mgr*; Susan M. Groh, *prom d*.

#### WFRV-TV — 5 NBC

1181 E. Mason St., 54301; 414-437-5411; *Ownership*: Midwest Radio-Television Inc.; *Rep*: TeleRep; *Personnel*: Robert O. Southard, *gen mgr*; Mitch Lambert, *gen sls mgr*; Bill Golden, *prom d*.

#### WLRE-TV — 26 IND

P.O. Box 26, 54305; 414-437-2626; *Ownership*: TV 26, Inc.; *Personnel*: James Neuser, *gen mgr*; Michael Schuster, *sta mgr*; Susan Jackson, *prom mgr*.

#### WLUK-TV — 11 ABC

P.O. Box 7711, 54303; 414-494-8711; *Ownership*: WLUK, Inc; *Rep*: HR & P; *Personnel*: Thomas Hutchinson, *gen mgr*; Monty G. Stock, *prog mgr*; Frank Jonas, *gen sls mgr*; Don Schunke, *prom d*.

### La Crosse/Eau Claire

#### WEAU-TV — 13 NBC

P.O. Box 47, Eau Claire, 54702-0047; 715-832-3474; *Ownership*: Post Corp.; *Rep*: Seltel; *Personnel*: Clark L. Wideman, *gen mgr*; Denise Noonan, *prog d/natl sls mgr*; Ken Larvick, *gen sls mgr*; Susan Akerlund, *prom d*.

#### WKBT — 8 CBS

141 S. 6th St., 54601; 608-782-4678; *Ownership*: Gross Telecasting of Wisconsin; *Rep*: Avery-Knodel; *Personnel*: Peter S. Good, *gen mgr*; Joyce Christensen, *prog d*; Bill Roush, *natl sls mgr*; Ralph Steele, *local sls mgr*; Larry Johnson, *prom d*;

#### WQOW-TV — 18 ABC

2881 S. Hasting Way, Eau Claire, 54701; 715-835-1881; *Ownership*: Liberty Television; *Rep*: Katz; *Personnel*: Phil Stolz, *gen mgr*; Bruce Liljegren, *prog d*; Jack Brennan, *gen sls mgr*; Sherri Overmyer, *prom d*.

#### WXOW-TV — 19 ABC

Box 128, 54601; 608-785-1919; *Ownership*: Liberty Television; *Rep*: Katz; *Personnel*: D. F. Peschau, *gen mgr*; Bruce Liljegren, *prog d*; Jack Brennan, *gen sls mgr*; Sharon Wood, *prom d*.

### Madison

#### WISC-TV — 3 CBS

7025 Raymond Rd., 53711; 608-271-4321; *Ownership*: Evening Telegram; *Rep*: Blair Television; *Personnel*: Gary DeHaven, *sta mgr*; Tim Noonan, *prog/opers mgr*; Robert Del Vecchio, *loc sls mgr*; David Sanks, *prodn d*.

#### WKOW-TV — 27 ABC

P.O. Box 100, 53701; 608-274-1234; *Ownership*: Liberty TV; *Rep*: Katz; *Personnel*: Terry K. Shockley, *p*; Bob Selvey, *gen mgr*; Bruce Liljegren/Meg Antonius, *vp prog/prog d*; Jack Brennan, *vp/sls*; Sheila Gumtow, *prom d*;

#### WMTV — 15 NBC

615 Forward Dr., 53711; 608-274-1515; *Ownership*: Forward Television; *Rep*: Seltel; *Personnel*: Laurie Leonard, *p/gen mgr*; Fred Sole, *prog d*; Don Hopke, *gen sls mgr*; Al Schlicher, *prom d*.

### Milwaukee

#### WCGV — 24 IND

5445 N. 27th St., 53209; 414-527-2424; *Ownership*: B & F Broadcasting; *Rep*: Adam Young; *Personnel*: Bill LeMonds, *gen mgr*; Mary Kwiatkowski, *prog/prom*; Rik DeGrave, *gen sls mgr*;

#### WISN-TV — 12 ABC

P.O. Box 402, 53201; 414-342-8812; *Ownership*: Hearst; *Rep*: Blair; *Personnel*: Mickey L. Hooten, *vp/gen mgr*; Stan Marinoff, *d of bdcst opns*; Howard F. Ritchie, *gen sls mgr*; Jeff Nettesheim, *creat serv d*.

#### WITI-TV — 6 CBS

9001 No. Green Bay Rd., 53217; 414-355-6666; *Ownership*: Storer; *Rep*: Storer Television Sales; *Personnel*: Andrew P. Potos, *gen mgr*; Kathy Koenen, *prog d*; Greg Moody, *prom d*.

#### WTMJ-TV — 4 NBC

P.O. Box 693, 53201; 414-332-9611; *Ownership*: WTMJ, Inc; *Rep*: MMT Sales; *Personnel*: Richard Herbst, *vp/gen mgr*; Gerald McGrath, *prog d*.

#### WVTV — 18 IND

4041 N 35th St., 53216; 414-442-7050; *Ownership*: Gaylord; *Rep*: TeleRep; *Personnel*: Michael E. Schuch, *gen mgr*; Bill Franks, *prog d*; Al Leil, *gen sls mgr*; Lori Wucherer, *prom d*.

### Rhineland

#### WAEO-TV — 12 NBC

P.O. Box 858, 54501; 715-369-4700; *Ownership*: Northland TV; *Rep*: Blair Television; *Personnel*: Carl R. Hilstrom, *vp/gen mgr*; Wendy Moore, *prog d*; Bette Becker, *prom d*.

### Wausau

#### WAOW-TV — 9 ABC

1908 Grand Ave., 54401; 715-842-2251; *Ownership*: Liberty Television; *Rep*: Katz; *Personnel*: Laurin Jorstad, *gen mgr*; Bruce Liljegren, *prgm d*; Kent Hutchison, *gen sls mgr*; Sharon Royer, *prom d*.

#### WSAW-TV — 7 CBS

1114 Grand Ave., 54401; 715-845-4211; *Ownership*: Forward Communications; *Rep*: Seltel; *Personnel*: Bart Kellnhauser, *p/gen mgr*; Jack Crowley, *vp/prog d*; James W. Frey, *vp sls*.

## WYOMING

### Casper

#### KCWY-TV — 14 CBS/ABC

P.O. Box 170, 82601; 307-234-1111; *Ownership*: Chrysostom Corp.; *Rep*: Seltel-Bob Hix; *Personnel*: Robert J. Zipay, *gen mgr*; Pete G. Sieler, *prog d & gen sls mgr*; Mark Nalbone, *prom d*.

#### KTWO-TV — 2 ABC/NBC

4200 E. Second St., 82601; 307-237-3711; *Ownership*: Harriscope Broadcasting; *Rep*: Katz; *Personnel*: Bob Dallas Price, *vp/gen mgr*; Dave Borino, *prog d*; P. J. Malsom, *gen sls mgr*; Michael Gerson, *prom d*.

### Cheyenne

#### KYCU-TV — 5 CBS/ABC

2923 E. Lincoln Way, 82001; 307-634-7755; *Ownership*: Wyneco Communications; *Rep*: Katz; *Personnel*: Carl J. Occhipinti, *gen mgr*; Jo Adsit, *prog d*; Margie O'Brien, *natl sls mgr*.

### Riverton

#### KTNW-TV — 10 NBC

P.O. Box 991, 82501; 307-856-0875; *Ownership*: Hi Ho Broadcasting Corp of Wyoming; *Personnel*: Preston E. Oliver, Jr., *sta mgr*; Cindy Haas, *opers mgr*; Monica Munoz, *prodn mgr*.



## IT'S CROWDED AT THE TOP.

The number one independent TV station in the top 20 markets delivers a crowd of the people you're selling to\*.

As the number one independent station in the top 20 markets, it's clear we're Chicago's number one independent station.

Number one by a substantial margin.

In fact, during early fringe,

WGN delivers a larger audience than any station in Chicago, period.

So if you've got a product looking for an audience, we've got the audience that's looking for your product.



# COMTRAC

This new, on-line, computerized information resource helps Katz-represented TV stations make profitable programming decisions in an increasingly competitive marketplace.



**Katz. The best.**

**SEE VIDEOTAPE DEMO**

**DURING NATPE  
BY APPOINTMENT  
KATZ SUITE 27-121  
LAS VEGAS HILTON**

# Television/Radio Age Spot Report

March 8, 1982

## We're Kelo-land tv. Our No. 1's come in bunches!



### In nationwide Arbitron Sweeps!

#1 ADI — S/O-S/O — Total Households — 44 share  #1 ADI — S/O-S/O — Women (18-49) — 39 share  #1 ADI — Prime Time — Total Households — 39 share  #1 ADI — Prime Time — Women (18-49) — 40 share  #1 ADI — Late News — Total Households — 54 share  #1 ADI — S/O-S/O CBS — Total Households — 44 share  #1 ADI — Prime Time CBS — Total Households — 39 share  #1 ADI — Late News CBS — Total Households — 54 share.

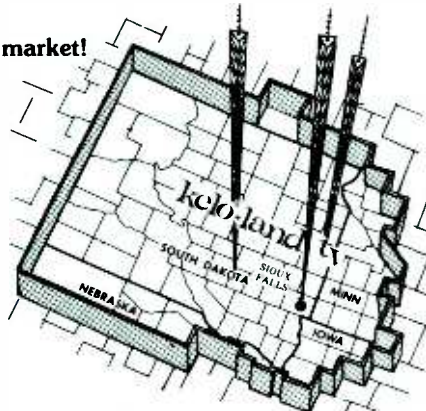
We sweep your message through this 91-county market!

## kelo·land tv

KELO-TV SIOUX FALLS, S.D.  
and satellites KDLO-TV, KPLO-TV



Source: Arbitron Sweeps, Nov. 1981.  
Affiliates of all three networks in equal  
facilities markets. Survey data estimates  
subject to usual qualifications.



# “Thank you, Mr. President.”

- Dave Moore, WCCO Television News.  
- Curtis Beckmann, WCCO Radio News.

Only a handful of journalists ever get to close an interview with those words, “Thank you, Mr. President.”


And whether you're Dan Rather or a rank-and-file member of the Washington Press Corps, recognition by the President of the United States is

recognition of excellence in broadcast journalism.

On February 8, 1982, WCCO Television and Radio News were both selected to broadcast a live interview with the President upon his visit to the Twin Cities. It was an exclusive.

Thank you, Mr. President.



Minneapolis/St. Paul/A CBS Affiliate 



# Spot Report

Television/Radio Age, March 8, 1982

## Group quarters issue defused by inconclusive measurement test results

The group quarters question has turned out to be a tough fight that nobody won except a few broadcasters in markets with big colleges or big military bases. The rest of the industry has apparently thrown in the towel after two years of watching Arbitron try to dig a hole in the ocean with a tea spoon. Negligible diary returns from test military bases and inconclusive results from audience measurement tests in campus dormitories have led the board of directors of the Broadcast Rating Council to simply fall back on the requirement that "Rating services handling group quarters disclose precisely their procedures of handling group quarters and the size and distribution of group quarters population in all reports." The problem surfaced a little over three years ago when differences between Arbitron's and Nielsen's total population estimates in their TV reports came into question. Arbitron was including population estimates for group quarters, but Nielsen was not. So the BRC urged the rating services to study viewing of such group quarters residents as students in college dormitories and military personnel in barracks.

Such studies, it was hoped, could help determine whether viewing of group quarters residents differed from the rest of the population. If their listening and viewing patterns turned out to be similar to those of persons in their age groups living in typical civilian households, it might not be necessary to measure them. If they were different, they would either have to be measured more or less regularly or dropped from the population estimates. Meanwhile, BRC asked Arbitron to exclude group quarters population estimates.

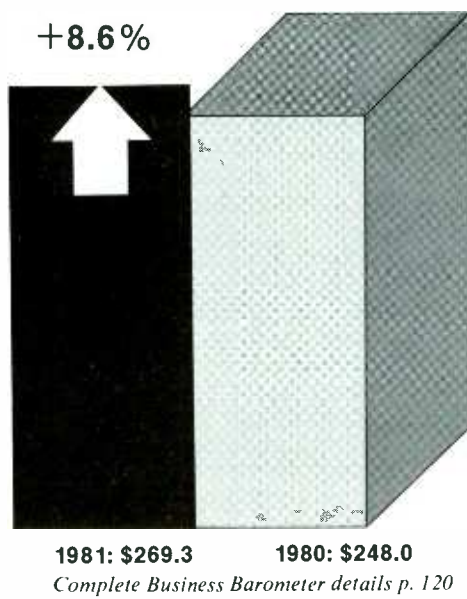
But now that Arbitron's tests have spotlighted the impracticality if not the impossibility of adequate group quarters measurement, the new BRC board resolution means that Arbitron can continue as it long has—with the exception that its group quarters policy will be explained in the introductory portion of its reports. The most satisfied parties will be broadcasters serving markets with large student, military or naval populations. They, at least, will continue to get credit in Arbitron reports for these additional unmeasured and apparently unmeasurable listeners and viewers. While both Arbitron and Nielsen had done work on college audience measurement, Arbitron tackled the military problem by itself, with the help of the NAB. The latter's role was to persuade the Pentagon to change its original course and finally agree to provide the rating companies with names of service people living in barracks so that the audience measurers could send them diaries.

However, Arbitron had to rely on its covering letters and usual small incentives to try to get respondent cooperation. Arbitron was also faced with respondent candidates subject to frequent uprooting and shipping out and/or extended tours of sea duty, not to mention all the other problems of persuading even young civilians in the typical military and student age brackets to keep diaries in a consistent and conscientious fashion. The test, which involved sending diaries to Fort Polk, La., and Fort Ord, Calif., resulted in a high casualty rate: 7 per cent returned as undeliverable, 5 per cent returned unusable, only 2 per cent returned usable and 86 per cent "unaccounted for."

College campuses don't provide consistent results either. Many students live off campus, class, lab and activity schedules are anything but uniform across any school's student body, and even dorm structures vary.

## December

National business (millions)



## Glen Campbell Show tapped as LBS fall series

The Glen Campbell Show, distributed by Lexington Broadcast Services, has become the first pilot announced as a firm "go" for a series for the 1982-83 season, according to LBS. A "go" for the project was "due to the tremendous acceptance that the pilot enjoyed on the NBC O&O's," according to Henry Siegel, president of LBS. The show will be a weekly half-hour series in prime access and will feature Campbell and a special guest star each week. The pilot originally aired in December and January on over 80 per cent of the country. The show is offered on a barter basis. Production for the series will be handled by Pierre Cossette Productions in association with Gaylord Program Services.

# Spot Report

Television/Radio Age

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## Campaigns

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### Canon U.S.A., TV

(Dentsu Advertising, New York)

HAND HELD PRINTER-DISPLAY CALCULATORS are appearing in major television markets starting in early February. Spots show adults how the product can help them figure their taxes, so advertising continues through April 15. Possibilities also include extension of appearances following tax deadline to promote calculators as gift items for Fathers Day, graduation, etc.

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### E. I. Du Pont, radio

(N W Ayer, New York)

LUCITE PAINT will be spread for six weeks in 20 radio markets, with the first three-week flight commencing in mid-March. Followup flight is planned for May. Buying team lined up drive time and weekend radio to reach adults 25 to 54.

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### Economics Laboratory, TV

(The Marschalk Company, New York)

JET DRY is being advertised for 13 or more weeks during first quarter, starting after mid-January in a good many midwestern television markets. Media target is homemakers.

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### Eli Lilly & Co., TV

(Creswell, Munsell, Fultz & Zirbel, Cedar Rapids)

FARM CHEMICALS are using 16 or more weeks of first and second quarter television exposure that started up in early January in a widespread selec-

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## Video wars

This year's battle in video space will see Astrovision continuing the spot TV campaign that kicked off January 6 to coincide with the Consumer Electronics Show in Las Vegas, with flights in 11 of the 12 months of 1982. Advertising will peak to a crescendo during the fourth quarter pre-Christmas period. Partner Richard L. Rubinstein of Astrovision's agency, Keller, Rubinstein & Jacobs, is handling the broadcast placement. Astrovision's competitors in the war for the video game market include Atari, Mattel and Magnavox. The adult-oriented Astrovision commercials are scheduled to appear in 50 top TV markets across the country.

tion of midwestern and southern farm markets. News, sports and daytime placement was lined up to reach male farm managers.

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### Ferrero, U.S.A., TV

(SFM Media Service Corp., New York)

TIC TAC MINTS are being offered for 12 or 13 weeks during first quarter in a coast-to-coast spread of television markets. Buying team is using a full arsenal of dayparts to reach women.

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### Ozark Air Lines, TV, radio

(D'Arcy-MacManus & Masius, St. Louis)

FLYING is being recommended to both business and vacation travelers via spot flights on radio and television, set for flighting throughout 1982. Bernadette Cognac is the buying supervisor. Newspapers and outdoor posters are backing the broadcast to spotlight low air fares to such destinations as Las Vegas, Miami and other Florida landing points.

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### The Christian Schmidt Brewing Co., TV

(KSL Media, Inc., New York)

SCHMIDT'S LIGHT DRAFT BEER started seven weeks of spot television in mid-February scheduled to run through May 2. Kal Liebowitz heads the eight market buying action which involves both 30 second commercials and 10s. Approximate advertising budget is \$400,000, and the target audience is men.

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### Showtime, TV, radio

(Benton & Bowles, New York)

PAY CABLE VIEWING is being promoted in key spot markets nationwide, with the target audience being total persons in all age ranges. The series of flights in both radio and television will run in 30 of the top 50 markets at least through first-half of 1982, and may extend beyond that. Maureen Hutchinson headed the media action which kicked off on February 12.

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### Sunshine Biscuit, Inc., TV

(Marsteller, Inc., New York)

WHEAT WAFERS and OTHER COOKIES are scheduled for television flights kicking off on various March start dates and running through November in 10 markets "of best potential sales growth" in the East, Southeast and Southwest. Jacques Cornet is in charge of the media operation, aimed at women and children.

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## Appointments

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### Agencies



Gary Emmer, media director of Kenrick Advertising, St. Louis, has been elected a vice president of the agency. He joined Kenrick last year.

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Patricia M. Zweifel has joined GKD Advertising in Oklahoma City as media director. She moves in from Smith & Yehle in Kansas City, where she had been vice president and media director, to succeed Gael Noble who has transferred to account management.

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Pat Cafferata and James Crimmins have been promoted at Needham, Harper & Steers Advertising, Chicago. Both are vice presidents. Crimmins moves up from associate research director to director, marketing decision systems. Cafferata, now research director, steps up from deputy research director. Both report to Dr. William D. Wells, senior vice president and director of marketing services.

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Betsy Coulter has been promoted to media supervisor at Richardson,

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## Way to go

Spot radio is backing Eastern Airlines' network TV campaign that broke New Year's Day with advertising in telecasts of the Rose Bowl and Orange Bowl games. Radio is being aired at saturation levels during first quarter, then will be flighted throughout the rest of this year. Eastern has been using 37 spot radio markets, but this number increases as competition heats up in the on-again, off-again air fare price wars fought by the air carriers. New agency, taking over from Young & Rubicam this year, is Campbell-Ewald. Commercials highlight, "the pride of Eastern's employees in their airline and its service," and their invitation to "give a try to America's favorite way to fly."

# One Seller's Opinion

## Learning about the stations you buy



Klemm

As one of the major forms of communication, radio serves an increasingly sophisticated role in the advertiser's marketing mix. Advertisers, timebuyers and radio executives are taking a much deeper approach toward understanding their markets—often spending thousands of dollars annually probing people so that buyers and stations may perform better *in terms of advertiser results*.

Studies consistently reveal that localness and interesting approaches to personality and service create audience response and advertiser results. The explanations survey respondents sometimes give for their radio listening are often confusing: for instance, "I listen to some news on one station, and to music on another." Or, "I'm not sure which station." But such responses and Arbitron results may not always be true listening patterns. They are estimates only! Fact is, 95 per cent of all people, 12-plus, listen to radio every week. There may be a better way to help buyers make appropriate station buys.

The fact that Arbitron diary examinations often reveal respondent uncertainty and/or listener confusion suggests that buyers should look beyond published ratings. As a media person, your biggest concern should be getting value *and results* for your money spent. Probe with your rep—not necessarily at the time of your buy, but *well in advance*, so you gain a deeper grasp of the market, greater empathy and understanding of individual stations' market fit and strategic role toward your marketing goals.

If you're anything like most media people I know, you want to know everything you can cram into your market folders—but you have very little time available. The problem (at the same time a tremendous opportunity for good radio salespeople) is understanding why some stations "work" better than others, ratings notwithstanding.

Local results, and results alone, really determine your advertiser's success. Knowledge is power. The more buyers understand about radio's *local empathy*, the better they'll be able to set up efficient results for their clients. And learning which stations generate sales can be relatively simple, if you'll let it. **One way to dig into it** is to establish a pre-buy market scale that includes factors buyers define as important; factors other than traditional buying statistics. You, the buyer, decide which criteria, knowing the specifics of your own account. Perhaps music, type of news, depth of such other station information services as weather, traffic reports, sports, etc.; ambient environment of the total sound; personalities; broad total reach versus narrow specific target . . . etc. But *you* decide the criteria which most affect your product's sales impact. Use a simple scale, 1-10, then use your own judgment for each station's performance in each of the categories you have established.

We have also refined a concept under which you do not need to review all rep pitches (unless you have the time). Simply select two or three key reps whom you trust, and whom you can depend upon for fast, accurate input. Tell them your selection criteria and ask *them* to evaluate the stations in your target markets—*except* the ones that they represent.

If these reps are sincere "partners," working to help you develop *results* for the advertiser, you'll derive greater understanding of markets and of stations' fit within markets. You learn the type of rapport stations develop locally—based on *your* criteria. Merely compare the input from your chosen reps, and you'll see specific stations emerge. You'll also see more meaningful information come from the reps. You'll find out which reps provide the most honest and helpful information, versus those reps who waste your time.

Once you have identified those stations best suited for results, using *your own* selection criteria, you are now better prepared to negotiate with all reps. You'll have greater knowledge of markets, stations, and expected sales results.—David R. Klemm, president, Klemm Media, Inc., Washington, Conn.

## At last! The most comprehensive guide to RETAIL RADIO & TV ADVERTISING ever published!



The new insider's look at retail advertising — indispensable to any station that's out after new business.

- 441 fact-filled pages. Paperback, 8 1/4 x 11
- Written by William L. McGee, retail broadcast authority, and 34 contributing experts from every aspect of the business. They help sell *your* prospects on the value of *your* medium and station.
- Easy-to-read, non-technical terms. (Created to make retailers more comfortable with broadcast advertising so *they'll use it more!*)
- Indexed so your sales people can find solutions to retail advertising problems in seconds.

**Helps your salespeople become retail marketing consultants, not just sellers of time.**

**Specifically, they'll learn "How to:"**

- Communicate with retailers in their language.
- Get in "sync" with the 3-to-6 month planning timetables of their retail prospects
- Use in-depth research data to support a media mix of *less* newspaper and *more* broadcast.
- Make an effective newspaper switchpitch with examples of how newspaper and broadcast deliver over 4X the gross impressions as the same dollars in newspaper alone.
- Help create and produce effective *low-cost* commercials. (Text includes 34 scripts of award-winning spots).

**USE IT!**—for sales training — to switch-pitch newspapers — to support your next presentation to your hottest retail prospect!

**Let your sales team help their retail accounts:**

- Research and identify *profitable* customer groups.
- Research and analyze merchandising and promotional opportunities.
- Develop store positioning strategies.
- Target their advertising, using one of broadcast's greatest strengths, to reach their most *profitable* customer groups.
- Increase store traffic, sales, and profits!

**ORDER YOUR COPY TODAY!**

Mail to:  
TV/Radio Age Books  
1270 Avenue of the Americas  
New York City, NY 10020

Yes, please send me \_\_\_\_\_ cop(ies) of *Building Store Traffic with Broadcast Advertising* at \$50 each plus \$1 each for shipping

My check is enclosed for \$ \_\_\_\_\_

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

TV-1

Myers & Donofrio, Baltimore. She joined the agency six years ago and now advances from media planner.

**Phyllis Foreman** has joined Carmichael-Lynch Advertising, Minneapolis, as manager of planning services, and **Terryl Smith** has been named research assistant for marketing information services and media research-computer operations. Foreman comes to the agency from BBDO, also Minneapolis, where she had been a media group supervisor.

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#### Media Services

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**Howard H. Marsh** has been elected a senior vice president at Vitt Media International. He steps up from a vice presidency and will retain his responsibilities as a management director and executive director of Vitt's Broadcast Buying Group. He is a former Group W executive and a former president of Atwood Richards.

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#### Representatives

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**Dennis Merritt** has joined MMT Sales as branch manager of the rep's new Charlotte sales office and **Ethel Melcher** has been named director of station services in New York. Melcher had been director of research in New York and Merritt had been a regional sales executive for WFBC-TV Greenville, N.C.

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#### The Redhead returns

Radio veteran Arthur Godfrey is featured spokesman in one of the largest spot campaigns ever fielded for Union Fidelity Life Insurance Co. The campaign, airing from January through March, is scheduled for 300 markets and includes long-form 120-second direct response commercials, backed by 30-, 60-, and 90-second versions. Union Fidelity says that only two other U.S. insurance companies have used a long-form direct response commercial format to date. Time buying was handled by Byrnes & Takisff, Inc.



Berry



Mignone

**William E. Berry, Michael Krupa** and **Diane Kay Mignone** have been promoted at Blair Television. Mignone steps up to vice president-sales for the Minneapolis office, Berry takes over the new post of sales manager in the Philadelphia office, and Krupa has been named to head Blair TV's new sports sales unit based in New York.

**Martin E. Goldberg** has been named director of research and marketing for Metro TV Sales. He moves in from Top Market Television where he had been vice president, research and programming services.

**Tom Logue** has been named to the new post of farm specialist for Petry Television, working out of Chicago, and **Pam Kelley** is now with Petry's Hawks team in New York. Kelley had been Eastern sales manager for WGN Continental Sales and Logue was formerly director of agricultural services for Buckley Radio.

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#### Stations

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**Richard M. Brescia** has been named senior vice president, CBS Radio Networks. He moves up from vice president and general manager of the CBS Radio Network and will now add supervision of operations of CBS' new RadioRadio network service for young adults.

**David J. Barrett** has been named executive vice president of Doubleday Broadcasting Co. and general manager of WAVA(FM) Washington, D.C. He takes over from **Alex Sheftell**, former owner and general manager of WAVA, who is resigning but who will continue as a consultant to the station. Barrett

had been executive vice president of Rogers Radio Broadcasting, Ltd., Toronto.



**John E. Mayasich** has been appointed vice president and manager of Hubbard Broadcasting radio operations. He has been general manager of Hubbard's KSTP-FM Minneapolis-St. Paul and last year added responsibilities for KOB-FM Albuquerque.

**Jeff Peck** has joined KOGO and KPRI (FM) San Diego as vice president and general manager. He had been national sales manager and retail sales manager for KHJ Los Angeles.



**Jim Boaz** has been named president and general manager of WXXA-TV, scheduled to bow July 1 in the Albany-Schenectady-Troy market. He has been vice president and station manager of WJLA-TV Washington D.C., and before that was general sales manager for WDVM-TV, also Washington.

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#### Du Pont line

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New television commercials for Du Pont's STREN fishing line are being carried in over 80 markets on three syndicated programs hosted by professional anglers. Commercials, out of N W Ayer, kicked off in February and will continue through most of 1982 on *Fishing with Roland Martin*, *Bill Dance Outdoors*, and *The Fishin' Hole* with Jerry McKinnis. The ad message focuses on STREN reliability under rough conditions that often result in line breakage when using average tackle. Target audience is, "avid fishermen who go fishing at least 15 times a year." Television is backed by print ads in outdoorsmen's magazines.

# IN LESS THAN ONE YEAR, WAWS-TV HAS BECOME THE NUMBER ONE PRIME TIME INDEPENDENT IN THE TOP 100 MARKETS!

This month is our anniversary! One year ago, WAWS-TV went on the air in Jacksonville, a market that already had an independent station. In 10 quick months we have become the top independent in prime time\* in the top 100 markets.

Our 8 O'Clock Movie is prime stuff with titles like PATTON, CHINATOWN, BEN HUR, WHERE EAGLES DARE, GOLIATH AWAITS, and more. WAWS-TV is giving viewers and advertisers what they want from a television station...strong

programming and heavy promotion. The traditional first anniversary gift is paper.

We got a great gift of paper. A Book. From ARB.

## WAWS-TV


### 30

WAWS-TV · 8675 Hogan Road  
Jacksonville, FL 32216  
(904) 642-3030



MALRITE  
COMMUNICATIONS  
GROUP, INC.

Corporate Headquarters: Cleveland, Ohio  
· KNEW/Oakland, San Francisco · KSNB/  
San Francisco · KLBB/KEEY-FM/Minneapolis,  
St. Paul · WZUU/Milwaukee & WZUU-FM/  
Greenfield · WNYR/WEZO/Rochester, N.Y.  
· WCTI-TV/New Bern, N.C. · WUHF-TV/  
Rochester, N.Y. · WAWS-TV/Jacksonville  
· WFLX-TV/W. Palm Beach · Outer Banks  
Cablevision · Malrite Television Productions  
· Cleveland Browns Radio Network.

 Represented by  
Independent TV Sales

\*SOURCE: ARB Nov. 1981 M-F 8-10PM ADI

## Media Professionals



**Ellen Deutsch**  
Media director  
Franznick & Cusatis  
New York

"An effective media schedule somehow always reminds me of chicken soup. It relieves ailments, solves problems and leaves just a little bit of room for innovation and improvement. (Even my grandmother isn't perfect!) It has the same basic requirements: a good stock, lots of TLC and just the right amount of spice. No one knows for certain exactly how either of the two work, nor are the results always precisely measurable. However, their importance and effectiveness are indisputable. But media does enjoy one competitive edge. It has the propensity to adapt and to acquire new dimensions without ever losing its fundamental properties. As creativity has always been the cornerstone of our agency, it is only natural that broadcast media truly provide an exciting forum for creative development to us.

"This can best be demonstrated through analysis of a media program we developed recently for a new product introduction. The product involved is an automotive air

freshener called 'Ventaire,' specially designed for car enthusiasts in the 18 to 34 age group. Like chicken soup, broadcast media tend to enhance whatever they are combined with, and the media are to account for much of the allotted advertising budget of approximately a-half million dollars. Effectively manipulating all of the component parts of the media plan has been extremely challenging.

"Spot television and spot radio in those top 50 markets which have distribution will position Ventaire in the minds of previously defined targeted consumers as being versatile, durable and of high quality. The unusual aspect is that the weighting of its ingredients is reversed, with television being used as a supplementary medium to radio. Radio will enable us to reach the driving public precisely where the product is in use. Since many automotive passengers may be trapped in cars, in dire need of Ventaire (or chicken soup), we will be reaching them at a peculiarly susceptible moment. Drive-time spot radio will account for 70 per cent of the media budget, with 30 per cent reserved for television. The TV buy will be supplemental, using weekend and fringe on a market-by-market need basis.

"The program is also designed to enthrall the dealer network by providing timely support for the retail effort. The unlimited potential to develop commercials within this total realm of thinking is what makes the entire project exciting, and the tactical objectives tangible. Moreover, it enables us to create successful and profitable advertising which, again like chicken soup, is ultimately very satisfying."

**Harry Kalkines** has been promoted to senior vice president-marketing, Post-Newsweek Stations. Succeeding Kalkines as vice president and general manager of WJXT(TV) Jacksonville is **Augustus (Gus) Bailey**. Bailey moves in from WCSC-TV Charleston, S.C. where he had been executive vice president and general manager.

manager of WEDU (TV) Tampa and now succeeds **R. LeRoy Lastinger** who has retired.



**Charlie Webb** has been appointed to the new post of president of WNNE-TV, Inc. He will also continue as general manager of WNNE-TV Hartford, Vt.-Hanover, N.H. Webb joined the station when it went on the air in 1978.

Oklahoma City. He steps up from general sales manager of WSJS and WTQR (FM) Winston-Salem, also owned by Summit Communications.

**Charlie Boswell** has been named vice president and general manager of WGOA Radio Charleston, S.C. The 19-year radio veteran comes to Charleston from WINA in Charlottesville, Va.

**David McGahey** has moved up to national sales manager at KNBR Radio San Francisco. He joined the station in 1979 from a sales manager's post with KFOG.

**Wayne Spracklin** is the new national sales manager at Post-Newsweek's WFSB Hartford. He had been general sales manager for WJLA-TV Washington, D.C.

**James O. Ross** has joined Group W's KDKA-TV Pittsburgh as the station's first national sales manager. He had been general sales manager for WPXI-TV.



Hatch

Lloyd

**Kenneth L. Hatch**, president of KIRO, Inc., Seattle and **Jay W. Lloyd**, president of KSL, Salt Lake City, have been elected senior vice presidents of Bonneville International Corp.

**Mark Damen** has been appointed president and chief executive officer of Florida West Coast Public Broadcasting, Inc. Damen has been general

**John Gehron** has been promoted to vice president and general manager of WLS AM-FM Chicago. He moves up from station manager at the ABC-owned radio duo to replace **Don Bouloukos**, now vice president, operations, ABC Owned Radio Stations.

**William V. Kirkpatrick** has been advanced to vice president and general manager of KOCY and KXXY (FM)

# A Warm Welcome to the NATPE



...from the  
Hottest 'Indie'  
in the Nation! \*

**KVVU TV5**  
CARSON BROADCASTING CORPORATION



\*Number One Independent  
Station in the Nation,  
Arbitron, February 1978  
through November 1981,  
Sign On/Sign Off, ADI Share.

**REPRESENTED  
NATIONALLY  
BY SELTEL INC.**

**Bob Walton** has been appointed vice president and general manager and **Tom Breazeale III** assistant manager and general sales manager of Lewis Broadcast Group's WLTZ (TV) Columbus, Ga. Breazeale returns to the station from the sales department of WRBL-TV. Walton is a former governor of the Seventh District of the American Advertising Federation.

**Ray B. Gill** has been named vice president and general manager and **Bill Ambrose** general sales manager of WHNT-TV, the New York Times station in Huntsville, Ala. Gill advances from general sales manager, and Ambrose moves up from local sales manager.

**Paul Bartlett** is the new general manager and president of KSEE (TV) Fresno. The former principal owner of KFRE AM-FM and KFRE-TV (now KFSN), also Fresno, succeeds **General James K. Herbert** as board chairman of KSEE's parent company, San Joaquin Communications Corp.

**Michael Bock** has been promoted to station manager at KGAN-TV Cedar Rapids. At the same time he will retain his present responsibilities as general sales manager for the Guy Gannett station, formerly WMT-TV.

**Bob Qudeen** has been named vice president and general sales manager at KRIV-TV Houston. Qudeen had been vice president and local sales manager for KRIV's sister Metromedia station, KTTV (TV) in Los Angeles.

## Buyer's Checklist

### New Representatives

**Blair Radio** has been named national sales representative for WSHH (FM) Pittsburgh, for KUTI and KUEZ (FM) Yakima and for KOTY and KXDD (FM) Richland-Pasco-Kennewick, also Washington. KUTI programs country and western music and KUEZ offers a Noble beautiful music sound. KOTY features country music and KXDD airs TM stereo rock. WSHH programs Schulke beautiful music.

**Brydson Spot Sales** will commence U.S. representation of CFCN-TV Calgary and of CFRN-TV Edmonton, effective June 1. Both stations are affiliates of Canada's CTV Network.

## Jungle tape

A seven minute tape cassette explaining Arbitron's Radio Replication Study is now available from Arbitron titled *It's a Jungle Out There*. The taped presentation was shot and edited by Devlin Productions, New York. Arbitron says it spent over half a million dollars and three years on the replication study, which "concluded that Arbitron audience estimates are far more reliable" than had previously been believed.

At Devlin, the Arbitron promotion team headed by Patricia Kehoe and Devlin's studio crew shot the presentation live in the studio, transferred slides to tape with color correction, transferred three-quarter inch to one-inch for inserts, and final editing on one-inch tape was done on the CMX with Chyron titling.

**Hillier, Newmark & Wechsler** is now working for WCIN and WBLZ (FM) Cincinnati. The duo simulcasts an urban contemporary format.

**Katz Radio** is the new national sales rep for KALB and KTIZ (FM), owned by Capitol Broadcasting Co. in Alexandria, La. KALB is a CBS affiliate airing a country format. KTIZ is an affiliate of the National Black Network.

**The Lotus Representative Co.** has been designated national representative for WXLL Atlanta, WCGL Jacksonville, Fla., for WVEM (FM) Springfield, Ill., and for WTSL Hanover, N.H. WTSL disseminates adult contemporary music and WVEM offers beautiful music. Both WXLL and WCGL program gospel music for black listeners.

**Major Market Radio Sales** has been named to represent WKMI Kalamazoo, Mich. The format is an adult contemporary sound with emphasis on personalities.

**Jack Masla & Co.** has been appointed new national media rep for WYST (FM) Baltimore. The United Broadcasting property airs a mix of, "contemporary million-selling ballads."

**McGavren Guild Radio** now sells for WMAK AM-FM Nashville, WRNL and WRXL (FM) Richmond, Va., for KGNO Dodge City, Kan., and for KRPL AM-FM Moscow, Idaho. KRPL-FM airs beautiful music and its AM sister

spins top 40 selections. WRNL features a contemporary country sound and WRXL programs rock. Both Nashville stations offer an adult contemporary format and KGNO programs MOR music.

**Regional Reps Corp.** of Cleveland has been selected to sell broadcast time for four Ohio stations: WMEX Clyde, WHLO Akron and WLOH and WHOK (FM), both Lancaster. WMEX is a Spanish-language station, WHOK features country music, and WHLO programs "memories" hits of recent decades.

**Roslin Radio Sales** has been chosen to represent WLQY and WKQS (FM) Miami-Ft. Lauderdale. WLQY, licensed to Ft. Lauderdale, programs Music of Your Life. The FM station is licensed to Boca Raton and airs "continuous country." Owner is the Sunshine Wireless Co.

**Torbet Radio** is now the national sales voice for WANS AM-FM Greenville-Spartanburg, S.C. The stations, licensed to Anderson, simulcast an adult contemporary format.

### New Affiliates

**ABC Radio's new Direction Network** has now signed 77 affiliates. Among them are KXOA AM-FM Sacramento, KLBB Minneapolis-St. Paul, WCAS Boston and KFJZ Dallas-Fort Worth.

**CBS Television Network** has added KCMT (TV) Alexandria and KNMT (TV) Walker, both Minnesota. Stations are owned by Central Minnesota Television Co. KCMT operates on Channel 7 and its satellite, KNMT, is on Channel 12.

**Mutual Broadcasting System** is now working for WGBS Miami, KXXY (FM) Oklahoma City, KTRN Wichita Falls, Texas, and for WHNV AM-FM White River Junction, Vt.

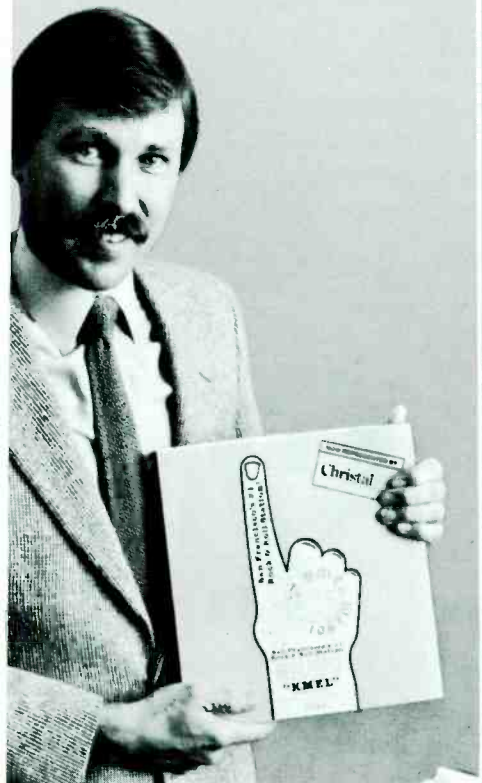
**Sheridan Broadcasting Network** has welcomed new affiliates WVGB Beaufort and WSOL Ellorete-Santee (Charleston), both South Carolina, and WLTH Gary, Ind. That brings Sheridan up to 115 affiliates.

**The Source** has added WSM-FM Nashville, WIOG (FM) Saginaw, Mich. and KRIX (FM) Brownsville, Texas, to its affiliate lineup.



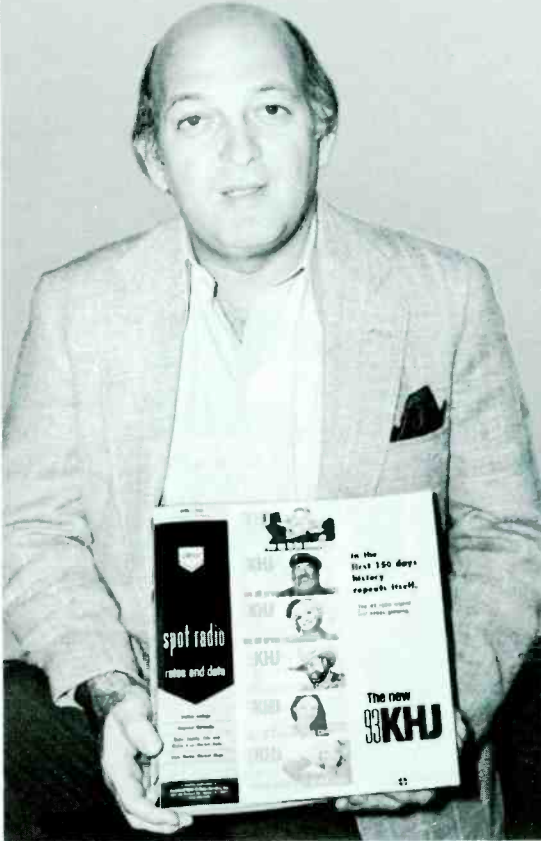
Rick Lee,  
Vice President/  
General Manager,  
106 FM KMEL, San Francisco.

"We at KMEL 'The Camel' in San Francisco and my counterparts at the other Century Broadcasting Stations consistently advertise in SRDS because it works. Our goal via SRDS is to maintain high visibility, positive image and point of purchase awareness of our product. SRDS keeps our stations in full view of the people who buy radio."



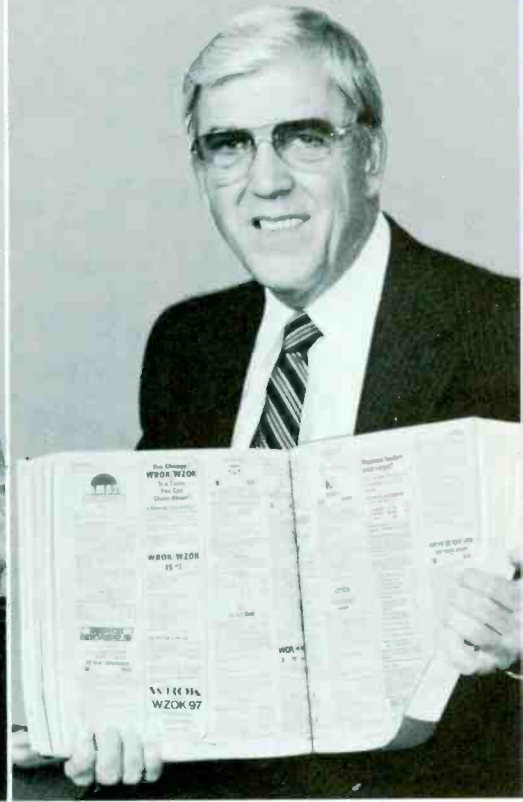
Neil Rockoff,  
Vice President and  
General Manager,  
93 KHJ, Los Angeles.

"The question was...how do we translate what we're doing locally to national buyers, account people and media directors? The answer was simple and singular...use SRDS. Use it boldly, with color, and splash our message. From what we hear nationally, it's working incredibly well."



David W. Salisbury,  
Executive Vice President,  
WROK/WZOK, Rockford, IL.

"Although WROK/WZOK are the top rated stations in our market and our reps, McGavren Gullid, do an outstanding job, we feel that advertising in SRDS is a must to get our message to the various agencies. SRDS is the only publication that most time buyers use."



## Your station's ads get better reception in SRDS.

These radio station executives know SRDS Spot Radio Rates and Data is used to recommend particular radio stations for spot radio advertising.

They capitalize on this opportunity with Service-Ads that influence media planners/buyers the very moment their markets are being considered.

They know their Service-Ads provide pertinent facts about their stations and markets (format and

programming, ratings, coverage, demographics) at a time when this is just what planners/buyers are *looking for*. That's why your station's ads get better reception in SRDS.

No other reference or trade publication provides the opportunity to communicate your sales story at so critical a time. Take advantage of it.

Service-Ads in SRDS Spot Radio Rates and Data. It's the logical decision. Media decision-makers will thank you for it.

STANDARD RATE & DATA SERVICE, INC.  
5201 Old Orchard Road/Skokie, IL 60077  
(312) 470-3100

The Media's Medium  
**srds**

# WOR-TV RAISES MONEY FOR NEEDY KIDS AND HEIGHTENS AWARENESS ABOUT THEIR PROBLEMS.

Each year the WOR Children's Christmas Fund reaches out and lends a helping hand to over 80,000 of the tri-state area's most needy youngsters: the handicapped, abused, alienated, poor and homeless.

But that's only half the story. In addition to raising money for these special children, WOR-TV is dedicated to raising awareness about their special problems.

For the past two years, we've presented a special campaign called "CHANNEL 9'S CHILDREN." During this time, all our local programming focuses on the numerous problems faced by area youngsters. After all, they're the real reason for the Fund.



**REACHING OUT TO OUR VIEWERS.**



# Wall Street Report

## CBS Broadcast Group record figures help offset other difficulties

The CBS/Broadcast Group not only hit record revenue and earnings levels in fiscal 1981 but also helped offset difficulties in other divisions of the parent company. The Broadcast Group's operating profits rose 21 per cent to \$299.6 million, while revenues increased 13 per cent to \$1,919.9 million for the year ended December 31, 1981. This contrasts with a 13.6 per cent drop in net income for CBS, Inc. on a 3 per cent increase in revenues.

Network television, the CBS-owned television stations and its radio operations all contributed to the Broadcast Group gains, according to Thomas H. Wyman, CBS president. At a recent financial analysts meeting, Wyman indicated that morning news and daytime programming on the television network would be primary targets for attention in 1982. He also indicated that Radio Radio, CBS's new network targeted at young adults, "will be on the air as scheduled—in April."

## CBS Cable now part of 20th joint venture

One segment of the Broadcast Group that suffered a loss in 1981—CBS Cable—will now be part of the recently-announced joint venture between CBS and 20th Century-Fox Film Corp., formed to provide cable television services and to market and distribute products for the home video market. CBS Video Enterprises will also be part of this new company.

CBS also reached an agreement recently to acquire Blackhawk Cable Communications Co., an existing cable system in the Dallas-Fort Worth area. And it has filed an application for the cable TV franchise in Alameda, Calif. In August, 1981, the FCC approved a CBS petition for a waiver of rules governing television network ownership of cable systems. As a result CBS may own systems where total subscribers don't surpass 90,000.

### CBS Inc. and subsidiaries: (a) Consolidated income statements

	Fourth quarter		Year ended Dec. 31	
	1981	1980	1981	1980
	(Dollars in thousands)			
Net sales	\$1,148,492	\$1,124,475	\$4,027,025	\$3,909,022
Interest and other income	29,235	31,584	98,929	98,976
<b>Total revenues</b>	<b>1,177,727</b>	<b>1,156,059</b>	<b>4,125,954</b>	<b>4,007,998</b>
Total expenses	1,071,637	1,034,745	3,802,059	3,663,860
Income from continuing operations	62,609	69,311	190,397	190,467
Discontinuance of mass paperback book business:				
Income (loss) from operations, net of taxes	(2,633)	(189)	(6,486)	(759)
Loss on disposal, net of taxes	(20,100)	—	(20,100)	—
<b>Net income</b>	<b>39,876</b>	<b>69,122</b>	<b>163,811</b>	<b>189,708</b>

(a) Operating results for 1980 have been restated for changed in the methods of accounting for foreign exchange translation, advance royalty payments and vacation benefits.

## Company to continue taking risks on technology

At the financial analysts meeting, Wyman emphasized that CBS would be at the forefront of all developments in the new video technologies. "It's important to take risks," he said, "and part of that is to spend money."

Elaborating on the potential of high definition television, he said, "It is clearly years away, but if you have seen it, you cannot turn your back on where it can take home television delivery a decade away. The payoffs should be large for those who are prepared."

The biggest negative effect on CBS' earnings and revenues in fiscal '81 resulted from the discontinuance of its mass market paperback book operations, but the company also experienced difficulties in its CBS/Records, Columbia and Publishing groups.

**Made-for-TV movies** (from page 148)

11.	Bill	CBS	12/22/81	21.5	35
12.	Family Reunion Part II	NBC	10/12/81	21.1	31
13.	Born To Be Sold	NBC	11/02/81	20.9	32
14.	Splendor in the Grass	NBC	10/26/81	20.6	31
14.	A Long Way Home	ABC	12/06/81	20.6	30
16.	The Hunchback of Notre Dame	CBS	02/04/82	20.5	32
17.	Murder Is Easy	CBS	01/02/82	20.1	34
17.	Margin for Murder	CBS	10/15/81	20.1	33
19.	The Child Bride of Short Creek	NBC	12/07/81	20.1	30
20.	The Return of the Rebels	CBS	10/17/81	20.0	35
20.	For Ladies Only	NBC	11/09/81	20.0	30
22.	The Miracle of Kathy Miller	CBS	10/05/81	19.8	30
23.	World War Three; Part I	NBC	01/31/82	19.5	29
24.	Prime Suspect	CBS	01/20/82	19.4	30
25.	Marion Rose White	CBS	01/19/82	19.3	30
25.	Will: G. Gordon Liddy	NBC	01/10/81	19.3	28
27.	Senior Trip	CBS	12/30/81	19.2	31
28.	The Kid from Nowhere	NBC	01/04/81	18.9	28
29.	Dream House	CBS	11/28/81	18.8	32
29.	Family Reunion; Part I	NBC	10/11/81	18.8	29
31.	Valley of the Dolls; Part II	CBS	10/20/81	18.7	29
32.	Death of a Centerfold	NBC	11/01/81	18.6	27
33.	Fire on the Mountain	NBC	11/23/81	18.5	28
33.	Sidney Schorr	NBC	10/05/81	18.5	28
35.	Killjoy	CBS	10/22/81	18.2	30
36.	The Dark Night of the Scarecrow	CBS	10/24/81	17.9	31
37.	Return of the Beverly Hillbillies	CBS	10/06/81	17.6	27
38.	The Children Nobody Wanted	CBS	12/05/81	17.5	29
39.	Incident at Crestridge	CBS	12/29/81	17.1	27
39.	The Long Summer of George Adams	NBC	01/18/81	17.1	26
41.	When A Stranger Calls	NBC	01/25/81	16.9	25
42.	A Piano For Mrs. Cimino	CBS	02/03/81	16.6	25
43.	Washington Mistress	CBS	01/13/81	16.5	25
44.	The Patricia Neal Story	CBS	12/08/81	16.2	25
45.	The Other Victim	CBS	11/04/81	16.1	26
46.	Pray TV	ABC	02/01/82	16.0	24
47.	Nashville Grab	NBC	10/18/81	15.8	25
47.	Twist	NBC	10/25/81	15.8	25
49.	Skokie	CBS	11/17/81	15.8	24
50.	A Small Killing	CBS	11/24/81	15.7	25
51.	The Princess and the Cabbie	CBS	10/27/81	15.3	24
51.	A Few Days In Weasel Creek	CBS	10/21/81	15.3	24
51.	From Here To Eternity; Part III	NBC	12/29/81	15.3	24
54.	From Here To Eternity; Part II	NBC	12/28/81	15.2	25
55.	Of Mice and Men	NBC	11/29/81	15.1	23
56.	The Ambush Murders	CBS	01/05/81	15.0	23
57.	Little Lord Fauntleroy	CBS	12/15/81	14.9	23
57.	Killing at Hell's Gate	CBS	10/31/81	14.9	26
59.	The Marva Collins Story	CBS	12/01/81	14.6	22
60.	Advice to the Lovelorn	NBC	11/30/81	14.5	21
61.	Isabel's Choice	CBS	12/16/81	13.9	22

(continued on page 336)

**Movies** (from page 150)

made available for syndication at NATPE 1982 includes made-fors and both fairly recent and older theatricals. Only one of the new packages consists entirely of made-fors, although several other all-made-for packages from recent NATPEs are still in release.

**Made-for package**

The newest entirely made-for-TV package is *Telepictures II*, which includes 23 titles. The most prominent among these are *Murder In Texas*, which stars Farrah Fawcett and Sam Elliott and the docu-drama *Death of A Princess*, shown on PBS, which deals with the 1977 execution of a Saudi Arabian princess convicted of adultery.

Telepictures has included promotional instructions with each film, based on the packager's own research pertaining to what aspects of the production lend themselves best to ratings-supportive promos. For example, the promotion advisories on *Murder In Texas*, include such instructions as: "Emphasize the sensational true story," "Emphasize the atmosphere of sex and character" and "Identify and highlight the all-star cast." According to a spokesman for Telepictures, "Our researchers have analyzed each title for its strengths and weaknesses in terms of promotion. A lot of times, when considering what you should promote in a feature, it's just as important to consider what not to promote as what should be promoted."

MGM has two new packages available for syndication, the first being the 25-film collection called *Family Fair*, which includes such titles as *Ivanhoe*, with Robert and Elizabeth Taylor; *National Velvet*, *The Yearling* and other family-oriented features. The other MGM package, *Lion II*, includes such MGM oldies as *Somebody Up There Likes Me*, with Paul Newman, *Some Came Running*, with Frank Sinatra and *Executive Suite*, starring William Holden.

ITC is making available three new packages, the most prominent of which is Entertainment, Volume 4. This includes such recent releases as *On Golden Pond*, *The Great Muppet Caper*, and the made-for-TV version of the Broadway play, *The Elephant Man*. Many of the films in this package are available for sale now, but the contract specifies that the films will first play in other windows before they become available to the purchasers. In some cases, the films will not be available for airing for four or five years. The other two ITC packages are *Super Space Theater*, which consists of 13 family-oriented space science-fiction

**GET THE WHOLE PICTURE AT BOOTH 28.**



## *Romance Theatre*

The \$100,000,000 romance novel publishing business comes to television.

Produced by Comworld Productions, *Romance Theatre* presents a bigger-than-life love story in five passionate half-hour episodes. Drama unfolds on Monday and draws to a stirring conclusion on Friday.

Available for Fall 1982 on a barter basis.

**COMWORLD  
INTERNATIONAL**



9000 East Church Street  
P. O. Box 911  
Brentwood, TN 37027  
615 / 373 - 0819  
Telex: 555151

**Made-for-TV movies** (from page 334)

62.	The Day the Loving Stopped	ABC	10/16/81	13.7	22
63.	The Two Lives of Carol Letner	CBS	10/14/81	13.6	21
64.	The Day the Bubble Burst	NBC	02/07/82	12.7	19
65.	The Million Dollar Infield	CBS	02/02/82	11.9	19
66.	From Here to Eternity; Part I	NBC	12/27/81	11.7	19
67.	The Ordeal of Bill Carney	CBS	12/23/81	11.4	20
68.	The Brady Girls Get Married	NBC	10/27/81	11.1	17
69.	From A Far Country: Pope John Paul II	NBC	12/20/81	10.4	17
70.	The Gathering; Part II	NBC	12/24/81	9.9	20
71.	The Man in the Santa Claus Suit	NBC	12/24/81	8.9	21
72.	The Revenge of the Stepford Wives	NBC	10/23/81	8.4	13
73.	Elvis and the Beauty Queen	NBC	10/17/81	8.2	14

Source: ABC

features and the Hammer House of Horror double features, which have never appeared on the network and which are ITC co-productions which recently played theatrically in Europe.

Lorimar has packaged *Lorimar I*, a collection of theatricals and made-fors most prominently featuring *Cabaret*. Other films in the package include *Twilight's Last Gleaming*, which stars Burt Lancaster and *Green Eyes*, with Paul Winfield, originally an *ABC Movie of the Week*.

In addition, Gold Key has two new packages. The first, Main Events II, includes such made-for titles as *Silent Victory: The Kitty O'Neill Story*, and such theatricals as the British *Lady Hamilton*, which stars John Mills and Richard Johnson.

The list of other new packages includes that of GG Communications, which is marketing a group of films called GG-1, consisting of seven G-rated titles, mostly foreign, such as *Pinocchio*, *The Magic Pony* and *The Little Mermaid*. Many of these are animated.

Group IV is the American distributor for *The Powerful Ten*, a collection of Hong Kong-produced Kung Fu and martial arts features, with titles such as *Eagle King*, *Bloody Hero*, *Seven Men of Kung Fu*, and *Right Over Might*.

Kung Fu titles are becoming a regular feature on many independents, with films from this and other packages attracting audiences large enough to indicate that this could be the beginning of a trend. Due to the number of Bruce Lee-imitators in some of these packages, the category is becoming known as "The Bruce Lee-Li-Lo films."

The success of the syndicated viewings of *The Deer Hunter*, despite the con-

troversy over the impact of its Russian Roulette scenes, has encouraged Paramount to begin packaging similar motion pictures on a barter basis. Like *The Deer Hunter*, the first year's package from Paramount includes four films considered too violent for network showing. These are: *Friday The 13th*, Parts I and II; *The Fan*, starring Lauren Bacall and James Garner and *Lipstick*, with Margaux and Mariel Hemingway. Called The Paramount First Run Network and described as "a new window," the features will be satellite-transmitted to local stations on a cash-and-barter basis. Paramount will be scheduling these films to coincide with each major ratings sweep period. Stations can show the films at any time during an agreed-upon 14-day period.

The SFM Holiday Network has moved into its fifth year, basing its film releases on scheduling the weekend prior to major holidays. This year's updated list of films available for barter includes such theatrical oldies as *Brigadoon*, with Gene Kelly and Cyd Charisse; *Gigi*, with Louis Jourdan and Leslie Caron and *King of the Khyber Rifles*, starring Tyrone Power.

Following a barter pattern similar to that of Paramount, 20th Century-Fox is making available four pictures per year for syndication. One is annually repeated—a made-for-TV version of *Miracle on 34th Street*, which plays every Christmas. Also in the package this year are three new films: *Moving Violation*, *Dreamer* and *Second Wind*, the last with Lindsay Wagner. All four are two-hour features. The 18 minutes of advertising are split between the station and distributor.

On The Air is packaging two series of

features, both mostly oldies, on a barter basis. The lure here is pre-recorded intros and endings by Douglas Fairbanks, Jr., and Bette Davis. Fairbanks hosts a series called Great Classics, which includes such titles as his own *The Corsican Brothers* and others such as *The Man In The Iron Mask*. Davis hosts a package called The Award Winners, which includes such recent releases as *The Mark* and *Black Magic*.

### Use by stations

The number of features shown weekly is decreasing on affiliates. Many stations have been replacing afternoon and early fringe movies with longer news, syndicated talk shows and other forms of programming.

According to Dillon Smith, program director for NBC's Chicago station, WMAQ-TV, "There is little chance to run major feature packages on NBC affiliates, because NBC now has late night programming seven nights a week. We run movies on weekend afternoons on an occasional basis, when there are time periods that are long enough to accommodate a movie around network sports and when it is advisable for counter-programming against what's on the other channels. We do not run a lot of movies."

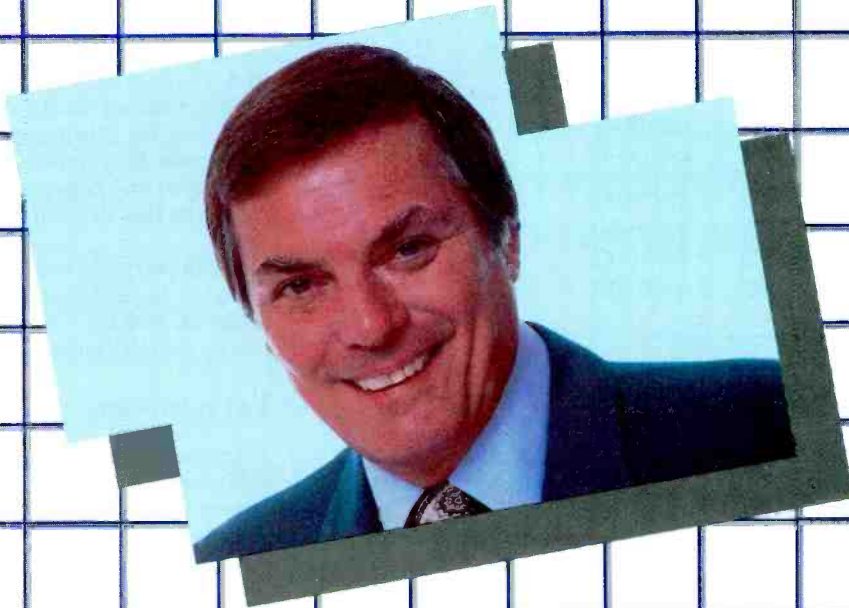
As a result, WMAQ-TV has been going with a package of Movie Greats for the better part of a decade. These are supplemented, according to Smith: "Occasionally, we will pick up a package of barter films. That gives us a break from the same films recycling over and over again, without any cash cost to the station."

Some ABC O&Os have cut back on their feature-showings. According to Gene Swerdloff, vice president of current programming, "We have, for the past several years, taken a less active posture in terms of movies. Our O&Os no longer run afternoon movies in New York and Los Angeles. The 90-minute afternoon movie in Detroit is now 60 minutes. But in Chicago and San Francisco those movies are doing extremely well."

Jeff McGrath, program director of ABC's Chicago station, WLS-TV, reports that "We've had exceptionally good numbers in the afternoon. The romantic movies, the nostalgia craze and mysteries tend to do the best. When you have a very large lead-in available from *General Hospital*, it can be taken advantage of."

The lack of station time among affiliates is affecting the purchase of the new packages. According to Blake Byrne, group vice president for television at Lin Broadcasting, which owns one ABC and three NBC affiliates, "My theory is that, in order to get the best use out of your

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## **Peter Marshall and the Big Band**

Brassy big band energy surges into the world of contemporary music with this bright new 60-minute series hosted by Peter Marshall.

Tender ballads, trend-setting hits, and swinging rock receive the full orchestral treatment with a live, on-stage band and a dynamic young troupe of singer-dancers called "Chapter Five".

Add a guest appearance by an outstanding popular artist and you've got

the sparkle of *Peter Marshall and the Big Band*. Available for Fall '82 on barter.

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## Theatrical movies (from page 149)

8.	Diamonds Are Forever	ABC	01/10/82	21.8	32
11.	Meteor	ABC	01/24/82	21.4	32
12.	Blazing Saddles	CBS	10/29/81	21.3	36
13.	Smokey & the Bandit	ABC	02/14/82	21.1	32
14.	Slapshot	ABC	01/31/82	20.8	32
15.	Mary Poppins	CBS	11/22/81	20.2	30
16.	Silver Streak	CBS	02/06/82	19.8	33
17.	Foul Play	CBS	01/09/82	19.6	33
18.	Thunderball	ABC	12/20/81	19.5	30
19.	Young Frankenstein	NBC	12/06/81	19.4	29
20.	Shampoo	ABC	12/27/81	19.2	32
20.	The Muppet Movie	CBS	11/25/81	19.2	31
20.	The Boys from Brazil	NBC	01/03/82	19.2	29
23.	The Gauntlet	NBC	11/08/81	16.9	26
24.	The Parent Trap	CBS	02/13/82	16.7	30
25.	Tom Horn	CBS	01/27/82	16.4	26
26.	The Golden Raiders	ABC	12/13/81	16.3	25
27.	Love at First Bite	CBS	11/21/81	16.2	27
28.	Hooper	CBS	02/10/82	16.2	25
29.	The Revenge of the Pink Panther	CBS	11/07/81	16.1	29
30.	Halloween	NBC	10/30/81	15.8	25
31.	The Long Riders	CBS	01/06/82	15.7	24
32.	Hero at Large	CBS	10/10/81	15.2	26
33.	The Goodbye Girl	ABC	11/01/81	15.1	22
34.	High Anxiety	CBS	11/24/81	15.0	26
35.	North Dallas Forty	NBC	11/05/81	14.6	29
36.	Going In Style	NBC	02/14/82	14.8	23
37.	Sunburn	CBS	10/27/81	14.5	24
38.	Ice Castles	NBC	01/11/81	14.4	21
38.	The Sound of Music	NBC	01/24/82	14.4	20
40.	In Search of Historic Jesus	NBC	12/13/81	14.2	22
41.	Greased Lightning	CBS	01/12/82	14.1	22
42.	More American Graffiti	NBC	10/19/81	13.7	22
43.	Avalanche Express	CBS	12/19/81	13.0	23
44.	Running	ABC	01/03/82	12.1	18
45.	Killer Fish	NBC	10/09/81	11.1	18
46.	Legacy of Maggie Walsh	NBC	11/06/81	11.0	18
47.	Hide In Plain Sight	CBS	10/28/81	10.1	15
48.	Silver Bears	NBC	12/31/81	7.9	16

Source: ABC

film packages, you need to have three or four places in which to run them—afternoons, late night, weekends, etc.”

Because of this, the showing of syndicated features is becoming increasingly the territory of the independents. One technique that many indies make use of is special promotions, which help to maintain a regular audience for films in certain time slots.

KTLA(TV) Los Angeles indie, has a weekly *Family Film Festival*, hosted by Tom Hatton, who also does the station's weekday kiddie show. According to

KTLA's program director, David Simon, "Family Film titles would range anywhere from *The Three Stooges* to Jerry Lewis, Danny Kaye, to *Lassie*, *Flipper*—those types of films that are geared toward children and their parents watching together. It has a special opening and the host of the show talks about the movie itself and occasionally interviews people who were involved in the film. When we run a *Little Rascals* theme for example, he's been known to interview members of that cast."

WNEW-TV, the Metromedia indie in

New York, has recently begun an ambitious effort at building a continuing late night audience for its feature films. Based on limited commercial interruptions, the *Channel Five Movie Club* is reported to have more than doubled the station's late night Saturday ratings. There is a different guest host each week, drawn from fans of the series who write in stating which films they think should be included and why. According to John von Soosten, vice president and program manager at WNEW-TV, "Members of the club who request them are given membership cards and badges that read 'Channel 5 Movie Club.' If they send us the names of their three favorite movies and if one of those films is chosen for airing, then we invite the person who suggested the title to appear as our host. The guest host appears for 30-40-50 seconds at the beginning of the *Movie Club* and they explain why they like the movie."

Early entries in this time period have included James Dean in *Rebel Without a Cause*, and the Carol Burnett made-for-TV drama *Friendly Fire*.

## Pay television

There are a great many markets in which cable, subscription TV and home video are not yet significant factors, but there is little doubt that their combined penetration will be increasing in the next few years. Moynihan reports that "I suspect that when you talk about the effect of cable, people should be thinking more in terms of other influences, including all the variations of pay-TV and home video. I don't think anyone of them, in itself, is a significant factor, but if you add them altogether they become a factor of increasing importance."

Larry Finley, vice president of the International Tape/Disc Association, contends that "Home video actually enhances TV viewing. Because of the time-shift mechanism, people are now watching more television than they watched before, because you can now tape one program while watching another."

Oldham sees a strong future for this new medium. "In a couple of years, I think home video is going to be a major industry. However, since the product shown on home video is reluctantly or not at all sold to the commercial stations, it doesn't affect the rental."

With regard to the longterm effect of pay-TV on broadcast television, Simon has thus observed regarding Los Angeles: "The various forms of pay television already represent competition, not so much for audience in any great way, but for product. And their penetration of the market is not nearly as great as it's going to be." □



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## STANDING OVATION

The Pointer Sisters are just one of the superstars featured in this exciting new 60-minute weekly concert series.

Other internationally-renowned acts include Eric Clapton & the Yardbirds, Buffalo Springfield, Chuck Berry, James Taylor, Joni Mitchell, Peter Frampton, and Mick Fleetwood.

All shows are barter and first-run, ready for a September premiere.

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**Syndie sweep** (from page 154)

the slack, predictably, were sports programs. Three sports shows were in the top 25 for men 18-49, although all three aired in a limited number of markets. They were: *Vince Dooley* (Number 11/4.4 rating in 7 markets); *Bart Starr* (tied for 17th/4.0/6); *Tom Landry* (25th/3.6/16).

The highest ranking program for men 18-49 that did not make the top 25 for average households was *Kung Fu*. The hour action drama tied for 7th with a 4.7 rating, airing in 37 markets.

Sitcoms and variety shows maintained their popularity with teenagers, but for this audience a third program type was

ing) was surpassed by *Happy Days* (1st/12.1) and *Laverne and Shirley* (2nd/10.8). Numbers 4 and 5 were also sitcoms: *Good Times* and *What's Happening?*, respectively.

Sitcoms surfacing among the leaders for teens that didn't make the top 25 for either average households or adults 18-49, were *Brady Bunch* (12th/6.8/73); and *Gilligan's Island* (21st/5.6/81).

The five teen variety leaders were: *Solid Gold*—original airing (tied for 10th/7.1); *Dance Fever* (13th/6.5); *Muppet Show* (17th/6.0); *Solid Gold-repeat* (18/5.8); and *You Asked For It* (tied for 24th/5.1).

Hour dramatic series among the teen leaders were: *Charlie's Angels* (7th/8.4/23); *Little House on the Prairie* (9th/7.4/42); *Wonder Woman* (14th/6.4/45); *Bionic Woman* and *Lost in Space* (tied for 19th/5.7); and *Incredible Hulk* (tied for 24th/5.1/26). *Bionic Woman* was carried in 28 markets, and *Lost in Space* was aired in 12).

**Children's shows**

As expected, the biggest group among leaders for kids was children's shows—13 out of 25, or 52 per cent. The number 1 spot for kids was shared by the *Muppet Show*, categorized as a variety program, and by *Scooby Doo*, which is seen in 63 markets. Both shows had a 14.0 rating.

Other "non-children's shows" that scored well with kids were: *Happy Days* (tied for 4th/11.8); *Laverne and Shirley* (6th/11.4); *Brady Bunch* (7th/10.6); and *Wonder Woman* (tied for 9th/9.5).

Rank and rating for children's shows in the top 25 for kids, after *Scooby Doo*, were: *Pink Panther* (3rd/12.3/29); *Tom*

and *Jerry* (tied for 4th/11.8/108); *Daffy Duck/Porky Pig* (8th/9.9/12); *Flintstones* (tied for 9th/9.5/53); *Bugs Bunny* (11th/9.3/80); *Adventures of Pinocchio* (12th/9.1/9); *Mighty Mouse Show* (13th/9.0/11); *Woody Woodpecker and Friends* (tied for 14th/8.9/49); *Bozo's Big Top Circus* (tied for 19th/8.2/7); *Popeye* (21st/7.9/40); *Sesame Street* (tied for 22nd/7.5/10); and *New Casper Cartoons* (24th/7.2/19).

**Five market minimum**

Syndicated programs ranked by the Nielsen Cassandra data must have appeared in five or more markets in November, 1981.

Nielsen diaries for that month encompassed 380 syndicated from November, 1980, when the reporting included approximately 425 syndicated programs.

The decrease, however, did not affect all types of shows. Those categories showing strength in numbers compared with November, 1980, were sitcoms, dramatic shows (both hour and half-hour), children's animated programs and variety shows.

Categories dropping significantly in number of programs from November, 1980, to November, 1981, were documentary/informational and sports shows.

Other classifications that declined, though not as much as the aforementioned, were game shows and talk shows, live-action children's shows and religious programs.

The category with the largest number of shows in November, 1981, was religious with 57, according to the Cassandra data.

Second largest category was sitcoms with 54 series.

**Leading syndicated shows by women 18-49 ratings**

Top 25 programs, ranked by weighted DMA ratings

1. M*A*S*H	10.0
2. Goliath—Part I	9.5
3. Family Feud PM	8.0
4. PM Magazine	7.5
5. Dance Fever	6.5
5. Solid Gold (orig.)	6.5
7. Laverne and Shirley	6.2
7. Little House on the Prairie	6.2
9. Happy Days	6.0
9. The Jeffersons	6.0
11. Barney Miller	5.8
12. Fight Back	5.5
12. Adventures of Pinocchio	5.5
14. Solid Gold (o/r)	5.4
15. Entertainment Tonight	5.3
16. Charlie's Angels	5.2
16. Hee Haw	5.2
18. Good Times	4.9
19. Muppet Show	4.8
20. You Asked For It	4.7
21. That's Hollywood	4.5
22. In Search Of . . .	4.3
22. Sanford and Son	4.3
24. Welcome Back Kotter	4.2
25. What's Happening	4.1

Source: NSI (Cassandra) November, 1981. Syndicated series in five or more markets.

a strong contender—hour dramas. Of the top 25 syndicated shows rated for teens, nine were sitcoms, six were hour dramas and five were variety shows. The remainder were: animated children's shows (2); and dramatic-features, game shows and documentary/information programs, one each.

In the sitcom category for teens, *M\*A\*S\*H* (Number 3 with a 9.8 rat-

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# PRIME TIME SHOWCASE

An impressive new package of four first-run two-hour made-for-TV movies for prime time television premieres in September, 1982; December, 1982; January, 1983; March, 1983.

Details of this highly promotable barter package, produced by Comworld Productions in association with Procter & Gamble Productions, are available at our NATPE booth or by calling Comworld International in Nashville (615/373-0819),

New York (212/889-6802), or Toronto (416/967-6141).

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## Program directors (from page 152)

more local shows. But we must have the time, people, and dollars to do them well. Otherwise, forget it."

Overall, questionnaire results showed a little over 20 per cent of all replying program directors pointing to a need for improvement in their news, syndicated series and public affairs shows.

But results were also broken out by three levels of station revenue, plus a fourth category for independent stations. Broken out by size of station revenue, 29.3 per cent of the program directors for the bigger stations—taking in over \$8

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**News is the prime target for improvement among both mid-size and smaller stations. Among the under-\$4 million revenue stations, 32.2 per cent of their program chiefs named news as most in need of improvement, as did 21.8 per cent of the mid-size station programmers and 18.5 per cent of replying program executives from the independent stations.**

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million in revenue—think their major upgrading effort should be concentrated on public affairs.

However, also naming public affairs as in most need of betterment were 22.2 per cent of those at stations with under \$4 million in revenue, 17.2 per cent of the middle-size (\$4–8 million) station group and 16.7 per cent of the indies.

In another program category, 24 per cent of program heads for the bigger stations and 33.3 per cent of those replying from independent stations pointed to their syndicated series as top candidates for upgrading. At the same time, though, only 2.7 per cent of programmers representing the bigger stations (and 2.6 per cent of all program execs replying) thought their syndicated features were most in need of improvement. And in the face of all the recent talk about pressures by the Moral Majority, not one station programmer from any revenue level named religious programming as most in need of improve-

ment.

However, the fact that one-third of all the independent station program directors responding put the finger on syndicated series underlines the key importance of this category to stations with no network feed upon which to rely. A double underline is the response from smaller and mid-size stations: Only 18.9 per cent of the under \$4 million stations and 14.9 per cent of the \$4–8 million station category saw syndicated series as a key candidate for upgrading.

News is the prime target for improvement among both mid-size and smaller stations. Among the under-\$4 million revenue stations, 32.2 per cent of their program chiefs named news as most in need of improvement, as did 21.8 per cent of the mid-size station programmers and 18.5 per cent of replying program executives from the independent stations.

Related to news, 20.7 per cent of the "middle-income" station program heads, against 13.3 per cent of programmers from the bigger stations, 11.5 per cent of those from smaller outlets and 5.6 per cent of those programming independents saw investigative reporting as an area in urgent need of betterment.

Children's programming was named as most in need of improvement by 18.4 per cent of the \$4–8 million revenue stations, by program heads from 13.3 per cent of the smaller-income affiliates, and from 12 per cent of the wealthier stations. However, only 9.3 per cent of independent station programmers cited kids shows—presumably because this is an area that independents have done so well in for so long.

## Consumer aid segments

Other categories thought to, "need most improvement" by PDs were consumer aid segments, locally-oriented public affairs, local series, "various local shows," and a locally-produced magazine show. But other program chiefs believe that what needs greatest improvement on their stations, are "the shows we get from our network."

But despite the importance that so many program heads assign to their stations' news product—with more of them citing news as most in need of improvement than any other single program category—the vote against, "an hour of network news on your station" was an overwhelming two-to-one against: 59.1 per cent nays versus 28.1 per cent yeas and another 12.8 per cent of programmers who remain undecided (see February 8 issue).

Most solidly opposed to more network news were the 67.2 per cent of responding program directors from the middle-size stations and 63.2 per cent of those

from the over-\$8 million revenue contingent. But even half of the smaller revenue stations were against it, most undoubtedly not in the top 50 markets where the Prime Time Access Rule applies.

Then there were those who qualified their opposition to more network news. One programmer was willing to take more, "but only in primetime, not local time." Another would accept more network news, "but not in early evening—only late night, anytime from 10:30 p.m. on." And one program head said he'd accept more news, "with adequate compensation." Still another would agree to take it "at station rates."

Other conditions under which program chiefs would accept more network news included: "Only if they expand it into their *own* time," "if they feed it between 8 and 9 p.m.," "only in currently existing network time." Two suggested 45 minutes of network news rather than a full hour, and one preferred it in two half-hour pieces, one early and the other late. And one programmer noted that his station already carried two hours of news in the morning.

Asked about sex and violence—whether program directors felt that "attacks on TV programming as immoral are justified," almost 28 per cent show some concern about current program content. But 25.1 per cent of all the program heads believe that such attacks are "absolutely not justified," and 47.2

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**Children's programming was named as most in need of improvement by 18.4 per cent of the \$4–8 million revenue stations, by program heads from 13.3 per cent of the smaller-income affiliates, and from 12 per cent of the wealthier stations.**

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per cent feel they may be warranted "in only a few instances." (See February 8 issue.)

However, 11.7 per cent feel that criticism is justified "in many cases," and 2.2 per cent believe "absolutely" that the critics' complaints have merit.

By size of station revenue the reply checked off most often by PDs for the wealthiest stations—32.9 per cent of

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## *Rock 'n' Roll: The First 25 Years*

Last year producer Jerry Harrison proved a music anthology could generate audience excitement with *The Roots of Rock'n'Roll*.

For '82, there's a brand-new retrospective from Jerry Harrison and Comworld Productions— *Rock'n'Roll: The First 25 Years*. It's six new 60-minute prime time or early fringe episodes and a 2-hour special featuring dozens of interviews, performances, and rare film footage.

The shows for July 12-August 22, 1982 are:

1. The Birth of Rock'n'Roll hosted by Pat Boone
2. The Geography of Rock'n'Roll hosted by The Beach Boys
3. The Groups of Rock'n'Roll hosted by Michael McDonald and Patrick Simmons of The Doobie Brothers

4. The Theatrics of Rock'n'Roll hosted by Alice Cooper
5. The Wcmen of Rock'n'Roll hosted by Tina Turner
6. The Idols of Rock'n'Roll with host to be announced

Two-hour special for later in the year hosted by Frankie Avalon. All are barter.

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them—was that such criticism is “absolutely not justified.” And 30 per cent of this group chose the “justified in only a few instances” answer.

This compares to 55.7 per cent of the programmers for the smaller affiliates, 53.4 per cent of those working for middle-size stations and 45 per cent of those running programming for independents who agree that complaints about immoral fare are justified “in a few instances.” Twenty per cent of independent PDS, 20.6 per cent of smaller affiliate program heads and 20.5 per cent of those programming the middle-income affiliates assert that such critical attacks are,

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**Greatest agreement on any of the questions in this survey came from the 78.9 per cent of the overall sample who see benefits for stations using satellites for transmission of syndicated programming. Savings in shipping costs, better quality tapes and reliability of program delivery were cited most often by programmers from stations of all income categories.**

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“absolutely not justified.”

In closer agreement with television's more vocal critics were 17.5 per cent of the independent program chiefs, 17.1 per cent of PDS for the larger revenue stations, 13.7 per cent of those programming the middle income stations and 9.3 per cent of those working for the small-revenue stations who believe that complaints about immorality on the tube are merited, “in many cases.”

“Absolutely justified,” was the consensus of a relatively small five per cent of independent program directors, 3.1 per cent of the program heads for smaller affiliates and 1.4 per cent each for PDS for both the middle income and for the most prosperous TV affiliates.

“Mixed feelings” on this morals question was the choice checked off by 18.6 per cent of the program directors at the bigger stations, 12.5 per cent of the program execs at the independents, 11.3 per cent of those at the smaller-income stations, and 11 per cent of those pro-

gramming the \$4-8 million stations.

Greatest agreement on any of the questions in this survey came from the 78.9 per cent of the overall sample who see benefits for stations using satellites for transmission of syndicated programming. Savings in shipping costs, better quality tapes and reliability of program delivery were cited most often by programmers from stations of all income categories.

Not surprisingly, it was program directors of independent stations who came out closest to unanimity in favoring satellite use, with 87.5 per cent of this group voting for the bird. Almost as great a proportion of the smaller, under-\$4 million revenue stations—86.4 per cent—were pro-satellite, as were 84.2 per cent of the PDS from the bigger stations. However, only 66.7 per cent—still an overwhelming majority—of the middle-income station programmers feel there are benefits in satellite transmission.

Typical comments included: “Anything to abbreviate tape handling and storage is an improvement.” “Satellites can cut shipping costs dramatically.” Many programmers agreed with this and only one asserted that shipping costs are *not* cut by satellite program transmission. But others observed that this can depend “on what the satellite company charges. Once we dump land lines, what's to prevent *them* from raising prices?” Another program director figured that satellite transmission “should become viable and valuable in the future, when there will be feeds coming in at times when personnel are scheduled. But not in the present situation, when feeds come in at 3 a.m.!”

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### Satellite flexibility

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Other benefits of satellite transmission are felt to be “greater flexibility in future program scheduling.” “Guaranteed delivery even in the worst weather.” “Satellites allow us to receive programs well in advance of air date, and the quality of dubbing is better.” “It offers the possibility of simultaneous national release, permitting efficient national promotion by the syndicator.” “But it's only an advantage for programs like talk shows where timeliness is a factor while certain guests are still in the national eye.”

Though not so close to unanimity as they are on the values of programming delivery by satellite, a clear majority of responding program bosses like the Prime Time Access Rule and want to keep it. Just over three-quarters—75.1 per cent—of the total voted against repealing PTAR.

Those most strongly in favor of retaining the rule are 83.1 per cent of the program heads for the bigger stations.

This pro-rule vote is followed right down the line by 74 per cent of the middle-income station PDS, and by 66.7 per cent each for both the under-\$4 million revenue stations and for the independent station program directors.

One program director from a small revenue indie, however, took a good look at both sides of the question. He said he is against repeal of PTAR because “Prime access is better for us. But I'm also *for* repeal because the rule is unconstitutional.”

In the area of compensation, already covered in depth in the February 8 issue of TV/RADIO AGE, program directors' earnings were found to lag significantly behind the salaries of general managers and general sales managers. There was even a decline in average earnings of PDS at middle-income stations.

Average earnings for program directors last year advanced only 0.8 per cent ahead of their 1980 level, inching up to \$35,700. At the middle-income \$4-8 million revenue stations, PDS' average earning levels dropped 4.3 per cent to \$35,900, compared to \$37,500 in 1980. While the reasons for this dip in earnings were not covered by the survey questionnaires, one possible explanation may be greater-than average turnover among program directors at the middle-income stations. If the turnover is more frequent, that could mean a larger-than-average number of new executives who probably come in at lower earning levels than those whom they replace.

However, in the more prosperous, \$8 million-plus station group, earnings of

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**A clear majority of programming bosses like the Prime Time Access Rule and want to keep it. Just over three-quarters—75.1 per cent of the total—voted against repealing PTAR.**

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programming directors went up by 8.7 per cent to \$51,200. That compares to \$47,100 reported in the 1980 survey.

Top bracket PDS in both the 1980 and '81 surveys earned over \$75,000. But this top earnings range was reached last year by only 1.4 per cent of program directors at the \$4-8 million middle-income stations and by only 7.2 per cent of the wealthier over-\$8 million group. □

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THE  
*Blue Jean*  
NETWORK

Just broken in last year, *The Blue Jean Network* wears well as the 1981 Nielsens testify. For '82, the artist roster for this 13-week series of 90-minute summer specials is even bigger.

All shows are first-run and feature some of the hottest names for the young adult audience. The line-up includes Fleetwood Mac with Stevie Nicks, Hall & Oates, Air Supply, Little Fiver Band, Sheena Easton, Second City Comedy, Kim Carnes, The Tubes, Dirt Band, Cliff Richard, Billy Squier, Juice Newton, and Gary U.S. Bonds.

Scheduled to air June 4-September 2, 1982, barter.

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## Soaps (from p. 147)

sees the success of *People's Court*, combined with memories of the long-running *Divorce Court*, as responsible for spawning the new productions.

### Real-life appeal

Serge Valle, vice president and programming research director at Katz Independent TV Sales, says one of the major reasons for the acceleration in court series is due to "an apparent interest on the viewers' part in real-life issues and in learning how to cope in certain circumstances involving litigation." The question of what to do in cases of divorce is especially important today because the divorce rate is so high, he notes.

New for NATPE this year in the way of court series are: MCA TV's daily half-hours, *Custody Court*, based on actual cases, whose producer is Stuart Cheifort, former producer of *Divorce Court*; *Police Court*, from Colbert Television, half-hour strip dealing with sensational court cases where non-professional actors are given details and the outcome of the actual trial and ad-lib the rest; and *Family Court*, a series available for both strip and/or once-per-week telecasts, syndicated by Columbia Television.

Court programs and other types of similar formats dealing with personal problems, such as Telepictures' *So You Think You Got Troubles?* a first-run strip which offers advice to people with problems, are seen as syndicated replacements for the once-dominant form in early fringe—the talk show. Only one talk series, the *Merv Griffin Show*, survives, and that has been cut to 60 minutes from 90, while the *Mike Douglas Entertainment Hour* has recently departed the airwaves, and the *John Davidson Show* will not be around for this fall (see programming section, this issue, for details). One of the major reasons for the demise of talkies is that they generally skew older.

Katz Communications' first consortium project, *Weekday*, which will be distributed by Metromedia Producers Corp., is the only new talk entry that's geared for early fringe, according to Oldham, who notes that the hour program was created to target women 25-54 and to hold the soap viewers. The pilot for the so-called third-generation talk show was recently completed. The consortium was created under the auspices of Alan Bennett, president of Katz Development Corp.

Adding to the new first-run product flowing into this year's convention is a daily half-hour series for children, *The Enchanted Palace*, being introduced by

National Telefilm Associates, which features live magic, puppets and special guest appearances; and a large amount of material from England. For example, D. L. Taffner has a group of Thames Television "originals," 125 half-hours including *Man About the House*. Also from England, via the BBC, being distributed here by Lionheart Television, are the *Dick Emery Show*, *Wildlife Safari* and the *Shirley Bassey Show*, among others.

In the daytime mix are two cooking shows: from Group W Productions, *Chef Tell's Good Life*, a half-hour strip, including appearances by guest specialists, and the *Muriel Stevens Cooking Hour*, half-hours being distributed by Best Film & Video Corp.

Besides all the first-run programs competing for stations' favor, especially for early fringe and late-night, a large number of off-network hours are competing as well. While the total of off-network hours being offered at the '82 NATPE for the first time is less than the



*Stations are being courted with a number of first-run courtroom series at NATPE meet, as syndicators hope to cash in on the good ratings of Telepictures' "People's Court," below, and the increasing need for people to deal with legal and custodial problems. At l., a scene from MCA TV's "Custody Court." Other court shows, not shown, include Columbia's "Family Court"; and "Police Court," from Colbert Television.*



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**Courtroom programs and other formats dealing with personal problems are seen as syndicated replacements for the once-dominant form in early fringe—the talk show. Only one talk series, the *Merv Griffin Show*, survives, and that has been cut to 60 minutes from 90, while the *Mike Douglas Entertainment Hour* has recently departed the airwaves, and the *John Davidson Show* won't be around this fall.**

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record-setting number at last year's convention, there are enough—about 12 new ones—to indicate the hour form will continue to be the overwhelming program length for some time to come. Also, of course, not many half-hours are coming down the syndication pike from the networks.

Actually, hours have been gaining in acceptance over the years, especially for early fringe, where up until a few years ago stations resisted buying hours because of lack of flexibility in the hour



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## **Nashville World Concerts**

Each month *Nashville World Concerts* reserves you a front-row seat for a 60-minute set with some of the hottest country and crossover acts in Music City.

Top chartmakers include Larry Gatlin and the Gatlin Brothers Band, Sylvia, The Charlie Daniels Band, Pure Prairie League, and Gail Davies.

All shows are first-run, beginning June '82 for 12 months. Barter.

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form and because they hold fewer commercials than the half-hours. Several of the off-network programs are also reportedly doing well in early fringe. These include such shows as Worldvision's *Little House on the Prairie*; Columbia Television's *Charlie's Angels*; Warner Bros. Television's *Wonder Woman*; and Viacom's *Hawaii Five-O*.

Mike Levinton, Blair Television's vice president, director of programming, notes that hours are working primarily because they have a broad-based appeal, "which is the viewing climate of today. They appeal to more than one segment of the audience, and are not the real heavy dramas such as *Ironsides*. That's

*Stations and group owners are becoming heavily involved in first-run syndication projects.*

*From r., clockwise, Producer Showcases' "The Uncle Floyd Show," from WWHT-TV Newark; Henry Fonda and Myrna Loy in "Summer Solstice," a WCVB-TV Boston production that was shown on ABC; "Weekday," initial co-op venture by the Katz Development Corp.; and Ingrid Bergman as Golda Meir in OPT's "A Woman Called Golda."*



why such reruns as *Little House* are doing so well." He believes such pre-releases as *Dallas* and *CHiPs* may work because they will probably draw a variety of demos. The important ingredient in the hour form, he continues, is its first half-hour. Generally, some people will turn off the program after the beginning half-hour, if there is something attractive running against it, he notes. "But if the initial 30 minutes are strong, the audience will stay with the hour show."

Dean McCarthy, vice president, program services, at Harrington, Righter & Parsons, asserts that anybody that says that hours aren't working is not in touch with today's times. "Most markets are finding they not only work but in several cases are working quite well."

About a dozen hour rerun series are new for this NATPE. Being made available for September are *Memories With Lawrence Welk*, 52 hours which

aired in first-run syndication from 1971-81, *Those Amazing Animals*, 23 originals and 23 repeats, and *Buck Rogers*, 37 hours (available for April), all from MCA TV; MPC's *Vega\$*, 65 episodes; and 20th Century Fox Television's *Best of Midnight Special*, 52 hours of the 1973-81 NBC late-night show. Available for January, 1982, was *White Shadow*, from Jim Victory Television.

For the fall of 1983, there is Columbia's *Fantasy Island*, 130 hours; for the fall, 1984, 20th-Fox's *Trapper John M.D.*, 110 hours; and Warner Bros. is offering *Dukes of Hazzard* for the fall, 1984. To take advantage of the half-hour off-network shortage, Columbia is also offering *Fantasy Island* as 220 30-minute episodes each, and Telepictures has

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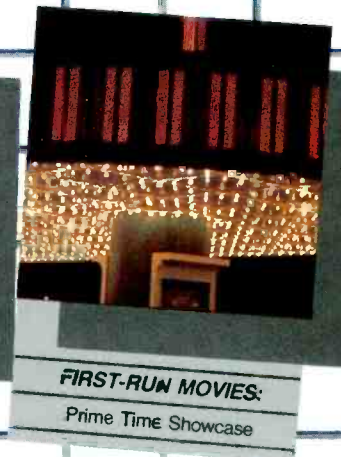
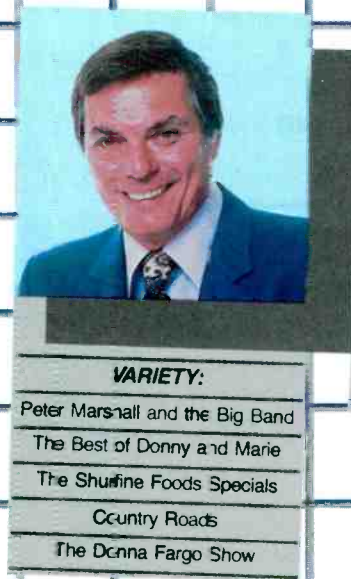
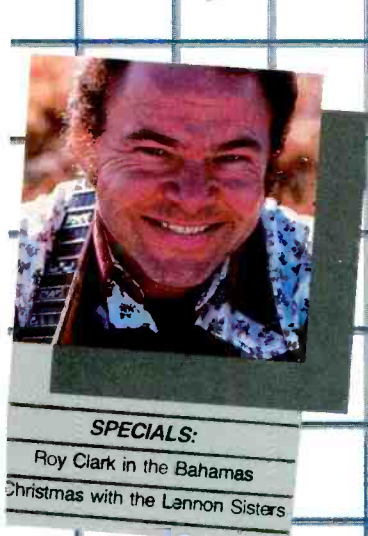
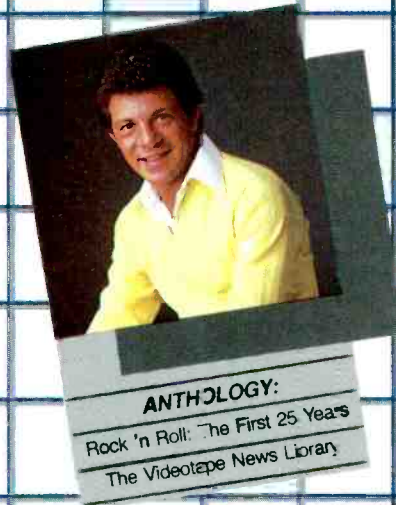
**Mike Levinton, Blair Television's vice president, director of programming, notes that hour shows are working primarily because they have a broad-based appeal, "which is the viewing climate of today. They appeal to more than one segment of the audience and are not the real heavy dramas such as *Ironsides*. That's why such reruns as *Little House* are doing so well."**

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divided the NBC hour series *Real People* into 130 half-hours, available for this fall. Another new rerun half-hour is Columbia's *Soap*, for September.

While prices for the reruns have leveled off from the *Happy Days Again* period of a few years ago, they are still rising at the rate of 10-15 per cent, according to reps and station executives. But a lot depends on the series up for grabs and the competition in the market, they maintain. Katz's Oldham notes that the prices are following "an erratic pattern." He says that the *Dukes of Hazzard* reruns are going for an "unbelievable price," while series such as *Different Strokes* and *Taxi* are getting "good" fees. He terms the dollars being asked for *WKRP in Cincinnati* as a little more reasonable and *Mork & Mindy* as "even more reasonable." On the other hand, *The Love Boat*, is fetching as much as \$70,000 per episode in the

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major markets, according to another source.

While Petry's Aiken sees some leveling of prices, he says he would emphasize that off-network is "still a very expensive way to go, and unless the station looks realistically at the bottom line, they can fool themselves on what the return will be." He adds there are several factors for the price escalation: residuals to the actor unions are too high, so syndicators have to charge a high price as well; the built-in ego factor on the part of the distributor, who wants to get a higher price for a product than his competitor's; and that competition among stations has

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**Many stations are in a damned-if-you-do, damned-if-you-don't situation regarding purchasing off-network and first-run product, in light of the possibility of access repeal and other deregulation. While it may appear most stations are holding back, the truth is that they are buying at a good rate, basically to protect themselves from competitive stations.**

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become so heavy that it has driven up the price.

"It's really a supply and demand problem, especially with more UHF's on the air and the fact that there is only a small number of real good product available," he says.

#### Station dilemma

At the stations, many are in a damned-if-you-do, damned-if-you-don't situation regarding purchasing off-network and first-run product, in light of the possibility of access repeal and other deregulation.

While it may appear on the surface that most stations are holding back from purchasing shows, the truth of the matter is that they are buying at a good rate, basically to protect themselves from competitive stations.

Ralph Gabbard, executive vice president and general manager at WKYT-TV, CBS affiliate in Lexington, Ky., admits that the station is going after "certain pieces of product, and taking my chances

to protect myself. I don't know what the future is going to bring, but I have no doubt that the networks will do a one-hour newscast, if the access rule is repealed. I'm more skeptical about buying up-front, especially with the FCC rule allowing importation of distant signals, but I see little choice."

However, he continues, other "scary" things facing affiliates—and which will affect prices down the road—are the possibilities of a third network via direct-to-home-satellites. George Moynihan, senior vice president for the station group at Group W Television stations, notes that "you have to be careful what you're buying but it depends on the program." At Lin Broadcasting, Blake Byrne, group vice president, says that care should be exercised in purchasing futures. But, he emphasizes, that a lot depends on the station and the competition in the market. The group's Norfolk station, WAVY-TV, is looked at differently from other stations in the group in terms of buying. As a station among the top 50 markets, it bought *Love Boat* in pre-release as protection in the market

if the access rule is repealed, he says.

Meanwhile, it's becoming difficult to differentiate between a buyer and a seller, and going into this year's convention the lines distinguishing both are even thinner, as the pattern of owned stations, group outlets and individual broadcasters getting involved in co-financing and/or local productions for syndication appear to be gaining momentum. For example, new this year for NATPE, *Family Court* is being done with help from the ABC-owned stations, as well as Group W-owned outlets, and *Soap Talk* is a co-venture involving the NBC-owned stations, *Mag-Net* and Pierre Cassette Productions.

Also, Metromedia Television is tied in a co-venture with Viacom on *Night Court in Vegas*, and *Weekday*, the first-run hour talk show strip aimed at early fringe and the initial co-op venture in the Katz Communications Partners in Programming project, has the NBC-owned stations as a partner along with 15 Katz-repped outlets. The station co-op Operation Prime Time, which began in 1977, continues to plan new programs,

*Half-hour reruns continue to be scarce. Offerings include, from below, clockwise, Jim Victory's "WKRP in Cincinnati," new this year; Warner Bros. "Alice"; Tandem/T.A.T.'s "Diff'rent Strokes"; "Mork and Mindy," from Paramount, and also new for this year, Telepictures' Real People."*



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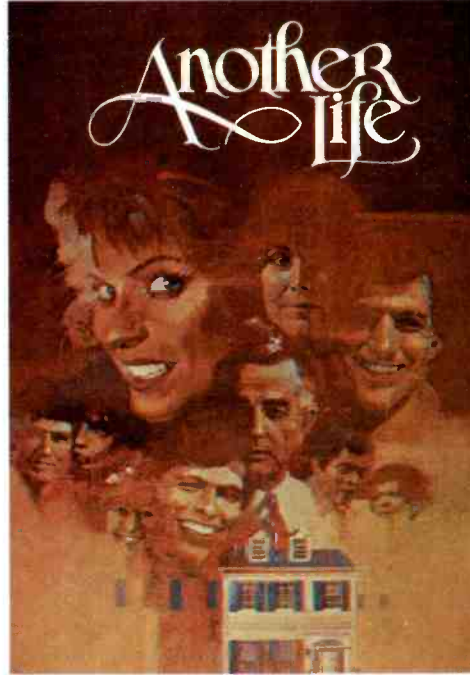
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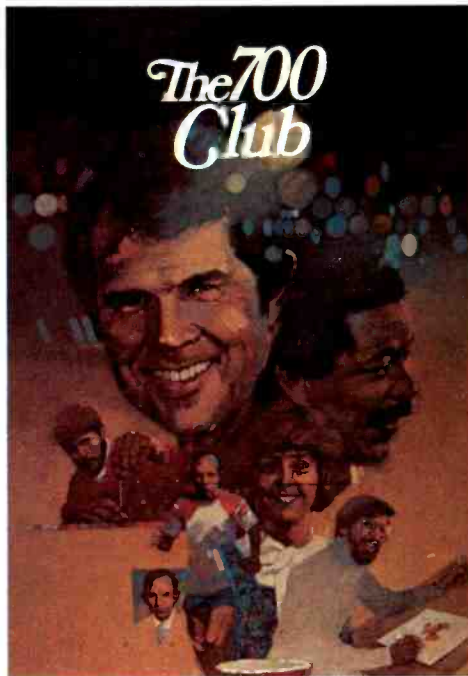
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**The 700 Club**  
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and will introduce at the convention *A Woman Called Golda*, four-hour miniseries starring Ingrid Bergman, for a May airing, and *Smiley's People*, six-hour special with Sir Alec Guinness.

In addition, OPT will make available six other programs to its member stations, encompassing 16 hours, for scheduling in 1983 and 1984, as OPT VI. These include *Sadat* (April), *Nelson and Teacher* (November) and one program still to be determined, for 1983. For 1984, *Key to Rebecca* (May), *Blood Feud* or *The Founding Father: The Life*

of Joe Kennedy, starring William DeVane (November) and a special to be announced as the December entry.

Besides those major groups financing and producing series for syndication for a number of years, such as Group W and Post-Newsweek, other groups that have gone a similar route over the last year or two or are exploring syndication include Cox Broadcasting, Storer Broadcasting and Corinthian Broadcasting.

However, what is also developing is that several stations are going into syndication with their locally-produced

programs which were not necessarily designed for syndication. WWHT-TV Newark UHF station, has signed a distribution deal with Producers Showcase, for the *Uncle Floyd Show*, a popular hour strip comedy series that the station has been producing and is airing for about seven years. The show has also been picked up by cable television.

WCVB-TV Boston, long in the forefront in producing local programs, has been involved in syndication for several years. This NATPE, it will introduce *Tom Cottle. Close Up*, half-hour strip talk show, through its production subsidiary, BBI Productions. But, in addition, the station is exploring syndicating a new access magazine show, *Chronicle*, which made its debut in January, on a regional basis, although this wasn't the station's intention initially.

### Industry 'first'

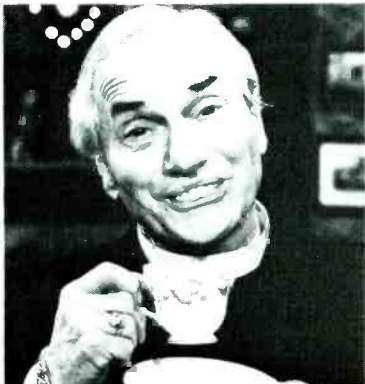
And still one more indication of the rise in stations opening their vistas to syndication represents what may be a "first" in the industry. i.e. an network-owned station's locally produced program going the syndication route. WABC-TV New York is firming a deal with a distributor for *Where Were You?* It's a weekly show produced by WABC, and is an information/entertainment series. According to Gene Swerdloff, vice president of the O&O stations, a syndication deal is imminent. Distributors in the running include MGM/UA and King Features Entertainment.

Petry's Aiken notes that there are three major reasons for the increasing movement by stations to put their locally produced shows into syndication or to get involved in co-op ventures: cost, control and the rush into localism. Looking for syndication for their new shows naturally will help defray the cost of the production as well as not having to buy product from a syndicator at a price that may be too high. Also, the station can have control over the program regarding its national sales and distribution. Third, points out Aiken, with stations moving increasingly into locally produced programming, the possibility of syndication may spur stations not simply to expand its local news but to be part of the community with other types of material such as magazine shows.

McCarthy adds that another lure for stations to look at syndication for their own shows is image. "It's very nice if one of the station's series goes syndicated because the station becomes known nationally and enhances its image." He continues that magazine and information and news combinations are especially "syndicable" product coming from local outlets.

In an unusual syndication turn, Syn-

*Weekly new first-run fare looking for a station slot this fall season consists of a wide variety of program types. From r., clockwise, "The Professionals"; "Syndicast Services' Country Jamboree"; "The Barry Farber Show," from 20th Century-Fox; "Jack Anderson Confidential," from Colbert Television Sales; and Lionheart Television's "The Dick Emery Show."*



# American Pie



*Multimedia's "American Pie" appears to be in a class by itself this NATPE. It's the only strip series being offered exclusively for access, despite the fact that the time slot may go to network news at some point on affiliates, if the repeal of PTAR goes through.*

dicast Services is pitching stations and advertisers on two two-hour made-for TV programs in the "real-life" genre, based on stories from a few of the "confession" magazines. The advertiser-supported shows will be available in September and December, with 10 minutes for national sale and 10 for local station sales use each of the two plays allotted the stations. The station also has a third run for itself. A major station group is firming a deal with Syndicast and will play the shows in primetime. Paul Klein is executive producer of the programs, and the budget for both is said to be in the millions of dollars for each.

Another growing development is the use of satellites by syndicators. At this point, more than a half-dozen shows are, or have been, on the bird. These include

*Entertainment Tonight, The Merv Griffin Show, The John Davidson Show, Hour Magazine, Saturday Night Live, Solid Gold, Dance Fever and Louis Rukeyser's Business Journal.* Also, several new offerings for NATPE are being sold as satellite programs. These are *Soap Opera Recap, American Pie, Weekday, Soap Talk, Lexington Broadcast Services Fight of the Month and Weekend Sports Wrap-Up,* from MPC.

Petry's Aiken is so bullish about the satellite delivery system that he envisions it will definitely become the "exclusive delivery system within the next three years. It provides a quick and inexpensive way of delivery compared to the traditional means of video tape and other forms." □



*Telepictures' "So You Think You Got Troubles?" takes an entertaining and informative look at personal problems. The half-hour series is being offered for the fall.*

Steve Currie (from page 154)

Some companies have replaced annual meetings with teleconferences. It seems odd that we in the communications business have not immediately turned to closed circuit television. Many hotels now have two-way audio capability in addition to a satellite receiving dish. Small groups of 40 or 50 members could gather regionally at a hotel to participate. Those who could not get away could at least watch from stations.

While NATPE has been and will continue to be the U.S. clearinghouse for program information, a source of ideas and an annual forum for the exchange of new theories, its role internationally is only now emerging. Signifying this is the official name change to NATPE International and a lifting of the prohibition against international members being elected to the NATPE board and executive committee. It is very possible that teleconferencing is the answer to a truly international NATPE conference. It would also be advantageous to many of our members to computerize a NATPE co-production office. Thus, station groups in the U.S. could offer a program idea and their share of budget to any other station group, advertiser, etc., anyplace in the world.

The most important aspect of teleconferencing, however, is that topical issues can be discussed. By the time an annual conference rolls around, formerly "hot" topics may have cooled, and NATPE members may have lost an opportunity for a collective response. For instance, look at the Prime Time Access Rule debate.

PTAR is a subject of vital interest to our members. Fortunately, the subject remains before the FCC as we ready for our annual meeting. Had we been forced by fast-moving events to formulate a position and present that position to our members, only a teleconference could have solved the problem. It appears that government regulation is to be more and more a concern to the program executive and syndicator. So, we must devise methods of keeping NATPE's membership informed.

Incidentally, on Monday, March 15, NATPE is devoting a full session to a review and discussion of PTAR and the First Amendment with statements of position from representatives of government, networks, syndicators, producers, advertisers, stations, pressure groups and lobbyists. That session is at 8 a.m., and there are no other sessions opposite it.

Then at lunch, FCC Chairman Mark Fowler will address the conference. We have designated Monday PTAR day, and I encourage you to attend the session and the luncheon address. □

# SYNDICATION STATISTICS

## Syndicated shows ranked by average DMA household rating

	MKT	RTG	SHR	RANK	COVG	W1849		WOMEN		M1849		MEN	
						RATING	RANK	RATING	RANK	RATING	RANK	RATING	RANK
M. A. S. H.	184	13.9	30	1	96.4	10.0	1	9.7	3	9.7	1	9.4	1
FAMILY FEUD PM	113	13.2	24	2	79.1	8.0	3	11.2	1	5.6	4	8.0	4
PM MAGAZINE	93	12.7	23	3	81.6	7.5	4	10.0	2	6.2	3	8.5	2
GOLIATH_PART 1	17	10.7	18	4	17.6	9.5	2	8.0	4	9.1	2	8.2	3
HEE HAW	176	9.7	22	5	92.1	5.2	16	7.6	5	4.7	7	7.3	5
FIGHT BACK	14	8.8	18	6	14.4	5.5	12	7.1	8	4.7	7	6.0	6
HAPPY DAYS	154	8.8	22	6	92.8	6.0	9	4.7	22	4.3	13	3.6	24
BARNEY MILLER	100	8.7	20	8	76.2	5.8	11	5.9	13	5.4	5	5.6	8
TIC TAC DOUGH	109	8.7	18	8	63.2	3.7	30	7.4	6	2.4	48	5.0	9
LAVERNE AND SHIRLEY	97	8.4	18	10	75.5	6.2	7	5.0	18	3.8	22	3.4	29
YOU ASKED FOR IT	94	8.4	18	10	68.0	4.7	20	6.3	9	4.2	14	5.7	7
DANCE FEVER	119	8.1	19	12	83.3	6.5	5	6.3	9	4.7	7	4.8	12
ENTERTAINMENT TONIGH	106	8.1	17	12	81.4	5.3	15	6.3	9	4.0	17	4.9	10
LAWRENCE WELK SOW	164	8.1	17	12	87.8	1.7	118	7.3	7	1.1	156	4.9	10
MUPPET SHOW	136	7.8	16	15	88.7	4.8	19	4.5	23	3.7	23	3.6	24
LITTLE HOUSE ON THE	42	7.7	19	16	31.9	6.2	7	5.8	14	3.0	32	3.0	37
JEFFERSONS	60	7.5	18	17	47.5	6.0	9	5.5	15	3.9	19	3.8	21
CHARLIES ANGEL	23	7.3	17	18	30.7	5.2	16	5.0	18	3.3	28	3.4	29
ADVENTURES OF PINOCC	9	7.2	18	19	4.7	5.5	12	5.2	17	2.4	48	2.8	44
JOKERKS WILD	63	7.1	17	20	48.7	2.9	50	6.1	12	1.8	71	3.9	20
SOLID GOLD ORG	177	7.0	18	21	95.3	6.5	5	5.3	16	5.1	6	4.3	16
GOOD TIMES	61	6.7	17	22	54.6	4.9	18	4.2	31	2.8	36	2.6	52
WELCOME BACK KOTTER	49	6.4	16	23	44.2	4.2	24	3.4	44	3.3	28	2.7	47
ALL IN THE FAMILY	86	6.2	16	24	68.6	3.9	28	4.5	23	3.1	30	3.7	22
BART STARR	6	6.2	22	24	1.9	3.0	44	3.4	44	4.0	17	4.7	13
THAT'S HOLLYWOOD	19	6.2	13	24	34.4	4.5	21	4.3	28	3.6	25	4.0	19
WHATS HAPPENING	34	6.2	16	24	33.3	4.1	25	3.5	42	2.5	44	2.2	71
CARTER COUNTRY	26	6.1	16	28	22.7	4.0	26	4.3	28	3.0	32	3.4	29
PHIL DONAHUE SHOW	176	6.0	32	29	97.9	3.5	35	5.0	18	1.1	156	2.0	79
IN SEARCH OF ...	59	6.0	13	29	63.3	4.3	22	4.4	26	4.4	11	4.4	15
PINK PANTHER	29	6.0	17	29	26.2	2.8	53	2.3	89	2.6	39	2.3	62
SOLID GOLD O/R	177	5.9	17	32	95.3	5.4	14	4.4	26	4.2	14	3.6	24
KUNG FU	37	5.8	15	33	35.2	3.6	32	3.2	50	4.7	7	4.2	17
SANDFORD AND SON	80	5.8	16	33	51.2	4.3	22	3.9	34	3.4	27	3.3	33
OMNI NEW FRONTIER	61	5.7	12	35	60.7	3.7	30	3.9	34	3.9	19	4.1	18
BARNABY JONES	15	5.6	18	36	27.8	3.1	43	4.8	21	1.6	93	2.6	52
WONDER WOMAN	45	5.6	15	36	35.1	3.6	32	3.0	57	2.6	39	2.3	62
LET'S GO TO THE RACE	39	5.5	13	38	13.5	3.0	44	4.2	31	2.3	51	3.5	28
STARSKY AND HUTCH	26	5.5	17	38	29.4	4.0	26	3.9	34	2.9	34	3.0	37
BRADY BUNCH	73	5.2	17	40	59.8	2.4	63	1.9	112	1.3	136	1.1	175
CAPITAL CITIES	6	5.2	12	40	3.3	2.8	53	3.7	39	2.0	62	2.3	62
HAWAII 5_0	33	5.1	18	42	34.9	2.9	50	3.9	34	2.3	51	3.1	36
MERV GRIFFIN	60	5.1	15	42	51.6	2.1	80	4.3	28	1.0	172	2.3	62
SCOOPY DOO	63	5.1	17	42	64.3	1.5	142	1.1	193	1.0	172	0.9	197
BIONIC WOMAN	28	5.0	15	45	31.8	3.5	35	3.4	44	2.5	44	2.7	47
OUR MAGAZINE	100	4.9	20	46	69.3	2.6	56	4.0	33	0.8	199	1.6	112
MATCH GAME	18	4.9	21	46	17.1	2.4	63	3.9	34	0.9	184	1.8	93
STAR TREK	67	4.9	15	46	59.5	3.5	35	2.6	72	4.2	14	3.3	33
TOM AND JERRY	108	4.9	20	46	80.0	1.8	103	1.4	157	1.2	144	1.0	186
TOM JONES	8	4.9	12	46	4.1	3.9	28	4.5	23	2.6	39	3.2	35
VINCE DOOLEY	7	4.8	22	51	2.8	2.2	77	2.6	72	4.4	11	4.7	13
BATTLESTAR GALACTICA	19	4.7	10	52	25.7	3.5	35	2.5	79	3.9	19	2.9	40
WALTONS	64	4.7	15	52	46.5	3.2	41	3.6	40	1.5	106	1.8	93
BENNY HILL SHOW	72	4.6	14	54	66.9	2.9	50	2.8	61	3.7	23	3.7	22
GILLIGANKS ISLAND	81	4.5	17	55	60.2	2.0	87	1.6	138	1.5	106	1.3	158

Source for demographic ratings: A.C. Nielsen (Cassandra), November, 1981. DMA program averages are weighted by market universe. Syndicated shows aired in five or more markets. Ratings in second column are by households, other by demographic category.

# SYNDICATION STATISTICS

## Syndicated shows (continued)

	MKT	RTG	SHR	RANK	COVG	W1849		WOMEN		M1849		MEN	
						RATING	RANK	RATING	RANK	RATING	RANK	RATING	RANK
INCREDIBLE HULK	26	4.5	11	55	25.6	3.0	44	2.4	84	2.6	39	2.3	62
WILD KINGDOM	160	4.5	12	55	82.0	2.3	71	3.1	54	2.3	51	3.0	37
LOOK AT US	101	4.4	11	58	69.9	2.3	71	3.4	44	2.0	62	2.8	44
MATCH GAME PM	22	4.4	14	58	32.5	2.1	80	3.5	42	1.1	156	2.0	79
PEOPLES COURT	42	4.4	16	58	48.1	3.0	44	3.3	48	2.1	59	2.4	57
ROCKFORD FILES	88	4.4	16	58	72.2	2.4	63	3.0	57	2.5	44	2.9	40
TARZAN	29	4.4	17	58	31.7	3.2	41	2.8	61	2.9	34	2.6	52
GOSPEL SINGING JUBIL	29	4.3	31	63	9.3	1.7	118	3.6	40	1.6	93	2.7	47
TOM LANDRY	16	4.3	22	63	6.3	2.1	80	2.1	93	3.6	25	3.6	24
HERES LUCY	57	4.2	15	65	43.3	2.6	56	2.8	61	1.2	144	1.4	143
CAROL BURNETT ) FRIE	51	4.1	13	66	32.1	3.0	44	2.9	59	2.0	62	2.1	77
GUNSMOKE	60	4.1	18	66	30.4	2.2	77	2.7	65	2.1	59	2.8	44
BULLSEYE	22	4.0	10	68	29.9	1.8	103	3.3	48	1.1	156	2.1	77
EMERGENCY	37	3.9	13	69	29.5	3.0	44	2.7	65	1.5	106	1.5	127
GRIZZLY ADAMS - LIFE	38	3.9	12	69	33.6	2.4	63	2.6	72	1.8	71	2.0	79
HAYDEN FRY	7	3.9	15	69	2.0	1.7	118	2.3	89	3.1	30	3.4	29
JOHN DAVIDSON	61	3.9	15	69	56.3	1.6	130	3.2	50	0.7	211	1.5	127
LOST IN SPACE	12	3.9	17	69	11.9	2.4	63	1.8	118	1.9	68	1.5	127
NASHVILLE MUSIC	112	3.9	12	69	50.7	1.9	93	3.2	50	1.3	136	2.5	56
POP GOES THE COUNTR	107	3.9	14	69	46.0	2.0	87	3.1	54	1.6	93	2.4	57
SOUL TRAIN	58	3.9	17	69	49.4	3.6	32	2.8	61	2.2	55	1.9	84
WILD WILD WORLD OF A	12	3.9	13	69	14.5	1.9	93	2.6	72	2.0	62	2.6	52
WRESTLING	126	3.9	16	69	75.6	2.1	80	2.0	102	2.7	37	2.9	40
AGRONSKY AND COMPANY	10	3.8	11	79	17.4	1.2	174	2.4	84	1.6	93	2.7	47
BUGS BUNNY	80	3.8	20	79	68.8	1.3	162	1.0	201	1.0	172	0.8	212
RICHARD SIMMONS	161	3.8	20	79	94.3	3.4	39	3.2	50	0.7	211	0.9	197
ANDY GRIFFITH SHOW	64	3.7	12	82	41.8	2.4	63	2.2	92	1.8	71	1.9	84
BOB NEUHART SHOW	41	3.7	13	82	39.3	2.6	56	2.7	65	1.7	78	1.9	84
FLINTSTONES	53	3.7	14	82	55.6	1.2	174	0.9	216	0.8	199	0.6	238
HARDY DREW NANCY DRE	80	3.7	9	82	61.8	2.7	55	2.4	84	1.7	78	1.6	112
SFM HOLIDAY SPECIAL	48	3.7	11	82	24.5	2.4	63	2.7	65	2.2	55	2.4	57
COWBOY WEEKLY	14	3.6	16	87	5.9	1.6	130	1.9	112	2.5	44	2.7	47
DAFFY DUCK ) PORKY P	12	3.6	26	87	10.8	1.1	181	0.9	216	0.8	199	0.7	222
ENTERTAINMENT THIS W	105	3.6	16	87	80.8	2.5	61	2.6	72	2.2	55	2.3	62
MONTAGE	5	3.6	10	87	5.4	0.7	234	2.6	72	1.1	156	2.3	62
PORTER WAGONER SHOW	38	3.6	12	87	17.0	1.8	103	3.1	54	1.2	144	2.3	62
BEVERLY HILLBILLIES	56	3.5	12	92	35.3	2.0	87	1.8	118	1.6	93	1.6	112
HEALTHBEAT	40	3.5	9	92	39.6	1.9	93	2.7	65	1.3	136	1.9	84
NASHVILLE ON THE ROA	90	3.5	12	92	44.4	1.7	118	2.9	59	1.2	144	2.2	71
WILDLIFE ADVENTURES	7	3.5	16	92	11.6	1.7	118	1.8	118	1.1	156	1.8	93
HOGAN'S HEROS	76	3.4	13	96	50.5	1.7	118	1.8	118	2.2	55	2.2	71
SHIRLEY TEMPLE SHOW	11	3.4	11	96	10.0	3.4	39	2.7	65	1.8	71	1.5	127
SONNY CHER_HR	6	3.4	6	96	16.4	1.5	142	2.5	79	1.4	120	2.3	62
WOODY WOODPECKER ) F	49	3.4	17	96	50.8	1.0	194	0.8	230	0.6	225	0.5	250
ALIAS SMITH AND JONE	19	3.3	12	100	12.0	2.6	56	2.4	84	1.7	78	1.9	84
BOB BRAUN	7	3.3	15	100	4.3	1.3	162	2.7	65	0.6	225	1.4	143
JACQUES COUSTEAU	13	3.3	6	100	22.5	1.4	153	1.9	112	2.6	39	2.9	40
MIGHTY MOUSE SHOW	11	3.3	13	100	16.0	1.1	181	0.8	230	0.6	225	0.4	277
TREASRE HUNT	9	3.3	7	100	19.0	1.4	153	2.5	79	1.1	156	1.9	84
BLONDIE	8	3.2	11	105	19.0	2.6	56	2.0	102	1.2	144	1.1	175
BONANZA	51	3.2	13	105	43.3	2.0	87	2.1	93	1.5	106	1.7	102
BACKSTAGE AT THE GRA	78	3.2	11	105	41.0	1.7	118	2.6	72	1.2	144	1.9	84
LITTLE RASCALS	42	3.2	14	105	37.1	1.5	142	1.2	179	1.3	136	1.1	175
LOU HOLTZ SHOW	6	3.2	12	105	2.0	1.0	194	1.6	138	1.7	78	2.4	57
MAVERICK	12	3.2	10	105	7.3	1.8	103	2.1	93	1.5	106	1.8	93

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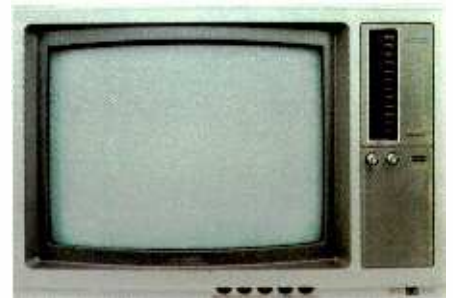
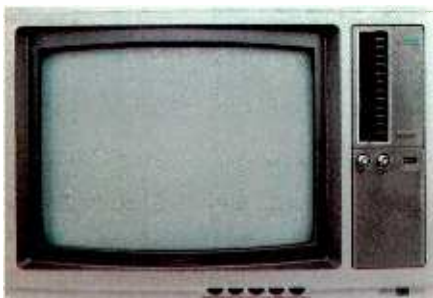
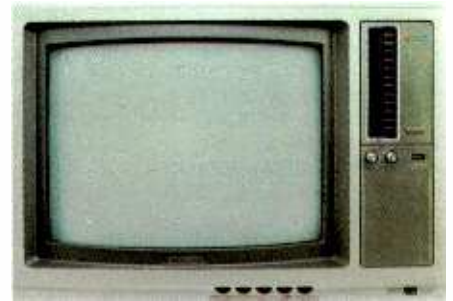
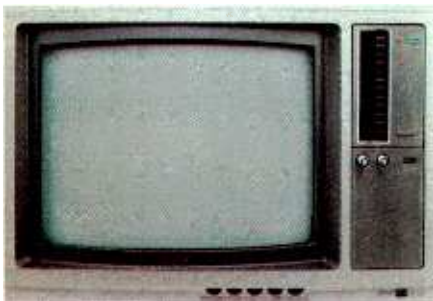
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# SYNDICATION STATISTICS

## Syndicated shows (continued)

	MKT	RTG	SHR	RANK	COVG	W1849		WOMEN		M1849		MEN	
						RATING	RANK	RATING	RANK	RATING	RANK	RATING	RANK
SESAME STREET	10	3.2	17	105	3.7	1.1	181	0.8	230	0.2	304	0.2	329
SHA_NA_NA	100	3.2	10	105	72.6	2.3	71	2.1	93	1.7	78	1.6	112
CHMLEWSKI FUN TIME	6	3.1	12	113	0.7	0.7	234	1.6	138	1.4	120	2.2	71
KOJAK	16	3.1	11	113	27.9	1.7	118	2.1	93	1.6	93	1.9	84
EARLE BRUCE	7	3.0	14	115	4.8	1.1	181	1.3	166	1.7	78	2.2	71
FISH	5	3.0	8	115	7.1	1.8	103	1.7	130	1.9	68	1.6	112
INTERGALACTIC THANKS	74	3.0	10	115	35.5	1.8	103	1.5	148	1.5	106	1.4	143
IRONSIDE - RAYMOND B	8	3.0	16	115	13.6	1.5	142	2.3	89	1.0	172	1.5	127
LONE RANGER	50	3.0	16	115	34.1	1.8	103	1.7	130	1.6	93	1.5	127
MAUDE	11	3.0	11	115	14.3	2.1	80	2.1	93	1.6	93	1.4	143
NFL S BEST EVER	46	3.0	9	115	41.1	1.3	162	1.3	166	2.3	51	2.4	57
FELIX AND OSCAR	27	3.0	10	115	33.4	2.2	77	1.9	112	1.7	78	1.5	127
OUTER LIMITS	10	3.0	9	115	17.2	1.9	93	1.7	130	2.0	62	1.8	93
PEOPLE_TALKING	13	3.0	16	115	12.8	1.6	130	2.5	79	0.5	247	0.9	197
POPEYE	40	3.0	16	115	49.2	0.8	220	0.6	263	0.6	225	0.5	250
STREETS OF SAN FRANC	17	3.0	15	115	22.3	1.6	130	2.1	93	1.4	120	1.7	102
VOYAGE TO THE BOTTOM	10	3.0	13	115	13.2	1.7	118	1.3	166	1.4	120	1.6	112
WORLD OF PEOPLE	6	3.0	14	115	9.9	1.8	103	2.4	84	0.8	199	1.0	186
AMERICAN TOP 10	112	2.9	14	129	70.2	2.3	71	1.8	118	1.4	120	1.2	164
BIG VALLEY	50	2.9	14	129	32.9	2.0	87	2.0	102	1.4	120	1.5	127
BOZOKS BIG TOP CIRCU	7	2.9	16	129	8.2	1.0	194	0.9	216	0.4	263	0.4	277
FLIP WILSON	6	2.9	7	129	13.5	2.3	71	2.5	79	1.7	78	1.6	112
HIGH CHAPARRAL	6	2.9	12	129	5.9	1.9	93	1.9	112	1.6	93	1.6	112
I LOVE LUCY	58	2.9	13	129	42.3	2.1	80	1.8	118	1.0	172	0.9	197
JETSONS	40	2.9	20	129	33.1	1.1	181	0.8	230	1.1	156	0.9	197
LAUREL_HARDY	7	2.9	17	129	4.7	1.7	118	1.4	157	2.4	48	2.0	79
MARY TYLER MOORE SHO	83	2.9	13	129	57.1	2.1	80	2.0	102	1.2	144	1.3	158
SATURDAY NIGHT	98	2.9	13	129	74.1	2.5	61	1.8	118	2.7	37	2.0	79
SUPERMAN AND FRIENDS	20	2.9	12	129	24.0	1.6	130	1.3	166	1.7	78	1.4	143
YOUNG PEOLPE'S SPECI	55	2.9	10	129	29.4	1.9	93	1.8	118	1.4	120	1.5	127
BEWITCHED	45	2.8	15	141	39.5	1.8	103	1.6	138	0.9	184	0.9	197
COUNTRY TOP 20	43	2.8	11	141	27.8	1.5	142	2.1	93	1.4	120	1.8	93
DEVIL ) DANIEL MOUSE	24	2.8	9	141	11.4	1.8	103	1.8	118	1.7	78	1.8	93
FAMILY AFFAIR	7	2.8	14	141	5.0	1.3	162	1.2	179	0.9	184	1.0	186
F TROOP	6	2.8	12	141	18.4	1.5	142	1.5	148	1.7	78	1.4	143
JOSIE AND THE PUSSYC	7	2.8	15	141	16.5	0.7	234	0.4	303	1.1	156	0.7	222
SIX MILLION DOLLAR M	62	2.8	14	141	33.5	1.8	103	1.7	130	1.5	106	1.5	127
SOLID GOLD RPT	63	2.8	11	141	54.3	2.3	71	2.0	102	1.8	71	1.6	112
ABBOTT AND COSTELLO	31	2.7	12	149	37.3	1.6	130	1.4	157	1.6	93	1.6	112
GOMER PYLE, USMC	29	2.7	9	149	25.7	1.7	118	1.5	148	1.4	120	1.4	143
IT TAKES A THIEF	7	2.7	9	149	5.8	1.5	142	1.7	130	1.6	93	1.7	102
KENNY EVERETT	7	2.7	12	149	17.0	1.6	130	1.2	179	2.1	59	1.5	127
NW NEWLYWED GAME	9	2.7	12	149	7.3	1.8	103	2.0	102	1.0	172	1.2	164
PERRY MASON	14	2.7	13	149	14.4	2.0	87	2.1	93	1.5	106	1.7	102
THREE STOOGES	19	2.7	15	149	20.7	1.3	162	1.0	201	1.7	78	1.3	158
WILD WILD WEST	29	2.7	10	149	28.3	1.9	93	1.7	130	1.8	71	1.7	102
NEW CASPER CARTOON S	19	2.6	13	157	24.4	0.7	234	0.5	281	0.4	263	0.3	301
CISCO KID	6	2.6	13	157	2.7	1.8	103	1.6	138	1.8	71	1.5	127
MISSION IMPOSSIBLE	17	2.6	11	157	19.4	1.6	130	1.7	130	1.6	93	1.6	112
UNDERDOG	19	2.6	13	157	9.4	0.6	255	0.5	281	0.4	263	0.3	301
CARTOON CARNIVAL	11	2.5	19	161	15.3	0.7	234	0.5	281	0.7	211	0.5	250
DR. SNUGGLES	37	2.5	15	161	42.7	0.6	255	0.5	281	0.6	225	0.5	250
MUNSTERS	18	2.5	10	161	30.4	1.4	153	1.1	193	1.0	172	0.8	212
MY THREE SONS	20	2.5	13	161	24.1	1.6	130	1.3	166	0.9	184	0.8	212
PETTICOAT JUNCTION	18	2.5	9	161	9.8	1.7	118	1.6	138	1.4	120	1.1	175

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# SYNDICATION STATISTICS

## Syndicated shows (continued)

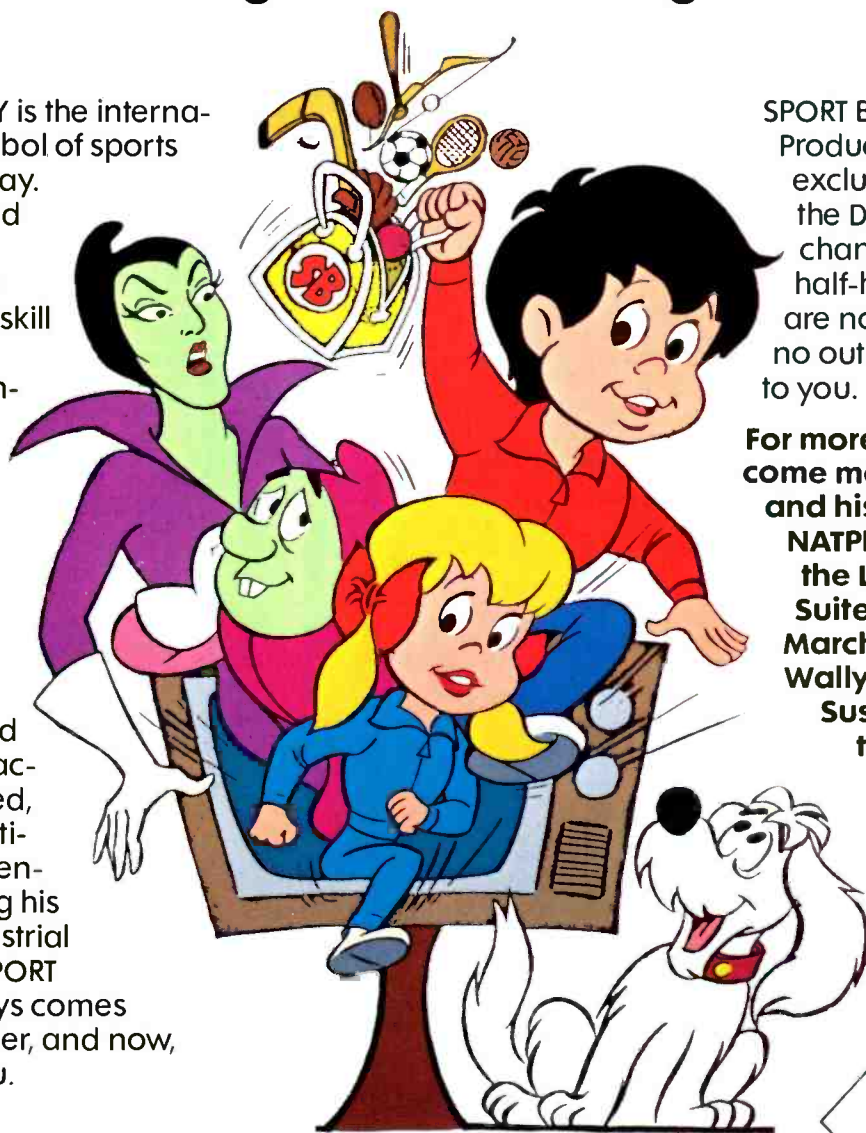
	MKT	RTG	SHR	RANK	COVG	W1849		WOMEN		M1849		MEN	
						RATING	RANK	RATING	RANK	RATING	RANK	RATING	RANK
RAT PATROL	20	2.5	12	161	30.0	1.0	194	1.1	193	1.6	93	1.6	112
SPIDERMAN	13	2.5	11	161	13.7	0.7	234	0.5	281	0.6	225	0.4	277
THRILL SEEKERS	5	2.5	8	161	1.6	0.9	206	1.5	148	1.5	106	1.6	112
VIRGINIAN	7	2.5	13	161	3.8	1.8	103	2.0	102	1.4	120	1.6	112
ADDAMS FAMILY	17	2.4	11	170	24.1	1.0	194	0.9	216	1.3	136	1.1	175
AMERICAN LIFESTYLE	36	2.4	6	170	23.2	0.8	220	1.5	148	0.9	184	1.7	102
DOLLY	6	2.4	6	170	3.6	1.5	142	2.0	102	1.4	120	1.7	102
I DREAM OF JEANNIE	33	2.4	10	170	31.5	1.5	142	1.3	166	1.0	172	0.9	197
JOHN WAYNE THEATRE	14	2.4	10	170	12.7	1.3	162	1.3	166	1.0	172	1.1	175
LEAVE IT TO BEAVER	36	2.4	11	170	33.1	1.4	153	1.2	179	0.9	184	0.8	212
NASHVILLE CONNECTION	6	2.4	8	170	5.2	1.0	194	1.5	148	1.7	78	2.2	71
PRISONER OF CELL BLO	11	2.4	9	170	14.6	1.9	93	2.0	102	0.9	184	1.0	186
RIFLEMAN	12	2.4	11	170	15.3	1.4	153	1.4	157	1.5	106	1.5	127
SGT. PRESTON OF THE	10	2.4	12	170	12.1	1.3	162	1.4	157	1.5	106	1.5	127
ADVENTURES SHERLOCK	6	2.4	6	170	8.3	1.3	162	1.2	179	1.1	156	1.1	175
ADAM_12	18	2.3	9	181	21.4	1.6	130	1.4	157	1.2	144	1.2	164
DAVE MCCLAIN	5	2.3	4	181	1.9	0.9	206	1.0	201	2.0	62	1.9	84
MARCUS WELBY, M.D.	22	2.3	11	181	20.4	1.5	142	1.8	118	0.6	225	0.8	212
PORTRAIT OF A LEGEND	64	2.3	13	181	49.2	1.5	142	1.6	138	1.2	144	1.4	143
SOUTHERN SPORTSMAN	11	2.3	9	181	3.8	0.9	206	1.3	166	0.9	184	1.8	93
BATMAN	17	2.2	10	186	12.1	0.7	234	0.6	263	0.6	225	0.5	250
BOBBY COLLINS	5	2.2	19	186	0.5	2.4	63	2.0	102	1.7	78	1.7	102
BULLWINKLE SHOW	42	2.2	21	186	17.8	0.8	220	0.6	263	0.6	225	0.5	250
CHARLIE ROSE	23	2.2	13	186	24.7	1.3	162	1.8	118	0.5	247	0.7	222
COUNTRY MUSIC	6	2.2	32	186	2.0	0.9	206	1.5	148	0.8	199	1.2	164
FACE TO FACE	8	2.2	6	186	7.9	0.8	220	1.9	112	0.6	225	1.3	158
NFL REVIEW PREVIEW	60	2.2	11	186	55.7	0.7	234	0.7	249	1.9	68	1.7	102
ROALD DAHL TALES OF	23	2.2	10	186	29.5	1.9	93	1.6	138	0.9	184	1.0	186
SURVIVAL	15	2.2	7	186	23.9	1.1	181	1.6	138	1.4	120	1.6	112
TWILIGHT ZONE	23	2.2	11	186	25.6	1.4	153	1.3	166	1.5	106	1.4	143
BARETTA	12	2.1	11	196	9.7	1.6	130	1.5	148	1.5	106	1.5	127
BRADY KIDS	9	2.1	25	196	11.7	0.7	234	0.5	281	0.4	263	0.3	301
DARK SHADOWS	6	2.1	10	196	3.1	1.8	103	1.7	130	0.9	184	0.7	222
DUDLEY DO_RIGHT	12	2.1	14	196	2.3	0.6	255	0.5	281	0.6	225	0.5	250
FLIPPER	11	2.1	11	196	16.7	1.1	181	0.9	216	0.7	211	0.6	238
GREAT SPORTS LEGENDS	23	2.1	6	196	27.3	1.2	174	1.2	179	1.7	78	1.8	93
HECKLE AND JECKLE	5	2.1	14	196	16.0	0.5	269	0.4	303	0.4	263	0.3	301
HOLLYWOOD SQUARES	7	2.1	14	196	6.9	1.4	153	1.5	148	1.3	136	1.4	143
HONEYMOONERS	10	2.1	5	196	10.4	1.6	130	1.3	166	1.3	136	1.4	143
KIDSWORLD	68	2.1	12	196	55.5	0.9	206	0.9	216	0.5	247	0.5	250
KROFFT SUPER STARS	22	2.1	9	196	27.8	0.7	234	0.5	281	0.3	283	0.3	301
LET'S MAKE A DEAL	25	2.1	9	196	24.6	1.0	194	1.4	157	0.7	211	0.9	197
SPORTS TIPS	7	2.1	9	196	1.4	1.4	153	1.8	118	1.4	120	1.4	143
WOODS WORKSHOP	16	2.1	12	196	6.9	1.3	162	1.1	193	1.2	144	1.7	102
DANIEL BOONE	11	2.0	6	210	9.8	1.2	174	1.2	179	1.0	172	1.1	175
DICK VAN DYKE SHOW	28	2.0	9	210	29.5	1.2	174	1.2	179	1.1	156	1.0	186
GET SMART	26	2.0	8	210	36.2	1.0	194	0.8	230	1.3	136	1.2	164
GIGGLESNORT HOTEL	6	2.0	12	210	10.0	0.9	206	0.6	263	0.4	263	0.4	277
JIM THOMAS OUTDOORS	27	2.0	5	210	15.6	0.7	234	1.0	201	1.1	156	1.5	127
MCHALEKS NAVY	14	2.0	8	210	16.5	1.2	174	1.0	201	1.5	106	1.2	164
RHODA	12	2.0	9	210	17.0	1.9	93	1.6	138	0.7	211	0.6	238
SAFARI TO ADVENTURE	9	2.0	9	210	15.5	0.5	269	1.2	179	0.7	211	1.2	164
BATTLE OF THE PLANET	20	1.9	18	218	26.1	0.5	269	0.4	303	0.4	263	0.4	277
BOWERY BOYS	5	1.9	7	218	13.3	1.1	181	0.9	216	1.1	156	1.0	186
FYI	7	1.9	9	218	2.0	1.0	194	1.4	157	0.7	211	1.4	143



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PROGRAM  
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# SYNDICATION STATISTICS

## Syndicated shows (continued)

	MKT	RTG	SHR	RANK	COVG	W1849		WOMEN		M1849		MEN	
						RATING	RANK	RATING	RANK	RATING	RANK	RATING	RANK
GREAT SPECIAL COASTE	67	1.9	14	218	69.2	0.6	255	0.4	303	0.2	304	0.2	329
GROOVIE GOOLIES ) FR	6	1.9	19	218	11.9	0.8	220	0.6	263	0.5	247	0.3	301
JONNY QUEST	16	1.9	19	218	9.8	0.7	234	0.4	303	0.7	211	0.5	250
PARTRIDGE FAMILY	10	1.9	9	218	11.8	0.9	206	0.8	230	0.6	225	0.5	250
ROCK CONCERT	26	1.9	15	218	31.1	1.4	153	1.0	201	1.4	120	1.0	186
TENNESSEE TUXEDO	24	1.9	16	218	13.6	0.5	269	0.4	303	0.5	247	0.4	277
WE RE MOVIN	66	1.9	8	218	65.3	1.0	194	0.9	216	0.7	211	0.8	212
AMERICAN WEST	21	1.8	7	228	7.9	0.5	269	0.9	216	0.3	283	0.9	197
HALL OF FAME CLASSIC	40	1.8	7	228	27.0	0.8	220	0.8	230	1.4	120	1.4	143
HANDS ON	7	1.8	7	228	2.6	0.9	206	1.0	201	0.9	184	1.1	175
LUCY SHOW	12	1.8	9	228	9.4	1.0	194	0.8	230	0.8	199	0.7	222
NIGHT GALLERY	8	1.8	6	228	9.4	1.1	181	1.0	201	1.2	144	1.1	175
BUSINESS JOURNAL	65	1.7	8	233	67.0	0.8	220	1.2	179	0.8	199	1.2	164
COMEDY SHOP	7	1.7	8	233	11.9	0.3	304	1.2	179	0.1	333	1.4	143
COUNTRY DAY	24	1.7	34	233	7.5	0.6	255	1.1	193	0.5	247	1.2	164
DONNIE DUNCAN	7	1.7	13	233	2.0	0.6	255	0.7	249	1.2	144	1.2	164
HUCKLEBERRY HOUND	7	1.7	11	233	6.1	0.6	255	0.4	303	0.4	263	0.4	277
LIGHT UNTO MY PATH	5	1.7	12	233	1.4	0.9	206	1.3	166	0.7	211	0.9	197
ORAL ROBERTS	175	1.7	13	233	97.2	0.6	255	1.4	157	0.4	263	0.8	212
SPACE KIDETTES	7	1.7	12	233	4.3	0.8	220	0.7	249	0.1	333	0.1	355
COORS OUTDOORSMAN	19	1.6	6	241	7.4	0.7	234	0.9	216	0.7	211	0.9	197
ENT TONITE R30	15	1.6	16	241	11.1	1.1	181	1.1	193	0.6	225	0.7	222
FRED FLINTSTONE AND	8	1.6	7	241	10.1	0.3	304	0.3	327	0.2	304	0.2	329
LOWELL LUNDSRUM	6	1.6	21	241	1.2	0.5	269	1.3	166	0.3	283	0.6	238
MORNING STRETCH	42	1.6	27	241	25.7	1.3	162	1.2	179	0.4	263	0.5	250
ROOKIES	16	1.6	12	241	25.5	1.2	174	1.1	193	0.5	247	0.5	250
SHOPSMITH	40	1.6	6	241	10.5	0.9	206	0.8	230	1.1	156	1.2	164
MARVEL SUPER HEROES	6	1.6	11	241	12.3	1.1	181	0.7	249	0.7	211	0.5	250
THY KINGDOM COME	7	1.6	17	241	2.0	0.4	281	1.2	179	0.4	263	0.9	197
US FARM REPORT	35	1.6	13	241	12.2	0.4	281	0.9	216	0.6	225	1.3	158
WEEKEND HEROES	44	1.6	5	241	39.8	0.8	220	0.8	230	1.0	172	1.3	158
HOUR OF POWER	151	1.5	11	252	93.2	0.5	269	1.2	179	0.4	263	0.7	222
LOVE, AMERICAN STYLE	10	1.5	10	252	15.4	0.7	234	0.8	230	0.8	199	0.7	222
MARLO ) MAGIC MOVIE	5	1.5	17	252	20.7	0.8	220	0.6	263	0.4	263	0.3	301
PETER GUNN	5	1.5	8	252	2.4	0.9	206	0.8	230	0.3	283	0.7	222
REAL MCCOYS	12	1.5	15	252	7.3	1.3	162	1.0	201	0.6	225	0.6	238
SPEED RACER	5	1.5	6	252	5.0	0.5	269	0.4	303	0.4	263	0.3	301
THIS WAS AMERICA	5	1.5	5	252	8.7	0.4	281	0.8	230	0.5	247	0.5	250
WHEELIE ) THE CHOPPE	6	1.5	17	252	3.1	0.7	234	0.6	263	0.5	247	0.4	277
DAVE ALLEN	7	1.4	9	260	8.6	0.9	206	0.9	216	1.0	172	1.0	186
GHOST AND MRS. MUIR	5	1.4	6	260	9.4	0.9	206	0.8	230	0.5	247	0.4	277
JOURNEY TO ADVENTURE	13	1.4	7	260	2.1	1.1	181	1.3	166	1.1	156	0.9	197
MEDICAL CENTER	8	1.4	7	260	11.5	1.1	181	1.0	201	0.8	199	0.7	222
ARCHIES	10	1.3	9	264	7.0	0.4	281	0.3	327	0.2	304	0.2	329
CHICO AND THE MAN	11	1.3	8	264	11.2	0.8	220	0.8	230	0.6	225	0.7	222
CHRIST FOR THE WORLD	13	1.3	15	264	4.6	0.5	269	1.1	193	0.3	283	0.7	222
DAVID SUSSKIND SHOW	6	1.3	8	264	14.3	0.6	255	1.0	201	0.3	283	0.5	250
EVE AT IMPROV	104	1.3	10	264	71.7	0.8	220	0.7	249	0.9	184	0.7	222
JIM WHITTINGTON	15	1.3	8	264	7.1	0.4	281	0.7	249	0.3	283	0.5	250
LASSIE	13	1.3	9	264	11.8	0.7	234	0.6	263	0.4	263	0.4	277
LEAVE IT TO WOMEN	43	1.3	7	264	45.3	0.8	220	1.0	201	0.2	304	0.3	301
CATHEDRAL TOMORROW	183	1.3	10	264	95.4	0.4	281	1.0	201	0.3	283	0.7	222
STAR TREK CARTOONS	6	1.3	7	264	2.4	0.7	234	0.5	281	0.9	184	0.8	212
BOBBY BOWDEN	7	1.2	5	274	4.2	0.7	234	0.7	249	0.6	225	1.0	186
CALVARY TEMPLE	9	1.2	4	274	2.4	0.6	255	0.9	216	0.6	225	1.0	186

# SYNDICATION STATISTICS

Syndicated shows (continued)

	MKT	RTG	SHR	RANK	COVG	W1849		WOMEN		M1849		MEN	
						RATING	RANK	RATING	RANK	RATING	RANK	RATING	RANK
GREEN ACRES	18	1.2	6	274	12.7	0.7	234	0.6	263	0.7	211	0.7	222
INCH HIGH PRIVATE EY	6	1.2	6	274	1.4	0.3	304	0.3	327	0.3	283	0.3	301
INCREASE FAITH	7	1.2	9	274	21.3	1.0	194	0.9	216	0.8	199	0.8	212
INN NEWS/INDEPENTDEN	45	1.2	4	274	50.5	0.5	269	0.7	249	0.6	225	0.9	197
INSIGHT	54	1.2	8	274	51.2	0.4	281	0.6	263	0.6	225	0.6	238
KALEIDESCOPE	5	1.2	9	274	3.2	0.7	234	0.8	230	0.5	247	0.5	250
MASS FOR SHUT_INS	19	1.2	9	274	16.7	0.2	322	1.0	201	0.2	304	0.4	277
PENN STATE FOOTBALL	5	1.2	6	274	5.4	0.2	322	0.4	303	0.8	199	0.9	197
ROCKY AND HIS FRIEND	10	1.2	13	274	3.8	0.4	281	0.3	327	0.3	283	0.3	301
WANTED DEAD OR ALIVE	10	1.2	9	274	6.8	0.8	220	0.6	263	0.6	225	0.7	222
BAXTERS	13	1.1	3	286	20.1	0.9	206	0.8	230	0.5	247	0.5	250
CRISIS IN AFRICA	11	1.1	3	286	16.4	0.4	281	0.7	249	0.2	304	0.6	238
LITTLEST HOBO	8	1.1	5	286	6.3	0.6	255	0.8	230	0.4	263	0.5	250
PANTHER PRIDE	5	1.1	5	286	4.6	0.4	281	0.3	327	0.5	247	0.5	250
ALFRED HITCHCOCK PRE	6	1.0	8	290	4.3	0.6	255	0.6	263	0.6	225	0.6	238
ATHLETES	5	1.0	7	290	3.3	0.6	255	0.5	281	0.9	184	1.1	175
CHANGED LIVES HERE )	13	1.0	9	290	10.3	0.4	281	0.7	249	0.2	304	0.4	277
DAVEY AND GOLIATH	12	1.0	13	290	21.9	0.2	322	0.4	303	0.1	333	0.2	329
DAY OF DISCOVERY	151	1.0	9	290	84.3	0.2	322	0.7	249	0.2	304	0.4	277
ED ALLEN TIME	8	1.0	21	290	10.7	0.4	281	0.5	281	0.3	283	0.3	301
JAMES ROBISON	57	1.0	10	290	23.1	0.4	281	0.8	230	0.3	283	0.6	238
LET THE BIBLE SPEAK	6	1.0	7	290	1.8	0.3	304	1.0	201	0.2	304	0.4	277
MUSIC AND THE SPOKEN	15	1.0	15	290	10.3	0.3	304	0.7	249	0.2	304	0.5	250
SUPER PAY CARD	25	1.0	5	290	28.0	0.4	281	0.5	281	0.3	283	0.4	277
TONY BROWNS JOURNAL	37	1.0	5	290	35.4	0.6	255	0.6	263	0.3	283	0.5	250
AGRICULTURE U.S.A.	8	0.9	6	301	9.0	0.3	304	0.5	281	0.5	247	0.5	250
CAMP WILDERNESS	15	0.9	6	301	19.4	0.4	281	0.5	281	0.1	333	0.2	329
FLORIDA FOOTBALL	6	0.9	4	301	3.0	0.5	269	0.4	303	1.1	156	0.8	212
REV JIMMY SWAGGART	188	0.9	10	301	97.3	0.5	269	0.7	249	0.3	283	0.5	250
MIKE DOUGLAS SHOW	49	0.9	6	301	34.8	0.4	281	0.5	281	0.2	304	0.3	301
SE FTBL TODAY	5	0.9	7	301	1.0	0.2	322	0.2	349	0.5	247	0.6	238
THIS IS THE LIFE	38	0.9	14	301	31.4	0.2	322	0.4	303	0.3	283	0.3	301
ACROSS THE FENCE	14	0.8	5	308	7.3	0.3	304	0.4	303	0.2	304	0.3	301
AMAZING GRACE	38	0.8	12	308	17.2	0.3	304	0.6	263	0.2	304	0.4	277
EDITORS DESK	18	0.8	3	308	28.2	0.4	281	0.5	281	0.3	283	0.4	277
FITNSS MOTIVTN	9	0.8	4	308	2.4	0.3	304	0.3	327	0.2	304	0.5	250
IT IS WRITTEN	65	0.8	5	308	52.9	0.3	304	0.6	263	0.3	283	0.4	277
LOWELL LUNDSTROM	47	0.8	8	308	20.7	0.4	281	0.7	249	0.2	304	0.4	277
OLD TIME GOSPEL JERR	182	0.8	7	308	93.7	0.3	304	0.6	263	0.2	304	0.4	277
RAINBOW PATCH	22	0.8	8	308	25.6	0.3	304	0.2	349	0.2	304	0.2	329
ROMPER ROOM	34	0.8	7	308	45.1	0.2	322	0.2	349	0.1	333	0.1	355
TALES_UNEXPECTED	5	0.8	11	308	2.4	0.7	234	0.4	303	0.9	184	0.6	238
BIG BLUE MARBLE	43	0.7	8	318	46.9	0.2	322	0.2	349	0.1	333	0.1	355
BREATH O LIFE	7	0.7	5	318	7.5			0.2	349			0.1	355
CROSS WITS	6	0.7	2	318	4.2	0.4	281	0.5	281	0.1	333	0.3	301
FAITH FOR TODAY	30	0.7	8	318	23.6	0.3	304	0.4	303	0.3	283	0.3	301
HOT FUDGE	36	0.7	9	318	44.8	0.2	322	0.2	349	0.1	333	0.1	355
IN TOUCH	11	0.7	2	318	13.8	0.1	352	0.3	327	0.1	333	0.1	355
ITKS YOUR BUSINESS	87	0.7	5	318	54.1	0.2	322	0.3	327	0.2	304	0.3	301
MIDDAY EDITION	37	0.7	3	318	45.9	0.2	322	0.4	303	0.2	304	0.3	301
MR.MOON_CIRCUS	7	0.7	9	318	2.5	0.4	281	0.2	349	0.1	333		
PATTERNS FOR LIVING	6	0.7	8	318	8.9	0.2	322	0.3	327	0.1	333	0.1	355
T. H. E. CAT	6	0.7	9	318	2.7			0.6	263	0.1	333	0.4	277
TREEHOUSE CLUB	5	0.7	5	318	1.6			0.1	369	0.8	199	0.6	238
AMERICAKS BLACK FORU	14	0.6	5	330	16.0	0.2	322	0.4	303	0.1	333	0.3	301

# SYNDICATION STATISTICS

## Syndicated shows (continued)

	MKT	RTG	SHR	RANK	COVG	W1849		WOMEN		M1849		MEN	
						RATING	RANK	RATING	RANK	RATING	RANK	RATING	RANK
AMERICAN CATHOLIC	6	0.6	3	330	5.2			0.5	281			0.1	355
700 CLUB	102	0.6	6	330	76.0	0.3	304	0.4	303	0.1	333	0.2	329
BIBLE PROPHECY	5	0.6	1	330	6.5			0.2	349	0.2	304	0.2	329
CAR CARE CNTRL	10	0.6	2	330	8.5	0.4	281	0.3	327	0.4	263	0.5	250
CHRISTOPHER CLOSEUPS	25	0.6	7	330	25.5	0.1	352	0.2	349	0.1	333	0.1	355
COMPUTER WORLD	8	0.6	2	330	24.1	0.4	281	0.3	327	0.4	263	0.3	301
HERALD OF TRUTH PROG	48	0.6	3	330	41.6	0.2	322	0.4	303	0.1	333	0.2	329
JIM BAKKER	142	0.6	8	330	75.3	0.3	304	0.4	303	0.1	333	0.2	329
KEN COPELAND	113	0.6	7	330	68.6	0.3	304	0.4	303	0.2	304	0.3	301
NOTRE DAME FOOTBALL	28	0.6	5	330	32.6	0.1	352	0.1	369	0.5	247	0.5	250
NEW ZOO REVIEW	45	0.6	9	330	38.9	0.2	322	0.1	369	0.1	333	0.1	355
REAL TO REEL	10	0.6	4	330	9.1	0.2	322	0.5	281	0.1	333	0.3	301
REV. DR. KENNEDY	21	0.6	5	330	15.9	0.2	322	0.5	281	0.1	333	0.2	329
SEARCH	14	0.6	2	330	11.6	0.1	352	0.2	349	0.1	333	0.1	355
INTERNATIONAL VOICE	6	0.6	14	330	2.5	0.2	322	0.6	263	0.2	304	0.4	277
WHAT THE BIBLE SAYS	5	0.6	6	330	1.1	0.1	352	0.5	281			0.2	329
ERNEST ANGLE	38	0.5	3	347	35.0	0.2	322	0.3	327	0.2	304	0.2	329
GERRY FAUST	11	0.5	3	347	10.1	0.2	322	0.3	327	0.4	263	0.4	277
GOOD NEWS	13	0.5	3	347	10.3	0.1	352	0.2	349	0.1	333	0.2	329
HUMAN DIMENSION	9	0.5	3	347	6.0	0.1	352	0.2	349	0.4	263	0.3	301
LEONARD REPASS	13	0.5	4	347	4.9	0.3	304	0.4	303	0.1	333	0.2	329
PUBLIC POLICY	14	0.5	3	347	8.8			0.1	369	0.3	283	0.4	277
SACRED HEART PROGRAM	12	0.5	8	347	6.0	0.2	322	0.5	281	0.3	283	0.3	301
SHOW MY PEOPLE	19	0.5	4	347	21.8	0.2	322	0.4	303	0.1	333	0.3	301
THAT GIRL	6	0.5	2	347	6.7	0.3	304	0.3	327	0.1	333	0.1	355
TODAYS BLACK WOMAN	35	0.5	5	347	33.2	0.4	281	0.4	303	0.2	304	0.2	329
WORLD WIDE CHURCH OF	63	0.5	4	347	58.5	0.2	322	0.3	327	0.2	304	0.3	301
AMERICAN RELIGIOUS T	12	0.4	5	358	8.1	0.1	352	0.3	327	0.1	333	0.2	329
CHARLES CAPPS	6	0.4	9	358	4.4	0.2	322	0.2	349	0.1	333	0.2	329
GARNER TED ARMSTRONG	6	0.4	3	358	5.0			0.2	349			0.2	329
HEALTH FIELD	48	0.4	12	358	46.3	0.1	352	0.3	327	0.1	333	0.2	329
JACK VAN IMPE	98	0.4	2	358	53.7	0.1	352	0.2	349	0.2	304	0.2	329
DR H C ESTEP	7	0.4	2	358	17.7	0.1	352	0.2	349			0.1	355
LARRY JONES SHOW	31	0.4	3	358	15.5	0.1	352	0.3	327			0.1	355
LESSON	5	0.4	2	358	8.6	0.1	352	0.2	349	0.2	304	0.2	329
REACHOUT	7	0.4	5	358	1.5	0.2	322	0.3	327	0.1	333	0.2	329
BORIS KARLOFFKS THRI	5	0.4	8	358	3.4	0.2	322	0.3	327	0.1	333	0.3	301
US AM	13	0.4	8	358	12.1	0.2	322	0.2	349	0.1	333	0.2	329
VILLA ALEGRE	13	0.4	4	358	26.6	0.1	352	0.1	369	0.1	333	0.1	355
ANOTHER LIFE	35	0.3	2	370	34.9	0.2	322	0.2	349				
DAWN OF NEW DAY	8	0.3	2	370	4.3	0.1	352	0.3	327			0.1	355
DR W.V. GRANT	11	0.3	1	370	12.3			0.1	369				
KROEZE BROTHERS CRUS	10	0.3	5	370	2.9	0.2	322	0.3	327	0.1	333	0.1	355
VEGETABLE SOUP	6	0.3	4	370	9.9	0.1	352	0.1	369				
VOICE OF CALVARY	5	0.3	2	370	6.2			0.1	369	0.1	333	0.1	355
WARREN ROBERTS	19	0.3	10	370	9.4	0.2	322	0.2	349	0.2	304	0.2	329
AMERICAN FORUM	17	0.2	1	377	12.7			0.1	369	0.1	333	0.1	355
CARRASCOLENDAS	5	0.2	4	377	8.3	0.1	352	0.1	369				
MIRACLE REV HR	5	0.2	2	377	5.3	0.1	352	0.1	369	0.1	333	0.1	355
WORLD VISION	27	0.2	2	377	13.5	0.1	352	0.1	369	0.1	333	0.1	355
AMER EDUC NET	8	0.1	1	381	7.2								
REV D. TERRELL	12	0.1	1	381	11.0	0.1	352	0.1	369				

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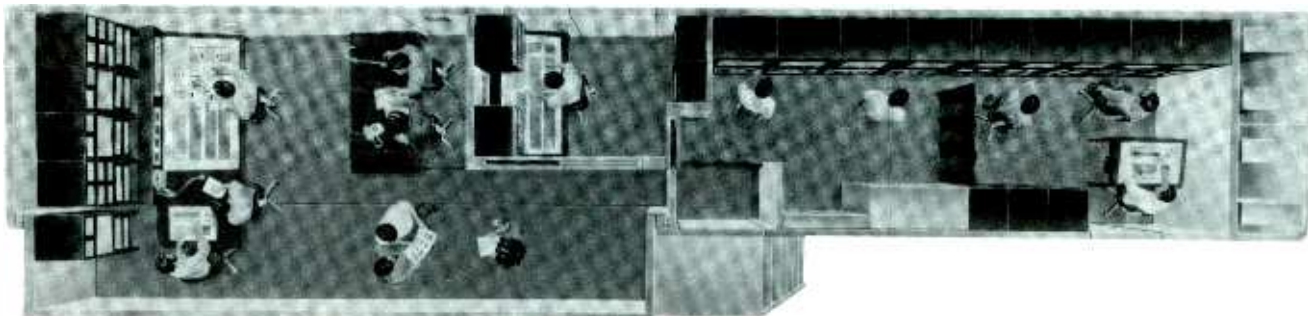
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# SYNDICATION STATISTICS

## Syndicated shows ranked by women 18-49

	MKT	RTG	SHR	RANK	COVG	W1849		WOMEN		M1849		MEN	
						RATING	RANK	RATING	RANK	RATING	RANK	RATING	RANK
M. A. S. H.	184	13.9	30	1	96.4	10.0	1	9.7	3	9.7	1	9.4	1
GOLIATH_PART 1	17	10.7	18	4	17.6	9.5	2	8.0	4	9.1	2	8.2	3
FAMILY FEUD PM	113	13.2	24	2	79.1	8.0	3	11.2	1	5.6	4	8.0	4
PM MAGAZINE	93	12.7	23	3	81.6	7.5	4	10.0	2	6.2	3	8.5	2
DANCE FEVER	119	8.1	19	12	83.3	6.5	5	6.3	9	4.7	7	4.8	12
SOLID GOLD ORG	177	7.0	18	21	95.3	6.5	5	5.3	16	5.1	6	4.3	16
LAVERNE AND SHIRLEY	97	8.4	18	10	75.5	6.2	7	5.0	18	3.8	22	3.4	29
LITTLE HOUSE ON THE	42	7.7	19	16	31.9	6.2	7	5.8	14	3.0	32	3.0	37
HAPPY DAYS	154	8.8	22	6	92.8	6.0	9	4.7	22	4.3	13	3.6	24
JEFFERSONS	60	7.5	18	17	47.5	6.0	9	5.5	15	3.9	19	3.8	21
BARNEY MILLER	100	8.7	20	8	76.2	5.8	11	5.9	13	5.4	5	5.6	8
FIGHT BACK	14	8.8	18	6	14.4	5.5	12	7.1	8	4.7	7	6.0	6
ADVENTURES OF PINOCC	9	7.2	18	19	4.7	5.5	12	5.2	17	2.4	48	2.8	44
SOLID GOLD O/R	177	5.9	17	32	95.3	5.4	14	4.4	26	4.2	14	3.6	24
ENTERTAINMENT TONIGH	106	8.1	17	12	81.4	5.3	15	6.3	9	4.0	17	4.9	10
CHARLIES ANGEL	23	7.3	17	18	30.7	5.2	16	5.0	18	3.3	28	3.4	29
HEE HAW	176	9.7	22	5	92.1	5.2	16	7.6	5	4.7	7	7.3	5
GOOD TIMES	61	6.7	17	22	54.6	4.9	18	4.2	31	2.8	36	2.6	52
MUPPET SHOW	136	7.8	16	15	88.7	4.8	19	4.5	23	3.7	23	3.6	24
YOU ASKED FOR IT	94	8.4	18	10	68.0	4.7	20	6.3	9	4.2	14	5.7	7
THAT'S HOLLYWOOD	19	6.2	13	24	34.4	4.5	21	4.3	28	3.6	25	4.0	19
IN SEARCH OF ...	59	6.0	13	29	63.3	4.3	22	4.4	26	4.4	11	4.4	15
SANDFORD AND SON	80	5.8	16	33	51.2	4.3	22	3.9	34	3.4	27	3.3	33
WELCOME BACK KOTTER	49	6.4	16	23	44.2	4.2	24	3.4	44	3.3	28	2.7	47
WHATS HAPPENING	34	6.2	16	24	33.3	4.1	25	3.5	42	2.5	44	2.2	71
CARTER COUNTRY	26	6.1	16	28	22.7	4.0	26	4.3	28	3.0	32	3.4	29
STARSKY AND HUTCH	26	5.5	17	38	29.4	4.0	26	3.9	34	2.9	34	3.0	37
ALL IN THE FAMILY	86	6.2	16	24	68.6	3.9	28	4.5	23	3.1	30	3.7	22
TOM JONES	8	4.9	12	46	4.1	3.9	28	4.5	23	2.6	39	3.2	35
OMNI NEW FRONTIER	61	5.7	12	35	60.7	3.7	30	3.9	34	3.9	19	4.1	18
TIC TAC DOUGH	109	8.7	18	8	63.2	3.7	30	7.4	6	2.4	48	5.0	9
KUNG FU	37	5.8	15	33	35.2	3.6	32	3.2	50	4.7	7	4.2	17
SOUL TRAIN	58	3.9	17	69	49.4	3.6	32	2.8	61	2.2	55	1.9	84
WONDER WOMAN	45	5.6	15	36	35.1	3.6	32	3.0	57	2.6	39	2.3	62
BATTLESTAR GALACTICA	19	4.7	10	52	25.7	3.5	35	2.5	79	3.9	19	2.9	40
BIONIC WOMAN	28	5.0	15	45	31.8	3.5	35	3.4	44	2.5	44	2.7	47
PHIL DONAHUE SHOW	176	6.0	32	29	97.9	3.5	35	5.0	18	1.1	156	2.0	79
STAR TREK	67	4.9	15	46	59.5	3.5	35	2.6	72	4.2	14	3.3	33
RICHARD SIMMONS	161	3.8	20	79	94.3	3.4	39	3.2	50	0.7	211	0.9	197
SHIRLEY TEMPLE SHOW	11	3.4	11	96	10.0	3.4	39	2.7	65	1.8	71	1.5	127
TARZAN	29	4.4	17	58	31.7	3.2	41	2.8	61	2.9	34	2.6	52
WALTONS	64	4.7	15	52	46.5	3.2	41	3.6	40	1.5	106	1.8	93
BARNABY JONES	15	5.6	18	36	27.8	3.1	43	4.8	21	1.6	93	2.6	52
BART STARR	6	6.2	22	24	1.9	3.0	44	3.4	44	4.0	17	4.7	13
CAROL BURNETT ) FRIE	51	4.1	13	66	32.1	3.0	44	2.9	59	2.0	62	2.1	77
EMERGENCY	37	3.9	13	69	29.5	3.0	44	2.7	65	1.5	106	1.5	127
INCREDIBLE HULK	26	4.5	11	55	25.6	3.0	44	2.4	84	2.6	39	2.3	62
LET'S GO TO THE RACE	39	5.5	13	38	13.5	3.0	44	4.2	31	2.3	51	3.5	28
PEOPLES COURT	42	4.4	16	58	48.1	3.0	44	3.3	48	2.1	59	2.4	57
BENNY HILL SHOW	72	4.6	14	54	66.9	2.9	50	2.8	61	3.7	23	3.7	22
HAWAII 5_0	33	5.1	18	42	34.9	2.9	50	3.9	34	2.3	51	3.1	36
JOKERKS WILD	63	7.1	17	20	48.7	2.9	50	6.1	12	1.8	71	3.9	20
CAPITAL CITIES	6	5.2	12	40	3.3	2.8	53	3.7	39	2.0	62	2.3	62
PINK PANTHER	29	6.0	17	29	26.2	2.8	53	2.3	89	2.6	39	2.3	62
HARDY DREW NANCY DRE	80	3.7	9	82	61.8	2.7	55	2.4	84	1.7	78	1.6	112
ALIAS SMITH AND JONE	19	3.3	12	100	12.0	2.6	56	2.4	84	1.7	78	1.9	84
BLONDIE	8	3.2	11	105	19.0	2.6	56	2.0	102	1.2	144	1.1	175
BOB NEWHART SHOW	41	3.7	13	82	39.3	2.6	56	2.7	65	1.7	78	1.9	84
HERES LUCY	57	4.2	15	65	43.3	2.6	56	2.8	61	1.2	144	1.4	143

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# SYNDICATION STATISTICS

## Women 18-49 (continued)

	MKT	RTG	SHR	RANK	COVG	W1849		WOMEN		M1849		MEN	
						RATING	RANK	RATING	RANK	RATING	RANK	RATING	RANK
HOOR MAGAZINE	100	4.9	20	46	69.3	2.6	56	4.0	33	0.8	199	1.6	112
ENTERTAINMENT THIS W	105	3.6	16	87	80.8	2.5	61	2.6	72	2.2	55	2.3	62
SATURDAY NIGHT	98	2.9	13	129	74.1	2.5	61	1.8	118	2.7	37	2.0	79
ANDY GRIFFITH SHOW	64	3.7	12	82	41.8	2.4	63	2.2	92	1.8	71	1.9	84
BOBBY COLLINS	5	2.2	19	186	0.5	2.4	63	2.0	102	1.7	78	1.7	102
BRADY BUNCH	73	5.2	17	40	59.8	2.4	63	1.9	112	1.3	136	1.1	175
GRIZZLY ADAMS - LIFE	38	3.9	12	69	33.6	2.4	63	2.6	72	1.8	71	2.0	79
LOST IN SPACE	12	3.9	17	69	11.9	2.4	63	1.8	118	1.9	68	1.5	127
MATCH GAME	18	4.9	21	46	17.1	2.4	63	3.9	34	0.9	184	1.8	93
ROCKFORD FILES	88	4.4	16	58	72.2	2.4	63	3.0	57	2.5	44	2.9	40
SFM HOLIDAY SPECIAL	48	3.7	11	82	24.5	2.4	63	2.7	65	2.2	55	2.4	57
AMERICAN TOP 10	112	2.9	14	129	70.2	2.3	71	1.8	118	1.4	120	1.2	164
FLIP WILSON	6	2.9	7	129	13.5	2.3	71	2.5	79	1.7	78	1.6	112
LOOK AT US	101	4.4	11	58	69.9	2.3	71	3.4	44	2.0	62	2.8	44
SHA_NA_NA	100	3.2	10	105	72.6	2.3	71	2.1	93	1.7	78	1.6	112
SOLID GOLD RPT	63	2.8	11	141	54.3	2.3	71	2.0	102	1.8	71	1.6	112
WILD KINGDOM	160	4.5	12	55	82.0	2.3	71	3.1	54	2.3	51	3.0	37
GUNSMOKE	60	4.1	18	66	30.4	2.2	77	2.7	65	2.1	59	2.8	44
FELIX AND OSCAR	27	3.0	10	115	33.4	2.2	77	1.9	112	1.7	78	1.5	127
VINCE DOOLEY	7	4.8	22	51	2.8	2.2	77	2.6	72	4.4	11	4.7	13
I LOVE LUCY	58	2.9	13	129	42.3	2.1	80	1.8	118	1.0	172	0.9	197
MARY TYLER MOORE SHO	83	2.9	13	129	57.1	2.1	80	2.0	102	1.2	144	1.3	158
MATCH GAME PM	22	4.4	14	58	32.5	2.1	80	3.5	42	1.1	156	2.0	79
MAUDE	11	3.0	11	115	14.3	2.1	80	2.1	93	1.6	93	1.4	143
MERV GRIFFIN	60	5.1	15	42	51.6	2.1	80	4.3	28	1.0	172	2.3	62
TOM LANDRY	16	4.3	22	63	6.3	2.1	80	2.1	93	3.6	25	3.6	24
WRESTLING	126	3.9	16	69	75.6	2.1	80	2.0	102	2.7	37	2.9	40
BEVERLY HILLBILLIES	56	3.5	12	92	35.3	2.0	87	1.8	118	1.6	93	1.6	112
BIG VALLEY	50	2.9	14	129	32.9	2.0	87	2.0	102	1.4	120	1.5	127
BONANZA	51	3.2	13	105	43.3	2.0	87	2.1	93	1.5	106	1.7	102
GILLIGANKS ISLAND	81	4.5	17	55	60.2	2.0	87	1.6	138	1.5	106	1.3	158
PERRY MASON	14	2.7	13	149	14.4	2.0	87	2.1	93	1.5	106	1.7	102
POP GOES THE COUNTR	107	3.9	14	69	46.0	2.0	87	3.1	54	1.6	93	2.4	57
HEALTHBEAT	40	3.5	9	92	39.6	1.9	93	2.7	65	1.3	136	1.9	84
HIGH CHAPARRAL	6	2.9	12	129	5.9	1.9	93	1.9	112	1.6	93	1.6	112
NASHVILLE MUSIC	112	3.9	12	69	50.7	1.9	93	3.2	50	1.3	136	2.5	56
OUTER LIMITS	10	3.0	9	115	17.2	1.9	93	1.7	130	2.0	62	1.8	93
PRISONER OF CELL BLO	11	2.4	9	170	14.6	1.9	93	2.0	102	0.9	184	1.0	186
RHODA	12	2.0	9	210	17.0	1.9	93	1.6	138	0.7	211	0.6	238
ROALD DAHL TALES OF	23	2.2	10	186	29.5	1.9	93	1.6	138	0.9	184	1.0	186
WILD WILD WEST	29	2.7	10	149	28.3	1.9	93	1.7	130	1.8	71	1.7	102
WILD WILD WORLD OF A	12	3.9	13	69	14.5	1.9	93	2.6	72	2.0	62	2.6	52
YOUNG PEOLPE'S SPECI	55	2.9	10	129	29.4	1.9	93	1.8	118	1.4	120	1.5	127
BEWITCHED	45	2.8	15	141	39.5	1.8	103	1.6	138	0.9	184	0.9	197
BULLSEYE	22	4.0	10	68	29.9	1.8	103	3.3	48	1.1	156	2.1	77
CISCO KID	6	2.6	13	157	2.7	1.8	103	1.6	138	1.8	71	1.5	127
DARK SHADOWS	6	2.1	10	196	3.1	1.8	103	1.7	130	0.9	184	0.7	222
DEVIL ) DANIEL MOUSE	24	2.8	9	141	11.4	1.8	103	1.8	118	1.7	78	1.8	93
FISH	5	3.0	8	115	7.1	1.8	103	1.7	130	1.9	68	1.6	112
INTERGALACTIC THANKS	74	3.0	10	115	35.5	1.8	103	1.5	148	1.5	106	1.4	143
LONE RANGER	50	3.0	16	115	34.1	1.8	103	1.7	130	1.6	93	1.5	127
MAVERICK	12	3.2	10	105	7.3	1.8	103	2.1	93	1.5	106	1.8	93
NW NEWLYWED GAME	9	2.7	12	149	7.3	1.8	103	2.0	102	1.0	172	1.2	164
PORTER WAGONER SHOW	38	3.6	12	87	17.0	1.8	103	3.1	54	1.2	144	2.3	62
SIX MILLION DOLLAR M	62	2.8	14	141	33.5	1.8	103	1.7	130	1.5	106	1.5	127
TOM AND JERRY	108	4.9	20	46	80.0	1.8	103	1.4	157	1.2	144	1.0	186
VIRGINIAN	7	2.5	13	161	3.8	1.8	103	2.0	102	1.4	120	1.6	112
WORLD OF PEOPLE	6	3.0	14	115	9.9	1.8	103	2.4	84	0.8	199	1.0	186



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# SYNDICATION STATISTICS

## Syndicated shows ranked by men 18-49

	MKT	RTG	SHR	RANK	COVG	W1849		WOMEN		M1849		MEN	
						RATING	RANK	RATING	RANK	RATING	RANK	RATING	RANK
M. A. S. H.	184	13.9	30	1	96.4	10.0	1	9.7	3	9.7	1	9.4	1
GOLIATH_PART 1	17	10.7	18	4	17.6	9.5	2	8.0	4	9.1	2	8.2	3
PM MAGAZINE	93	12.7	23	3	81.6	7.5	4	10.0	2	6.2	3	8.5	2
FAMILY FEUD PM	113	13.2	24	2	79.1	8.0	3	11.2	1	5.6	4	8.0	4
BARNEY MILLER	100	8.7	20	8	76.2	5.8	11	5.9	13	5.4	5	5.6	8
SOLID GOLD ORG	177	7.0	18	21	95.3	6.5	5	5.3	16	5.1	6	4.3	16
DANCE FEVER	119	8.1	19	12	83.3	6.5	5	6.3	9	4.7	7	4.8	12
FIGHT BACK	14	8.8	18	6	14.4	5.5	12	7.1	8	4.7	7	6.0	6
HEE HAW	176	9.7	22	5	92.1	5.2	16	7.6	5	4.7	7	7.3	5
KUNG FU	37	5.8	15	33	35.2	3.6	32	3.2	50	4.7	7	4.2	17
IN SEARCH OF ...	59	6.0	13	29	63.3	4.3	22	4.4	26	4.4	11	4.4	15
VINCE DOOLEY	7	4.8	22	51	2.8	2.2	77	2.6	72	4.4	11	4.7	13
HAPPY DAYS	154	8.8	22	6	92.8	6.0	9	4.7	22	4.3	13	3.6	24
SOLID GOLD O/R	177	5.9	17	32	95.3	5.4	14	4.4	26	4.2	14	3.6	24
STAR TREK	67	4.9	15	46	59.5	3.5	35	2.6	72	4.2	14	3.3	33
YOU ASKED FOR IT	94	8.4	18	10	68.0	4.7	20	6.3	9	4.2	14	5.7	7
BART STARR	6	6.2	22	24	1.9	3.0	44	3.4	44	4.0	17	4.7	13
ENTERTAINMENT TONIGHT	106	8.1	17	12	81.4	5.3	15	6.3	9	4.0	17	4.9	10
BATTLESTAR GALACTICA	19	4.7	10	52	25.7	3.5	35	2.5	79	3.9	19	2.9	40
JEFFERSONS	60	7.5	18	17	47.5	6.0	9	5.5	15	3.9	19	3.8	21
OMNI NEW FRONTIER	61	5.7	12	35	60.7	3.7	30	3.9	34	3.9	19	4.1	18
LAVERNE AND SHIRLEY	97	8.4	18	10	75.5	6.2	7	5.0	18	3.8	22	3.4	29
BENNY HILL SHOW	72	4.6	14	54	66.9	2.9	50	2.8	61	3.7	23	3.7	22
MUPPET SHOW	136	7.8	16	15	88.7	4.8	19	4.5	23	3.7	23	3.6	24
THAT'S HOLLYWOOD	19	6.2	13	24	34.4	4.5	21	4.3	28	3.6	25	4.0	19
TOM LANDRY	16	4.3	22	63	6.3	2.1	80	2.1	93	3.6	25	3.6	24
SANDFORD AND SON	80	5.8	16	33	51.2	4.3	22	3.9	34	3.4	27	3.3	33
CHARLIES ANGEL	23	7.3	17	18	30.7	5.2	16	5.0	18	3.3	28	3.4	29
WELCOME BACK KOTTER	49	6.4	16	23	44.2	4.2	24	3.4	44	3.3	28	2.7	47
ALL IN THE FAMILY	86	6.2	16	24	68.6	3.9	28	4.5	23	3.1	30	3.7	22
HAYDEN FRY	7	3.9	15	69	2.0	1.7	118	2.3	89	3.1	30	3.4	29
CARTER COUNTRY	26	6.1	16	28	22.7	4.0	26	4.3	28	3.0	32	3.4	29
LITTLE HOUSE ON THE STARSKY AND HUTCH	42	7.7	19	16	31.9	6.2	7	5.8	14	3.0	32	3.0	37
TARZAN	29	4.4	17	58	31.7	3.2	41	2.8	61	2.9	34	2.6	52
GOOD TIMES	61	6.7	17	22	54.6	4.9	18	4.2	31	2.8	36	2.6	52
SATURDAY NIGHT WRESTLING	98	2.9	13	129	74.1	2.5	61	1.8	118	2.7	37	2.0	79
INCREDIBLE HULK	126	3.9	16	69	75.6	2.1	80	2.0	102	2.7	37	2.9	40
JACQUES COUSTEAU	26	4.5	11	55	25.6	3.0	44	2.4	84	2.6	39	2.3	62
PINK PANTHER	13	3.3	6	100	22.5	1.4	153	1.9	112	2.6	39	2.9	40
TOM JONES	29	6.0	17	29	26.2	2.8	53	2.3	89	2.6	39	2.3	62
WONDER WOMAN	8	4.9	12	46	4.1	3.9	28	4.5	23	2.6	39	3.2	35
BIONIC WOMAN	45	5.6	15	36	35.1	3.6	32	3.0	57	2.6	39	2.3	62
COWBOY WEEKLY	28	5.0	15	45	31.8	3.5	35	3.4	44	2.5	44	2.7	47
ROCKFORD FILES	14	3.6	16	87	5.9	1.6	130	1.9	112	2.5	44	2.7	47
WHATS HAPPENING	88	4.4	16	58	72.2	2.4	63	3.0	57	2.5	44	2.9	40
LAUREL_HARDY	34	6.2	16	24	33.3	4.1	25	3.5	42	2.5	44	2.2	71
ADVENTURES OF PINOCC	7	2.9	17	129	4.7	1.7	118	1.4	157	2.4	48	2.0	79
TIC TAC DOUGH	9	7.2	18	19	4.7	5.5	12	5.2	17	2.4	48	2.8	44
HAWAII 5_0	109	8.7	18	8	63.2	3.7	30	7.4	6	2.4	48	5.0	9
LET'S GO TO THE RACE	33	5.1	18	42	34.9	2.9	50	3.9	34	2.3	51	3.1	36
NFL S BEST EVER	39	5.5	13	38	13.5	3.0	44	4.2	31	2.3	51	3.5	28
WILD KINGDOM	46	3.0	9	115	41.1	1.3	162	1.3	166	2.3	51	2.4	57
ENTERTAINMENT THIS W	160	4.5	12	55	82.0	2.3	71	3.1	54	2.3	51	3.0	37
HOGAN'S HEROS	105	3.6	16	87	80.8	2.5	61	2.6	72	2.2	55	2.3	62
SFM HOLIDAY SPECIAL	76	3.4	13	96	50.5	1.7	118	1.8	118	2.2	55	2.2	71
SOUL TRAIN	48	3.7	11	82	24.5	2.4	63	2.7	65	2.2	55	2.4	57
GUNSMOKE	58	3.9	17	69	49.4	3.6	32	2.8	61	2.2	55	1.9	84
KENNY EVERETT	60	4.1	18	66	30.4	2.2	77	2.7	65	2.1	59	2.8	44
	7	2.7	12	149	17.0	1.6	130	1.2	179	2.1	59	1.5	127

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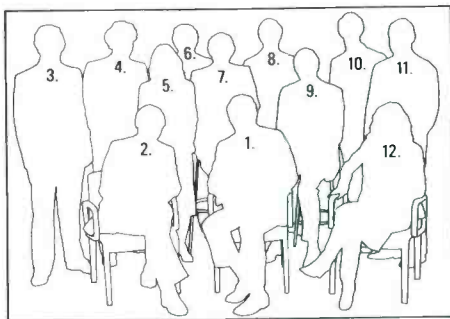
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# SYNDICATION STATISTICS

Men 18-49 (continued)

	MKT	RTG	SHR	RANK	COVG	W1849		WOMEN		M1849		MEN	
						RATING	RANK	RATING	RANK	RATING	RANK	RATING	RANK
PEOPLES COURT	42	4.4	16	58	48.1	3.0	44	3.3	48	2.1	59	2.4	57
CAPITAL CITIES	6	5.2	12	40	3.3	2.8	53	3.7	39	2.0	62	2.3	62
CAROL BURNETT ) FRIE	51	4.1	13	66	32.1	3.0	44	2.9	59	2.0	62	2.1	77
DAVE MCCLAIN	5	2.3	4	181	1.9	0.9	206	1.0	201	2.0	62	1.9	84
LOOK AT US	101	4.4	11	58	69.9	2.3	71	3.4	44	2.0	62	2.8	44
OUTER LIMITS	10	3.0	9	115	17.2	1.9	93	1.7	130	2.0	62	1.8	93
WILD WILD WORLD OF A	12	3.9	13	69	14.5	1.9	93	2.6	72	2.0	62	2.6	52
FISH	5	3.0	8	115	7.1	1.8	103	1.7	130	1.9	68	1.6	112
LOST IN SPACE	12	3.9	17	69	11.9	2.4	63	1.8	118	1.9	68	1.5	127
NFL REVIEW PREVIEW	60	2.2	11	186	55.7	0.7	234	0.7	249	1.9	68	1.7	102
ANDY GRIFFITH SHOW	64	3.7	12	82	41.8	2.4	63	2.2	92	1.8	71	1.9	84
CISCO KID	6	2.6	13	157	2.7	1.8	103	1.6	138	1.8	71	1.5	127
GRIZZLY ADAMS - LIFE	38	3.9	12	69	33.6	2.4	63	2.6	72	1.8	71	2.0	79
JOKERKS WILD	63	7.1	17	20	48.7	2.9	50	6.1	12	1.8	71	3.9	20
SHIRLEY TEMPLE SHOW	11	3.4	11	96	10.0	3.4	39	2.7	65	1.8	71	1.5	127
SOLID GOLD RPT	63	2.8	11	141	54.3	2.3	71	2.0	102	1.8	71	1.6	112
WILD WILD WEST	29	2.7	10	149	28.3	1.9	93	1.7	130	1.8	71	1.7	102
ALIAS SMITH AND JONE	19	3.3	12	100	12.0	2.6	56	2.4	84	1.7	78	1.9	84
BOBBY COLLINS	5	2.2	19	186	0.5	2.4	63	2.0	102	1.7	78	1.7	102
BOB NEWHART SHOW	41	3.7	13	82	39.3	2.6	56	2.7	65	1.7	78	1.9	84
DEVIL ) DANIEL MOUSE	24	2.8	9	141	11.4	1.8	103	1.8	118	1.7	78	1.8	93
EARLE BRUCE	7	3.0	14	115	4.8	1.1	181	1.3	166	1.7	78	2.2	71
FLIP WILSON	6	2.9	7	129	13.5	2.3	71	2.5	79	1.7	78	1.6	112
F TROOP	6	2.8	12	141	18.4	1.5	142	1.5	148	1.7	78	1.4	143
GREAT SPORTS LEGENDS	23	2.1	6	196	27.3	1.2	174	1.2	179	1.7	78	1.8	93
HARDY DREW NANCY DRE	80	3.7	9	82	61.8	2.7	55	2.4	84	1.7	78	1.6	112
LOU HOLTZ SHOW	6	3.2	12	105	2.0	1.0	194	1.6	138	1.7	78	2.4	57
NASHVILLE CONNECTION	6	2.4	8	170	5.2	1.0	194	1.5	148	1.7	78	2.2	71
FELIX AND OSCAR	27	3.0	10	115	33.4	2.2	77	1.9	112	1.7	78	1.5	127
SHA_NA_NA	100	3.2	10	105	72.6	2.3	71	2.1	93	1.7	78	1.6	112
THREE STOOGES	19	2.7	15	149	20.7	1.3	162	1.0	201	1.7	78	1.3	158
SUPERMAN AND FRIENDS	20	2.9	12	129	24.0	1.6	130	1.3	166	1.7	78	1.4	143
ABBOTT AND COSTELLO	31	2.7	12	149	37.3	1.6	130	1.4	157	1.6	93	1.6	112
AGRONSKY AND COMPANY	10	3.8	11	79	17.4	1.2	174	2.4	84	1.6	93	2.7	47
BARNABY JONES	15	5.6	18	36	27.8	3.1	43	4.8	21	1.6	93	2.6	52
BEVERLY HILLBILLIES	56	3.5	12	92	35.3	2.0	87	1.8	118	1.6	93	1.6	112
GOSPEL SINGING JUBIL	29	4.3	31	63	9.3	1.7	118	3.6	40	1.6	93	2.7	47
HIGH CHAPARRAL	6	2.9	12	129	5.9	1.9	93	1.9	112	1.6	93	1.6	112
IT TAKES A THIEF	7	2.7	9	149	5.8	1.5	142	1.7	130	1.6	93	1.7	102
KOJAK	16	3.1	11	113	27.9	1.7	118	2.1	93	1.6	93	1.9	84
LONE RANGER	50	3.0	16	115	34.1	1.8	103	1.7	130	1.6	93	1.5	127
MAUDE	11	3.0	11	115	14.3	2.1	80	2.1	93	1.6	93	1.4	143
MISSION IMPOSSIBLE	17	2.6	11	157	19.4	1.6	130	1.7	130	1.6	93	1.6	112
POP GOES THE COUNTR	107	3.9	14	69	46.0	2.0	87	3.1	54	1.6	93	2.4	57
RAT PATROL	20	2.5	12	161	30.0	1.0	194	1.1	193	1.6	93	1.6	112
BARETTA	12	2.1	11	196	9.7	1.6	130	1.5	148	1.5	106	1.5	127
BONANZA	51	3.2	13	105	43.3	2.0	87	2.1	93	1.5	106	1.7	102
EMERGENCY	37	3.9	13	69	29.5	3.0	44	2.7	65	1.5	106	1.5	127
GILLIGANKS ISLAND	81	4.5	17	55	60.2	2.0	87	1.6	138	1.5	106	1.3	158
INTERGALACTIC THANKS	74	3.0	10	115	35.5	1.8	103	1.5	148	1.5	106	1.4	143
MAVERICK	12	3.2	10	105	7.3	1.8	103	2.1	93	1.5	106	1.8	93
MCHALEKS NAVY	14	2.0	8	210	16.5	1.2	174	1.0	201	1.5	106	1.2	164
PERRY MASON	14	2.7	13	149	14.4	2.0	87	2.1	93	1.5	106	1.7	102
RIFLEMAN	12	2.4	11	170	15.3	1.4	153	1.4	157	1.5	106	1.5	127
SGT. PRESTON OF THE	10	2.4	12	170	12.1	1.3	162	1.4	157	1.5	106	1.5	127
SIX MILLION DOLLAR M	62	2.8	14	141	33.5	1.8	103	1.7	130	1.5	106	1.5	127
THRILL SEEKERS	5	2.5	8	161	1.6	0.9	206	1.5	148	1.5	106	1.6	112
TWILIGHT ZONE	23	2.2	11	186	25.6	1.4	153	1.3	166	1.5	106	1.4	143
WALTONS	64	4.7	15	52	46.5	3.2	41	3.6	40	1.5	106	1.8	93

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**#1 Regularly Scheduled  
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**8.0 HEE HAW**

7.5 Lawrence Welk

5.7 Solid Gold

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**#1 In Delivery Of Women 25-54\***  
**#1 In Delivery Of Men 18+\***

Hee Haw scores a bull's-eye for you! Regardless of market size, Hee Haw really delivers when scheduled between 5:00 pm and the start of prime time on weekends. In 102 DMA's with four or more stations the average share for Hee Haw is between 30 and 38.\*

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\*Source: NSI November Sweep  
NSI November Report

# SYNDICATION STATISTICS

## Syndicated shows ranked by teens

	MKT	RTG	SHR	RANK	COVG	W1849		WOMEN		M1849		TEENS	
						RATING	RANK	RATING	RANK	RATING	RANK	RATING	RANK
HAPPY DAYS	154	8.8	22	6	92.8	6.0	9	4.7	22	4.3	13	12.1	1
LAVERNE AND SHIRLEY	97	8.4	18	10	75.5	6.2	7	5.0	18	3.8	22	10.8	2
M. A. S. H.	184	13.9	30	1	96.4	10.0	1	9.7	3	9.7	1	9.8	3
GOOD TIMES	61	6.7	17	22	54.6	4.9	18	4.2	31	2.8	36	9.4	4
WHATS HAPPENING	34	6.2	16	24	33.3	4.1	25	3.5	42	2.5	44	9.3	5
GOLIATH PART 1	17	10.7	18	4	17.6	9.5	2	8.0	4	9.1	2	8.6	6
CHARLIE'S ANGEL	23	7.3	17	18	30.7	5.2	16	5.0	18	3.3	28	8.4	7
WELCOME BACK KOTTER	49	6.4	16	23	44.2	4.2	24	3.4	44	3.3	28	7.9	8
LITTLE HOUSE ON THE JEFFERSONS	42	7.7	19	16	31.9	6.2	7	5.8	14	3.0	32	7.4	9
SOLID GOLD ORG	60	7.5	18	17	47.5	6.0	9	5.5	15	3.9	19	7.1	10
BRADY BUNCH	177	7.0	18	21	95.3	6.5	5	5.3	16	5.1	6	7.1	10
DANCE FEVER	73	5.2	17	40	59.8	2.4	63	1.9	112	1.3	136	6.8	12
WONDER WOMAN	119	8.1	19	12	83.3	6.5	5	6.3	9	4.7	7	6.5	13
FAMILY FEUD PM	45	5.6	15	36	35.1	3.6	32	3.0	57	2.6	39	6.4	14
PINK PANTHER	113	13.2	24	2	79.1	8.0	3	11.2	1	5.6	4	6.2	15
MUPPET SHOW	29	6.0	17	29	26.2	2.8	53	2.3	89	2.6	39	6.1	16
SOLID GOLD O/R	136	7.8	16	15	88.7	4.8	19	4.5	23	3.7	23	6.0	17
BIONIC WOMAN	177	5.9	17	32	95.3	5.4	14	4.4	26	4.2	14	5.8	18
LOST IN SPACE	28	5.0	15	45	31.8	3.5	35	3.4	44	2.5	44	5.7	19
GILLIGANKS ISLAND	12	3.9	17	69	11.9	2.4	63	1.8	118	1.9	68	5.7	19
PM MAGAZINE	81	4.5	17	55	60.2	2.0	87	1.6	138	1.5	106	5.6	21
SCOOBY DOO	93	12.7	23	3	81.6	7.5	4	10.0	2	6.2	3	5.5	22
INCREIBLE HULK	63	5.1	17	42	64.3	1.5	142	1.1	193	1.0	172	5.3	23
YOU ASKED FOR IT	26	4.5	11	55	25.6	3.0	44	2.4	84	2.6	39	5.1	24
BARNEY MILLER	94	8.4	18	10	68.0	4.7	20	6.3	9	4.2	14	5.1	24
ADVENTURES OF PINOCC	100	8.7	20	8	76.2	5.8	11	5.9	13	5.4	5	5.0	26
SANDFORD AND SON	9	7.2	18	19	4.7	5.5	12	5.2	17	2.4	48	5.0	26
SOUL TRAIN	80	5.8	16	33	51.2	4.3	22	3.9	34	3.4	27	5.0	26
BATTLESTAR GALACTICA	58	3.9	17	69	49.4	3.6	32	2.8	61	2.2	55	5.0	26
TOM AND JERRY	19	4.7	10	52	25.7	3.5	35	2.5	79	3.9	19	4.8	30
CARTER COUNTRY	108	4.9	20	46	80.0	1.8	103	1.4	157	1.2	144	4.7	31
STARSKY AND HUTCH	26	6.1	16	28	22.7	4.0	26	4.3	28	3.0	32	4.6	32
FIGHT BACK	26	5.5	17	38	29.4	4.0	26	3.9	34	2.9	34	4.5	33
THAT'S HOLLYWOOD	14	8.8	18	6	14.4	5.5	12	7.1	8	4.7	7	4.1	34
HEE HAW	19	6.2	13	24	34.4	4.5	21	4.3	28	3.6	25	4.1	34
HERES LUCY	176	9.7	22	5	92.1	5.2	16	7.6	5	4.7	7	4.0	36
STAR TREK	57	4.2	15	65	43.3	2.6	56	2.8	61	1.2	144	3.9	37
WRESTLING	67	4.9	15	46	59.5	3.5	35	2.6	72	4.2	14	3.9	37
HARDY DREW NANCY DRE	126	3.9	16	69	75.6	2.1	80	2.0	102	2.7	37	3.9	37
ALL IN THE FAMILY	80	3.7	9	82	61.8	2.7	55	2.4	84	1.7	78	3.8	40
AMERICAN TOP 10	86	6.2	16	24	68.6	3.9	28	4.5	23	3.1	30	3.7	41
BUGS BUNNY	112	2.9	14	129	70.2	2.3	71	1.8	118	1.4	120	3.7	41
KUNG FU	80	3.8	20	79	68.8	1.3	162	1.0	201	1.0	172	3.7	41
TARZAN	37	5.8	15	33	35.2	3.6	32	3.2	50	4.7	7	3.7	41
ENTERTAINMENT TONIGH	29	4.4	17	58	31.7	3.2	41	2.8	61	2.9	34	3.6	45
IN SEARCH OF ...	106	8.1	17	12	81.4	5.3	15	6.3	9	4.0	17	3.5	46
FLINTSTONES	59	6.0	13	29	63.3	4.3	22	4.4	26	4.4	11	3.5	46
LITTLE RASCALS	53	3.7	14	82	55.6	1.2	174	0.9	216	0.8	199	3.4	48
SHIRLEY TEMPLE SHOW	42	3.2	14	105	37.1	1.5	142	1.2	179	1.3	136	3.4	48
BEVERLY HILLBILLIES	11	3.4	11	96	10.0	3.4	39	2.7	65	1.8	71	3.3	50
BLONDIE	56	3.5	12	92	35.3	2.0	87	1.8	118	1.6	93	3.2	51
BART STARR	8	3.2	11	105	19.0	2.6	56	2.0	102	1.2	144	3.1	52
BENNY HILL SHOW	6	6.2	22	24	1.9	3.0	44	3.4	44	4.0	17	3.0	53
OMNI NEW FRONTIER	72	4.6	14	54	66.9	2.9	50	2.8	61	3.7	23	3.0	53
WALTONS	61	5.7	12	35	60.7	3.7	30	3.9	34	3.9	19	3.0	53
EMERGENCY	64	4.7	15	52	46.5	3.2	41	3.6	40	1.5	106	3.0	53
JETSONS	37	3.9	13	69	29.5	3.0	44	2.7	65	1.5	106	2.9	57
BEWITCHED	40	2.9	20	129	33.1	1.1	181	0.8	230	1.1	156	2.9	57
CAROL BURNETT ) FRIE	45	2.8	15	141	39.5	1.8	103	1.6	138	0.9	184	2.8	59
GRIZZLY ADAMS _ LIFE	51	4.1	13	66	32.1	3.0	44	2.9	59	2.0	62	2.8	59
INTERGALACTIC THANKS	38	3.9	12	69	33.6	2.4	63	2.6	72	1.8	71	2.8	59
LET'S GO TO THE RACE	74	3.0	10	115	35.5	1.8	103	1.5	148	1.5	106	2.8	59
TIC TAC DOUGH	39	5.5	13	38	13.5	3.0	44	4.2	31	2.3	51	2.8	59
	109	8.7	18	8	63.2	3.7	30	7.4	6	2.4	48	2.8	59

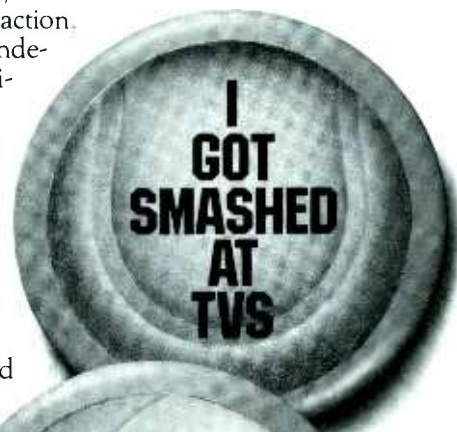
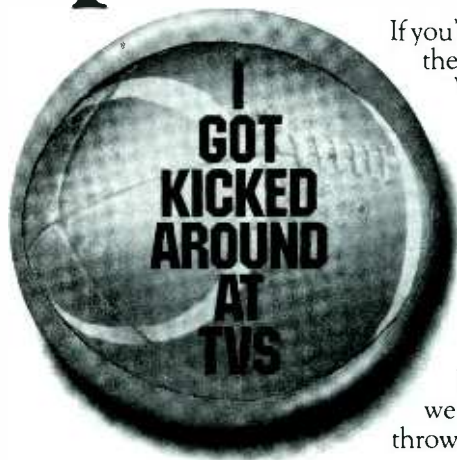


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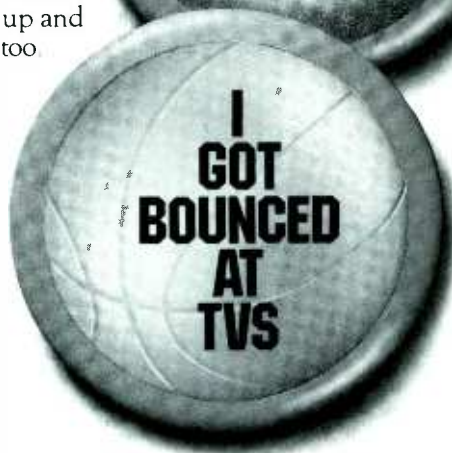
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# SYNDICATION STATISTICS

Teens (continued)

	MKT	RTG	SHR	RANK	COVG	W1849		WOMEN		M1849		TEENS	
						RATING	RANK	RATING	RANK	RATING	RANK	RATING	RANK
VINCE DOOLEY	7	4.8	22	51	2.8	2.2	77	2.6	72	4.4	11	2.8	59
YOUNG PEOLPE'S SPECI	55	2.9	10	129	29.4	1.9	93	1.8	118	1.4	120	2.8	59
ABBOTT AND COSTELLO	31	2.7	12	149	37.3	1.6	130	1.4	157	1.6	93	2.7	67
TOM JONES	8	4.9	12	46	4.1	3.9	28	4.5	23	2.6	39	2.7	67
VOYAGE TO THE BOTTOM	10	3.0	13	115	13.2	1.7	118	1.3	166	1.4	120	2.7	67
WOODY WOODPECKER ) F	49	3.4	17	96	50.8	1.0	194	0.8	230	0.6	225	2.7	67
DAFFY DUCK ) PORKY P	12	3.6	26	87	10.8	1.1	181	0.9	216	0.8	199	2.6	71
DEVIL ) DANIEL MOUSE	24	2.8	9	141	11.4	1.8	103	1.8	118	1.7	78	2.6	71
HOGAN'S HEROS	76	3.4	13	96	50.5	1.7	118	1.8	118	2.2	55	2.6	71
SHA_NA_NA	100	3.2	10	105	72.6	2.3	71	2.1	93	1.7	78	2.6	71
THREE STOOGES	19	2.7	15	149	20.7	1.3	162	1.0	201	1.7	78	2.6	71
I DREAM OF JEANNIE	33	2.4	10	170	31.5	1.5	142	1.3	166	1.0	172	2.5	76
SOLID GOLD RPT	63	2.8	11	141	54.3	2.3	71	2.0	102	1.8	71	2.5	76
ADDAMS FAMILY	17	2.4	11	170	24.1	1.0	194	0.9	216	1.3	136	2.4	78
ANDY GRIFFITH SHOW	64	3.7	12	82	41.8	2.4	63	2.2	92	1.8	71	2.4	78
JOSIE AND THE PUSSYC	7	2.8	15	141	16.5	0.7	234	0.4	303	1.1	156	2.4	78
LONE RANGER	50	3.0	16	115	34.1	1.8	103	1.7	130	1.6	93	2.4	78
PETTICOAT JUNCTION	18	2.5	9	161	9.8	1.7	118	1.6	138	1.4	120	2.4	78
SUPERMAN AND FRIENDS	20	2.9	12	129	24.0	1.6	130	1.3	166	1.7	78	2.4	78
BRADY KIDS	9	2.1	25	196	11.7	0.7	234	0.5	281	0.4	263	2.3	84
KENNY EVERETT	7	2.7	12	149	17.0	1.6	130	1.2	179	2.1	59	2.3	84
LEAVE IT TO BEAVER	36	2.4	11	170	33.1	1.4	153	1.2	179	0.9	184	2.3	84
MIGHTY MOUSE SHOW	11	3.3	13	100	16.0	1.1	181	0.8	230	0.6	225	2.3	84
MUNSTERS	18	2.5	10	161	30.4	1.4	153	1.1	193	1.0	172	2.3	84
SIX MILLION DOLLAR M	62	2.8	14	141	33.5	1.8	103	1.7	130	1.5	106	2.3	84
WE RE MOVIN	66	1.9	8	218	65.3	1.0	194	0.9	216	0.7	211	2.3	84
WILD KINGDOM	160	4.5	12	55	82.0	2.3	71	3.1	54	2.3	51	2.3	84
BULLWINKLE SHOW	42	2.2	21	186	17.8	0.8	220	0.6	263	0.6	225	2.2	92
GOMER PYLE, USMC	29	2.7	9	149	25.7	1.7	118	1.5	148	1.4	120	2.2	92
PEOPLES COURT	42	4.4	16	58	48.1	3.0	44	3.3	48	2.1	59	2.2	92
ALIAS SMITH AND JONE	19	3.3	12	100	12.0	2.6	56	2.4	84	1.7	78	2.1	95
BATMAN	17	2.2	10	186	12.1	0.7	234	0.6	263	0.6	225	2.1	95
F TROOP	6	2.8	12	141	18.4	1.5	142	1.5	148	1.7	78	2.1	95
GROOVIE GOOLIES ) FR	6	1.9	19	218	11.9	0.8	220	0.6	263	0.5	247	2.1	95
HIGH CHAPARRAL	6	2.9	12	129	5.9	1.9	93	1.9	112	1.6	93	2.1	95
INCH HIGH PRIVATE EY	6	1.2	6	274	1.4	0.3	304	0.3	327	0.3	283	2.1	95
LAUREL_HARDY	7	2.9	17	129	4.7	1.7	118	1.4	157	2.4	48	2.1	95
MAUDE	11	3.0	11	115	14.3	2.1	80	2.1	93	1.6	93	2.1	95
POPEYE	40	3.0	16	115	49.2	0.8	220	0.6	263	0.6	225	2.1	95
COWBOY WEEKLY	14	3.6	16	87	5.9	1.6	130	1.9	112	2.5	44	2.0	104
FLIP WILSON	6	2.9	7	129	13.5	2.3	71	2.5	79	1.7	78	2.0	104
GUNSMOKE	60	4.1	18	66	30.4	2.2	77	2.7	65	2.1	59	2.0	104
I LOVE LUCY	58	2.9	13	129	42.3	2.1	80	1.8	118	1.0	172	2.0	104
JOKERKS WILD	63	7.1	17	20	48.7	2.9	50	6.1	12	1.8	71	2.0	104
NFL S BEST EVER	46	3.0	9	115	41.1	1.3	162	1.3	166	2.3	51	2.0	104
SFM HOLIDAY SPECIAL	48	3.7	11	82	24.5	2.4	63	2.7	65	2.2	55	2.0	104
TOM LANDRY	16	4.3	22	63	6.3	2.1	80	2.1	93	3.6	25	2.0	104
WILD WILD WEST	29	2.7	10	149	28.3	1.9	93	1.7	130	1.8	71	2.0	104
ADAM_12	18	2.3	9	181	21.4	1.6	130	1.4	157	1.2	144	1.9	113
NEW CASPER CARTOON S	19	2.6	13	157	24.4	0.7	234	0.5	281	0.4	263	1.9	113
DANIEL BOONE	11	2.0	6	210	9.8	1.2	174	1.2	179	1.0	172	1.9	113
FISH	5	3.0	8	115	7.1	1.8	103	1.7	130	1.9	68	1.9	113
GET SMART	26	2.0	8	210	36.2	1.0	194	0.8	230	1.3	136	1.9	113
OUTER LIMITS	10	3.0	9	115	17.2	1.9	93	1.7	130	2.0	62	1.9	113
ROCK CONCERT	26	1.9	15	218	31.1	1.4	153	1.0	201	1.4	120	1.9	113
BATTLE OF THE PLANET	20	1.9	18	218	26.1	0.5	269	0.4	303	0.4	263	1.8	120
BOB NEWHART SHOW	41	3.7	13	82	39.3	2.6	56	2.7	65	1.7	78	1.8	120
EARLE BRUCE	7	3.0	14	115	4.8	1.1	181	1.3	166	1.7	78	1.8	120
FLIPPER	11	2.1	11	196	16.7	1.1	181	0.9	216	0.7	211	1.8	120
HAWAII S_O	33	5.1	18	42	34.9	2.9	50	3.9	34	2.3	51	1.8	120
HONEYMOONERS	10	2.1	5	196	10.4	1.6	130	1.3	166	1.3	136	1.8	120
KIDSWORLD	68	2.1	12	196	55.5	0.9	206	0.9	216	0.5	247	1.8	120
WILD WILD WORLD OF A	12	3.9	13	69	14.5	1.9	93	2.6	72	2.0	62	1.8	120



# SYNDICATION STATISTICS

## Syndicated shows ranked by kids

	MKT	RTG	SHR	RANK	COVG	W1849		WOMEN		M1849		KIDS	
						RATING	RANK	RATING	RANK	RATING	RANK	RATING	RANK
MUPPET SHOW	136	7.8	16	15	88.7	4.8	19	4.5	23	3.7	23	14.0	1
SCOOBY DOO	63	5.1	17	42	64.3	1.5	142	1.1	193	1.0	172	14.0	1
PINK PANTHER	29	6.0	17	29	26.2	2.8	53	2.3	89	2.6	39	12.3	3
HAPPY DAYS	154	8.8	22	6	92.8	6.0	9	4.7	22	4.3	13	11.8	4
TOM AND JERRY	108	4.9	20	46	80.0	1.8	103	1.4	157	1.2	144	11.8	4
LAVERNE AND SHIRLEY	97	8.4	18	10	75.5	6.2	7	5.0	18	3.8	22	11.4	6
BRADY BUNCH	73	5.2	17	40	59.8	2.4	63	1.9	112	1.3	136	10.6	7
DAFFY DUCK ) PORKY P	12	3.6	26	87	10.8	1.1	181	0.9	216	0.8	199	9.9	8
FLINTSTONES	53	3.7	14	82	55.6	1.2	174	0.9	216	0.8	199	9.5	9
WONDER WOMAN	45	5.6	15	36	35.1	3.6	32	3.0	57	2.6	39	9.5	9
BUGS BUNNY	80	3.0	20	79	68.8	1.3	162	1.0	201	1.0	172	9.3	11
ADVENTURES OF PINOCC	9	7.2	18	19	4.7	5.5	12	5.2	17	2.4	48	9.1	12
MIGHTY MOUSE SHOW	11	3.3	13	100	16.0	1.1	181	0.8	230	0.6	225	9.0	13
LITTLE HOUSE ON THE	42	7.7	19	16	31.9	6.2	7	5.8	14	3.0	32	8.9	14
WOODY WOODPECKER ) F	49	3.4	17	96	50.8	1.0	194	0.8	230	0.6	225	8.9	14
GILLIGANKS ISLAND	81	4.5	17	55	60.2	2.0	87	1.6	138	1.5	106	8.5	16
GOOD TIMES	61	6.7	17	22	54.6	4.9	18	4.2	31	2.8	36	8.4	17
WHATS HAPPENING	34	6.2	16	24	33.3	4.1	25	3.5	42	2.5	44	8.4	17
BOZOKS BIG TOP CIRCU	7	2.9	16	129	8.2	1.0	194	0.9	216	0.4	263	8.2	19
WELCOME BACK KOTTER	49	6.4	16	23	44.2	4.2	24	3.4	44	3.3	28	8.2	19
POPEYE	40	3.0	16	115	49.2	0.8	220	0.6	263	0.6	225	7.9	21
INCREDIBLE HULK	26	4.5	11	55	25.6	3.0	44	2.4	84	2.6	39	7.5	22
SESAME STREET	10	3.2	17	105	3.7	1.1	181	0.8	230	0.2	304	7.5	22
NEW CASPER CARTOON S	19	2.6	13	157	24.4	0.7	234	0.5	281	0.4	263	7.2	24
DANCE FEVER	119	8.1	19	12	83.3	6.5	5	6.3	9	4.7	7	7.1	25
FAMILY FEUD PM	113	13.2	24	2	79.1	8.0	3	11.2	1	5.6	4	7.0	26
JOSIE AND THE PUSSYC	7	2.8	15	141	16.5	0.7	234	0.4	303	1.1	156	7.0	26
LOST IN SPACE	12	3.9	17	69	11.9	2.4	63	1.8	118	1.9	68	7.0	26
JETSONS	40	2.9	20	129	33.1	1.1	181	0.8	230	1.1	156	6.9	29
CARTOON CARNIVAL	11	2.5	19	161	15.3	0.7	234	0.5	281	0.7	211	6.8	30
CHARLIES ANGEL	23	7.3	17	18	30.7	5.2	16	5.0	18	3.3	28	6.7	31
DR. SNUGGLES	37	2.5	15	161	42.7	0.6	255	0.5	281	0.6	225	6.7	31
M. A. S. H.	184	13.9	30	1	96.4	10.0	1	9.7	3	9.7	1	6.7	31
LITTLE RASCALS	42	3.2	14	105	37.1	1.5	142	1.2	179	1.3	136	6.5	34
SPIDERMAN	13	2.5	11	161	13.7	0.7	234	0.5	281	0.6	225	6.5	34
UNDERDOG	19	2.6	13	157	9.4	0.6	255	0.5	281	0.4	263	6.5	34
BATTLESTAR GALACTICA	19	4.7	10	52	25.7	3.5	35	2.5	79	3.9	19	6.0	37
JEFFERSONS	60	7.5	18	17	47.5	6.0	9	5.5	15	3.9	19	6.0	37
GROOVIE GOOLIES ) FR	6	1.9	19	218	11.9	0.8	220	0.6	263	0.5	247	5.8	39
HECKLE AND JECKLE	5	2.1	14	196	16.0	0.5	269	0.4	303	0.4	263	5.8	39
GREAT SPECIAL COASTE	67	1.9	14	218	69.2	0.6	255	0.4	303	0.2	304	5.6	41
KROFFT SUPER STARS	22	2.1	9	196	27.8	0.7	234	0.5	281	0.3	283	5.6	41
PM MAGAZINE	93	12.7	23	3	81.6	7.5	4	10.0	2	6.2	3	5.6	41
SOLID GOLD ORG	177	7.0	18	21	95.3	6.5	5	5.3	16	5.1	6	5.6	41
YOU ASKED FOR IT	94	8.4	18	10	68.0	4.7	20	6.3	9	4.2	14	5.6	41
BULLWINKLE SHOW	42	2.2	21	186	17.8	0.8	220	0.6	263	0.6	225	5.4	46
MARVEL SUPER HEROES	6	1.6	11	241	12.3	1.1	181	0.7	249	0.7	211	5.3	47
BRADY KIDS	9	2.1	25	196	11.7	0.7	234	0.5	281	0.4	263	5.2	48
JONNY QUEST	16	1.9	19	218	9.8	0.7	234	0.4	303	0.7	211	5.2	48
DUDLEY DO_RIGHT	12	2.1	14	196	2.3	0.6	255	0.5	281	0.6	225	5.1	50
FAMILY AFFAIR	7	2.8	14	141	5.0	1.3	162	1.2	179	0.9	184	5.0	51
HEE HAW	176	9.7	22	5	92.1	5.2	16	7.6	5	4.7	7	5.0	51
SANDFORD AND SON	80	5.8	16	33	51.2	4.3	22	3.9	34	3.4	27	4.9	53
TENNESSEE TUXEDO	24	1.9	16	218	13.6	0.5	269	0.4	303	0.5	247	4.8	54
BATMAN	17	2.2	10	186	12.1	0.7	234	0.6	263	0.6	225	4.7	55
INTERGALACTIC THANKS	74	3.0	10	115	35.5	1.8	103	1.5	148	1.5	106	4.7	55
SOLID GOLD O/R	177	5.9	17	32	95.3	5.4	14	4.4	26	4.2	14	4.5	57
SUPERMAN AND FRIENDS	20	2.9	12	129	24.0	1.6	130	1.3	166	1.7	78	4.5	57
BATTLE OF THE PLANET	20	1.9	18	218	26.1	0.5	269	0.4	303	0.4	263	4.4	59
FLIPPER	11	2.1	11	196	16.7	1.1	181	0.9	216	0.7	211	4.4	59
SPACE KIDETTES	7	1.7	12	233	4.3	0.8	220	0.7	249	0.1	333	4.3	61
TARZAN	29	4.4	17	58	31.7	3.2	41	2.8	61	2.9	34	4.3	61

# SYNDICATION STATISTICS

Kids (continued)

	MKT	RTG	SHR	RANK	COVG	W1849		WOMEN		M1849		KIDS	
						RATING	RANK	RATING	RANK	RATING	RANK	RATING	RANK
BARNEY MILLER	100	8.7	20	8	76.2	5.8	11	5.9	13	5.4	5	4.2	63
BIONIC WOMAN	28	5.0	15	45	31.8	3.5	35	3.4	44	2.5	44	4.2	63
FRED FLINTSTONE AND HUCKLEBERRY HOUND	8	1.6	7	241	10.1	0.3	304	0.3	327	0.2	304	4.2	63
EMERGENCY	7	1.7	11	233	6.1	0.6	255	0.4	303	0.4	263	4.2	63
GRIZZLY ADAMS - LIFE	37	3.9	13	69	29.5	3.0	44	2.7	65	1.5	106	4.1	67
CARTER COUNTRY	38	3.9	12	69	33.6	2.4	63	2.6	72	1.8	71	4.1	67
GIGGLESNORT HOTEL	26	6.1	16	28	22.7	4.0	26	4.3	28	3.0	32	4.0	69
SOUL TRAIN	6	2.0	12	210	10.0	0.9	206	0.6	263	0.4	263	4.0	69
THREE STOOGES	58	3.9	17	69	49.4	3.6	32	2.8	61	2.2	55	4.0	69
BEVERLY HILLBILLIES	19	2.7	15	149	20.7	1.3	162	1.0	201	1.7	78	4.0	69
DEVIL ) DANIEL MOUSE	56	3.5	12	92	35.3	2.0	87	1.8	118	1.6	93	3.9	73
GOLIATH_PART 1	24	2.8	9	141	11.4	1.8	103	1.8	118	1.7	78	3.8	74
HARDY DREW NANCY DRE	17	10.7	18	4	17.6	9.5	2	8.0	4	9.1	2	3.8	74
MUNSTERS	80	3.7	9	82	61.8	2.7	55	2.4	84	1.7	78	3.8	74
STAR TREK	18	2.5	10	161	30.4	1.4	153	1.1	193	1.0	172	3.8	74
SPEED RACER	67	4.9	15	46	59.5	3.5	35	2.6	72	4.2	14	3.7	78
KUNG FU	5	1.5	6	252	5.0	0.5	269	0.4	303	0.4	263	3.6	79
MARLO ) MAGIC MOVIE	37	5.8	15	33	35.2	3.6	32	3.2	50	4.7	7	3.5	80
SHA_NA_NA	5	1.5	17	252	20.7	0.8	220	0.6	263	0.4	263	3.5	80
LONE RANGER	100	3.2	10	105	72.6	2.3	71	2.1	93	1.7	78	3.5	80
SHIRLEY TEMPLE SHOW	50	3.0	16	115	34.1	1.8	103	1.7	130	1.6	93	3.4	83
YOUNG PEOLPE'S SPECI	11	3.4	11	96	10.0	3.4	39	2.7	65	1.8	71	3.4	83
BEWITCHED	55	2.9	10	129	29.4	1.9	93	1.8	118	1.4	120	3.4	83
KIDSWORLD	45	2.8	15	141	39.5	1.8	103	1.6	138	0.9	184	3.3	86
LET'S GO TO THE RACE	68	2.1	12	196	55.5	0.9	206	0.9	216	0.5	247	3.3	86
WALTONS	39	5.5	13	38	13.5	3.0	44	4.2	31	2.3	51	3.3	86
ALL IN THE FAMILY	64	4.7	15	52	46.5	3.2	41	3.6	40	1.5	106	3.3	86
CAPITAL CITIES	86	6.2	16	24	68.6	3.9	28	4.5	23	3.1	30	3.1	90
HERES LUCY	6	5.2	12	40	3.3	2.8	53	3.7	39	2.0	62	3.1	90
IN SEARCH OF ...	57	4.2	15	65	43.3	2.6	56	2.8	61	1.2	144	3.1	90
STARSKY AND HUTCH	59	6.0	13	29	63.3	4.3	22	4.4	26	4.4	11	3.1	90
WHEELIE ) THE CHOPPE	26	5.5	17	38	29.4	4.0	26	3.9	34	2.9	34	3.1	90
WILD KINGDOM	6	1.5	17	252	3.1	0.7	234	0.6	263	0.5	247	3.1	90
ARCHIES	160	4.5	12	55	82.0	2.3	71	3.1	54	2.3	51	3.1	90
ANDY GRIFFITH SHOW	10	1.3	9	264	7.0	0.4	281	0.3	327	0.2	304	3.0	97
MY THREE SONS	64	3.7	12	82	41.8	2.4	63	2.2	92	1.8	71	2.9	98
TIC TAC DOUGH	20	2.5	13	161	24.1	1.6	130	1.3	166	0.9	184	2.9	98
WILDLIFE ADVENTURES	109	8.7	18	8	63.2	3.7	30	7.4	6	2.4	48	2.9	98
WILD WILD WORLD OF A	7	3.5	16	92	11.6	1.7	118	1.8	118	1.1	156	2.9	98
ADAMS FAMILY	12	3.9	13	69	14.5	1.9	93	2.6	72	2.0	62	2.9	98
BLONDIE	17	2.4	11	170	24.1	1.0	194	0.9	216	1.3	136	2.8	103
I LOVE LUCY	8	3.2	11	105	19.0	2.6	56	2.0	102	1.2	144	2.8	103
LEAVE IT TO BEAVER	58	2.9	13	129	42.3	2.1	80	1.8	118	1.0	172	2.8	103
PARTRIDGE FAMILY	36	2.4	11	170	33.1	1.4	153	1.2	179	0.9	184	2.8	103
ROCKY AND HIS FRIEND	10	1.9	9	218	11.8	0.9	206	0.8	230	0.6	225	2.8	103
LAUREL_HARDY	10	1.2	13	274	3.8	0.4	281	0.3	327	0.3	283	2.8	103
ENTERTAINMENT TONIGH	7	2.9	17	129	4.7	1.7	118	1.4	157	2.4	48	2.7	109
FIGHT BACK	106	8.1	17	12	81.4	5.3	15	6.3	9	4.0	17	2.6	110
CAROL BURNETT ) FRIE	14	8.8	18	6	14.4	5.5	12	7.1	8	4.7	7	2.6	110
GOMER PYLE, USMC	51	4.1	13	66	32.1	3.0	44	2.9	59	2.0	62	2.5	112
HANDS ON	29	2.7	9	149	25.7	1.7	118	1.5	148	1.4	120	2.5	112
WRESTLING	7	1.8	7	228	2.6	0.9	206	1.0	201	0.9	184	2.5	112
HIGH CHAPARRAL	126	3.9	16	69	75.6	2.1	80	2.0	102	2.7	37	2.5	112
I DREAM OF JEANNIE	6	2.9	12	129	5.9	1.9	93	1.9	112	1.6	93	2.3	116
THAT'S HOLLYWOOD	33	2.4	10	170	31.5	1.5	142	1.3	166	1.0	172	2.3	116
DANIEL BOONE	19	6.2	13	24	34.4	4.5	21	4.3	28	3.6	25	2.3	116
JOKERKS WILD	11	2.0	6	210	9.8	1.2	174	1.2	179	1.0	172	2.2	119
LASSIE	63	7.1	17	20	48.7	2.9	50	6.1	12	1.8	71	2.2	119
OMNI NEW FRONTIER	13	1.3	9	264	11.8	0.7	234	0.6	263	0.4	263	2.2	119
VOYAGE TO THE BOTTOM	61	5.7	12	35	60.7	3.7	30	3.9	34	3.9	19	2.2	119
ABBOTT AND COSTELLO	10	3.0	13	115	13.2	1.7	118	1.3	166	1.4	120	2.2	119
DAVEY AND GOLIATH	31	2.7	12	149	37.3	1.6	130	1.4	157	1.6	93	2.1	124
SIX MILLION DOLLAR M	12	1.0	13	290	21.9	0.2	322	0.4	303	0.1	333	2.1	124
WE RE MOVIN	62	2.8	14	141	33.5	1.8	103	1.7	130	1.5	106	2.1	124
	66	1.9	8	218	65.3	1.0	194	0.9	216	0.7	211	2.1	124

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# SYNDICATION STATISTICS

## Syndicated game shows ranked by average DMA household rating

PROGRAM	MON-FRI DAYTIME			MON-FRI EARLY FRINGE			MON-SAT PRIME ACCESS			PRIME TIME			MON-FRI LATE NIGHT		
	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK
FAMILY FEUD PM	113	13.2	1	2	3		7	8	1	104	14	1	1	10	
TIC TAC DOUGH	109	8.7	2	17	3	3	17	6	3	73	13	2	4	3	1
JOKERKS WILD	63	7.1	3	18	3	2	11	6	2	30	10	3	4	5	1
MATCH GAME PM	22	4.4	4	8	4	1	9	5	4	6	3	4	1	2	
BULLSEYE	22	4.0	5	10	2	4	7	4	5	2	18		6	2	1
TREASRE HUNT	9	3.3	6	3	1		3	4		2	5		1	1	
NW NEWLYWED GAM	9	2.7	7	4	2					2	3				3
HOLLYWOOD SQUAR	7	2.1	8	2						1	24				
LET'S MAKE A DE	25	2.1	8	17	2	5	5	1	6	1	4		1	1	1
SUPER PAY CARD	25	1.0	10	20	1	6	2	2		1	1				1
CROSS WITS	6	0.7	11	3	1		1						1	1	

## Syndicated talk shows ranked by average DMA household rating

PROGRAM	MON-FRI DAYTIME			MON-FRI EARLY FRINGE			MON-SAT PRIME ACCESS			PRIME TIME			MON-FRI LATE NIGHT		
	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK
PHIL DONAHUE SH	176	6.0	1	174	6	1	3	8		2	8				3
MERV GRIFFIN	60	5.1	2	22	2	6	30	8	2	1	8		7	4	1
HOOR MAGAZINE	100	4.9	3	53	3	3	45	8	1	2	10				
JOHN DAVIDSON	61	3.9	4	27	2	7	30	7	3						3
AGRONSKY AND CO	10	3.8	5							4	6		1		
BOB BRAUN	7	3.3	6	7	3	4				1	13				
PEOPLE TALKING	13	3.0	7	11	4	2	1	1							
CHARLIE ROSE	23	2.2	8	20	2	5				1	5				1
DAVID SUSSKIND	6	1.3	9												
JIM WHITTINGTON	15	1.3	9												
MIKE DOUGLAS SH	49	0.9	11	31	1	8	15	2	4	2	2				4
AMERICAKS BLACK	14	0.6	12				1						1	1	
TODAYS BLACK WO	35	0.5	13				1								2

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## Syndicated 60-minute dramatic shows ranked by average DMA household rating

PROGRAM	MKT	RTG	RANK	MON-FRI			MON-SAT			PRIME TIME			MON-FRI			WEEKEND		
				EARLY FRINGE	PRIME ACCESS	PRIME TIME	LATE NIGHT	DAYTIME	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	
LITTLE HOUSE ON	42	7.7	11	30	7	3	10	7	3	3	8							
CHARLIES ANGEL	23	7.3	21	13	8	2	2	6		4	8		1	4		1	11	
KUNG FU	37	5.8	21	2	6		8	9	1	3	6		1	1		7	3	9
BARNABY JONES	15	5.6	31	8	7	5	1	11		2	2		2	10		2	4	
WONDER WOMAN	45	5.6	31	26	7	2	3	7		2	2					8	3	14
STARSKY AND HUT	26	5.5	51	9	5	10	2	3		2	3		9	2	4	3	2	
HAWAII 5_0	33	5.1	61	8	7	4	3	4		8	5	1	13	4	1	1	4	
BIONIC WOMAN	28	5.0	71	1	4								5		13	14	3	11
STAR TREK	67	4.9	81	3	7		8	6	4	5	3	7	6	2	5	25	4	3
BATTLESTAR GALA	19	4.7	91				5	5	6	5	4	2				2	5	
WALTONS	64	4.7	91	36	7	7	6	7	2	15	4	3				2	1	
INCREDIBLE HULK	26	4.5	111	21	4	11	3	10					1	1		2	3	
ROCKFORD FILES	88	4.4	121	28	6	8	7	5	5	15	4	4	27	2	5	4	2	
TARZAN	29	4.4	121										1			23	4	3
GUNSMOKE	60	4.1	141	10	9	1	4	6		8	4	5	9	2	8	12	4	2
EMERGENCY	37	3.9	151	6	3	12				1	1		3	1		25	3	11
GRIZZLY ADAMS	38	3.9	151				1	4		2	5					23	4	6
LOST IN SPACE	12	3.9	151													9	4	5
HARDY DREW NANC	80	3.7	181	2	5		11	4	7	13	3	6				29	3	7
ALIAS SMITH AND	19	3.3	191				1	7		2	5		1	1		7	3	14
BONANZA	51	3.2	201	8	5	9	3	8		1			6	3	3	18	2	18
MAVERICK	12	3.2	201				1	5		1	1					2	2	
KOJAK	16	3.1	221							5	2	8	7	4	2	2	2	
IRONSIDE _ RAYM	8	3.0	231							1	3		3	2		2	4	
OUTER LIMITS	10	3.0	231							2	1		2	1		3	1	
STREETS OF SAN	17	3.0	231	3	6		2	1		1	1		7	1	9	3	2	
VOYAGE TO THE B	10	3.0	231													7	3	7
BIG VALLEY	50	2.9	271	9	7	5	2	6		1	3		5	2	7	18	3	10
HIGH CHAPARRAL	6	2.9	271				1	3								4	3	
SIX MILLION DOL	62	2.8	291	1	5					1	1		9		14	35	3	11
IT TAKES A THIE	7	2.7	301	1	2								1			3	4	
PERRY MASON	14	2.7	301							1	1		3	2		1	2	
WILD WILD WEST	29	2.7	301	2	6		2	6		2	2		5	1	10	8	2	16
MISSION IMPOSSI	17	2.6	331	1	2		1	2		1	8		5	1	12	5	5	1
VIRGINIAN	7	2.5	341							1	2		1	7		4	2	
JOHN WAYNE THEA	14	2.4	351										2	2		5	2	19
MARCUS WELBY, M	22	2.3	361							2	1		1	1		6	2	16
BARETTA	12	2.1	371	1	2		2	3					3	1				
DANIEL BOONE	11	2.0	381	3	5											5	2	19
NIGHT GALLERY	8	1.8	391							3	2		4	1				
ROOKIES	16	1.6	401										5	1	11	3	3	

## Syndicated 30-minute dramatic shows ranked by average DMA household rating

PROGRAM	MKT	RTG	RANK	MON-FRI			MON-FRI			MON-FRI			WEEKEND			WEEKEND		
				DAYTIME	EARLY FRINGE	LATE NIGHT	DAYTIME	EARLY FRINGE	LATE NIGHT	DAYTIME	EARLY FRINGE	MKT	RTG	RANK	MKT	RTG	RANK	
LONE RANGER	50	3.0	11	4	2		4	3		1	2		37	3	31	13	4	2
SUPERMAN AND FR	20	2.9	21	2	2		3	2		1			14	3	21	4	2	
CISCO KID	6	2.6	31										4	3		2	2	
RAT PATROL	20	2.5	41							5	1	2	9	3	5	5	4	1
PRISONER OF CEL	11	2.4	51	5	2	1				4	4							
RIFLEMAN	12	2.4	51	1						1			9	2	8	3	4	
SGT. PRESTON OF	10	2.4	51	1	1								9	2	7	1	2	
ADVENTURES SHER	6	2.4	51							1	1		4	3				
ADAM_12	18	2.3	91	3	2		4	5		3	1		6	3	3	6	3	3
BATMAN	17	2.2	101	5	1	2	8	3	1				6	3	6			
ROALD DAHL TALE	23	2.2	101							2	1							
TWILIGHT ZONE	23	2.2	101	4	2					9	2	1	3	5		3	4	
FLIPPER	11	2.1	131	3	2		1	3					10	2	9	1	5	
LASSIE	13	1.3	141	6	1	3	2	1					5	4	1	1	3	
WANTED DEAD OR	10	1.2	151							3	1		5	1	10	2	3	
LITTLEST HOBO	8	1.1	161										7	1	11	1	2	
ALFRED HITCHCOC	6	1.0	171							4	1							
T. H. E. CAT	6	0.7	181										6	1	12			
ANOTHER LIFE	35	0.3	191	35		4	1											

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# SYNDICATION STATISTICS

## Syndicated situation comedies ranked by average DMA household rating

PROGRAM	MON-FRI DAYTIME			MON-FRI EARLY FRINGE			MON-SAT PRIME ACCESS			PRIME TIME			MON-FRI LATE NIGHT					
	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK			
M. A. S. H.	184	13.9	11				79	13	11	108	16	11	12	13	11	43	10	1
HAPPY DAYS	154	8.8	21	6	5	1	123	8	4	24	12	2	2	8				
BARNEY MILLER	100	8.7	31				46	9	3	39	11	3	8	9	2	14	5	3
LAVERNE AND SHI	97	8.4	41	1	7		61	7	8	37	10	4	4	9				
JEFFERSONS	60	7.5	51	1	5		31	8	5	28	10	4	3	7		4	4	
GOOD TIMES	61	6.7	61	1	5		49	7	10	9	7	9	1	15		1	5	
WELCOME BACK KO	49	6.4	71	2	3		27	7	8	9	8	8	1	2		2	1	
ALL IN THE FAMIL	86	6.2	81	12	3	5	24	7	7	21	10	6	10	3	3	17	5	2
WHATS HAPPENING	34	6.2	81				27	6	12	1	12		1	13				
CARTER COUNTRY	26	6.1	101	1	11		15	6	14	4	10		2	1		1	3	
SANDFORD AND SO	80	5.8	111	5	4	2	36	8	6	11	8	7	3	2		15	3	6
BRADY BUNCH	73	5.2	121	4	3		65	6	14	1	4		1	3				
GILLIGANKS ISLA	81	4.5	131	11	3	6	55	5	21							1	1	
HERES LUCY	57	4.2	141	7	3	4	46	4	24	3	5					1		
ANDY GRIFFITH S	64	3.7	151	21	2	11	30	7	11	4	4					2	1	
BOB NEWHART SHO	41	3.7	151	3	3		9	5	22	4	8		4	2		12	3	8
BEVERLY HILLBIL	56	3.5	171	16	2	9	31	6	13	3	4					1	6	
HOGAN'S HEROS	76	3.4	181	5	1	20	34	6	17	8	5	10	5	2	5	9	2	9
BLONDIE	8	3.2	191															
LITTLE RASCALS	42	3.2	191	13	2	11	12	3	27									
FISH	5	3.0	211							2	3		1	4				
MAUDE	11	3.0	211	4	1								1	2		6	3	4
FELIX AND OSCAR	27	3.0	211	4	1		5	9	2	4	3		5	1	6	6	3	4
I LOVE LUCY	58	2.9	241	28	3	6	17	6	16	3	3		3			3	1	
LAUREL HARDY	7	2.9	241													1		
MARY TYLER MOOR	83	2.9	241	22	3	6	11	5	19	2	1		5	1	6	8	2	10
SATURDAY NIGHT	98	2.9	241				1	11		5	4	11	8	3	3	69	3	7
BEWITCHED	45	2.8	281	17	2	9	18	5	19									
FAMILY AFFAIR	7	2.8	281	3	3		1	4										
F TROOP	6	2.8	281	1	2		2	1										
ABBOTT AND COST	31	2.7	311	2	1											1	3	
GOMER PYLE, USM	29	2.7	311	11	2	19	12	6	17									
THREE STOOGES	19	2.7	311	5	1	20	5	3	28							4	1	
MUNSTERS	18	2.5	341	7	2	16	8	4	26							1		
MY THREE SONS	20	2.5	341	5	3	3	1	9		1	20		2	1		1	1	
PETTICOAT JUNCT	18	2.5	341	4	1		6	2	30									
ADDAMS FAMILY	17	2.4	371	4	2		5	3	29									
I DREAM OF JEAN	33	2.4	371	11	2	13	14	4	25	2	2							
LEAVE IT TO BEA	36	2.4	371	14	1	24	15	5	22							1		
HONEYMOONERS	10	2.1	401	1	1		1	2								3	1	
DICK VAN DYKE S	28	2.0	411	16	2	13	3	2		1	2		2	1		1	1	
GET SMART	26	2.0	411	6	1	20	6	2	31				3	2				
MCHALEKS NAVY	14	2.0	411	5	2	13	4	2		1	3		1	2		1		
RHODA	12	2.0	411	8	2	16				1	5					1	6	
BOWERY BOYS	5	1.9	451	1	1													
PARTRIDGE FAMIL	10	1.9	451	6	2	16												
LUCY SHOW	12	1.8	471	6	1	25	2	2		1	6		1			1	2	
LOVE, AMERICAN	10	1.5	481	3			1	6		1			3	1		3	2	
REAL MCCOYS	12	1.5	481	7	1	20							1			1		
GHOST AND MRS.	5	1.4	501	3	1													
CHICO AND THE M	11	1.3	511	5	1	25							1	1				
GREEN ACRES	18	1.2	521	8	1	27	3	2								3		
CAMP WILDERNESS	15	0.9	531	1			2	1										
THAT GIRL	6	0.5	541	5	1	28	1	1										



# SYNDICATION STATISTICS

## Syndicated first-run variety shows ranked by average DMA household rating

PROGRAM	MON-SAT			PRIME ACCESS			PRIME TIME			MON-FRI LATE NIGHT			WEEKEND DAYTIME			WEEKEND EARLY FRINGE		
	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK
HEE HAW	176	9.7	1	116	16	1	12	3	12				6	2	21	41	8	1
YOU ASKED FOR IT	94	8.4	2	59	9	8	4	4		3	3		2	3		3	7	
DANCE FEVER	119	8.1	3	51	11	3	7	4	4	7	1	8	9	3	9	21	6	8
ENTERTAINMENT T	106	8.1	3	72	10	5	3	3		15	4	2						
LAWRENCE WELK S	164	8.1	3	87	12	2	18	3	8				20	4	3	50	7	3
MUPPET SHOW	136	7.8	6	82	9	10	10	6	1				5	3	12	15	7	4
SOLID GOLD ORG	177	7.0	7	59	10	5	16	6	2	21	3	3	10	4	2	33	7	4
SOLID GOLD O/R	177	5.9	8	59	10	5	21	5	3	34	2	5	17	4	3	39	6	7
OMNI NEW FRONTI	61	5.7	9	15	8	11	9	3	12	1	1		8	3	9	29	4	15
TOM JONES	8	4.9	10	1	12		4	4								1	6	
BENNY HILL SHOW	72	4.6	11	10	8	12	7	3	8	34	4	1				2	12	
GOSPEL SINGING	29	4.3	12										27	5	1	1	5	
NASHVILLE MUSIC	112	3.9	13	6	9	9	8	3	10	2	1		31	2	19	62	7	2
POP GOES THE C	107	3.9	13	7	10	4	7	2	15	6	1	11	36	3	9	42	6	9
SOUL TRAIN	58	3.9	13	1	7		1	7		3	1		33	4	5	3	6	
COWBOY WEEKLY	14	3.6	16	2	4								7	3	14	4	5	
ENTERTAINMENT T	105	3.6	16	15	5	13	10	3	12							18	7	6
MONTAGE	5	3.6	16				1	4					4	2		2	8	
PORTER WAGONER	38	3.6	16	3	8		4	3					8	2	19	16	6	10
NASHVILLE ON TH	90	3.5	20	6	3	17	11	3	6	2			35	3	14	35	6	11
SONNY CHER_HR	6	3.4	21				4	4										
BACKSTAGE AT TH	78	3.2	22	5	2	18	8	3	11	5	1	11	29	3	12	29	6	12
SHA_NA_NA	100	3.2	22	19	5	14	4	1		4	2		17	3	17	28	3	17
CHMLEWSKI FUN T	6	3.1	24	1									3	3		3	3	
AMERICAN TOP 10	112	2.9	25	11	5	15	1	2		16	3	4	37	3	7	27	4	14
COUNTRY TOP 20	43	2.8	26				11	3	6	4	1		13	3	8	4	5	
SOLID GOLD RPT	63	2.8	26				7	4	4	13	1	8	7	4	6	7	4	15
KENNY EVERETT	7	2.7	28															
DOLLY	6	2.4	29				2	1					1	2		2	7	
NASHVILLE CONNE	6	2.4	29				1	1					1	4		1	9	
PORTRAIT OF A L	64	2.3	31	6	4	16	3	5		9	2	6	14	2	18	15	5	13
COUNTRY MUSIC	6	2.2	32													2	2	
ROCK CONCERT	26	1.9	33				1	1		3						1	1	
COMEDY SHOP	7	1.7	34							1	1		1	2		1	2	
ENT TONITE R30	15	1.6	35							11	1	10						
MORNING STRETCH	42	1.6	35															
PETER GUNN	5	1.5	37							1	1		2	2		1	2	
DAVE ALLEN	7	1.4	38				2			4	1							
EVE AT IMPROV	104	1.3	39							19	2	7						

## Syndicated off-network variety shows ranked by average DMA household rating

PROGRAM	MON-FRI DAYTIME			MON-FRI EARLY FRINGE			MON-SAT PRIME ACCESS			MON-FRI LATE NIGHT								
	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK						
CAROL BURNETT	51	4.1	2	5	2	1	17	4	2	5	5	1	5	3	1	12	5	1
FLIP WILSON	6	2.9	3							3	1							

# SYNDICATION STATISTICS

Syndicated documentary/info shows ranked by average DMA household rating

PROGRAM	MON-FRI			MON-SAT			PRIME TIME			WEEKEND DAYTIME			WEEKEND EARLY FRINGE					
	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK			
PM MAGAZINE	93	12.7	1	1	12		89	14	1	5	6	1						
FIGHT BACK	14	8.8	2				2	9						10	9	2		
THAT'S HOLLYWOOD	19	6.2	3	2	7		6	8	3	7	3	3	2	5	4	7		
IN SEARCH OF ...	59	6.0	4				15	8	3	4	5	13	2	1	31	6	3	
OMNI	61	5.7	5				15	8	3	9	3	8	3		29	4	7	
WILD KINGDOM	160	4.5	5	3	4		15	9	2	8	4	61	2	1	108	5	5	
WILD WILD WORLD	12	3.9	6	1	5		1	9				6	2	6	5	10	1	
RICHARD SIMMONS	161	3.8	7	25	3	1	4	13		1	3	1	2					
JACQUES COUSTEAU	13	3.3	8				2	3		4	4	4	4		3	3		
WORLD OF PEOPLE	6	3.0	9				1	2				1	1		3	6		
THRILL SEEKERS	5	2.5	10	1	2							2	3		1	3		
AMERICAN LIFESTYLE	36	2.4	11				2	5		1	2	21	2	3	15	3	11	
FACE TO FACE	8	2.2	12				1	2				5	1	11	3	7		
SURVIVAL	15	2.2	12							2	4	10	2	8	5	6	3	
WOODS WORKSHOP	16	2.1	14				1	2				5	2	4	9	3	10	
SAFARI TO ADVENTURE	9	2.0	15				1	8				6	1	9	1	4		
FYI	7	1.9	16									5	1	12	3	5		
AMERICAN WEST	21	1.8	17							1	1	9	1	19	8	4	6	
BUSINESS JOURNAL	65	1.7	18							10	1	4	45	2	11	1		
COUNTRY DAY	24	1.7	18															
SHOPSMITH	40	1.6	19	1	4							20	2	5	22	2	13	
US FARM REPORT	35	1.6	19							1	1			32	2	6	3	5
THIS WAS AMERICA	5	1.5	21									5	1	9	1	3		
JOURNEY TO ADVENTURE	13	1.4	22									7	1	14	6	3	11	
KALEIDOSCOPE	5	1.2	23									4	1					
CRISIS IN AFRICA	11	1.1	24	4	1					2	2			3	2			
ED ALLEN TIME	8	1.0	25															
TONY BROWNS JO	37	1.0	25	1								31	1	12	8	3	9	
AGRICULTURE U.S.	8	0.9	27									7	1	14				
ACROSS THE FENCE	14	0.8	28									11	1	19	3	1		
EDITORS DESK	18	0.8	28							4	1			6				
FITNESS MOTIVATION	9	0.8	28							1	2			9	1	17	3	2
BREATH OF LIFE	7	0.7	31							1	1			6	1	17		
IT'S YOUR BUSINESS	87	0.7	31				1			8		4	60	1	16	14	3	8
COMPUTER WORLD	8	0.6	33				1	1		1	1			5	1	21	1	1
REAL TO REEL	10	0.6	33							2	1			8	1	21	1	2
PUBLIC POLICY	14	0.5	35											10		23	2	5
HEALTH FIELD	48	0.4	36	1										5		25	1	4
US AM	13	0.4	36															
AMERICAN FORUM	17	0.2	38	2										11		23	2	
AMERICAN EDUCATION NET	8	0.1	39											8		25		

# THE WILL TO WIN



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# SYNDICATION STATISTICS

## Syndicated sports shows ranked by average DMA household rating

PROGRAM	PRIME TIME			MON-FRI LATE NIGHT			WEEKEND DAYTIME			WEEKEND EARLY FRINGE			WEEKEND LATE NIGHT		
	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK
BART STARR	6	6.2	1	1	17		1	2		3	4		2	5	
LET'S GO TO THE	39	5.5	2	4	2					5	6	1	9	5	2
VINCE DOOLEY	7	4.8	3							7	5	2			
TOM LANDRY	16	4.3	4							10	5	3	4	3	3
HAYDEN FRY	7	3.9	5										2	6	4
WRESTLING	126	3.9	5	3	1		8	2	1	86	4	5	22	4	4
WILDLIFE ADVENT	7	3.5	7	1	15		1	1		6	3	7	2	6	
LOU HOLTZ SHOW	6	3.2	8				1	1					4	7	2
EARLE BRUCE	7	3.0	9							6	2	8			1
NFL S BEST EVER	46	3.0	9	3	3		2	1		30	3	6	14	4	5
DAVE MCCLAIN	5	2.3	11	4	4					1					
SOUTHERN SPORTS	11	2.3	11	1	1					7	2	12	4	3	1
NFL REVIEW PREV	60	2.2	13	3	1		7	1	2	35	2	9	5	5	1
GREAT SPORTS LE	23	2.1	14	1	1					12	1	14	8	4	3
SPORTS TIPS	7	2.1	14							7	2	10	1		2
JIM THOMAS OUTD	27	2.0	16				1	6		20	1	15	9	1	6
HALL OF FAME CL	40	1.8	17	1	2					39	2	11			
DONNIE DUNCAN	7	1.7	18				2	1		1	1		1	4	4
COORS OUTDOORSM	19	1.6	19							16	2	13	4	3	1
BOBBY BOWDEN	7	1.2	20	1	1					3	2		2	1	1
PENN STATE FOOT	5	1.2	20	1	1		1	1		3	2				
PANTHER PRIDE	5	1.1	22							4	1				1
ATHLETES	5	1.0	23							3	3		1		1
FLORIDA FOOTBAL	6	0.9	24	1						3	1		2	2	
SE FTBL TODAY	5	0.9	24				2	1		2	1				
PATTERNS FOR LI	6	0.7	26	1	1					4	1				3
NOTRE DAME FOOT	28	0.6	27				5		3	5	4	4			17
GERRY FAUST	11	0.5	28	2	1		1			6	1	16			2

## Syndicated 'other' shows ranked by average DMA household rating

PROGRAM	MON-FRI DAYTIME			MON-SAT PRIME ACCESS			PRIME TIME			WEEKEND DAYTIME			WEEKEND EARLY FRINGE		
	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK
CAPITAL CITIES	6	5.2	1				4	6							2
LOOK AT US	101	4.4	2				25	8	2	7	2	2	11	1	5
PEOPLES COURT	42	4.4	2	29	4	1	6	9	1	2	6				51
HEALTHBEAT	40	3.5	4				15	5	3	5	3	1	9	1	6
DR. SNUGGLES	37	2.5	5							1	9		37	3	1
BOBBY COLLINS	5	2.2	6												
WE RE MOVIN	66	1.9	7				5	3	4				56	2	2
WEEKEND HEROES	44	1.6	8							9	1	3	24	2	3
LEAVE IT TO WOM	43	1.3	9	42	1	2									16
INCH HIGH PRIVA	6	1.2	10										6	1	4
BAXTERS	13	1.1	11				1	3		3	1		3	1	3
RAINBOW PATCH	22	0.8	12										22	1	7
MR. MOON_CIRCUS	7	0.7	13										7	1	8
CAR CARE CNTRL	10	0.6	14										8	1	8
CHARLES CAPPS	6	0.4	15	6		3				1	1				2
DAWN OF NEW DAY	8	0.3	16				1	1		1			7		10

# Cash In On Co-Op Dollars Cut Out This Coupon



William L. McGee, President, BMC

Here's my \$195 for the CO-OPPORTUNITIES 90 day trial subscription ... the initial shipment plus two succeeding monthly editions. I understand I'll receive a full refund if I'm not completely satisfied.

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KCEZ-FM, Fairway, KS

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KOMO-TV, Seattle, WA

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Josephson Radio Stations,  
Detroit, MI

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# SYNDICATION STATISTICS

## Syndicated children's animation ranked by average DMA household rating

PROGRAM	MON-FRI DAYTIME			MON-FRI EARLY FRINGE			MON-SAT PRIME ACCESS			WEEKEND DAYTIME			WEEKEND EARLY FRINGE					
	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK			
ADVENTURES OF P	9	7.2	11						4	7				4	7			
PINK PANTHER	29	6.0	21						6	9	1	2	7	9	6	1		
SCOOBY DOO	63	5.1	31	12	4	1	53	6	31	1	10	2	6					
TOM AND JERRY	108	4.9	41	26	3	3	84	6	21	2	14	39	4	4	5			
BUGS BUNNY	80	3.8	51	26	3	3	42	5	51	2	7	33	3	71	3	6		
FLINTSTONES	53	3.7	61	27	4	2	30	4	71			12	4	21				
DAFFY DUCK ) PO	12	3.6	71	5	3	9	2	6				6	6	11				
WOODY WOODPECKER	49	3.4	81	27	3	6	20	4	61			20	4	31	3	1		
MIGHTY MOUSE SH	11	3.3	91	6	2	17	4	5				1	7					
INTERGALACTIC T	74	3.0	101				5	7	11	14	8	2	27	2	151	26	3	3
POPEYE	40	3.0	101	25	3	8	12	4	81			16	3	81	2	1		
JETSONS	40	2.9	121	5	2	14	5	2	121			31	4	51	1			
DEVIL ) DANIEL	24	2.8	131				1	6		2	8	13	2	191	6	4	2	
JOSIE AND THE PI	7	2.8	131	2	4							6	3	101				
NEW CASPER CART	19	2.6	151	12	2	11	2	4				8	4	51				
UNDERDOG	19	2.6	151	6	3	31	2	2				12	2	161				
CARTOON CARNIVA	11	2.5	171	6	3	71						6	2	121				
SPIDERMAN	13	2.5	171	7	3	91	2	2				5	3	91				
BULLWINKLE SHOW	42	2.2	191	8	2	161	10	3	101			25	2	111	1	2		
BRADY KIDS	9	2.1	201	2	1							7	2	161	1	4		
DUDLEY DO_RIGHT	12	2.1	201				5	2	111			7	2	131				
HECKLE AND JECK	5	2.1	201	4	2		1	2				1	2					
BATTLE OF THE P	20	1.9	231	5	2	121	1	2				14	2	191				
GROOVIE GOOLIES	6	1.9	231	3	2							3	2					
JONNY QUEST	16	1.9	231	1	1		2	1				13	2	141	1	5		
TENNESSEE TUXED	24	1.9	231	12	2	121	5	3	91			8	1	241				
HUCKLEBERRY HOU	7	1.7	271	6	1	191						3	4					
SPACE KIDETTES	7	1.7	271									7	2	161				
FRED FLINTSTONE	8	1.6	291	5	2	141	3	1				1	2					
MARVEL SUPER HE	6	1.6	291	5	1	201						1	2					
SPEED RACER	5	1.5	311	3	1		3	1										
WHEELIE ) THE C	6	1.5	311									6	2	191				
ARCHIES	10	1.3	331	6	1	181	1	7				4	1					
STAR TREK CARTO	6	1.3	331									6	1	221	1	3		
ROCKY AND HIS FI	10	1.2	351	4	1		1	6				5	1	231				

## Syndicated children's live-action ranked by average DMA household rating

PROGRAM	MON-FRI DAYTIME			MON-FRI EARLY FRINGE			MON-SAT PRIME ACCESS			WEEKEND DAYTIME			WEEKEND EARLY FRINGE				
	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK		
SHIRLEY TEMPLE	11	3.4	11									10	4	1	1	3	
SESAME STREET	10	3.2	21	7	3	1	3	6				1					
BOZOKS BIG TOP	7	2.9	31	3	3		4	4				1	1				
YOUNG PEOLPE'S	55	2.9	31				16	3	1	3	7	17	1	51	20	4	1
KIDSWORLD	68	2.1	51				1	1				64	2	31	4	3	
KROFFT SUPER ST	22	2.1	51	15	2	2	4	1				7	3	2	1	4	
GIGGLESNORT HOT	6	2.0	71	2	1							4	3				
GREAT SPECIAL C	67	1.9	81	45	2	3	2					22	1	51			
HANDS ON	7	1.8	91							1	9	4	1		3	2	
MARLO ) MAGIC M	5	1.5	101									5	2	4			
ROMPER ROOM	34	0.8	111	27	1	4						9		101			
BIG BLUE MARBLE	43	0.7	121									43	1	81	2	2	
HOT FUDGE	36	0.7	121	29	1	5	1	1				7	1	91			
TREEHOUSE CLUB	5	0.7	121									4			1	3	
NEW ZOO REVIEW	45	0.6	151	24	1	6	3	1				18	1	51			
VILLA ALEGRE	13	0.4	161	1								12		101	1	2	
VEGETABLE SOUP	6	0.3	171	3			1	1				3					
CARRASCOLENDAS	5	0.2	181									5		121			

# the marketplace

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All ads accepted at discretion of publisher. Address:

**The Marketplace**  
**TELEVISION/RADIO AGE**  
1270 Ave. of the Americas  
New York, N.Y. 10020

## Help Wanted

### TV MAINTENANCE TECH. ENGINEER

Experience with IVC 9000's, Ampex Quads, CMX systems. Analogue electronic animation equipment valuable. Career opportunity for someone with broad experience in maintenance planning and supervision. Salary commensurate with experience. Write in confidence to Dolphin Productions, Inc., 140 East 80 Street, New York, N.Y. 10021.

## Help Wanted

### STATION MANAGER

Successful communications/publishing company seeks an experienced, results oriented station manager to turn around station acquisition. Must have in-depth knowledge of radio with strong sales development ability. Successful track record in station management required. We offer a long term relationship, competitive salary and benefits package, and bonus incentives. Forward resume of background including salary requirement to: Box 222B, Television/Radio Age, 1270 Avenue of the Americas, New York, NY 10020.

### PROMOTION MANAGER

Department head responsibility now available for creative experienced manager. Successful candidate will be in charge of all phases of station and sales promotion, advertising, publicity and PR. If you want a challenge, have two years experience as a manager and a proven track record of unique successful ideas, rush your name, a cover letter, and examples of your work to General Manager, KMBC-TV, 1049 Central, Kansas City, MO. 64105. Woman are encouraged to apply.

E.O.E.

## Help Wanted

### TECHNICAL

TV ENGINEER with knowledge of local TV station operations and some satellite experience. Will monitor operation and technical performance of a satellite network. Great opportunity to learn and to expand. Extensive travel required. New York based. Send resume ASAP. Reply to: Box 28A, TV/Radio Age, 1270 Ave of the Americas, NYC, 10020.

### ARTIST/TV

Graphic artist to create storyboards and prepare art for electronic computer animation. Must be proficient in TV adv. and network quality graphics. Ability to create and prepare mech for print ads helpful. Non-smoker. Excel future for creative person with exp. in TV/computer animation. Send resume to Dolphin Productions, Inc., 140 E. 80 St., NYC 10021.

## On-Air Newsperson

Wanted by Canadian satellite network: On-air newsman or woman with energy and ability to project top image and get top ratings. Send tape, credits, picture, education, etc., to: G. W. Stirling, NTV Network, Box 2020, St. Johns, Newfoundland, Canada.

Mail to:

### Television Radio Age

1270 Ave. of Americas  
New York, New York 10020

Please insert the following  
copy beginning (date) \_\_\_\_\_  
in The Marketplace section at  
the \_\_\_\_\_ X rate. Enclosed is  
 Check  Money Order

Additional copy enclosed.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Signature \_\_\_\_\_

# SYNDICATION STATISTICS

## Syndicated religious shows ranked by average DMA household rating

PROGRAM	MON-FRI DAYTIME			PRIME TIME			WEEKEND DAYTIME			WEEKEND EARLY FRINGE			WEEKEND LATE NIGHT		
	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK
LIGHT UNTO MY P	5	1.7	11				5	2	11						
ORAL ROBERTS	175	1.7	11				175	2	11	1	9				
LOWELL LUNDSRUM	6	1.6	31				4	2		1	1				
THY KINGDOM COME	7	1.6	31				7	2	31						
HOOR OF POWER	151	1.5	51				148	2	41	2	2		2	1	
CHRIST FOR THE	13	1.3	61				13	1	51						
CATHEDRAL TOMOR	183	1.3	61				180	1	51				4	1	
CALVARY TEMPLE	9	1.2	81				8	1	51						
INCREASE FAITH	7	1.2	81				7	1	81						
INSIGHT	54	1.2	81	2			41	1	111	4	3		5		6
MASS FOR SHUT-I	19	1.2	81				19	1	81						
CHANGED LIVES H	13	1.0	121				10	1	201	1	5		1	1	
DAVEY AND GOLIA	12	1.0	121				11	1	141	1					
DAY OF DISCOVER	151	1.0	121				150	1	141				1		
JAMES ROBISON	57	1.0	121				54	1	111				1	7	
LET THE BIBLE S	6	1.0	121				6	1	161						
MUSIC AND THE S	15	1.0	121				14	1	111						
REV JIMMY SWAGG	188	0.9	181	61	3	11	178	1	81				4	1	
THIS IS THE LIF	38	0.9	181				34	1	161	1	8				
AMAZING GRACE	38	0.8	201				36	1	201	1	5		1		
IT IS WRITTEN	65	0.8	201				64	1	201						
LOWELL LUNDSTRO	47	0.8	201				42	1	161	2	5		1	2	
OLD TIME GOSPEL	182	0.8	201				171	1	201	5	1	1	17	1	1
FAITH FOR TODAY	30	0.7	241				27	1	201				1		
IN TOUCH	11	0.7	241				5	1	31	3	1		2		
AMERICAN CATHOL	6	0.6	261				1	1	3	1					
700 CLUB	102	0.6	261	81	1	2	11	1	41	25	37		34		2
BIBLE PROPHECY	5	0.6	261				1	1	4				1		
CHRISTOPHER CLO	25	0.6	261	1			15	1	261	1	1		6		7
HERALD OF TRUTH	48	0.6	261				3	1	45	1	271				
JIM BAKKER	142	0.6	261	125	1	1	7	91	44	43	3	1	53		2
KEN COPELAND	113	0.6	261				9	1	41	105	1	271	1	1	
REV. DR. KENNED	21	0.6	261				20	1	271	2	1				
SEARCH	14	0.6	261				1		13	1	271				
INTERNATIONAL V	6	0.6	261				6	1	271				1		
WHAT THE BIBLE	5	0.6	261				4	1					1		
ERNEST ANGLE	38	0.5	371				8	1	21	31	1	331	4		
GOOD NEWS	13	0.5	371	4	1		5	71	6	1	201	1	3	1	2
HUMAN DIMENSION	9	0.5	371	1				8	1	331					
LEONARD REPASS	13	0.5	371				1		9	1	161	1		2	
SACRED HEART PR	12	0.5	371					10	1	271	1				
SHOW MY PEOPLE	19	0.5	371				1		18	1	331				
WORLD WIDE CHUR	63	0.5	371				3	1	60	1	331			1	
AMERICAN RELIGI	12	0.4	441				1		10		371				
GARNER TED ARMS	6	0.4	441					6		371					
JACK VAN IMPE	98	0.4	441				13	101	26	371	8	2	50		2
DR H C ESTEP	7	0.4	441				5	71	3						
LARRY JONES SHO	31	0.4	441				1	1	28	371	1	1	2		
LESSON	5	0.4	441				3	1	3						
REACHOUT	7	0.4	441					7		371					
DR W.V. GRANT	11	0.3	511				2	1	8	471			1		
KROEZE BROTHERS	10	0.3	511				1		9	431			1		
VOICE OF CALVAR	5	0.3	511						5	431					
WARREN ROBERTS	19	0.3	511						7	431			9		5
MIRACLE REV HR	5	0.2	551						4						
WORLD VISION	27	0.2	551				2		25	471	1	1			
REV D. TERRELL	12	0.1	571				1		11	491					



# In the Picture



**Frank J. Gromer**

*New global responsibilities of Foote, Cone & Belding's national media director include improving the agency's media planning systems in its 27 offices world-wide. In the process, the 35-year FCB veteran is convinced that there's much that each of the international offices can learn from each other.*

**There's a lot of travel** in Frank Gromer's future. This month, in his new and additional capacity as corporate director of media, worldwide for Foote, Cone & Belding, he'll be in London for the first annual meeting of media directors from all FCB's European offices. Until now this has been an event that's occurred only once every two years or so.

From London, Gromer's itinerary includes Paris and Frankfurt. And eventually, he adds, "My long range plan is to get to all of our 27 offices overseas—in Canada, Australia, South Africa, Hong Kong and in Latin America, as well as in Europe. But I doubt whether I'll manage to get to all of them before 1983, if then."

He says that the objective of the new international part of his job is to "coordinate and improve our media systems and procedures world-wide." He notes that media varies from country to country more than many other aspects of agency operations: "Commercial broadcasting isn't even available in some countries. And in others, where it is, that availability is so limited that people wait in line for months to get their clients on television. The extent and kinds of audience data also vary in different countries."

**However, he continues,** "Media planning concepts can cross international boundaries with reasonable uniformity. We've already developed a comprehensive media planning system that we use in all of our U.S. offices. We're committed to keep upgrading it, then extending it to wherever it can be adapted to build the best media planning system possible, wherever we have offices."

This planning system, explains Gromer, "increases our ability to deliver our clients' advertising to the right people in the right environment, the right number of times." He says his new job will be to "work with the media directors in our offices around the world to extend it and adapt it for use everywhere we operate. But at the same time—at least unless and until I find out I can't manage both, I'm also going to keep doing the same job I've been doing as national media director."

But he adds that he "gets a lot of good help on the domestic part of it." The media directors of each FCB domestic office report not to Gromer but to the general managers of their own office. The three units that report to Gromer as national media director are national media research under Hugh Zielske, the national broadcast unit, part in Chicago and part in New York under Bob Daubenspeck, and FCB/Telecom, the program production unit in Los Angeles, under Jack McQueen.

**FCB/Telecom, says Gromer,** develops programs for cable, for television and for business distribution. Daubenspeck's national broadcast unit handles network negotiations with the television, radio and cable networks. "And Hugh Zielske, based in Los Angeles, has been responsible for development of much of our domestic media planning system, and the weights we assign to the various pieces of it—to various media targets, since some kinds of people are worth more to an advertiser than other kinds, communications weights that take into account the relative ability of each medium to communicate the advertising, and the weights we apply to convert media audiences to advertising audiences. Advertising audiences are those people who are actually exposed to and who notice the advertising, as opposed to the larger syndicated service media audience numbers."

But carrying FCB's media planning system abroad, adds Gromer, is only part of his new global responsibilities. The other part, he says, "is what they can teach us. We have a lot of bright media people working for us all over the world. We want to develop systematic ways to exchange all of the useful information each of us has, so that we can all learn more from each other."

Foote, Cone & Belding is the only agency Gromer has ever worked for. The first nine of his 35 years with FCB were in marketing research. He moved from director of research in New York to the media side in 1956. By 1970 he was a senior vice president and director of marketing services, and was named national director of media in 1978.

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# Inside the FCC

*The following was excerpted from a speech given recently by FCC Commissioner Abbott Washburn at the Northwest Broadcast News Association's annual meeting in Minneapolis.*

## Broadcasters are understandably worried about future uncertainties



*Abbott Washburn*

## Strongly against repeal of Fairness Doctrine

**Broadcasting** has mercifully been spared the severe problems of the auto industry, the home construction industry and others. But many broadcasters nevertheless are worried about the uncertainty of the future. They are uneasy when they look at the proliferation of cable, pay-TV, videocassettes and discs, MDS. And they wonder about the future impact of DBS and teletext.

This is understandable. However, I have great confidence in the existing system of advertiser-supported radio and television stations providing local service and programming. I believe the present structure will remain the principal source of audio and video service to the public for a good many years to come.

FCC licensees are increasingly realizing that this is their special province. They are strengthening their news and public affairs operations. In so doing, they are building a strong local identity—carving out a distinctive place in their markets. This is one reason the affiliates continue to resist moves by the networks to encroach further on TV broadcast hours. They know that the more they become mere relay stations for network programs, the more they resemble cable systems, and the less chance they have to build local identity.

Whenever a dictatorship clamps down, the first thing that goes is press freedom. We've seen this, once again, in Poland. Jefferson wrote: "Our liberty depends on the freedom of the press." He said he'd give up everything else before freedom of the press. The success of our free press, from the time of Jefferson, depends on fair, complete and objective reporting.

The **Fairness Doctrine** and Section 315 of the Communications Act were designed by Congress to give the Commission a way to deal with those very few licensees who ignore fairness in treatment of controversial issues and who deny equal treatment to candidates running for public office.

Among the recommendations which the Commission has sent to Capitol Hill is one to repeal the Fairness Doctrine and Section 315. Although a majority of the Commission voted in favor of this recommendation, I dissented. I have been a supporter of the Doctrine for the past dozen years. It has been upheld by the Supreme Court. The Commission has used it with restraint. And it provides clear ground rules for broadcasters. In any case, it is now in the hands of Congress.

Our Network Inquiry Staff issued a report in 1980 which recommended that the Prime Time Access Rule be repealed. The networks want it repealed and several months ago NBC filed a petition to that effect. It was dismissed. This month CBS filed a petition for waiver or other special relief from PTAR to enable affiliates that would otherwise be unable to do so to carry a one-hour early evening news broadcast which the network plans to offer in 1983. I do not view this request with any enthusiasm. In my judgment, PTAR has been a good thing for the local network affiliates. It gives them a flexibility they need. It has about doubled the number of independent producers of television programming and has increased the diversity of programming available to the public.

The new chief of the Broadcast Bureau, Larry Harris, plans to review the recommendations of the Network Inquiry Staff concerning the Prime Time Access Rule, and to bring a fresh analysis to that question. I await his recommendation with interest and expect that the Commission will address the question some time later this year.

## Broadcasting industry has not failed children

**Children's television** is another area which we will be hearing more about in the coming months. In December of 1979, the Commission issued a formal rulemaking with a range of options including imposing mandatory programming hours per week to alleviate what Chairman Ferris' task force saw as an insufficient amount of children's informational and educational programming on commercial television.

## Inside the FCC

(continued)

I opposed including the mandatory hours option in the rulemaking and dissented to that portion of the rulemaking. I do not believe that the commercial broadcasting industry has failed our children. FCC Chairmen Dean Burch and Richard Wiley, in the early 1970's, placed important emphasis on the broadcasters' obligation to serve the special needs and interests of the youthful audience. This resulted in the carefully drafted 1974 Report and Policy Statement on Children's Television, which is in force today. This emphasis of the FCC, plus the effective work of Peggy Charren's ACT and similar groups, coupled with initiatives taken by the NAB, the networks, Group W and other elements within the industry, resulted in a very considerable amount of attention and action. The programming directed to teenagers' problems and interests has particularly impressed me.

### FCC will examine DBS filings carefully

**In the DBS proceeding**, I have been asked: Is the Commission getting the authorization "cart" before the policy "horse?" Does this technology threaten the local service provided by broadcasters? Should Congress exercise oversight before the Commission acts?

The fact is we have not yet *authorized* anything. We have accepted for filing and public comment the application of Comsat for an experimental DBS system to fly in 1985 or later. We have also accepted for filing eight other applications, among them Stan Hubbard's.

Before *approving* the Comsat application, or any of the others, we will most certainly examine very carefully whether the technology is a threat, in any important degree, to local video service. No, I do not think Congress should exercise oversight. I doubt that it will . . . considering the following language in Senate Bill 1629: "The Commission shall, to the maximum feasible extent, encourage the introduction of new additional services. In acting upon any application for such new or additional services, such services shall be presumed to be in the public interest wherever the provision of such services has been determined to be technically feasible."

Comsat is prepared to risk somewhere in the neighborhood of \$500 million on this experiment. This is how our enterprise system works. There would have to be very strong reasons, in my opinion, for the government to stand in the way. Opponents are charging that any DBS grant will hinder progress toward high-definition television. I've talked with a number of experts, and my view is that the two are *not* mutually exclusive. A DBS experiment would not preclude progress toward high-definition television. It might even advance it.

### LPTV applications far exceeded anticipations

**I thought**, in the beginning, that LPTV would be helpful in rural areas to upgrade translators and allow them to originate some local programming. It also seemed to have some use for discrete audiences in metropolitan areas, such as the Spanish-speaking. Instead, it became a gold rush—over 5,000 applicants—and probably 5,000 more when the *Report and Order* is adopted and the freeze lifted. Most of the applications are for UHF. The bigger cities have attracted multiple applications, for example, 35 in the Minneapolis area (of which seven are for Minneapolis-St. Paul), 15 for Des Moines, 16 for Madison. We also have multiple applications for stations to be linked by satellite. One applicant, for example, proposes to link up 141 low power stations. I am concerned about the multiple ownership issue which these applications highlight. We have seven-station limits in the radio and television services. This has been a good thing, and it seems to me that the Commission should consider setting a limit on the number of low power stations which any one entity can control. The Commission *has* set a temporary 15-station limit on LPTV, but that only applies during the interim processing period.

### Cable television has been sufficiently deregulated

**Cable TV** has already been largely deregulated. I would not go any further. Ted Turner has filed a petition with us to eliminate the "must-carry" rules. The purpose of the "must-carry" rules, of course, is to assure that local stations are carried on cable systems and not denied access to the audiences which they are licensed to serve. I strongly favor retention of these rules.

NOW AVAILABLE WORLDWIDE

# "THE CISCO KID"

¡Ahora Disponible! **EL CISCO KID.**  
Jetzt erhältlich! **Der "Cisco Kid".**  
Ora disponibile! **Il Cisco Kid.**  
Agora disponível! **O Cisco Kid.**  
Disponible maintenant! **Le Cisco Kid.**



Here's adventure, romance and the all-time family classic, **The Cisco Kid!**

"The Cisco Kid" as you've never seen him before. In full color, and what color! The series, one of the first produced in color has been carefully restored and enhanced. The 156 half hour programs are now available on video tape, with all the magnificent color of the western landscape used in the location shooting captured again.

The modern Robin Hood of the old west rides through the American frontier fighting corruption without violence, and with a blend of humor and pride that has made "The Cisco Kid" the classic cowboy show that will delight the entire family.



Exclusive Worldwide Syndication through

**RHODES PRODUCTIONS**

124 Eleventh Street  
Manhattan Beach, CA 90266  
(213) 379-3686

"The Cisco Kid" is owned and distributed worldwide exclusively by Rhodes Productions, and is copyrighted under the laws of the United States by Rhodes Enterprises, Inc.

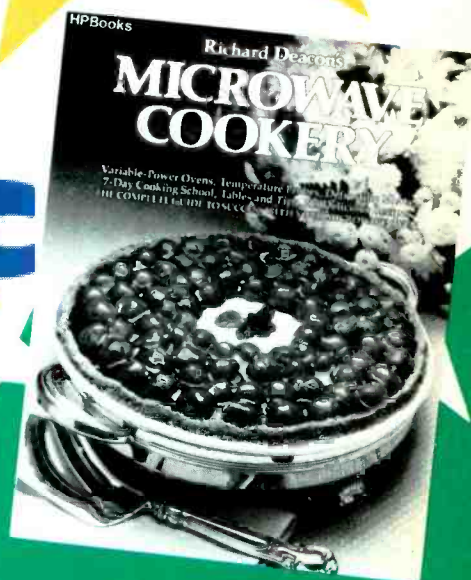
Richard Deacon's



# MICRO MAGIC

ALL  
NEW  
PROGRAMMING  
FOR THE  
80'S

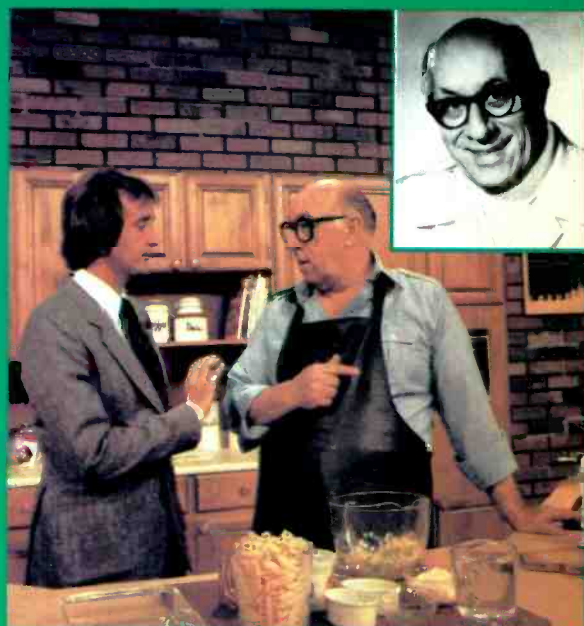
DAILY STRIP  
IMMEDIATELY  
AVAILABLE



Richard Deacon, a man of many talents, is perhaps best known for his portrayal of Mel Cooley in the popular "Dick Van Dyke Show." He is also a familiar figure to television viewers as a result of his continuing roles in "The Mothers-in-Law" and "Leave It To Beaver" series.

Richard Deacon is a student of modern cooking technology and an expert microwave cook. Although his public is possibly less familiar with his work as an author, Deacon has a million copy seller in his "Richard Deacon's Microwave Cookery" book.

Joining Richard in this fast paced, funny, yet informative daily exercise in making the most of a microwave are Dodi Goodman, Louis Nye, Gloria Loring, Pete Barbutti and Raymond Burr, to name just a few of the guests on RICHARD DEACON'S MICRO MAGIC.



# Pitfall

A Catalena Production

**DAILY  
STRIP**

...the elevating game of ups and downs is television's newest and most spectacular game show!

Starring

**ALEX TREBEK**

**NEW**



Here's the game show that will dazzle and delight your viewers. Alex Trebek, host of NBC's High Rollers headlines this exciting new show that promises to captivate and fascinate your home viewers. Don't miss your opportunity to preview the most lavish game show set ever created—that's PITFALL!



Worldwide Syndication through

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124 Eleventh Street Manhattan Beach, CA 90266 (213) 379-3686

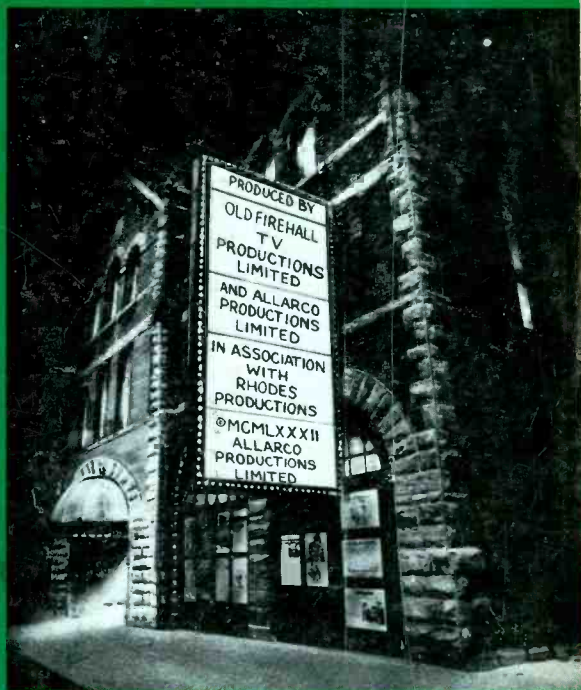
# SCTV Network

as seen on NBC Television

NETWORK

**OUTRAGEOUS  
COMEDY  
HIT OF  
THE  
YEAR!**

SCTV, the irreverently funny television series that parodies television itself, brings some of the most pungent and outrageous satire to television. The seven member cast weaves comedy sketches that balance irreverence and total lunacy while mangling the issues of the day. The cast includes Joe Flaherty, Eugene Levy, Rick Moranis, Dave Thomas, Andrea Martin, Catherine O'Hara and John Candy.



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