

Broadcasting Jan 20



**\$12 Million
In Cash & Prizes.
The Only
National
TV Sweepstakes
Your Viewers
Can Win.**

**WIN AMERICA
SWEEPSTAKES**

MCA TV

NATPE
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See Pages 36 & 37

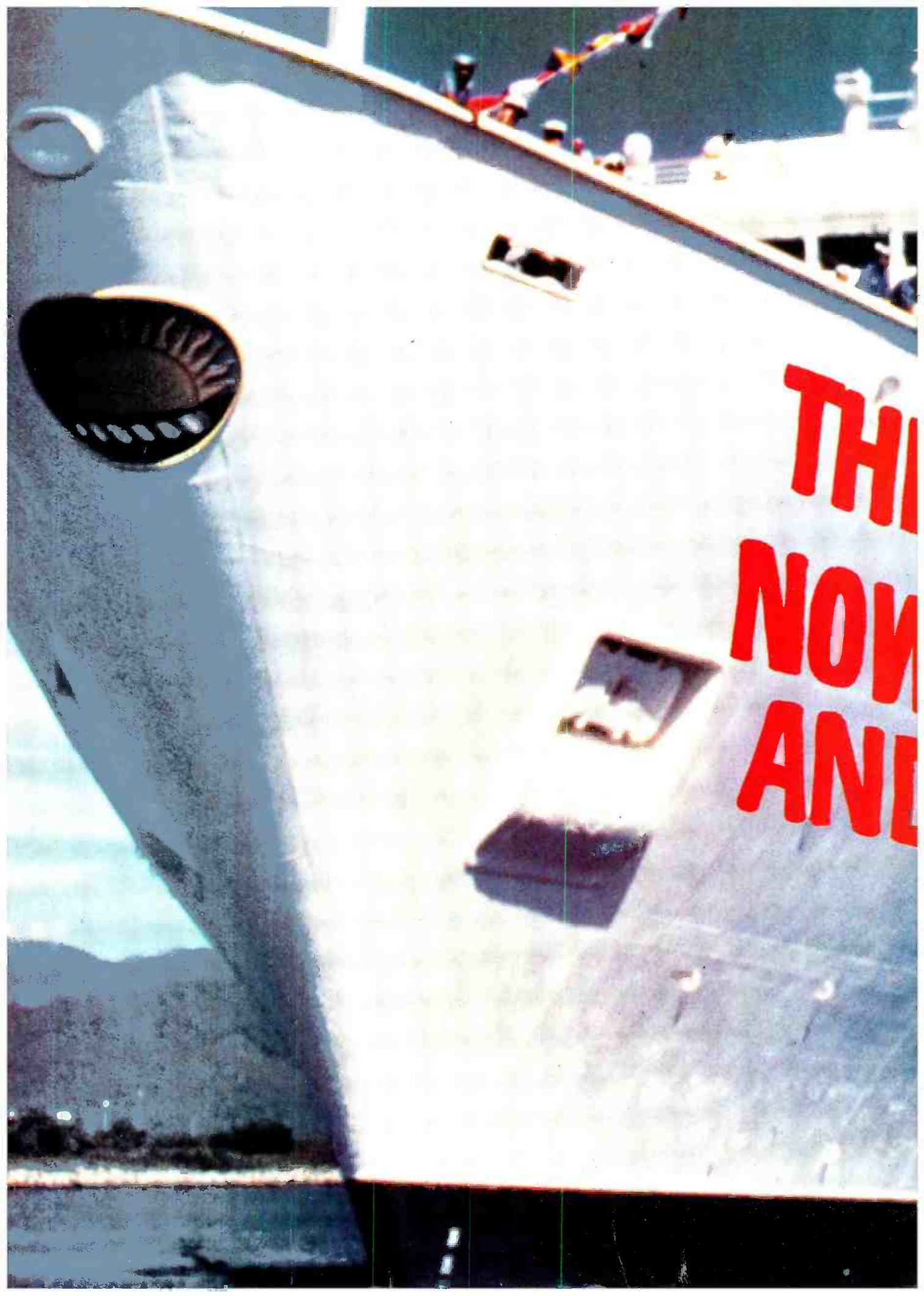
AL 36112

MAXWELL
BLOC 1405
ROOM 122
AUL-SAS

12364 RLK NOV/86

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55th Year 1986
NATPE in New Orleans
□ Scrambling boom:
M/A-Com poised
to cash in



THE
NOW
AND



LOVE BOAT II
HOURS
HALF HOURS

**First, The Love Boat —
140 hours...a proven
winner in both early and
late fringe...currently in
97 markets.**

**Now, The Love Boat II
...adding even more
versatility...
available in *both* hour
and half-hour format.**

Ready to sail Sept. '86

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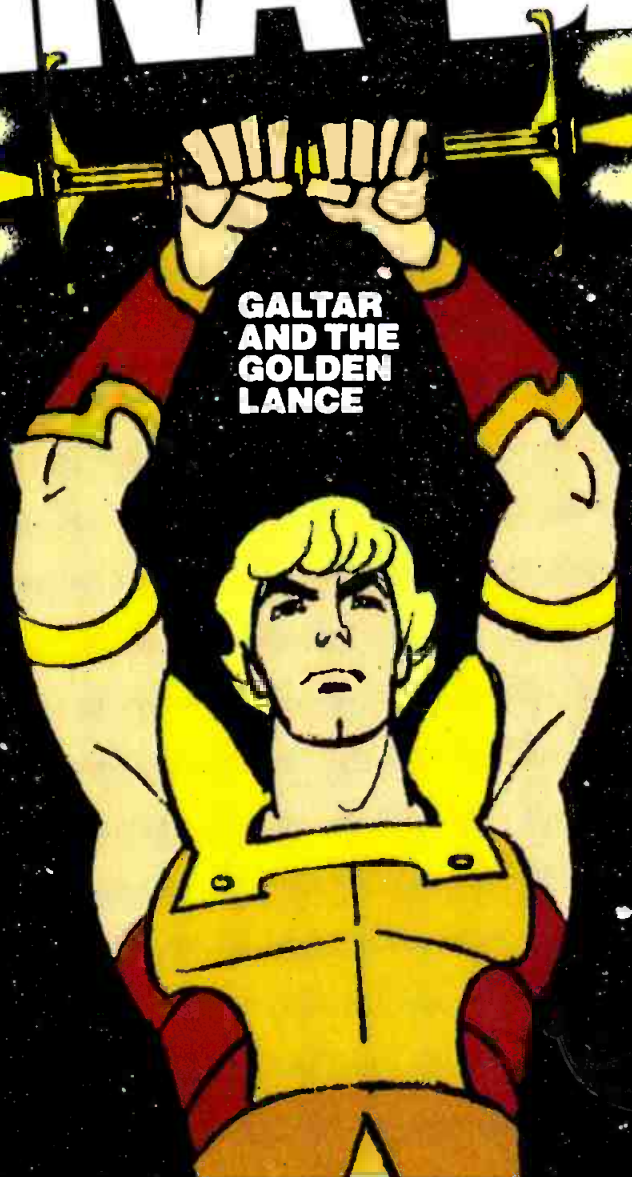
Join the new Sunday Morning
now expanded to 2 hours

THE FUNTASTIC OF HANNA-BARBERA

THE PAW PAWS



GALTAR
AND THE
GOLDEN
LANCE



Children's Network

THE WORLD OF HANNA BARBERA

NOW SOLD IN 90 MARKETS

This season's all-new exciting innovation for Sunday morning, The Funtastic World of Hanna-Barbera, becomes two hours starting September 1986

— The Paw Paws, Yogi's Treasure Hunt, Galtar and the Golden Lance, and now...brand new episodes of Jonny Quest.

ADVERTISER SUPPORTED PROGRAMMING

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YOGI'S TREASURE HUNT

JONNY QUEST

Thrash

It's the Sixties generation





on vs glitter and punk

Diana Canova stars in THROB, the mad-cap, off beat, comedy series about a divorced mother in her 30's working in the frenetic world of rock music. Will she survive?

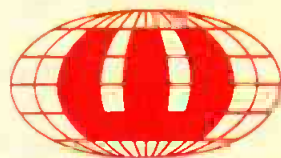
22 FIRST RUN HALF-HOURS

Taft Entertainment Television and Procter & Gamble Productions



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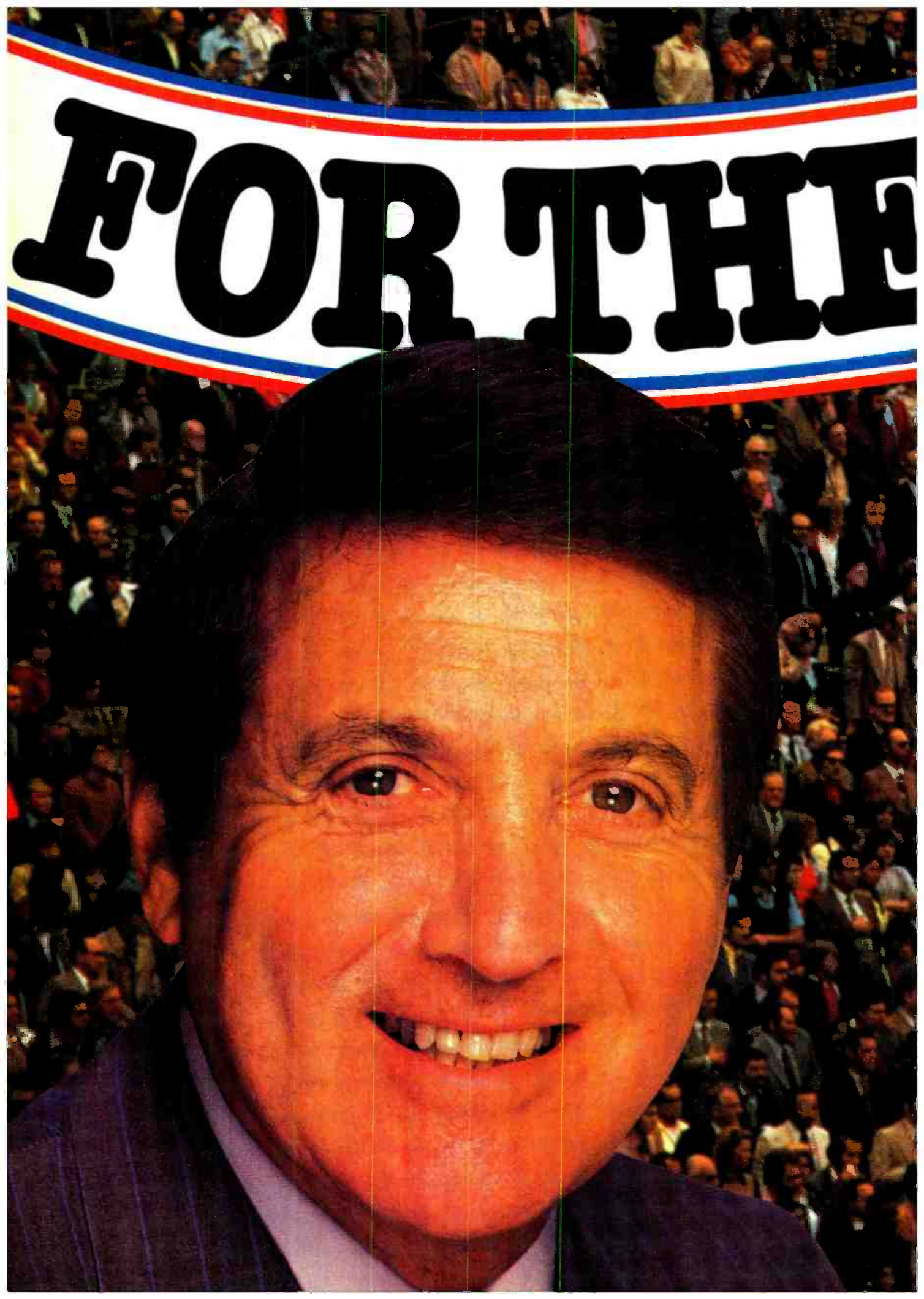


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FOR THE

PEOPLE

STARRING

Monty Hall

...he makes things happen.

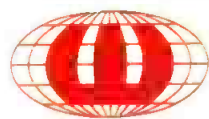
Here's a new kind of television program starting Fall 1986.

For The People will touch the heart of America by reaching out to help those in need...the show that encourages people to help one another.

A show for the 80's – caring, heartwarming, uplifting and real.

FIRST RUN HALF-HOUR STRIP

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A SHARK'S PARADISE

"Surfer's Paradise" is a 20th Century Oasis where more happens in the three blocks between the shore line and the main highway than anywhere else in Australia. A place like this needs more than just a police force — it needs "The Paradise Patrol". Their mission — make "Surfer's Paradise" safe.

2-HOUR ACTION-ADVENTURE MOVIE FOR FALL 1986.
A MAJOR NEW SERIES FOR RELEASE IN 1987.

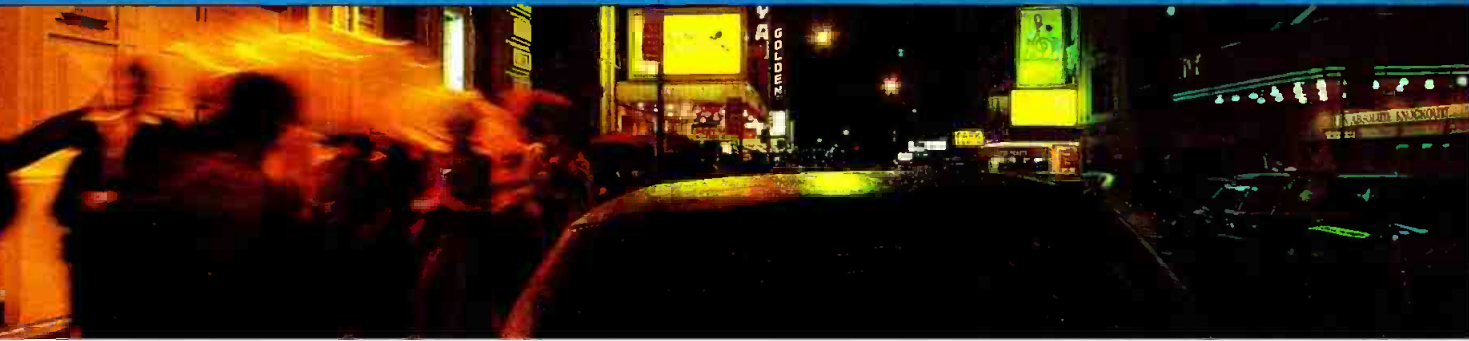
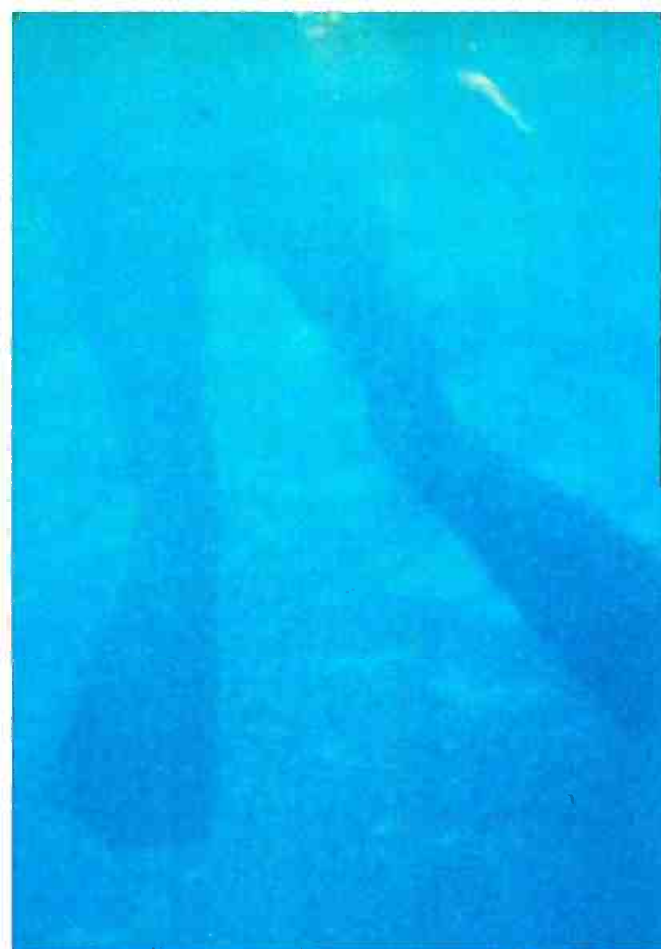
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is taking the country by storm
— already sold in 85 markets.

The cartoon
sitcom
for the
entire family.

65 HALF-HOURS

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STARRING THE ACTORS

A uniquely provocative and thoroughly absorbing dialogue with an elite group of truly gifted artists...their most memorable film clips... share their tribulations and triumphs, the long hard work and the moments of inspiration that are all part of the elusive art of acting.

Jack Lemmon
Anthony Hopkins
Richard Dreyfuss
Roy Scheider
Donald Sutherland
Kirk Douglas
Burt Reynolds
Julie Andrews
Jane Alexander
Sissy Spacek
James Earl Jones
Ellen Burstyn
Gene Hackman

13 HALF-HOURS

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STARRING THE ACTORS



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27TH FLOOR.

He's America's hero. A one man army.
The leader of the FORCE OF FREEDOM.
When the task is impossible... get RAMBO.

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65 HALF-HOURS AVAILABLE SEPT. 1986



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Little House On The Prairie

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LAST DEFENSE
AGAINST
THE EVIL HORDE...**

CENTURIONS



*Set in the 21st Century,
CENTURIONS...a top secret team
of elite warriors who combine
their specialized powers to become
the ultimate guardians of truth and justice.*

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BARNABY JONES

A PROVEN SUCCESS IN EARLY AND LATE FRINGE

Now completing five successful seasons on local stations, Barnaby Jones continues to demonstrate his long-running strength. In markets of all sizes and all day parts Barnaby Jones is still increasing audiences and leading time periods.

NEW YORK WCBS-TV WEEK-END

#1 in rating, share and total viewers

SAN FRANCISCO KTZO EARLY FRINGE

Up 100% in rating, 75% in share, 120% in total viewers over its lead-in

PORTLAND, OR. KPTV LATE FRINGE

Up 100% in rating, 71% in share, 42% in total audience over May '84

CHICAGO WBBM-TV WEEK-END

Up 28% in women 18-34 over May '84 time period programming

CURRENTLY SOLD IN 65 MARKETS
177 HOURS AVAILABLE

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Source: NSI local market update May '85

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Marlo Thomas is **THAT GIRL**

136 HALF-HOURS IN COLOR

She's a girl with proven appeal: five prime time and three daytime seasons as one of the top performers on the ABC Network, consistently attracting young women, teens and children.

And friends? She's got some of the funniest in the business, including Carroll O'Connor, Jerry Van Dyke, Richard Dreyfuss, Rob Reiner,

Robert Alda, Sid Caesar, Penny Marshall, George Carlin, McLean Stevenson, Danny Thomas, Carl Reiner, Cloris Leachman, Dick Van Patten and Milton Berle, to name just a few who are always dropping by to add to the fun.

Make a date with **THAT GIRL** today, and she'll give you something to smile about!

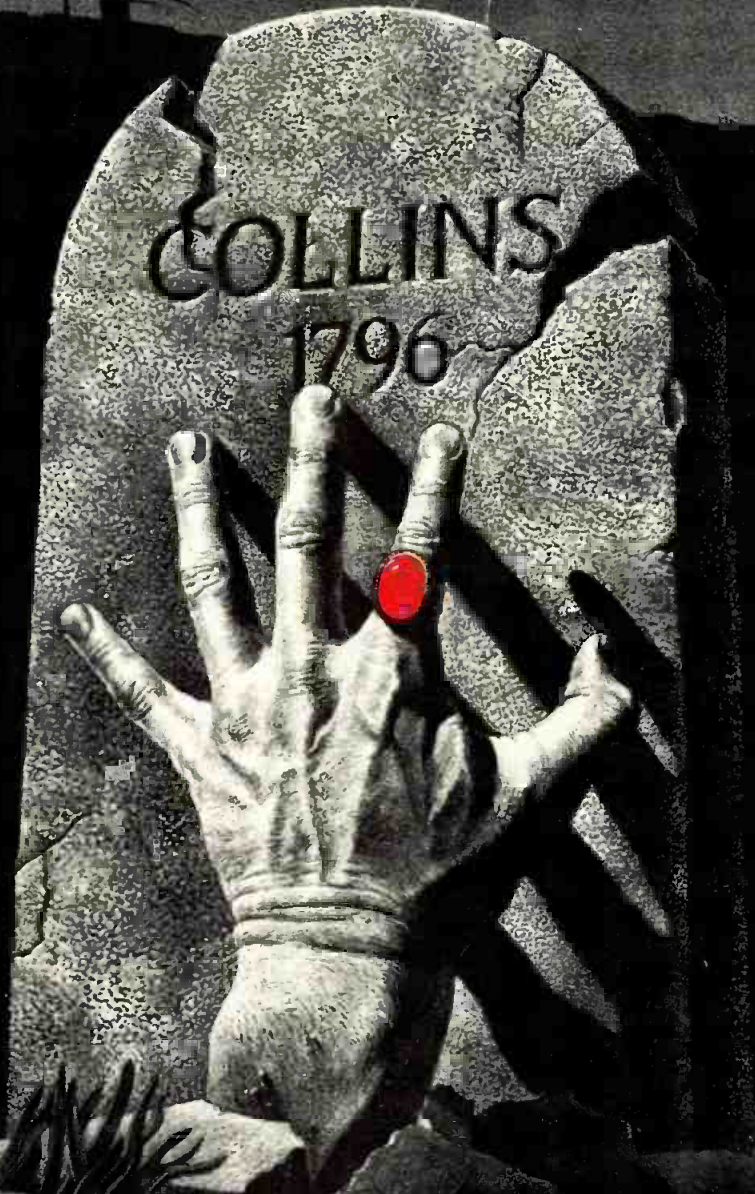
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Combat	Man From Atlanta
The Fugitive	Mod Squad

HALF-HOURS

Annie Oakley	N.Y.P.D.
Buffalo Bill	One Step Beyond
Dark Shadows	Peoples Choice
The Doris Day Show	The Range Ride
Douglas Fairbanks Presents	The Rebel
The Mickey Rooney Show	That Guy
Wendy And Me	

CHILDREN

Casper The Friendly Ghost
 George of the Jungle
 Jackson Five
 Jerry Lewis
 King Kong
 Lancelot Link-Secret Chimp
 Milton The Monster
 Professor Kitzel
 Smokey The Bear

MINI-SERIES

Against The Wind
 Holocaust

FEATURES

Prime I, Prime II, Prime III,
 Prime IV

GAME SHOW/VARIETY SPECIALS

Take My Word For It
 The Don Lane Show
 Come Along
 Wonders of the World
 And Many, Many more...

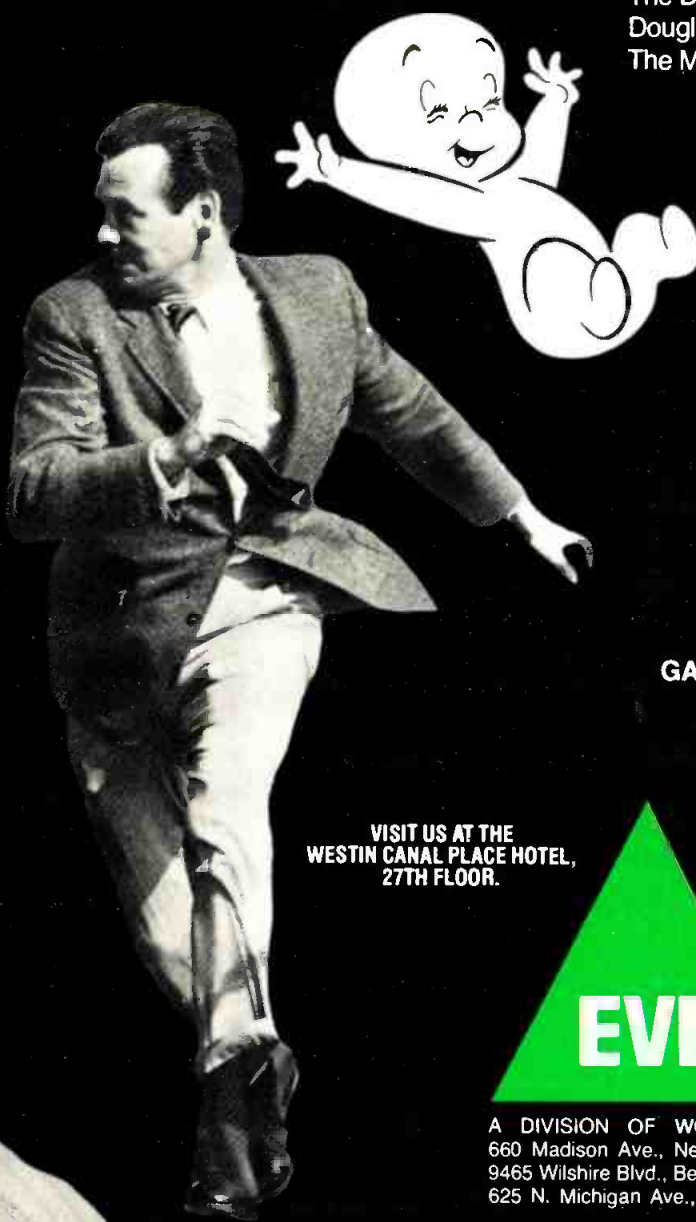
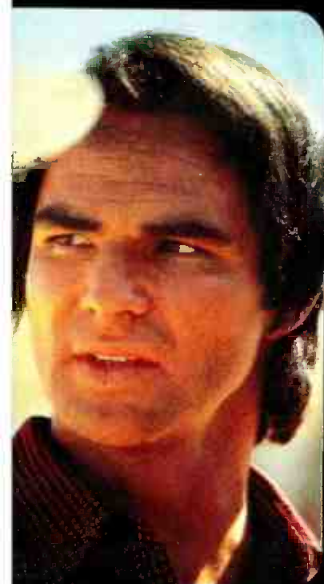
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VOLUME
26

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NATPE opens in New Orleans NAB board coverage from St. Maarten M/A-Com and the scrambling story

SUNNY SKIES □ NAB convenes historical St. Maarten meeting. NRBA merger approved and NCTA's Mooney addresses TV board on must carry. **PAGE 67.**

OUT THE DOOR □ Appeals court panel orders dismissal of \$44.7-million libel suit by Herbert against CBS. **PAGE 70.**

GROUP BUY □ Indications are that Outlet's Bruce Sundlun will lead buyout of Rockefeller Group stations for upwards of two-thirds of a billion dollars. **PAGE 71.**

LOOKING GOOD □ Times Mirror study of people's attitude towards the press finds media getting relatively high marks. **PAGE 72.**

RUNNING □ Timothy Wirth (D-Colo.) announces candidacy for Colorado Senate seat. **PAGE 73.**

HERE COME THE CUTBACKS □ First disclosures of where Gramm-Rudman cuts will come finds agencies facing financial trimming. **PAGE 74.**

MARCHING IN □ Twenty-third annual convention of NATPE International under way in New Orleans. A look at what's on tap on **PAGE 92.** A checklist of the programs being offered can be found on **PAGES 94-162.**

PICKING UP THE PACE □ The rush to scramble by cable services is making M/A-Com a winner. A

look at the issues behind scrambling, the technology behind M/A-Com's Videocipher II and the new view from Wall Street on **PAGES 170-208.**

DECISION UPHELD □ Appeals court panel affirms decision rejecting Lyndon LaRouche suit against NBC. **PAGE 234.**

FEDERAL DISAGREEMENT □ FCC and Federal Aviation Administration at odds over possible interference by FM stations in aeronautical band. **PAGE 208.**

GOING AHEAD □ Ampex plans to proceed with plans for nonstandard digital composite commercial cart machine. **PAGE 210.**

PRESS TOUR COVERAGE □ Controversy over ABC mini-series, *Amerika*, tops the news from the consumer press tours. **PAGE 212.**

BACKYARD BLUES □ Although not all observers are sure what it all means, FCC adopts policy for "limited preemption" of local regulations concerning satellite earth stations. **PAGE 218.**

EEO BLAST □ Jesse Jackson decries relaxation of EEO standards before FCBA audience. **PAGE 220.**

CLOSE TO HOME □ Bob Jones, veteran program director and president of NATPE, thinks stations are neglecting programming source in their own backyards. **PAGE 255.**

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Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$65, two years \$125, three years \$175. Canadian and other international subscribers add \$20 per year. U.S. and possessions \$170 yearly for special delivery, \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* \$85. *Across the Dial* \$6.95. Call toll-free for new orders: 800-638-SUBS. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (\$37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

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The World Satellite TV Network has grown over the last five years. It now delivers 60 program series to more than 700 stations around the country for a daily average of 20 hours. We would like to thank our customers for helping us become the largest delivery system of syndicated programming in the United States.

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No appeal

Well-placed source last week told BROADCASTING that CIA had wanted to appeal FCC's rejection of its fairness and news distortion complaints against ABC (see "In Brief"), but that Department of Justice, which handles executive agency appeals, refused to take case. Source said Justice Department explained that it was concerned that backing CIA's contention that FCC should have launched investigation into network's handling of situation would have run counter to Justice's interest in keeping discretion of independent agencies to launch investigations to minimum.

One more hat

Another candidate for director of Voice of America has surfaced. He becomes third broadcaster, or former broadcaster, mentioned in speculation. He is Dan McKinnon, who owned KSON(AM) San Diego before selling it to Jefferson-Pilot last year for \$5,575,000. He is also minority owner of three television stations in which his brother, Mike, is majority owner—KIII(TV) Corpus Cristi, KBMT(TV) Beaumont, and KBVO(TV) Austin, all Texas. (Mike also owns KUSI-TV San Diego.) Dan is no stranger to Washington scene. He was last head of Civil Aeronautics Board, which expired, last year, in accord with congressional action deregulating nation's airlines. He retains residence in Washington at Watergate, taking on projects for Central Intelligence Agency and National Aeronautics and Space Administration. Other broadcaster-candidates mentioned in connection with VOA vacancy were Lee Shoblom, owner of KFJW(AM)-KBBC(FM) Lake Havasu City, Ariz., and Robert H. Christensen, owner of KHBT(FM) Humboldt, Iowa.

Slim pickings

Almost four and half years after Avon, Conn.-based Enterprise Radio suspended operations (BROADCASTING, Sept. 28, 1981 et seq.), final chapter in saga of satellite sports radio network with lofty ambitions seems to have been written. Firm went into bankruptcy shortly after its suspension, and in past few weeks, some employe-creditors have been receiving checks for wage claims. Pickings, though, have been lean: approximately \$13,500 is being divided among more than 90 former employes, according to trustee in bankruptcy Martin Hoffman, of Hartford, Conn.

Something for everyone

Home Box Office Inc. will begin test of proposed new movie service, dubbed by insiders *The Clean Machine*, before end of March in handful of systems owned by co-owned American Television & Communications, second largest MSO. New service is targeted to older audience that research shows objects to programs containing sex and graphic violence. *Clean* channel will consist primarily of softer films (rated G, PG, with perhaps some sharply edited R material) that Home Box already has rights to for exhibition on HBO and Cinemax. Thus, costs of launching channel are seen as minimal with programing and marketing structure in place. Industry source said HBO sees proposed new channel as possible low-risk way of corraling portion of nonpay market that is beyond reach of HBO or Cinemax. At same time it would create third pay-cable revenue stream for company.

On move

Media stocks are specialty of \$80-million investment fund that will soon have services of Barry Lewis, senior vice president at Katz Communications and member of that company's executive council. Word is that over next six months, Lewis will phase out his direct responsibilities at Katz so he can join Sandler Capital Management, headed by Harvey Sandler, one-time media analyst for Goldman Sachs & Co. Lewis is 19-year Katz veteran, and was directly responsible for planning corporate development.

Trimming down

CNN was busy last week denying rumors it was shutting down CNN International—three-and-a-half-month-old version of CNN fed to Europe via Intelsat for hotels and use of European broadcasters. CNN spokeswoman confirmed, however, that CNN International's 46-person staff was cut in half two weeks ago after it was decided that planners had gone "a little bit overboard" in setting up service and that, as result, operation was inefficient. Leaner operation will have little effect on service's on-air look, she said. (Service contains programing aimed at European market in place of commercials and segments for which CNN lacks European rights on domestic CNN feed.)

CNN International is expensive undertaking—it must spend \$3 million a

year for Intelsat channel alone—and has yet to produce much revenue. Only one hotel is now subscribing and 15 broadcasters who are downlinking service are doing so under three-month free trial.

Hot property

Ku-band satellite newsgathering's star continues to rise. Turner Broadcasting System's Cable News Network—round-the-clock cable news operation—plans launch of its own SNG service by second quarter of 1986. According to director of project, CNN Vice President Paul R. Amos, service should have 30 affiliates by end of first year, with core group of six affiliates already expressing "extreme interest" in joining. Amos told BROADCASTING last week intent was to provide station entree into SNG at "lowest possible cost," with vehicles in \$150,000-\$200,000 range and transponder capacity offered through company without markup. He said stations would "retain control" of technology with no restrictions on use and allowances made for participants desiring vehicles of other manufacturers. Negotiations are now under way with pair of vehicle makers and satellite time suppliers; Amos declined to name them or tally cost of program, but said total was "healthy sum."

Upbeat beat

Mutual Radio Network is planning short-form daily (Monday through Friday) series looking at "lighter" side of news. Called *Back Page of the News*, program will feature "people-oriented" stories. Host is Mutual personality Jim Bohannon, who also anchors network's *America in the Morning* broadcast as well as five-hour weekend overnight talk show. Series, which is slated to debut Feb. 17, is being targeted for afternoon drive-time air play.

Rearranging office

Without making public note of its action, FCC has approved plan reorganizing its Office of Science and Technology ("Closed Circuit," Aug. 19, 1985). With reorganization, office would be renamed Office of Engineering and Technology, and its head, previously known as chief scientist, would be called chief engineer. Reorganization also abolishes office's two deputy chief positions and technical analysis division. FCC is now seeking approval of Congress and employe's union for reorganization plan.

AdVantage

TV: fun medium. Television advertising for sporting goods and toy manufacturers in first nine months of 1985 rose by 32%, to \$160.9 million, according to Television Bureau of Advertising. Spot TV amounted to \$92.1 million and network TV to \$68.8 million for first nine months, TVB said. Leading advertiser in category was Hasbro, up 108%, to \$38 million. Other large toy/sporting goods advertisers during period were Mattel, up 36% to \$30.7 million; General Mills, up 1% to \$16 million, and Tonka, up 140% to \$10 million. Figures were compiled by TVB from Broadcast Advertisers Reports data.

Super watch. Timex's top sports watch, Timex Atlantis 100, will be featured in television commercial to be carried during coverage of Super Bowl (Jan. 26) on NBC-TV. Spot was created by Grey Advertising, New York, and will be telecast at two-minute warning before half. Sixty-second commercial was filmed underwater in Red Sea because of clarity of water and low tide. For production, Grey constructed replica of timepiece that was more than 60 feet long. Commercial was filmed at dawn with underwater cameras.

Agency in business. USA Advertising Inc. has been formed as full-service advertising agency by its owner, Lorimar, entertainment-communications company. USA Advertising is located at 530 Fifth Avenue, New York 10036. Phone is: (212) 921-3500. Two major founding clients of new agency are Quaker State Oil and Ponderosa Steakhouse division, which have combined billing of about \$30 million. Lorimar also owns Bozell & Jacobs Kenyon & Eckhardt, New York.

Into one. CBS Radio Representatives is now using single sales force in selling both AM and FM stations it represents, according to company President Ed Kiernan. Traditionally, short-list rep company had used two separate sales for AM and FM client stations. Move will allow CBS rep firm to better take advantage of AM-FM combination selling situations in several markets. Company currently represents some 42 stations.

Moving over. Radio Advertising Bureau, New York, moved to new location Jan. 17. New address and telephone number will be: 304 Park Ave South, New York 10010. Phone is: (212) 245-4800.

Target marketing. Radio Advertising Bureau (RAB) has selected some target business areas for its national and regional sales teams to focus on in 1986. Topping list are retail and fast



food chains, followed by airline companies. Pictured above reviewing and approving target clients during year-end meeting at RAB headquarters in New York are (seated, l-r): Bud Heck, vice president/Eastern sales, RAB; George Walthius, vice president/Midwest sales, RAB; J. Ray Padden, vice president/West Coast sales, RAB; Dick Harris, Group W Radio president and RAB board chairman; Jim Arcara, executive vice president/radio, Capcities-ABC, and RAB vice chairman, and Ray Avedian, vice president/Detroit sales, RAB. (Standing, l-r, all RAB executives): David Brandeburg, West Coast regional director; John Dussling, Midwest regional director; Bill Stakelin, president, and Bob Weed, vice president, Southeast regional director.

TV ONLY

Shoney's Restaurants □ Five-week drive will be launched in late January in about eight markets, primarily in Southeast. Commercials will be placed in fringe and prime periods. Target: adults, 25-54. Agency: Ogilvy & Mather, Atlanta.

Alaska State Division of Tourism □ Eight-week campaign will kick off on Jan. 20 to promote traveling to Alaska, including spot TV schedules in 17 markets plus commercials on network news shows and prime-time cable network advertising. Commercials will be carried in all dayparts. Target: adults, 25-54. Agency: Foote, Cone & Belding, San Francisco.

Campbell Soup Co. □ New 30-second commercials introducing new line of Home Cookin' soups has begun in markets in Northeast and central parts of



country in flights of several weeks. Plans call for brand to be marketed nationally by end of year. Commercials feature *Dallas's* Barbara Bel Geddes as spokesperson, who also appears in radio commercials that broke last Dec. 30. Television commercials will appear in day and prime periods. Target: women, 25-54. Agency: BBDO, New York.

Ohio Art Co. □ As part of \$2.5-million campaign in 1986 in television and print, advertiser is preparing two flights, one to begin in May in three markets for five weeks and another to start in October for seven weeks in 25 to 30 markets. Commercials are in support of Etch A Sketch animator, electronic version of 25-year-old drawing toy that will be carried in daytime periods on weekdays and Saturdays. Target: children, 6-13. Agency: Lou Beres Advertising, Chicago.

Georgia Pacific □ Various paper

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Why is the WWF Network experiencing such phenomenal growth? Today's WWF is a lot more than just wrestling—it's *total entertainment*. It's good guys vs. bad guys. It's audience participation that goes beyond the excitement at ringside. It's satisfying America's fascination with wrestling as no

other producer of sports/entertainment can. One fourth of all American TV households watch WWF programming at least twice each month!

Excitement that goes beyond the ring? Here are the facts: WWF programs hold the highest rating record on MTV.

Hulk Hogan's Rock N' Wrestling is rated Number 1 in children's programming on CBS. And despite an 11:30pm time slot, our *Saturday Night's Main Event* on NBC has been rated Number 15 with men, 18 to 49 out of all network shows. Two of the WWF's programs are in cable's top 10.

The WWF is more than a network. We license products and design promotions that keep our fans involved. Records, toys, games, clothing and much, much more. Our home video cassettes have even gone *platinum*.

We've got America in our ring. Make the nation's WrestleMania work for you. If the WWF is not yet on your station or media schedule, call our executive offices in Greenwich, Connecticut at 203 869 4100 or our New York sales office at 212 593 2228.



See us at Booth No. 1625, NATPE, New Orleans '86



Columbia



See you in New Orleans.



products will be spotlighted in 10-week flight to begin in late February in about 85 markets. Commercials will run in daytime and fringe segments. Target: women, 18-49. Agency: Altschiller Reitzfeld Advertising, New York.

Wilkinson Sword Inc. □ New six-week television schedule will kick off this week in major markets, including Chicago,



Cleveland, Boston, St. Louis and Atlanta. Commercials will be placed in prime and late evening periods to advertise Retractable single-blade, disposable razor. Target: men, 25-54. Agency: Burton-Campbell, Atlanta.

RADIO ONLY

Businessland □ Advertising for business systems will be spotlighted in five-

New product binge. New product introductions in 1985 reached an all-time high of 2,206, according to the December issue of "DFS New Product News," a monthly publication of Dancer Fitzgerald Sample, New York. The newsletter also reports that 1985 products consisted of 4,875 different flavors, colors and varieties. In 1984, only 1,988 new products were introduced. Among successful new products introduced last year were Cherry Coke, Procter & Gamble's Liquid Tide detergent and Pepsi-Cola's Slice.

month campaign beginning this week in 28 markets, including Portland, Ore., Seattle and Denver. Commercials will be presented in drive times. Target: men, 25-54. Agency: Chiat/Day, San Francisco.

Treesweet □ Orange Plus juice will be

Rep Report

WAE-FM Sarasota, Fla.: To Masia Radio from CBS Radio National Sales.

□

WILC(AM) Washington: To Caballero Spanish Media (new station).

□

WSUB(AM)-WQGN-FM Groton, Conn.: To Kadetsky Broadcast Properties (New England sales rep).

highlighted in 14-week campaign kicking off in seven top markets, including Philadelphia, Baltimore and Washington. Commercials will be carried in all dayparts. Target: women, 25-54. Agency: Saunders, Lubinski & White, Dallas.

RADIO AND TV

Nissan Motor Corp. □ To support its



introduction of new 1986 truck, company is embarking on "most powerful" introduction campaign in its 25-year history, including radio and television in 88 spot markets, starting this week, and commercials on all three networks. Nissan also will be represented on NBC-TV's coverage of Super Bowl on Jan. 26. Commercials will run in various time periods on radio and television. Target: men, 25-54. Agency: William Esty Co., New York.

THE UNIVERSITY OF CHICAGO ANNOUNCES THE William Benton Fellowships in Broadcast Journalism 1986-87

The William Benton Fellowship Program at The University of Chicago, now entering its fourth year, provides a unique opportunity for professionals—television and radio reporters, news executives, producers, writers—to expand their expertise on essential issues, free from deadline pressure. The Program is sponsored by the William Benton Foundation.

Each Fellow works with a faculty adviser to develop an individualized academic program of course work in such fields as law, economics, religion, and public policy. The Fellows participate in a weekly seminar dealing with such fundamentals as First Amendment issues. They also meet and exchange ideas with national and international leaders in media, government, business, education, and other fields of public policy.

Stipends are normally equivalent to full-time salary for the six-month period of the Fellowship. The Foundation covers tuition and travel costs. University personnel assist with local arrangements for Fellows and their families.

The application deadline is March 3. Fellows will be notified by June 2. The 1986-87 Program begins September 22, 1986.

To receive a brochure and application form, mail this coupon to: Director, William Benton Fellowships, The University of Chicago, 5737 University Ave., Chicago, IL 60637.

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A COLUMBIA PICTURES RELEASE

AGAINST ALL ODDS
A COLUMBIA PICTURES RELEASE



Moscow on the Hudson
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BLAME IT ON THE NIGHT	THE LAST WINTER
BLUE THUNDER	LOVELINES
CASEY'S SHADOW	MOSCOW ON THE HUDSON
THE FRONT	THE MUPPETS TAKE MANHATTAN
GHOSTBUSTERS	THE NATURAL
HAPPY BIRTHDAY TO ME	NOBODY'S PERFECT
HARDCORE	SPRING BREAK
THE HOLLYWOOD KNIGHTS	STARMAN
JAGGED EDGE	TEMPEST
THE KARATE KID	

VOLUME



Taxing concern

The National Cable Television Association is taking an active role in trying to modify pending federal tax reform legislation to mitigate its negative impact on the cable industry.

"This is not good," said NCTA Executive Vice President Bert Carp, referring to the House reform package at a press briefing in Washington last week. "It increases the cost of doing business. . . We don't think taken as a whole this is sound tax policy. We want to do what we can to improve the bill if in fact it is going to pass." The House has passed legislation, but the Senate is still working on its version.

Carp said the NCTA formed an ad hoc committee last August to follow tax reform efforts and to do what it could to make any legislation palatable to the industry. Carp would not discuss in detail the committee's strategy for affecting the legislation. However, he said the NCTA would not join any "formal coalition," although it might cooperate with other industry groups on particular issues.

Despite persistent questioning from reporters, Carp could not quantify the impact of the House legislation on cable. "It's going to vary greatly from company to company and system to system and while I can't give you that information, it is a lot more interesting than the aggregate impact."

From Carp's comments, it was difficult to say just how badly the cable industry would be hurt if the House bill became law. At one point during the briefing, he said NCTA's effort to reform the reform bill had "high priority," but, at another, he asked reporters not to exaggerate the impact of the bill. "It certainly is not the case that the impact is going to be cataclysmic."

Whatever the impact, Carp said it "would have been much more harmful if it had come at the beginning of cable construction phase rather than as the construction phase reaches its conclusion" or if cable operators did not have the freedom under the Cable Communications Policy Act of 1984 to react quickly to a changing economic climate.

The House bill (H.R. 3838) shifts a large part of the annual tax burden—approximately \$140 billion over the next five years—from individuals to businesses by lowering the tax rates for individuals and eliminating or lessening the tax benefits of businesses.

According to Carp, the most damaging aspects of the House bill, as least as far as capital intensive businesses like cable are concerned, are the elimination of the investment tax credit, which allows businesses to subtract 10% of their capital expenditures from their total tax bill each year, and the "stretch-out" in allowable depreciation schedules from five to 10 years. One of the positive aspects for business is a reduction of the corporate tax rate from 46% to 38%, he said.

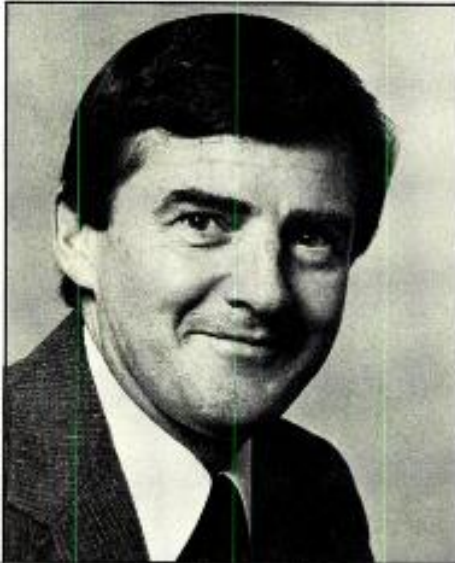
Some of cable's hope in changing the tax package for the better is founded on the fact

that President Reagan's original tax proposal, which should carry more weight in the Republican controlled Senate, was not as onerous for business. It would cut the corporate tax rate to 33% and "provide more generous incentives to investment," Carp said.

The future of tax reform, good or bad for cable, is up in the air, said Carp. "I think you can expect very significant changes between the [House] bill and any bill that it ultimately enacted, if a bill is ultimately enacted," he said. "And I would say that predicting the course of legislation is always an extremely hazardous undertaking, and predicting the course of this particular legislation is so hazardous at this point as to be foolhardy."

Programing changes

As expected, Viacom International last week reorganized its five wholly owned cable program networks into the Viacom Cable Networks Group (BROADCASTING, Dec. 23, 1985). The group includes the company's two pay services, Showtime (Viacom is counting Showtime and its pay-per-view operation, Viewer's Choice, as one network) and The Movie Channel, and its three advertiser-supported channels, MTV, Nickelodeon and VH-1. Kenneth Gorman, execu-



Gorman

tive vice president of Viacom International Inc., has been appointed chairman of the group and will retain his corporate title and responsibilities, which include oversight of the company's Entertainment Group (Viacom Productions, Viacom Enterprises, Viacom WorldWide and the company's interest in Lifetime), Broadcast Group (four TV's, the planned acquisition of a fifth, KMOX-TV St. Louis, and eight radio stations), and a company that distributes television commercials. The company said that Showtime/The Movie Channel Inc. and MTV Networks Inc. will continue to operate as "independent organizations with separate managements." A Viacom spokesman insisted that "there are no plans to consolidate any of the staff or line functions" between Show-

time/TMC and MTVN. "It's more of a strategy thing," he said, that will allow the Viacom subsidiaries to better "compare notes and ideas." Does that mean there will be layoffs at the two cable companies resulting from the reorganization? "Not due to this," the spokesman said.

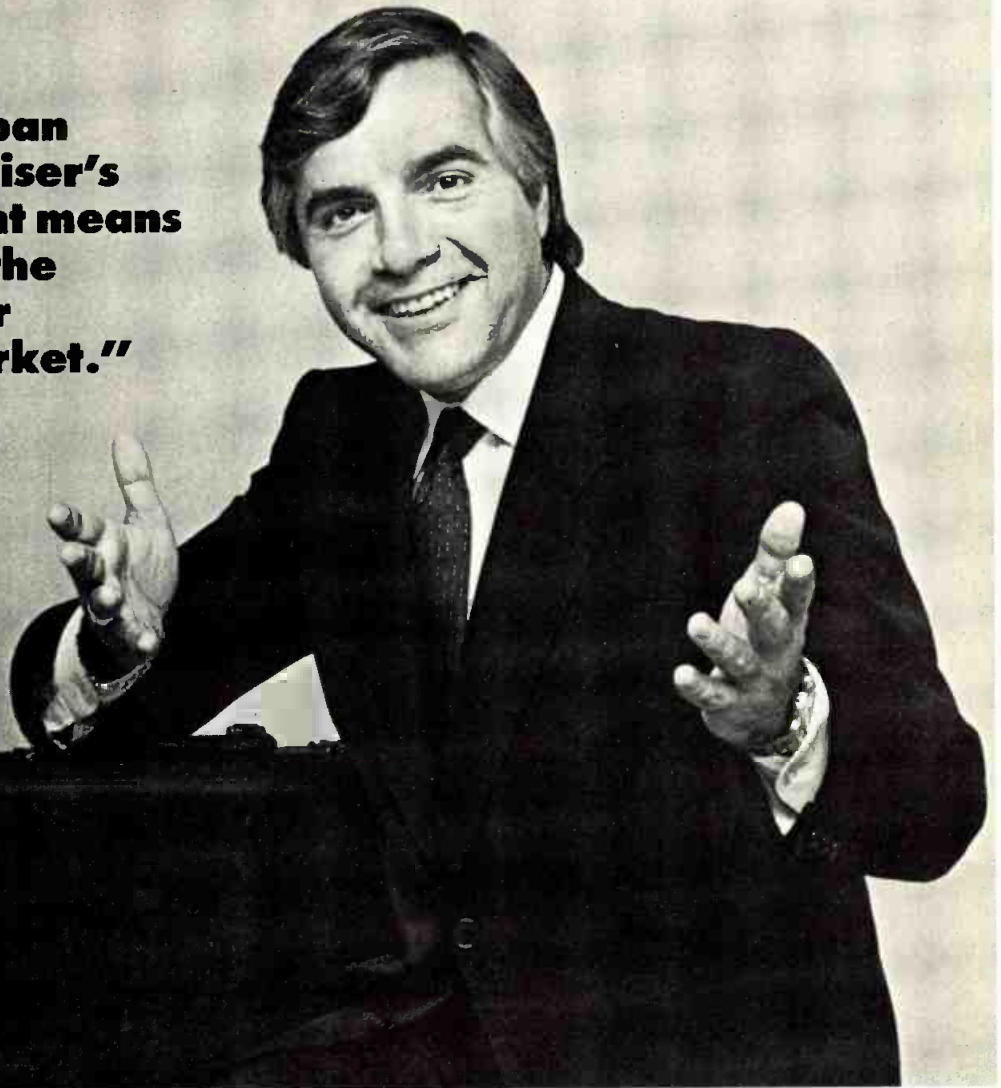
Prison sentence

One of two men recently convicted of theft of cable service in New York Times Cable's Southern New Jersey system under the new federal cable piracy laws has been sentenced to a nine-month prison term. Cable theft became a federal offense with the passage of the Cable Communications Act of 1984. The second man is scheduled for sentencing in February. It was the first time that a felon has been sent to jail under the act, according to FBI and U.S. Attorney's Office files, said J. Steven Main, vice president and general manager, NYT Cable. Section 633 of the cable act proscribes two kinds of piracy—when a resident intercepts cable signals for his own use without authorization, and when a person provides equipment or services to facilitate unauthorized reception for commercial gain. Those convicted of stealing signals for their own use are subject to a fine of up to \$1,000 or a maximum six-month jail term or both. The commercial-gain type of piracy calls for penalties of up to one year in jail and/or a maximum \$25,000 fine.

The two men in the NYT case, Richard Mann, now serving his nine-month term, and Nathaniel Lee Turner pleaded guilty to posing as NYT installers and selling cable illegally to residents in the NYT franchise area last December. Mann had a previously served as an installer for several companies, said Main, who added that the company had been tipped off about a year ago by a resident who had been approached by the two men. NYT's security unit subsequently caught the two installing an illegal hookup and, with the testimony of several residents, went to the U.S. Attorney's Office in Newark, N.J., which indicted the two in August. The court record of the case indicates that both men have a history of drug problems.

When he sentenced Mann on Jan. 8, U.S. District Court Judge Jerome Simandle, presiding in Camden, N.J., said, "This is the type of crime which must be deterred because it is so easy to commit. You are incarcerated so that you will think twice before doing this again and so that other people will be deterred. I find you particularly reprehensible because you pretended to be someone you weren't and were able to case people's homes while connecting their cable." Main said that NYT Cable was currently investigating two additional commercial-gain piracy cases in its franchise area, one involving the sale of illegal converters and the other involving illegal hookups similar to the case it just won. In addition, he said, an audit of the system has indicated that approximately 2,000 homes in its system of 130,000 basic subscribers are receiving some form of unauthorized cable. Main said

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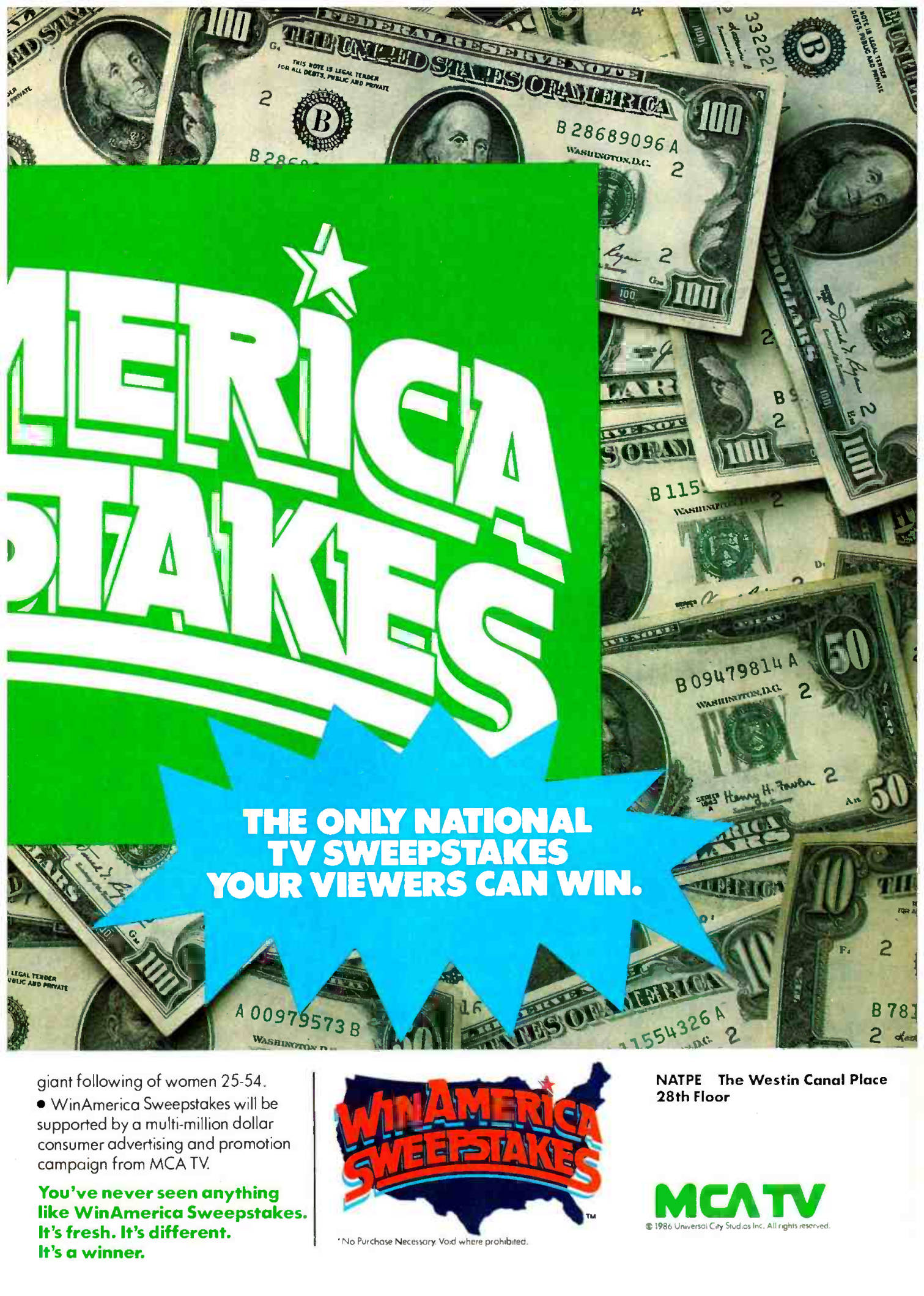


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that a current "no questions asked" amnesty campaign for subscribers ends Jan. 30, after which those in the franchise area caught pirating service will be prosecuted under federal law. Over the past several years he said, the company has prosecuted 63 violators in New Jersey state courts, where cable theft has been tried as a felony since 1983.

Interstate interest

The National Cable Television Association has filed comments at the FCC in support of group of Colorado cable operators and their petition urging the FCC to preempt state regulation of cable systems' interstate telecommunications facilities. NCTA said that the state regulation of the facilities constituted "a *de facto* barrier to the entry of Colorado's cable systems into interstate telecommunications markets."

Firestone departs

Charles M. Firestone, president of the Los Angeles Board of Telecommunications Commissioners, has announced his intention to resign from the board upon confirmation of a successor. "It is now time for me to turn to new endeavors," said Firestone, who joined the board as its first president 14 months ago. The five-member body regulates cable television within the city of Los Angeles. Citizen members are appointed by the mayor and confirmed by the city council.

Since 1976 the 41-year-old communications attorney has been an adjunct professor

of law and director of the communications law program at the University of California-Los Angeles Law School.

"I am proud of the progress the city has made since the inception of the commission and I am confident that this will continue diligently, expeditiously and fairly, well into the future," Firestone wrote in his resignation letter to Mayor Tom Bradley, dated Jan. 10.

Sponsor on board

ESPN said it has sold its first sponsorship for its coverage of the 1987 America's Cup to Hilton Hotels. The network said it intends to sell a maximum of six sponsorship packages for its cup coverage, each valued at about \$1.5 million. Cup finals will be held in Australia in January 1987 and will be covered by ESPN live in prime time. In 1983, when for the first time in 132 years, the Americans lost the triennial event, ESPN's coverage of the final race (Sept. 26, 2:15-5:30 p.m.) averaged a 2.4 rating, and a 4.6 rating for the final quarter hour. The sponsorship packages for the 1987 contest will include availabilities in cup-related programing beginning next month and through 1986, in such series as *America's Cup Moments*, *America's Cup Updates* and *America's Cup Perspective*. ESPN says it now reaches 36.9 million homes and expects to reach 40 million by the end of 1986.

Helping the homeless

Home Box Office last week disclosed plans to present a three-hour live benefit concert for America's homeless on March 29 from the Universal Amphitheater in Los Angeles. The program, dubbed *Comic Relief*, is being organized by writer-producer Bob Zmuda and will feature such performers as Robin Williams, Billy Crystal and Howard Ramis.

Appearing at a Beverly Hills, Calif., news conference announcing the benefit, actress-comedienne Whoopi Goldberg explained her involvement by reflecting that she has lived on the street herself "and it could happen to any of us at any time." She termed the effort "a hand across the street" instead of "a hand across the water," an apparent reference to recent fund-raisers for African famine victims.

Zmuda acknowledged that such an event cannot solve the problem of the homeless, but he is hopeful that attention focused on their plight will be helpful. Donations contributed during the concert will be forwarded to the National Health Care for the Homeless Program for distribution in 18 cities.

Double the pleasure

One VCR isn't enough for many households, according to statistics on 1985 sales compiled by RCA. Almost two million VCR's, or one of every six sold in 1985, "went into established VCR homes," RCA said. Almost 12 million VCR's were sold in 1985. Stephen Stepnes, vice president, RCA Consumer Electronics, said the current market of second VCR purchasers, totaling 17% of sales, "should exceed 25% in 1986 as more consumers add models with newer features such as on-screen remote programing, hi-fi stereo and camcorders." The Electronic Industries Association estimates that by the end of 1986, VCR penetration will be approximately 40%.

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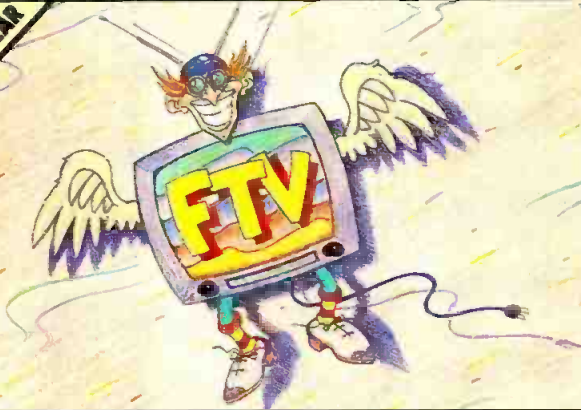
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Peter Falk, Dennis Weaver, Rock Hudson and Susan Saint James star in this superb series of action-suspense movies.



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Robert Conrad battles, laughs and loves his way through this high-spirited WWII off-network action hour. A giant syndication hit.

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SYNDICATION



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VOYAGERS!/WHIZ KIDS 52 weeks of off-network action targeted to young adults, teens and kids: Voyagers!—exciting sci-fi fantasy. Whiz Kids—follows the adventures of a group of computer-happy teenage detectives. Advertiser-Supported.



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- Five Star Mystery
- The Bold Ones
- Ironside
- Rod Serling's Night Gallery
- Run For Your Life
- The Deputy
- The Name Of The Game
- Mickey Spillane's Mike Hammer
- Boris Karloff Presents Thriller and Dead End Kids Movies

Datebook

This week

Jan. 17-21—*NATPE International* 23d annual convention. New Orleans Convention Center, New Orleans.

Jan. 20—*National Radio Broadcasters Association-FCC "AM Town Meeting,"* featuring James McKinney, FCC Mass Media Bureau chief. Loews Anatole hotel, Dallas.

Jan. 20—Deadline for entries in national student production awards competition, sponsored by *Alpha Epsilon Rho, National Broadcasting Society*. Information: David Smith, Ball State University, Muncie, Ind., (317) 285-1492.

Jan. 20—Deadline for applications for candidacy for *National Academy of Television Arts and Sciences, New York chapter* board of governors 1986-1988 election. Information: (212) 765-2450.

Jan. 20-21—Leveraged acquisitions and buyouts, program sponsored by *Practising Law Institute*. Westbury hotel, New York.

Jan. 21-23—*Georgia Association of Broadcasters* 41st annual Radio-Television Institute. Georgia Center for Continuing Education, University of Georgia, Athens.

Jan. 22—*Caucus for Producers, Writers and Directors* general membership meeting. Speaker: Ted Turner, Turner Broadcasting System. Chasen's restaurant, Los Angeles.

Jan. 22—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Topic: "Carving a Niche in the New York Market." Copacabana, New York.

Jan. 23—"Antitrust Law and the Telecommunications Industry," featuring Douglas Ginsburg, assistant attorney general, Department of Justice, Antitrust Division Seminar sponsored by *Center for Telecommunications*.
■ Indicates new entry

tions and Information Studies. Columbia University, Faculty House, New York. Information: (212) 280-4222.

Jan. 23-24—*Broadcast Promotion and Marketing Executives* board meeting. MGM Grand, Las Vegas.

Jan. 24—Deadline for entries in *Broadcast Designers' Association* international design competition. Information: BDA, 251 Kearney Street, suite 602, San Francisco, 94108; (415) 788-2324.

Also in January

Jan. 26-28—*California Broadcasters Association* winter convention. Keynote speaker: Dr. Robert Schuller, *Hour of Power* television ministry. Sheraton Plaza, Palm Springs, Calif.

■ **Jan. 27**—*American Teleport Association* second annual membership meeting. Speakers include Congressman Tom Tauke (R-Iowa); Tom Rogers, senior counsel, House Subcommittee on Telecommunications, and former FCC Commissioner Henry Rivera. Capital Hilton, Washington. Information: (703) 734-2724.

Jan. 27—*National Academy of Television Arts and Sciences, New York chapter*, dinner. Copacabana, New York.

Jan. 27-28—*American Teleport Association* annual meeting and conference. Capitol Hilton hotel, Washington. Information: (703) 734-7011.

Jan. 27-31—*Midem*, second international radio program market. Palais des Festivals, Cannes, France. Information: (516) 364-3686.

■ **Jan. 28**—*Women in Cable, Greater Philadelphia chapter*, luncheon meeting, "How to Negotiate Your Next Job." Adam's Mark hotel, Philadelphia.

■ **Jan. 28-30**—"Marketing Your Station for Success," management seminar sponsored by *Television Bureau of Advertising*. TVB headquarters, New York.

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

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

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

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

March 6-8—17th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488.

March 15-18—*National Cable Television Association* and *Texas Cable Television Association* combined annual convention. Dallas Convention Center. Future convention: May 17-20, 1987, Las Vegas.

April 12-16—*National Association of Broadcasters* 64th annual convention. Dallas Convention Center. Future conventions: Dallas, March 29-April 1, 1987; Las Vegas, April 10-13, 1988; Las Vegas, April 30-May 3, 1989; Dallas, March 25-28, 1990, and Dallas, April 14-17, 1991.

April 13-17—*National Public Radio* annual convention. Town and Country hotel, San Diego.

April 24-29—22d annual MIP-TV, international television program market. Palais des Festivals, Cannes, France. Information: David Jacobs, (516) 364-3686.

April 27-29—*Cabletelevision Advertising Bureau* fifth annual conference. Sheraton Center, New York.

April 27-30—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. Loew's L'Enfant Plaza hotel, Washington.

Major Meetings

April 27-30—*Broadcast Financial Management Association/Broadcast Credit Association* 26th annual conference. Century Plaza, Los Angeles. Future conference: April 26-29, 1987, Marriott Copley Place, Boston.

May 14-17—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 18-21—*CBS-TV* annual affiliates meeting. Century Plaza hotel, Los Angeles.

May 21-25—*American Women in Radio and Television* 35th annual convention. Westin Hotel Galleria, Dallas.

June 2-5—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 8-11—*NBC-TV* annual affiliates meeting. Hyatt Regency, Maui, Hawaii.

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

June 14-18—*American Advertising Federation* national convention. Grand Hyatt, Chicago.

June 19-22—*NATPE International* second annual production conference. Adam's Mark hotel, St. Louis. Information: (212) 757-7232.

June 22-25—*Cable Television Administration and Marketing Society* annual convention. Westin Copley Plaza, Boston.

July 20-22—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Atlanta Market Center, Atlanta.

Jan. 29—*National Association of Broadcasters'* seminar on how to reduce business costs related to telephone service. NAB, Washington. Information: (202) 429-5380.

Jan. 29—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Robert Pittman, MTV Networks. Copacabana, New York.

Jan. 30—Presentation of Sunny Awards for radio commercials produced in southern California, presented by *Southern California Broadcasters Association*. Sheraton Premiere hotel, Universal City, Calif.

Jan. 31—Deadline for entries in 18th annual Robert F. Kennedy journalism awards for outstanding coverage of the problems of the disadvantaged, sponsored by *Robert F. Kennedy Memorial*. Information: Sue Vogel-singer, 1031 31st Street, N.W., Washington, 20007; (202) 628-1300.

Jan. 31—Deadline for entries in AM Stereo Radio promotion contest, sponsored by *National Association of Broadcasters*. Information: Radio Dept., NAB, 1771 N St., N.W., Washington, 20036; (202) 429-5417.

Jan. 31-Feb. 1—"Technology in Orbit," seminar sponsored by *Smithsonian's Resident Associate Program* with assistance from *Public Service Satellite Consortium*. Smithsonian, Washington. Information: (202) 357-3030.

February

Feb. 1—Deadline for entries in Gavel Awards, sponsored by *American Bar Association*, recognizing media contributions toward increasing public understanding and awareness of legal system. Information: ABA, 750 North Lake Shore Drive, Chicago, 60611; (312) 988-6137.

Feb. 1—Deadline for entries in fifth annual advertising journalism awards competition, sponsored by *Saatchi*

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

Sept. 10-13—Radio '86 Management, Programming, Sales and Engineering Convention, sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. New Orleans Convention Center, New Orleans.

Sept. 19-23—11th International Broadcasting Convention, sponsored by *Electronic Engineering Association, Institution of Electrical Engineers, Institute of Electrical and Electronics Engineers, Society of Motion Picture Engineers, Institution of Electronic and Radio Engineers* and *Royal Television Society*. Metropole conference and exhibition center, Brighton, England.

Oct. 2-5—*Association of National Advertisers* annual convention. Homestead, Hot Springs, Va.

Oct. 14-16—*Society of Broadcast Engineers* national convention. St. Louis Convention Center, St. Louis.

Oct. 24-29—*Society of Motion Picture and Television Engineers* 128th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York.

Oct. 28-30—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Nov. 17-19—*Television Bureau of Advertising* 32nd annual meeting. Century Plaza, Los Angeles. Future meeting: Nov. 11-13, 1987, Atlanta Marriott, Atlanta.

Dec. 3-5—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

June 11-17, 1987—15th *Montreux International Television Symposium and Technical Exhibition*. Montreux, Switzerland.

THE BEST S IN FIVE Y

The November books are in and, once again, "Court" has proven itself as the endurance champ. In its fifth

season, "Court's" numbers are better than ever! With outstanding growth over previous programming

City	Station	Time Period	NOV '84 Program	NOV '84 Share	NOV '85 Share	COURT Increase
New York	WNBC	4:30PM	COURT	19	22	+ 16
Chicago	WMAQ	4:00PM	COURT	20	22	+ 10
Philadelphia	KYW	5:00PM	News	11	16	+ 45
Boston	WBZ	5:00PM	COURT	15	20	+ 33
Detroit	WJBK	4:30PM	Divorce Court	13	25	+ 92
Dallas	KXAS	4:00PM	Jeopardy	18	20	+ 11
Pittsburgh	WPXI	5:00PM	Tune	15	17	+ 13
Seattle	KIRO	4:00PM	COURT	17	27	+ 59
Tampa	WTOG	7:30PM	Love Boat	7	10	+ 43
Minneapolis	WUSA	3:30PM	One Day at a Time	11	15	+ 36
St. Louis	KSDK	4:00PM	COURT	27	34	+ 26
Denver	KMGH	4:30PM	Ent. Tonight	6	15	+ 150
Sacramento	KOVR	4:30PM	Jeffersons	19	20	+ 5
Indianapolis	WISH	5:30PM	Hour Mag.	22	24	+ 9
Portland	KOIN	4:30PM	COURT	15	21	+ 40
San Diego	KGTV	7:30PM	COURT	10	20	+ 100
Orlando	WESH	5:30PM	COURT	23	26	+ 13
Kansas City	KMBC	4:30PM	COURT	20	26	+ 30
Milwaukee	WTMJ	4:30PM	COURT	28	29	+ 4
Nashville	WKRN	6:30PM	COURT	9	15	+ 67
New Orleans	WDSU	4:30PM	COURT	24	31	+ 29
Buffalo	WGRZ	5:30PM	MASH	21	25	+ 19
Greenville	WSPA	5:30PM	Hour Mag.	21	30	+ 43
Oklahoma City	KWTV	10:30PM	COURT	21	23	+ 10
Grand Rapids	WZZM	4:00PM	COURT	22	28	+ 27
Providence	WLNE	7:00PM	COURT	11	14	+ 27
Memphis	WREG	4:00PM	COURT	25	26	+ 4
San Antonio	KMOL	3:30PM	Little House	20	22	+ 10
Wilkes Barre	WDAU	5:30PM	COURT	16	17	+ 6

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THE
PEOPLE'S
COURT



and even over its own stellar performance. The evidence is in the numbers...judge for yourself!

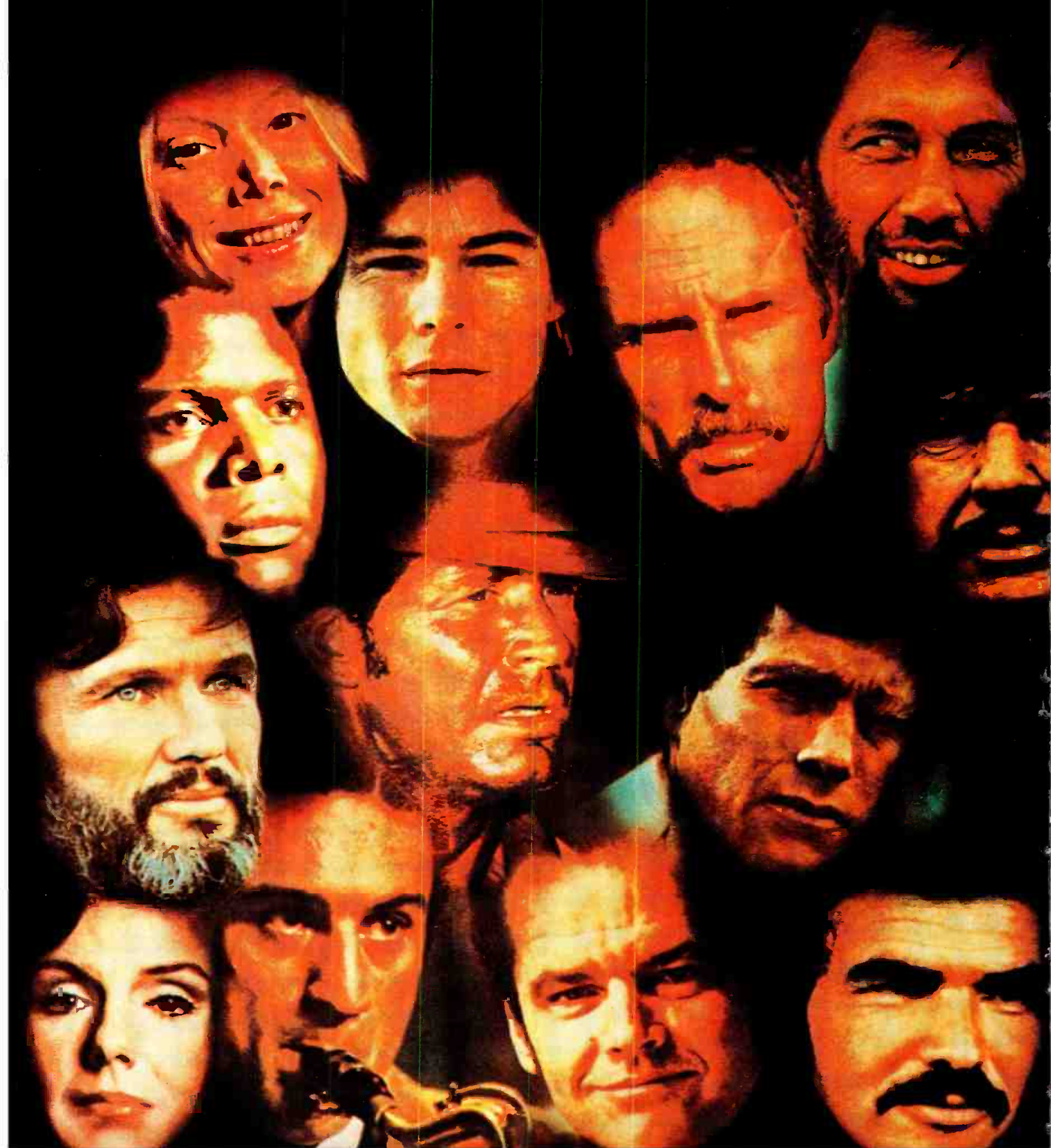
City	Station	Time Period	NOV '84 Program	NOV '84 Share	NOV '85 Share	COURT'S Increase
Cincinnati	WAVE	5:30PM	COURT	22	27	+ 23%
Charleston	WCBS	5:00PM	Jeopardy	12	19	+ 58%
Columbus	WRGB	5:30PM	COURT	26	32	+ 23%
C Dayton	WDTN	5:00PM	Dukes	13	28	+ 115%
Dayton	KTUL	3:30PM	Hart to Hart	22	24	+ 9%
Richmond	WTVR	5:30PM	COURT	34	38	+ 12%
Greensboro	KTBS	4:00PM	COURT	24	35	+ 46%
Lexington	WATE	4:30PM	Love Boat	19	22	+ 16%
Syracuse	WIXT	5:00PM	COURT	23	26	+ 13%
Green Bay	WLUK	5:00PM	COURT	20	22	+ 10%
Portland, ME	WGME	4:30PM	Merv	21	27	+ 29%
Keeler Rapids	KWWL	5:00PM	Ent. Tonight	23	28	+ 22%
Champaign	WAND	5:00PM	COURT	19	24	+ 26%
Chattanooga	WDEF	7:30PM	Taxi	15	19	+ 27%
Jackson	WAPT	4:30PM	Dukes	9	14	+ 56%
South Bend	WSBT	5:00PM	Family Feud	17	21	+ 24%
Des Moines	KOLD	4:00PM	COURT	35	39	+ 11%
Springfield, MO	KOLR	5:00PM	COURT	29	36	+ 24%
Lincoln	KHGI	4:30PM	COURT	19	22	+ 16%
Monroe Rouge	WRBT	5:00PM	News	7	11	+ 57%
Columbia	WOLO	5:30PM	Char. Angels	13	16	+ 23%
Knoxville	WEVV	4:30PM	Brady Bunch	6	8	+ 33%
Greenville, NC	WNCT	5:30PM	COURT	20	28	+ 40%
Springfield, MA	WGGB	5:00PM	Alice	13	23	+ 77%
Wilmington	WCAZ	5:30PM	COURT	36	44	+ 22%
Las Vegas	KTNV	4:30PM	COURT	23	25	+ 9%
El Paso	KTSM	5:00PM	COURT	22	24	+ 9%
Colorado Springs	KKTV	4:30PM	COURT	24	31	+ 29%
Madison	WISC	4:30PM	COURT	29	38	+ 31%

Source: NOV85 Household Shares NIS/Cassandra *ARB

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SHOWCASE 11



Agencies winter annual meeting, sponsored by *South-ern region*. Marriott's Camelback Inn, Scottsdale, Ariz.

Feb. 9-14—21st annual engineering management development seminar, sponsored by *National Association of Broadcasters* in conjunction with *Center for Management Institutes*. Purdue University, Stewart Center, West Lafayette, Ind.

■ **Feb. 11**—*International Radio and Television Society* "Second Tuesday" seminar, "Women in Electronic Communications—A Progress Report," featuring Joan Lunden, ABC's *Good Morning, America*; Ellen Hulleberg, McGavren Guild Radio; Jacqueline Smith, ABC-TV; Geraldine Laybourne, Nickelodeon, and Joan Hamburg, WOR(AM) New York. Viacom Conference Center, New York. Information: (212) 867-6650.

■ **Feb. 12**—FCC en banc hearing to address issues of financing broadcast acquisitions by minorities and increasing advertising placements at minority-owned radio and television stations. FCC, Washington. Information: (202) 254-7674.

Feb. 12—*National Radio Broadcasters Association*—

FCC "AM Town Meeting," featuring James McKinney, FCC Mass Media Bureau chief. Marriott Downtown hotel, Chicago.

Feb. 12—"The Politics of Office Survival," panel sponsored by *American Women in Radio and Television*, Washington chapter. National Association of Broadcasters, Washington.

Feb. 12—*Women in Cable, San Francisco Bay Area chapter*, second governmental relations seminar. California Cable Television Association Office and State Capitol building, Sacramento, Calif. Information: Sharon Reneau, (415) 428-2225.

Feb. 12-14—18th annual *Georgia Cable Television Association* convention. Omni International hotel, Atlanta.

Feb. 13-14—Leveraged acquisitions and buyouts, program sponsored by *Practising Law Institute*. Century Plaza hotel, Los Angeles.

Feb. 13-16—*Howard University, School of Communications*, 15th annual communications conference. Theme: "Communications: A Key to Economic and Political Change." Howard University campus, Washing-

ton. Information: (202) 636-7491.

Feb. 14—Deadline for entries in Edward R. Murrow Award, recognizing outstanding contributions to public radio, sponsored by *Corporation for Public Broadcasting*. Information: (202) 955-5211.

Feb. 14-15—*South Florida Black Media Coalition* second annual conference, "Facing the Future of Communications." Airport Marriott, Miami.

Feb. 15—Deadline for entries in The Vanguard, award for portrayal of women, and deadline for entries in 14th annual Clarion competition, for excellence in all areas of communication. Both contests sponsored by *Women in Communications*. Information: WICI, P.O. Box 9561, Austin, Tex., 78766.

Feb. 16-18—*Louisiana Association of Broadcasters* annual convention. Embassy Suites hotel, Baton Rouge, La.

Feb. 17—Deadline for papers for *National Association of Broadcasters* broadcast engineering conference, held in conjunction with NAB convention. Information: Engineering conference committee, science and technology department, NAB, 1771 N Street, N.W., Washington, 20036.

Feb. 17—Deadline for entries in William Harvey Awards, for writing on hypertension, sponsored by *American Medical Writers Association, National High Blood Pressure Education Program and Squibb Corp.* Information: Harvey Award, Squibb public affairs, P.O. Box 4000, Princeton, N.J., 08540.

Feb. 18—*Ohio Association of Broadcasters* sales workshop. Harley hotel, Columbus, Ohio.

Feb. 18-19—*Institute of Electrical and Electronics Engineers* annual meeting. Theme: "The Impact of Cultural Values on Engineering Excellence." Red Lion Inn, San Jose, Calif. Information: (212) 705-7647.

Feb. 18-19—*Wisconsin Broadcasters Association* annual winter convention. Concourse hotel, Madison, Wis.

Feb. 18-19—*Illinois Broadcasters Association* sales caravan-Springfield. Brandywine Inn, Sterling, Ill.

Feb. 20—Presentation of Angel Awards, for excellence in the media and for "outstanding productions of moral and/or social impact." Ambassador hotel, Los Angeles. Information: (213) 387-7011.

Feb. 21-23—*Oklahoma Association of Broadcasters* annual winter meeting. Marriott hotel, Oklahoma City.

Feb. 25—*National Press Foundation's* annual awards dinner, including presentations of annual Sol Taishoff Award for Excellence in Broadcast Journalism and 1986 Editor of the Year Award. Washington. Information: (202) 662-7350.

Feb. 25—*Association of National Advertisers* television workshop. Luncheon speaker: Grant Tinker, NBC. Plaza hotel, New York.

Feb. 25—*Association of National Advertisers* media workshop. Luncheon speaker: Ted Turner, chairman, Turner Broadcasting System. Plaza hotel, New York.

Feb. 26—*Television Bureau of Advertising* regional sales conference. Hilton Airport, Tampa, Fla.

Feb. 26—*National Radio Broadcasters Association*—FCC "AM Town Meeting," featuring James McKinney, FCC Mass Media Bureau chief. Capital Hilton, Washington.

Feb. 28—Deadline for entries in 1986 *Broadcast Promotion & Marketing Executives* Gold Medallion Awards competition. Information: San Diego State University, c/o department of telecommunications and film, San Diego, 92182.

Feb. 28—Small market radio acquisition seminar, sponsored by *National Association of Broadcasters, radio department*. Atlanta Hilton Towers, Atlanta. Information: (202) 429-5374.

March

March 1—Deadline for entries in fourth annual Alcoholism and Communications Marketing Achievement Awards, sponsored by *National Foundation for Alcoholism Communications*. Information: NFAC, 352 Hal-laday, Seattle, 98109; (206) 282-1234.

March 4-7—*Audio Engineering Society* 80th convention. Congress Center, Montreux, Switzerland. Information: (021) 53-34-44.

March 5—*International Radio and Television Society*

EUROCAST 86

11-13 FEBRUARY

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Venue:

European World Trade and Convention Center (EWTCC) of the Swiss Industries Fair Basel, Switzerland

Conference language:

English (no simultaneous translation)

Duration:

February 11-13, 1986 (Exhibition and Conference)

Opening Hours:

Tuesday to Thursday daily from 9 am to 6 pm (Exhibition)

Information:

EUROCAST 86

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Banko is fun to watch. And it's the show that pays to watch. Your viewers will find it exciting to play along at home—every day, right through the important bonus round at the end of each show.

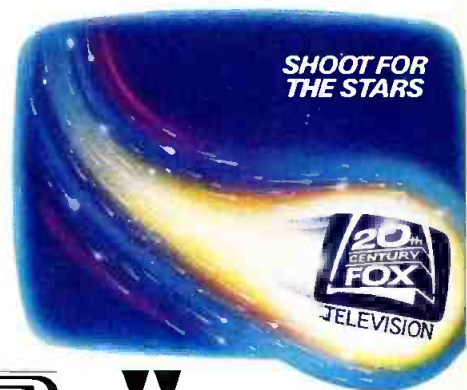
Banko is backed by millions and millions of free playing cards distributed locally throughout the United States each week. It's from the successful game show producers Barry & Enright, in association with Twentieth Century Fox Television. And it's hosted by Wink Martindale, one of America's favorite television personalities.



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**It pays to buy it
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it pays to watch it**



Banko is a Barry & Enright and World Telemark of America Inc. Production in association with Twentieth Century Fox Television.
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anniversary dinner. Gold medal recipient: Grant Tinker, NBC. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 5-6—Ohio Association of Broadcasters Ohio congressional salute. Hyatt on Capitol Hill, Washington.

March 6—National Association of Black Owned Broadcasters second annual communications awards dinner. Honorees: Representative Cardiss Collins (D-Ill.), House Subcommittee on Telecommunications; Representative Charles Rangel (D-N.Y.), House Ways and Means Committee, and Representative Tim Wirth (D-Colo.), chairman, House Subcommittee on Telecommunications. Hyatt Regency hotel, Washington. Information: (202) 463-8970.

March 6-8—17th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488.

March 6-8—New Mexico Broadcasters Association 35th annual convention. Regent hotel and convention center, Albuquerque, N.M.

March 7—Ohio Association of Broadcasters Cleveland managers' meeting. Hollenden House, Cleveland.

March 7-9—Women in the Director's Chair, women's film and video festival. Chicago. Information: (312) 477-1178.

March 9-11—West Virginia Broadcasters Association spring meeting. Holiday Inn, Parkersburg, W. Va.

March 11—International Radio and Television Society "Second Tuesday" seminar. Viacom Conference Center, New York.

March 11—Ohio Association of Broadcasters Akron/Canton managers' meeting. Quaker Square Hilton, Akron, Ohio.

March 12—American Women in Radio and Television Commendation Awards luncheon. Waldorf Astoria, New York.

March 12—"Lobbying," panel sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington.

■ **March 12-15—National Association of Broadcasters and Radio-Television News Directors Association** seminar-retreat, "News and Team Management," for general managers and news directors. Innisbrook Resort and Conference Center, Tarpon Springs, Fla.

March 14—National Association of Telecommunications Officers and Advisors regional conference. Greenlefe hotel, Dallas. Information: (202) 626-3250.

March 14—Ohio Association of Broadcasters Youngstown managers' meeting. Youngstown Club, Youngstown, Ohio.

March 15—Texas Cable TV Association annual meeting. Convention Center, Dallas.

March 15-18—National Cable Television Association and Texas Cable Television Association combined convention. Dallas Convention Center, Dallas. Information: (202) 775-3606.

March 17—Deadline for entries in Samuel G. Engel International Television Drama Awards competition, sponsored by *Michigan State University*. Information: Kay Ingram, WKAR-TV, Michigan State University, East Lansing, Mich., 48824-1212; (517) 355-2300.

March 18—Television Bureau of Advertising regional sales conference. Red Lion Sea Tac, Seattle.

March 18—Presentation of 26th annual International Broadcasting Awards, sponsored by *Hollywood Radio and Television Society*. Century Plaza, Los Angeles.

March 19—Seminar (eight sessions) on setting up and managing video department, with or without in-house studio, sponsored by *Global Village*, nonprofit video production group and media center. Global Village, New York. Information: (212) 966-7526.

March 20—Television Bureau of Advertising regional sales conference. Sheraton Palace, San Francisco.

March 23—Academy of Television Arts and Sciences installation ceremony for Television Academy Hall of Fame. Santa Monica Civic Auditorium, Santa Monica, Calif.

March 25—Television Bureau of Advertising regional sales conference. Amlfac East-Airport, Dallas.

March 26—Illinois Broadcasters Association seminar at Illinois State University. Normal, Ill.

March 27—Television Bureau of Advertising regional sales conference. Denver Marriott City Center, Denver.

March 27—National Association of Black Owned Broadcasters second annual communications awards dinner. Sheraton Washington hotel, Washington.

March 28-29—8th annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group Inc.* Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

April

April 1—Television Bureau of Advertising regional sales conference. Westin, Cincinnati.

April 2-3—Illinois Broadcasters Association spring convention and awards banquet. Ramada Renaissance hotel, Springfield, Ill.

April 2-3—National Alliance for Women in Communications Industries first conference. Capitol Hill Hyatt, Washington. Information: (202) 293-1927.

■ **April 2-4—Indiana Broadcasters Association** spring conference. Four Winds Clarion Resort, Bloomington, Ind.

April 3—Television Bureau of Advertising regional sales conference. Hyatt Regency, Atlanta.

April 7-10—Infocom '86, sponsored by *Institute of Electrical and Electronics Engineers*. Sheraton Bal Harbour hotel, Miami.

April 8—International Radio and Television Society "Second Tuesday" seminar. Viacom Conference Center, New York.

April 8—Television Bureau of Advertising regional sales conference. Sheraton New Orleans, New Orleans.

April 9—"Radio: In Search of Excellence," session in "Women at the Top" series sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 347-5412.

April 9-13—Alpha Epsilon Rho, National Broadcasting Society, 44th annual convention. Speakers include Eddie Fritts, president, National Association of Broadcasters, and William Banowsky, president, Gaylord Broadcasting Co. Sheraton Park Central hotel and towers, Dallas.

April 10—Television Bureau of Advertising regional sales conference. Ramada hotel, O'Hare Airport, Chicago.

April 11—Broadcast Promotion and Marketing Executives board meeting. Loew's Anatole, Dallas.

■ **April 11-13—National Association of Black Owned Broadcasters** 10th annual spring broadcast management conference, "Getting On Top and Staying There."

Loews Anatole hotel, Dallas. Information: (202) 463-8970.

April 12-16—National Association of Broadcasters 64th annual convention. Dallas Convention Center.

April 13-17—National Public Radio annual convention. Town and Country hotel, San Diego. Information: Carolyn Glover, (202) 822-2090.

April 15—Broadcast Pioneers annual breakfast, during National Association of Broadcasters convention. Dallas.

April 15—Television Bureau of Advertising regional sales conference. Americana Inn, Albany, N.Y.

April 16-20—Society of Professional Journalists, Sigma Delta Chi, region two conference for journalists and student journalists from California, Arizona, Nevada and Hawaii. Hilton Hawaiian Village hotel, Honolulu. Information: (808) 536-5510.

April 17-19—Pratt Center for Computer Graphics in Design seminar. Mark Hopkins, San Francisco.

April 18—National Association of Telecommunications Officers and Advisors regional conference. American hotel, Atlanta. Information: (202) 626-3250.

April 18—Television Bureau of Advertising regional sales conference. Crystal City Marriott, (Arlington, Va.) Washington.

April 18-21—Presentation of fourth annual Alcoholism and Communications Marketing Achievement Awards, sponsored by *National Foundation for Alcoholism Communications*. Awards ceremony to be held during *National Council on Alcoholism* convention. St. Francis hotel, San Francisco. Information: (206) 282-1234.

April 18-20, 22-27—Global Village 12th annual documentary festival. Grants are made by *New York State Council on the Arts and National Endowment for the Arts*. Global Village is nonprofit video resource center. Public Theater, New York. Information: (212) 966-7526.

April 21—Telecast of Academy of Television Arts & Sciences "Television Hall of Fame." NBC-TV.

April 23—Presentation of fourth annual Lowell Thomas Award for excellence in broadcast journalism, sponsored by *Marist College*, Poughkeepsie, N.Y. Helmsley Palace, New York. Information: (914) 471-3240.

April 24—Illinois Broadcasters Association seminar at Southern Illinois University. Carbondale, Ill.

April 24-29—22nd annual MIP-TV, international television program market, Palais des Festivals, Cannes, France. Information: David Jacobs, (516) 364-3686.

April 27-29—Cabletelevision Advertising Bureau fifth annual conference. Sheraton Centre, New York.

April 27-30—Public Broadcasting Service/National Association of Public Television Stations annual meeting. Loew's L'Enfant Plaza hotel, Washington.



Commercial critic

EDITOR: I couldn't agree more with your Jan. 6 editorial, "There goes the neighborhood," which describes the growing practice of incorporating commercial messages within the content of entertainment programming. The incident that prompted the editorial was, in your words, a scene from a recent TV movie "in which the hero, for no valid dramatic purpose, was diverted to pick up his Hertz car at a counter conspicuously so labeled." You needn't have looked so long or hard, however, to find a single such scene on which to base your commentary. A glance at virtually any of the first-run syndicated children's programs currently airing would reveal the unabashed promotion lines of toy

products upon which these programs are based.

Such programming, commonly labeled as "program-length commercials" or "product-driven shows," has turned the standard practice of program/product liaisons on its head. Previously, programs were conceived and developed based on their ability to provide children with worthwhile entertainment and perhaps even some positive social values, with program-related products following the emergence of a show's popularity. Today, the decision to move forward on children's program proposals centers primarily on the new show's ability to attract the collaboration of a major toy manufacturer in the early conceptualization stages. Program themes and characters are then products that are constantly featured within the body of every



KHJ-TV MAKES A BULLET-PROOF INVESTMENT IN PUBLIC AFFAIRS.

It's a news documentary called, **OUR CHILDREN: THE NEXT GENERATION**. We really didn't do this program to compete with anyone else. We just had a story to tell. The result was a critically-acclaimed look at the violence that's going on among 10% of the young people in L.A. County. Not only was it the highest-rated independent program in prime time, but it even beat out ABC's first-run prime-time show, "MacGyver." But then, we've always beat the drums about community affairs. It feels good to beat the competition as well.

OUR CHILDREN: THE NEXT GENERATION
November 3, 8pm

NIELSEN: 10 Rating 14 Share
ARBITRON: 9 Rating 13 Share

RKOV TELEVISION
A Division of RKO General, Inc.

9 KHJ-TV
LOS ANGELES

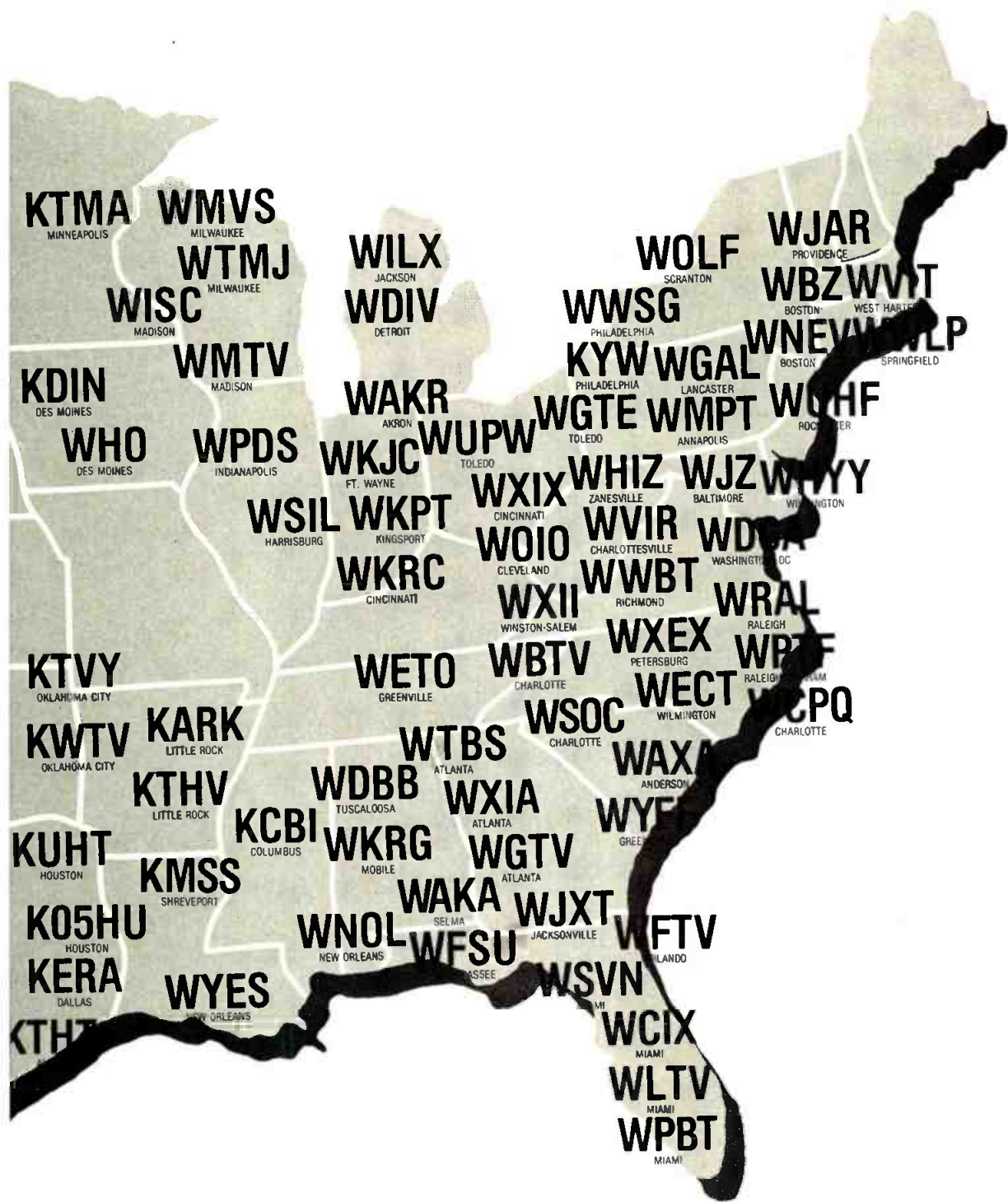


As of mid-December 1985, there were 100 Orban Stereo TV installations *on-the-air* (with many more systems delivered*). We congratulate these pioneers, and thank them for making Orban the No. 1 manufacturer of TV stereo equipment.

To find out how to join the first 100 on the painless path to superior TV stereo, contact your Orban Broadcast Dealer. Or call us direct.

orban Orban Associates Inc., 645 Bryant St., San Francisco, CA 94107
Toll Free: (800) 227-4498, Or (415) 957-1067, Telex: 17-1480

*In respect for the confidential business plans of our clients, we are not disclosing the names of the many stations that have taken delivery but are not yet publicly on-the-air, or have placed orders that are not yet delivered.



**ORBAN'S FIRST 100
STEREO TV STATIONS
ARE NOW ON THE MAP.**

program episode. Who needs 30-second commercials when you can have 30 minutes of product promotion instead?

It is only through the absolute abdication of any regulatory oversight of children's television by the present FCC that this type of programing arrangement has been allowed to emerge.

As your editorial so aptly states, "The medium's big enough to pay its own way." Given your concern with the growing commercialization found within adult dramatic program content, I think it only fair and consistent that you also speak out against the proliferation of program-length commercials in children's television.—*Dale L. Kunkel, research fellow, Center for Research on the Influences of Television on Children, University of Kansas, Lawrence.*

Founding father

EDITOR: In your Jan. 6 article, "A National Radio Broadcasters Association Chronology," you conspicuously neglected to mention Abe Voron, the one man who has been the driving force, indeed the very heart of the NRBA and of the National Association of FM Broadcasters before that. Without Abe, there probably would not have been a "Radio Association." Without Abe, FM radio in particular might still be relegated to a commercial-free medium, programed for the elite few.

Abe Voron was an original founder of the NAFMB and has remained the lone sentinel to continuously fight for radio's place in the sun ever since. If ever one man made a difference, it is Abe Voron.

Certainly no history of the NRBA can be complete with his name left unsaid.—*Robert G. Herpe, TransColumbia Communications, Altamonte Springs, Fla.*

What's he done lately?

EDITOR: In your Dec. 23, 1985, issue, Jim Hartz is identified as a "former NBC newsmen." You might have also added that he is currently the host of *Innovation*, public television's weekly science news program. Produced by WNET(TV) at its Newark, N.J., studio, *Innovation* was seen on 136 public TV stations throughout the U.S. during 1985.—*Bill Einreinhofer, executive producer, Innovation, WNET(TV) Newark, N.J.*

Monday Memo

A television programing commentary from Stanley Moger, president, SFM Entertainment, New York

Where has all the time gone?

If you'd like the philosophy of this season's and next season's programing for kids spelled out in just four words, take a walk with me down Fifth Avenue in Manhattan.

On the corner of Fifth and 13th Street stands the Lone Star Saloon, a popular country and blues bar. Perched atop the Lone Star—peering across Fifth Avenue with a ferocious scowl—is this enormous, monstrous iguana. There it hovers, practically ready to pounce on the poor old conservative Forbes building across the street.

The big sign underneath this great green creature wraps around the Lone Star. "Too Much Ain't Enough," roars the sign. I believe it. It's what we're doing this week. It's what we seem to be doing every week.

I don't have to spell out for you the copy-cattling frenzy that's hit strip programing. You're well aware of the dozens of *He-Man*-inspired animated strips on the boards—more than there are ever going to be time for. It's a zoo. Time periods are being gobbled up faster than that iguana could quaff a dozen new high-rises. Even with vastly complex computer graphics zapping through the strips, we have a simple case of "Too Much—and Too Much Ain't Enough." How did we get into this fix? Where has all the time gone?

What is happening is that everything is happening too fast. Children's programing, adult programing, all programing—it's all instant gratification. We've become speed freaks with our VCR's, whipping back and forth through 35 cable channels, looking at everything, seeing nothing.

The rules have changed. America's working women now come home at night and flip on *All My Children* or *General Hospital*—that day's soaps—on videocassette. The teen-agers are glued to MTV, where their



Stanley H. Moger is president of SFM Entertainment and executive vice president of SFM Media Corp., both New York. He was one of SFM Media's founders in 1969. Before that he was an account executive with Storer Television Sales, the George P. Hollingbery Co. and NBC Films/California National Productions. He was also the assistant sales manager-Midwest for RCA/NBC Medical Radio System. He began his media career as an announcer at several New England television stations.

attention spans have been shredded by flash cuts, film noir posturing and that relentless 'round-the-clock beat.

And fathers are working later at night (when they're not hard at work figuring out how many extra frequent flier miles they can earn by flying a certain airline or renting a certain car), then hurrying home to watch some prime time show they've time-shifted to one or two o'clock in the morning, when

the fatigue factor no longer matters, and when Nielsen can't measure them.

No wonder viewing levels are down. No wonder network executives are walking around sucking carpet tacks.

Original ideas take time, and that's what nobody seems to have today. IBM says its computers are "A Tool For Modern Times," and with its speeded-up Chaplin it has a perfect symbol of our all-rush, no-hush culture. Speed breeds greed, and in the broadcasting industry greed inevitably spawns fear. There's the terrible fear of being wrong, gnawing away at too many higher-ups, and that's why low-risk, play-it-safe programing keeps filling hour after hour after hour. There's no time to think things through. Too Much Ain't Enough.

One important member of the team is holding up two hands for a time-out, and it shouldn't surprise you to know that that team player is the advertiser. You know, the guy who pays the bills. The advertiser seems to be the forgotten person in this time trap.

Taking time sometimes means taking time off. Telepictures does that with its top executives—they take six months off every three years, with pay, to stand back, reflect, get a new perspective. When was the last time you took six *days* off to get a new perspective? Or chase a dream?

"Success," wrote Ralph Waldo Emerson, "means to laugh often and much, to win the respect of the intelligent people and the affection of children... to leave the world a bit better."

Maybe if we spent more of our time working at these things, we'd have a better chance to create, to innovate, to put pride back into our programing. We'd know where all our time goes, and has gone. And we'd retire a credo like "Too Much Ain't Enough" to where it rightly and finally belongs: over the bar.

**This season,
plant an evergreen...**



and watch your

Introducing *Dennis the Menace*®

It's the most exciting evergreen to spring up in years: an all-new animated program built on that loveable evergreen character—Dennis the Menace!

Kids have loved Dennis for years, and today he appears in 1,000 newspapers with 75 million circulation.

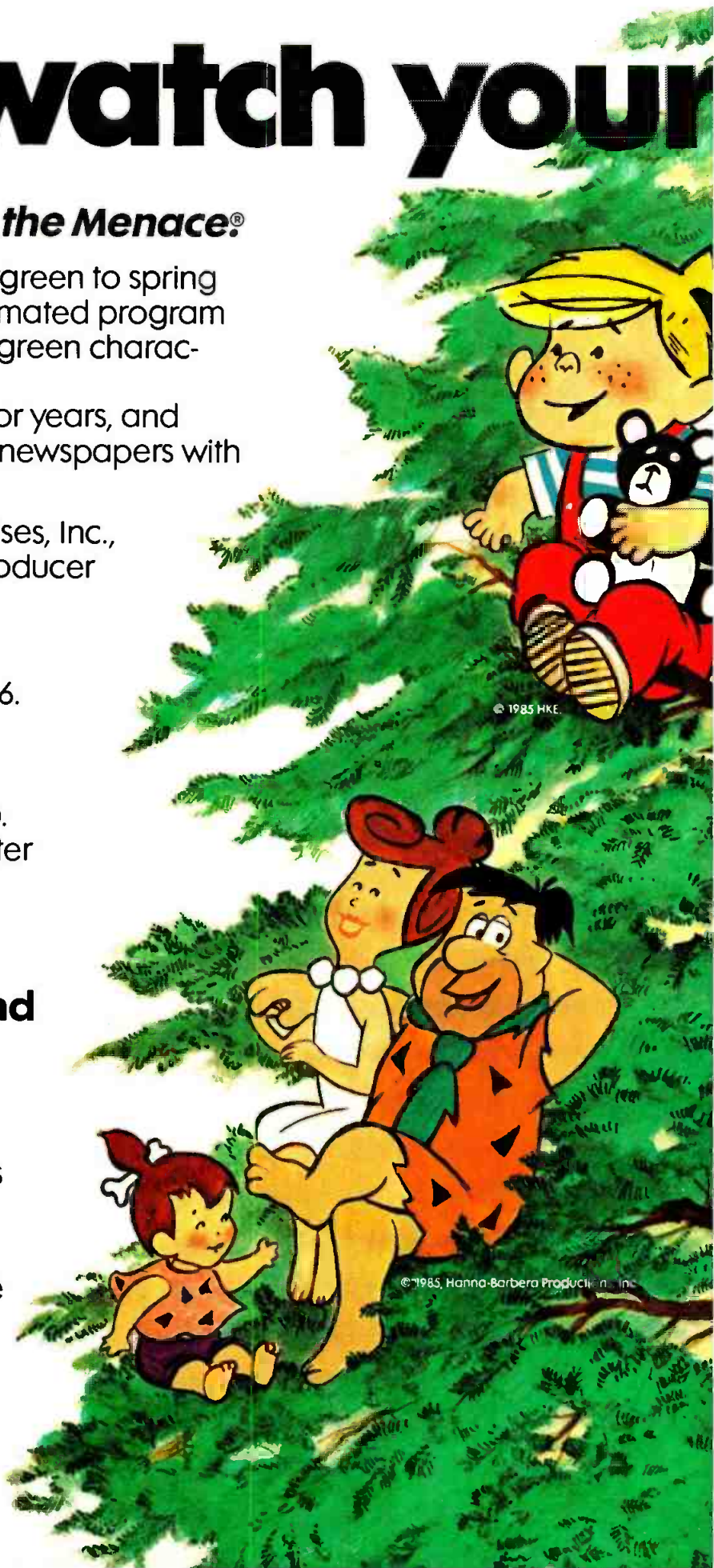
- Produced by DIC Enterprises, Inc., the largest animation producer in the world.
- 65 first-run episodes.
- Available September 1986.

Ask now how you can get our newest evergreen program in your '86 line-up. It'll be the ratings blockbuster you've been hoping for!

Plus *Scooby-Doo* and *The Flintstones*.

Two of the most consistently popular programs ever! Lots of kids' programs come and go, but these evergreens never fade.

- Rated #2 and #5 over the past two seasons.



ratings grow...

- Over 150 top-rated half-hours each. These proven favorites belong in your line-up for a ratings breakthrough in '86.

Woody's coming in '88!

Soon we'll be able to offer you one of the most enduring, well-loved characters in animated programming—Woody Woodpecker! Kids have an affection for Woody that makes this program a legend, season after season. It's more than just popular; it's a truly rare property.

- Rated #4 in '83—'84.
- Moved up to #3 in '84—'85.
- 360 cartoons of first-rate, theatrical grade animation.
- Available January, 1988.

For details contact DFS
Program Exchange, 405
Lexington Ave., N.Y., N.Y. 10174
(212) 661-0800. Or see us at
N.A.T.P.E.,
Booth #1233.



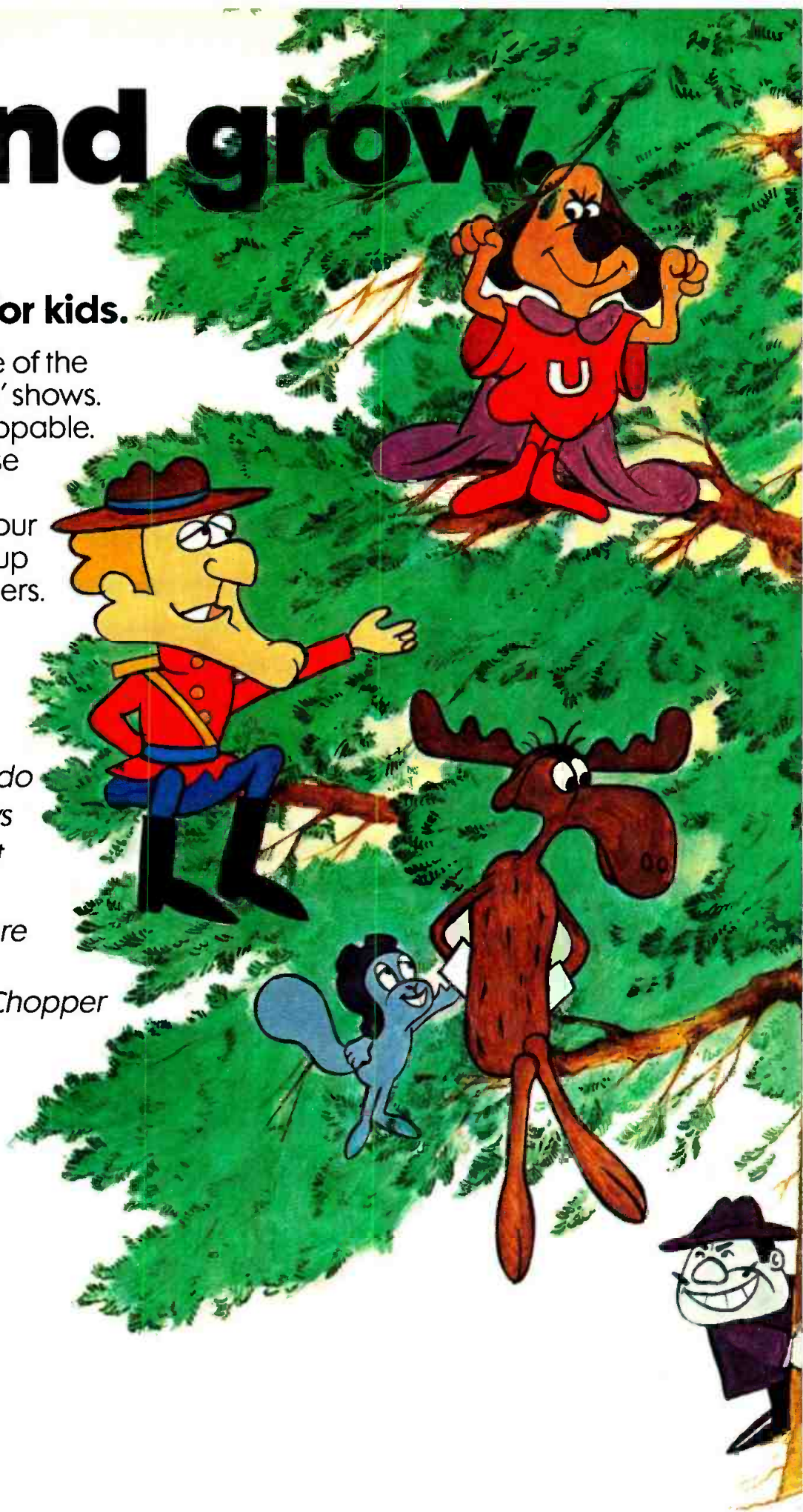
Rating data: ARB Syndicated Program Analysis

...and grow.

Even more evergreens for kids.

We've got more of the great, classic kids' shows. And most are strippable. Choose from these 16 evergreen programs to fill your '86 children's line-up with proven winners.

- *Bullwinkle*
- *Rocky & His Friends*
- *Underdog*
- *Tennessee Tuxedo*
- *Roman Holidays*
- *Dudley Do Right*
- *Devlin*
- *Bill Cosby's Picture Pages*
- *Wheelie & The Chopper Bunch*
- *Valley of the Dinosaurs*
- *Inch High, Private Eye*
- *Uncle Waldo*
- *Space Kidettes*
- *Young Samson*
- *Sealab 2020*
- *King Leonardo*





Plus evergreens for the whole family.

Perennial family favorites: *Bewitched*, *I Dream of Jeannie*, and *The Partridge Family*.

- Major stars like Larry Hagman and Elizabeth Montgomery.
- Over 90 half-hours each.
- Consistently high ratings.

Get your evergreens now!

With no cash outlay, you can start your ratings on a program of steady growth. All of these classic, ever-popular programs can add up to a towering ratings success!

For details contact
DFS Program Exchange,
405 Lexington Ave., N.Y., N.Y. 10174 (212) 661-0800.
Or see us at N.A.T.P.E., Booth #1233.



\$4 BILLION IN SALES SA



That's right.
4 billion dollars was
spent last year on
retail sales of records
and tapes.

That's why **ON THE
RECORD** is on the
money.

It's a one-of-a-kind
music review show
featuring today's hot-
test albums and new-
est recording artists.



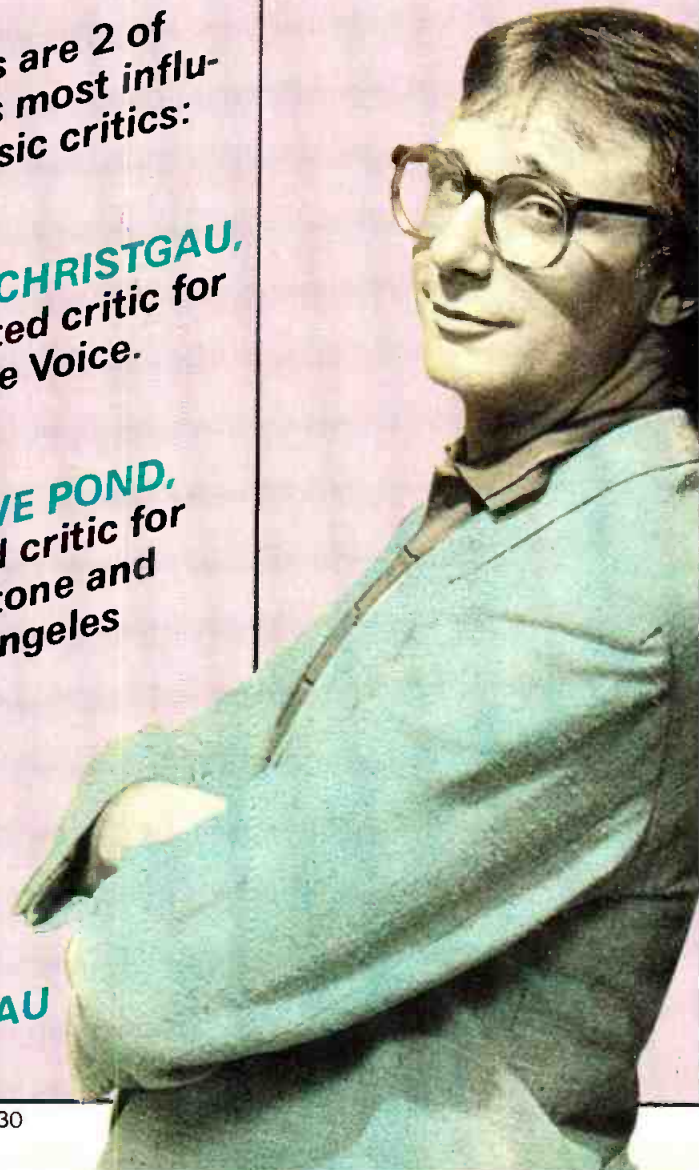
The hosts are 2 of
America's most influ-
ential music critics:

ROBERT CHRISTGAU,
opinionated critic for
the Village Voice.

And **STEVE POND,**
respected critic for
Rolling Stone and
the Los Angeles
Times.

**ROBERT
CHRISTGAU**

They don't always
agree, but they
always entertain.



WE'RE ON THE MONEY.

ON THE RECORD is a direct hit.

It's aimed at today's affluent and diverse TV audience.

ON THE RECORD is music programming on target to teens and the premium 18-34 demographic.

It's a proven format that will make you a big hit with advertisers.

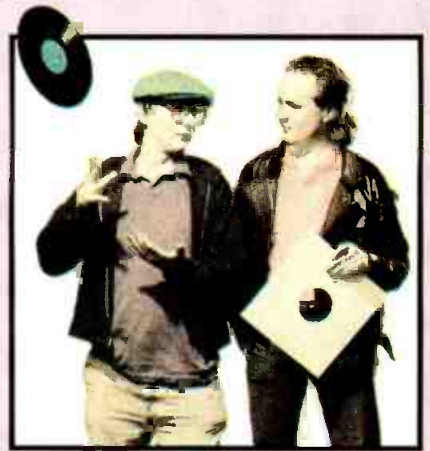


Put ON THE RECORD on your schedule.

With The Samuel Goldwyn Company backing it, there'll be big promotional support behind it.

STEVE POND

ON THE RECORD will give you a record-breaking deal.



ON THE RECORD. It's on the money.

Stop by our booth at the New Orleans Convention Center.

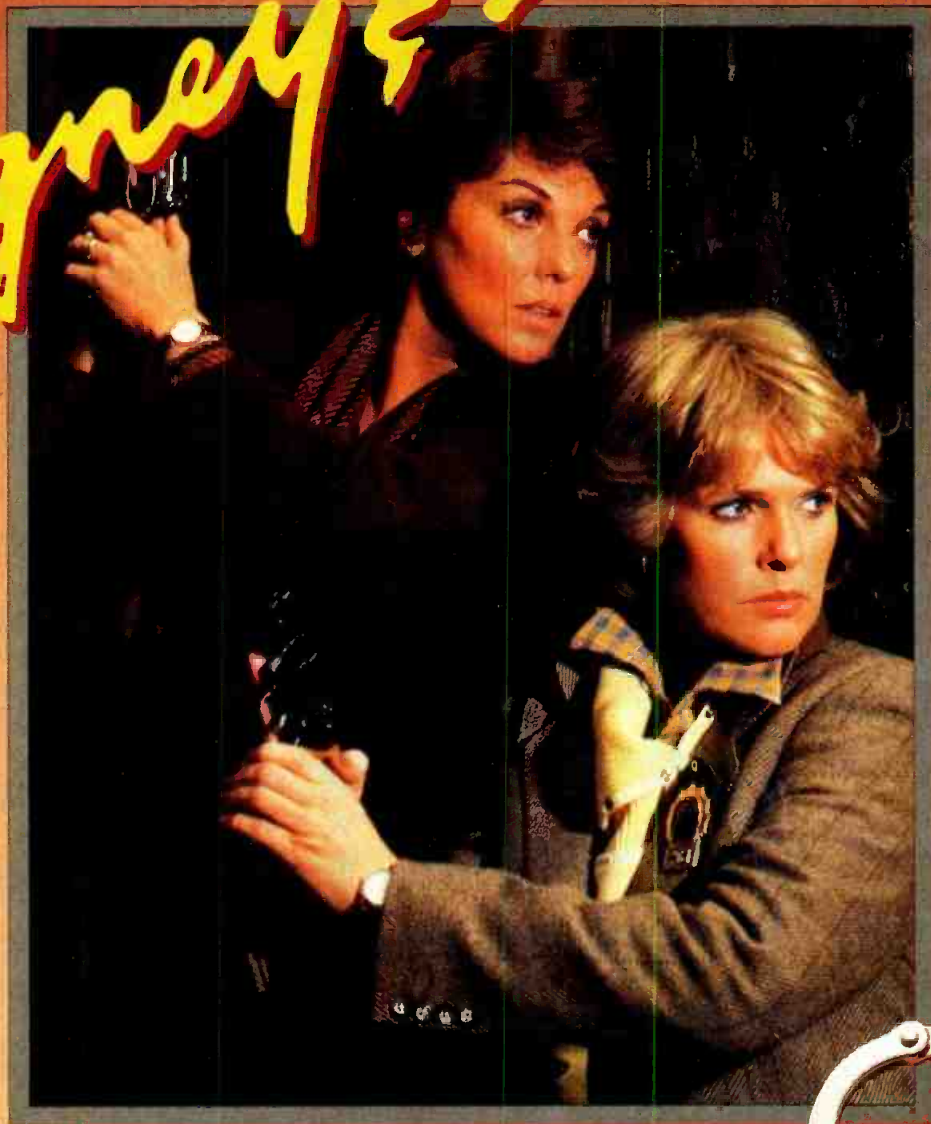
Samuel Goldwyn
SAMUEL GOLDWYN TELEVISION

"...BEST WEEKLY SHOW!"

"The most consistently rewarding weekly dramatic show..."

—THE NEW YORK TIMES

Cagney & Lacey



**LOCK 'EM UP!
FOR FALL '87 STRIPPING.**



VISION

Broadcasting Jan 20

Vol. 110 No. 3

TOP OF THE WEEK

NAB's St. Maarten summit makes history

Board votes unanimously to merge with NRBA; hears cable's must-carry position spelled out by NCTA's Mooney; gets Capitol Hill predictions from congressmen; Chairman Snider offers plans for association's future; President Fritts recaps past year's successes and lists new priorities; Abel tracks competition among media

An almost triumphant National Association of Broadcasters joint board of directors came away from a week on St. Maarten, Netherlands Antilles, last Friday satisfied that it had fashioned a historic unification of the nation's radio broadcasters and had restructured the radio-TV relationship within NAB in a way that would make both equal partners in the future.

Moreover, the TV board made still more history by inviting into one of its sessions the president of a rival trade association—James P. Mooney of the National Cable Television Association—to discuss the must-carry controversy that now stands between those two industries. The upshot: agreement on the part of both sides that the distance between them had been narrowed by the exchange. "I am somewhat less skeptical [of reaching agreement] than I was a couple of hours ago," Mooney said upon emerging from the closed session. "I concluded that [Mooney] is ready to sit down with a small group of representatives to have meaningful discussions," said NAB Joint Board Chairman Ted Snider of KARN(AM)-KKYK(FM) Little Rock, Ark.

The NAB boards also opened their doors—and extended their hospitality—to

more than a dozen senators and congressmen who addressed current and future legislative issues and added their expertise to the association's fund of lobbying information. Among the fallout from those sessions: Senator Robert Kastenmeier's (D-Wis.) disclosure that he would hold hearings on the TV music licensing bill entered in NAB's behalf, and Representative Barney Frank's (D-Mass.) reiteration of a stand (taken at the Association of Independent Television Stations convention the preceding week [BROADCASTING, Jan. 13]) that cable's compulsory license cannot be modified or revoked by action of the FCC—a key to INTV's efforts in attacking the must-carry problem. (Kastenmeier also said he had a problem with compulsory-license-endowed cable systems charging broadcast stations for carriage, but that he continues to support the compulsory license.) Also voiced: the view that broadcast deregulation will not advance on Capitol Hill in 1986 but has a better chance in 1987.

An ambitious vision for NAB's future was submitted to the joint boards by Chairman Snider. Running throughout was the concept of an ever-enlarging, increasingly visible organization that would stand predominant among the industry's associations. To that end, Snider proposed that NAB expand from its present headquarters building in Washington into adjacent structures that could accommodate the organization's needs and host other associations as well. "To see many allied broadcast industry organizations in one broadcast tower would make a very strong statement. I believe it would be a

major step in unifying the industry," Snider said.

In addition, he suggested:

- The convening of a congress of allied organizations—some 20 at least—to meet on an annual basis.

- Building a complete video and audio studio in the NAB building, and arranging for the association's own satellite uplink.

- Formation of a past chairmen's roundtable to keep veteran expertise in the organizational mainstream.

- Higher visibility of radio and TV board chairmen and vice chairmen, and more "name value" for the NAB staff. Similarly, he supported staff participation in key organizations and on boards, and recommended aggressive action to seek out "platform appearances" for the executive committee.

- Enhanced relationships with members of Congress as individuals.

- Enhanced communication with the membership. "They've got to know what we are doing," Snider said.

- A greatly enhanced public image of broadcasting.

- Complete coordination and consistency of graphics and a beefing up of NAB publications—including a change in the name of *Radio Active* to *Radio Management*.

- "The planning and conducting of more prestigious events that will involve the people at the very top of various segments important to us. . . . Broadcasting is one of the most important, prosperous and glamorous businesses in our nation, and we need to act like it."

Snider's last recommendation was for "service," in seeking out public service op-

NATPE: TV programers come marching into New Orleans

The syndicated television marketplace has been undergoing its annual fitness test these past few weeks with the almost back-to-back conventions of the Association of Independent Television Stations and, now, the 23d NATPE program conference.

As was the case at INTV, the leading topic of those attending NATPE's five-day New Orleans conference and marketplace is cable must carry and its impact on syndicated television. NATPE will announce that it will submit a filing at the FCC which will propose, among other things, total protection for public TV.

But the notion that NATPE has joined the ranks of major industry conventions such as the National Association of Broadcasters convention or, perhaps more appropriately, the Cannes film festival, is supported by the people the convention is able to attract. Besides the rank-and-file station general managers, program directors and program suppliers, this year witnesses a registration list with names including Fox Inc. Chairman Barry Diller and writer-producer-actor Warren Beatty.

NATPE officials don't have a final count on attendance since pre-registration was frozen at 4,000 10 days ago. Attendance may not exceed last year's 6,942 record because New Orleans is a longer trip for many of the West Coast-based production people who attended previous conventions in San Francisco. But those who follow TV programming were in full force: more than 200 reporters and over 100 security analysts were registered.

If the presence of Wall Street types was not enough testimony to the size and importance syndication now plays in American business, then perhaps the sheer number of programs was. According to Katz Television, there are 34 first-run half-hour strips proposed for fall 1986 (most of them game shows) on top of 33 returning half-hour strips that are already on the air. There are 20 proposed first-run weekly half-hours (five of them sitcoms), in addition to the 26 now in syndication.

Also, according to sources, Jackie Gleason will be the recipient of NATPE's annual "lifetime achievement" Iris award.



Executive committee members (l-r) Ted Snider, Eddie Fritts, Gert Schmidt, Peter Kizer, John Dille, Bill Turner and Bev Brown

opportunities "to create a more positive image, to offer more help, to be of more service and to demonstrate citizenship to our communities."

NAB President Eddie Fritts gave his own report to the joint boards, emphasizing the role of "proactive" response to broadcast issues in turning potential negatives into positives. Fritts's model from the past: the industry's success in turning aside plans to ban beer and wine advertising on radio and TV ("the most formidable challenge this industry has ever faced") by mounting a major anti-drunk-driving campaign through public service announcements. "We didn't simply turn to the First Amendment as our only shield, although its precepts were not ignored," Fritts said. "The result has been that Congress, the press and civic and citizens groups all recognize and acknowledge that broadcasters are part of the solution, not the problem."

Turning to current problems, Fritts listed the controversy over must carry, fighting for a "fair share" of the cable copyright pie and the fight for First Amendment parity as among broadcasters' principal concerns. Moreover, he said that the crisis in public broadcasting funding could end up with hundreds of new stations competing for advertising dollars, and that any cutback in public broadcasting's children's television role could lead to more demands on the commercial system. Another advertising issue that may arise is the demand for free equal time for negative political ads, under Section 315 of the Communications Act. "Our best defense will be a strong offense," Fritts said. "We should heed the lessons learned and play to our strength by crafting voluntary solutions."

Third among the major presentations on St. Maarten was the media competition report by John Abel, now executive vice president for operations. At the half-way point of the 1980's he pronounced broadcasting as "doing extremely well—a fact that Wall Street analysts and investors note each week, since broadcasting stocks have gone up in value over 65% while the Dow Jones average increased 27% during 1985." As for the so-called new technologies, "many fizzled, some changed shape and some had dramatic

growth but seem to be more complementary to broadcasting than competitive."

Among the hottest technological tickets is satellites, in use by about 93% of all TV stations and 85% of radio stations. There are over 20 radio networks distributing via satellite, Abel said, and the TV networks are moving rapidly in that direction. "Landline distribution of network audio and video signals will be obsolete" by the end of 1986, he said.

Satellite newsgathering, as exemplified by the Conus Communications subsidiary of Hubbard Broadcasting, with more than 30 stations as partners, is breaking new journalistic ground, with RCA offering to give Ku-band dishes to stations that will aim them at the K-2 satellite.

While formal DBS (direct broadcast satellites) appears out of the question at the moment because of high costs and lack of new programming, Abel said, a backyard version is gaining increasing prominence. By his count there were 1.6 million at the end of 1985, with new ones coming on line at the rate of 60,000 per month. Their owners have access to more than 100 TV and 40 audio channels—which leads to the question of scrambling. Abel said scrambling would be in place by the end of 1986.

Turning to cable, Abel predicted it would be in 50% of U.S. households by 1990, and said most experts now feel its ultimate penetration will not pass 55% nationwide. Homes passed, however, will be 81% by 1990.

Of the top 15 basic cable services, about 10 began to break even in 1985, and should be operating consistently in the black by the end of 1986. Cable's ad revenues for 1985 are expected to have been around \$740 million. By 1990, Abel said, NAB expects cable advertising revenue to be around \$2 billion—or about 5% of TV advertising. A decreasing proportion of cable households are subscribing to pay services, he said.

"The single biggest new technology of the 1980's" is the videocassette recorder, Abel said, with penetration now at about 29% of TV households. Sales in 1986 are expected to be 12.5 million, with some 85% of the market going to VHS.

Quality audio is a growing consideration in many quarters, with the use of "walk-along" radios increasing listening by 25%. Compact disk players are a growing factor,

with about 5% of radio stations having CD players.

The situation in AM stereo is not so sanguine. Only 7% of U.S. stations are equipped for such broadcasting, although an additional 11% plan to begin in 1986. The situation in stereo TV is similarly slow, with NBC broadcasting about 20 hours a week, CBS not planning to begin stereo until 1988 and ABC having run the World Series and one series in stereo. About 10% of sets sold in 1985 were stereo capable—a figure that will jump to 20% in 1986. There is at least one stereo station in each of the top 37 markets.

The Mooney appearance before the TV board was at once the most interesting and the most controversial of the week's events—interesting in that it dealt with the epicenter of television's most vexing problem, controversial in that no two witnesses agreed on just what had transpired. Nevertheless, there was a consensus that whatever happened, it would prove positive in the long run.

The NCTA president began with prepared remarks that repeated the general principles upon which cable has insisted as its point of departure: that there be protection against duplicating network signals, including public broadcasting; that there be a viewing standard to insure that cable not be required to carry insignificantly viewed signals; that cable not be required to carry such ancillary signals as teletext and multichannel sound, and—most of all—that there be "an intellectually sustainable policy rationale, based on the public interest," as well as a "constitutional rationale which doesn't detract in a significant way from cable's status as a First Amendment medium."

Mooney went on to explain that the required policy rationale be one "that doesn't put cable in the position of being a secondary system for delivery of television into the home." That industry has devoted "blood, sweat and treasure" to establishing its own independent media posture—in concert with the developing national policy "moving away from a system of preferred technologies" toward one of competing media. "The trouble with the must-carry rule," Mooney said, is that it "indiscriminately favored any local broadcast signal over any made-for-cable programming service, and in that sense continued to single out broadcasting as the preferred vehicle for delivery of television to the home." Will that policy pendulum swing back? "As president of NCTA, I'll fight like hell to prevent that

Dougherty ill. On Thursday afternoon (Jan. 16), Joseph P. Dougherty, executive vice president and director of Capital Cities/ABC Inc., had a stroke at CC/ABC headquarters on East 51st Street. As of Friday mid day, Dougherty was in stable condition at the intensive care unit of New York City hospital; a company spokesman asked that the hospital not be identified. Dougherty was reported to be alert and talking.

from happening.”

As to the constitutional rationale, Mooney related how cable's First Amendment status “tends to be a whole cloth—you've pretty much got it or you don't.” Many of the medium's key policy issues depend on the integrity of the First Amendment stand, and to yield it on must carry might be to yield it on other issues too—franchise fees, for example. In the end, he said, in order to meet the constitutional test, the cable operator must be allowed “some reasonable latitude.”

Mooney indicated he had given broadcasters “more of an outline of a possible compromise than most people realize,” specifically including limiting must carry to only one of each network signal, including PBS, and by proposing a cap on channel capacity any cable system should have to devote to must-carry signals. Although the cap proposed so far—40%—is “way too high,” Mooney said he regarded it as “not unfriendly to cable's First Amendment position.” But, he added, there must be a viewing test to establish eligibility for must carriage. Mooney advised the broadcasters not to brush off as a “PR ploy” the offer of some cable MSO's to grant long-term carriage commitments for a \$1 fee.

In one development the broadcasters found particularly heartening, Mooney agreed to “put on the table” discussion of a prohibition against cable systems' charging broadcasters for carriage.

The NCTA president was particularly bitter about the brief entered in the *Preferred* case, which not only challenged cable's First Amendment status but likened the medium to telephone companies, to the public walkways of shopping malls and to parking lots in an attempt to label it a passive conduit for others. He found it incomprehensible that broadcasters would seek to deal with cable as a First Amendment medium on one hand and to take such a contrary position before the Supreme Court.

Asked later for his impression of the meeting, Mooney said that, “in terms of atmospherics, it went quite well—there was an air of cordiality in the room.” Most of the discussion, he said, had to do with the compulsory license—whether or not there was must carry.

The most vigorous challenge to Mooney's presentation was made by Eugene Cowen, ABC's Washington vice president, who took the position that the NCTA president had come to St. Maarten because he wanted a deal. “He didn't come here to get a suntan,” Cowen said. A similar view was expressed by Joint Board Chairman Snider, who concluded Mooney was ready to sit down with small groups of industry representatives to have meaningful discussions.

What would do most to advance the prospect of must-carry negotiations at this point? From Mooney's view, it would be a signal from the broadcasting industry that it both recognized and was willing to deal substantively with cable's assertion of First Amendment statehood. That would do “an enormous amount of good,” he said. In the wake of St. Maarten, he found that hope within reason.

The most overpowering item on last week's joint board agenda was ratification of plans for a merger—or “unification,” as the official terminology put it—between the NAB and the National Radio Broadcasters Association. The boards gave the plan both rousing and unqualified assent; not one vote was cast in dissent. If the NRBA board is of similar mind at its meeting next month, the deed will be done.

Should that happen, NRBA will disappear as a political entity and those members who want to join NAB may do so at reduced rates for the first year. Twelve NRBA directors would join the NAB radio board—four for three-year terms, four for two-year terms and four for one-year terms. All such NRBA directors would “sunset” at the end of their first terms, although each could then run for office under standard NAB policies. One NRBA director would be added to the executive committee's radio team for at least three years.

In an attempt to assure independence for all concerned, the joint board passed for by-



Rep. Tom Tauke, Gert Schmidt and Beverly Hubble, Tauke's wife.

laws consideration two extraordinary changes in NAB policy:

(1) A provision that gives the TV board parity with radio by weighting the vote of its members to a number equal to the radio board. For example, were radio board membership at 30 and TV board membership at 15, each TV vote would count as two. Such an equalization had been sought by TV members for a number of years but radio had never before been willing to forgo its numerical advantage.

(2) Another policy shift provides for what amounts to total autonomy for each of the boards, which in the past have depended on one another's concurrence for approval of all actions. Now, if either the radio or television board reports an action, the matter will continue to go to the joint boards for approval, but will not die there if turned down. Instead, the joint board chairman will call an hour's recess followed by a second vote. If the action still fails, it will go to a third vote at the next board meeting. If the action still fails of passage, the initiating board may then put it into effect with the full financial and logistical support of the association.

Radio Board Chairman John Dille III (of Federated Media, Elkhart, Ind.) cited the solutions as providing “independence without isolation—a freedom to pursue our own interests without losing the longstanding and much valued relationship with our television

brethren. It's a rare chance to have it both ways.”

Among the more popular of the decisions coming out of St. Maarten last week was the selection of Grant Tinker, chairman of the board of NBC, to receive NAB's Distinguished Service Award—the association's highest honor—at the annual convention in Dallas this April. Tinker, who is credited with effecting a dramatic turnaround in his company's fortunes, was advised of the designation by NAB President Fritts, and expressed great pleasure in being named. He said he would accept in the name of all at NBC, whom he felt were equally responsible for the network's achievements.

While the unification, TV parity and must carry matters occupied much of the official discussion, there were a number of other actions or advisories that took place or emerged during the week on St. Maarten. Among them:

■ The board approved a record \$12,121,170 budget for the April 1986-March 1987 fiscal year, working from anticipated revenue of \$12,623,000. The budget by departments: government relations, \$1,136,682; legal, \$851,893; public affairs and communications, \$897,606; station services, \$893,587; minority and special services, \$125,841; science and technology, \$597,447; research and planning, \$813,096; radio, \$1,104,196; television, \$694,143, and general administrative, \$5,006,679.

■ Reappointment of Donna Zapata (WHAS-TV Louisville, Ky.), Sally Hawkins (WILM[AM] Wilmington, Del.) and Robert Munoz (KCIK-TV El Paso, Tex.) to the minority and women positions on the board. Willie Davis (KACE[FM] Los Angeles has relinquished the other minority post and will be replaced.

■ The board was told that the station services division headed by senior vice president James Hulbert was now grossing about \$1 million annually on sales of such ancillary materials as books and premiums. Profit is said to be about \$400,000 annually—a figure that does not reflect costs that are incurred by other departments.

■ There was discussion of “exorbitant” demands by citizens groups, a matter now said to be the subject of FCC concern.

■ A number of initiatives advanced by Robert Fox (KVEN Broadcasting, Ventura, Calif.) were discussed but tabled by the radio board. They included the formation of a finance committee, formation of a public relations committee, a project for giving greater visibility to broadcast scholarships and preparation of a primer on the history and basics of broadcasting.

■ A number of candidates for board office came forward during the board meeting, Fox among them (he for vice chairman of the radio board). Peter Kizer, formerly with Evening News Association, will stand for chairman of the television board, and Wallace Jorgenson (Jefferson Pilot Broadcasting) will run for the vice chairmanship. Bev Brown (KGAS [AM] Carthage, Tex.) is the only announced candidate for chairman of

the radio board, while Fox, David Palmer (WATH[AM]-WXTQ[FM] Athens, Ohio) and Ken McDonald (McDonald Broadcasting, Saginaw, Mich.) are running for the radio vice chairmanship. The elections take place during the June board meeting in Washington.

■ The radio board voted to ask the FCC for a rulemaking on FM translators, either to rein them in or explore their impact. Mass Media Bureau Chief James McKinney indicated in a "Radio Town Meeting" sponsored by the NRBA that he would entertain such a petition.

■ The TV board engaged in a long discussion of scrambling, the technique of transmitting signals from satellites in such a way that they cannot be received without special decoders. The NAB's concern was that it not be perceived by the public as responsible for scrambling that is primarily inspired by cable—although also by network affiliate considerations as well.

■ Both boards did discuss—but did not take action on—proposals to lengthen the term of office from two years to three. The idea was referred to a committee considering the size of the radio and TV boards.

■ In further developing the idea of parity between the radio and TV boards, it was decided that the TV board executive committee members (two) will have votes equal to the three radio executive committee members after the merger.

■ NAB met with a number of members of the Caribbean Broadcasting Union in St. Maarten to discuss possibilities of mutual cooperation. It was noted that the CBU countries have 13 votes in the International Telecommunication Union while the U.S. has but one—a factor that can make mutual



NCTA President Mooney flanked by NAB's Fritts (l) and NAB senior executive VP, John Summers

cooperation highly advantageous.

■ What appears to be NAB's first priority on Capitol Hill at the moment—a TV music licensing bill—was the subject of discussion by both boards, which pledged continued cooperation.

■ Next year's winter board meeting will be held in February in Laguna Beach, Calif.



The two men most responsible for NAB's fortunes at the moment—Chairman Snider and President Fritts—declared themselves extremely pleased by last week's meeting. Snider, whose "I have a dream" vision of NAB's future suggested he would set a quick

pace, told BROADCASTING his primary goal between now and the June board meeting would be to firm up and have ratified the long-range plan he has been developing. Important among its goals: furtherance of cooperation with other Fifth Estate organizations—the same sort of impetus that led to unification with NRBA. Fritts, who has instituted a reorganization of the association's executive echelon, is looking forward to a greater role outside the NAB building, including closer liaison with networks and major group broadcasters and more personal contact with the FCC and Capitol Hill. As far as Snider and Fritts are concerned, the NAB is on a roll. □

Herbert libel win against CBS overturned

Appeals court reverses decision in \$44.7-million case, saying libel verdict can't hinge on minor points if major ones are not found to be actionable

Lieutenant Colonel Anthony B. Herbert's 11-year-old, \$44.7-million libel suit over a CBS News *60 Minutes* broadcast was ordered dismissed last week by a unanimous three-judge panel of the U.S. appeals court in New York.

In a 43-page decision the court upheld a district court's rejection of nine of 11 grounds claimed by the retired army officer, and overturned the lower court's ruling that the two other grounds required a trial. In effect, the court said that if the main point in a news story can be justified, libel action may not be based on minor, secondary statements that merely support the overall conclusion.

The decision was seen as at least potential encouragement for other courts to be more lenient in granting summary dismissals in libel cases, rather than requiring trials, usually long and costly.

But it may not be final. Colonel Herbert lost in this same appeals court once before (BROADCASTING, Nov. 14, 1977), and then won on appeal to the U.S. Supreme Court

(BROADCASTING, April 23, 1979). His attorneys said last week they would "seriously consider" going to the Supreme Court again.

Colonel Herbert, after losing his battalion command in Vietnam in 1970, had accused superior officers of covering up war crimes and claimed this was the reason he had been relieved of command. A CBS News investigation of the affair resulted in a *60 Minutes* segment, "The Selling of Colonel Herbert," broadcast Feb. 4, 1973. Colonel Herbert claimed the segment maliciously depicted him as a liar, and cited 11 statements in it that he said showed reckless disregard for the truth. Defendants were CBS, CBS News, correspondent Mike Wallace, producer Barry Lando and the *Atlantic Monthly*, which had carried a Lando article on the subject.

As a public figure, Colonel Herbert was required by Supreme Court guidelines to prove not only that the defendants published a damaging falsehood but that they did so with knowledge that it was false or with reckless disregard for whether it was false or not.

This led to a landmark decision. In lengthy pretrial proceedings, Lando refused on First Amendment grounds to answer any questions that, he contended, sought to

probe the reason for various editorial decisions. A district court rejected the claim of constitutional privilege, but the appeals court—in a 2-1 decision written by Chief Judge Irving R. Kaufman, who also wrote last week's 3-0 decision—reversed the district court, and then was itself reversed when the case reached the Supreme Court.

In its decision, which many journalists thought would put fear into the hearts of investigative reporters and have a chilling effect on investigative reporting in general, the Supreme Court held that the CBS newsmen must answer questions regarding their "state of mind" at the time they prepared the offending material.

The pre-trial process continued and in September 1982, when it was completed, all defendants moved for summary judgment. District Judge Charles S. Haight Jr. granted summary judgment for dismissal of the charges against the *Atlantic Monthly* and nine of the 11 *60 Minutes* statements that Colonel Herbert had called defamatory. Judge Haight ruled that the two other statements must go to trial. It was this decision that the appeals court acted on last week.

In its decision, the appeals panel said that in the light of the evidence, "the appellees could not be said to have had actual malice in

publishing their view that (1) Herbert lied about reporting war crimes to his superiors in Vietnam, and (2) Herbert's relief from command must therefore have been for other reasons."

Having decided that the statements were not actionable, the court disposed of the two about which the district court held enough doubt to order them into trial: "We do not mean to imply . . . that appellees could have published with impunity a vast collection of false statements so extensive as to portray Herbert a liar in every respect. Such a portrayal may well be actionable. Rather, we hold that if the appellees' published view that Herbert lied about reporting war crimes was not actionable, other statements—even those that might be found to have been published with actual malice—should not be actionable if they merely imply the same view, and are simply an outgrowth of and subsidiary to those claims upon which it has been held there can be no recovery.

"We do not mean by our holding to permit defamation defendants to freely embellish their stories with falsehoods while remaining free from liability. In this case, however, the abundance of other evidence supporting the appellees' skepticism of Herbert's story was sufficient to justify the district court's finding of no malice. Our holding is thus limited to those cases in which statements allegedly made with knowing falsity or reckless disregard give rise to defamatory instances that are only supportive of inferences that are not actionable. For Herbert to base his defamation action on subsidiary statements whose ultimate defamatory implications are themselves not actionable, we believe, would be a classic case of the tail wagging the dog."

The decision continued: "Our decision today calls for the granting of summary judgment on the remaining two statements simply because their defamatory implications are not actionable. We therefore need not decide whether a court can grant summary judgment on separate, unrelated statements, which may have been made with actual malice, pursuant to the incremental harm branch of the libel-proof decision.

"We do not believe that Herbert has presented a claim suitable for disposition at trial, and therefore the district court should have granted summary judgment for all defendants. Thus this protracted litigation, which has been filled with anger, charges and countercharges in an area of the law where emotions frequently obfuscate the facts and law, has finally come to a close in this court."

Whether it has or not presumably depends on whether Colonel Herbert appeals and, if so, whether the Supreme Court grants review.

Either way, counsel for the defendants seemed happy. David Boies, outside counsel for CBS, was quoted by the *The New York Times* as saying the decision "affirms important principles protecting journalists from plaintiffs who try to take particular statements in an article or broadcast out of context and base a libel action on those statements.

"I think [the decision] demonstrates what

CBS has said and believed from the beginning, which is that the broadcast was accurate, well-researched and an important addition to the public's knowledge about the Vietnam war. The decision makes clear that, where appropriate, trial judges can and should dispose of these cases on summary judgment." □

Sundlun to lead buy of Rockefeller group

Yet-to-be-announced station purchase in \$600-million range

Outlet Communications will soon be under new ownership. . . two-third's of a billion dollars worth. BROADCASTING has learned that plans are being made to sell the Rockefeller family-owned broadcast group for between \$600 million and \$650 million to Outlet's chairman and chief executive officer, Bruce G. Sundlun, and possibly other company executives. Outlet has one AM, four FM's, one independent TV and five affiliate TV's.

It is believed some of the money for the purchase will come from Abram N. Pritzker and his two sons, who collectively have a fortune that *Forbes* recently estimated at \$1.5 billion. The Chicago-based family reportedly owns over 65 manufacturing companies and a major construction company.

One of the Outlet stations, KSAT-TV San Antonio, Tex., will probably be sold to H&C Communications for what one person said could be \$150 million, helping Sundlun finance the purchase. Additional money may come from a debt or equity offering.

The leveraged buyout has been rumored for at least a month and, it is said, was supposed to have been completed by Jan. 1, but it ran into financing problems. Principals involved in the reported transaction, including Sundlun, Shearson Lehman Brothers, Jay Pritzker and Lori Marlantes, vice president, strategic planning and corporate development for The Rockefeller Group, either declined to comment or did not return phone calls.

It was only two years ago that the Rockefeller Group, 94% owned by Rockefeller family members, bought Outlet, then a publicly held company, for \$332.1 million, including the assumption of debt. Since then one station was added, WATL-TV Atlanta, purchased for \$30 million. Sundlun has been Outlet's chief executive officer for 10 years.

Outlet will be the second major Rockefeller asset used to raise more liquid assets. Last fall, 12 of the 17 buildings comprising New York's Rockefeller Center, and the center's land, were syndicated in a real estate investment trust, raising \$1.3 billion.

It was reported last fall by *The Wall Street Journal* that some Rockefeller family members were unhappy with the firm's income, reportedly sapped by interest payments incurred by both the Outlet acquisition and a more recent \$400-million purchase of the land underneath Rockefeller Center. The proposed sale of Outlet would seem to confirm suggestions that the Rockefeller Group had decided to sell some subsidiaries and put the proceeds instead into "steady high-yield" investments.

H&C's purchase of the ABC affiliate would elevate the Hobby family-owned company into the top-20 television group owners. □

Gannett gets ENA go-ahead

The FCC last week conditionally approved Gannett Co.'s \$717-million purchase of the Evening News Association and its \$160-million spin-off of three television stations to Knight-Ridder Broadcasting. The FCC's approval was conditioned on Gannett's spinning off ENAs WWJ(AM)-WJOL(FM) Detroit "concurrent" with the consummation of the merger. Gannett has asked the FCC for permission to sell those stations to Federal Enterprises Inc. for \$39 million. (David B. Hermelin is president of Federal, which also owns a cable system in Oxford, Mich.) According to a Gannett spokesman, the company had not filed its application to spin off the Detroit stations in time to be considered along with the approval of the Knight-Ridder spin-off.

With the acquisition, Gannett will add KVUE-TV Austin, Tex., and WDM-TV Washington to its portfolio. Although Gannett's daily newspaper, *USA Today*, is located in Arlington, Va., which lies within WDM-TV's primary service area, the FCC held that its rule prohibiting ownership of a daily newspaper and a broadcast station in the same area did not apply to "national" newspapers such as *USA Today*. Alan Aronowitz, an attorney for the FCC Mass Media Bureau, said the commission was relying on language in a congressional report accompanying the Cable Communications Policy Act of 1984 to distinguish national from local newspapers. That language defines a national newspaper as one that "does not primarily serve a particular metropolitan area." According to Aronowitz, the congressional report specifically cites *USA Today* and the *Wall Street Journal* as examples of national newspapers. The FCC also agreed with Gannett's contention that FCC rules permitted it to retain its WCZY-AM-FM Detroit and ENAs *The Detroit News* until the stations' licenses expire on Oct. 1, 1989. (Gannett has indicated that the radio stations will be divested.) The stations spun off to Knight-Ridder are KTVV(TV) Oklahoma City; WALA-TV Mobile, Ala.; KOLD-TV Tucson, Ariz., and translator K07DA Casa Adobes, Ariz. A Gannett spokesman said the company hoped to close on Feb. 15. He also said that no changes in the ENA stations were planned.

Media fares fairly well in Times Mirror poll

Survey, conducted by Gallup, shows press is held in pretty high esteem by much of public, with major exceptions

Members of the U.S. media last week heard that the results of the most thorough and detailed polling yet done on the subject demonstrates there is no credibility crisis facing the American press—that, like Mark Twain's death, it has been greatly exaggerated. If that piece of intelligence were not stunning enough, America's journalists were told they and the institutions for which they work—the major, hard-news types, at least—are held in high esteem by the American people—very high esteem.

But before the nation's reporters, editors, publishers and producers could absorb that information, there was other, more disquieting intelligence emerging from the study to consider, in the form of serious reservations about press practices and performance. Among others was the feeling that the press—popularly considered arrogant—is seen as vulnerable, too vulnerable, to pressure from powerful outside forces. And if support of the media and its most visible figures is wide, it is also shallow. Americans say “mostly favorable” rather than “very favorable” when asked to rate the press. Many more give it good grades for believability than give it excellent grades. And—perhaps most disturbing to the media—those who know most about the press are less persuaded of its believability.

Those generally favorable but apparently conflicting findings are the product of a year-long study conducted by the Gallup Organization for Times Mirror, the Los Angeles-based media conglomerate. The study involved a pilot survey, two national surveys, and a “double-back” survey, in which respondents in the national surveys were questioned a second time in an effort to resolve apparent contradictions. In all, some 4,300 interviews of 3,300 persons were conducted. The study, which is only the first chapter in what will be a continuing effort to track Americans' attitudes toward the press, cost \$257,000. Times Mirror commissioned the study to resolve its own concern over the apparent credibility issue. But the continuing effort to gauge attitudes toward the press, said Times Mirror Chairman Robert F. Erburu, “will serve the interests of the press and the public alike.”

For those whose memories extend back to the days when Vice President Spiro Agnew was railing against the press, particularly the networks, the results of the Gallup poll are instructive. Do you, respondents were asked, regard the *Wall Street Journal* and ABC, CBS, and NBC as believable? In every case but that of NBC, 87% of the respondents said “believable” or “very believable.” The mark for NBC was 86%. *Newsweek*, *Time*, local television news and Cable News Network showed up virtually as well. So did radio news, local newspapers, the *MacNeil/Lehrer NewsHour* and the Associated Press. It is only when the pollsters referred to publi-

cations like *People*, *Rolling Stone* and the *National Enquirer* that the believability score fell below 50%—14% in the case of the *Enquirer*.

While the egos of some major media personalities may be bruised, the survey indicated that some purported major stars are not well known. The photos of CBS News's Mike Wallace and ABC News's Ted Koppel, for instance, could not be identified by as many as 40% of those questioned. Tom Brokaw's face was known to only 35% of the respondents. Even the photograph of Dan Rather—he of the top-rated *CBS Evening News*—was recognized by only 47% of those questioned. ABC's Barbara Walters, probably because she works for the entertainment as well as the news side of that establishment, appears to be widely recognizable; 77% of the respondents identified her photograph.

That aside, the networks' anchors and other stars are highly believable, far more so



Gallup President Andrew Kohut and Dr. Michael Robinson of George Washington University

than President Reagan, one of the most popular presidents of the modern era. CBS News's Walter Cronkite, although retired, remains the standard against which the believability of everyone else is measured. He was regarded as “believable” or “highly believable” by 92% of those questioned. Peter Jennings, David Brinkley and Ted Koppel of ABC, Dan Rather of CBS and John Chancellor and Tom Brokaw of NBC were regarded as at least “believable” by between 88% and 90% of those questioned. President Reagan ranked far down on the scale, with a score of 68%.

Similarly, the media generally—radio news, local and national television news, local daily newspapers, news magazines and “nationally influential newspapers”—are, according to the results of the study, the most highly regarded organizations in the country. They achieved “mostly favorable” and “very favorable” ratings from between 81% and 90% of the respondents. They rank ahead of the military (81%), Congress (72%) and business corporations (65%). The President was regarded at least “mostly favorable” by 71% of those questioned. However, the report offered an explanation for Reagan trailing the news media in terms of believability and public approval: He is in partisan poli-

tics, while the newspeople and news organizations are in “the believability business.”

What, then, is the source of the conventional wisdom that the media are neither believed nor loved? A partial answer, at least, emerges from a breakdown within the report of respondents into six different “press constituencies,” three of them with positive attitudes toward the press and three with negative. In terms of numbers, the positives far outweigh the negatives, 70%-30%. But the negatives have the real firepower. The members of a group labeled the “vociferous,” for instance, while accounting for only 5% of the population, are said to be “well-positioned, well-connected, well-informed and well-exercised in their criticism.” They are generally professional, Republican, conservative and supporters of Reagan. And they are also the best informed on the press.

Another of the negative groups, “The Main Street Critics,” who are 15% of the population, are also well informed on the press. The third group, “Embittered Critics,” who are 10% of the population, are not involved with the press, but criticize the media on every measure of performance; they are the only group to fault the press on character. As for the positive groups, they range from “Reflexive Supporters” (21%), through “Ambivalent Supporters” (23%) to “Empathetic Supporters” (26%). The Empathetics, who have very favorable attitudes toward news organizations and journalists and attribute press failures to outside pressures, know more about the news and press issues than the other two positive groups, but not as much as the Vociferous or even the Main Street Critics.

Andrew Kohut, president of Gallup and manager of the Times Mirror study, suggested the results of the study were asymmetrical. He said that critics “are much stronger in their criticism than supporters are in their support.” And that, he said, “may help explain why members of the press perceive much less support in their public than actually exists. They attract mostly silent and passive supporters and very vocal and active critics.” Kohut said the news media cannot be comfortable with the information “that those who know their product best and use it most are those who support it least.” He called that “unique in the world of commerce.” But he also said: “There simply is no credibility crisis between the press and the American people.”

The survey produced evidence that the support of the press is not mindless; it has its reasons. Americans by a wide margin feel the press is fair to Reagan (78% have that opinion), is accurate (55%, to more than 60% during the TWA hostage crisis last summer) and is patriotic (52% say it “stands up for America”). On the other hand, the public has problems with the media's performance. A majority (53%) said the media are unfair and attempt to cover up mistakes (55%), and pay too much attention to “bad news” (60%). And while critics complain of a don't-give-a-damn attitude on the part of the

press, a majority of those questioned (53%), see it as vulnerable to pressures from powerful outside forces, financial, governmental and political. Then, too, an impressive 73% of those questioned believe the media are too quick to invade a person's privacy.

What of the conservative establishment's long held belief the media are afflicted with a liberal bias? The survey's evidence of a tilt to the left is not strong. The study shows that 45% of the respondents feel the media are politically biased. But only four in 10 regard news organizations as liberal, and only one fifth of the sample believes the reporting itself is infected with a liberal taint. There is also some, though not much, concern about pro-conservative bias—one in 10 questioned said it saw such bias.

One aim of the study was to solve the "riddles" that have emerged in previous polling of the public on its attitude toward the press. One was inconsistency of many Americans in that attitude. The report says the answer to that one is two-fold: One is that Americans believe in the "watchdog press"; they believe press criticism keeps the government from doing harm, not work." As a result, the value of the watchdog is seen as neutralizing much of the criticism of the media's practices. The other is what is said to be Americans' "appreciation of news." The report says, "News, as product, has the power to make the press look good, performance failure notwithstanding." In sum, Kohut said, the public gives the media "B's, not A's." □

Wirth declares run for Senate

House Telecommunications Subcommittee chairman to run for Hart's seat; among possible successors to chairmanship: Markey, Luken, Sharp, Florio, Swift and Leland

After months of speculation, House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) made it official and announced that he is indeed running for the Senate. Wirth, who represents Colorado's second district, declared his candidacy at a rally in Denver last week. He is seeking the Senate seat to be vacated by Democrat Gary Hart, who announced earlier that he would not seek re-election (BROADCASTING, Jan. 13).

As a senator, Wirth said he would continue to fight for "strong and sound long-term economics, for investments in our young, for strength in our families, for preservation of our environment, for the vitality of our small farms, for the health of the workforce and for the dignity of our older citizens."

There are no Democratic challengers to Wirth's bid. However, the leading Republican candidate appears to be Representative Ken Kramer, although State Senator Martha Ezzard and businessman Terry Considine, a close supporter of Colorado's Republican Senator William Armstrong, are also seek-

NBC Cable as seen by Schonfeld

Reese Schonfeld, the president of Ted Turner's Cable News Network until fired by Turner over personnel disputes in May 1982, inspired NBC to develop a cable news service to compete with CNN last spring. That NBC's cable effort is now foundering as cable operators line up behind Turner is, from Schonfeld's perspective, due to two factors: Turner's business acumen and NBC's inability to act quickly and quietly. "The networks tend to be elephants," Schonfeld said at a luncheon of the Washington Chapter of the National Academy of Television Arts and Sciences. "It's tough to teach elephants to dance. It's impossible when the elephants insist on leading."

The "window of opportunity" for another cable news service opened last spring when CNN informed its affiliates that it was raising its affiliates fees 40% over the next 18 months, Schonfeld said. Seeing the window, Schonfeld sent memos to several "investors" suggesting they take advantage of it. "NBC bought deep and bought fast."

Schonfeld went to work on behalf of NBC. By mid-August, he said, several large MSO's had promised to deliver NBC Cable to five million homes—a good first step toward amassing the 13.5 million he and NBC figured they needed to launch the service. But NBC then let the cat out of the bag, he said. It told its affiliates and its plans were soon laid out in newspapers and all the trades, he said. At that point, he said, "Turner went to work."

Turner, who had alienated cable operators by raising rates and by his "arrogant and domineering" manner, began courting them again, Schonfeld said. "Ted decided it was time to get humble again." At a meeting of the National Cable Television Association board of directors in Phoenix in mid-November, he said, Turner "kissed and made-up with everybody. He curtsied and bowed." Turner began offering affiliates discounts and quit insisting on the right to raise fees on short notice, Schonfeld said. He also made concessions on fees to the major cable operators.

And, according to Schonfeld, NBC played right into Turner's hands in September when it began talking to Turner about buying half and controlling interest in CNN for \$250 million. Schonfeld said the talks underscored what Turner was telling the operators: none of the broadcast networks could be trusted.

"I think Turner had them for breakfast and lunch," Schonfeld said. "It was brilliant to get them interested in buying a half interest in CNN. It destroyed much of [NBC's] credibility with the cable industry and left Turner with all the options. NBC was twisting for 60 days while Turner just took over control of the whole deal. That's where [NBC] got hung."

Schonfeld said that he had been offered the presidency of the NBC's new cable venture, but didn't expect to accept it. "My guess is there is nothing to be president of."

ing the nomination.

Wirth was elected to the House in 1975 and has been chairman of the Telecommunications Subcommittee since 1980. With Wirth's departure, the question of who will succeed him as chairman arises. Several senior Commerce Committee members have been mentioned as possible candidates: Edward Markey (D-Mass.), now chairman of



Wirth

the Energy and Conservation and Power Subcommittee; Philip Sharp (D-Ind.), chairman of the Subcommittee on Fossil and Synthetic Fuels; Thomas Luken (D-Ohio), and James Florio (D-N.J.), chairman of the Commerce, Transportation and Tourism Subcommittee. In the event that seniority is not the determining factor in choosing a new chairman, then some less senior members may make a run for it, including Representatives Al Swift (D-Wash.) and Mickey Leland (D-Tex.), both of whom have been particularly active on the subcommittee.

Still, there are other factors that may affect the subcommittee's chairmanship. The subcommittee's jurisdiction could be reorganized and there have been reports that Commerce Committee Chairman John Dingell (D-Mich.) may be interested in running for House speaker or majority leader, two positions that will open up next year when House Speaker Thomas (Tip) P. O'Neill (D-Mass.) retires and House Majority Leader Jim Wright (D-Tex.) seeks the speakership. If Dingell were successful in either endeavor, the Commerce Committee chairmanship would be up for grabs, consequently affecting the outcome of the subcommittee chairmanships. □

Initial cuts set in motion by Gramm-Rudman

FCC, NTIA, BIB all affected by mandatory cutbacks

The first cut in the federal budget as mandated by the new Gramm-Rudman deficit-reduction act was made public last week, and the pain and confusion evident in many areas of the government was evident at the FCC. The 4.3% reduction that will be required in most nondefense accounts under the blueprint developed by the Office of Management and Budget translates into a reduction of \$4,059,000 in the funds authorized for the commission in fiscal 1986. Figuring out how to achieve that in an agency account of \$94.4 million, will not be easy. "It's an incredible nightmare we're going through," said Marilyn McDermett, associate managing director for operations.

The cuts announced on Wednesday were the product of work by the Office of Management and Budget and the Congressional Budget Office. The joint report—which calls for total reductions of \$11.7 billion to be achieved in the seven months remaining of the current fiscal year—has been submitted to the General Accounting Office. The GAO will use the OMB-CBO information to prepare its own report to the President. And on Feb. 1 he will file a "sequester order" that is to become effective on March 1. In the meantime, the affected agencies will have to decide on how to accommodate the 4.3% cut

in their funds.

McDermett last week said the staff is several weeks away from determining how to refashion the agency's budget in light of the cut. Salaries and expenses constitute the largest portion of the agency's budget—78%—but officials hope reductions in force and furloughs can be avoided. "We're seeing what can be done to manage the impact and keep going," McDermett said. Her staff will examine nonpersonnel costs, such as travel, before considering furloughs. A hiring freeze—beyond the semi-freeze on hiring now in effect—is a possibility. So is a program of permitting early retirements. But in addition to a reluctance to use them, the time-consuming procedures required for RIF's appear to rule them out as a viable alternative.

Complicating the difficulty of sorting out the options are the problems associated with a brand new government program. "OMB can't give us guidance," McDermett said. "It's new to them as well as to us."

Such confusion and uncertainty are not limited to the FCC. A spokesperson for the Federal Trade Commission said that agency would make "a careful review" of its programs to determine how to accommodate its 4.3% cut and "still maintain the effectiveness of the agency." The mandated cut amounts to \$2.8 million of the FTC authorization of \$65.5 million.

As for the National Telecommunications and Information Administration, the 4.3% cut will amount to \$576,000 from an authorization of \$13.4 million. An NTIA spokesman said that could be accommodated by reduction in travel and by not filling five or six positions as they become vacant.

The \$10.9-million authorization available to the Copyright Royalty Tribunal will be cut \$468,000.

The cuts also affect America's overseas broadcasting operations. The OMB-CBO document calls for a cut of \$24.5 million in the \$571 million authorized for the U.S. Information Agency. A spokesman for the Voice of America says that agency will be cut \$13.3 million, \$4.5 million of that in the \$114 million authorized for VOA's modernization program. Alvin Snyder, head of the television division, said its authorization of \$19.7 million will be cut \$2.7 million, but that the impact would not be great. He said it would delay by several months the start-up of USIA's global network television service, now available to Europe, to Latin America, Asia and Africa. What's more, the Board for International Broadcasting, which oversees and funds for Radio Free Europe and Liberty, will be cut \$4.4 million, from an authorization of \$102.7 million. And the fledgling Radio Broadcasting to Cuba, better known as Radio Marti, is to have its \$10.7 million authorization reduced by \$460,000.

Confusing as agencies found their new budget-slashing responsibilities under the deficit-reduction law, things could become even more complicated in the months ahead. A group of congressmen and a government employe union are challenging the constitutionality of the law as a violation of the prescribed separation of powers. The case, already argued in the U.S. Court of Appeals in Washington, is expected to reach and be decided by the Supreme Court by July. The government at that time may learn that the law mandating the budget under which it is operating is unconstitutional. □

Public broadcasting breathing easier

Public broadcasting emerged unscathed last week following the first steps toward cutting the fiscal year 1986 budget in the Gramm-Rudman-Hollings Act.

For FY '86 at least, the new law will not affect the Corporation for Public Broadcasting. CPB was not listed among the agencies given an across-the-board 4.3% cut, so by last week's end, CPB was assuming the administration "was not going to ask for anything back" from already appropriated FY '86 funds. A spokesman for OMB confirmed saying that since CPB had already received its money for FY '86, it would not be affected. However, the spokesman said, it would be affected in the future.

The Public Telecommunications Facilities Program, which is administered by the National Telecommunications and Information Administration, wasn't as lucky; \$1,032,000 is to be cut from its \$24-million budget as part of the 4.3% across-the-board cuts required as a result of the act (see story, above).

CPB Chairman Sonia Landau said it was "a little premature to be guessing" about whether CPB would fare as well in '87 and '88. She added, however, that "personally, I think we'll be affected and we'll be taking cuts." Public broadcasting, she said, "shouldn't count on the kind of federal dollars we've been counting on," adding that "we have to figure out how people can be motivated to give more money and feel a personal responsibility to do that if they enjoy our programs."

CPB has, from the beginning, questioned whether the act applied to it. Before last week's Office of Management and Budget-Congressional Budget Office report, CPB acting general counsel and secretary, Paul Symczak, said CPB is "different

from any other corporation" in the way it is organized, and therefore different from "a governmental corporation like Fannie Mae or a quasigovernmental corporation like the Legal Services Corp. . . ."

"From the standpoint of our relationship with the federal government, and our relationship on Gramm-Rudman-Hollings, our position is that the corporation was specifically instituted to shield the recipients of its funds from the sort of seasonal fluctuations and budgetary arrangements," Symczak said. That's why CPB was put in place and given long-range financing, he said.

CPB is told how much money it will receive two years in advance; the entire sum is transferred to CPB on the first day of the fiscal year. "It has now become private funds," said Symczak, adding that the money (\$159.5 million for FY 1986) "is simply not available" to the executive branch as it attempts to implement Gramm-Rudman-Hollings for FY '86.

For FY '87 and '88, however, CPB has the President's signature, but not the money, so "it remains to be seen" what will happen, said CPB VP-corporate communications, Ronald Weber.

Public broadcasting's funding crisis has also attracted the attention of commercial broadcasters. The National Association of Broadcasters has assigned a task force, chaired by Ralph Baruch, chairman, Viacom International, to study the problem. "There is a great deal of concern by the commercial broadcasters, because what this would lead to is increased commercial broadcasting by PBS [Public Broadcasting Service] stations to make up for the revenues," Baruch said. This defeats "the very purpose" for which PBS was created, Baruch said.

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| #1 Detroit WDIV | #1 Greensboro WXII | #1 Evansville WFIE | #1 Minot KFYR |
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| #1 Phoenix KTSP | #1 Syracuse WIXT | #1 Monterey-Salinas KMST | #1 Alexandria KALB |
| #1 Hartford WTNH | #1 Green Bay WFRV | #1 Lafayette, LA KATC | #1 Hattiesburg WDAM |
| #1 Portland KOIN | #1 Des Moines KCCI | #1 Rockford WTVO | #1 Palm Springs KESQ |
| #1 Orlando WFTV | #1 Omaha KMTV | #1 Santa Barbara KCOY | #1 Rapid City KOTA |
| #1 Cincinnati WCPO | #1 Rochester WHEC | #1 Amarillo KVII | #1 Clarksburg WDTV |
| #1 Kansas City KMBC | #1 Roanoke WSLS | #1 Columbus, GA WTVM | #1 Ada-Ardmore KTEN |
| #1 Milwaukee WTMJ | #1 Portland, ME WGME | #1 Terre Haute WTWO | #1 Panama City WJHG |
| #1 Nashville WSMV | #1 Davenport WOC | #1 Beaumont KJAC | #1 Yuma KYEL |
| #1 Charlotte WBTV | #1 Cedar Rapids KWWL | #1 Wilmington WWAY | #1 Great Falls KRTV |
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| #1 Buffalo WKBW | #1 Champaign-Spr. WICS | #1 Yakima KNDO | #1 Parkersburg WTAP |
| #1 Greenville-SPAS WLOS | #1 Paducah KFVS | #1 Wausau WAOW | #1 St. Joseph KOTV |
| #1 Columbus WBNS | #1 Spokane KHQ | #1 Tallahassee WCTV | #1 Eureka KVIQ |
| #1 Oklahoma City KWTV | #1 Lexington WTVQ | #1 Reno KTVN | #1 Marquette WLUC |
| #1 Birmingham WBRC | #1 Johnstown WJAC | #1 Wichita Falls KFDX | #1 Alexandria, MN KCMT |
| #1 Raleigh WTVD | #1 Chattanooga WRCB | #1 Eugene KVAL | #1 Butte KXLF |
| #1 Grand Rapids WZZM | #1 Jackson, MS WJTV | #1 La Crosse WXOW | #1 Ottumwa KTVO |
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Taking the long view on the Fifth Estate

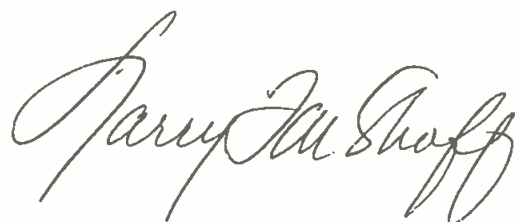
This comes under the heading of overseas mail, being written from the site of the National Association of Broadcasters joint board meeting in St. Maarten, Netherlands Antilles. The magazine has just made a major excursion to the West Coast for the convention of the Association of Independent Television Stations and by the time this is read we will be up to our editorial and advertising eyes and ears at NATPE, in New Orleans. So much for the mobility of the Fifth Estate as we begin 1986.

¶Since the last in this infrequent series of communications to our readers, ABC has been taken over by Capcities, CBS has been severely tested by a takeover attempt from Ted Turner and RCA has agreed to be purchased by General Electric—each an event that would have been cataclysmic by itself in the “old days” and by the end of 1985 was almost a commonplace. All this in the context of a technological revolution that is threatening to make engineers of us all. So much for the status quo.

¶These are, for the magazine, good times; this issue is one of the largest we’ve ever published. These are, for the industries and art forms we cover, tumultuous times—in all the ways that adjective suggests. It is a time for positioning, most of all, to see that as individuals and as companies we are ready for the next big wave that comes along. The value of the Fifth Estate has never been greater; the worth of each of its component parts is being determined every day.

¶As in all great periods of growth—and this is one of quantum growth—there is a measure of conflict. Perhaps the most conspicuous is that between the broadcasting and cable industries on must carry. It will not last long. Both these key elements of the Fifth Estate rely importantly upon the other and in the end their interdependence will outweigh their old antagonism. Just as, in a historic unification (or reunion, as it might well be called) being fashioned in part on St. Maarten this week, the National Radio Broadcasters Association and the National Association of Broadcasters are burying hatchets to present a solid radio front within the NAB framework. Blessed be the peacemakers.

¶The prospect ahead is inviting, if intimidating, in one respect: It will require all the energy, concentration and discipline we can summon in order just to keep up, much less to stay ahead of the competition. BROADCASTING pledges its own best effort in that pursuit. We will do all in our power to keep you informed—to see to it that all parts of the system are fully aware of what all the other parts are up to. You have been generous in your trust. We will make every effort to continue to deserve it in 1986 and beyond.



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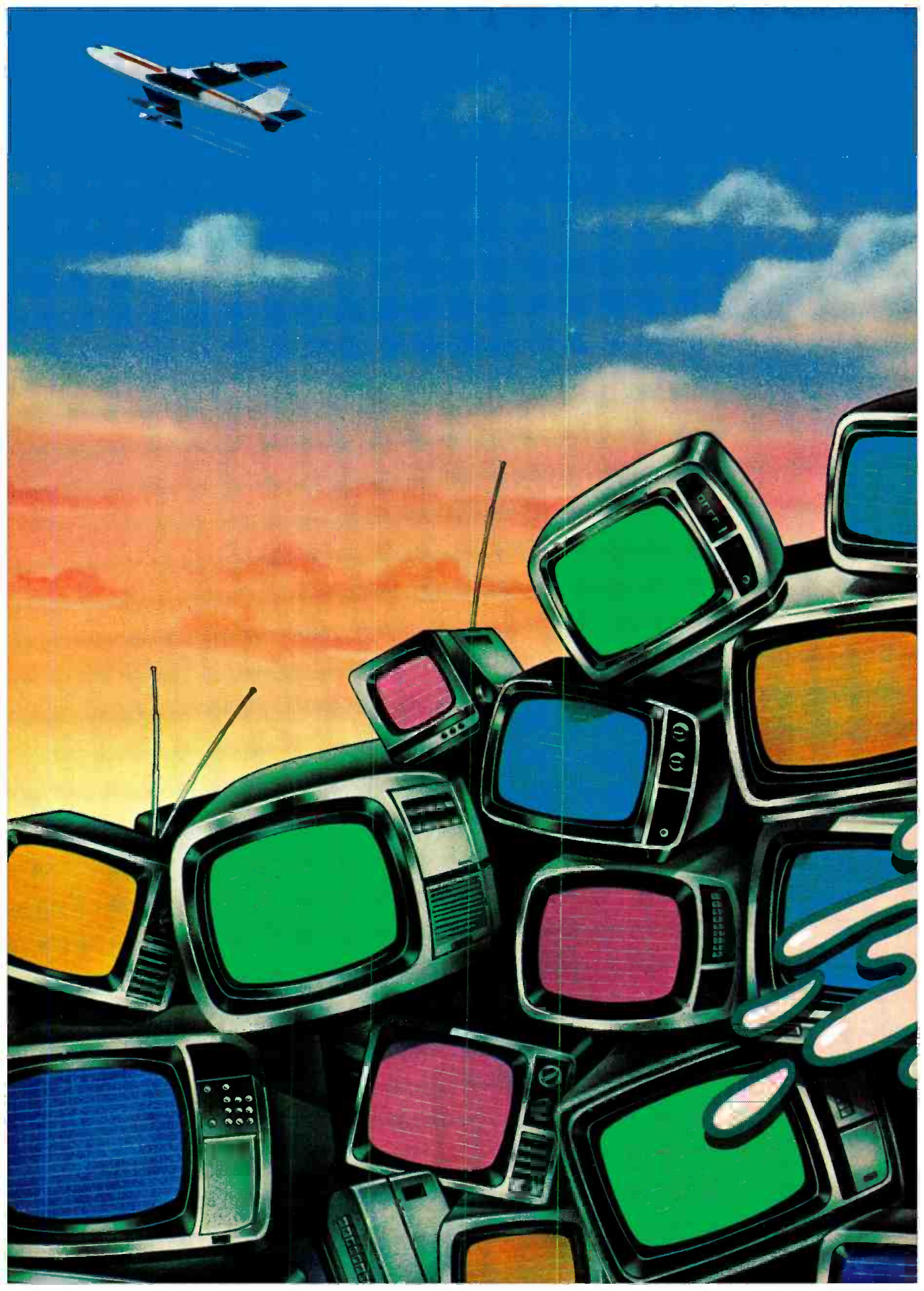
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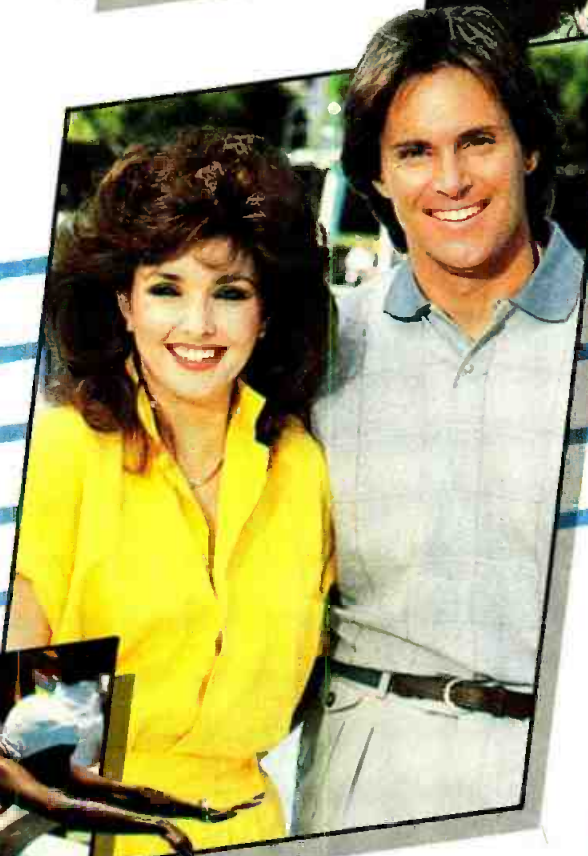
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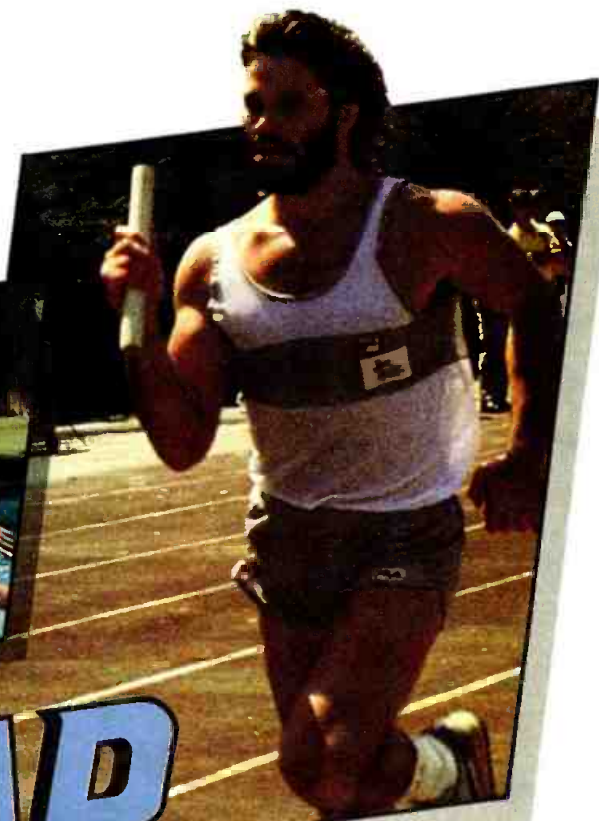


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The quickened march toward scrambling

Face at which cable programmers and broadcast networks are moving to scramble programming and feeds is creating fallout in home dish industry

Even though the price has steadily fallen over the past several years, home earth stations have always been a big-ticket item for the consumer. Even today, a dish capable of automatically scanning the horizon and tuning in all the domestic C-band satellites costs in excess of \$2,000. But, regardless of price, it has been a bargain because it provided access to a cornucopia of cable and broadcast programming—much of it available by no other means, all of it free of charge. As the dish dealers promised and the dish buyers quickly confirmed, the cornucopia

was filled with all the cable services—everything from Home Box Office to the Home Shopping Network—as well as the regional feeds of the three broadcast networks. And, they found, it also contained a wealth of syndicated programming destined for television stations and an amazing variety of “backhaul feeds”—the network transmission of news reports, sports and other events from the field.

To the dismay of the home satellite industry—the manufacturers, distributors and dealers of home antennas (TVRO’s)—and its customers, free and easy access to much of the satellite-delivered programming is coming to an end. Gradually, but seemingly inexorably, much of the programming that dish owners have become accustomed to watch-

ing will no longer be available to them—at least not for free. The dish will no longer be the bargain it once was.

Most of the major cable programming companies have said they will scramble their satellite feeds this year, cutting off their programming to anyone not willing to pay (see chart). What’s more, the broadcast networks also plan to scramble both their distribution and backhaul transmissions, but probably not on a wide scale until 1987. And networks and distributors are making increasing use of Ku-band satellites, putting much of their sports, news and syndicated programming transmission beyond the electronic reach of the home C-band dishes.

The dish owners’ loss of programming benefits will no longer be available to them—at least not for free. The dish will no longer be the bargain it once was.

Technology behind scrambling system is seen as nearly fool-proof

It’s not impossible to defeat the M/A-Com’s Videocipher II scrambling system. To scramble a particular channel received on a backyard dish, all the dish owner would have to do is figure out by trial and error which one of more than 72 quadrillion (that is a 72 with 15 zeros after it) 56-digit binary numbers is the one that will activate the otherwise useless Videocipher II descrambler. Of course, if he wanted to change channels, he would have to start all over again.

It may not be impossible, but it’s close enough to impossible that the cable industry is betting millions of dollars on Videocipher II. Cable plans to use the system to scramble the satellite feeds of the major cable programming services in an effort to put pirating SMATV operations out of business and turn some of the 1.3 million owners of backyard earth stations who have heretofore received cable programming for free into paying customers.

Videocipher II has already proved its reliability in the real world. Since last March, HBO has been scrambling some of its HBO and Cinemax feeds, and affiliates have been receiving and descrambling them without major difficulty. So confident was HBO in the system that it began full-time scrambling last Wednesday (Jan. 15).

According to Mark Medress, assistant vice president, marketing, video products group, M/A-Com Cable Home Communications, the 13,500 descrambling devices installed at the heads of HBO’s and Cinemax’s affiliates have logged some 50 million hours of operation since March and, as a whole, have performed “phenomenally well” for HBO. As a matter of fact, he said,



reliability has far exceeded the specification of 16,000 hours of “mean time” between descrambler failures. The actual figure is in excess of 70,000, he said.

Videocipher II turns an ordinary television signal into electronic gibberish and, at the right time and place, returns the gibberish to its original state so that it can be seen and heard on a conventional television set.

In the scrambling process, the video is inverted and stripped of its horizontal and vertical sync pulses. To foil the new digital television receivers that might stabilize the picture by locking in on the color burst signal in the absence of sync pulses, the color burst is shifted to a nonstandard frequency. The audio (one or two channels) is digitized, scrambled by what’s known as the Data Encryption Standard (DES) algorithm and combined with the digital control information that addresses each Videocipher II descrambler and tells it which signals to decode. The combined digital signal is transmitted along with the video in place of the horizontal sync pulses so that the entire analog-digital package takes up the same bandwidth as a conventional video signal—4.2 mhz.

M/A-Com acknowledges that the video scrambling can be cracked. Doug Lindquist, director, video marketing, video products group, M/A-Com Cable Home Communications Division, said an engineer or technician with enough time and money could produce a clear picture from the scrambled signal.

Unscrambling M/A-Com's Videocipher II

But, he said, the would-be descrambler would probably give up before figuring out how to pull out intelligible audio.

Descrambling the audio of a program or channel requires not only a Videocipher II key. And, as noted above, the chances of the right key is one in 72 quadrillion. The security of Videocipher II’s audio encryption lies in a “hierarchy of keys.” The “descrambler key,” imbedded within the silicon chip of each descrambler, descrambles the “monthly key” containing its digital address. The monthly key descrambles one or more of the program keys, each of which corresponds to a channel or, in some cases, a program within a channel. Each program key generates an ever-changing stream of “working keys,” which unscramble the audio of the program key’s corresponding channel or program.

Wendell Bailey, vice president, science and technology, National Cable Television Association, who studied Videocipher II and several other scrambling systems when NCTA was considering setting up a consortium of cable operators to speed the introduction of scrambling, vouches for the security of Videocipher II. “I just don’t believe it’s possible in any rational sense to crack the audio,” he said.

According to Bailey, cable engineers have tracked down and found at least two home-made devices capable of descrambling the Videocipher II’s video, but he knows of no one who has found a unit capable of deciphering the audio.

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The first high-tech "western" in space.
The pop phenomenon of the 1986-87
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Format: One hour musical variety special
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Format: 1/2 hour weekly anthology series
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 A fast paced, irreverent weekly half hour filled with rollicking, hilarious, eccentric, electric comedy...devoted to satirizing today's world.

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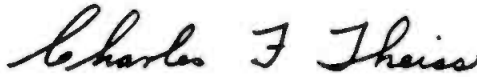
A special thank you to Capital Cities Productions for their participation, and especially for their efforts in dealing with the problem of drug abuse in the workplace, in the special, "High on the Job".

They, and all of you on this list, are high on our list of broadcasters who have a right to be proud of the job they're doing.

And we're proud to have been able to "LINE UP TO HELP".

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Cordially,



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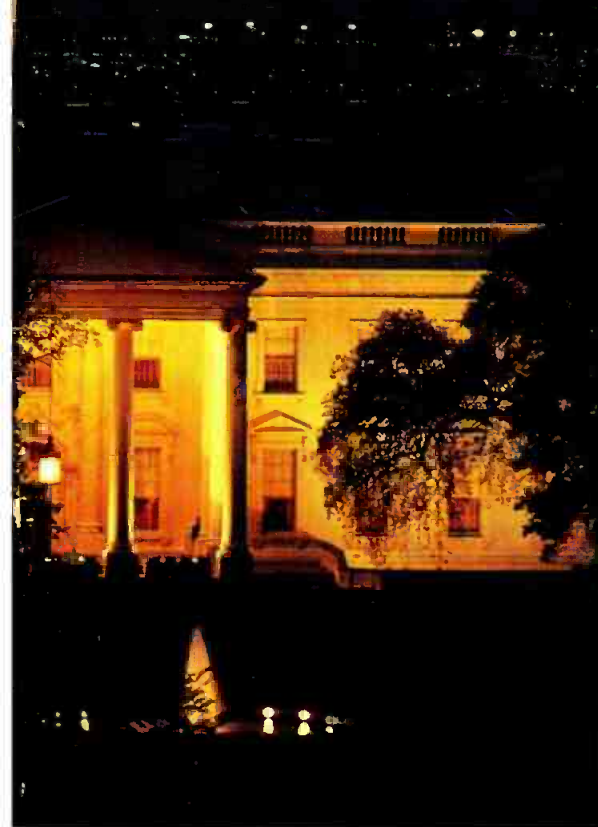


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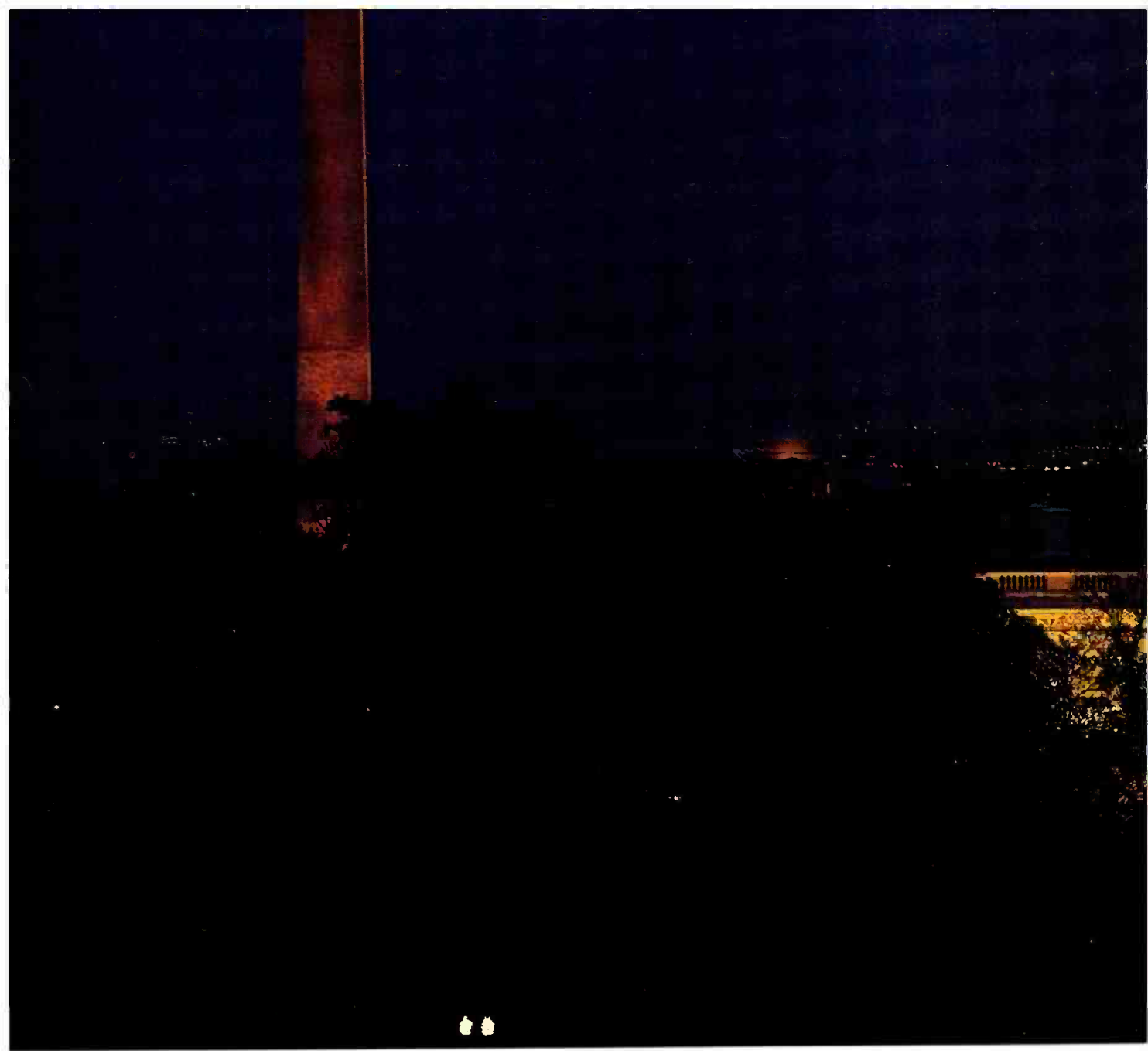
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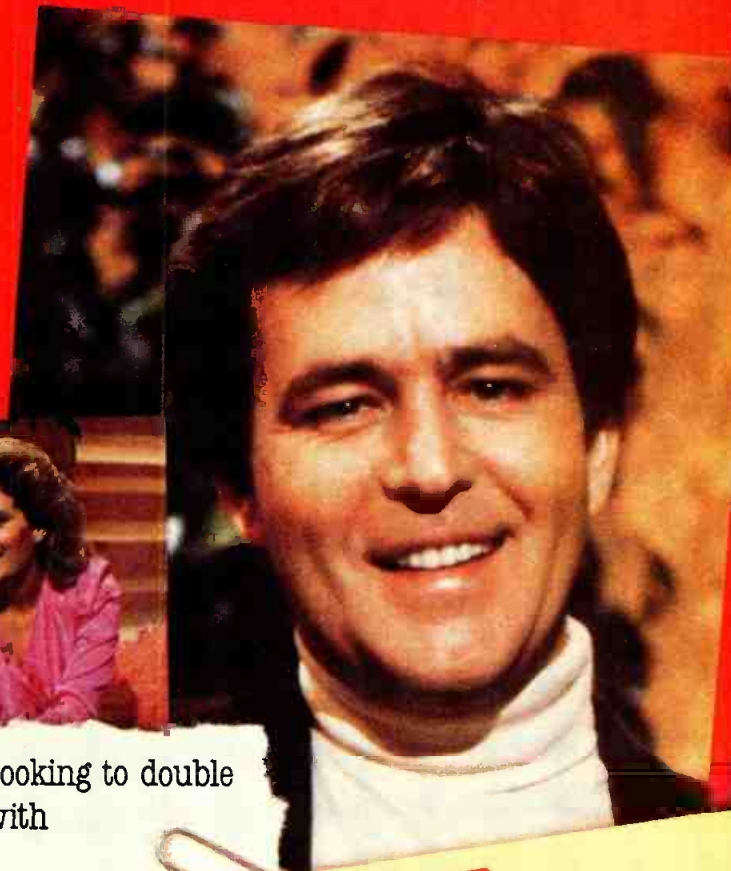
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275 Madison Ave., New York 10016

Newhart (90), St. Elsewhere (90), Hill Street Blues (124), WKRP in Cincinnati (90), Lou Grant (114), Rhoda (110), White Shadow (54), Streets of San Francisco (119), MTM Group (9), Concentration. **Staff:** Jim Victory, Chuck Wolfertz, Ben Okulski, John Rohrs Sr., John Rohrs Jr., Tom Sedarski.

Warner Bros. Television 2226-27
4000 Warner Blvd., Burbank, Calif. 91522

Bugs Bunny & Friends (100), Porky Pig & Friends (156), TV3* (13), Warner 26, Volume 25 (24), TV2 (13), Volume 24 (18), Volume 23 (20), 13 Classic Thrillers II (13), TV1 (13), Volumes 13 (25), 14-15 (13), 16 (18), 17 (23), 18 (28), 19 (29), 20 (30), 21 (26), 22 (38), Volume IA (24), IIA (22), FBI Story (4), Tarzan features (32), Bowery Boys (48), 13 Classic Thrillers (13), Starlight 3 (30), 4 (30), 5 (28), 6 (25), Special Features (17), V*, Bare Essence, Thorn Birds, Pearl, Scruples, Roots, Roots: The Next Generations, Night Court*, Matt Houston*, Private Benjamin (39), Alice (202), Welcome Back Kotter (95), Chico and the Man (88), F Troop (65), Superman (104), Batman/Superman/Aquaman (69), Dukes of Hazzard (147), Harry O (44), Wonder Woman (61), Kung Fu (62), The Waltons (221), FBI (234), Tarzan (57), Maverick (124), Phenomenon of Roots, David Wolper Specials of the '70's (30). **Staff:** Charles McGregor, Mauro Sardi, William Hart, Ed Donaldson, Bill Seiler, John Louis, John Laing, John Bryan, Gary Cozen, Paul Simon, Ken Fournier, John Chickering, Dee Eulberg, Dan McRae, Sharon Kneller, Eleanor Liebs, Steven Konow, Erwin Markisch, Joe Kivlehan, Louis Marino, Bruce Hoffman.

Worldvision Enterprises 27th floor
660 Madison Ave., New York 10021

Rambo* (65), Centurions* (65), Funtastic World of Hanna-Barbera*, The Jetsons* (65), Sectaurs*, Chuck Norris*, Yogi's First Christmas*, For the People*, Throb*, Starring the Actors*, A Shark's Paradise*, Love Boat II*, That Girl* (136), Douglas Fairbanks Jr. Presents* (115), Dark Shadows* (260), Barnaby Jones (177), Little House on the Prairie (216), Love Boat (249), The Invaders (43), The Fugitive (120), Dark Shadows (780), Man from Atlantis (20), Doris Day Show (128), The Rebel (76), Mod Squad (124), Ben Casey (153), Combat (152), One Step Beyond (94), Next Step Beyond (24), Wonders of the Wild (26), N.Y.P.D. (49), F.D.R. (27), One Man Show (26), People's Choice (104), Wendy and Me (34), Don Lane Show (130), Range Rider (78), Annie Oakley (80), Buffalo Bill Jr. (42), Adventures of Champion (26), Take My Word for It (130), Return to Eden (22+6), Holo-

caust (10), Against the Wind (13), Prime I (10), Prime II (16), Prime III (16), Prime IV (26), Prime V (26), Prime VI (19), Prime VII (25), Jackson Five (23), Banana Splits & Friends (125), H-B's World of Super Adventure (129), Fun World of Hanna-Barbera (84), Saturday A.M. at the Movies (6), George of the Jungle (17), Casper the Friendly Ghost and His Friends (244), Jerry Lewis Show (17), Josie & the Pussycats (16), King Kong (26), Lancelot Link (17), Milton the Monster (26), Wonderful World of Professor Kitzel (104), Reluctant Dragon & Mr. Toad (17), Top Cat (30), Wait Till Your Father Gets Home (48), Discovery (103), Smokey the Bear (17), Come Along (13), The Bobby Vinton Show, An Evening with Irish Television, Ron Luciano's Lighter Side of Sports, A Christmas Carol, Amahl and the Night Visitors, Jack Nicklaus at the Home of Golf, Fabulous Sixties (10), The Bay City Rollers, Echo I (17), Herbie Mann/Rahsaan Roland Kirk, Is it Christ?, The Last Nazi, Raphael, Roberta Flack/Donny Hathaway, A Little Bit of Irish, The World of Miss World, The Newfangled Wandering Minstrel Show, The Musical Ambassadors, Russian Festival of Music and Dance. **Staff:** Kevin O'Sullivan, John Ryan, Bert Cohen, Tom Devlin, Jerry Rettig, Jim Thomson, Bill Baffi, Randy Hanson, Paul Danylik, Burt Rosenburgh, Kaki Holt, Jesse Weatherby, Marty Weisman, Tim Davis, Gene Ferry, Victoria Quoss, Tim Newman, Jerry Kaufer, Ben De Augusta, Mel Watson, Paul Crouch, Dan Willis, Harrington Silva, Rita Scarfone, John Riggio, Diane von Gal, Margaret Mollo.

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Acama Star I (24), II (26), Martial Arts Theater (43), Bill Burrud's Wonderful World of Travel (26), Bill Burrud's World of Adventure (26), The Explorers (13), Boxing (51), Wrestling (51), Body Buddies (65), film classics. **Staff:** William Morrison, James Sowards, John Cosgrove, Bill Seymour.

Almi Television Prince Conti
1585 Broadway, New York 10036

Almi Film Festival I* (10), Children's Cinema Classics* (33), The Ninja Connection* (13), Thriller (18), She's A Lady (19), Hot Rocks (10), Kitten's Christmas, Great Comedy Volume I (32) and II (15), Passport to Adventure (33). **Staff:** Dan Harrison, Mary Voll, Debbie von Ahrens.

Cannon Distributors
6464 Sunset Blvd., Suite 1150, Hollywood, Calif. 90028

Dayan, The Sea Hawk, The Flirtation Package (13), The Heartwarmer Package, Challenge I and II, The Premium Package, Johnny Mack Brown (27). **Staff:** Stanford Blum, Ellen Cantor.

R.T. Donnelly Ent. Royal Orleans
21588 Rambla Vista Dr., Malibu, Calif. 90265

Tony Randall, Phyllis, Three Stooges Cartoons. **Staff:** Bud Donnelly.

Eastman Kodak Hilton
343 State St., Rochester, N.Y. 14650

Staff: William Koch, Leonard Coleman, Richard Schafer, Jim Parker, W. Hunter Low Jr., Edward Howell, Robert Woolman, John McDonough.

Fusco Entertainment Marriott
850 Seventh Ave., New York 10019

Peter Gunn (114), Robin Hood (143), Sir Lancelot (30), The Invisible Man (26), The Buccaneers (39), Sword of Freedom (39), Yancy Derringer (34), Foreign Intrigue (156), Star Performance (153), Star & Story (26), Mr. Lucky (34), Colonel March (26), My Hero (33), Lively Country (78), 50's Connection (24), Just Jazz (39), The Music Store (26), Backstage (26), Music Circle (26), Behind the Scene (47), Friends of Man (45), Biography (65), Disaster (26), Battle Line (39), Almanac (377), John Fitzgerald Kennedy, Marilyn Monroe, Jonathan Winters Salute to Baseball, Elements of the Unknown, Flip Wilson's Salute to Football, Invisible Influences, Riders of the Silver Screen. **Staff:** Jeffrey Smith.

Klein & Intercontinental
1111 S. Robertson Blvd., Los Angeles 90035

Castles & Concerts (16), History's Mysteries (26). **Staff:** Bob Klein, Jim Jackson.

Netcom Hilton
1702 Union St., San Francisco 94123

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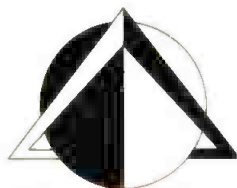
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World Events Productions 1264
4935 Lindell Blvd., St Louis 63108

Voltron...Defender of the Universe (125), Voltron special. **Staff:** Ted Koplak, Peter Keefe, John Teichmann, Brett Cervantes, Lee Mann, Tom Burton.

**World Wrestling Federation/
Titan Sports** 1625
5 Edgewood Ave., Box 4520, Greenwich, Conn. 06830

WWF Championship Wrestling, All-Star Wrestling, Superstars of Wrestling, TNT*. **Staff:** Vincent McMahon, Linda McMahon, James Barnett, Frank Tomeo, Jo-

seph Perkins, James Troy, Basil DeVito, Hulk Hogan.

Worldvision
(see Westin listing)

WW Entertainment 426
205 E. 42d St., New York 10017

Skyways* (130), Best of Groucho (130), Black Belt Theater I (13), 2 (26), 3 (13), 4* (27), WW Entertainment I (16). **Staff:** George Hankoff, Louis Israel.

Yorkshire TV
32 Bedford Row, London WC1

Zweites Deutsches Fernsehen 1506

Westin Canal Place exhibitors

Columbia Pictures TV 29th floor
Columbia Pl., Burbank, Calif. 91505

Carson's Comedy Classics (130), The Real Ghostbusters* (65), Naked City (99), Riptide*, T.J. Hooker* (93), What's Happening Now (22), Barney Miller (170), Benson (90), Carter Country (44), Charlie's Angels (115), Fantasy Island (130), Fish (35), Here Come the Brides (52), Limited Engagement* (260), Mr. Magoo (90), Hart to Hart (112), Police Story (84), Police Woman (91), The Real McCoys (224), Soap (93), Starsky & Hutch (92), SWAT (37), That's My Mama (39), What's Happening (65), Wyatt Earp (226), TV 20 (20), Volume IV (23), Volume V (26), Volume VI (21), Columbia Gems, Prime Four. **Staff:** Herman Rush, Joseph Incelli, Dick Woollen, Steve Astor, David Mumford, Larry Lynch, Bill Clark, Tom Holland, Valerie Rohrer, Doug Roth, June Burakoff-Smith, Herb Weiss, David Jacquemin, Steve Mulderrig, Dick Campbell, Mitch Sallitt, Marlynda Salas, Don Bryan, Tim Overmyer, Jay Silha, Noranne Frisby, Ken Doyle, Don Toye, Dain Fritz.

Columbia Pictures Intl. Television
Presidential suite
Columbia Pl., Burbank, Calif. 91505

Benson (158), Carson's Comedy Classics (130), Crazy Like a Fox (26), Hell Town, T.J. Hooker (88), It's a Great Life (120), Last Precinct (8), Lime Street (13), Ripley's Believe It or Not (82), Sisters (6), Stir Crazy (10), Tough Cookies (6), What's Happening Now (22), Alice in Wonderland, Badge of the Assassin, Boys Town, Deceptions, Eagle and the Bear, Gidget's Summer Reunion, A Winner Never Quits—The Pete Gray Story, I Dream of Jeannie—15 Years Later, Jenny's War, The Other Lover, Outrage, Out of the Darkness, Passion Flower, Stingray, Stranded. **Staff:** Brian McGrath, Strauss Zelnick, Susan West, Helios Alvarez, Nelson Duarte, Alvaro Mutis, John Migicovsky.

MCA TV 28th floor
445 Park Ave., New York 10022

Knight Rider* (90), Universal Pictures Prestige 13*, Universal Pictures Exploit-

able 13*, The A Team* (128), Harper Valley* (29), Operation Petticoat* (32); The Blinkins*, Universal's Marvelous Twelve*, Puttin' on the Hits Year 3* (36), FTV Year 2* (26), Win America Sweepstakes*, Whiz Kids/Voyagers (52), Street Hawk* (52), Simon & Simon (125), Gimme A Break (110), Black Sheep Squadron (50), Magnum (129), Banacek (16), The Columbo McCloud McMillan Mystery Movies (124), That's Incredible (165), Quincy (148), Buck Rogers (37), Kojak (118), Rockford Files (125), House Calls (57), B.J./Lobo Show (86), Incredible Hulk (85), Baretta (82), Alias Smith & Jones (43), Six Million Dollar Man (108), Bionic Woman (58), Emergency (136), Jack Benny Show (104), Leave It To Beaver (234), McHale's Navy (138), Munsters (70), Woody Woodpecker & Friends (360), Olivia Newton-John Let's Get Physical, Universal Pictures Debut Network (33), Universal's Most Wanted List (23), Hit List (36), Universal Network Movies 85 (85), Battlestar Galactica (12), Champagne Movies 34 (34), Ninety Minute Movies (49), Universal Grand 50 (48), Universal Star Spangled 33, Universal World Premiere (35), Comedy Festival I (26) and II (26), Universal 40 (39), Universal 49 (49), Universal 52 (52), Universal 50 (45), Paramount Pre 48 (496), Paramount 100 Select (100), Universal 53 (52), Universal 123 (116), Universal 260 Select List (260), Universal Color 100 (99), Universal 36 Black and White Elite (36), 77 Horror Greats (77), Western Roundup (26), Reserve (169), Diabolic Dozen (12), Switch (70), Five Star Mystery (87), The Bold Ones (98), Ironside (198), It Takes a Thief (65), The Name of the Game (76), Rod Serling's Night Gallery (97), Run For Your Life (85), Rich Man, Poor Man, Book 1 (12), Rich Man, Poor Man, Book 2 (22), Best Sellers 1 (30), Best Sellers II (33), The Deputy (76), Mickey Spillane's Mike Hammer (78), Thriller (67), Men from Shiloh (23), Wagon Train (32), Dead End Kids Movies (7). **Staff:** Al Rush, Lou Friedland, Don Menchel, Shelly Schwab, Carl Russell, Chuck Gerber, Marc Grayson, Phil Conway, Mort Slakoff, Bert Herbert, Paul Hoffman, Jeff McElheney, Tom

Maples, Bill Smith, Jim Kraus, Richard Nailling, David Brenner, Bobbi Fisher, Stephanie Beatty, Lori Shecter, Karen Volkman, Don Micallef, Kate Kelleher, Geri Pare, John Carson, Charlotte Sweet, Ernie Goodman, Sara Rutenberg, Lin Oliver, Inger Jensen, Steve Teamkin, Bill Vrbanic.

MCA TV International 28th floor
100 Universal City Pl., Universal City, Calif. 91608

Book Adventures (13), Donkey Kong (13), Woody Woodpecker and Friends (113), World Premieres (175+), Movies for TV (100+), Best of the Series I and II (26), Super Cine I, II, III and IV (54), Premier Mundial (156), Vaquero (60), Musi-comedia (24), Adventurama (26), Lo Mejor de las Series (23), Best Sellers (91), Centennial (26), Acts of Peter & Paul, Masada, Alfred Hitchcock* (13), George Burns Comedy Week* (13), The Equalizer* (13), The Insiders* (13), Misfits of Science* (12), Blackie's Magic* (12), He's the Mayor* (13), Dalton* (9), Airwolf (49), A-Team (81), Battlestar Galactica (58), BJ and the Bear (47), Buck Rogers in the 25th Century (37), Charles in Charge (22), Codename: Foxfire (7), Foul-ups Bleeps and Blunders (28), Gangster Chronicles (13), Gimme A Break (87), Harper Valley (29), Hawaiian Heat (12), House Calls (57), Incredible Hulk (85), Knight Rider (68), Magnum (106), Miami Vice (46), Murder She Wrote (46), Otherworld (8), Quincy (150), Rockford Files (124), Scene of the Crime (5), Simon & Simon (107), Still the Beaver (26), Street Hawk (13), Tales of the Gold Monkey (22), Voyagers (20), Charley's Aunt, Complete Beatles, Coming Soon, Crosby Stills Nash & Young in Concert, E.T. and Friends: Magical Movie Visitors, Rick Springfield Live'n Kickin', Utopia, World's Greatest Circus, Sugar Ray Leonard's Golden Gloves (26), Salute (12), Puttin' On the Hits (38). **Staff:** Robert Bramson, Colin Davis, Peter Hughes, Ron Suter, B. Barte, Myriam Ormos, Paco Padilla, Wanderley Fucciolo.

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CNN Television and Headline News, Goodwill Games*, SEC Football*, Big 10 Football*, Super Football Saturday Night*, World of Cousteau (28), Centennial (26), Chart Busters*, Women in White, The Last Convertible, Black Beauty, American Caesar, Cousteau/Riders of the Wind*, Cousteau/Haiti Expedition*, World of Audubon*, Battle of the Planets (85), Behing the Veil, Our Finite World, Okefenokee Swamp. **Staff:** Henry Gillespie, Sidney Pike, Robert Schuessler, Robert Rierson, Tom Todd, Lee Turner, Ken Christensen, Carol Bomberger, Charles Bonan, Colin Chisholm, Richard Hylen, Arthur O'Connor, Paul Wischmeyer.

TV Executive 1037

Twentieth Century Fox 673
10201 W. Pico Blvd., Los Angeles 90035

Circus (52), That's Hollywood (74), Banko*, Dance Fever (26), Dream Girl USA* (25), 9 to 5* (52), \$100,000 Pyramid*, Movers and Shakers*, Animal Express (130), Batman (120), Daniel Boone (120), Fall Guy (112), Ghost and Mrs. Muir (50), Jackie Gleason Show (100), Julia (86), Laricer (51), Land of the Giants (51), Lost in Space (83), M*A*S*H (255), Nanny and the Professor (54), Room 222 (113), Trapper John (154), Voyage to the Bottom of the Sea (110), 12 O'Clock High (78), Big 36 (36), Century 5, 6, 7, 8, 9, 10, 11, 12, 13 (220), Charlie Chan (20), Fox I, II, III, IV, V and VI (204), Fox Hollywood Theater '85*, Fox Mystery Theater (13), Laurel & Hardy (6), Planet of the Apes (5), Premiere 1 (20), Time Tunnel (5), Fox Movietone News (520), Charles Dickens Animated Classics (8), Hollywood: The Gift of Laughter, The Making of M*A*S*H. **International:** Charlie and Co. (22), A Letter to Three Wives, The Long Hot Summer, Love Thy Neighbor, Mr. Belvedere (28), Peyton Place: The Next Generation, Sentimental Journey, The Sun Also Rises. **Staff:** Barry Diller, Alan Horn, Jonathan Dolgen, Michael Lambert, Joseph Greene, Tony Bauer, Dennis Juravic, Gary Butterfield, Harry Mulford, Michael Newsom, James Puffer, Al Shore, Victor Zimmerman, John Walden, Charles Gersch, Benson Begun, Michael Doodan, Stanley DeCovnick, Jerry Greenberg, John Garofolo, Barbara Van Buskirk, Harold Potter, William Saunders, Peter Broome, Elie Wahba, Gustavo Montaudon, David Jackson, George Krieger.

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Viacom Entèrprises 1013
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Exclusive* (39+13), MTV Video Countdown* (52), The Honeymooners* (107), Star Games* (26+26), Comedy Break* (260), Bizarre (125), All in the Family (207), Mary Tyler Moore (168), Bob Newhart (142), Life and Times of Grizzly Adams (37), Cannon (124), Beverly Hillbillies (168), Hawaii Five-O (200), Clint Eastwood/Rawhide (217), Gunsmoke (226), Gomer Pyle (150), Hogan's Heroes (168), Andy Griffith Show (249), Twilight Zone (168), I Love Lucy (179), Honeymooners (67*+39), Petticoat Junction (148), Circus (25), December Bride (154), Dick Van Dyke (158), Family Affair (138), Family Feud (260), Have Gun Will Travel (156), Marshall Dillon (233), Millionaire (188), My Three Sons (160), Our Miss Brooks (127), Perry Mason (245), Rookies (90), Spy (6), Trackdown (71), Wild Wild West (104), You Are There (65), Terrytoons (689), Harlem Globetrotters (22), The Alvin Show (26), Peter the Great, Mistral's Daughter, Master of the Game, The Gambler Trilogy, Viacom Features I through X, Viacom Movie Greats, The Legend Group, GASP, The Exploitable, The Explodables, Thematics, Young and Reckless. **Staff:** Ralph Baruch, Terrence Elkes, Kenneth Gorman, Bud Getzler, Ron Lightstone, Bud Getzler, Jules Haimovitz, Tom Tannenbaum, John Brady, Joseph Zaleski, Dennis Gillespie, Michael Gerber, Paul Kalvin, Toby Martin, Eric Veale, Elissa Lebeck, Richard Dorfman, Kenneth Werner, Gerald Pinks, Paul Calame, Lisa Merians, Betsy Vorce, Katherine Hogan, Willard Block, Raul Lefcovich, James Marrinan, Noreen Brittenham, Joseph DiSalvo, Sean Deneny, Brooks Carroll, Al Miller, Frank Flanagan, Mary Crescas, James McCormick, Gloria Martin, Dennis Emerson, David Campbell, Mike Kasanoff, Martha Burke-Hennessy.

Victory Television
(see Westin listing)

Video Age International 1242
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Video Tape Co. 1056
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Videotape duplication, tape/satellite program distribution services, standards conversion, film-to-tape transfer. **Staff:** Keith Austin, Frances Van Paemel, Dick Millais, Marilyn Davis, Catherine Malatesta, Sharon Beverly.

Visual Productions 1172

Vitt Media 1421
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The Polka Dot Door (185), The How-to Package (78), All Being Well* (13), Front Runners* (10), Fish On* (13), International Ballet Festival. **International:** New Zoo Review (195), Dick Dead Eye, Outcry, Echoes, Children of Rage, Wall Street Journal Report (52). **Staff:** Richard Olsen, Bill Morton, Sheldon Senzon, Suzan Couch, Christine Barros.

Brent Walker Film & Theater
Warner Bros. Television
(see Westin listing)

WDR International 1506
Wednesday's Child Adoptions 938
5350 Leetsdale Dr., Suite 10, Denver 80222

Wednesday's Child features. **Staff:** Dr. Dixie Davis, John Wolf, Victor Kirk, Marvele Gayle, Barbara Holmes.

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2055 Saviers Rd., Suite 12, Oxnard, Calif. 93033

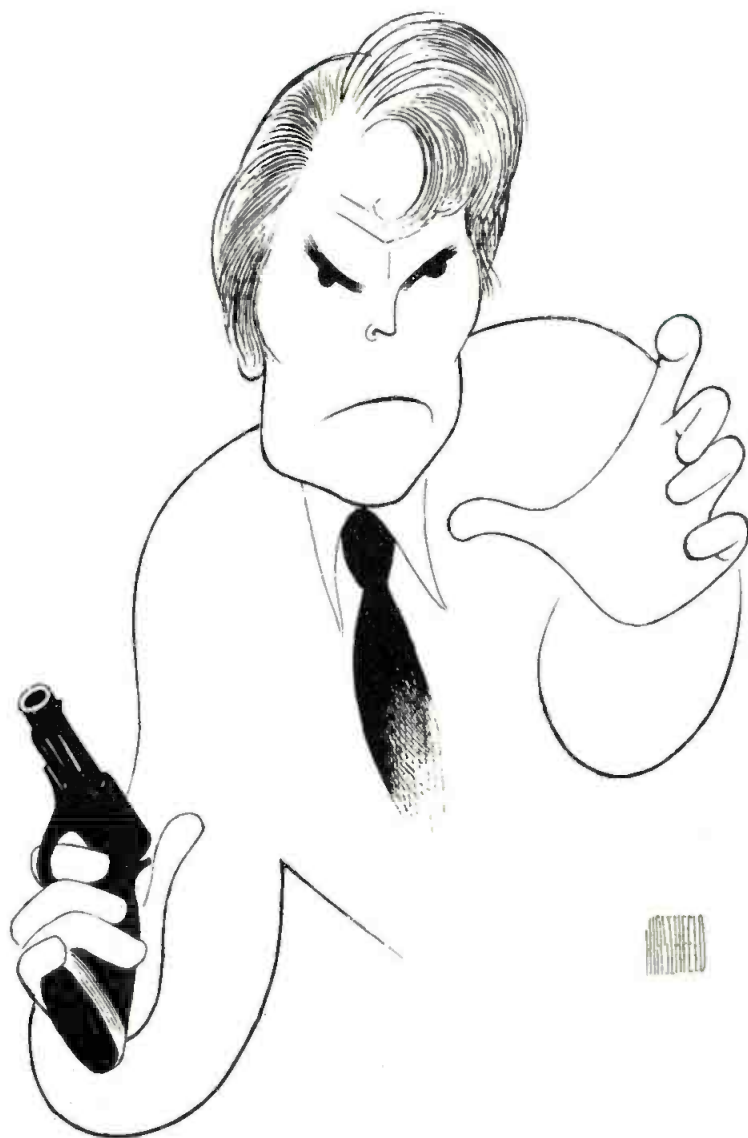
Kids Say the Darndest Things*, For Adults Only, Galaxy 15 (15), Golden Showmanship 9 (9), Impact (120), Parade 4 (4), Vintage Flicks (24), Westerns (60), The Brave Rifles, Our Time in Hell, Those Crazy Americans, The Black Coin (15), The Clutching Hand (15), Custer's Last Stand (15), Glitter, Glamour & Gags—That Beauty Contest, America Confidential (5), The Stan Kann Show (52), The Adventures of Jim Bowie (76), Bill Dana Show (42), Canine Comments (13), Craig Kennedy Criminologist (26), Good Morning World (26), I Married Joan (98), Make Room for Daddy (161), My Little Margie (126), Rocky Jones Space Ranger (39), Thrill of Your Life (13), Waterfront (78), The Chuckle Heads (150), Alice (10), Krazy Kid Kartunes, Nursery Rhymes. **Staff:** Adrian Weiss, Steven Weiss, Ethel Weiss, Laurie Weiss.

Western-World Television 1113
10490 Santa Monica Blvd., Los Angeles 90025

The Scarlet Letter, Enterprise (35), Magnox* (6), Amy, The Ghost Writer, Pavarotti, Nova (61), 1915 (7), Risking It All (26), Frankenstein, Dead Wrong, Thunder Sub (27), Threads, Survive (6), Music of Your Life, War and Man (7), Search for Alexander the Great, Thunder Sub*, Seeing Stars* (65), Hollywood Insider* (40), White Man's Legend*, Man of Letters*, Kindred Spirits*, Crime of the Decade*, Every Move She Makes*, Mail Order Bride*, Sweat of the Sun—Tears of the Moon*, Palace of Dreams*, Wild South*. **Staff:** Robert Springer, Julio Gonzalez-Reyes, Belinda Menendez.

William Winckler Prods. 545
4383 Winnetka Ave., Woodland Hills, Calif. 91364

Tekkaman the Space Knight (13), Tekkaman the Space Knight Special, Tekka-



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SFM Entertainment 933
1180 Avenue of the Americas, New York 10036

The George Steinbrenner Show* (26), The Texas 150th Birthday Celebration*, Directions*, Stamp of Greatness*, Zoobilee Zoo*, SFM Holiday Network (11), SFM I (6), Jayce & the Wheeled Warriors (65), Rose-Petal Place, Faces of Love (8), March of Time (205), Crusade in the Pacific (26), Crusade in Europe (26), Indomitable Teddy Roosevelt, Dayan's Israel, The Golden Twenties, The Vatican, We Are the Marines, The Made-for-TV Election, The Dione Lucas Cooking Show, The World of Tomorrow, Hugga Bunch. **Staff:** Stanley Moger, Jordan Ringel, Joe Gerard, John Doscher, Jim Hergen, Amy Sauertieg, Maria Carayas, Dianne Brand, Mike James, Dave Grimm, Virginia Jucius, Allan Infeld, Joel Zaremby, Bob Perlstain, Gary Montanus.

SFP 233

Silverbach-Lazarus Group 247
9911 W. Pico Blvd., Los Angeles 90035

For the Term of His Natural Life*, The Last Days of Marilyn Monroe*, No Earthly Reason*, The First Annual 16 Magazine Readers' Awards*, Post Newsweek Specials*, Las Vegas This Month*, The Littlest Hobo (114), Cimarron Strip (23), Explore (13), Phenomenal World (11), Best Christmas Pageant Ever, Quincy Jones special, Faerie Tale Theatre (26), Terror! **Staff:** Alan Silverbach, Herb Lazarus, Toby Rogers, Steve Syatt, Gerald Feifer, Nicole Wonica, Betty Jane Metz.

Simcom 1172

Special Events Television 1241
2709 B Pinedale Rd., Greensboro, N.C. 27408

NASCAR Championships (11), Snow Job (54), This Week in Motor Sports. **Staff:** Jim Wiglesworth, Richard Ozan, Jack Markham, Paula Sevigny.

Sports Legends/Bert Rotfeld 1132
27 City Line Ave., Bala Cynwyd, Pa. 19004

Bob Uecker's Wacky World of Sports* (12), I've Heard that Song Before* (52), Breakfast with the Stars* (52), Best of War of the Stars*, Greatest Sports Legends: Class of 85*, Greatest Sports Legends Third Annual Reunion*, Greatest Sports Legends (52), War of the Stars (12), Steve Landesberg/Sports Fan. **Staff:** Bert Rotfeld, Steve Rotfeld, Krista Clark, Lisa Jacobs, Lori Busch.

Studio Hamburg Atelier GmbH 1506

Sullivan Films 1172

Sunbow Productions 481
380 Lexington Ave., New York 10168

My Little Pony and Friends* (65), The Transformers (65), G.I. Joe—A Real American Hero (90), JEM*, Super Saturday/Super Sunday (15), The Great Space Coaster (140). **Staff:** Tom Griffin, Art Heller, Michael Brochstein, Heidi Kahme, Lisa Klasner, Mary Tricoli, Cindy

Markus, Carole Weitzman, Ellen Kroner, Debbie Heineman, Elise Goyette, Gary Wald, Jan Cooper.

Survival/Button

Syndicast Services 925
2 W. 45th St., New York 10036

Terrahawks* (39), Wall Street Journal Report, Kidsworld, Pro Wrestling USA, College Football Previews, College Basketball's Top 10, Sports Challenge, The Woman Who Willed a Miracle, Barbara Mandrell & The Mandrell Sisters Thanksgiving and Christmas Specials, The Second Annual Mrs. Woman of the World Pageant, The Christmas Raccoons, The Man in the Santa Claus Suit, 1985 R&B Countdown, The 1986 Golden Globe Awards, Aloha from Hawaii, The Raccoons on Ice, Gameplan to the Super Bowl, Where Do We Go From Here?, A Look at Grammy, Lou Rawls Presents the Third Annual Black Gold Awards, Perry Como's Easter Special, A Look at the Academy Awards, Return to Iwo Jima, The Unknown Soldier, 1986 Mrs. America Pageant, The Demon Murder Case, One Night With You. **Staff:** Leonard Koch, Gerry Lepkanich, Terry Paolillo, Bernie Schulman, Cyndy Wynne, Jay Whalen, Vicki Jo Hoffman, Mari Kimura.

Taffner/Ltd. 557
31 W. 56th St., New York 10019

Benny Hill (85), After Benny (40), The Thames Comedy Originals (156), Man About the House (39), George & Mildred (38), Keep It in the Family (31), Robin's Nest (48), Best of Benny, Blood & Honor (5), Too Close For Comfort (104), Check It Out (52), Ted Knight Show (52), Hollywood (13), World at War (36), Destination America (9), Three's Company (222), Too Close for Comfort (107), The Ropers (26), Three's A Crowd (22), Benny Hill Specials I and II, Danger Mouse (50), Crime Inc. (7). **Staff:** Donald Taffner, John Fitzgerald, Chuck Larsen, Mike Fahn, Merritt Sticker, Ed Nugent, Denny Moore, Mary Lou Bradley, Chris Gordon, Don Taffner Jr., Rosemary Berry, Annette Bergh, Rick Karo, Bob Gillespie, Martha Strauss.

Telefilm Canada 1172

Telepictures (see Lorimar) 740

Telepool GmbH 1506

Teleproductions 1615

Television Program Enterprises/Operation Prime Time 391
875 Third Ave., New York 10022

You Write the Songs* (260), The Start of Something Big (52), Star Search (52), Lifestyles of the Rich and Famous (52), Solid Gold (52), Entertainment Tonight/This Week (52), Challenge of the Gobots (260), Smurfs* (260), Strong Medicine*, Hold the Dream*, Key to Rebecca, A Woman of Substance, Sadat, Blood Feud, Helen Keller: The Miracle Continues, Supermodel of the World*, Solid

Gold Countdown, Lifestyles Picks the World's Best, Star Search Junior (2), Solid Gold Summer, Lifestyles of the Rich and Famous, Solid Gold Christmas, Hanna-Barbera Presents. **Staff:** Al Masini, Phil Flanagan, Mary Jane Hastings, Rick Meril, Rich Levy, Ted Rudolph, Cathy Forbes, Ed Monahan, Mike Portney, Howard Levy, Harvey Gamm, Mike Shaw, Rich Grove, Jeff Kinney, Bill Andrews, Len Giarraputo, Ollie Treyz, Noreen Donovan.

Television Program Source 1144
1155 Avenue of the Americas, 30th floor, New York 10036

The Nighttime Price Is Right, Card Sharks*, And Now You See It*. **Staff:** Robert King, Alan Bennett, Robert Peyton, Peter Lenz.

Television/Radio Age 625

Teleworld 765
245 W. 55th St., New York 10019

Kennedy*, Mistral's Daughter*, Spiderman Movie Specials, Chiefs, Teleworld's Top 50, Star Maidens (13), Castaway (13), Prestige I (10). **International:** Heritage: Civilization and the Jews, Powerhouse (16), The History Makers I (13) and II (26), International Award Theater (14), Witness to Yesterday (26), Prestige I (13), Prestige II (5). **Staff:** Robert Seidelman, Noah Jacobs, Don Joannes.

TF 1 226

Thames Television 557
149 Tottenham Court Rd., London W1P 9LL

Danger Mouse* (50), Crime Inc.* (7), Benny Hill Show (85), Benny Hill Specials (5), Thames Comedy Originals (156), The World At War (26), Hollywood (13), World at War specials (10). **Staff:** Mike Phillips, Roger Miron, Tricia Friswell, Peter Davies, John Hambley.

The Telephone Auction Shopping 1413

Thomas-Gillum Productions 1344

Time Buying Services 940

TimeRite Inc. 1549
2500 Ridgmar Pl., Fort Worth, Tex. 76116

The Sunshine Factory, Country Crossroads, Cope, The Plant Groom, The Sloppy Cook. **Staff:** Bob Thornton, Claude Cox, Bonita Sparrow, Patrick Moody, Jerry Pillow, Jill York.

Titan Sports (see World Wrestling Federation) 1625

Toei Animation 1441

Trans World Teleproductions 861

Tribune Entertainment 257
435 N. Michigan Ave., Suite 1429, Chicago 60611

The Smurfs and the Magic Flute, GI Joe, Ghostbusters (65), Dempsey & Makepeace, At The Movies (52), A Married Man (2), U.S. Farm Report (52), Cornelia Connelly, Monte Carlo, Nadia, TV Net (12), Soul Train, Comedy Break, Rocker '85, Free at Last, The Making of Black



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Parrot Communications 865
Deans Corner Rd., Brewster, N.Y. 10509

Publisher of sourcebooks for TV Syndicator's Dreambook, TV Programmer's Dreambook, TV Advertising Dreambook, Barter TV Program Guide, TWX and mailing services to syndicators, stations, agencies, group owners, reps. **Staff:** Robert Mertz, Rae Ann Assorgi, Gloria Shannon Brunson.

Petry TV 656
3 E. 54th St., New York 10022

Staff: Jack Fentress, Dick Kurlander, Harry Stecker, Bobbee Gabelmann, David Allen, Ted Van Erk, Michael Membrado, George Blinn, William Fagan, Steve Eisenberg, Jerry Linehan.

Picture Music International

Pioneer Games of America 1415

Richard Price TV Associates 766
444 Madison Ave., New York 10022

A Country Practice (350), Viktoria Mullova and Maxim Shostakovich in Performance, Rafferty's Rules (14), Telechat (234). **Staff:** Robert Shay, Gloria Gallo, Michael Clark.

Prijatel Productions 1141
1612 Prosser Ave., Dayton, Ohio 45409

Memories of Martin* (45), The New Strassels Report* (82), The Missing Children Network. **Staff:** Donald Prijatel, Frank Di Graci, Sherry Sorrell, Lynn Goldenberg, Julie Prijatel.

Primetime Entertainment 766
444 Madison Ave., New York 10022

Primetime 90's (10), Primetime I (17), Trident I (15), Terrahawks (39), Doctor in the House (137), Raccoons, The Life and Adventures of Nicholas Nickleby (9), Paul Hogan Show (26), Agony (20), A Fine Romance (26). **Staff:** Robert Shay, Harvey Reinstein, Michael Clark, Louis Gonzalez.

Pro Celebrity Productions 280

Program Syndication Services 1457

405 Lexington Ave., New York 10174

Holiday Moments, Morning Stretch. **Staff:** Peggy Green, Suzanne Crowe, Marie Tuccille, Marti Wishengrad, Karen Davidson.

Prolusion Group 1172

Promark 331
11645 Montana Ave., Suite 319, Los Angeles 90043

It's a Wonderful Life, American Trail, The Gold Eagle Awards, Ricky Nelson/Fats Domino Live, From Hawaii with Love. **Staff:** David Levine, Judy Parker, Richard Parker, Igo Kantor, Karl Borchert, Jack Wismer, Bill Darby, Ron Rice, Enid Kuntor, Richard Holiday.

Purolator Courier Corp. 283
131 Morristown Rd., Basking Ridge, N.J. 07920

RAF/Global Video 242
17310 Sunset Blvd., Pacific Palisades, Calif. 90272

Staff: Robert Finkelstein, Thomas Headley, Michael Wex.

Raycom Sports 330
801 E. Trade St., Box 33367, Charlotte, N.C. 28233

Southwestern Conference Football, Big Eight Football, Atlantic Coast Conference Basketball, Metro Conference Basketball, Big Eight Basketball, Pacific Coast Athletic Association Basketball, Kickoff Classic, Liberty Bowl. **Staff:** Rick Ray, Dee Ray, Ken Haines, Ellen Bedell, Jim Duncan.

Republic Pictures 1133
12636 Beatrice St., Los Angeles 90066

Bonanza (310), Storybook Theater (5), Betty Boop (100), George Pal Puppets (42), Little Lulu (26), Max Fleischer Color Classics (32), Noveltoons (43), Christie Comedies (108), Funny Mann (130), Twenty Documentaries (20), The Champions (152), Favorite Holiday Features (5), Horror (35), John Wayne Classic Westerns (29), Kung Fu Gold (13), Mystery/Suspense (246), Nostalgic Musicals (47), Nostalgic Westerns (396), Roy Rogers' The Great Movie Cowboys (21), Science Fiction (28), Republic Serials (71), Paramount Short Subjects (500), Republic Cowboys (162), Young People's Favorites (8), African Patrol (39), Animal Secrets (24), Blue Angels (39), Boots and Saddles (39), Byline: Steve Wilson (39), Californians (69), Cameo Theater (26), Captain Nice (15), Captured (26), Car 54 Where Are You? (60), Commando Cody (12), Continental Classroom (160), Dean Martin (26), Falcon (39), Fibber McGee and Molly (26), Fireside Theater (100), Flip Wilson (26), Frontier Doctor (39), Get Smart (138), Glencannon (39), Goldiggers (22), Grand Jury (39), Great Gildersleeve (39), High Chaparral (98), How to Marry a Millionaire (52), International Playhouse (26), Jim Backus Show (39), Kentucky Jones (26), Klondike (18), Laramie (124), Laredo (56), Lilli Palmer Quality Theater (36), Loretta Young (187), Man Without a Gun (52), My World and Welcome To It (26), Not For Hire (39), Official Detective (39), Outlaws (50), Panic (31), People Are Funny (150), Pony Express (39), Richard Boone Show (25), Sheriff of Cochise (78), Silent Service (78), Steve Donovan (39), Stories of the Century (39), Stryker of Scotland Yard (13), Temple Houston (26), Theater of Stars (17), T.H.E. Cat (26), Third Man (77), This Is Alice (39), Union Pacific (39), U.S. Marshal (78), Victory at Sea (26), Walter Winchell File (39), Children's Letters to God, New Lion of Sonora, Ride the Wind, Seven Greatest, Billy Jean King's Tennis for Everyone, Mantovani, TVI Acts. **Internation-**

al: Gumby (22), Hot Dog (46), Fabulous Funnies, Acapulco (8), Accidental Family (16), Americans (17), Bill Cosby (52), Bill Dana (26), Bonanza (430), Dr. Kildare (200), Get Smart (112), Hero (16), H. R. Pufnstuf (17), Huck Finn (20), I Spy (82), Michael Shayne (32), Mr. Wizard (300), My Friend Tony (16), National Velvet (58), Red Skelton (24), Shirley Temple Theater (9), Tab Hunter (32), Theater of Stars (53), Get Smart, Alice Through the Looking Glass, All About Me, America and the Americas, specials (11). **Staff:** Aubrey Groskopf, Arthur Gross, Dick Jolliffe, Barry Bernard, Terez Kiely, Diane Foster, Dick Giltner, Lisa Ann Woodcock, Mickey Georgianna, Joe Termott, Patricia Fleming.

Research Technology 1617
4700 Chase Ave., Lincolnwood, Ill. 60646

Revcom Television 238

Rhodes Productions 227
124 11th St., Manhattan Beach, Calif. 90266

RKO Pictures 571
1440 Broadway, New York 10018

John Forsythe's World of Survival (200+21*), Harry's Game, The Secret Servant, Dick Turpin, Hollywood Tribute Series (8), Soldiers (13)*, I Do! I Do!, The Gin Game, Hughie, Cold Storage, Table Settings, Twigs, Scrambled Feet, Cheaters, Cyrano de Bergerac, Moliere, Tartuffe, Bullshot Crummond, Footlight Frenzy, Sganarelle, The Day the Universe Changes (10), Blackstone's Magic Show, An Evening with Helen Schneider, Neil Sedaka in Concert, Bobby Vinton, David Steinberg in Concert, An Evening with Helen Schneider. **Staff:** C. Robert Manby, Mark Seiler, Wynn Nathan, Bruce Casino, Joseph Ondrick, Stephen Robeck, Deborah Strauss, Clare Alter, Bill Gilbert, Jim Francis, Tom Seehof.

Hai Roach Studios Inc./Colorization 1008

1600 N. Fairfax Ave., Los Angeles 90049
Laurel and Hardy films (26). **Staff:** Jody Shapiro, Rob Word, Andy Kaplan, Robin French, Hai Gaba, David Evans, Stephen Morley-Mower.

Sacis/Cinecitta 1304

Sandoval Productions 1169
3142 Dona Sofia Dr., Studio City, Calif. 91604

Staff: Rik Sandoval, Jackie English.

Satori Television 965
330 W. 42d St., Penthouse Suite, New York 10036

Alligator Package* (10), Dimension (15), Dimension II* (15), Shock Theater (8), Family Entertainment (13), Family Entertainment II* (18), The Wombles (13). **Staff:** Ernie Sauer, Gary Conner, Cindy Stern, Hank Gusik, Judith Jones, Joe Martino.

Scott Entertainment 1331

Select Media 1247
123 E. 54th St., New York 10022



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MG Perin/ARP Films 670
124 E. 40th St., New York 10016

Loving Couples, The Best of Your Show of Shows (65), Gateway to Liberty (50), The Winning Moment (30), B.C. The First Thanksgiving, B.C. A Special Christmas, Gathering Storm, The Finest Hours, Churchill and the Generals, A King's Story, Action I* (40), Action II* (19), Cicero The Queen's Drum Horse, Gumbo* (32), The Man from Buttonwillow*, Les Misérables*, Magic Adventures*, Spirit of Independence (208), Coral Jungle (12), Crystal Gayle in Concert. **Staff:** Marvin Grieve, Richard Perin, Holly Grieve.

MGM/UA Television 546
1350 Avenue of the Americas, New York 10019

Frame Game*, Love Me, Love Me Not*, Kids Inc., Fame, Gilligan's Island (98), CHiPs (138), Courtship of Eddie's Father (73), How the West Was Won (6), Man/Girl from U.N.C.L.E. (132), Medical Center (170), Please Don't Eat the Daisies (58), Then Came Bronson (26), Thin Man (72), Conquest (6), Daktari (89), The World of Mother Teresa, Outer Limits (49), My Mother the Car (30), Patty Duke Show (104), Rat Patrol (58), Tough Guys*, MGM/UA Premiere Network, MGM/UA Vintage I, MGM/UA #1, MGM Family Fair, Showcase 11, MGM's That's Entertainment, MGM Lion I & II, UA/17, MGM/10 & 11, MGM/Pre-48, Warner Bros./Pre-48, RKO/Pre-48, Extra Extra Movies, 13 Tailor Mades, James Stewart as "Hawkins", Theater 15, UA Showcase 1, 2, 3, 5, 6, 7, 8, 9, 10, UA Prime Time I & II, Pink Panther (226), Tom and Jerry (308), MGM/105 (105), Bugs Bunny & Warner Bros. Cartoons (327), Popeye (234), Our Gang (52), Circus Parade (140). **International:** The Fifth Missile*, Garbo*, Lady Blue*, Motown 25*, Gabriela (130), George Washington (8), Goodbye Mr. Chips, Paper Dolls, Jessie, Pink Panther & Sons, We Got It Made (22), Empire (6), For Love and Honor (12), New Adventures of Gilligan (24), The Yearling (52), Barretts of Wimpole Street, Thank Heavens for Maurice Chevalier, Tom Sawyer, Bette Davis: The Benevolent Volcano, Making of Rocky III, Separate Tables, The Citadel, Gavilan, Seven Brides for Seven Brothers (22), Cutter to Houston (9), McClain's Law (16), Flamingo Road (37), Chicago Story (14), Banjo the Woodpile Cat, Pandamonium (13), Meatballs & Spaghetti (13), Gilligan's Planet (13), Sean (13), Studs Lonigan (6), French Atlantic Affair, Kids from Fame Special, Magic of the Stars, James Cagney: That Yankee Doodle Dandy, The World of Entertainment, Logan's Run (14), Lucan (11), G. E. Monograms (9), The Defiant Ones*, Chil-

dren of the Night*, The Dirty Dozen: Next Mission, Braker*, Something About Amelia, Paper Dolls, Casey Stengel, Cowboy, Cry for the Strangers, Deadly Lessons, Death of a Centerfold, Dear Liar, Fantasies, Farrell for the People, For Love's Only, Happy Endings, Hear No Evil, Incident at Crestridge, I Take These Men, I Was A Mail Order Bride, I Want To Live, Johnny Belinda, Journey's End, Love Tapes, Marian Rose White, Sins of the Past, This House Possessed, Witness for the Prosecution, Women of San Quentin. **Staff:** Lawrence Gershman, Joseph Tirinato, Rob Corona, Susan Swimer, Jean Goldberg, Phil Smith, Chuck Atkins, Peter Preis, Ken DuBow, Robert Horen, Tom Dwyer, Michael Caponi, Stacey Valenza, Donna Landau, David Gerber, Ann Seydor, Lynn Loring, Anita Van Petten, Sheryl Hardy, Leslie Friends, George Paris, Terri Ooghe, Keith Miller, Colleen Malone, Edna Kaye.

Mizlou Television 644
535 Fifth Ave., New York 10017

Muller Media 547
23 E. 39th St., New York 10016

Reels of Fortune* (16), The Chisholms*, The Making of...*, Warriors (12), Heroes & Heroines (15), Family Rainbow Theater (12), Super Action 10 (10), Premier Showcase (10), Cinema Greats (15), Scattergood Brains (5), The American Diary, The Turkey Caper*, Which Witch is Which, Christmas Tree Train, Masters of the Martial Arts (26), Fabulous Follies (36), Mr. & Mrs. North. **Staff:** Robert Muller, Daniel Mulholland.

Multimedia Entertainment 333
75 Rockefeller Pl., New York 10019

Sally Jessy Raphael, Donahue, Young Peoples' Specials, America Comes Alive 3, The New Music City U.S.A. **Staff:** Mike Weinblatt, Donald Dahlman, Lee Jackoway, Joe Cifarelli, Norman Hayes, Richard Thrall, Richard Mincer, Bruce Johansen, Valerie DeSanti, Janet Baser, Jim Berk, Tobe Becker, Joe Charles, Burt Dubrow, Marsha Greenberg, Jake Jacobson, Lyle Lavidge, Sally Jessy Raphael, Ami Hope Witt.

Museum of Broadcasting 1175
1 E. 53d St., New York

Narcissexu 236

National Captioning Institute 960

New Century Telecom. 1103
654 Madison Ave., New York 10021

Classic feature films. **Staff:** Robert Morin, Jackson Dube, Michael Presbrey, David Skillman, Steven Orr, Jan Berk.

NHK Enterprises 1333
1 Rockefeller Pl., New York 10020

2-2-1 Jinnan, Shibuya-ku, Tokyo
Program sales, distribution, purchase production and co-production for NHK Japan Broadcasting Networks. **Staff:** Keiji Shima, Toshi Iwasaki, Tsuneaki Ishi, Chiaki Ueda, Koichi Murakami, Shizuo Kimura, Ichiro Tsujimoto, Koko Ito, Kinya

Inoue, Sadaharu Inoue, Elke Titus, Shizuko Amano, Mari Hoashi.

A.C. Nielsen Co. 1513
Nielsen Pl., Northbrook, Ill. 60062

Nutrition World 936

Odyssey Film Sales
11 Grape St., London WC2H 8DR

Breakfast in Paris, Detroit 9000, Angels in Hell, Summer City, Decadence, My Childhood, Jane Asher's Party Cakes, Best-seller, musical specials. **Staff:** Adrian Monsey, William Campbell.

OPT(see TPE) 391

Orbis Communications 943
432 Park Ave. South, New York 10016

Platinum 193, Orbis Premiere Movies (5), Hangin' In (94), Tales of the Unexpected (90), MetroPrime Mini-series, Macron I (65), Defenders of the Earth, Birds of a Feather, War Chronicles (13), Wang Laboratories Specials, Bob Uecker's Wacky World of Sports (6), Rainbow Music Specials (24), Liberty Minutes, Comedy Tonight, Harpoon (computer system for television syndicators). **Staff:** Robert Turner, John Ranck, Brian Byrne, Ethan Podell, Neil Russell, Peter Schmid, Fran Reiter, David Spiegelman, David Goodman, Lorraine Joseph, Bob Chenoff, Barbara Fultz, Rae Schatz, Betty McGuire, Ronni Faust.

Orion Television 657
1875 Century Park East, Los Angeles 90067

The New Hollywood Squares, Cagney & Lacey. **Staff:** Alex Horwitz, Scott Towle, Tom Cerio, Arthur Hasson, Richard Rosenblum, Jamie Kellner, Richard Zimmer, James Ricks Jr., Ed Cooper, Fred Whitehead, Rick Jacobson, Larry Hutchings, Don Frehe, Charlotte Ermoian, Gary Randall, Kathy Haynsworth, Duffie McIntire, Michael Hirsch, Sharon Gless, Tyne Daly, John Davidson, Ray Myles, Eric Conrad, John O'Brien.

Paramount Television 714
1 Gulf & Western Pl., New York 10023

Webster* (100), Cheers (94), Family Ties (98), Taxi (114), Happy Days (255), Mork & Mindy (95), Laverne & Shirley (178), Odd Couple (114), Brady Bunch (117), Star Trek (79), Star Trek Animated (22), Love American Style (224), Brady Kids Animated (22), Lucy Show (156), Mission Impossible (171), The Untouchables (114), Mannix (130), Entertainment Tonight, Entertainment This Week, Solid Gold, Star Trek Memories, Jesse Owens Story, Portfolio XI (22), X (20), IX (30), VIII (37), VII (30), VI (30), V (33), IV (40), III (60), II (38), I (44), Special Edition (50), Preview II (16), Preview I (14), Marquee III (18), II (17), Paramount Action Theater (33), The Untouchables (3), Shogun. **Staff:** Mel Harris, Lucie Salhany, Frank Kelly, Rick Weidner, Helen Ricketts, Tom Mazza, Phil Murphy, Steve Goldman, Greg Meidel, James Martz, Robert Dahill, Joel Berman, Marc Hirsch, Ken Solomon, Mike Kerans, Dick Montgomery, Gerry



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91403

Mama's Family* (22), One Big Family* (22), Falcon Crest* (127), Knots Landing (128), Dallas (191), The Blue Knight (23), Flamingo Road (37), Ten Speed and Brown Shoe (12), 22 Karat (22), Lorimar I (25), Lorimar II (25), Sci-Fi Horror (55), Cowboys and Indians (32), Bomba the Jungle Boy (13), Deja-Views (55), Rocket to the Stars*, The \$1,000,000 Chance of a Lifetime*, Perfect Match, The People's Court, Love Connection, The All New Let's Make a Deal, Catch Phrase, N.I.W.S., Silverhawks (65), The Comic Strip (65), Thundercats (65), Alvin and the Chipmunks (65), Gumby (32), Your Show of Shows (65), Eight Is Enough (112), The Greatest American Hero (42), The New Dick Van Dyke Show/Mayberry RFD (150), More Real People (195), My Favorite Martian (107), Here's Lucy (144), The Animated Off-Network Prime Time All Family Specials (19), Telepictures 3 (28), Telepictures 2 (27), Telepictures 1 (16), Masters of Fury (15), Big 10 Basketball (23), Pac 10 Basketball (25), Southeastern Conference Basketball (23), Holiday Bowl, Blue Bonnet Bowl, Freedom Bowl.

International: All New Let's Make a Deal (340), American Bandstand (200), Berengers (12½), The Best Times (6), Big Shamus Little Shamus (10), Boone (13), Bridges to Cross (6), Buffalo Bill (26), Catch Phrase (170), The Challengers (9), Detective in the House (6), Detective School (13), Down to Earth (130), Dreams (13), Falcon Crest (127), First and Ten (7), Games People Play (20), Hail to the Chief (7), Here's Lucy (144), The Hitchhiker (26), Hunter (33), It's A Living II (22), Just Our Luck (13), Kings Crossing (10½), Knots Landing (160), Last Frontier (23), Lorne Greene's New Wilderness (78), Love Connection (510), Loving Friends & Perfect Couples (130), Mayberry R.F.D. (78), My Favorite Martian (170), The New Dick Van Dyke (72), Not Necessarily the News (34), Our Family Honor (22), The People's Court (975), Real People (130), Redd Foxx (9), Rituals (260), Rowan & Martin's Laugh-In (130), Secrets of Midland Heights (13), Stars on Ice (26), Super Country Superstars (3), Suzanne Pleshette is Maggie Briggs (6), Television Parts (8), Two Marriages (10½), 24 Days of Christmas (96), Valerie (7), theatrical features (88), made-for-TV features (96), mini-series (24), award specials (6), music specials (29), specials (28), documentaries (5), animated series, specials and films (24), children's series (7), N.I.W.S. **Staff:** Merv Adelson, Lee Rich, Alan Bell, Barbara Brogliatti, Jerry Gottlieb, Robert Crutchfield, Dick Robertson, David Salzman, Steve Ross, Joe Goldfarb, Jim Moloshok, Scott Stone, Jay Feldman, Joan Harrison, Michael Garin, Michael Jay Solomon, Art Loomis, Peter Temple, Pat Kenney, Dalton Danoh,

Ed Youngmark, Garrett Hart, Victoria Laughlin, Adam Gold, Christine Hawks, Bob Jacobs, Tom Byrnes, Ralene Levy, Maury Lanken, Bruce Genter, Gust Theodore, Scott Weber, Jim McGillen, Tom Straszewski, Mike Von Ende, Mike McHugh, Damien Riordan, Bruce Rosenblum, Leonard Bart, Vince Messina, Brenda Geffner, Yelena Lazovich, Cynthia Stanley, Kathleen Bracken, Jeannine Kadow, Alicia Windroth, Julie Lobdel, Mark Robbins, Jeff Hufford, Mark O'Brien, Scott Carlin, Robert Barnett, Steve Knowles, Keith Samples, Dave Almstead, Marc Solomon, Karl Kuechenmeister, Donald Stump, Mary Martin, Jim Engleman, Stuart Graber, Jeff Schlesinger, Michelle Kearney, Josh Elbaum, Frances Reynolds, Rosemary Mazzo, Bonnie Adamson, Joan Robbins.

Lutheran Television **839**

2185 Hampton Ave., St. Louis 63139

This Is The Life, Esta es la Vida, Pattern for Living, Christmas Is, The City That Forgot About Christmas, The Stableboy's Christmas, Easter Is, Freedom Is, Three Days, Yeshua, Yeshua and the First Christmas, Miles To Go, Tension Point. **Staff:** Janet Meyer, Nancy Nickolotsky

M&M Syndication **1060**

1000 Laurel Oak Corp. Center, Suite 108, Voorhees, N.J. 08043

The Record Guide, Melba Moore's Collection of Love Songs, City Sounds, Top 40 Video, Rattlesnake Annie's Country Music*, Popcorn Pix*, Movies, Movies*, Shooting for the Stars*, Nite School*, Second Opinion* (13), edit master services. **Staff:** Herb Rassback, Gary Robbins, Jane Russo, Michelle Pruyne, Andy Kienzle.

Major League Baseball **1147**

1212 Avenue of the Americas, New York 10036

This Week in Baseball (29), Sports New-satellite, Baseball Bunch (20), Sports Deadline, Baseball 1986: A Look Ahead, All-Star and World Series Special. **Staff:** Joe Podesta, Geoff Belinfante, Terry Kassel, Peggy White, Maureen Rooney, Mel Allen.

Marketing Comm. Group **1142**

Program inserts—Family Doctor (40), Backyard Chef (26), Great Moments in Georgia Football with Vince Dooley (27), Great Moments in Florida Gator Football (17), Great Moments in Auburn Football with Pat Dye (17), Great Moments in Georgia Tech Football with Bill Curry, Great Homes of Georgia (20), Sunbelt Expo '86 Network. **Staff:** Randall Peltier, James Clayton, Charles Rawlinson.

MCA TV

(see Westin listing)

McCann International **1433, 1533**

66-67 Newman St., London W1P 3LA

The World Challenge (6), Palace of Dreams (10), Sweet and Sour (20), Sweat of the Sun Tears of the Moon (8), Mother

and Son (14), The Fast Lane (9), Run from the Morning (6). **Staff:** Joe McCann, Andrew Luff.

Medallion TV Enterprises **908**

8831 Sunset Blvd., W. Hollywood, Calif. 90069

Staff: John Ettlinger, Greta Ettlinger, B.A. Krajewski, Barry Barnholtz, Dennis Livson.

Mediacast Television

Entertainment **1064, 74**

300 W. Washington, Suite 711, Chicago 60606

The Super Chargers* (13), National Championship Truck & Tractor Pulls, Battle of the Monster Trucks, Return of the Monster Trucks, Monster Trucks: The Final Battle, Kup's Show* (52), Stooze Snapshots: Fifty Years with the Funniest Guys in the World, Lugosi: The Forgotten King, Great American Mystery Cars, A Gift for Granny, Billy Joe Bigbeak and the All Bird Band, Hollywood Dreams (150), Yan Can Wok (130), The Gigglesnort Hotel (78), Trend Studio's Volume I (75), Trend Studio's Horror Collection (20), Karate Connection I (13), The War Time Years (13), Trouble with Father (80). **Staff:** Tom Edinger, Barry Wolf, Mari Itaya, Keith Grandolph, Joe Sperry, Patty Kelly.

Medstar Communications **1269**

1305 S. 12th St., Allentown, Pa. 18103

Health Matters*. **Staff:** William Ferretti, Paul Dowling, Terrie Ferretti, Paul Keller, James Trumbo, Linda Spadoni.

Metromedia Producers Corp. **533**

5746 Sunset Blvd., Los Angeles 90028

Small Wonder, Miller's Court (65), Expedition Danger (26), Dynasty (148), Vega\$ (68), Ann Sothorn Show (190), Movin' On (44), The Untamed World (106), New Avengers (26), Squaring the Circle, Blind Alleys, Summer Solstice, Vault of Horror, Tales from the Crypt, Boy in the Plastic Bubble, Premium I (7), Premium II (9), Premium Plus (28), Premium III (14), Premium IV (11), MPC (20), Carry On (11), Sara Dane (8), I Claudius (13), Wild Times, Roughnecks, The Far Pavilions, Empire, Jamaica Inn, Salute to Lady Liberty, Presidential Command Performance, Crystal Light National Aerobic Championship, Inside Russia, Future Shock, Time of Man, Assassins Among Us, Cancer Confrontation, Sex Teenage Style, Divorce: Kids in the Middle, Undersea World of Jacques Cousteau (36), Jane Goodall and the World of Animal Behavior (4), Groovy Ghoulies and Friends (104), Crusader Rabbit (13). **International:** Small Wonder (24), Dynasty (148), Fantasy Island (155), Vega\$ (68), Miller's Court (26), Expedition: Danger (26), Charlie's Angels (115), Starsky & Hutch (92), Strike Force (19), Family (86), S.W.A.T. (37), Movin' On (44), Dusty's Trail (26), Chopper One (13), Firehouse (13), Here We Go Again (13), Primus (26), theatrical features (20), mini-series (7), international specials (5). **Staff:** Leonard

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in Hollywood (365), Overthere*, JME World Premiere I (22), Reel Classics (21), Power Pac (42), Action Plus (20), Exploit I (19), At the Gate, Hansel & Gretel, Sherlock & Me, Casebook of Charlotte Holmes, Rumples Last Stand. **Staff:** Jerry Molfese, Brian Molfese, Lydia De-torres.

Johnson Publishing Co. 1075

JRD Productions 1157

Katz Television 570

One Dag Hammarskjold Pl., New York 10017

Staff: James Greenwald, Richard Mendelson, Peter Goulazian, Paul Arnzen, John von Soosten, J. Philip Oldham, Serge Valle, Mitchell Praver, Bill Carroll, Ruth Lee, Jim Curtain, James Beloyianis, Thomas Olson, Martin Ozer, Peter Chislett, Barry Lewis, Richard Goldstein, Lucille Luongo, Mike Hugger, Jack Higgins, Robert Reed.

M.A. Kempner 527

4699 N. Federal Hwy., Suite 102, Pompano Beach, Fla. 33064

Escape/600, TV Powww!, Telephone Poll, documentaries. **Staff:** Marvin Kempner, Glenn Seger, Richard Walker, Robert Grossman.

Kidsnet 1548

1201 16th St., Suite 607E, NW, Washington 20036

Computerized clearinghouse for children's radio and television programming and prime time programing suitable for children. **Staff:** Patrice Andrews.

King Features Entertainment 957

235 E. 45th St., New York 10017

The Performers: Marquee Edition* (12), Good Housekeeping: A Better Way* (65), All New Popeye (192), Original Popeye (220), Animated Flash Gordon (24), Cool McCool (20), Beetle Bailey (50), Beatles (39), Barney Google & Snuffy Smith (50), Krazy Kat (50), Perspective on Greatness (26), Hearst Reports (64), The Performers (15), The Performers II (12), Blondie (28), Flash Gordon (4), TV Time Capsules (2,000), Hints from Heloise (130), The Butcher (195), Blondie (26), Flash Gordon (40), The Romance of Betty Boop.

International: Defenders of the Earth* (65), The Performers (31), The Performers* II (7), Television Playhouse (14), Bonaventure Travel Series (25), Great Adventures (4), How About... (104), Pick Up Your Feet: Double Dutch Show. **Staff:** Bruce Paisner, William Miller, Leonard Soglio, Chips Barrabee, Steven Weiser, Michael Doury, Samuel Gang, Maureen Smith.

King World Productions 357

1700 Broadway, New York 10019

The Oprah Winfrey Show* (230+30), Night Life Starring David Brenner* (195), True Confessions* (165), Rock n' Roll Evening News* (52), Women of the World* (6), Wheel of Fortune (195+117),

Jeopardy (195+65), Headline Chasers (195+65) Merv Griffin Show (260), Trivia Break (130), Dick Clark's Nitetime (29+13), Mr. Food (260), Little Rascals (71), Topper (78), Guns of Will Sonnett (98) Branded (39), Classic Detectives (34), The Epics (5), Spotlight Ten (10), Popcorn Theater (38). **Staff:** Roger King, Michael King, Stuart Hersch, Stephen Palley, David Sifford, Roger Adams, Ron Johnson, Wendy Phillips, Joe Weinfeld, Peter Yaman, Diana King, Moira Dunlevy, Jim Farah, Karen O'Connor, Sid Cohen, David Sams, Marianne Catalano, Lisa Gamboa, Stu Stringfellow, Gary Grandolph, Annelle Johnson, Katherine Halfner, D. Demirjian.

LBS Communications 432-33

875 Third Ave., New York 10022

Inday News, Inday: What's Hot! What's Not?, It's a Living, Tales from the Dark-side, M.A.S.K., Inspector Gadget, Strictly Business*, Heathcliff, Care Bears, Superfriends, Kideo TV*, The Botts*, Popple Time*, Greatest American Hero, 1986 LBS Movie of the Month, Test Series, The Teller and the Tale*, Dancing in the Wings, Time Man of the Year*, Marco Polo, Peter and Paul, Annual MTV Video Music Awards, Crystal Light National Aerobic Championship*, Fame, Too Close for Comfort, Ted Knight Show*, What's Happening Now!*, Hee Haw, MGM/UA Premiere Network, America's Top 10 Christmas Special. **Colex Enterprises:**

Miracle of the Heart, Gidget's Summer Reunion, It Came Upon a Midnight Clear, Reunion at Fairborough*, The Canterville Ghost*, New Gidget Series*, Hardcastle & McCormick*, The Hollywood Reporter*, Family, Father Murphy*, The Flying Nun, Gidget, Colex 3 Pack, Joe Forrester, Route 66, Hawk*, Eischied, The Monkees, The Burns & Allen Show, Dennis the Menace, Father Knows Best, The Donna Reed Show, Wild Bill Hickok, Jungle Jim, Ghost Story/Circle of Fear, Bob & Carol & Ted & Alice, Bridget Loves Bernie. **Staff:** Henry Siegel, Dan Greenblatt, Phil Howort, Roger Lefkon, Paul Siegel, Tony Intelisano, Fred Petrosino, Mike Weiden, Mary Herne, Andrew Holtzman, Rand Stoll, Caroline Vanderlip, Donna Barrie, Jerry Frank, Stephen Parker, Louise Perillo, John Reisenbach, Beth Mulnick, Debbie Hirschinger, Marian Lockett-Egan, Patrick Grotto, Joan Ahlheim, Donald Barnett, Tara Carroll, Scott Gaulocher, Tony Vella, Marcey Abelow, Ira Bernstein, Liza Parker, Monica Powers, Cindy Rosenberg. **Colex:** Mort Marcus, Jack Allen, John Mansfield, Donna Barrie, Bethany Gorfine, Gary Perchick, Cynthia Wilson, Susan Transeth.

Lionheart Television 1113

10490 Santa Monica Blvd., Los Angeles 90025

What's in a Name*, Butterflies (27), Dad's Army (26), Dave Allen at Large (51), The Dick Emery Show (40), The Fall & Rise of Reginald Perrin (21), Fawltly Towers (12),

Good Neighbors (29), Goodies (26), Hitch-hiker's Guide to the Galaxy (6), The Last Song (13), To The Manor Born (20), Wodehouse Playhouse (20), Not the Nine O'Clock News (16), Rippling Yarns (9), Sweet Sixteen (6), Sorry (18), The Two Ronnies (32), Yes Minister (21), Connections (10), Elizabeth R (6), Fight Against Slavery (6), Madame Bovary (4), Marie Curie (5), Microbes and Men (6), Murder Most English, 1915 (7), Search for the Nile (6), Shock of the New (8), Six Wives of Henry VIII (6), Voyage of Charles Darwin (7), Europe the Mighty Continent (13), Fall of Eagles (13), Threads, Tenko, America (13), The Americans (12), Ascent of Man (13), Civilization (14), The Commanders (7), The First Churchills (12), Great Little Railway Journeys (7), Great Railway Journeys (7), The Long Search (13), Risking It All (13), Ten Who Dared (10), Touring Great Cities (4), Ireland: A Television History (13), The Beatles Special, Rock Goes to College, Shirley Bassey Show (12), Sight and Sound in Concert (16), Michel Legrand in Concert, Auschwitz and the Allies, The Gathering, Window on the World (9), On the Eighth Day, Miscellaneous, All Creatures Great and Small (41), Barbara's Problem Dogs, Barbara's World of Horses and Ponies (7), Billy Smart's Circus, Training Dogs the Woodhouse Way (10), Great Zoos of the World (8), Great Parks of the World (6), Wilderness (8), Wildside (52), Anna Karenina (10), Great Detectives (52), Casanova (6), Duchess of Duke Street (31), Glittering Prizes (6), A Horseman Riding By (13), I Can Jump Puddles (9), Jane Eyre (5), Nanny (30), Pallisers (22), Poldark (29), Rush (13), War and Peace (19), De Bono's Thinking Course (10), Vision On (74), Madhur Jaffrey's Indian Cooking Course (8), Thunder Sub (27), Ballet Shows (6), Black Tulip (6), Ivanhoe (10), The Last of the Mohicans (13), The Legend of King Arthur (8), Little Women (9), The Prince and the Pauper (6), Rebecca of Sunnybrook Farm (4), Tom Brown's Schooldays (8), Robin Hood (12), Blake's 7 (52), Doctor Who. **Staff:** Frank Miller, Tay Vøye, David Friedman, Lisa Ericsson, Michael Radivov, Paul Vane, Bob Greenstein, Ray Krafft, Julius Cain, Richard Golden, Nelsa Gidney.

Local Program Network 1163

90 S. 11th St., Minneapolis 55403

Consortium of local stations that distributes news and magazine features—Weekly Story Service, One-on-One Exclusive and Cover Story. **Staff:** Jim Hayden, Linda Peinovich, Russ Stanton, Caryn Schall.

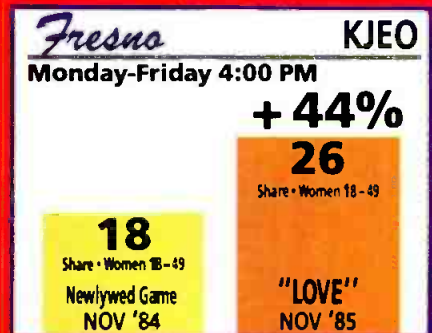
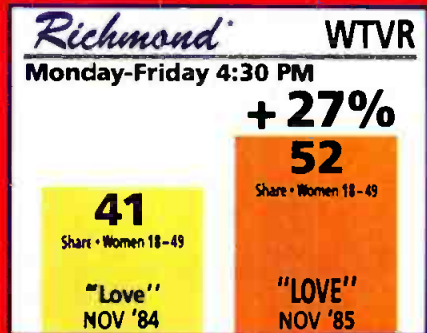
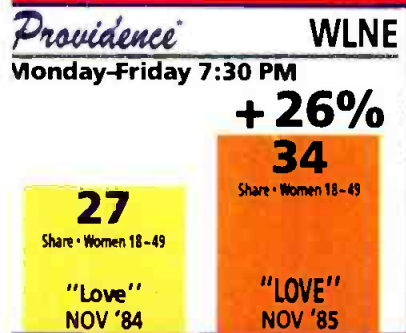
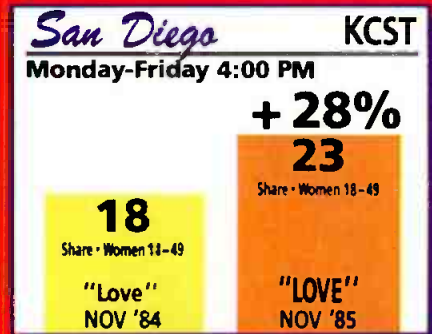
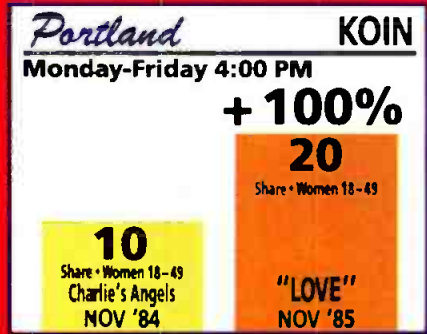
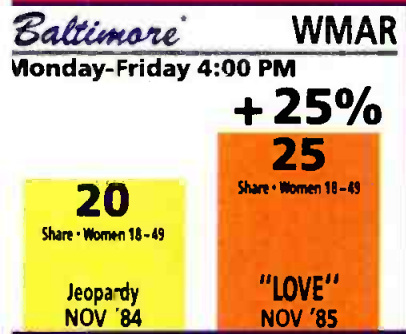
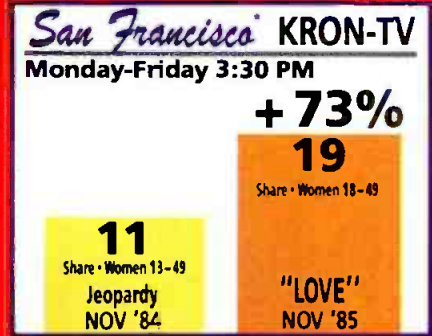
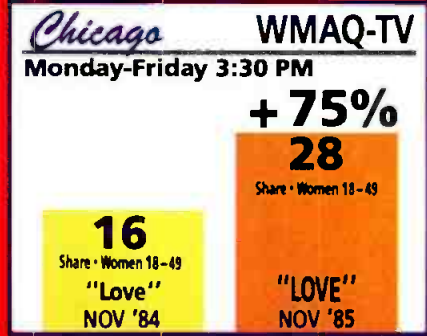
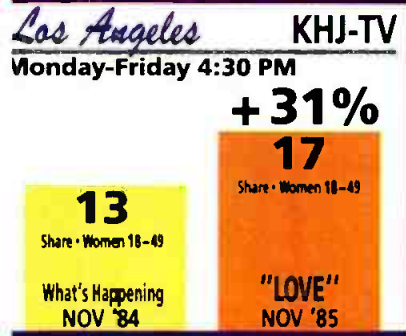
London Weekend TV 766

444 Madison Ave., New York 10022

Drummonds (20), To Have and to Hold (8), Dutch Girls, Jesus the Evidence (3), Mapp and Lucia (5), The Secret Adversary, A Fine Romance (26), Me and My Girl (39), Upstairs Downstairs (68). **Staff:** Robert Shay, Gloria Gallo, Michael Clark.

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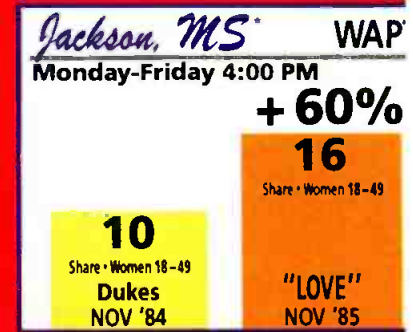
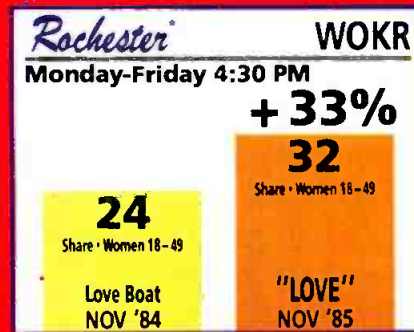
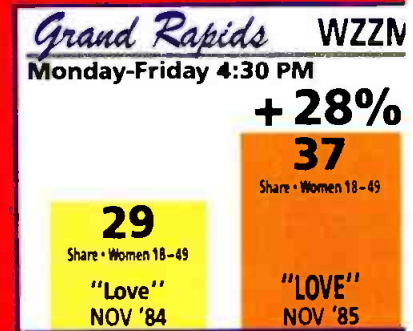
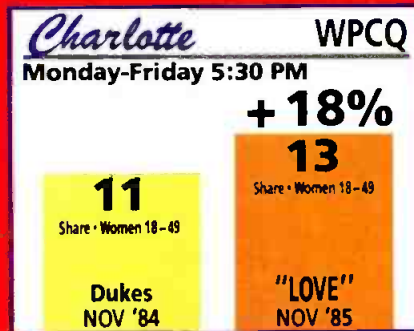
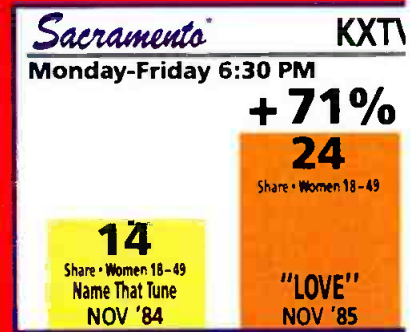
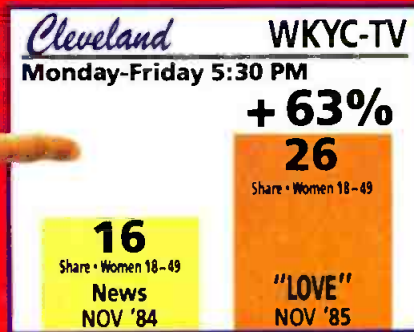
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Comedy Tonight
Tales of the Unexpected

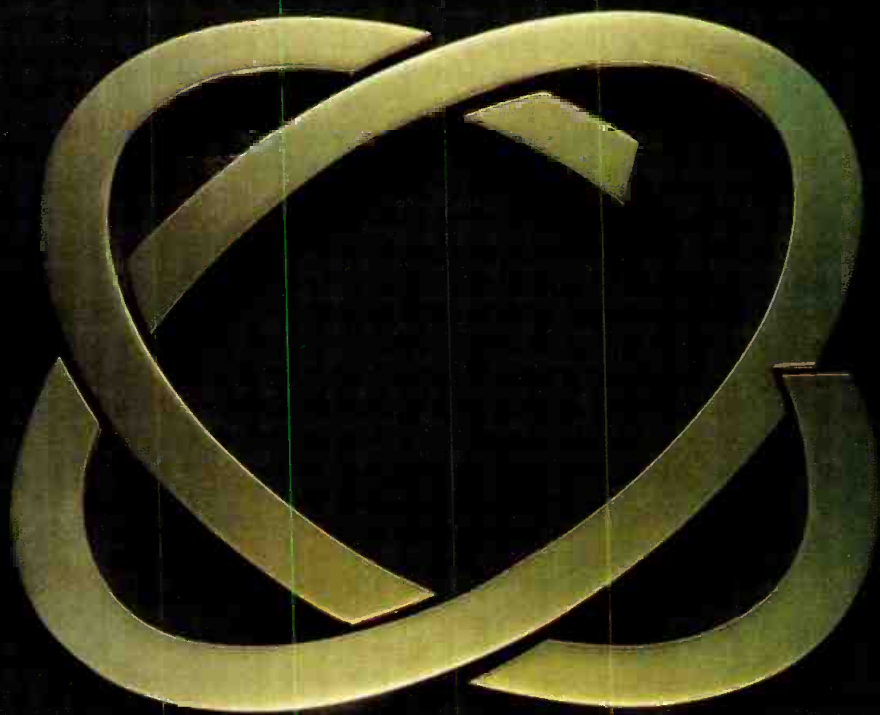


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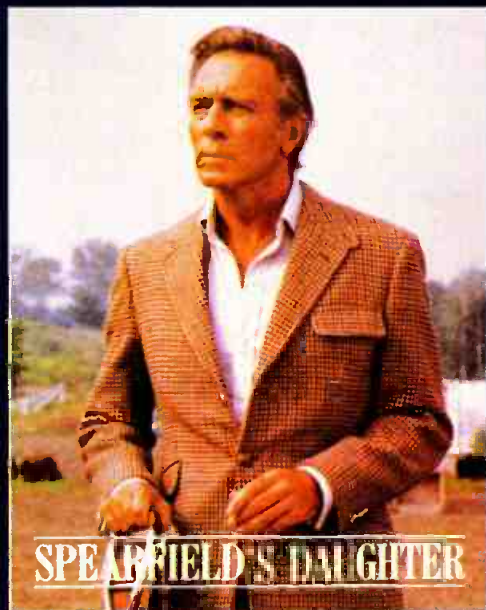
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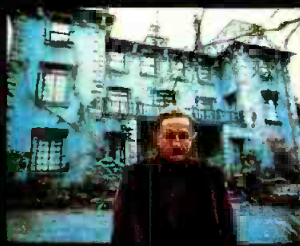
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Rides, Arcade (40), Working (77), Tip Top (25), Mr. Wizard's World (52), Kids' Write (17), What Will They Think of Next? (130), You Can't Do That on Television (52), Belle and Sebastien (52), Out of Control (26), Killer, Off Season, House on the Hill, Two Percent, Northern Lights, Something's Got To Give, Between the Covers, Out in the Open, Old Master, Cinderella, Susanna's Secret, Mozart Requiem, Jazz at the Gateway (6), Mahler's Resurrection Symphony, Scotland's Story (24). **International:** Happy Birthday Dr. Martin Luther King, Mafia Princess, The Last Days of Frank and Jesse James, The 1986 Tony Awards Show, The Patti LaBelle Show, The 1985 Kennedy Center Honors, Christmas in Washington, Ryan's Hope, Loving, The Price is Right, Blockbusters, Family Feud, Card Sharks, Child's Play, Password. **Staff:** Paul Talbot, Harriette Schwartz, Craig Macdonald, Julie Zulueta, Anthony Gruner, Jim Willis, Skip Braun, Randy Zalken, Richard Becker.

Fries Distribution Co. 370
9200 Sunset Blvd., Suite 700, Los Angeles 90069

Fries Frame 2* (20), Fries Frame I (27), Fries Late Night Theater* (6), Cover Story* (26). **Staff:** Charles Fries, Robert Lloyd, Larry Friedrichs, Dick Askin, Lou Waxner, Don Golden, Bette Alosin, Wendy Levin, Bruce Johnson, Sandi Ezell, Christopher Fries, Ferris Kaplan, Riff Fournier.

Gaylord Syndicom 1313
2806 Opryland Dr., Nashville 37214

Happy Trails Theater* (26), It's a Funny Life*, Hee Haw, The Lady is a Champ with Barbara Mandrell*, specials (4), Super Sports America. **Staff:** Jane Dowden Grams, Martin Clayton, Bill Madden, Lou Meux, Hal Buckley, Pam Buckley, Joyce Sonn.

Gemini Media 1446

Genesis Entertainment 375
5743 Corsa Ave., Suite 210, Westlake Village, Calif. 91362

The Judge*, Sale of the Century, National Geographic, Wild Wild World of Animals, Classic Country, G.I. Diary, Wilderness Alive, A Third Testament, Life Around Us, The Africans, Music World, America Sings. **Staff:** Gary Gannaway, Betsy Green, Stanley Sherman, Larry Black, Jerry Weaver, Marcia Boyd.

Globo TV Network of Brazil 457

Rua Lopes Quintas, 303, Rio de Janeiro
Anarchists Thank God (9), Time and the Wind (10), Cuerpo a Cuerpo (179), The Slave Isaura (30), Champagne (167), Brillante (155). **Staff:** Luiz Borgerth, Roberto Filippelli, Marina Galliez, Felipe Rodriguez.

Samuel Goldwyn 471

10203 Santa Monica Blvd., Los Angeles 90067

On the Record*, Makeover*, Explosives II* (17), Goldwin Gold I, Goldwyn Gold II,

Explosives, Treasure Chest, Terrorpix, Family 6 Pack, Dan August, Power Pack, Mothers-In-Law, Flipper*, Gentle Ben*. **Staff:** Jack Masters, Gary Marenzi, Douglas McCormick, Charles Schreger, Meyer Gottlieb, Cliff Hauser, Lisa Thompson.

Gralan Distributors 433

Granada Television 1224
1221 Avenue of the Americas, Suite 3468, New York 10020

Bulman* (13), Shades of Darkness* (9), Time for Murder* (6), The Death of the Heart*, Twenty-Eight Up*, Cassino—A Bitter Victory* (60), In Search of Cool Ground*, Ten Days in May*, World in Action: The First 21 Years*, Man and Music: Composer and Court* (4), Affairs of the Heart* (6), The Brothers McGregor* (7), The Comedians* (10), The Grumbleweeds Radio Show* (17), Busman's Holiday*, The Return of the Antelope* (13), Time... To Time* (7), Television (130), At Work, The Outrageous Millie Jackson, There's Something Wrong in Paradise, Brass (26), Let's Go Maths (20), Tickle on the Tum (39), Alphabet Zoo (51), Young Sherlock (9), History in Action (10), The Micro at Work (10), Your Living Body (10), The Jewel in the Crown (13), Brideshead Revisited (9), Coronation Street (2,000), The Adventures of Sherlock Holmes (13), December Flower, The Ebony Tower, King Lear, Invasion, The Road to 1984, Strike, End of Empire. **Staff:** Barrie Heads, Leila Maw, Sara de St. Hubert, Wendy Stebbings, Alison Brantley.

Sherry Grant Enterprises 837
17915 Ventura Blvd., Suite 208, Encino, Calif. 91316

Halley Returns, Quality of Life (52), We the People (21), 21 Days of America, Patches Peelsticker and the Puppy Loves, Holiday Sales Boosters. **Staff:** Sherry Grant.

Group W Productions 913

3801 Barham Blvd., Los Angeles 90068
Ghostbusters* (65), Fun for the Money*, The Beauty Affair with Jose Eber*, Let the Good Times Rock*, The Entertainment Report*, PM Magazine, Hour Magazine, Newsfeed Network, He-Man and the Masters of the Universe (130), She-Ra: Princess of Power (65), Fat Albert and the Cosby Kids (90). **Staff:** Edwin Vane, George Resing Jr., R. Kevin Tannehill, J. Michael Hudson, Christine Foster, Owen Simon, Nancy Hamilton, Gerard Farrell, Frederick Kuperberg, Linda McMann, Daniel Spagnolia, Mary Fisher, Daniel Cosgrove, Judith Bernat, Glen Burnside, Diana Vargas, Anthony Dwyer, Daniel Garzes, Cindy Mahmoud, Gregg Johnson, Jack Foley, Jack Swindell, Peter Kimber, Martin Berman, Steve Clements, Paul Nichols, Bob George, Debby Messana, Richard Newton, George Sperry Jr., Jack Mauck, Jim Tuversen Jr., Lou Scheimer, Alice Donenfeld, Gary Allen, Sharon Browne, Richard Sabreen, Terry O'Reilly, Gregg Risch.

Group W TV Sales 1607

90 Park Ave., New York 10016

For Kid's Sake*

Leo Gutman

Alfred Haber 925
321 Commercial Ave., Palisades Park, N.J. 07650

Shirley MacLaine—Every Little Movement*, Shirley MacLaine—Where Do We Go From Here?*, Tom Jones (24), Mississippi Days and Southern Nights, Las Vegas Jubilee, New Country from the Old Country, Bing Crosby: His Life and Legend, Barbara Mandrell and the Mandrell Sisters (35), The Forum Presents (18). **International:** A Special Anne Murray Christmas, A Special Sesame Street Christmas, All-Star Party for, All-Star Tribute to, All Star Salute... Pearl Bailey, An Evening at the Moulin Rouge, Ann-Margret, Baryshnikov, Bing Crosby (2), Cheryl Ladd, Perry Como, Country Gold: The First 50 Years, Dottie West: Special Delivery, Goldie Hawn and Kids, Kenny Rogers, Las Vegas Jubilee, The Forum Presents (19), Tom Jones (24), Olivia Newton-John, Paul Simon, Pavarotti & Friends, Rockette, Anne Murray's Caribbean Cruise, Shirley MacLaine, Sinatra and Friends, Sheena Easton, Castle and Concerts, Billy Joel, Mississippi and Southern Nights, New Country from Old Country, Uptown Apollo Theater, Waylon, Here's Television Entertainment, The Buddy Holly Story, Kimberly Jim. **Staff:** Alfred Haber, Martha Strauss.

Larry Harmon 1325
650 N. Bronson Ave., Los Angeles 90004

The Bozo News.

Harmony Gold 1027, 1127
8831 Sunset Blvd., Los Angeles 90069

Ghosts and Gold*, Shaka Zulu*, Showbiz Game*, Robotech II: The Sentinels*, Sandokan*, William the Conqueror*, Count of Monte Cristo*, Captain Harlock and the Queen of a Thousand Years*, Robotech, Bonzal Theater, Family Animation Showcase, Raggedy Ann and Andy. **Staff:** Frank Agrama, Jehan Agrama, Lionel Schaen, Carla Hammerstein, Kathy Zeisel, Bill Smith, David Brangan, John Rocknowski, Gabriela Aranda, David LaFollette, Aideen Leonard, Richard Firth, Olga Chacon, Christine Palinkas, Norman Siderow, Alan Letz, Ivonne Legrade, Dawn Honnaka, Tina Glatt.

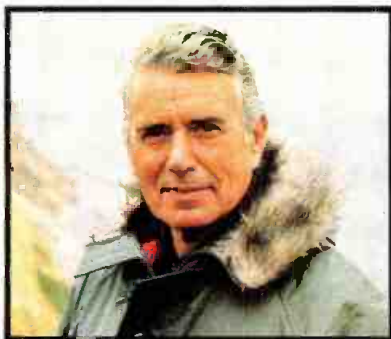
Harrington, Righter & Parsons 340
805 Third Ave., New York 10022

National TV rep offering information, evaluation and program purchase recommendations, consultation and assistance in local news programming. **Staff:** John Walter, Peter Ryan, Dean McCarthy, Jonathan Murray.

Hollywood Pacific Studio 1368
6290 Sunset Blvd., Suite 900, Hollywood, Calif. 90028

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432 Park Ave. South, Suite 705, New York 10016

The Best of You* (130), The Best of David Susskind* (130), Curtis Signature Collection* (12), Grundy Premiere Films (12), Bruce Lee Martial Arts Theater* (15), Trailblazers (26), Trailblazers II* (18), Young Duke (15), Plastic Man (130), Broadway Video Specials (7), King ... Montgomery to Memphis, Legacy of a Dream, Magical Mystery Tour, The Invasion of Carol Enders, Nightmare at 43 Hillcrest, Shadow of Fear, feature films (9), New Candid Camera (130). **Staff:** David Fox, Richard Ruben, Jackie Judd, Richard Lorber, Susan Margolin.

FR 3 232

France Media Intl. 237

Sandy Frank Film Syndication 429
645 Madison Ave., New York 10022

Fremantle 1033

660 Madison Ave., New York 10021

The Campbells*, The Tripods*, Dean Martin Celebrity Roasts* (26), Burning Rage, Reckless Disregard, The Baron, Half Slave Half Free, The Cradle Will Fall, Special People, Loving, Kid from No-

where, Sophisticated Gents, One Last Ride, Say Amen Somebody, Joey and Redhawk, Fugitive Samurai, Paul Killian Collection of Film Classics (76), Silents Please (40), A Supernight of Rock 'n' Roll, Night of 100 Stars II, Christmas in Washington, Diana Ross Special, 1980-85 Tony Awards, 1984 Kennedy Center Honors, 1982 Rhythm and Blues Awards, 1983 Salute to Rhythm and Blues, Jazz in America, Evening with ... (4), Country Comes Home I, II and III, 50 Years of Country Music, Roy Acuff: 50 Years the King of Country Music, Johnny Cash Specials (16), Barbara Mandrell and the Mandrell Sisters (32), Magic of David Copperfield, World's Greatest Escape Artist, Magic with the Stars, Parade of Stars, Ellington: The Music Lives On, Jukebox Saturday Night, Command Performance, All Kinds of Country, New Candid Camera (130), Groucho Marx You Bet Your Life (130), Candid Camera's 35th Birthday Party, Candid Camera Now and Then, Candid Camera Looks at the Difference Between Men and Women, TV's Funniest Game Show Moments, National Geographic Specials (52), El Matador, The Titans (13), Three in the Wild (3), Animal World (100), Ryan's Hope, Loving, Greatest Sports Legends (99), Greatest Sports Legends Tenth Anniversary Special, 1981-83 Masters' Waterski Tournament, American Challenge, Scholastic Sports Academy (39), Kidsworld (250), Romper

Room, Pavarotti At Julliard (6), Live from Lincoln Center, Who's Afraid of Opera? (8), Nureyev: In Tribute to Nijinsky, Nutcracker with Mikhail Baryshnikov, Curious George (104), Snowman, Really Rosie, Tiny Tree, Little Brown Burro, Special Valentine with the Family Circus, Christmas with the Family Circus, Family Circus Easter, Berenstain Bear's Specials (5), New Misadventures of Ichabod Crane, Clangers (26), Noggin (6), Bagpuss (13), Ivor the Engine (20), Herself the Elf, The Get Along Gang, The Price Is Right, Card Sharks, I've Got A Secret, Password Plus, Family Feud, Blockbusters, Beat The Clock, To Tell The Truth, Match Game, Now You See It, Child's Play, Jeopardy, Concentration, Better Sex, Tattletales, What's My Line?, What's Your Sign?, Wheel of Fortune, Babble, Go, Everything's Relative, Star Connection, Dating Game, Newlywed Game, Every Second Counts, Hot Potato, \$25,000 Pyramid, Tic Tac Dough, Joker's Wild, Bull's Eye, Press Your Luck, Trivia Trap, Tripods (6), Family Theater (64), Swiss Family Robinson (26), Adventures of Black Beauty (52), Fugitive Samurai (79), Woobinda Animal Doctor (39), Sophisticated Gents (4), Baker Street Boys (4), Nana (6), One Last Ride (5), Niko (6), Joey and Redhawk (5), Standby... Lights! ... Camera! ... Action!, Take Kerr (260), Against the Odds (26), Reggie Jackson's World of Sports (18), Pinwheel (26), Livewire (74), Wild

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IMPROVES ON LEAD-IN

MARKET	PROGRAM	W18-49	W25-54	A18-49	A25-54
		(000)	(000)	(000)	(000)
CHICAGO	H/wood Closeup	43	30	67	41
	EBONY/JET	71	51	101	81
DETROIT	(Various)	21	21	49	44
	EBONY/JET	28	23	59	45
HOUSTON	(Various)	16	11	28	25
	EBONY/JET	20	18	36	30
NEW YORK	Like It Is	52	59	96	82
	EBONY/JET	59	67	96	97
WASHINGTON, D.C.	Hit City	5	4	10	9
	EBONY/JET	22	24	39	41
ATLANTA	Meet the Press	1	3	4	5
	EBONY/JET	6	7	10	9

Source: NSI, November, 1985

ADVANTAGE over lead-in +49% +48% +34% +47%

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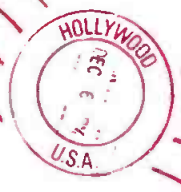




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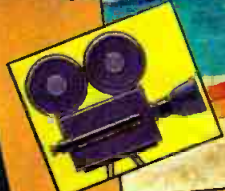


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Colbert Television Sales 733
1888 Century Park East, Suite 1106, Los Angeles 90067

Sale of the Century, Purely Personal*, Joker's Wild, Tic Tac Dough, The Magic of Lassie*, Lassie the New Beginning*, Lassie, The Lone Ranger, Adventures of the Lone Ranger, Jeff's Collie (103), Timmy and Lassie (156), Sgt. Preston of the Yukon, Skippy & the Bush Kangaroo. **Staff:** Dick Colbert, Ritch Colbert, Don Springer, Ron Harrison, Meri Brantley, Jill Siegel, Annie Ross, Colleen McGrath, Cheryl Anderson, Diane Galella, Adele Dempsey.

Colex Enterprises 433
(see LBS Communications)**Colorization (see Hal Roach)** 1008**Columbia Pictures Television**
(see Westin)**Comtel Productions** 1343**Consolidated Productions** 1433, 1533
9000 Sunset Blvd., Los Angeles 90069

56 Ennismore Gardens, London SW7 1AJ
Circuit*, Animated Classics (12), To Win at All Costs, Q.E.D. **Staff:** Steve Walsh, Rosemary Krupa, Susan Reiner.

Contel-Con Hartssock 918
1100 Glendon Ave., Suite 941, Los Angeles 90024

Elvira's Movie Macabre (39), Jerry Lewis Movies, The Jerry Lewis Show (52). **Staff:** Con Hartssock, Hank Profenius.

Contempo TV 1256**Williams Cooke TV Programs** 1172
696 Yonge St., Suite 700, Toronto M4Y2A7**Coral International TV** 1357
6850 Coral Way, Suite 404, Miami 33155

Quo Vadis?, Echoes of the Heart, Be Good If You Can, Leonardo da Vinci, Cindy, Mysteries of the Ancient World, Hooray for the Three Wisemen, Man and His World (13), Pimpa (13), Concert Hall (13). **Staff:** Jorge Valera, Kenneth Campbell, Cesar Diaz, Kevin Doyle, Angie Santiago.

Crawleys International 1172**Crown International** 667
292 S. La Cienega Blvd., Beverly Hills, Calif. 90211

Crown Jewels I, Crown Classics. **Staff:** Sy Shapiro, Cathy Polk.

Crystal Pictures 1556
1560 Broadway, Suite 414, New York 10036

Buster Crabbe Western Theater. **Staff:** Joshua Tager, Sidney Tager, Jeanne Wechsler.

Daily Variety 642**DFS Program Exchange** 1233
405 Lexington Ave., New York 10174

Dennis the Menace* (65), Woody Woodpecker and Friends* (360), Scooby Doo (155), The Flintstones (166), Bullwinkle (98), Rocky and His Friends (156), Bill Cosby's Picture Pages (430), Underdog (62), Uncle Waldo's Cartoon Show (52), Tennessee Tuxedo and His Tales (140),

Dudley Do-Right and Friends (38), Young Samson (20), Space Kidettes (20), Sealab 2020 (16), Inch High Private Eye (13), Wheelie and the Chopper Bunch (13), Roman Holidays (13), Devlin (16), Valley of the Dinosaurs (16), King Leonardo (38), That Teen Show (26), Bewitched (180), I Dream of Jeannie (109), The Partridge Family (96), The Greats of the Game (33). **Staff:** Allen Banks, Jack Irving, Chris Hallowell, Susan Radden, Tim Strosahl, Beth Feldman, Diane Casse, Holly Hanlon, Esther Pashkin.

Walt Disney Pictures 583
500 S. Buena Vista St., Burbank, Calif. 91521

Magic I* (25), Wonderful World of Disney* (178). **Staff:** Richard Frank, Robert Jacquemin, Rich Goldman, Jamie Bennett, Jay Finkelman, Dave Morris, Janice Marinelli, Pete Affe, Tony Faske, Larry Frankenbach, Matthew Jacobson, Peter Newgard, John Attebery, Mike Mellon, Pat Pattison, Lloyd Wendkos, John Huncke.

DynoComm 1424
27402 Camino Capistrano, Suite 206, Laguna Niguel, Calif. 92677

"Out of the mainstream" sporting events.

Eagle Media 1613**Electronic Media** 1447**Ralph Ellis Enterprises** 1172
1231 Yonge St., Suite 300, Toronto M4T 2T8**Embassy Telecommunications** 443
1901 Avenue of the Stars, Los Angeles 90067

Silver Spoons (116), Facts of Life (153), Diff'rent Strokes (170), The Jeffersons (253), One Day at a Time (209), Sanford & Son (136), Good Times (133), Maude (141), Archie Bunker's Place (97), Square Pegs (20), Professionals (52), Pete 'n' Gladys (72), Embassy Night at the Movies (6), Embassy II (20), Entertainer of the Year (31), Mary Hartman, Mary Hartman, Fernwood 2night, Who's the Boss, 227, Embassy III. **Staff:** Gary Lieberthal, Barry Thurston, Ron Brown, Michael Zucker, Christopher Egoft, Deborah Willard, Bob Moore, Francie Beougher, Meade Camp, Gary Lico, Dennis Boyle, Debbie Grant, David Bergmann, Alan Daniels, Martha Chavira, Jerry Leifer, Steve Badeau.

Empire Television 381
1551 N. LaBrea Ave., Los Angeles 90028

Heroes, Pirates and Warriors (14), Wicked Women (6), Empire I (10). **Staff:** Charles Band, Bob Lange, Ed O'Brien, Keith Walley, Beth Rice.

Encyclopaedia Britannica 847**The Entertainment Network** 732
11111 Santa Monica Blvd., Suite 1210, Los Angeles 90025

Animated Classics (3), Animated Space/Sci-Fi (5), Dan Cougar, Alaska Outdoors (13), No Guts, No Glory (6), Hollywood Television Theater (12), Shakespeare Theater, 1986 Montreux Golden Rose Rock Festival, 1986 International British

Record Industry Awards, B.B. King—Live at Nick's, Swan Lake Ballet, Cosmos—In the Year of the Comet (3). **Staff:** Drew Levin, Bill Doyle, Eve Joffe, Steve Finch, Mark Rafalowski.

Entertainment Properties 1660
575 W. Madison, Suite 3104, Chicago 60606
Great Fish Stories (4). **Staff:** King Lauter.**Essence Communications** 866
1500 Broadway, New York 10036

Essence* (26), music special*. **Staff:** Clarence O. Smith, Susan Taylor, Gene Davis, Raymond Horn, Deborah Adrine-Wofford, Maggie Cowlan, Terri Williams.

Euramco International 762
Box 5434, Beverly Hills, Calif. 90210**Excel Telemedia** 849
745 Fifth Ave., Suite 1516, New York 10151

Terrorvision (52), Pathfinders (13), The Louvre*, Scotland Yard*, The Forbidden City*, The Kremlin*, The Incas Remembered*, Barry Mason—The Songwriter, Lifespan—A Rock Biography, Guys 'n' Dolls in Concert, New Seekers in Concert, Kenny Ball and His Jazzmen, Rollermania, The Truth About Communism, Amateur Night*, Last Feeling*, Terrorvision: Anthology of the Macabre*, feature films (33), American Campus Tour hosted by Jayne Kennedy. **Staff:** Ken Israel, Allen Hart, Joan Israel, Jeff Alan, Tom Thuman, Robert Estes.

FilmLife/American Film Repair 626
141 Moonachie Rd., Moonachie, N.J. 07074

Rejuvenation, restoration, protection and preservation of damaged film, television film storage, shipping and distribution worldwide, inspection and repair of syndicated shows and features. **Staff:** Marvin Bernard, John Natall, Sheila Bernard, Milton Miller, Paul Delplace, Larry Bernard, Russell Dupree, Angela Abrams, Mattie Mobley, Nelly Morales, Fatima Morden, Peter Settimeill, Ben Harris.

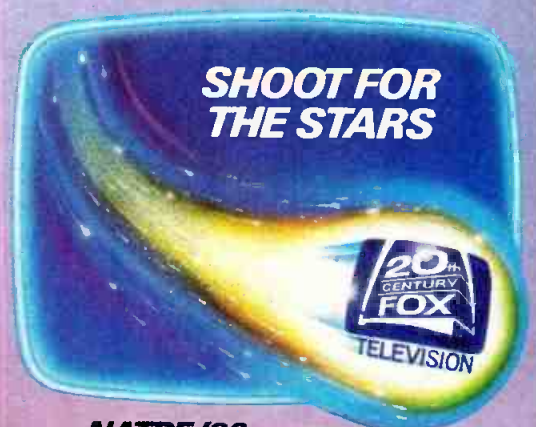
Filmoption International 1172**Fishing The West** 922
15170 S. Thayer Rd., Oregon City, Ore. 97045**Four Star International** 1225
931 N. Cole Ave., Hollywood, Calif. 90038

Star Cluster (195+65), Matchmaker (195+65), Mad Movies with the L.A. Connection (26+26), The Achievers (13), Big Valley (112), Wanted Dead or Alive (94), Burke's Law (64), Thrillseekers (52), Star I (15), No Restrictions (13), Awards Theater (50), The Late Show (30), Main Events I and II (30), Galaxy I and II (30), Odyssey (14), Rainbow Outdoor Adventures (45), Scream Theater I & II (32), Cisco Kid (13), Dr. Snuggles, The Magic of Dr. Snuggles, Ninja the Wonder Boy, Robbie the Robot, Timefighters, Timefighters in the Land of Fantasy. **Staff:** Joseph Fischer, Richard Cignarelli, Kristie Smith, Bill Armstrong, Bob Neece, Tom O'Leary, Keith Lewis, David Reinbach, Andrew Bolt, Robert Bosen.

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Minneapolis-St. Paul	WCCO	Wichita, KS	KSAS	Columbus, GA	WRBL
Atlanta	WSB	Mobile	WALA	Amarillo, TX	KVII
Seattle-Tacoma	KCPQ	Albuquerque, NM	KGGM	Harlingen-Weslaco, TX	KGBT
Tampa-St. Petersburg	WTOG	Fresno, CA	KAIL	Wilmington, NC	WECT
St. Louis	KMOX	West Palm Beach	WPEC	Erie, PA	WJET
Denver	KUSA	Jacksonville	WJXT	Lubbock, TX	KAMC
Sacramento-Stockton	KOVR	Green Bay, WI	WGBA	Macon, GA	WMGT
Baltimore	WBFF	Rochester, NY	WUHF	Odessa-Midland, TX	KOSA
Indianapolis	WTHR	Omaha	KMTV	Albany, GA	WTSG
Hartford-New Haven	WTIC	Spokane	KSKN	Florence, SC	WPDE
Phoenix	KTSP	Portland-Poland Spring	WMTW	Billings, MT	KTVQ
San Diego	KTTY	Davenport-Moline	KLJB	Greenwood-Greenville, MS	WXVT
Nashville	WCAY	Cedar Rapids, IA	KWWL	Meridian, MS	WLBM
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New Orleans	WGNO	Austin	KTBC	Jackson, TN	WBBJ
Charlotte	WBTW	Johnstown-Altoona	WFAT	San Angelo, TX	KIDY
Buffalo	WIVB	Chattanooga	WDSI	Oxnard-Ventura, CA	KTIE
Greenville-Spartanburg	WYFF	Jackson, MS	WAPT	Flagstaff, AZ	KNAZ
Columbus, OH	WTTE	South Bend-Elkhart	WSJV	Colby, KS	KLBY
Oklahoma City	KOCO	Tri-Cities	WKPT	Concord, NH	WNHT
Raleigh-Durham	WLFL	Springfield, MO	KSPR		
Salt Lake City	KOOG	Tucson	KDTU		
Grand Rapids-Kalamazoo	WUHQ	Baton Rouge	WBRZ		
Memphis	WPTY	Huntsville, AL	WZDX		
Louisville	WAVE	Columbia, SC	WOLO		
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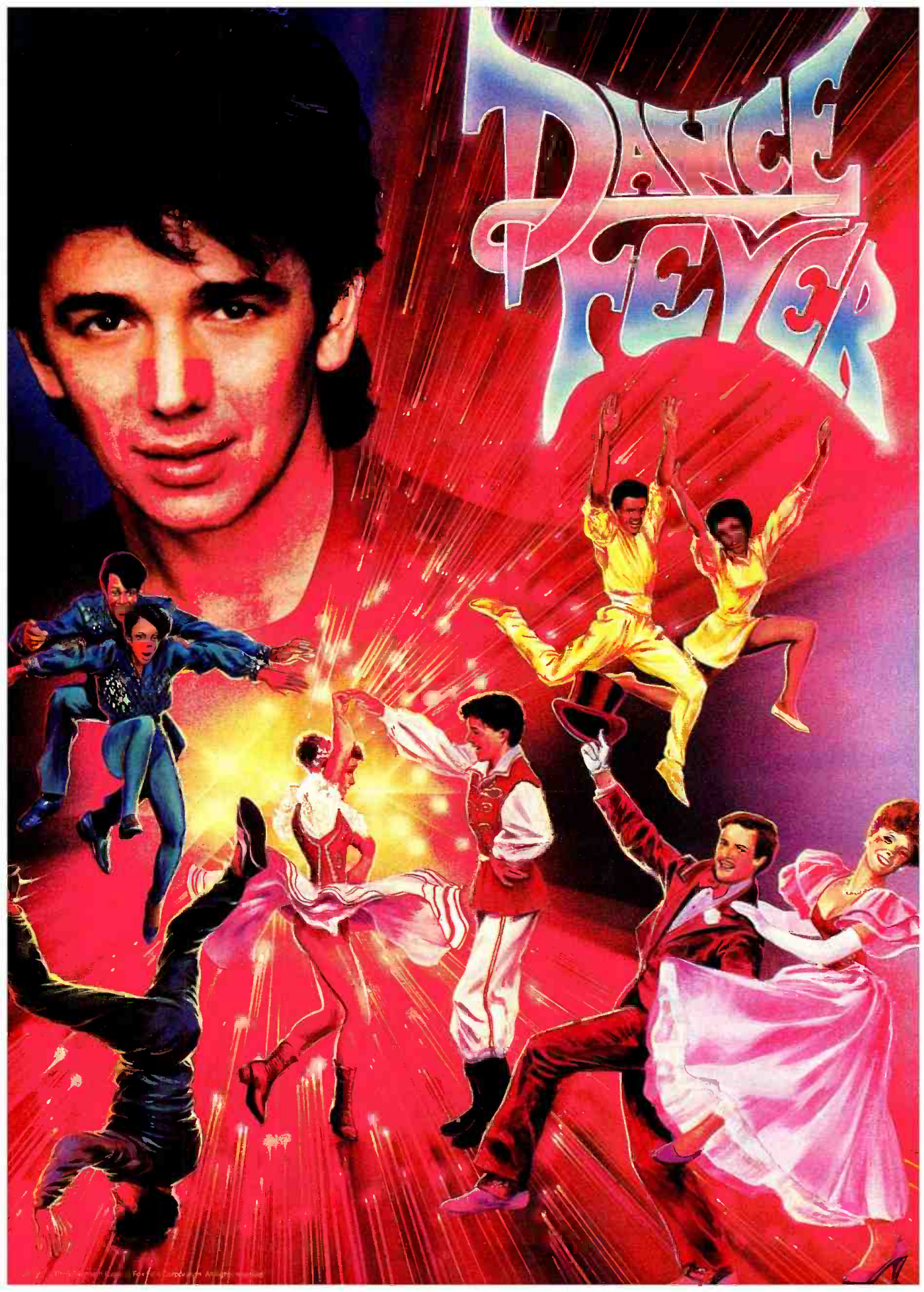
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Stepping out into Year 9



DANCE FEVER





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- ★ ALL THE RIGHT MOVES ★
- REVENGE OF THE NERDS ★
- BLAME IT ON RIO ★ HEART LIKE
- A WHEEL ★ MEL BROOKS'
- HISTORY OF THE WORLD—PART I
- ★ RHINESTONE ★ TO BE OR NOT
- TO BE ★ WITHOUT A TRACE ★
- THE MAN WITH ONE RED SHOE ★
- JOHNNY DANGEROUSLY ★
- UNFAITHFULLY YOURS ★ TWO OF
- A KIND ★ GIVE MY REGARDS TO
- BROAD STREET ★ MAX DUGAN
- RETURNS ★ THE BUDDY SYSTEM
- ★ THE STAR CHAMBER ★
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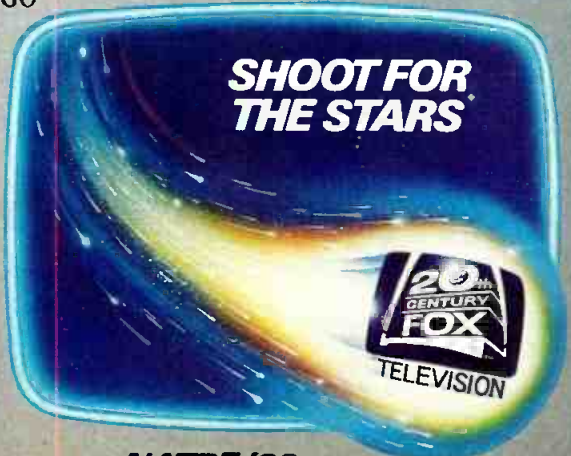
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SYNDICATED CHILD DAY - ANIMATION

NOVEMBER 1985

	HOMES			KIDS 2-11	
	RTG	SHR	RANK	RATING	RANK
THUNDERCATS	4.0	12	1	11.3	1
TRANSFORMERS	4.0	13	1	11.1	2
G.I. JOE	4.0	12	1	10.4	3
HE-MAN-UNIVERSE	3.5	12	4	10.3	4
SHE RA-PRINCESS	3.4	11	5	10.3	4
FUNTASTIC-HANNA BARBERA	3.3	16	6	9.3	6
SCOOBY DOO	2.9	12	7	8.1	7
MASK	2.7	10	8	7.6	8
ANIMATED CLASSICS	2.6	9	9	1.7	42
CHALLENGE-GOBOTS	2.6	10	9	7.4	9
JETSONS	2.5	11	11	6.3	12
TOM AND JERRY	2.5	13	11	6.2	13
PLASTICMAN	2.4	11	13	6.8	10
RAINBOW BRITE	2.4	16	13	6.2	13
FLINTSTONES	2.3	11	15	5.3	20
HEATHCLIFF	2.3	10	15	6.5	11
KING LEONARDO	2.3	16	15	5.5	16
PINK PANTHER	2.3	11	15	4.8	22
WOODY WOODPECKER	2.2	14	19	5.8	15
DAFFY & PORKY PIG	2.1	15	20	5.5	16
INSPECTOR GADGET	1.9	9	21	5.5	16
JAYCE AND WARRIORS	1.9	7	21	4.9	21
VOLTRON	1.9	9	21	5.4	19
CARE BEAR-STRAWBERRY	1.7	7	24	4.3	23
FAT ALBERT	1.5	8	25	3.6	26

Source: NSI/Cassandra Ranking Report 11/85



#1 WITH KIDS

Rankin/Bass Productions



LORIMAR-Telepictures
PERENNIAL

stein Conquers the World, Godzilla's Monster Zero, Godzilla's Revenge, Mr. Magoo in the King's Service, Mr. Magoo in Sherwood Forest, Mr. Magoo's Favorite Heroes, Mr. Magoo—Man of Mystery, Mr. Magoo's Storybook Snow White, Uncle Sam Magoo, Mr. Magoo's Treasure Island, Mr. Magoo's Christmas Carol, The Mr. Magoo Show (65), Dick Tracy (32), Roy Rogers (100), All Star Golf (142), 12 Sweep Classics, Bread and Butter (18). **Staff:** Richard Goldfarb.

Bonneville Media Communications 1550

130 Social Hall Ave., Salt Lake City 84111
Mr. Kruger's Christmas, Christmas World, The Last Leaf, Music and the Spoken Word, other programing specials and public service announcements. **Staff:** Merrill Dimick, Ian McKay, Doug Borba, Delores Peterson.

Border Television

Bozell & Jacobs 1405

10250 Regency Circle, Omaha, Neb. 68114
Mutual of Omaha's Wild Kingdom. **Staff:** Hal Davis, Bob Aaron, Jim Fowler, Peter Gros.

Bri-Ter Television Sales 1524

28-08 Bayside Ln., Flushing, N.Y. 11358
Hit City (52), Videofashion Lifestyle (4), Holiday Hints (24), Stillman Grissmer Thriller Package 1 (20), Stillman-Grissmer Action 7 (7), Stillman-Grissmer Sidekicks (6). **Staff:** Brian Davidson, Terry Lynch.

British Group 1433

Broadcast Information Bureau 1041

100 Lafayette Dr., Syosset, N.Y. 11791
Research source books and magazine. **Staff:** Arthur Fliegelman, Margaret Batsford.

Broadcast Management Plus 833

Box 5708, Auburn, Calif. 95604
Converts Arbitron and Nielsen computer tapes to floppy diskettes and provides software to allow stations to perform sales and program research on a micro-computer, color bar charts to show trends, rankers, comparisons, audience

composition reports. **Staff:** Roger Cooper, Dave Ludwig, John Morris, Peg DeSchepper.

Broadcast Promotion and Marketing Executives 1244

402 E. Orange St., Lancaster, Pa. 17602
Staff: Beryl Spector, Judy Horan, Joseph Logsdon, Linda Nix, Patricia Evans, Lance Webster.

BROADCASTING 1735 DeSales St., NW, Washington 20036

The news magazine of the Fifth Estate. The Jan. 13 issue will be available at the publications area. The Jan. 20 issue will be available for distribution Jan. 18.

Cable Films 431

Camelot Entertainment 341

1700 Broadway, New York 10019
Staff: Richard Levy, Steven Hirsch, Dick Moran, Marsha Diamond, Regina Crayhon, Vivian Hunt.

Carden & Cherry 1041

1220 McGavock St., Nashville 37203
Brother Bobby*, Ernest 'n Vern, Hey Vern! It's My Family Album. **Staff:** Beverlie Brewer, Julie Anderson.

Carrousel Productions 463

Castle Hill Television 832

1414 Avenue of the Americas, New York 10019
Castle Hill Volume I (15), Made in Hollywood USA (27), Fright Night (16), Castle Hill Volume II* (12). **Staff:** Julian Schlossberg, Beverly Schlossberg, Murray Oken, Mel Maron, Barbara Karmel, Milly Sherman, Herb Graff, Loretta Woodruff, Anne Rogers.

C.B. Distribution 1057

141 El Camino, Suite 110, Beverly Hills, Calif. 90212
Carol Burnett and Friends. **Staff:** Wayne Baruch, Linda Bross, JoAnne Leighton, Bob Wright.

CBS Broadcast International 1009

51 W. 52d St., New York 10019
The Twilight Zone*, 60 Minutes, West 57th*, North Beach and Rawhide, Picking Up the Pieces, Love Mary, Ben Franklin,

Storybreak, Featurefile, CBS Spotlight on Sports, National Basketball Association on CBS, Foley Square*. **Staff:** Larry Sugar, Rainer Siek, Gregg Cooke, Maria Komodikis, Gregg Phillips, Sonja Mendes.

Celebrity Service International 1161

1780 Broadway, New York 10019
Information clearinghouse and data base, telephone service, daily bulletin, theatrical calendar, international social calendar*, celebrity register, contact book. **Staff:** Vicki Bagley, Angela Wendkos.

Central Independent TV 35-38 Portman Sq., London W1A 2HZ

Channel Four Television 60 Charlotte St., London W1P 2AX

Christophers 914

12 E. 48th St., New York 10017
Christopher Closeup (26). **Staff:** Mary Jane Hopkins, Rev. John Catoir, Delcina Thomas.

Cinecitta Sacis 1304

Cinema Shares International 1213

450 Park Ave., New York 10022
Adventures in Action 6* (5), Devilfish, Shock Around the Clock 7 (5), Shock Around the Clock 8 (5), Adventure in Action Goes West 3 (2), Adventure in Action 1 (7), 2 (6), 3 (7), 4 (6), 5 (3), 6 (5), Family Favorites (9), Shock Around the Clock 1 (7), 2 (7), 3 (7), 4 (5), 5 (4), 6 (7), King Fu Justice (8), Adventure in Action Goes West 1 (3), 2 (3), Adventure in Action Goes to the High Seas (5), Adventure in Love 1 (3), My Champion, American Woman: Portraits of Courage, The Hazing, Slavers. **Staff:** Beverly Partridge, Deborah Dave, Regina Popp, Delanle Abney, Dick Ostrander, Marvin Gray, E. Melvin Pinsel, Rita Balsam, Jerry Balsam.

Cinevisa International Media 1172

Claster Television Productions 481

9630 Deereco Rd., Timonium, Md. 21093
My Little Pony and Friends* (65), The Transformers* (65), G.I. Joe—A Real American Hero* (90), Super Saturday/Super Sunday* (15), JEM* (26), Great Space Coaster (140), Romper Room and Friends (100), Miss Manners (100), Bowling for Dollars. **Staff:** John Claster, Sally Bell, Janice Carter, Terri Akman, John Russel, Peggy Powell, JoAnn Heller.

Coe Film Associates 252

65 E. 96th St., New York 10128
It Figures*, musical specials.

Joel Cohen Productions 909

10043 Hillgrove Dr., Beverly Hills, Calif. 90210
Second Annual MTV Music Video Awards*, American Video Awards Show*, Kapalua International Golf Tournament*, Skate America*, Third Annual MTV Music Video Awards*, Laura Branigan, Stroh's Circle of Sports, Outdoor Life, Hollywood Theater of Magic, Magic. **Staff:** Joel Cohen, Joan Cohen.



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has topped the once unbeatable Phil Donahue.
Now, Oprah more than doubles
Donahue's audience in Chicago!***

Oprah vs. Donahue November '85

<i>Show</i>	<i>NSI</i>	<i>ARB</i>
<i>Oprah</i>	<i>10/37</i>	<i>9/33</i>
<i>Donahue</i>	<i>4/15</i>	<i>4/15</i>

*Source: NSI/ARB

***ASI market research conducts
major focus groups and discovers that
Oprah's appeal is universal!***

ASI reports...

"The response to 'The Oprah Winfrey Show' was very positive with both regular viewers and people who had never seen the

show before. We feel that Oprah has extremely strong potential to dominate the daytime market in all areas of the country."

Based on Focus Groups conducted by ASI Market Research, Los Angeles.

It's a new kind of television produced by WLS-TV Chicago

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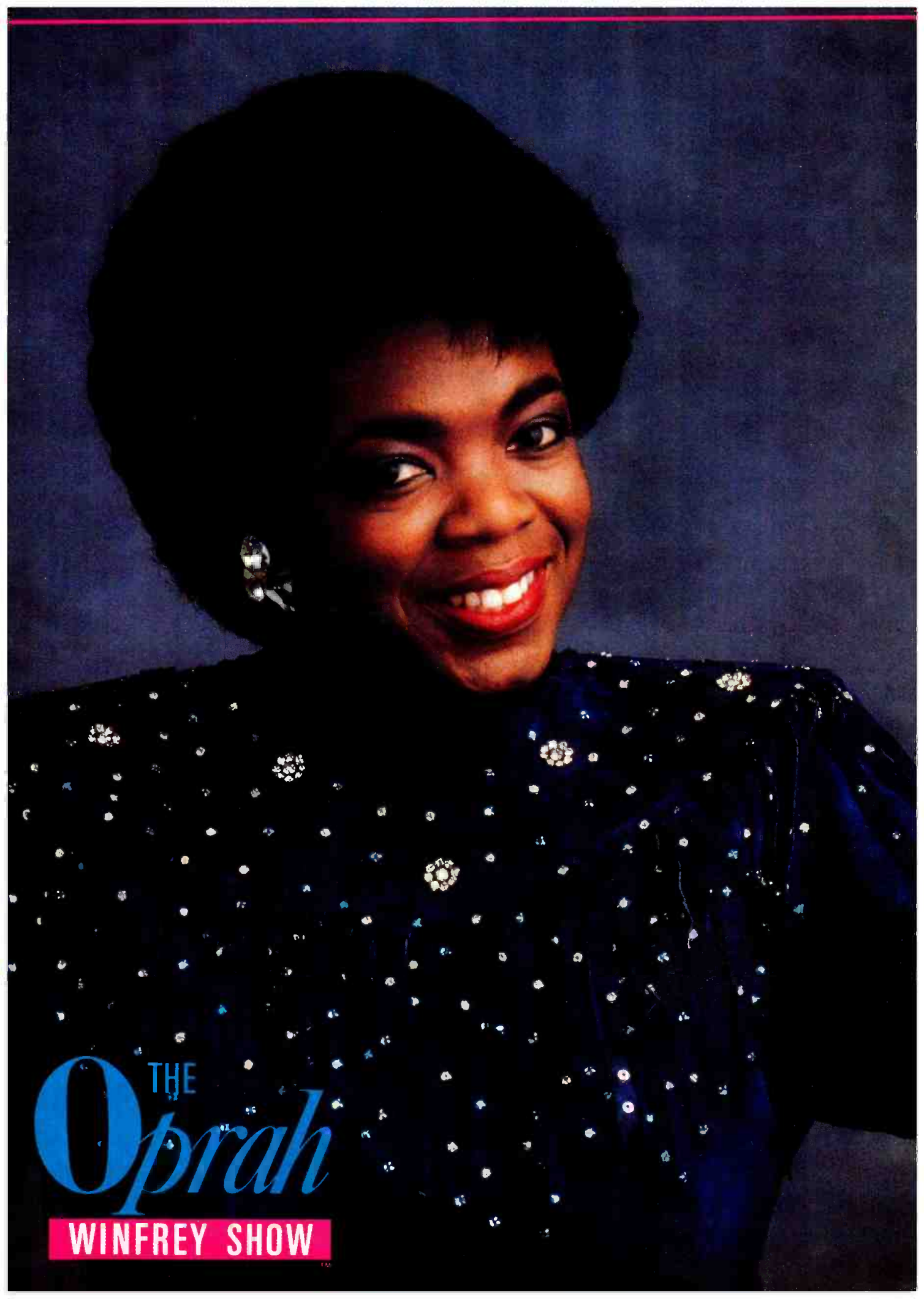
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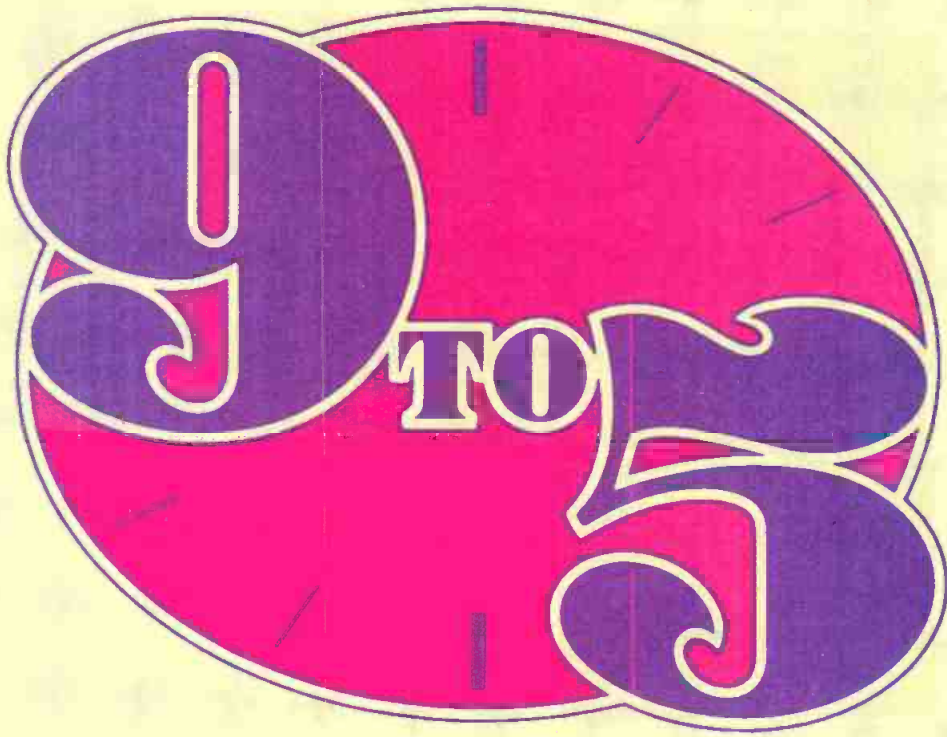
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THE
Oprah

WINFREY SHOW

See Fox
on the exhibition
floor at NATPE.



9 to 5 Works!

It worked as a hit movie! Over \$100,000,000 at the box-office!
It worked as a hit movie on television! The highest rated theatrical movie of the 1983 television season!

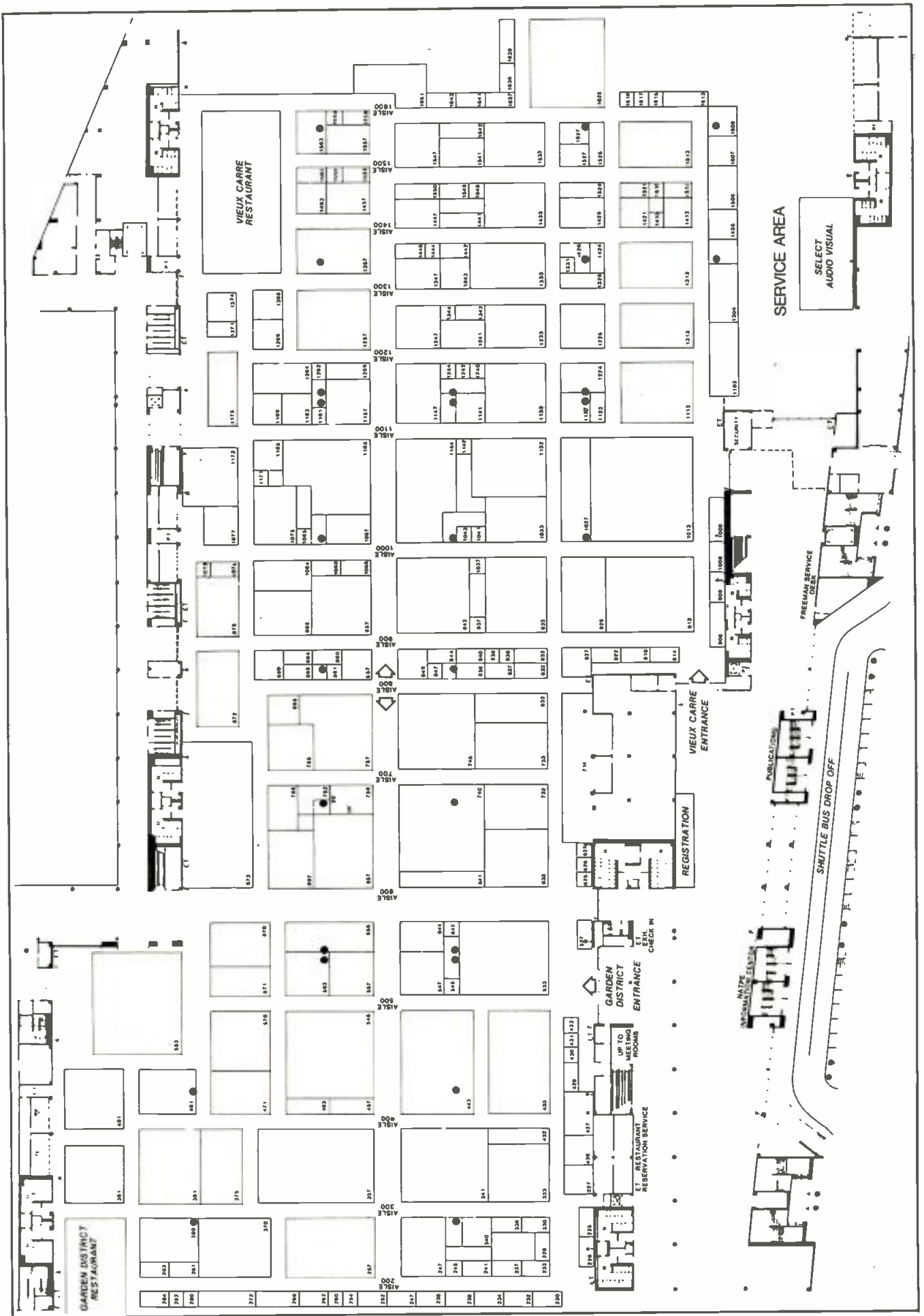
It worked as a network television series! Number 1 in its time period its first season! And now 9 to 5 is ready to work for you as a new television series in syndication! With a great creative team producing it, and an all-star cast starring in it!

9 to 5: comedy that works. First-run episodes starting September 1986. A minimum of 85 hilarious half-hours available for stripping September 1988.

Source: NTI 9/27/82-9/11/83



NATPE exhibit floor map





The Real Ghostbusters could end up being the hottest kids show ever, and since it is based on the original hit movie, the characters are immediately recognizable and already loved.

So get ready to booo-st your ratings. 65 episodes are already in production. And there's only one place to call to get The Real Ghostbusters: Columbia Pictures Television.

 **GHOSTBUSTERS**



NATPE
PRESIDENTIAL
SUITE 2918.
WESTIN CANAL
PLACE
1985

THE REAL GHOSTBUSTERS



If ya want the real heroes,
the real villains, the real
music all based on the
real movie,
who ya gonna call?

have been available for stripping—and stripped sitcoms generally have been regarded as the lifeblood of independents' counter-programming strategy during affiliates' local news and late-night time periods. The result has been devastating: over the past two seasons only three major off-network sitcoms have become available (*Benson* and *Dif-frent Strokes* in 1984-85 and *Gimme a Break* in 1985-86).

For the immediate future, the outlook is not much brighter. The only off-network sitcom set to appear in syndication next fall is *Facts of Life*, followed by *Cheers*, *Family Ties*, *Newhart* and *Silver Spoons* in 1987.

The first of the proposed crop of first-run sitcoms will be available for stripping in 1987 when *It's a Living* will pass the 100-episode mark. Already *Too Close for Comfort*, which beginning April 1 will evolve

into the *The Ted Knight Show*, is stripped on stations in addition to its weekly first-run episodes. But *It's a Living*, along with other first-run sitcoms such as *Too Close for Comfort*, *9 to 5*, *What's Happening Now?* and *Mama's Family*, have a head start on being stripped because they all ran on networks for at least a season. Proposed series like *Throb* and *Gidget* won't have enough episodes to strip for at least four years.

On the exhibit floor at the convention center

The following is a list of exhibitors for the NATPE convention, with the Weston Canal Place exhibitors following the convention center list. An asterisk denotes a product new to the market.

ABR Entertainment 975
32123 W. Lindero Canyon Rd., Suite 200,
Westlake Village, Calif. 91361

Headlines on Trial*, Sports Chronicle*, Roller Derby Gold*, Alaska Outdoors*, The New Crosswits*, The Christmas Songs, Lusty Land, Gospel Music I, Gospel Music II, Cross Country, Raquel, The Ann-Margret Show (2), All-Star Swing Festival, The Darin Invasion, The Fifth Dimension Traveling Sunshine Show, The Lou Rawls Show, The Sonny and Cher Nitty Gritty Comedy Hour, Saga of Sonora, Old Faithful, Dr. Jekyll and Mr. Hyde, Once Upon a Wheel, The London Bridge Special, Yes Virginia There is a Santa Claus. **Staff:** Burt Rosen, Barbara Rosen, Ed Hawkins, Ted Baker, Jim Delaney, Lon Fishback, Gene Wilkin, Celinda Van Orsdale, Marsha Foster, Darnell Wade.

Access Syndication 491
12345 Ventura Blvd., Studio City, Calif.
91604

Lorne Greene's New Wilderness, The Exciting World of Speed & Beauty, Hollywood Close-Up, Heroes: Made in the USA* (26), The 4 Seasons. **Staff:** Dennis Miller, Jeffrey Kazmark, Gary Benz, Nancy Dixon, Bill Trotter, Rick Pack, Fran Harman, Melissa Schiavo, Steve Kirk.

Airborne Express 1512

Alan Enterprises 427
32234 Pacific Coast Hwy., Malibu, Calif.
90265

The Classics* (28), The Promotables (15), Vietnam: The Ten Thousand Day War (13), Speed Racer (52), Abbott and Costello Show (52), Felix the Cat (260), Mighty Hercules (130). **Staff:** Alan Gleitsman, Cheri Rosche, Milt Strasser, Bob Mitchell, Christine Buchanan.

All American Television 633
304 E. 45th St., New York 10017

All American Bingo*, Fridays*, The Best of You*, The Boy King*, Elvis The Echo Will Never Die*, America's Top 10, America's Top 10 Christmas, Deja View, The Chisholms (6), New York Hot Tracks,

Omni: Visions of Tomorrow, 1985 Miss World Beauty Pageant, Fabian's Good Time Rock 'n Roll Revival, Magical Mystery Tour. **Staff:** George Back, Joseph Kovacs, Larry Feinstein, Joan Marcus, Conrad Roth, Debbie Back, Gail Spolan, Rhonda Schulik, Nancy Gottdenker, Lori Koch, Bill Finkeldey, JoAnn Giacalone, Helen Schansinger, Pat Contino, Nina Melby.

AMI Television 627
414 N. Camden Dr., Beverly Hills, Calif.
90210

Health Sense*. **Staff:** Beverly Strong, Mick Taylor, Doug Streff.

Anglia TV
Brook House, 113 Park Ln., London W1

Antenne 2 232

Arbitron 1257
1350 Avenue of the Americas, Suite 1914,
New York 10019

Staff: Pete Megroz, Jon Nottingham, Bill Shafer, Andy Fessel, Jim Mocariski, Dennis Spragg, Marjorie Johnson, Susan Howard, Eric Schindler, Mark Stephan, Virginia Tierney, Kit Smith, Lynn Hendy, Barbara McFarland, Ken Wollenberg, Anna Fountas, Randy Briggs, Bob Bourquard, Sharon Rickel, Bob Decker, Howard Rosenblum, Dan Casey, Mary Ellen Nortier.

ARP Films 670
342 Madison Ave., New York 10173

A Pumpkin Full of Nonsense*, Spiderman (52), New Spiderman (26), Spiderwoman (16), New Fantastic Four (13), Incredible Hulk (13), Captain America (13), Iron Man (13), Submariner (13), Mighty Thor (13), Rocket Robinhood (52), Max the 2,000-Year-Old Mouse (104), Star Blazers (77), The Russian Circus, Strange Paradise (195), Collection, Chef of the Stars, Magicians of Murano, The Nose. **Staff:** Claude Hill, Anne Cody, Joanne Melton.

ASI Market Research 932
7655 Sunset Blvd., Los Angeles 90046

Associated TV International 272

Atlantis Television 1172

Avery Productions 1426
810 Emerald St., Suite 101, San Diego 92109

Bavaria Atelier GmbH 1506

Behrens Co. 756
51 SW 9th St., Miami 33130

Kidsworld, Young Universe. **Staff:** Betsy Behrens, Bill Behrens, Bob Behrens, Paul Rich.

Bel-Air Program Sales 1425
1200 W. Broadway, Hewlett, N.Y. 11557

The New Newlywed Game, We Love the Dating Game*, The Richard Pryor Specials*, The Gong Show, Treasure Hunt, \$1.98 Beauty Show, Kung Fu Theater* (13). **Staff:** Brian Firestone, Bob Cohen, Rick Bompane, Buddy Brooks, Jack Firestone, Ginny Wood.

Belokapi 241

BizNet 857
1615 H St., NW, Washington 20062

It's Your Business, Nation's Business Today, Ask Washington. **Staff:** Richard Leshner, Robert Adams, Andrea Kosek, Milton Mitler, Frank Allen Philpot, Meryl Comer, Carl Grant.

Blair Entertainment 757
1290 Avenue of the Americas, New York
10104

RPR Productions
511 Old Lancaster Pike, Berwyn, Pa. 19312
Strike It Rich* (52), Divorce Court (52), Break the Bank* (52), SCTV (156), Death Valley Days (130), Cisco Kid (156), Revenge Movie Package (15), Wake Up the Echoes, NFL Great Moments, Great Plays of the Glory Days, Legends of College Basketball, College Football Scrapbook, You Make the Call, NFL Classics, Fantastic Finishes, NFL Most Valuable Player, Be All That You Can Be, Beachcombers (130), Keystone Komedies (79), Road to the Super Bowl '87, NFL Update '87, The Lollipop Dragon, telephone interactive programs. **Staff:** Richard Coveny, Guy Mazzeo, Phil Kent, Tim Harrington, Linda Prozeller, Leslie Lillian, Tony Brown, Joe Middelburg, Jim Weathers, Monte Lounsbury, Al Lanken, Tony Fasola, Steve Hackett, Joe Mirabella, Paul Franklin, Ken Kagen, Anne Foran, Dorothy Hamilton, Alan Berkowitz, Norman Lesser, Catherine Morrow, Marlene Rochman. **RPR Productions:** Pete Retzlaff, Andy Rogin, Walter Rolph.

Bocass Communications 1077
10 E. 53rd St., New York 10022

The Terror of Mechagodzilla, Franken-

***An all new sight
and sound experience,
featuring today's
top International video hits***

***Music videos,
live performers,
celebrity interviews.***

***Hear and see all about it.
NATPE Booth 333
New Orleans Convention Center***



"song of the year." King World is offering a daily half-hour strip, *Rock-N-Roll Evening News*, and Viacom is syndicating MTV's weekly *Top 20 Video Countdown*.

FOREIGN AFFAIRS

As has been happening with increasing frequency the past few years, several long-running series produced outside the U.S. will be imported and positioned as essentially first-run series. Orbis Communications is bringing down from Canada the half-hour drama/comedy *Hangin' In*, of which 94 episodes have been produced. WW Entertainment is importing from Australia the one-hour dra-

ma series *Skyways*, which centers on a metropolitan airport. Lionheart Television is distributing *Britcoms* as a half-hour strip, a package of nine British sitcoms, and Hagen-Menk Entertainment is importing from Canada *Seeing Things*, about a detective who solves crimes through psychic visions.

THE RISE OF SITCOMS

Another area seeing rapid growth is first-run sitcoms. Based on the success of *Small Wonder*—the highest rated weekly, first-run syndicated series—suppliers are expanding the trend of producing half-hour comedies exclusively for syndication. Including the four

first-run sitcoms introduced last year and returning for a second season, 11 first-run sitcoms are being offered in syndication at this year's marketplace—four of them resuscitated network series, that had been canceled, the other five fresh start-ups.

The launch of sitcoms in syndication also further illustrates the changing economics of the programming marketplace. Previously, the only way a series could compile enough episodes for stripping on stations was for the series to have a successful four-to-five-year run on the network. But with the growth of station groups and the vertical integration of production houses with programming outlets, it is now possible for shows to make it into syndication without a network run of four or five years.

New first-run sitcoms include *9 to 5* (20th Century-Fox), *Check It Out* (Taffner), *Mama's Family* (Lorimar-Telepictures), *One Big Family* (Lorimar-Telepictures), *Throb* (Worldvision) and *Gidget* (LBS Communications). Another first-run sitcom based on the British top-10 comedy *Mind Your Language* is presently under discussion between Viacom Enterprises and Tribune Broadcasting.

Returning first-run sitcoms include *Small Wonder* (Metromedia/New Program Group), *It's a Living* (Lorimar-Telepictures), *What's Happening Now?* (Columbia) and *The Ted Knight Show* from D.L. Taffner Ltd. (although technically a new series, the series has evolved from *Too Close for Comfort*).

Broadcasters have immediately begun embracing the first-run sitcoms, and affiliates have, in some cases, begun grabbing them before independents can lay their hands on them. NBC-owned KNBC(TV) Los Angeles has already expressed its desire to checkerboard sitcoms in access on weekdays following its successful run this season with *It's a Living* at 7:30 on Saturdays. NBC O&O's WNBC-TV New York, KNBC-TV Los Angeles and WMAQ-TV Chicago have also signed up for *Throb* on weekend access. The six Metromedia independents are committed to first-run episodes of *9 to 5*, and Gaylord Broadcasting has agreed to carry *Mama's Family* and *One Big Family* in weekend blocks between 4 and 8 p.m. on its independents in Seattle, Milwaukee, Dallas, Houston and Cleveland. Tribune Broadcasting will carry *One Big Family* on its independents in New York, Los Angeles, Chicago, Atlanta, Denver and New Orleans.

Taffner's *The Ted Knight Show* has been sold before NATPE to 33 markets, including KBHK-TV San Francisco, WJBK-TV Detroit, KMSP-TV Minneapolis and WBFF-TV Baltimore. *Check It Out*, which is currently airing on Canada's CTV Network and the USA Cable Network, has been cleared on WGBS-TV Philadelphia, KBHK-TV San Francisco, WLVI-TV Boston, WFTY-TV Washington, WOIO-TV Cleveland, KDVR(TV) Denver and WBFF-TV Baltimore.

The new first-run sitcoms also will, if they prove successful, help alleviate the shortage of off-network sitcoms that are finding their way into syndication. Since the networks began canceling series at a record frequency early in the 1980's, fewer sitcoms

Ad inserts aimed at women

Syndicated television programming now has its first advertising insert geared to women. "Intimacies," a series of 24 one-minute dramatic vignettes produced for American Cyanamid, aims to do for female-targeted advertising what "The Seventh Inning Stretch" and other sports inserts do for products with male appeal. The series of inserts runs exclusively in syndicated programming.

"Intimacies" was conceived and written by Sister Arts, comprising twin sisters Carol (at right) and Abbie (at left) Fink. Each one-minute spot features an actress speaking directly to the camera, as if talking to a friend, husband, lover or child about subjects important to women. "Little moments of personal discovery" are how "Intimacies" are described. In one segment, a woman divorced after 20 years of marriage confronts her fear of re-entering the job market. In another, a woman facing an open refrigerator struggles to stay on her diet.

The segments are intended as programming and not advertising in the usual sense.



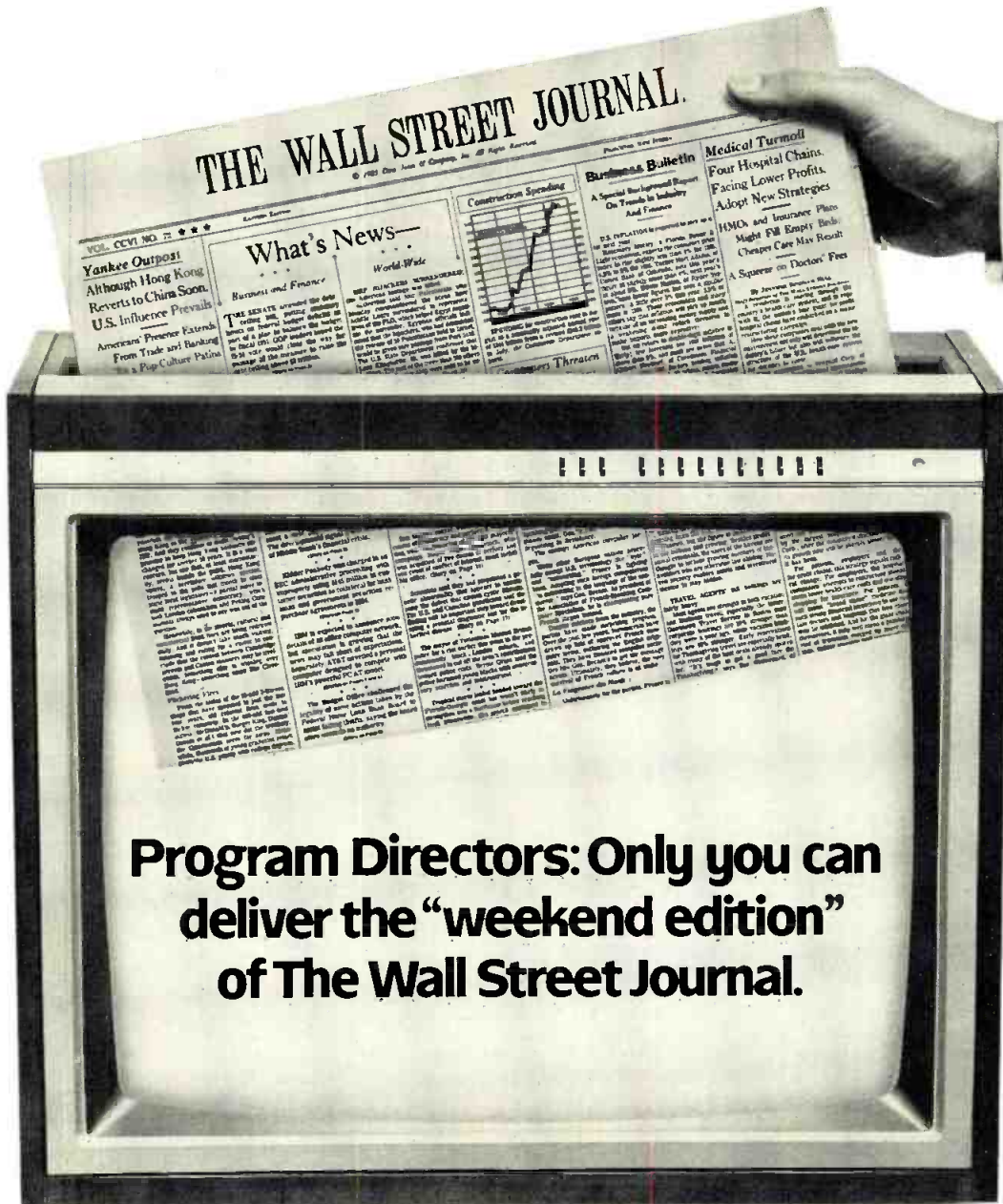
All of the syndicated shows in which "Intimacies" appear are cut by one minute to accommodate the inserts which American Cyanamid supplies at no cost. In turn, the adjacencies to the minute are sold out of barter time withheld by the syndicator for Cyanamid brands: Pine-Sol, Centrum vitamins, Combat Roach Control Systems, Calcitrate calcium supplements and Old Spice (as a gift).

Currently, the segments appear in *Inday*, sold by LBS in 80% of the country; *Lovesongs*, sold by Syndicast in 64% of the country, and *Black Sheep Squadron*, *Street Hawk*/*Switch* and *Voyagers/The Whiz Kids*, sold by MCA in 84%, 67% and 81% of the country, respectively.

Sister Arts approached 10 advertising agencies before meeting with American Cyanamid's director of advertising services, James Gibbs, who said that after five years of inserts for its male-oriented products, Cyanamid was eager to try a similar campaign for women.

Gibbs said the inserts, which appear after a three-second billboard and are followed by a 30-second spot, "help people pay attention." For the project's in-house trial, Cyanamid ordered three 30-second versions and two 60s, but Gibbs said the response was decisive for the one-minute versions, a length Carol Fink said is necessary to tell a story.

Production of the 24 "Intimacies" cost less than \$5,000 each, an expense that Gibbs said did not make the campaign more costly than a normal one, given the amortization of the inserts' costs over multiple showings. While Gibbs said that the campaign has prompted letters from viewers, its actual impact is hard to measure. But he said "Intimacies" will run for a full year.



Program Directors: Only you can deliver the "weekend edition" of The Wall Street Journal.

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The current wave of business and finance programming indicates an audience hungry for such reporting. And nobody has the resources that The Wall Street Journal does to fulfill the need.

Using actual Journal personalities, editors and format, The Wall Street Journal Report on Television delivers the same comprehensive business and consumer reports as its printed namesake.

To find out just how you can deliver the "weekend edition" of The Wall Street Journal, call Art Pickens (Dow Jones) at 212-285-8212 or Jack Giebel (Syndicast) at 212-921-5091.



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On Television

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K-LITE #3 UP FROM #30!

25-54*

Adults

Women

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2. KBIG-FM
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Disney MAGIC I



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DOMESTIC
TELEVISION

NOW THE MAGIC CAN BE YOURS.

THE
WONDERFUL
WORLD
OF
Disney



JONES



"Any number one station is doing local programs."

Bob Jones is President of the National Association of Television Program Executives.

"The FCC intended the public access rule to encourage stations to do more local programming. Instead, it created a market for syndicated programs. But I believe that it's going to go full circle and come back to local programs because stations are going to have to do more local production. They must make a clear statement to the public as to their identity, as opposed to all the other sources of programs that are coming into the home.

"If you go market to market, any number one station is inevitably involved in the community. It has a strong commitment to do more than just sit there and crank out a signal. They're doing local programs, specials or regular series. That's especially true as fewer and fewer shows are available for syndication. And as less time is allocated to news, more stations are going to adopt the local programming strategy. In many markets, there is an opportunity for a station to say 'I am going to be number one,' and do it by producing local programming which reflects and represents the community.

"It used to be, when there were only three or four stations in a market, that you didn't have to be number one. You could be number three and still make a lot of money. Well, all of a sudden, there are all these additional places to spend money,

and number three may not be as profitable anymore. Owners are also beginning to realize that the difference between number one and number three can be a lot of money if the station is sold. It's worth it in the long run to invest some of that bottom-line profit in programming.

"I'm very proud of the local Emmy and NATPE Iris Awards won by stations where I was Program Director. At KING-TV in Seattle, for example, we had 56 nominations and 20 Emmy Awards last year—and 11 of those were for programming! We also won some major awards at WLKY-TV in Louisville, which proves my point that anyone in the top 50 markets has the equipment and devices available to put an image on the air that is as professional as anything that comes out of L.A.

"You don't have to be a major studio to use film, either. Of the three award-winning specials we did at WLKY, two were on film. It's the density of the image, the colors. When you want a special kind of dramatic look, the choice is film. The colors are simply more vivid. There's also the mood, the visual effects you can get on film, in low light for example. We used it for that reason in a Mother's Day special we did at KING. We also used film extensively for promotional work.

"Film will always be part of the growing palette a producer has to work with. That includes different kinds of film for different effects, as well as tape and things like

location or studio, hosted or non-hosted shows and, even now, the question of stereo sound. And the gear, especially for film, is getting smaller and lighter, so the producer can go places not available before.

"Yes, you can make money doing local programming. It is worth the trouble. You can make the profits, you can get the ratings, you can win the awards. We all have this wonderful device...we all have studios, we all have cameras, most of us have creative people just begging to be set free to do something original. Let's do it! Then let's create a special award for the people who are willing to take that chance. An Iris Award for courage!"

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Oprah Winfrey



Throb

courtroom drama, *Superior Court*. In addition, Blair Entertainment was able to move the second-season episodes of *Divorce Court* from independent stations to affiliates in New York, Los Angeles and St. Louis. In New York, *Divorce Court* will move, starting next fall, from WNEW-TV to CBS-owned WCBS-TV; in Los Angeles from KHJ-TV to KCBS-TV, and in St. Louis from KTVI-TV to KMOX-TV.

NEW TWIST FOR AN OLD FORMAT

A new variation in game shows to emerge this year is the combination game/sweepstakes program that rewards viewers at home in addition to the studio audience. Several of the proposed sweepstake-type game shows are based on various forms of bingo.

MCA-TV has come out with *WinAmerica Sweepstakes*, a strip game show that will draw at-home participants by distributing 20 million sweepstake cards through retail outlets. Twentieth Century Fox has brought out a half-hour strip called *Banko*, a word-association game show based on bingo that also affords the opportunity for play-at-home viewers to win prizes.

In addition, two other bingo-based game shows, both developed at the local level, are being offered for syndication. Prijatelj is distributing *Bingo Mania*, produced at KWTV(TV) Oklahoma City, and Silverbach-Lazarus is distributing *Jackpot Bingo*, produced at KGMB(TV) Honolulu.

LESS TALK, LOTS OF ADVICE

Magazine shows are also making a modest appearance at NATPE, although perhaps not in as great a number as in previous years. The past two years at NATPE have seen several magazine-formatted talk/variety shows come and go. The most celebrated of recent past offerings, *Woman to Woman* and *Breakaway*, never made it past their first season. Outside of King World's *Oprah Winfrey Show*, no major new talk shows are being offered. King World has reached virtual saturation with *The Oprah Winfrey Show*, a one-hour strip talk show that is beating *Donahue* at 9 a.m. in Chicago. *Oprah* is signed in 90 markets representing 85% clearance.

(King World, as part of its strategy to offer syndicated programming vertically targeted to every daypart, is offering the late-night half-hour strip *Night Life with David Brenner* and the half-hour strip *Rock-N-Roll Evening News*, and for daytime the drama anthology series *True Confessions*—romantic heart-break stories from the pages of Macfadden Magazines' publication of the same name.)

But there are several reality-based proposed first-run series focusing on self-help tips and celebrity life styles.

In this category, All American Television is offering *The Best of You*, a half-hour strip featuring health, beauty and fitness tips in which each day a woman viewer receives a make-over by a beauty expert. The Samuel

Goldwyn Co. is also offering a half-hour strip titled *Makeover*. Produced by Woody Frazer, the series will attempt to go beyond facial concentration and emphasize "making over your life." Group W Productions is offering a half-hour strip titled *Beauty Affair with Jose Eber*.

There will also be no shortage of proposed shows that profile the lives of celebrities. Television Program Enterprises' *Lifestyles of The Rich and Famous* will be offered as a reformatted strip after a successful three-year run as a weekly one-hour series. Twentieth Century-Fox is proposing *Movers and Shakers*, a weekly one-hour series profiling up-and-comers in show business, sports and business. Paradise Venture Partners is positioning for weekend access a half-hour weekly series called *Trendsetters*. It will examine the latest trends in people, places and events. The series is already scheduled to begin a 13-week run on the NBC-owned stations in January. Viacom Enterprises is launching a first-run strip called *Exclusive!* for late fringe, which is designed to be a "gossip" magazine show with a pop culture accent.

Program suppliers will also be hoping to find the perfect woman and match the perfect couple. Twentieth Century-Fox is launching a weekly beauty contest, *Dream Girl U.S.A.*, and Colbert Television Sales is offering a half-hour strip titled *Purely Personal*, which will be a video version of the "personals" column appearing in newspapers and magazines.

FACE THE MUSIC

Two years ago syndicated music video shows were rampant at NATPE. The following season saw a speedy shakeout. This year the music show offerings appear to be more focused—the emphasis is on presenting straight music or music news instead of packaging a string of music videos. The Samuel Goldwyn Co. is launching *On The Record*, which will feature popular music journalist Steve Pond and is described as the record counterpart to *At The Movies*. Television Program Enterprises will launch the weekly one-hour *You Write the Songs*, hosted by Ben Vereen, which will feature undiscovered songwriters competing each week to have their composition eventually become

Goodwill games roster. Turner Program Services announced at the INTV convention that it has commitments from stations covering 42 markets to broadcast the Goodwill Games being held in Moscow July 5-20. The games are a "multisport" event featuring top athletes from 40 countries including the U.S. and the USSR, who will compete in 18 events.

TPS's Board Chairman Henry Gillespie said the stations are planning to carry the complete syndication package, which includes 129 hours of daytime, prime time and late-night programming over 16 days.

"We are right on target with our 90% U.S. television penetration projections," Gillespie said. Among the stations carrying the broadcast: WNEW-TV New York; WGBO-TV Joliet, Ill. (Chicago); WVI-TV Boston; KDFI-TV Dallas; WOIO(TV) Shaker Heights, Ohio (Cleveland); KTHV(TV) Alvin, Tex. (Houston); WPTT-TV Pittsburgh; KCPQ(TV) Tacoma, Wash.; WBFF(TV) Baltimore; WTIC-TV Hartford, Conn.; KSHB-TV Kansas City, Mo; WCAV-TV Nashville, and WTE(TV) Columbus, Ohio. TPS also claimed commitments from stations in Washington, San Francisco, Minneapolis, Denver and other markets whose identities will be announced later.

A further announcement was also made concerning Turner's acquisition of the rights to broadcast the men's "Basketball World Championships" from Spain on July 5-20 as part of its Goodwill games coverage. The championship consists of a round-robin format featuring 24 of the world's top teams.

HOLLYWOOD SQUARES



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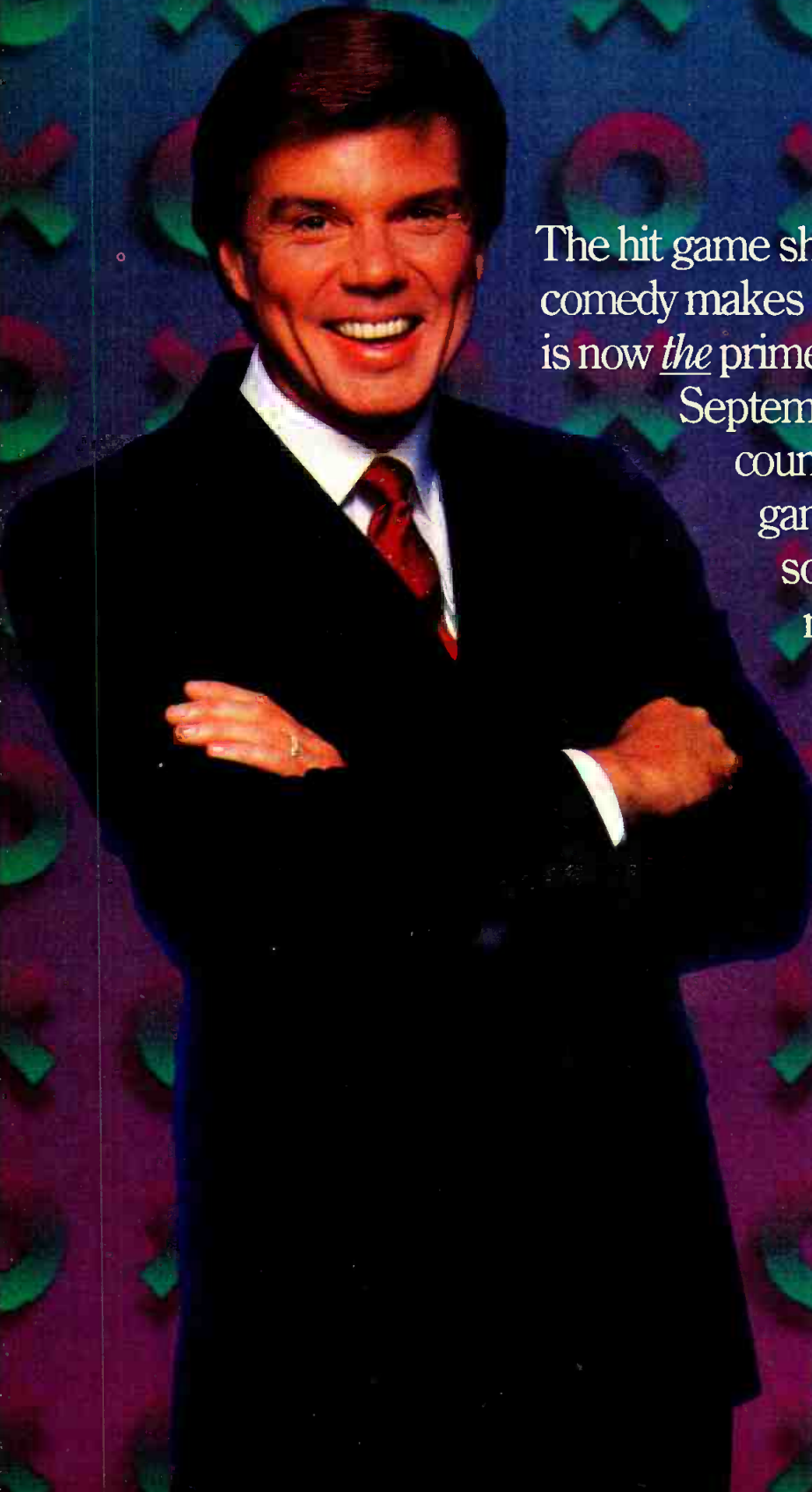
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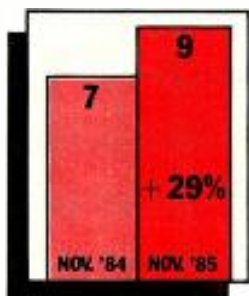
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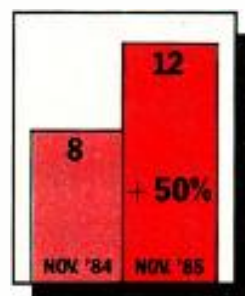
WOR-TV is changing the New York market's viewing patterns.

Total Day Share Increases

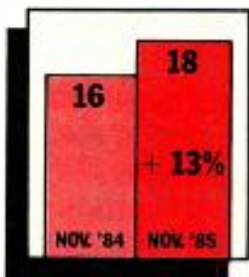


SUN-SAT/9AM-12 MID HOUSEHOLD SHARE PROFILE

The November 1985 Nielsen figures show the total day share for WOR-TV increased nearly 30%, while the totals of the remaining five competing affiliate and independent stations exhibited no change from November 1984. And even more impressive was the increase in the weekday 4-8pm household share. WOR-TV saw a 50% improvement in this area while the competing five station composite share was down approximately 3%.



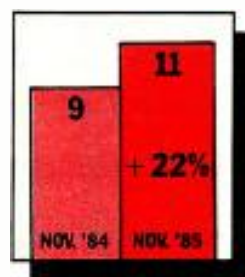
MON-FRI/4-8PM HOUSEHOLD SHARE PROFILE



MON-FRI/4-8PM ADULTS 25-54 SHARE PROFILE

Gaining Ground With Adults 25-54

WOR-TV's weekday 4-8pm target adult 25-54 share climbed 13% from November '1984 to 1985. And WOR-TV's total day share for this same age group grew 22%. In both cases, the five competing stations aggregate share declined, according to the Nielsen figures.



SUN-SAT/9AM-12 MID ADULTS 25-54 SHARE PROFILE

Dynamic Programming

Behind the increase in WOR-TV's ratings is the powerful mix of our programming. Channel 9 continues to offer action-packed sports coverage, exciting and new game shows, award-winning news, first run and classic films, and some of the most popular television series in the country.

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SOURCE: NSI Nov. 1985 vs. Nov. 1984. Audience data are estimates subject to the qualifications established by the measurement service.

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- A news director’s lead-in dream!
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#1 Detroit WDIV	#1 Knoxville WBIR	#1 Terre Haute WTWO
#1 Cleveland WEWS	#1 Toledo WTOL	#1 Wilmington WWAY
#1 Pittsburgh KDKA	#1 Jacksonville WJXT	#1 Yakima KNDO
#1 Seattle KOMO	#1 Syracuse WIXT	#1 Tallahassee WCTV
#1 Minneapolis WCCO	#1 Green Bay WFRV	#1 Eugene KVAL
#1 St. Louis KSDK	#1 Des Moines KCCI	#1 Macon WMAZ
#1 Denver KCNC	#1 Rochester WROC	#1 Erie WICV
#1 Sacramento KXTV	#1 Roanoke WSLS	#1 Minot-Bismark KFYR
#1 Indianapolis WTHR	#1 Portland WGME	#1 Bangor WLBB
#1 Phoenix KTVB	#1 Davenport WOC	#1 Florence, SC WBTW
#1 Hartford WTNH	#1 Cedar Rapids KWWL	#1 Idaho Falls KIDK
#1 Portland KOIN	#1 Spokane KHQ	#1 Billings KTVO
#1 Orlando WFTV	#1 Johnstown-Altoona WJAC	#1 Alexandria KALB
#1 Cincinnati WCPO	#1 Chattanooga WRCB	#1 Palm Springs KESQ
#1 Nashville WSMV	#1 South Bend WWSJ	#1 Clarksburg-Weston WDTV
#1 Charlotte WBTV	#1 Tucson KGUN	#1 Yuma-EI Centro KYEL
#1 New Orleans WWL	#1 Tri-Cities WCYB	#1 Biloxi WLOX
#1 Buffalo WKBW	#1 Huntsville WAFF	#1 Parkersburg WTAP
#1 Columbus, OH WBNS	#1 Lincoln-Hastings KOLN	#1 St. Joseph KQTV
#1 Oklahoma City KWTV	#1 Columbia, SC WIS	#1 Ottumwa KTVO
#1 Birmingham WBRC	#1 Youngstown WYTV	#1 Lima WLIO
#1 Raleigh-Durham WTVD	#1 Springfield-Holyoke WWLP	#1 Harrisonburg WHSV
#1 Salt Lake City KTVX	#1 Las Vegas KVBC	#1 Bend, OR KTVZ
#1 Grand Rapids WZZM	#1 Colorado Springs KKTU	#1 Bowling Green WBKO
#1 Providence WPRI	#1 Peoria WHOI	#1 Zanesville WHIZ
#1 Memphis WMC	#1 Lansing WILX	#1 Presque Isle WAGM
#1 Norfolk WVEC	#1 Augusta WJBF	#1 North Platte KNOP
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Monday, Jan. 20

Breakfast general session. 8-9 a.m. *Old Time TV: How Good Was It Really.* Moderator: Hugh Downs, 20/20. Panelists: Sid Caesar, J.P. Miller, George Schaefer, Sylvester (Pat) Weaver.

Four concurrent workshops. 9:45-10:45 a.m. *News: Is It a Program?* Moderator: James Keelor, WVE-TV Louisville, Ky. Panelists: Darla Ellis, KUSA-TV Denver; Larry Gants, KHQ-TV Spokane, Wash.; Bob Warfield, WDIV-TV Detroit; Debra Zeyen, KDKA-TV Pittsburgh.

Local Programing: How Important Is It? Moderator: Bob Jones, NATPE president. Panelists: Phil Arnone, KGMB-TV Honolulu; Joel Chaseman, Post-Newsweek Stations; Irwin Starr, KGW-TV Portland, Ore.

Local Program Success Stories—Specials. Moderator: Ann Miller, KPX(TV) San Francisco. Panelists: Steve Currie, KOIN-TV Portland, Ore.; Marion McGinness, WBTV(TV) Charlotte, N.C.; George Moynihan, Group W Television Stations Group; John Pela, WWL-TV New Orleans.

New Technologies. Moderator: Chuck Larsen, D.L. Taffner/Ltd. Panelists: Chuck Dutcher, Conus Communications; Ryo Mochizuki, NHK-Japan Broadcasting; Richard M. Wolf, Lasercast Co.

Exhibit hall. Open from 11 a.m. to 5 p.m.

Iris awards. 7 to 9 p.m. New Orleans Theater of the Performing Arts. "A Celebration of Creativity." 19th Annual Iris Awards. Entertainment by Ella Fitzgerald and Pete Fountain.

International supper party. 9-11 p.m. Memorial Auditorium, adjacent to the theater.

Tuesday, Jan. 21

Exhibit hall. Open 9 a.m.-1 p.m.

General session/deli lunch. 1-2:30 p.m. *Must-Carry: The Final Countdown.* Moderator: Richard C. Block, industry consultant. Panelists: Stephen R. Effros, Community Antenna Television Association; Edward O. Fritts, NAB; Kay Koplovitz, USA Network; Preston Padden, INTV.

Business meeting and elections. 2:30-3 p.m.

Associate members meeting. 3-3:30 p.m.

NATPE programing returns to familiar forms

Success of 'Wheel of Fortune' spurs increase of game shows as drought in off-network comedies continues; fine tuning of other programing formats evident

Game shows, barter animation and first-run sitcoms dominate the 1986 NATPE programing marketplace. Some 8,000 attendees will tread the exhibit floor of the New Orleans Convention Center inspecting the wares of 231 program suppliers. This year the emphasis in syndicated programing is on the tried and true compared to the bold, high-risk concept—the latter a casualty of recent expensive failures and taking a back seat to more conventional, tested formats.

There are 23 new first-run game shows being offered at NATPE on top of the 12 major game shows presently in syndication. Although most distributors would like to see their game shows carried in access time periods, few will have the opportunity; access is already plugged by *Wheel of Fortune*, which continues its ratings dominance and is now being joined by *Jeopardy!*, from the same syndicator, as it gets upgraded in renewals from early fringe.

Absent from this year's slate of new, first-run programs is the kind of ventures that are launched amidst high hopes and boast \$20-million-plus budgets. The past couple of years have witnessed the failure of several expensive first-run programs that after a circus of publicity suffered quick and sudden deaths—whether it was *Thicke of the Night* two years ago, the soap *Rituals* last year, or the recently canceled *America* and the still wobbling *Inday*.

All that is not to say suppliers are less ambitious than in past years. Indeed, the sheer volume of new shows being brought to the market testifies to the overall strength of

the business. But this year neither program seller nor buyer is talking about blazing a new daypart in syndication with a breakout concept. The emphasis is on fine tuning and expanding tested formats that build upon advances already made. Thus the abundance of familiar shows with new twists.

GAME SHOWS TAKE OVER

The reason for the continued increase in game show offerings is that the format, for the second consecutive season, is the only genre—along with first-run sitcoms—to lead the ratings in syndicated shows, according to Nielsen's quarterly Cassandra report on syndicated programs. Four new game shows—*The New Newlywed Game* (Bel Air Program Sales), *Price is Right* (The Television Program Source), *Sale of the Century* (Colbert/Genesis) and *The \$100,000 Pyramid* (20th Century-Fox)—jumped to the top 25-ranked shows, a roster otherwise dominated by off-network sitcoms or mainstay first-run programs like *Entertainment Tonight*, *PM Magazine* and *Donahue*.

The race in game shows has been going on for several weeks and syndicators have already scored some direct hits by locking up valuable time periods on major-market affiliates. The two leading new game shows going into NATPE, in terms of market clearances, are Bel Air's *We Love The Dating Game* and Orion Television's *Hollywood Squares*. In addition, Lorimar-Telepictures has cleared two new game shows as mid-season replacements: *The Million Dollar Chance of a Lifetime*, which premiered Jan. 6 on 79 stations representing 72% coverage, and *Perfect Match*, which replaced canceled *Catch Phrase* on 98 stations.

Orion Television has secured access time periods for *Hollywood Squares* in 32 markets

in three weeks of selling (the pilot was taped Dec. 12). A coup came when Orion managed to bump *Entertainment Tonight* from the 7:30 p.m. access time period on WABC-TV New York and then went on to replace *Hollywood Squares* on ABC-owned WLS-TV Chicago for early or late fringe and at 7:30 on KGO-TV replacing *Price is Right*. Hearst Broadcasting, which put up a portion of the money to produce the pilot, has given it the nod to air in all its markets (Baltimore; Boston; Dayton, Ohio; Kansas City, Mo.; Milwaukee, and Pittsburgh) and will share in the back-end profits.

Bel Air's *We Love The Dating Game* has been sold in 60 markets, including 35 of the top 50. Along with the ABC O&O's in New York, Los Angeles, Chicago and San Francisco, CBS-owned WCAU-TV will carry it.

Blair Entertainment's second game show, *Strike It Rich*, has been sold to CBS O&O's WCBS-TV New York and KMOX-TV St. Louis.

Simulated courtroom dramas are also making a comeback at this year's NATPE marketplace. Last year Blair Entertainment brought back *Divorce Court*, which ended the November sweep with a 4.6 rating—enough to encourage other distributors that there is an appreciative audience out there for courtroom dramas (Telepictures' *People's Court* continues to be among the top-rated syndicated shows.) Two new courtroom dramas will try to join the two already in syndication—*The Judge* from Genesis Entertainment and *Superior Court* from Lorimar-Telepictures. Even before NATPE, Genesis had cleared *The Judge*—which has been produced locally at WBNS-TV Columbus, Ohio, for the past 12 years—on three CBS O&O's: WCBS-TV New York, WBBM-TV Chicago and WCAU-TV Philadelphia.

And at the last moment, Telepictures announced it was going ahead with its new



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Source: BROADCASTING Magazine, November 4, 1985; Page 44.



TELEVISION

NATPE gets under way in New Orleans

Must-carry session will wrap up convention on Tuesday

General managers, program directors, program suppliers and others with a stake in television programming converged on New Orleans over the weekend for the 23d annual NATPE International convention, the country's largest commercial program marketplace. Some 8,000 attendees and 231 exhibitors were expected for the show, which sports the theme, "Building on Basics."

Meetings by station groups, reps and the networks were scheduled for Friday and Saturday. Sunday sessions were to include "A Report from Washington," featuring FCC Commissioners James Quello and Dennis Patrick and FCC Mass Media Bureau Chief

James McKinney. Other morning sessions were to address barter advertising, music licensing and editing of movies, a general session including Hollywood directors Warren Beatty, Milos Forman and Mark Rydell.

Monday's breakfast session will examine "Old Time TV," and will include comedian Sid Caesar and former television executive Sylvester (Pat) Weaver. Other Monday sessions will address local programming and the new technologies. That evening will see the 19th annual presentation of NATPE's Iris awards at the New Orleans Theater of the Performing Arts. Dixieland jazzman Pete Fountain and Ella Fitzgerald will perform.

The convention's final session, on Tuesday afternoon, will concern must carry, and

will feature NAB President Eddie Fritts, INTV President Preston Padden, USA Network President Kay Koplovitz and Community Antenna Television Association President Stephen Effros. Industry consultant Richard C. Block, formerly with Metromedia, will moderate the session.

The 231 pre-registered exhibitors unveiled their wares at noon on Saturday and will continue showing their product through 1 p.m. Tuesday (Jan. 21). In addition to the exhibitors on the floor, six other companies set up shop at the Westin Canal Place—Columbia Pictures Television, MCA-TV, Dan Robinson Broadcasting, Victory Television, Warner Bros. Television and Worldvision Enterprises. □

What's on tap in New Orleans

All events at the New Orleans Convention Center unless otherwise noted.

Saturday, Jan. 18

Session. 8:45-10:15 a.m. *International: Cable, Satellite and New Private Stations.* Moderator: Jay Solomon, Lorimar-Telepictures. Panelists: Vittorio Boni, RAI; Bill Cotton, BBC; Larry Gershman, MGM/UA Television; Bruce Gordon, Paramount; Sam Nilsson, Swedish Television; Gunnar Rugheimer, The Home Video Channel.

Affiliate meetings. 9-10:15 a.m. *ABC* Moderator: Gary Stark, Wews-TV Cleveland. Panelists: Richard Kozak, Mark Mandala, George Newi. *CBS* Moderator: Dick A'Hearn, WTVT(TV) Tampa, Fla. Panelists: Tom Leahy, Tony Malara, Scott Michels, David Poltrack. *PBS* Moderator: Mike LaBonia, WYES-TV New Orleans. Panelists: Stewart Cheifet, WITF(TV) Harrisburg, Pa.; Jay Rayvid, WOED(TV) Pittsburgh; Vincent Saele, WYES-TV New Orleans; Donald Schein, WMMT(TV) Schenectady, N.Y. *Independents* Moderator: David L. Simon, KTLA(TV) Los Angeles. Panelists: Al Masini, Telerep; Greg Miller, Taft Broadcasting; Preston Padden, INTV; Diane Sass, Metromedia; Mel Smith, Tribune Broadcasting.

Opening general session. 10:30 a.m. to noon. Host: Bob Jones, NATPE president. Welcome: Ernest Morial, mayor of New Orleans. Multi-image presentation: "A Whack on the Side of the Head," by Dr. Roger von Oeck. Entertainment: Up With People. NATPE Educational Foundation report by Lew Klein, Gateway Communications.

Exhibit hall. Open noon to 6 p.m.

Sunday, Jan. 19

Four concurrent workshops. 8:30-9:30 a.m. *Flash and Trash, Smoke and Mirrors.* Moderator: Linda DesMarais, WOLZ(TV) Miami. Panelists: Dan

In New Orleans. BROADCASTING's editorial and advertising staffs will be headquartered at the New Orleans Hilton & Tower at NATPE. Both the Jan. 13th and Jan. 20th issues will be available at the convention. In attendance will be Scott Barrett, Dave Berlyn, Sue Dillon, Doug Halonen, John Lippman, Kim McAvo, Charles Mohr, Larry Taishoff, Skip Tash, Tim Thometz, Don West, Dave Whitcombe and Ruth Windsor.

O'Brien, KONG(TV) Seattle; Jim Paratore, WTVJ(TV) Miami; David L. Simon, KTLA(TV) Los Angeles; Donita Welsh, WFLX(TV) West Palm Beach, Fla.

A Report from Washington. Moderator: Richard Barovick, Hess Segall Guterman Pelz Steiner and Barovick. Panelists: John Lane, Wilkes Artis Hedrick & Lane; James C. McKinney, FCC Mass Media Bureau; James Quello and Dennis R. Patrick, FCC commissioners.

Local Program Success Stories—Stereo. Moderator: Tom LaMarche, WLWT(TV) Cincinnati. Panelists: Bob Klein, KRON-TV San Francisco; Jim Luton, WFSB(TV) Hartford, Conn.; Linda Triplett, WDBB-TV Tuscaloosa, Ala.; William Wheelless, WYFF-TV Greenville, S.C.

Barter—The Program Tool. Moderator: George Back, All American Television. Panelists: David Braun, General Foods; Joe Dimino, Storer Communications; Dennis Gillespie, Viacom; Gary Scollard, MMT Sales; Henry Siegel, LBS Communications.

Five concurrent workshops. 9:45-10:45 a.m. *How To Be A General Manager and Do You Really Want To?* Moderator: Jim Lynagh, Multimedia Broadcasting. Panelists: Barry Barth, WFSB(TV) Hartford, Conn.; Bill Castleman, KTXA(TV) Dallas-Fort Worth; Amy McCombs, WQIV(TV) Detroit; Alan Perris, WTVJ(TV), Miami; Irwin Starr, KGW-TV Portland, Ore.

Music Licensing: What Does the Future Hold? Moderator: Jack Zwaska, All-Industry Television Station Music License Committee. Panelists: Abiah Church, Storer Communications; R. Bruce Rich, Weil Gotshal and Manges.

Local Program Success Stories—Sports. Moderator: A.R. Van Cantfort, WSB-TV Atlanta. Screenings and discussions of locally-produced program excerpts.

The Prize Inside The Syndication Box. Moderator: Deb McDermott, KMBCTV Kansas City. Panelists: Jim Moloshok, Lorimar-Telepictures; Ann Pace, WJXT(TV) Jacksonville, Fla.; Sandy Pastoor, WTTG(TV) Washington; David Sams, King World; Rick Weidner, Paramount.

Successful Community Projects—Broadcasts or Not. Moderator: Paul LaCamera, WCVB-TV Boston. Panelists: Marv Danielski, KCNC-TV Denver; Mike Sullivan, WCCO-TV Minneapolis; Jerry Wishnow, Wishnow Group.

General session. 11 a.m.-noon. *Who's Editing My Movies and Why Are They Doing That?* Moderator: Don Menchel, MCA TV. Panelists: Directors Warren Beatty, Milos Forman and Mark Rydell; John Haldi, WBNS-TV Columbus, Ohio; Chuck Swilling, WGN-TV Chicago.

Exhibit hall open. Noon to 6 p.m.

Alumni/past presidents reception. 6-7 p.m. New Orleans Hilton.

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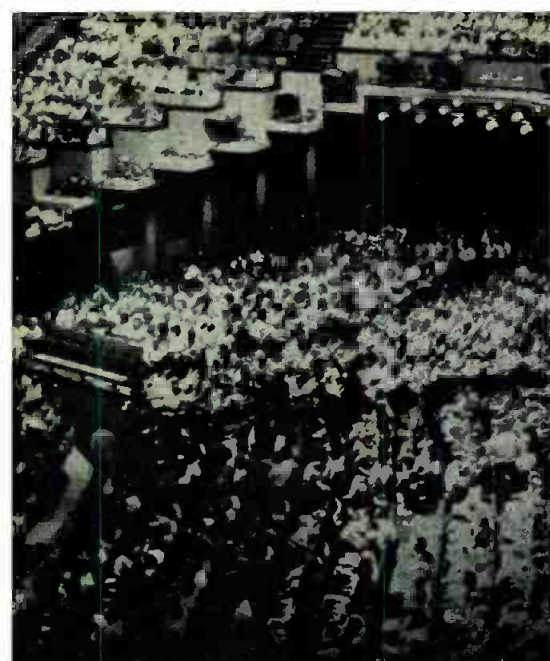
**The Village Voice calls her
“the most consistently enjoyable interviewer on television.”**

Obviously, viewers agree. In the past year, Sally Jessy Raphael has tripled the markets in which she appears. To 70 in late 1985, including Los Angeles and Boston.

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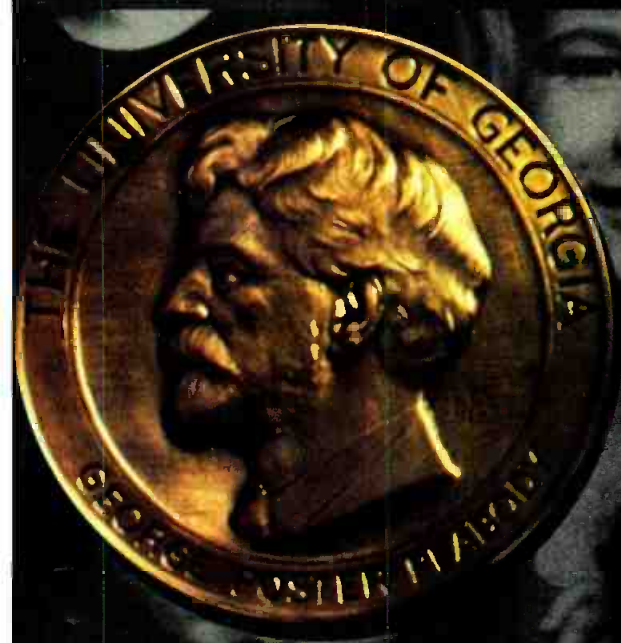
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Multimedia's line-up for 1986 is better than ever.

America Comes Alive 3—a series of nine blockbuster specials. Including Dreesen Street, a comedy show described as “an adult Mr. Rogers.” The 6th Annual National Songwriter Awards and The Disc Jockey Awards,

both broadcast live. And popular favorites like The Statlers' Christmas Present and The Osmonds' 25th Anniversary.

Plus in a brand new format for this year, The New Music City USA—26 half-hour shows featuring Country's hottest stars of today, plus the superstars of tomorrow.



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The tradition continues with Multimedia's Young People's Specials, the long-running series that has won nearly every major award for TV excellence. Ten half-hour specials, half of which are premieres for 1986.



NATPE booth 333, New Orleans Convention Center, New Orleans.

"Scrambling" continued from page 170.

gan in earnest last Wednesday (Jan. 15) when Home Box Office began full-time scrambling of the feeds of HBO, the granddaddy of all cable services and, arguably, still the most popular of the lot, and HBO's companion service, Cinemax. More than 20 of the most popular cable services have promised to follow HBO's lead during 1986. Turner Broadcasting System (CNN and CNN Headline News) and MTV Networks (MTV, VH-1 and Nickelodeon), for instance, have said they would scramble their services by July 1.

Cable programmers will like to add dish owners to their subscriber rolls. To that end, they have adopted a common scrambling system—M/A-Com's Videocipher II. That means dish owners can subscribe to several

services without having to buy or lease several descramblers.

The way things are shaping up, dish owners will be able to order service directly from programmers or, in some cases, from their local cable operators. Many of the top cable MSO's are planning to sell satellite services to dish owners in and around cable franchises the same way they sell them to homes they pass with their coaxial cables.

In selling services to dish owners, programmers and cable operators are creating a new service, a low-power form of satellite broadcasting called C-band direct that may preempt or, possibly, complement planned high-power Ku-band forms.

Some of the cable programmers have already announced what they will charge customers that order directly from them. HBO

is offering HBO and Cinemax for \$12.95 per month each or \$19.95 per month for the pair. Turner wants \$25 per year for CNN and CNN Headline News, and MTV Networks is offering a music video package (MTV and VH-1) and Nickelodeon for \$19.95 each per year.

By cable standards, the programmers' prices are high. Relatively few cable systems are able to charge \$12.95 for HBO. However, the cable operators who get into the C-band-direct business are expected to offer packages of services and prices more in line with cable. Tele-Communications Inc., the nation's leading MSO and one of the leading proponents of scrambling and C-band direct, has already announced a C-band-direct service offering comparable to its cable service.

Under the TCI plan, each dish owner that

"Videocipher" continued from page 170.

ious program packagers to serve the home satellite market—a business that has come to be called C-band direct—M/A-Com has set up a DBS (direct broadcast satellite) control center at its plant in Sorrento Valley, Calif. The facility is, in essence, a bank of sophisticated switches to turn individual Videocipher II descramblers in the homes of dish owners on and off.

The programmers or their authorized agents tell the control center which descramblers they want to descramble their service or package of services. The center's computers digest this information and generate a single digital control signal containing all the necessary authorization keys for every DBS descrambler.

The signal is sent from Sorrento Valley to satellite uplinks and mixed with the digitized audio of the scrambled signal. Because all control information is contained in every signal, a descrambler can receive the information it needs to descramble ESPN while the viewer is tuned to HBO. The control center can address between 250,000 and 600,000 descramblers per hour.

The programmers must maintain a separate computer to control the commercial descramblers at the headends of their affiliates. The affiliate control information is added to the scrambled video and audio at the satellite uplink the same way the DBS-control information is.

The DBS control system can easily handle up to 56 discrete programs, channels or groups of channels, combining them into whatever tiers or packages the programmers or their agents desire. Although most of the cable programmers plan to make their services available to dish owners on an a la carte basis, Tele-Communications Inc., the nation's largest MSO, and other cable operators plan to offer packages or tiers of services to dish owners just as they do to their cable subscribers.

The programmers and C-band-direct packagers are using Videocipher II to offer dish owners two varieties of pay-per-view service—prepaid or impulse. With the prepaid service, the PPV operator charges subscribers well in advance for each PPV event. With the impulse variety, the operator establishes

an account for each subscriber at the beginning of every month. Every time the subscriber punches up a PPV event on his descrambler, the cost of the event is automatically deducted from the account.

Programmers and packagers can also transmit up to 256 pages of teletext-like information over each signal to all of their DBS subscribers and send messages to individual subscribers to, perhaps, confirm a payment or change in service or dun for overdue bills.

For the dish owners, the system has a lock-out feature. Each program is rated on a seven-level scale by the programmers on the basis of its sexual and violent content. The subscriber picks a level he deems fit for general viewing in his home and instructs the descrambler to descramble everything it receives rated below that level, but nothing above until it receives his special password.

Videocipher II has an inherent bonus—improved video and audio. Television signals scrambled by Videocipher II are less susceptible to interference as they are transmitted across satellites because the sync information is sent digitally. At the same time, the signal-to-noise ratio of the pictures is improved significantly—as much as two decibels, according to M/A-Com—because the Videocipher II signal contains no audio subcarriers. Full power can be applied to the video signal into which the audio has been intertwined. And, according to HBO's Ed Horowitz, the digital audio delivers "almost the same quality as the compact disk."

To scramble a single satellite feed with Videocipher II, a cable programmer needs about \$200,000. That buys a fully redundant scrambling system, with a selector that automatically switches from one scrambler to the other in case of failure, and provides the affiliate control computer with the necessary software. For MTV Networks to scramble its three services (MTV, VH-1 and Nickelodeon), it will have to shell out \$600,000.

The price of the commercial descramblers (Videocipher IIC) for cable headends starts at \$495 per unit and comes down in the form of volume discounts. That doesn't sound like much, but some of the major cable services are received at thousands of headends. HBO and Showtime/The Movie Channel, the principal pay programmers, are picking up the

tab for their affiliates' descramblers, which runs into several million dollars. Most cable operators have agreed to buy the descramblers for the advertiser-supported services they carry.

The DBS descramblers (Videocipher 2000E) are available for around \$325 to programmers, cable operators, home satellite dealers and anyone else who wants to sell or lease them to the dish owners. M/A-Com has suggested a retail price of \$395.

If anything is going to derail widespread scrambling in 1986, it will probably be the failure of Videocipher II to perform as promised or of M/A-Com to supply a sufficient number of commercial and consumer descramblers. According to Rusty Galbreath, director of marketing, M/A-Com Cable Home Communications Division, M/A-Com will be able to supply up to 200,000 consumer descramblers in 1986. The first batch of consumer descramblers—fewer than 10,000—has been received at M/A-Com's facility in Hickory, N.C., from its assembly plant in Puerto Rico, he said. The units are being tested before being sent to customers, mostly distributors of home satellite equipment and cable operators interested in getting into the C-band-direct market.

According to Lindquist, M/A-Com has built 50,000 commercial descramblers, more than enough to meet the needs of HBO and Showtime/The Movie Channel, its first two customers. And it has another 50,000 in production, he said. When the second batch is finished in May, he said, M/A-Com will assess the marketplace and decide how many more it needs to produce. Assuming that between 20 and 25 services scramble, he said, it's currently estimated that total demand will fall between 125,000 and 150,000 units.

Scrambling could also be derailed if someone somewhere figures out how to beat the digital audio encryption and floods the black market with pirate descramblers that deliver full video and audio from the scrambled signals. But M/A-Com keeps saying that it can't be done. "We know it's impossible to break the audio of the system," said Medress. "We've staked our company's reputation on that claim." □

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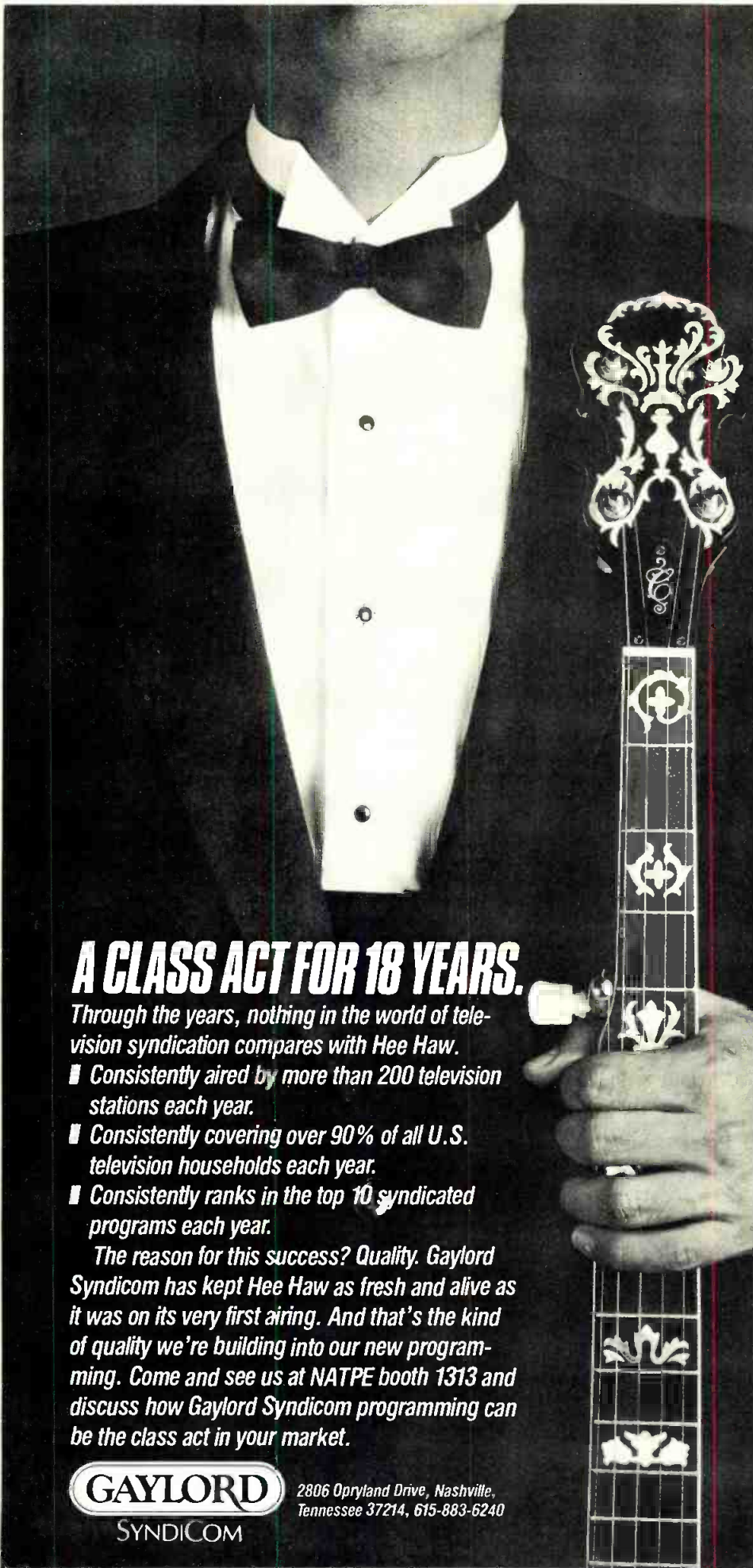
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wants service would pay a "Satpac" fee of \$6 a month. That would entitle the dish owner to subscribe to any one service on an a la carte basis at prices that have not yet been set or to sign up with "Basepac," a package of between 10 and 20 basic services—however many accord their home satellite rights to TCI—for \$6 a month. Those that take Basepac will be able to subscribe to pay services—\$10 a month for the first one and \$6.50 a month for each additional one. Put simply, the dish owner has to pay \$22 for basic and one pay or \$28.50 for basic and two pays.

Cox Cable, the fourth largest MSO, also intends to offer dish owners in and around its cable systems packages of cable programming at prices discounted from the programmers' a la carte prices. Ajit Dalvi, vice president, marketing and programming, said the MSO is now looking at offering HBO for \$10 a month, a \$2.95 savings, the HBO-Cinemax combination for \$17, again a \$2.95 dis-

M/A-Com Unscrambled *

Net sales	\$844,140,000
Pre-tax income	\$60,400,000
Net income per share (EPS)	\$0.92
Shares outstanding	43,534,189
January 8 price	14½
(NYSE: MAI)	
Employees	11,790

* For year ending September 28, 1985.

count. Cox plans to offer additional services as soon as it has secured the home satellite rights for them, he added.

Before any dish owner can subscribe to the scrambled services, he must buy or lease a Videocipher II (Videocipher 2000E) descrambler. Home satellite dealers and cable operators in the C-band-direct business are expected to sell them—the suggested retail price is \$395—or lease them to dish owners. TCI plans to lease them for between \$6 and \$8 a month, but Cox intends to sell them.

Cable operators like TCI and Cox see C-band direct as a logical extension of their cable business that could add significantly to their revenues and earnings. For Cox, getting into the C-band-direct business is more than just a defensive move, said Dalvi. Cox estimates that there are some 60,000 dishes in and around its cable franchises, he said. If it can persuade just half to sign up for service, he said, it would be "like adding a small cable system to the MSO."

Most large cable operators are at least considering the C-band-direct business and many are busy nailing down the necessary home satellite marketing rights from programmers. Ted Livingston, vice president, marketing, Continental, said the seventh-largest MSO is "definitely interested" in being in the software side of the business. "We think there might be a business there, but it's too early to decide how big," he said. The business is attractive because it promises revenue and does not require a "tremendous investment," he said.

As the cable operators' interest in the software side of the C-band-direct business increases, their interest in the hardware side

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The Return of Will Kane

The House on Garibaldi Street

In Love with an Older Woman

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Parts I and II

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Rosie: The Rosemary Clooney
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The Winds of Kitty Hawk

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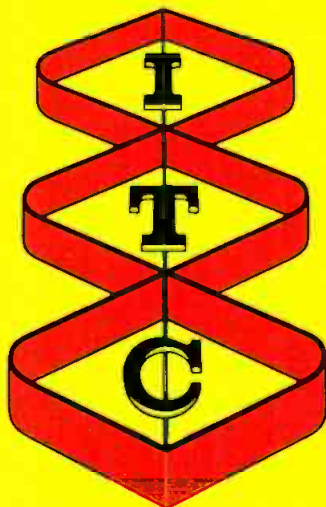
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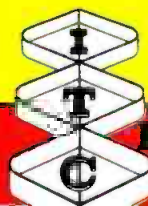
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San Jose/San Francisco	KICU-TV	Greensboro/High Point/ Winston-Salem	WFMY-TV
Boston	WLVI-TV	West Palm Beach/ Palm Beach	WPEC
Dallas/Fort Worth	KTVT	Albuquerque	KGSW-TV
Washington, D.C.	WTTG	Tucson	KMSB-TV
Houston	KHTV	Sioux Falls/Mitchell	KELO-TV
Cleveland	WUAB-TV	Las Vegas/Henderson	KVVU-TV
Seattle/Tacoma	KSTW-TV	Fargo	KVRR-TV
Miami	WDZL	Amarillo	KVII-TV
Minneapolis/St. Paul	KSTP-TV		
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M/A-Com: a Wall Street wrap-up

Hope for M/A-Com springs eternal in the eyes of investors. Over the 35 years of the communications technology company's existence, those hopes have often been dashed.

Some of the company's businesses have that "wave of the future" look, such as digital communications—the company claims leadership in digital processing for satellite communications. M/A-Com also claims leadership in the businesses of microwave components and in coaxial cable.

Another intriguing feature of M/A-Com is its vertically integrated product line. The company has the capability to produce the gallium arsenide used as a medium for an M/A-Com-built semiconductor chip used in an M/A-Com satellite receiving dish that would transmit an M/A-Com encoded signal relayed by some M/A-Com microwave equipment to a computer run by M/A-Com-developed software.

But advanced technology, vertical integration nor the engineering expertise of most M/A-Com management by themselves do not guarantee a profit, and there is recurring concern by investors about M/A-Com's performance. While net revenue has expanded over the past five years—from \$340 million in fiscal 1980 to \$844 million for the fiscal year ending Sept. 28, 1985, pre-tax income increased from \$48 million to \$60 million.

Enthusiasm was diminished by news on Nov. 6, 1985, that the Burlington, Mass.-based company's fourth-quarter earnings would decline from the previous year's period and that profit would be down "significantly" for the first half of fiscal 1986. Many investors were caught off guard, judging by the six-day drop in stock price from \$18 to below \$13.

This was not the first time that hopes for long-term profit growth had been frustrated. In the fall of 1982 there was a similar "surprise" quarter. Investors that time responded by bidding down the stock from 20 to 12¼ in two weeks. Several additional quarters of poor operating comparisons were reported, and by the spring of 1983 then-chairman Lawrence Gould had resigned—there were additional issues involved—and the president, Richard T. DiBona, had replaced Gould as chief executive officer and chairman.

Once again enthusiasm built for the company. The price/earnings ratio soon hit the high 30's, the stock price the mid 30's, and within only a few months, M/A-Com was picked by Shearson/American Express on a list of 10 stocks that were expected to outperform the market in the coming year. But the stock instead declined, and through most of 1984 and 1985 shares of M/A-Com traded between the low 20's and mid-teen's.

Five years ago M/A-Com's per-share value was important as many of company's acquisitions were paid for with its own shares. Founded in 1950 as Microwave Associates, the company remained in that business, but after acquiring Digital Communications Corp. in 1978, it abbreviated the original name and added a hyphen and the letters Com to represent its new, wider focus involving other types of communication.

In the next five years (1978-1982) Gould led M/A-Com on a shopping spree, in one 15-month period buying up a dozen smaller communications-focused companies. Two of those acquisitions, Prodelin, mainly a satellite antenna manufacturer, and Valtec, a producer of coaxial and fiber optic cable, became the foundation for M/A-Com's Cable/Home Communications Segment. That group now also produces the microwave equipment used by many electronic newsgathering operations to transmit back to television studios and also houses the company's satellite-delivered programming scrambling operation.

The other two operating segments, all roughly equal in terms of revenue, are the Component Products Segment (primarily semiconductors and microwave parts and equipment) and the Integrated Digital Communications Segment (primarily computer software and support, and communications systems with emphasis on digital and secured communications). Products accounting for about one-third of the company's revenue find

their way to the U.S. government (largely military), and about 15% of the revenue is earned abroad.

A quick comparison with roughly similar companies—Scientific-Atlanta, General Instrument and Harris Corp.—indicates that some of M/A-Com's problems may be generic to the communications technology industry. Borrowing at M/A-Com (the debt-to-capitalization ratio is 31%) is higher than elsewhere but has not seriously affected the company's profit which, measured by return-on-equity, is comparable to both Scientific-Atlanta and Harris. General Instrument will register a loss in its fiscal year ending Feb. 28.

Measured by net profit margin from continuing operations, M/A-Com leads the group of four, and even with a suddenly lower stock price M/A-Com currently trades at a higher multiple of anticipated next-year earnings (as measured by Zacks Investment Research Corp.) than either Scientific-Atlanta or Harris.

M/A-Com's showcase businesses are a cause of both optimism and concern from the investment point of view. Amy Newmark, an analyst with Cyrus J. Lawrence, said: "M/A-Com is one of these companies that always had some great thing it would work on. A couple of years ago it was the private satellite network business. Sure enough, in 1985 that started to make money, but by that time they were throwing a lot of money at scrambling." But as a result of its earlier work, Federal Express's Zap-Mail has asked M/A-Com to build what it said is "expected to be the largest commercial satellite network in the world," a contract worth at least \$250 million, according to Drexel Burnham Lambert's Charles A. Disanza.

Now that the cable industry has adopted the M/A-Com Videocipher II system as a de facto standard for the scrambling of satellite signals, the system could generate hundreds of million of dollars in revenue. But while the company waits for that revenue to start rolling in, start-up expenses associated with the scrambling project are keeping the whole Cable/Home Communications Segment from showing a profit in the near future.

M/A-Com has incurred development expenses for all sides of the scrambling business although revenue from at least one side has yet to come in. And even with programming contracts already signed, a majority of the roughly 50,000 headend descramblers produced are in warehouses, waiting to be shipped and boosting the company's finished-products inventory 62% over a year ago. If Congress passes legislation delaying scrambling further, M/A-Com's earnings could also be delayed.

The uncertainty caused by scrambling has not helped M/A-Com's earth station manufacturing business. (It produces its own lines of home satellite antennas and makes parts for other manufacturers as well.) That and competition led the company to note in its most recent annual report "...sales levels for HTVRO products were not sufficient to cover the fixed costs associated with entry into this business."

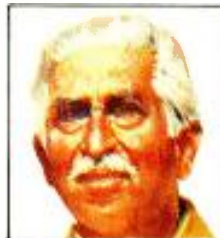
DiBona and others in top management have other battles to fight as well, according to Bothwell: "Some of the markets that we are in have taken a serious turn for the worse. Defense procurement, while generally up, is not uniform across all of our product lines. There is also a generally lackluster market for semiconductors and for cable television products, including M/A-Com's coaxial cable.

The good news is that once again, new orders in fiscal 1985 were up and will probably reach \$1 billion in the next fiscal year. Furthermore, work backlog, primarily from commercial systems and government contracts, was up 17% last year. Both numbers mean that M/A-Com will have increased sales in 1986 and, Bothwell said, "indicate we are in a good position to increase both sales and earnings in 1987."

The bad news is that some of the problems mentioned by the senior vice president—such as government funding delays, high research and development expenditures and problems in the home earth station business—are recurring and have previously spotted the earnings record. Furthermore there is no clear indication that some of those problems will soon go away.

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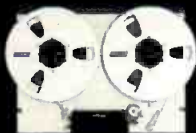
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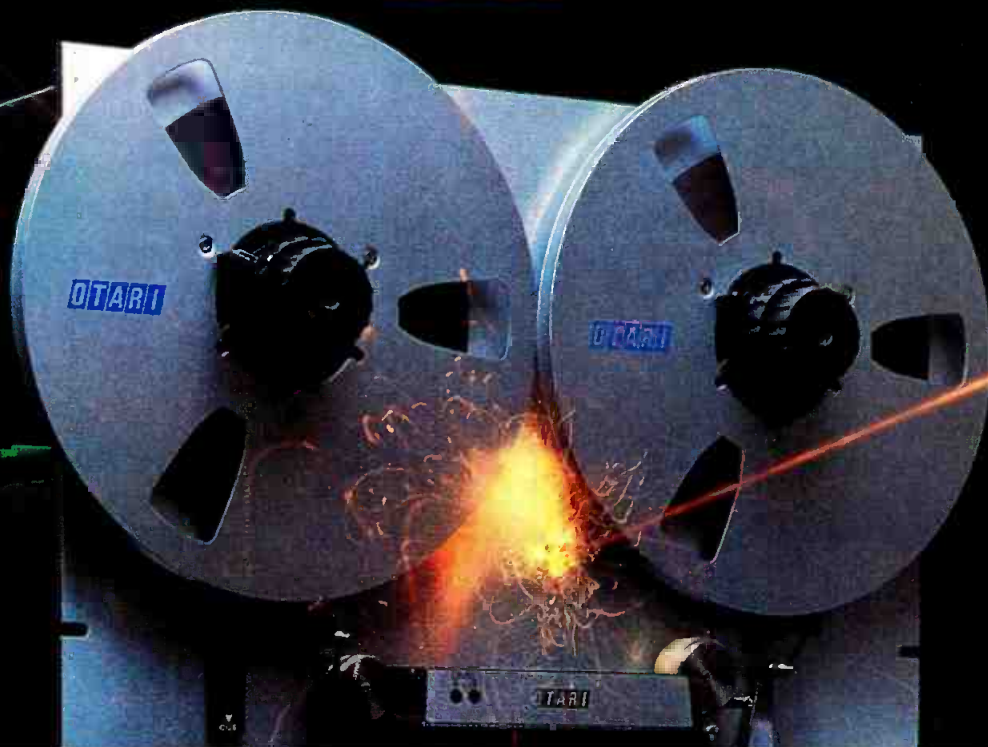


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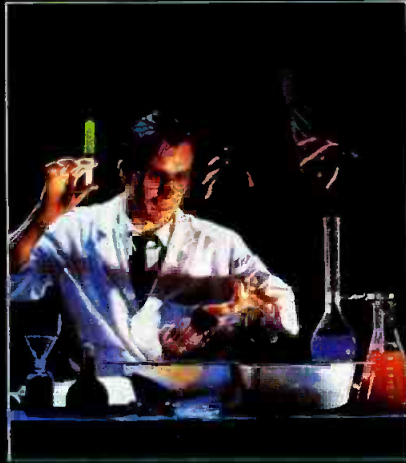
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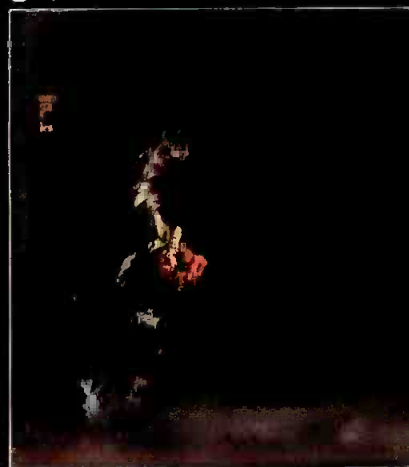
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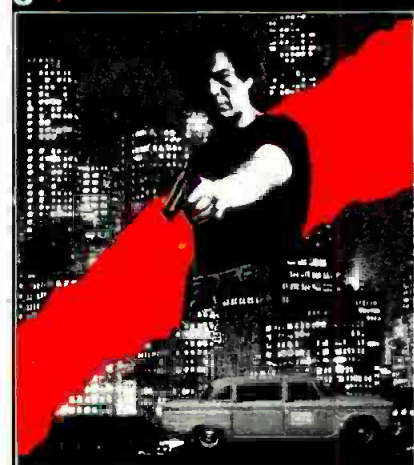
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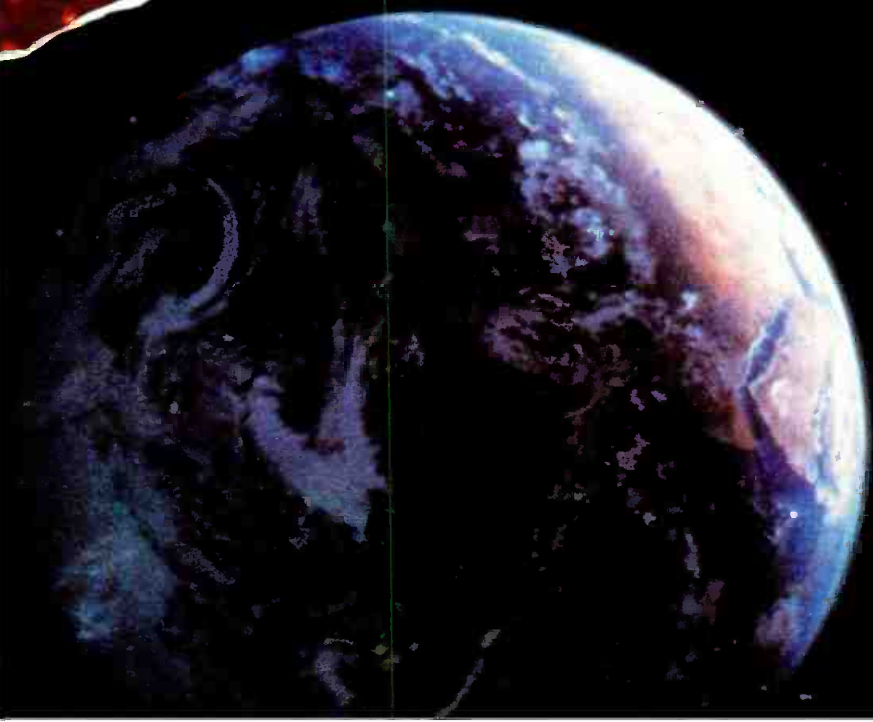
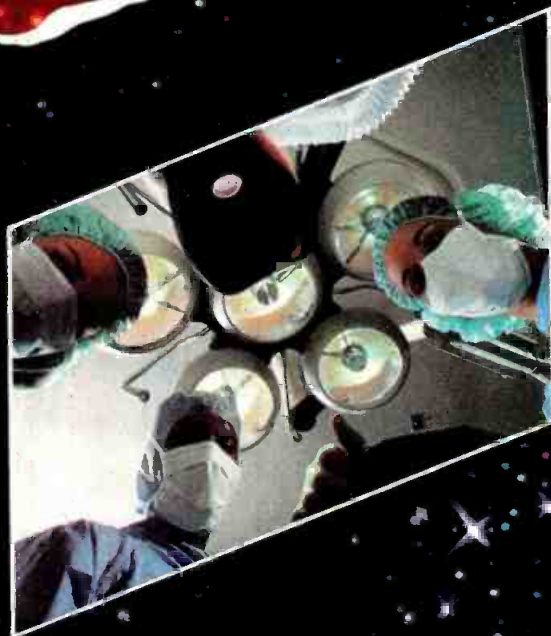
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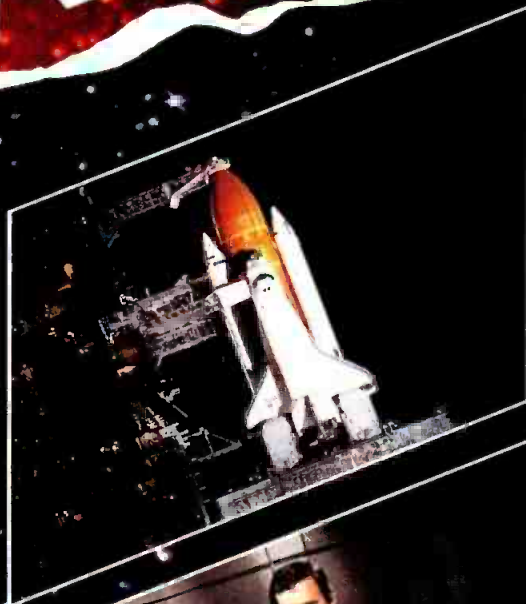
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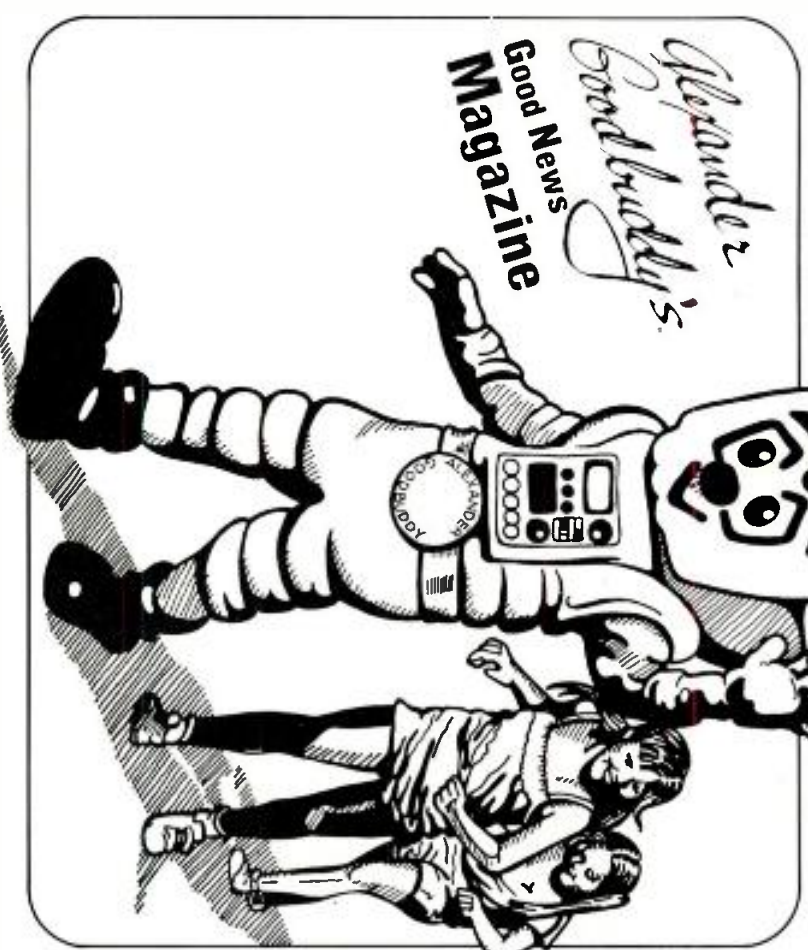
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seems to diminish. After six months of selling dishes in Knoxville, Iowa, Heritage Communications called it quits two weeks ago. According to James Cownie, president, telecommunications group, Heritage was unable to compete against the established home satellite dealers who offered low-quality equipment and provided financing. But the principal reason for Heritage's exit from the business was its belief that demand for dishes will fall precipitously after the major services scramble, he said.

Cox Cable has been selling dishes in Pensacola, Fla., and, so far, according to Dalvi, has found that business "not terribly exciting." Cox could compete against the other dish dealers, he said. But, he said, "the scale of the business is not big enough to interest us."

Dalvi said he has no doubt that scrambling will severely retard the selling of dishes. The full-time scrambling of HBO will probably have little effect, he said, but, when Showtime and The Movie Channel, the other two principal pay services, scramble in May, dish sales will "start to level off very quickly."

Cownie and Dalvi are not alone in their belief that scrambling will slow the growth of the home satellite industry, which has boomed since the FCC deregulated C-band earth stations in 1979. From the beginning, the chief selling point of the dish dealers has been the promise of free programming. With that gone (or going), they will have to find a pitch of equal effectiveness or lose sales.

Talk of scrambling will inject a measure of "confusion" into the home satellite market this year, making it tougher to sell dishes, said Vans Stevenson, editor of the *Home Satellite Newsletter*. But the number of installed dishes will continue to grow at a good clip during the year, he said. For some 26 million homes unserved or underserved by cable, the satellite dish will remain the only way to receive nonbroadcast programming, he said.

Some companies already in the business hope to offset the effect of scrambling with more aggressive marketing, Stevenson said. Uniden, the leading manufacturer of satellite tuners, for instance, has doubled its marketing budget for 1986. At the same time, major consumer electronics companies expert at creating consumer demand for a product are likely to enter the business this year, Stevenson said. "They will make the market happen."

In a sense, the home satellite industry is a victim of its own success. Over the past five years, the number of installed home dishes has risen dramatically from 4,000 in 1980 to, by most counts, around 1.3 million at the end of 1985.

The cable operators seemed unconcerned about the proliferation of dishes until early 1985, after the Cable Communications Policy Act of 1984 made it indisputably legal to downlink unscrambled cable programming. At the same time, it was becoming evident that dish dealers were moving into cabled areas and stealing customers away from cable operators.

Showtime scrambling pushed back

Showtime/The Movie Channel, using the M/A-Com Videocipher II scrambling system, was supposed to have begun intermittent test scrambling of its Showtime and TMC satellite feeds last Monday (Jan. 13), but the failure of hundreds of affiliates to file registration statements before the Dec. 31, 1985, deadline forced the postponement of scrambling until next Monday (Jan. 27).

Showtime/TMC's Steve Shulte attributed the postponement solely to the procrastination of the affiliates in registering. "Within the last week and a half, we have received over 500 registration forms," he said.

On the forms, affiliates specify how many descramblers they need and where they want them delivered. Because so many forms came in late, Shulte said, it was "impossible" to process them all and send out the descramblers in time to commence test scrambling last Monday.

To prevent further delays, Showtime/TMC set last Thursday (Jan. 16) as the new deadline for registering. After that date, Shulte said, affiliates will have to pay for their own descramblers. (According to M/A-Com, the descramblers cost \$495 each in small quantities.)

On Jan. 27, Showtime/TMC plans to begin scrambling the interstitial programming on all feeds between 2 a.m. and 4 p.m. NYT. The volume of scrambling will gradually increase, culminating in full-time scrambling some time in May.


At the National Cable Television Association convention in June, scrambling emerged as the hottest topic. Malarkey-Taylor Associates distributed an NCTA-commissioned study that concluded that if at least 20 services scrambled in 1986, cable operators and programmers would realize "an additional positive cash flow of around \$400 million over the next five years."

Cable operators began openly putting pressure on the advertiser-supported services to scramble their services, threatening to drop those that didn't from their systems and promising to pick up the costs of buying and installing descramblers at their cable headends.

(The principal pay cable programmers, HBO and Showtime/The Movie Channel, needed no pressure from operators to scramble. They had already committed to scrambling to appease their program suppliers. Indeed, HBO began part-time scrambling of its services in March 1985.)

To help move things along, the NCTA proposed the creation of an independent consortium of cable operators to select an industry scrambling standard and build and operate a common control facility for authorizing and deauthorizing C-band-direct descramblers. NCTA put its consortium plans in "cold storage" late last year after M/A-Com Video-

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Cable's scrambling plans

Service	Start date	MA/Com	TCI
Arts & Entertainment	no date	—	yes
BET	no date	yes	yes
CBN	Fourth quarter	yes	yes
Cinemax	Jan. 15	yes	yes
CNN	July 1	yes	yes
CNN Headline News	July 1	yes	yes
Disney Channel	mid-year	yes	yes
EMI (WOR-TV)	March	yes	—
ESPN	no date	—	—
Home Box Office	Jan. 15	yes	yes
Lifetime	no date	—	yes
MTV	July 1	yes	yes
Nashville Network	no date	yes	yes
Nickelodeon	July 1	yes	yes
Satellite Program Network	Third quarter	yes	—
Showtime	May	yes	yes
SSS (WTBS)	Third quarter	yes	—
The Movie Channel	May	yes	yes
United Video (WGN-TV, WPIX, KTVT)	no date	yes	—
USA Network	Fourth quarter	yes	—
VH-1	July 1	yes	yes

Note: Those programmers that have not formally adopted M/A-Com's Videocipher II scrambling system are expected to do so; the system has become the industry's de facto standard. Tele-Communications Inc. (TCI) plans to begin offering its cable package to dish owners in and around its cable franchises early this year before most of the services are scrambled. Some of the programmers, which have announced no date for scrambling, have conditioned the commencement of scrambling on a certain percentage of their affiliates procuring descramblers for their services.

cipher II emerged as the industry's de facto standard and after M/A-Com promised to provide the control center.

The cable operators used their leverage with programmers not only to induce programmers to scramble but also to block the emergence of competitive C-band-direct operators. At one point, Turner Broadcasting, Showtime/The Movie Channel, ESPN and MTV Networks tried to form a joint venture

to pursue the business, but internecine bickering and pressure from operators reportedly caused the effort to fail.

The operators have also apparently convinced the programmers not to grant home satellite rights to any other party that might use the rights to compete with operators. Two companies, Viewer's First National and Canaan Communications, have tried to secure such rights without success. "Nobody is

wholesaling its product to anyone else but cable operators at this point," said Stevenson.

According to Stevenson, the operators were not about to let programmers foster the growth of C-band-direct companies that could compete with cable systems for subscribers. "The cable operators are trying to protect their own businesses," he said. "If there is a competitor out there that can offer the same service for less, the possibility of cable stocks and properties being devalued ... is there. The strategists, the people with vision, in the cable industry realized this."

The home satellite industry, led by SPACE, its principal trade association, doesn't like anything about the way the cable industry is going about scrambling. It concedes that programmers have a right to scramble and a right to receive payment for their services, but it believes that the announced a la carte prices are too high and that the cable operators are trying to monopolize the C-band-direct market.

It's pushing three pieces of legislation in Washington. One would impose a two-year moratorium on scrambling. The other two would grant dish owners a right to scrambled programming—something they do not know have—at "fair and reasonable" rates. The bills lack the support of House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.), and the prospects for them is currently dim. However, Wirth has promised to hold hearings on the scrambling issue next month that could generate some momentum for the bills.

The home satellite industry's best hope for relief may be the Justice Department, which is looking into possible antitrust violations surrounding scrambling and the C-band-direct marketplace.

It's not just the cable operators that are scrambling. The broadcast networks are gearing up to scramble their distribution and backhaul feeds in 1987 as part of their shift from terrestrial to satellite distribution. And, unlike their cable counterparts, the broadcasters have no current plans to make their scrambled feeds available to dish owners at any price. Indeed, CBS is already scrambling some of its regional feeds using M/A-Com's Videocipher I system, which is incompatible with Videocipher II, and NBC is developing a proprietary system, which is also incompatible. ABC is looking at several systems and has yet to pick one.

Even before the broadcast networks scramble, some of their programming is being lost to C-band backyard dishes because of the networks' increasing use of Ku-band satellites. NBC is distributing most of its programming over its own Ku-band network. Although NBC is maintaining a C-band distribution feed as backup to its Ku-band system and as a feed for full-time affiliates in Alaska and Hawaii beyond the reach of its Ku-band satellites and parttime affiliates elsewhere, many of its backhaul feeds are transmitted only on Ku-band birds. During the current National Football League season for instance, most of the network's game were delivered to New York via Ku-band. The same will be true next season.

NBC as well as the other networks and many local broadcasters throughout the

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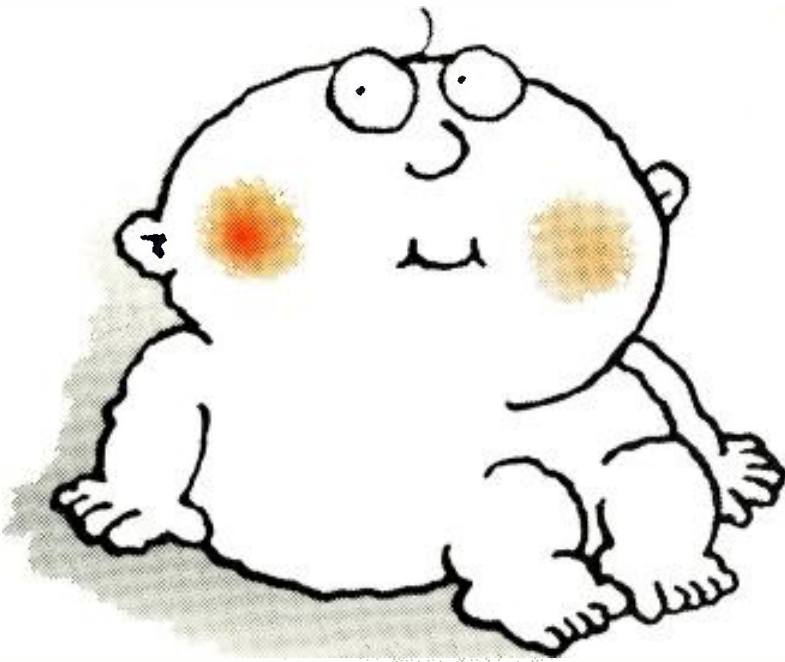
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country are coming increasingly to rely on Ku-band satellites and transportable Ku-band uplinks for gathering news. Some television stations have banded together to exchange news feeds over Ku-band satellites. There may come a day when little breaking news flows over the C-band birds.

Another indication of the gradual migration of television feeds to Ku-band satellite came a few weeks ago when Home Team Sports, a Washington-based regional cable sports network, announced it would use a transportable Ku-band uplink for the backhaul of 10 college basketball games during the current season. The use of Ku-band technology was intended to save money, but one of the side effects was the elimination of 10 basketball games from the programming schedules of C-band dish owners.

The distributors of syndicated programming via satellite have no plans to scramble, but some may move their feeds from C-band to Ku-band satellites. RCA Americom is trying to convince distributors to transmit their programs via its new Ku-band satellite, Satcom K-2. What's more, Hubbard Broadcasting, which secured several transponders on the same satellite with the intention of distributing its own programming to television stations by satellite, may also try to lease excess capacity to other program distributors.

Many distributors now using C-band satellites are taking a hard look at Satcom K-2 as a distribution vehicle, not because RCA and Hubbard are telling them to, but because RCA is creating a full-blown distribution

network by giving away Ku-band earth stations to every television station that promises to find room for it and keep it pointed at Satcom K-2. So far, more than 650 stations have taken RCA up on its offer. Every programmer that leases time on Satcom K-2 can be assured of immediate access to the majority of the country's commercial TV stations.

Last Wednesday—when HBO began full-time scrambling of all four of its feeds—may have marked the end of an era for the home satellite industry—an era where dish owners could scan the horizon and tune in an amazing assortment of cable and broadcast pro-

gramming without paying for any of it.

If all goes according to plans, within a year or so, the dish owner will not only have to pay for HBO and Cinemax if he wants them, but virtually every other popular cable service. Moreover, he may no longer be able to receive at any price many broadcast signals that have scrambled. And, unless he buys another dish, he may lose forever the programming—news, sports and syndicated fare—that has migrated to the Ku-band satellites.

The skies may not be going dark for dish owners, but they are getting mighty gray. □

FCC, FAA argue over aircraft radio

Question is which agency has power to resolve conflicts between FM and aeronautical bands

A jurisdictional squabble has broken out between the FCC and the Federal Aviation Administration in the lengthy dispute over possible interference by FM stations in the aeronautical radio band.

At issue is whether an FCC proposal to establish compatibility criteria between the two radio services is within the commission's purview. The proposal, made last April, has sparked contentious comments on jurisdiction from members of both the broadcasting and aviation industries.

Also debated in comments in the highly technical proceeding were the design of avionic receivers used by commercial and private aircraft, the use of receiver filters, documentation of interference and test data, interference prediction methods, potential interference from the TV broadcast bands and international treaty obligations.

Although the FAA has expressed unhappiness with the FCC proposal, representatives of both agencies tried to stress the positive side of the agencies' past dealings on interference, which first became an issue in talks on avionics interference in the mid-1970's. Avionics, used to guide planes in their landing approach at airports, operate in the VHF aeronautical mobile radio band (108-137 mhz), immediately adjacent to the FM band (88-108 mhz).

"The process so far has been working," according to Ralph Haller, chief of the FCC's Technical and International Branch. "But it is awkward and leaves uncertainty in the mind of the broadcaster."


Echoing Haller was the FAA's Gerald Markey, manager of the spectrum engineering division. "The FAA and the FCC have differences," he explained. "We're just trying to do our job, protecting aviation, and they [FCC] are protecting broadcasters."

According to Haller, aviation industry concern about interference from broadcast services has increased in the last decade largely because the growth of FM broadcasting has been accompanied by expansion of airport directional aid systems (1,000 instrument landing systems are now in use in the 108-118 mhz band) and changes in avionic receiver technology that have increased the equipment's sensitivity to interference.

In the wake of these changes, the FAA has recently undertaken an increasing number of in-depth case studies with proposed station constructions or transmission facilities changes deemed potentially hazardous to air traffic by the transmission towers, although the FAA now also examines what it believes are hazards presented by spectrum interference to avionics.

Broadcast organizations, such as the National Association of Broadcasters and the Association of Federal Communications Consulting Engineers, take issue with the FAA approach, in large part because the process often involves time-consuming paperwork in coordination with the FAA and

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leaves broadcasters open to FAA pressures to change transmission patterns, power levels and even antenna sites originally requested of the FCC.

It is the jurisdictional aspect, however, that has aroused much of the debate. "There is no question in the Communications Act that Congress intended the FCC to be the agency to control radio spectrum," Haller noted, "in particular with regard to interference."

The FAA's Markey disagreed. "The FAA's jurisdiction is air space. If broadcast stations interfere with avionics on aircraft which are being controlled by FAA, that's our business."

Although the agencies have reportedly not yet gone head-to-head on the issue, it is unclear which side would have final say if, for example, an FM station were to proceed in building or altering a transmission facility that the FAA determined was an interference hazard.

According to Haller, if the FCC issued a construction permit with which the FAA disagreed, federal law requires the FAA to adjust air paths to accommodate the transmission. Markey disputed Haller's statement and also said even if the FCC could license such an operation despite an FAA determination of hazard, obstacles such as the subsequent difficulty of insuring the facility would make it impractical. Markey added that if an "incident" (i.e. a plane crash) occurred as a result of such interference, the station's liability would be "very high."

Also in dispute by members of the two industries is the actual extent of the interference problem. NAB, for instance, last June submitted a study to the FCC showing little interference found at nine major metropolitan areas in close proximity to high-power FM's, and argued that interference prediction methods developed by the FAA along with international bodies were too conservative ("In Sync," July 15, 1985).

Broadcasters argued, as well, that central to the problem are "worst-case" avionic receivers (those most susceptible to interference) which the FAA seeks to protect from FM signals along with equipment that is less susceptible to interference. A "median" level of receiver performance should be established, commented NAB, and lower-level receivers should be retrofitted with \$300-\$400 filters to protect against interference.

According to Markey, however, various types of receivers show minimal differences in their susceptibility to interference, while the use of filters presents overly complex implementation and excessive costs, both of which are unnecessary since the aviation industry has already agreed in international forums to change current receivers to a new generation of units by the 1995-1998 time frame.

"Improvement of avionics has been planned," the FAA argued in its comments to the FCC, "but the solution must be shared."

Among other recommendations of AFCCE and NAB are that the FCC conduct further studies of avionic receivers, seek FAA documentation for cases of actual interference allegedly caused by FM broadcast stations and then make a further proposal for establishing compatibility criteria. □

Departing from the standard

Ampex will proceed with controversial plans to develop a nonstandard digital composite commercial cart machine and expects to introduce the new system at the National Association of Broadcasters convention's equipment exhibition next April 13-17 in Dallas. The ACR-225 commercial playback unit (see photo, at right), to be available in 1987, is designed to replace the Redwood City, Calif.-based equipment manufacturer's earlier generation of two-inch quad videotape spot players and will use up to four separate digital transports, with an on-line storage capacity of 256 cassettes. A companion digital composite recording machine for the spot player is also under consideration by the firm, but will not be shown at NAB.

The Ampex product introduction, while drawing some early support from industry members, has also drawn criticism from several North American and European broadcast organizations because it does not comply with internationally approved standards for digital component videotape recorders (BROADCASTING, Nov. 18, 1985). But the composite signal format choice was made, according to Joachim (Jock) Diermann, business manager for video recorders, Ampex Audio-Visual Systems Division, because the company believes it can be more easily adapted by existing NTSC broadcast plants, while digital component VTR's are more appropriate in digital plants, particularly at first in post-production environments. Commonality between the digital composite spot player and digital component VTR's, which the company says it will continue to develop, is still high, Diermann stressed, with much of the system's mechanics, including loading system, scanner, videotape and tape cassette, identical to those standardized for digital component VTR's.

Among those critical of the Ampex decision was CBS vice president of engineering and development, Joseph Flaherty, who called it a "great shame." "You don't work for years on standards just to walk away from them," Flaherty told BROADCASTING last week. "The national and international standards process is an enormously expensive one and time consuming. If it fails, that's bad. But if a standard is achieved and then lost, that's inexcusable."

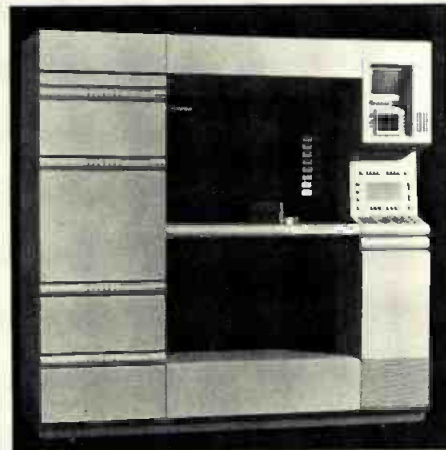
Also faulting Ampex was the European Broadcasting Union, which had worked with the U.S.'s Society of Motion Picture and Television Engineers and other world standards bodies to develop agreement on the digital component format. In a statement released at the end of last December, EBU said: "The EBU has been surprised to read in the press that certain manufacturers envisage shifting their efforts [from a digital component recording format] to a project which is based on neither an interface nor a format that has been approved internationally, and thus is in contradiction with present agreement. In order to prevent any misinterpretation, the EBU stresses once again that the requirements of its members... can only be satisfied by digital component VTR's..." A strongly worded statement opposing the move was also issued by the Canadian Broadcasting Corp.

Ampex's Diermann defended the choice, however, saying: "We feel strongly about standardization... We regret being baited by the EBU as a manufacturer that does not support standards. EBU has strong desires for a single standard based on components, but it's not valid to say all solutions are for everyone in the world. We must listen to our customers."

Flaherty called the Ampex argument a "rationalization," adding: "The whole point of standards is to spread development and marketing costs over the world market, and have the cost to everybody reduced and the life of the product extended."

Engineering representatives of both NBC and ABC were generally supportive of the move and expressed some interest in the product. Steve Bonica, NBC director of engineering, commented: "The industry is in dire straits when it comes to spot players. We view component digital as an important step, one we look forward to. But we can't find fault with developing a machine making use of digital technology early in the process. I don't know that digital component machines have progressed far enough to have all the features necessary for this application." Concurring with Bonica was ABC engineer Robert Thomas. "The issue has been made an emotional one," he said, "but for us it's strictly a technical and financial decision. In the cold light of day, taking into consideration operational requirements and responsibilities to buyers of commercial spots, stockholders and viewers, we feel that if a digital recorder is to be introduced into our plant, it will be a composite unit."

Also commenting on the Ampex move was Fred Remley of the University of Michigan and chairman of the SMPTE committee that helped develop the digital component VTR standards. "From a purist point of view, it's undesirable," he said. But from a commercial point of view, he said only the manufacturer was in a position to make the choice. "The Ampex decision is not a breach of ethics," he said. "As far as I'm concerned, it doesn't undermine the standards process, although it may well be a problem for those who have to buy the equipment without standards."



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DO NICE GUYS ALWAYS FINISH LAST?



HIGH SCHOOL —★USA★—

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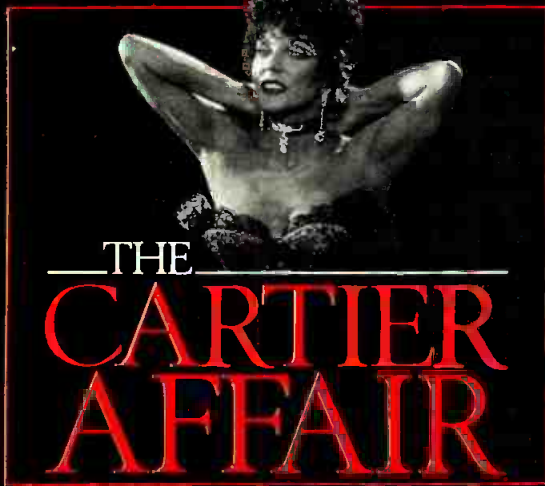


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THERE ARE SOME CRIMES THAT ARE IRRESISTIBLE...
BUT WHEN THE VICTIM IS MORE IRRESISTIBLE STILL?



THE CARTIER AFFAIR

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AN INNOCENT GIRL IN SEARCH OF FAME,
SHE WASN'T THE ONLY ONE TO BE TRAPPED BY
THE WHITE SLAVE TRADE.

DEATH RIDE TO OSAKA



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Turmoil over 'Amerika' highlight press tour

ABC sets lofty goals

ABC Entertainment President Brandon Stoddard has bet his job that the American viewer is tired of "dumb and boring" television programming. Speaking to reporters during the Consumer Press Tour in Los Angeles, Stoddard said ABC-TV is recommitting itself to high-quality shows.

"Somehow, network executives have convinced themselves that it's okay if we think our program is dumb and boring because the little old lady in Peoria will love it," Stoddard said. "I'm going to bet my job that the little old lady in Peoria thinks it's dumb and boring, too."

Turning to another matter, the ABC executive said the fate of *Amerika*, a controversial 12-hour ABC-produced mini-series, remains in limbo (see box). The Soviet Union has attacked the proposed fictional film about life in the U.S. 10 years after a Soviet invasion, arguing it could damage post-summit relations between the two super-powers. The project was recently trimmed from 16 hours and its name changed from *Topeka, Kansas, USSR*.

Stoddard acknowledged that viewers have not responded as well as expected to plot shifts in the prime time serial *Dynasty*, noting those changes will be resolved next month with a return to the feud between Alexis Carrington Colby (Joan Collins) and Blake Carrington (John Forsythe).

The executive, appointed last November to take over responsibility for network programming, predicted a long haul in rebuilding ABC's schedule, which he conceded suffered from a lack of quality or innovation last fall.

Although he declined to be specific, Stoddard said he's "grown tired and frustrated with programs that have little to do with emotion, lots to do with meaningless action sequences and promotion that screams and oversells to an audience.

"I think we are all tired of the predictable, the superficial and the cartoon in network prime time. I believe that the audience is not being treated with an essential attitude—respect. I'd like to see us make changes in our programming and presentation."

Stoddard said ABC is conceding first and second place in the ratings race this year to its competitors. "We're the only network that has nine problem nights," he quipped.

During a separate news conference, Bruce Sallan, ABC's vice president of motion pictures for television, said the Soviet objection to *Amerika* was "somewhat of a factor" in the postponement of a decision on the program's fate, but not as much as the movie's "somewhat excessive budget."

Christy Welker, vice president, novels and limited series for television, told the visiting press that the recent acquisition of ABC by Capital Cities Communications has had no effect on development of long-form programming at the network. She disclosed that more than \$60 million will be spent on production of *War and Remembrance*, a 30-hour mini-series to be shot in 10 countries during the next 18 months. Welker said the mini-series will probably be shown during the 1988-89 season and that ABC is undecided on when it might air *War and Peace*, the program's predecessor.

The two executives outlined a full slate of long-form productions for the network, including the following:

- **Miniseries:** *Harem* (four hours, airs Feb. 9-10), *Crossings* (six hours, airs Feb. 23-25), *North and South: Book II* (airs May 1986), *Out on a Limb* (airs fall 1986), *Texas* (unscheduled) and *The Black Rainbow* (unscheduled).

- **Motion-pictures-for-television:** *Prince of Bel Air*, *Choices*, *Acceptable Risks*, *A Winner Never Quits*, *Children of Times Square*, *Alex: The Life of a Child*, *The Beate Klarsfeld Story* and *The Gladiator*. All air from late January through early May 1986.

NBC riding high

Grant Tinker, chairman of NBC Inc., told reporters during the Consumer Press Tour in Los Angeles that he is contemplating a return to the production side of television in Hollywood. Tinker, who recently turned 60, headed MTM Enterprises before he assumed his present job in 1981.

"If I do conclude that there is something I'd like to do [with the rest of my life], I'd better get on with it as opposed to just letting the years go by and maybe waiting too long," Tinker ventured at a Century Plaza hotel news conference. He would not comment on reports that his contract expires next July.

Tinker reaffirmed earlier assurances that NBC will remain autonomous after the takeover of RCA Inc., NBC's parent, by General Electric Co. later this year.

"I would be struck dumb," Tinker said, "if (GE) got any more involved in NBC than RCA has been."

In a separate question-and-answer session, NBC Entertainment President Brandon Tartikoff told reporters he has changed his mind about possibly moving NBC's highly rated *Miami Vice* from 10 to 9 p.m. on Friday against CBS-TV's popular *Dallas*. He acknowledged that affiliates were concerned about a possible reduction in local news audience lead-in. Tartikoff also said that *Miami Vice* executive producer Michael Mann is working on development of a new crime-oriented series for next season. He also conceded that NBC is pushing for better scripts for *Miami Vice*, agreeing with criticism that "the stories had become illiterate—too much style and not enough substance."

Tartikoff also said he was satisfied with the ratings performances of *Amazing Stories* and *Hill Street Blues*, promising that the latter would be renewed for next season if its ratings remain steady.

Grant looks for a CBS turnaround

CBS Entertainment President B. Donald Grant, fielding questions last Tuesday (Jan. 14) during the Consumer Press Tour in Los Angeles, said he still feels CBS-TV can overtake NBC-TV in the prime time ratings

Amerika fallout. ABC came in for a barrage of criticism when stories surfaced that it had buckled to pressure from the Soviets and postponed production of a mini-series it was developing for future broadcast, entitled *Amerika*. The mini-series depicts life in the United States after it has been peacefully taken over by the Soviet Union.

The fuss began when ABC Entertainment President Brandon Stoddard told a gathering of newspaper critics at an ABC press tour in Los Angeles that he would consider Soviet objections to *Amerika*—delivered to ABC News Moscow bureau chief Walter Rogers and relayed to ABC News vice president David Burke—when he made his final decision on whether to go ahead with production of the mini-series. But Stoddard also pointed out that his decision would be based on the mini-series budget—the original 16-hour version reportedly came in way over budget and was subsequently cut to 12 hours. The script for the 12-hour version has been approved and the budget submitted. ABC spokesmen said a final decision on *Amerika* could be made by Stoddard this week.

Stoddard told the television critics that "we are aware of [Soviet] pressures and that's going to be a part of that decision." According to an ABC Entertainment spokesman, the decision to postpone production of *Amerika* was made last fall, long before the Dec. 15 meeting when it was implied by the Soviets to bureau chief Rogers that broadcasting the mini-series would complicate Soviet relations with ABC News in Moscow (Rogers wired Burke that it was made clear to him that "request for assistance with various projects would likely go on the shelf"). The mini-series was originally set to begin production last November for broadcast during the February 1987 sweeps, and then was put off until January 1986.

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race this season, while conceding that "competition is going to be very tight. It will probably be a dogfight."

The programing executive acknowledged that NBC is the current front-runner and expressed the wish that ABC would become "more competitive" in the coming months. Grant contended that NBC's success has come largely at the expense of ABC, while CBS's audience "has remained approximately the same" as last season.

Other remarks by Grant touched on a wide range of programing topics:

■ James Garner will star in a half-hour CBS situation comedy next fall. A concept for the Orion Television production has not been chosen but it will probably not be based on Garner's character in *Murphy's Romance*, a theatrical film in current release.

■ Stephanie Powers will probably star in a one-hour drama next fall from Warner Bros. Television. According to Grant, Powers will

have an overseas position in the fashion industry.

■ The prime time serial form is "on the way out," and CBS has nothing in the genre in development or scheduled for next season.

■ The network's current *CBS Sunday Night Movie* will remain for the rest of the season, but the notion of three movie nights is "not a permanent thing."

■ *Mary*, the recently added situation com-

CBS wins second week in a row by a nose

The premiere of the *CBS Sunday Night Movie*, "Rockabye," starring Valerie Bertinelli, helped CBS its second consecutive weekly win and its fourth win of the season during the week of Jan. 6-12. CBS did it with an 18 average rating and a 28 average share, according to Nielsen's National Television Index. NBC followed closely with a 17.9/27, and ABC came in third with a 14/21.

NBC's second-place finish was attributable to yet another all-time record for *The Cosby Show* (36.9/54), and *Family Ties*' (32.4/48) second-best finish in its history.

On CBS, "Rockabye" delivered a 25.3/38 to come in as the third-ranked show of the week. The premiere of the *CBS Sunday Night Movie* makes that the only night in which all three networks have movies running head-to-head. "Rockabye" easily won the first three-way movie match-up as the *ABC Sunday Night Movie*, "Diamonds Are Forever," running from 8:30-11, scored a 15.6/23, and the *NBC Sunday Night Movie*, a repeat of the first part of "Fatal Vision," had an 11.4/17.

Three other shows premiered during the week. *Blacke's Magic* helped deliver a Wednesday win for NBC with an 11th-ranked 19.1/28 in its 9-10 time period. On Monday, ABC's replacement for *Monday Night Football*, the *ABC Monday Night Movie*, "Shattered Spirits," had a 16.4/25; and on Friday from 9:30-10 on ABC, the premiere of *He's the Mayor* received a 12/18.

HUT levels for the week were down 3%, from last year's 67.1 to 65.3. Combined network ratings were also off 3%, from a 51.6 last year to a 49.9 this year. And combined network shares dropped slightly, from last year's 76.7 to 76.3.

In nightly wins, CBS took Monday, Friday and Sunday, NBC won Wednesday, Thursday and Saturday, and ABC took Tuesday. NBC had six of the top 10, CBS had three and ABC had one.

■ CBS had a Monday win, with a 18.6/28 overall, on the strength of regular programing that captured the night's first two hours. From 10 to 11 p.m., *Cagney and Lacey* (17.1/27) ran second to NBC's movie, "The Enforcer," (17.2/26) in its eighth network run. NBC placed second for the night.

■ ABC continued its winning ways on Tuesday, led by the 10th-ranked *Who's the Boss* (23.3/34), which followed the President's news conference. From 9 to 11, the *CBS Tuesday Night Movie*, "A Time to Triumph," had a 16/25. ABC won the night with an 18/27, as NBC placed second with a 15/23 and ABC was third with 14.9/23.

■ Led by the 11th-ranked *Highway to Heaven*, from 8 to 9, NBC took Wednesday with a 19.4/30, compared to ABC's 16.8/26. NBC's *Blacke's Magic* placed second from 9 to 10 behind 18th-ranked *Dynasty* (21.1/31), and *St. Elsewhere* (16/26) ran second behind ABC's *Hotel* (16.9/28) from 10 to 11. *St. Elsewhere* had its highest share of the season with the new 9 to 10 lead-in, according to NBC research. CBS's new lineup did not score well: *Mary* (14.8/23) ranked 44th and *Foley Square* (13.4/20) ranked 56th.

■ Thursday saw NBC's regular schedule combine for a 24.6/37, second in nightly averages to CBS's Sunday schedule. From 8 to 10, the one-hour *Magnum, P.I.* (15.9/23) and a repeat of *Simon and Simon* (16.7/25) ran second in their respective time periods. From 10 to 11, CBS's *Knot's Landing* (21.5/34) took the time period, as ABC's *20/20* (16.5/26) was second and *Hill Street Blues* (16.2/26) on NBC-TV was third.

■ With the 12th-ranked *Dallas* (22.1/34) dominating from 9 to 10, CBS won Friday. From 8 to 9, ABC's two comedies, *Webster* and *Mr. Belvedere*, won with an 18.1/29 and a 17.2/27, respectively. From 10 to 11, NBC's fifth-ranked *Miami Vice* took its time period.

■ NBC's Saturday schedule defeated its closest competitor, CBS, in overall ratings by five points. At 9, *Golden Girls* (24/38) ranked ninth, and at 9:30, *227* (21.8/35) was 13th.

■ With all three of its Sunday shows ranking in the top 10, CBS's Sunday was the highest-ranked night of the week, with an overall average of 25.9/38. NBC's coverage of the AFC championship game, and a post-game show following it, ranked fifth with a 24.6/38. NBC had a 14.1/21 for the night. ABC aired a repeat of an hour-and-a-half version of *Ripley's Believe It or Not*, from 8 to 9:30, and got a 10.5/15, followed with "Diamonds are Forever," on the *ABC Sunday Night Movie* (15.6/23) from 8:30 to 11. ABC had a 13.7/20 for the night.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	36.9/54	26.	Mr. Belvedere	ABC	17.2/27	49.	Diffrent Strokes	ABC	13.9/21
2.	Family Ties	NBC	32.4/48	26.	The Enforcer	NBC	17.2/26	50.	Punky Brewster	NBC	13.8/20
3.	Murder, She Wrote	CBS	28.5/40	27.	Cagney & Lacey	CBS	17.1/27	51.	Silver Spoons	NBC	13.7/20
4.	*Rockabye	CBS	25.3/38	28.	Hotel	ABC	16.9/28	52.	Hardcastle & McCormick	ABC	13.7/20
5.	Football, NFL post-game	NBC	24.6/38	29.	TV Bloopers & Prac. Jokes	NBC	16.8/25	53.	Stark	CBS	13.6/22
6.	60 Minutes	CBS	24.3/36	30.	Amazing Stories	NBC	16.8/24	54.	Dynasty II: The Colbys	ABC	13.6/20
7.	Cheers	NBC	24.3/36	31.	Simon & Simon	CBS	16.7/25	55.	Airwolf	CBS	13.4/22
8.	Miami Vice	NBC	24.0/38	32.	20/20	ABC	16.5/28	56.	Foley Square	CBS	13.4/20
9.	Golden Girls	NBC	24.0/38	33.	*Shattered Spirits	ABC	16.4/26	57.	Twilight Zone	CBS	12.8/20
10.	Who's the Boss	ABC	23.3/34	34.	Hill Street Blues	NBC	16.2/28	58.	Misfits of Science	NBC	12.7/20
11.	Highway to Heaven	NBC	23.1/35	35.	A Team	NBC	16.2/23	59.	The Insiders	ABC	12.5/19
12.	Dallas	CBS	22.1/34	36.	Gimme a Break	NBC	16.0/27	60.	Love Boat	ABC	12.0/21
13.	227	NBC	21.8/35	37.	St. Elsewhere	NBC	16.0/26	61.	*He's the Mayor	ABC	12.0/18
14.	Night Court	NBC	21.7/32	38.	A Time to Triumph	CBS	16.0/26	62.	Spenser: For Hire	ABC	11.4/21
15.	Kate & Allie	CBS	21.6/31	39.	Magnum P.I.	CBS	15.9/23	63.	Fatal Vision, part 1	NBC	11.4/17
16.	Knots Landing	CBS	21.5/34	40.	Hunter	NBC	15.8/27	64.	Hollywood's Home Movies	ABC	11.1/18
17.	Growing Pains	ABC	21.5/31	41.	Moonlighting	ABC	15.7/24	65.	Ripley's Believe It or Not	ABC	10.5/15
18.	Dynasty	ABC	21.1/31	42.	Diamonds are Forever	ABC	15.6/23	66.	Lady Blue	ABC	8.6/14
19.	Newhart	CBS	20.0/29	43.	Riptide	NBC	15.0/22	67.	Bugs Bunny Special	CBS	7.8/11
20.	*Blacke's Magic	NBC	19.1/28	44.	Mary	CBS	14.8/23	68.	Fall Guy	ABC	7.8/12
21.	Falcon Crest	CBS	18.3/29	45.	Alfred Hitchcock Presents	NBC	14.7/21	69.	Shadow Chasers	ABC	4.7/7
22.	Webster	ABC	18.1/29	46.	Dead Man's Folly	CBS	14.5/22				
23.	Scarecrow & Mrs. King	CBS	17.9/27	47.	Remington Steele	NBC	14.4/26				
24.	Facts of Life	NBC	17.5/28	48.	Knights Rider	NBC	14.4/22				

*Indicates premiere episode



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edy from MTM Enterprises, will remain on the schedule for the foreseeable future although it may be moved to a new time slot.

■ *W. 57th St.*, the one-hour news magazine currently in hiatus remains in production and 13 new episodes will be added to the schedule later this year.

■ *Trapper John* will probably "enjoy a long life in syndication" and not return to the prime time schedule next season.

■ *Mickey Spillane's Mike Hammer* would be seriously considered as a fall series if the ratings of an upcoming two-hour Mike Hammer movie are high enough.

■ At least four mid-season series are set to debut on CBS this spring, including *Bridges to Cross*, a one-hour drama starring Suzanne Pleshette; *Tough Cookies*, a half-hour situation comedy starring Robbie Benson; *Fast Times at Ridgmont High*, a half-hour sitcom starring Ray Walston and based on the theatrical feature of the same name, and *Liz and Leo* (working title), starring Harvey Korman and Valerie Perrine.

PBS in good shape

In a bid to increase the noncommercial television network's visibility, the Public Broadcasting Service last Friday (Jan. 17) began test-marketing an advertising campaign over commercial stations in several cities.

"We suffer from the, 'Oh, if I'd only known' syndrome," Christensen told a Jan. 11 news conference during the Consumer Press Tour in Los Angeles, noting that many potential viewers claim never to have heard of PBS programs in advance of their broadcast.

Toledo, Ohio, and Rochester, N.Y., are two cities where the new 30-second PBS programing ads are airing (on commercial

network affiliates), while an unnamed city in the western half of the country serves as a control market to compare response. The \$160,000 earmarked for ad purchases will include local time within *Dynasty*, *Hill Street Blues* and *Miami Vice* and is the total expenditure for the two named cities.

The agency for PBS, Smith Burke & Azam, Baltimore, reports that the television networks have approved the commercials with the restriction that PBS may not run the dates, times or channels on which the programs will air. (According to PBS, not broadcasting such specific information is a "normal network practice.") If the test is judged successful, it will lead to PBS becoming a network TV advertiser in early 1987, according to the ad agency. The commercials will be carried in prime, fringe and early news programs.

In addition to the ad experiment in Rochester and Toledo and the third location, PBS stations in Boston, San Francisco, Miami, Phoenix and other cities are experimenting with "pledge-light" campaigns that emphasize direct-mail over on-air pledge drives.

Both Christensen and Suzanne Weil, PBS senior programing vice president, said they are working hard to insure new blockbuster programing for the schedule next fall. Both expressed regret at the situation last year, when no major original, domestically-produced series premiered.

Disney makes TV top priority

Walt Disney Productions has made the studio's new network movie series its "number-one priority," according to Chairman and Chief Executive Officer Michael Eisner. In a Consumer Press Tour news conference at

Los Angeles's Century Plaza hotel, Eisner declared that *The Disney Sunday Movie*, premiering Feb. 2 at 7 p.m. NYT on ABC-TV, "is more important than all the [theatrical] movies we are doing. It is our face to the future as far as the American public is concerned. . . . We have put all of our resources, all our manpower, all our creative impetus into this show."

Eisner said that the new series will attempt to continue the Disney tradition of high-quality, family-oriented entertainment, adding that he is a "possible" host of the new show. The long-running *World of Disney* series had featured studio founder Walt Disney as on-camera host. He said the content of the program will include original one- to two-hour movies, plus a limited number of animated specials and nature films. ABC has placed an initial order for 23 episodes.

A few features included in *The Disney Sunday Movie* have been shown on The Disney Channel, that the pay cable service that Eisner said "is still a major priority" for the studio and that he characterized as "extremely successful." He said there will be an increased emphasis at The Disney Channel or original programing. Eisner said the service continues to be profitable and predicted it will have more than three million subscribers by the end of September.

In an unrelated development, a proxy statement to the company's shareholders has revealed that Eisner received total compensation of \$2.12 million for his first full year as chairman and chief executive officer of Walt Disney Productions. The document pegged the 43-year-old executive's annual salary at \$750,000, plus a cash bonus of \$687,000 and stock options.

Law & Regulation

FCC wants some control of earth station zoning

Decision to assume limited preemption of local regulations leaves many details unclear

The FCC last week adopted a "limited preemption of local zoning or other regulation of satellite earth stations."

It did that, after a confusing debate at an open meeting, by a vote of 3-1, with Commissioner James Quello concurring and Commissioner Mimi Dawson dissenting.

But precisely what its "limited preemption" amounts to will have to await analysis of the text of the commission's order, which, according to an FCC official, may be forthcoming this week. Observers said the definition of "limited preemption" was unclear in the discussion at the meeting and in the commission's official press release.

Fred Finn, an attorney for SPACE, the Satellite Television Industry Association, which represents earth station owners and manufacturers, recommended awaiting the text of the order before attempting to discuss the action's finer points. "What I think they

did is made a clear statement that those communities that discriminate against home earth stations are going to have a rough row to hoe," Finn said. A spokesman for the National Cable Television Association said: "It was not unexpected." But that same spokesman was unable to explain what the "it" in NCTA's statement encompassed.

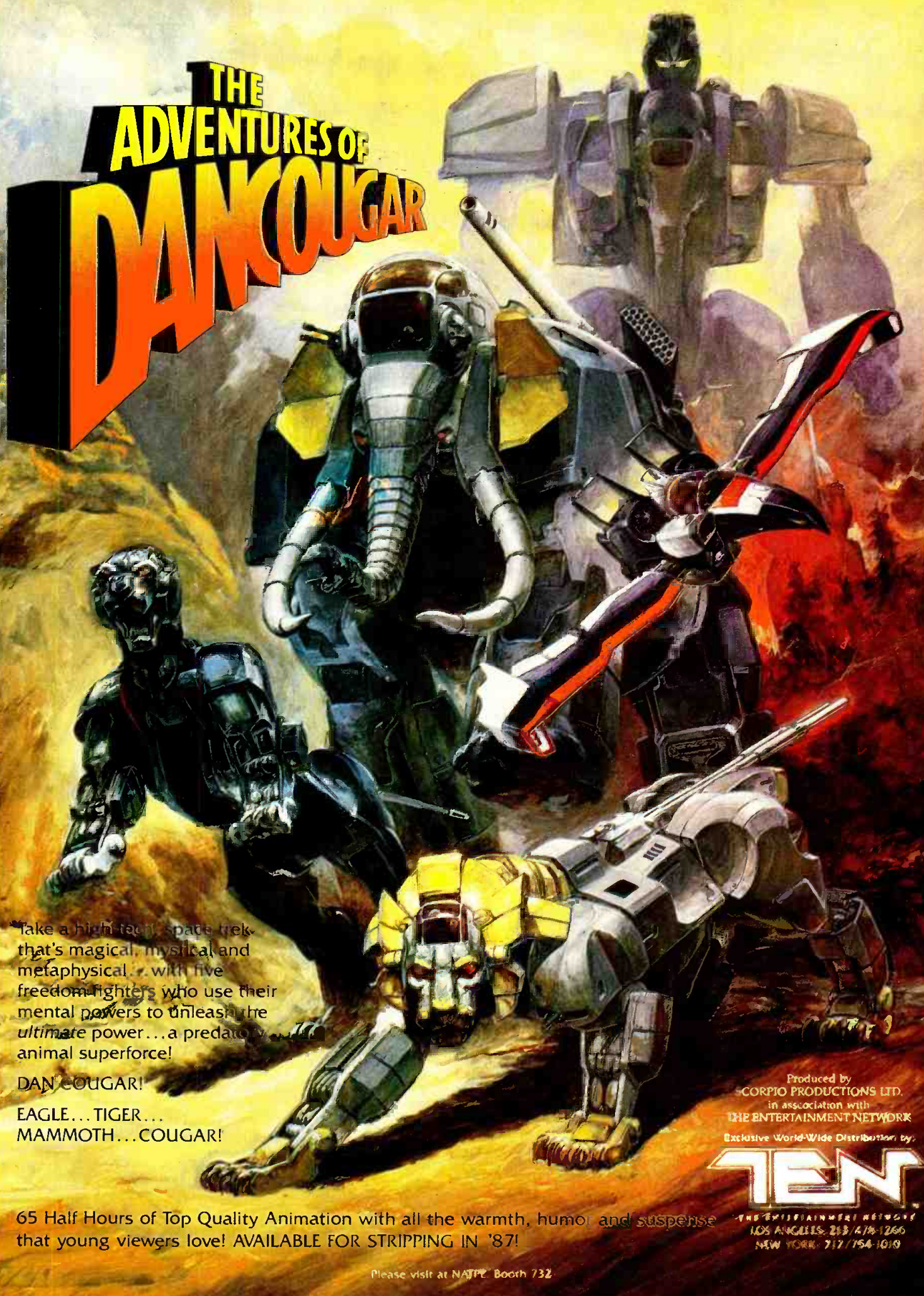
Cynthia Pols, general counsel in the office of federal relations for the National League of Cities, said that if her interpretation of the FCC's press release were correct, more than 1,000 local ordinances might be preempted or subject to challenge as a result of the FCC's order. But Pols said the NLC would have to await the text of the order. "From the press release, God only knows what the FCC intended to do," Pols said. Barry Umansky, deputy general counsel for the National Association of Broadcasters, said he couldn't figure out what happened. "I couldn't tell if this is a good decision or a bad decision," Umansky said. "Obviously, we will have to see the text and talk to some more people."

Of particular interest to broadcasters—as

well as the other noncable businesses that use the airwaves to reach households—is the leeway the decision leaves local communities to prohibit home owners from using outside antennas. In a hallway conversation after the meeting, FCC Chairman Mark Fowler said the decision would permit cities to bar home owners from erecting any antennas, as long as the regulation in question barred all antennas. Daniel Brenner, senior adviser to Fowler, said the commission had declined to preempt regulation that would prohibit all antenna structures, as long as that regulation wasn't being used to favor one communications technology over another.

In its press release, the FCC said it had ruled that state and local zoning and other regulations that differentiated between satellite receive-only earth stations and other types of antenna facilities were preempted unless they had "a reasonable and clearly defined health, safety or esthetic objective" and did not "operate to impose unreasonable limitations on, or prevent, reception of satel-

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lite-delivered signals by receive-only antennas, or to impose costs on the users of such antennas that are excessive in light of the purchase and installation cost of equipment."

According to the press release, "regulation of satellite transmitting antennas is preempted in the same manner, except that state and local health and safety regulation is not preempted."

Also in the press release, the FCC said its action insured that state and local regulations will not interfere unreasonably with the federally protected right to construct and use antennas to receive satellite-delivered signals. "Under the adopted rule, local governments may impose nondiscriminatory regulations on earth stations as long as the same regulations are applied to all antennas," the FCC said. "Thus, a community may preserve its historic character by limiting construction of all external antennas without singling out satellite facilities for different treatment. If an ordinance or regulation differentiates in the treatment of antennas, the community must show that the ordinance or regulation has a reasonable and clearly defined health, safety or esthetic objective. In addition, the regulation must not limit or prevent reception unreasonably, nor impose unreasonable costs on an antenna user."

The FCC also said it didn't anticipate further involvement in individual zoning disputes. "Satellite earth station users who experience problems with nonfederal zoning or other regulations can use the adopted standards in pursuing available legal remedies," the FCC said.

At the meeting, Dawson said she thought the commission should be doing as much as possible to insure that the communications industry was competitive. "I'm not able to vote for something that permits a community to bar all outdoor antennas, simply because they find them unattractive," Dawson said.

Fowler, however, said he believed the commission's decision balanced the federal government's interest with the right of localities to determine how property is used. □

Jamming record. The National Telecommunications and Information Administration has released a massive study documenting allegations of the U.S. and other countries of extensive jamming of shortwave broadcasting by the Soviet bloc. The study, the first of its kind, says that broadcasts of the Voice of America, Radio Free Europe and Radio Liberty, the BBC and the international services of West Germany and Israel, are jammed by equipment at more than 80 locations within the Soviet Union, Poland, Czechoslovakia, Bulgaria and Hungary. In addition to those jammers, which affect broadcasts over a broad geographical area, local jammers are said to have been found in large metropolitan areas. The study says Soviet bloc countries appear to coordinate their jamming efforts and that jamming is often aimed at interfering with reception in countries other than where the jammers are located.

The study was undertaken by NTIA in response to decisions of delegates to the first session of the World Administrative Radio Conference on shortwave broadcasting last year to seek more detailed information on jamming of shortwave broadcasts. The data will be used during the second session of the conference, next year, when decisions are to be made on the procedures to be followed in allocating shortwave radio frequencies internationally.

But the U.S. is certain to cite it in urging adoption of flexible procedures that would permit stations to shift frequencies when their broadcasts are jammed. Third World countries are pressing for rigid planning, which the U.S. says would make it more difficult to counteract jamming.

The study, made by NTIA's Institute for Telecommunication Sciences, Boulder, Colo., was based on a coordinated international program designed to monitor jamming in a scientific manner. NTIA says sophisticated monitoring stations in the U.S., England, Canada, West Germany, Norway, the Netherlands, Israel, Japan and Korea cooperated to supply more than 30,000 jamming observations to the NTIA research team.

Jackson criticizes EEO relaxation

He also says white media could improve coverage of black issues and political candidates

The Rev. Jesse L. Jackson did his bit last week, on the eve of Dr. Martin Luther King's birthday, to raise the consciousness of the mostly white members of the Federal Communications Bar Association. He warned against an easing of equal employment opportunity standards used to strengthen the role of minorities in broadcasting. And, drawing on his experience as a former—and possibly future—presidential candidate, he suggested that the media have something to learn about covering a minority group member in such circumstances.

Jackson, who addressed a near sell-out FCBA luncheon audience of 385 in Washington last Tuesday (Jan. 14), invoked the name of Martin Luther King in expressing concern about FCC proposals for easing broadcasters' EEO reporting requirements. (Among other things, the proposal would exempt from the requirements stations with no more than five employees; the current exemption level is four.) "This is no time to go backwards," he said. "Our challenge is creative justice, to expand the pie and make room for more people. The aim," he added, "is to right the wrongs of our past and make America America for everyone, in the spirit of Martin Luther King Jr."

Jackson feels the lack of minorities in broadcasting distorts the image of them on television. He said the media projects blacks and Hispanics as less intelligent, hardworking and patriotic, but more violent, than they are. And he indicated he would do more than argue the issue. He noted that members of PUSH—People United to Save Humanity—the Chicago-based group he heads—have been boycotting and picketing CBS's WBBM-



Jackson

TV Chicago for almost four months because, in a city where 54% of the population is black, the station lacks a black anchor and does not have a black or brown news manager or program director. And he promised picketing at CBS stations in Los Angeles, Philadelphia, New York and St. Louis (whose sale to Viacom is pending), where, he said, "the same pattern exists."

(The picketing at WBBM-TV began when Bill Kurtis returned to the market from his job as co-host of CBS's *Morning News*, and replaced Harry Porterfield, a black. A CBS spokesman last week said CBS officials at the station and corporate levels have been discussing the matter with PUSH representatives and added that "progress" has been made in resolving the differences.)

Speaking in response to questions about his experience with the media on the campaign trail, Jackson made it clear he felt he was not treated like other candidates seeking to be President. He said it took a long time—and some impressive showings in the Democratic primaries—before the media took him seriously as a candidate during the 1984 presidential campaign. And he noted the media never referred to his principal contenders—Walter Mondale and Senator Gary Hart (D-Colo.) as "white," while he was always described as "black." He said the term was used to define him politically.

And today, he said, in the speculation regarding the Democratic 1988 presidential campaign, he feels like "the invisible man," because of the lack of attention he says he is given. He feels that lack of respect particularly in regard to foreign policy. He reeled off a list of what he considers foreign policy coups, including securing the release of the Navy flier downed over Lebanon and held by Syria and his meeting with Soviet General Secretary Mikhail Gorbachev at the Geneva summit meeting in November. Still, he said: "No matter what I did in foreign policy, I could never become an authority."

How, Jackson was asked, did he feel about news organizations assigning black reporters to cover his campaign. He thought it was a good idea, that, indeed, black reporters should be assigned to other stories because of the sensitivity they can bring to their work. "If four black writers did a piece on [the late Israeli prime minister] Golda Meir without ever having been in a synagogue you'd think them presumptuous."

Jackson made use of the forum, and the discussion of the press, to make clear his belief that the press has power—and often uses it in the service of President Reagan,

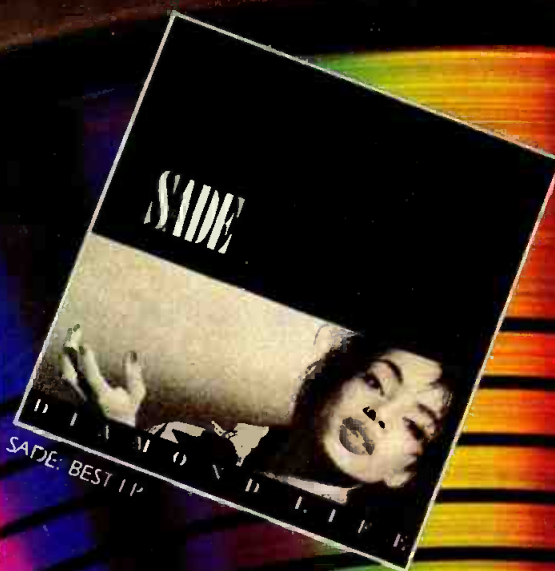
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criticisms of whose policies were scattered through Jackson's remarks. The press, he said, has been "a definite factor. It has the ability to exercise people's minds." And while he said the networks could use file clips to embarrass, he predicted that the same kind of fate would not befall the President when he made a scheduled visit to some black children on Martin Luther King's birthday. He said the networks would not use clips presenting Reagan as opposed to King and his principles. "They will let him look good, and delete facts to make him look honorable." □

Fairness doctrine elimination makes strange bedfellows

The awkward position in which the FCC finds itself where the fairness doctrine is concerned was evident last week in a filing it made with the U.S. Court of Appeals. It was responding to petitions citizen groups and the Democratic National Committee had filed to dismiss the appeal that a number of media groups had taken from the commission's report on the doctrine. In a more orderly world, the FCC, the respondent in the proceeding, would have sided with the petitioners seeking dismissal of the appeal. Instead, it sided with the media groups whose aim is to have the fairness doctrine declared unconstitutional.

The petitions to dismiss argued, essentially, that the appeal is premature since the commission's report, issued in August to conclude an inquiry into whether the commission should, or could, modify the doctrine, did not, in the petitioners' view, take a final action. The commission made clear its view that the doctrine inhibits rather than promoting free speech and is, therefore, constitutionally suspect, and it referred the matter to Congress for its consideration. It did not initiate a rulemaking to eliminate the doctrine.

Nevertheless, said the commission and the media groups, in pleadings filed last week, the Fairness Doctrine Report is, as the commission put it, "a final agency action that is reviewable at this time." Indeed, the commission said it had "explicitly 'terminated' the proceeding." It said it had also emphasized that it would "continue to administer and enforce the fairness doctrine obligations of broadcasters and [expected] that broadcast licensees will continue to satisfy these requirements."

Both the media groups and the commission argued that the lack of a commission order imposing new fairness doctrine obligations on broadcasters does not render the commission's action nonreviewable. Indeed, the media groups said the appeals court "has repeatedly held that decisions by the FCC declining to institute a rulemaking proceeding are reviewable." Nor, they said, does the possibility that the commission might take further action at some time in the future render the commission's action "non-final." Furthermore, they said, "the presence of irreparable injury"—growing out of the

SICC to appeal. Spanish International Communications Corp. last week said it was "confident" that the FCC administrative law judge's decision denying renewal for SICC's five television stations, two other full-power TV and several translator stations (BROADCASTING, Jan. 13) would "either be reversed on appeal or mooted by a settlement agreeable to all parties." In a press release, SICC said that in addition to the appeals, SICC intended to meet with representatives of the FCC staff "in an effort to resolve the commission's structural concerns." SICC also said that, during the appeal process, "which may proceed through the FCC Review Board, the full commission and the courts, the stations will continue to operate and the decision will have no immediate impact."

commission's finding that the fairness doctrine "chills broadcasters in the exercise of their First Amendment rights"—indicates that review should be available.

The media groups are expected to lean heavily on the findings in the commission's report in seeking to persuade the court to declare the doctrine unconstitutional. And in its pleading last week, they said the proceeding now under way "is a uniquely appropriate vehicle for deciding the constitutional and other issues concerning the fairness doctrine." The FCC, they noted, "has provided precisely what it is best qualified to provide—the findings of fact necessary for the ultimate constitutional determination," including a finding that the doctrine has a "chilling effect and disserves the public interest."

In the commission's view, the various pe-

titions for dismissal are based on a misunderstanding of the action involved: "It is clear from the context of the entire proceeding that the report is a final action to which the commission does not intend to return in the foreseeable future. The report constituted a final and definitive statement of the agency's views of the public interest and constitutional implications of the fairness doctrine along with an explicit decision not to modify or eliminate the doctrine, despite its findings, and to continue enforcement."

While supporting the position of the media groups appealing its fairness doctrine report, the commission, one of its lawyers noted, "was not saying where we stand on the merits." If the court rejects the petitions to dismiss, the commission could find itself supporting, at least in part, an appeal of its own action. □

Washington Watch

Public Packers. Supreme Court has cleared way for public hearing in case in which two members of Green Bay Packers are accused of sexually assaulting dancer at Milwaukee nightclub. Number of media organizations had fought for open hearing after county circuit judge had granted request of players—wide receiver James Lofton and running back Eddie Lee Ivey—that hearing be closed. WTMJ(AM)-WKTI(FM)-WTMJ-TV and WISN(AM)-WBTT(FM), all Milwaukee, and WTLO(FM) Pittston, Pa., are among organizations that appealed that ruling, and they prevailed in state supreme court, on 4-3 vote. U.S. Supreme Court last week, without comment, refused to hear appeal from that decision. Lawyers for players argued that media are interested in case only because of its potential for "exploitive titillation." They also said that since trial or pretrial proceeding is not involved—at issue is hearing at which judge will hear evidence on whether charges should be brought—"there is no established right of public access." But attorneys for media organizations said state supreme court had followed high court's decisions in such cases. □

Minority meeting. FCC has scheduled en banc hearing at 9 a.m., Feb. 12, to explore financing of broadcast acquisitions by minorities and increasing of ad sales at minority-owned broadcast stations. □

Occasional use advocates. State and Commerce Departments have sided with networks in seeking reconsideration of FCC ruling that broadcasters would be barred from using separate international communications satellite systems for occasional-use television transmissions. Commission based ruling on letter in which those two departments transmitted President Reagan's determination of November 1984 that such systems are required in national interest provided steps are taken to assure viability of Intelsat. Diana Lady Dougan, U.S. coordinator of International Communications and Information Policy, and Rodney L. Joyce, acting assistant secretary of commerce for communications and information, said in letter to commission last week that "long-term," as used in that letter, "applies to the basic contractual agreement. Its use was not intended to express a requirement that capacity be used continuously." State and Commerce, like networks, feel that permitting separate systems to offer occasional-use service pursuant to long-term contract would provide Intelsat with kind of competition that would hold prices down. □

RARC appointments. Ambassador Diana Lady Dougan, U.S. coordinator for international communications and information policy, has announced appointment of four vice chairmen of U.S. delegation to Regional Administrative Radio Conference on expansion of AM band. Named were Wallace E. Johnson, president, Moffet, Larson & Johnson Engineering; Wilson A. LaFollette, assistant chief, international affairs, FCC; Harold G. Kimball, National Telecommunications and Information Administration, and William H. Jahn, Department of State.

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AT NATPE • BOOTH 247

RCA proxy sheds light on GE merger

Plan initially opposed by RCA CEO Frederick; proxy also shows GE spent \$12 million on TV advertising in 1985

The story behind the \$6.3-billion merger between RCA and General Electric became a little clearer last week, when RCA released its proxy statement detailing the proposed \$66.50-per-share acquisition of RCA stock. Shareholders of the NBC parent company are being asked to approve the merger at a special meeting in New York, Feb. 13.

Among the revelations contained in the proxy statement is that the merger was initially opposed by at least two directors, one of them RCA's chief executive officer, Robert R. Frederick: "Mr. Frederick expressed his view that RCA should remain independent and follow its strategic plan and voted against pursuing negotiations." The second director, Robert Cizik, chairman of Cooper Industries, "... was of the view that RCA should remain independent unless management were to conclude that RCA's strategic plan would not work, and, in that event, RCA should not limit itself to merger negotiations with any one company."

The first vote taken by the board was 9 to 1 with Frederick dissenting and Cizik absent, as was board member John R. Petty, chairman and chief executive officer of Marine Midland Banks. The tally would indicate that NBC chairman and chief executive officer Grant Tinker approved of the deal.

The low vote count also provided the clue that one director had recently resigned. Peter G. Peterson, a member of the RCA board executive committee, who had previously, it was reported, run against Bradshaw for chairman, resigned on Oct. 29, 1985. One week later, Bradshaw began talks with GE Chairman John Welch.

In the proxy, GE reported it spent \$12 million on television advertising in 1985.

The RCA board will appoint three from its ranks who are "acceptable to General Electric" and who will then stand for election to GE's 19-person board.

Current RCA Chairman Thornton F. Bradshaw's three-year consulting contract will bring him \$500,000 per year. He will also receive, for canceling his RCA stock option agreements, \$6.82 million. Frederick will receive \$4.49 million for doing the same and Tinker will get \$1.03 million; the sum for the company's 25 officers will add to about \$20 million.

After GE proposed the merger, nine top executives signed new employment agreements, good through 1990, that will enable them to receive at least their current RCA base salary. Each is assured that "his position, authority and responsibilities, the type of work he is asked to perform, and the status and stature of the people with whom he is

asked to work are to be comparable to that existing with respect to him, and, unless he agrees otherwise, his services are to be performed at the location where he was employed, as of the date immediately prior to the change of control."

Regarding approval by the FCC, the

proxy notes that GE does not have to effect the merger until the FCC's approval is "non-appealable." The document gives no hint whether the two companies will request a waiver of the one-to-a-market prohibition, which otherwise would force NBC to divest radio stations in three markets. □

Bottom Line

Systems sale. General Instrument Corp. said it had completed sale of "a significant portion of the assets of General Instrument's Business Systems Division," announced Dec. 23, 1985. In exchange for assets, buyer, Computer Entry Systems Corp. (OTC: CESC), will exchange 1.3 million shares of CESC common stock, representing about 24% of shares outstanding. General Instrument has agreed not to increase its holding beyond 24% and not to sell shares received for two years. □

Continental divide. Dow Jones & Co. completed sale of two million shares in Continental Cablevision back to MSO for \$100 million. Dow Jones, which acquired 3.1 million shares in 1981 for \$78.7 million, said proceeds would be recorded in first quarter as pre-tax gain of roughly \$50 million. Company still has 16.5% interest in Continental. □

Life styles of Rich and Adelson. Lorimar-Telepictures merger proxy materials have been released after receiving approval of Securities and Exchange Commission. Meetings of each company's shareholders to approve proposed merger are set for Feb. 6, with stock ownership record date set at Dec. 30, 1985. Proxy material states that, depending on exercise of stock options, current Lorimar shareholders will end up with between 55%-and-57% of merged company, with current Telepictures shareholders owning remainder. Officers and directors of both companies will own 18.2% of Lorimar-Telepictures. Proxy states that pro-forma merged revenue for year ending Oct. 26, 1985, would have been \$620.5 million; operating income \$55.3 million, and long-term debt \$373 million. Four corporate executives at Telepictures currently who in 1984 received cash compensation of between \$213,000-and-\$270,000 will have new salaries of \$600,000 plus bonuses. Lorimar President Lee Rich and Chairman Merv Adelson, who each received \$987,500 cash compensation (including \$250,000 bonus) in 1984, will receive \$800,000 plus bonuses in Lorimar-Telepictures. FCC granted broadcast license transfers on Dec. 19, with final approval expected at end of month. □

Muzak sale. Westinghouse Electric Co., Pittsburgh, plans to sell Muzak, "environmental" music service of Westinghouse Broadcasting and Cable (Group W), and has hired New York-based investment banking firm, Goldman Sachs, to assist in its sale. Westinghouse Chairman Douglas D. Danforth said decision to sell unit "is in line with the corporation's strategy of having Group W concentrate on commercial broadcasting and programming businesses." Muzak was purchased in 1981 as part of Westinghouse's acquisition of Teleprompter Inc. and latter's cable systems. Westinghouse has also sold all cable (BROADCASTING, Dec. 30, 1985). It currently serves more than 135,000 subscribers through its 186 franchised affiliates in U.S. and 15 other countries. Industry sources put Muzak's value at \$30 million to \$40 million. Unit, which has been under Group W Radio's direction since 1982, is headed by Tony Hirsh. □

Increased share. JMB Realty Corp., largest shareholder in Viacom International Inc., has increased its holdings to 11.7%. JMB purchased additional 615,000 shares of Viacom from two other shareholders with whom JMB previously had signed option agreement. Chicago-based real estate syndication company previously filed with SEC, saying its purchases were for "investment purposes only" and that it had no intent to seek change in control of Viacom (BROADCASTING, Dec. 9, 1985). □

Model debtor. Favorable interest rates and "strong cash position" have enabled Multimedia to pre-pay company's 1986 principal due on debt incurred from recent leveraged buyout. Walter E. Bartlett, president and chief executive officer, said present interest cost of debt at 12.25% was 1.25% below that originally projected. □

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FOR THE WHOLE FAMILY	93%	92%	94%
ENJOYABLE	91	91	90
EMOTIONALLY INVOLVING	87	83	90
ENTERTAINING	87	86	87
BELIEVABLE	84	85	82

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RIDING GAIN

O N R A D I O

Radio's dream

A major joint radio industry effort is scheduled to occur at 12:15 p.m. NYT today (Jan. 20) when stations across the country simultaneously air a five-minute excerpted presentation of Dr. Martin Luther King Jr.'s "I Have A Dream" speech ("In Brief," Jan. 13). The event is in commemoration of the first observance of the national holiday set aside for the civil rights leader's birthday.

The radio campaign, "The Dream Forever: A Radio Remembrance of Dr. Martin Luther King Jr.," is the brainchild of Group W Radio President Dick Harris, who obtained the cooperation of the nation's major radio networks. Participants include: ABC, CBS, NBC, Mutual, United Stations, the National Black Network (Unity Broadcasting) and the Sheridan Broadcasting Network. Additionally, Armed Forces Radio has agreed to transmit the five-minute presentation to approximately 800 radio stations worldwide.

Harris told BROADCASTING he was motivated to take action toward putting more na-

Convention planning. Plans for Radio '86 Convention, the third annual conference jointly sponsored by the National Association of Broadcasters and the National Radio Broadcasters Association, are under way. Named as co-chairmen of the event are NAB Radio Board Chairman John F. Dille III, president of Federated Media, and NRBA director at large, Joe Dorton, president of the Gannett Radio Division.

Committee members for Radio '86 are: Tom Barsanti, senior vice president, programming, WVIC-AM-FM Hartford, Conn.; Toney Brooks, president, Sandusky Radio Group; Bill Burton, vice chairman, Eastman Radio; NRBA Chairman Bill Clark, president, Shamrock Radio Division; Joe Costello, president Gulf South Broadcasters; Bob du Treil, du Treil-Rackley Consulting Engineers; Ed Giller, president, The Gilcom Corp.; Jhan Hiber, president, Jhan Hiber & Associates; Charles Morgan, director of engineering, Susquehanna Broadcasting; Paul Olson, president KLEM(AM)-KZZL(FM) LeMars, Iowa; Dick Oppenheimer, president, REO Broadcasting; Norman Pattiz, chairman, Westwood One and Mutual Radio Network; Art Suberbielle, president, KANE(AM) New Iberia, La.; Stephen Trivers, president, KalaMusic; Dan Vallie, national program director, EZ Communications Inc., and Carl Wagner, executive vice president, Taft Broadcasting.

tional focus on the importance of the holiday after reading a *New York Times* article in December reporting that funds to publicize King's birthday were lagging. The *Times* story quoted Lloyd Davis, executive director of the Atlanta-based Martin Luther King Jr. Center and staff director of the Martin Lu-

ther King Jr. Federal Holiday Commission as saying that funds collected from private donors and corporations were falling short of those necessary "to mount a national advertising campaign for the holiday or to hire its own public relations staff."

After the December holidays, Harris said he "kicked around" some ideas with his fellow Group W Radio executives on what his 12 company-owned radio stations could do to elevate the stature of King's birthday, which led to a broadcast concept of King's most noted speech. "This was no connection to raising money," said Harris, explaining simply that he didn't want people to view Jan. 20 as just a black holiday.

Harris then decided to call network radio executives with the idea for the five-minute nationwide simultaneous broadcast for the day. The idea was well received, and the campaign was organized in less than two weeks.

Harris said that former Group W Radio executive Bob Oakes, who is now an independent radio producer based in West Chester, Pa., produced the five-minute King presentation, which not only is an excerpt of the "I Have A Dream" speech delivered over 20 years ago but also contains music and some narration. (Oakes was at one time program director for Group W's WBZ(AM) Boston.)

Also in the works last week were plans to deliver to stations, through their respective networks, a series of 30-second spots on the King anniversary that had been recorded by such celebrities as actor Charlton Heston, singers Barbra Streisand and Kenny Rogers and former St. Louis Cardinals baseball star Lou Brock. Stations were asked to air these spots today as well. Serving as host is entertainer Ben Vereen.

A similar joint effort swept the radio industry last April 5 when stations and networks around the world simultaneously aired the six-minute, 22-second version of the United Support of Artists (USA) For Africa single, "We Are the World," which

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 ...a clientele of thieves and
 ...murderers her truest friend is her
 ...uncle's roguish, but charming
 ...brother. Costars: Patrick
 ...McGoohan, Billie Whitelaw. (Part 1
 ...of 2)

...USA MOVIE "Targets" (1968) Boris
 ...Karloff, Tim O'Kelly. An aging hor-
 ...ror-movie star tries to reason with
 ...a murderous sniper at a drive-in
 ...movie theater.

...CBN 700 CLUB
 ...LIFE AMERICA TALKS BACK
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 ...the 15th century. Genoese
 ...repeated
 ...failures to win support from the
 ...Queen and King of Spain (Faye
 ...Queen, Nicol Williamson) for a
 ...voyage west to
 ...Indies, finally, em-

helped to focus attention on the famine vic-
 tims of Ethiopia (BROADCASTING, April 8
 1985).

Hall of fame

CBS's RadioRadio network is planning a
 live, two-hour broadcast centering on the
 music and record industry's first Rock 'n'
 Roll Hall of Fame dinner. The show will origi-
 nate from the site of the ceremony at New
 York's Waldorf-Astoria hotel Thursday
 night, Jan. 23, at 10 p.m. NYT.

The dinner, sponsored by the Rock 'n' Ro-
 ll Hall of Fame Foundation, will honor the
 newly formed institution's first 10 induc-
 tees. They include singers Chuck Berry,
 James Brown, Ray Charles, Fats Dominc,
 the Everly Brothers, Jerry Lee Lewis and Lit-
 tle Richard—all of whom are scheduled to
 be present for the ceremony—and posthu-
 mously, Sam Cooke, Buddy Holly and Elvi-
 Presley. Plans call for each of the inductee
 to be honored by a contemporary recording
 artist. Thus far, that list, which was still be-
 ing assembled late last week, includes Bill
 Joel, Herb Alpert, John Fogerty and Quinc
 Jones.

The radio broadcast, entitled *The Rock 'n'
 Roll Hall of Fame Radio Special*, will featur
 interviews with and music of the inductee
 and those stars who will honor them, said
 Frank Murphy, director of programing fo
 RadioRadio. The program is currently bein
 offered to some 155 affiliates of the RadioRe-
 dio network on a right-of-first-refusal basis.
 It will be for local sale only with eight min-
 utes allotted per hour for local availabilities.
 "We are providing it [the special] as a set-
 vice to our affiliates," Murphy said.

Serving as the show's host will be Norr-
 N. Nite, rock historian and author and radi-
 personality for oldies-formatted WCBS(FM)
 New York, which is co-producing the even-
 with RadioRadio. Murphy and Joe McCoy,
 program director for WCBS(FM), are th
 show's executive producers.

Measurement measure

The National Association of Broadcasters
 Radio Audience Measurement Task Forc-
 (RAMTF) agreed to solicit proposals for new
 audience measurement systems for the au-
 ral medium.

According to NAB, the task force is pri-
 marily interested in the measurement of ra-
 dio listening in local markets and in system
 that are capable of developing audience lis-
 tening estimates such as average quarter
 hour averages and cumes. Proposals focus
 ing on perceptual or attitudinal research ar-
 not the focus of the request, said NAB. Th
 task force has set Feb. 20 as the deadline fo
 submitting proposals to NAB's Washingto-
 headquarters. Proposals are to be reviewe-
 by a technical subcommittee of the RAMT-
 headed by NAB Executive Vice President c
 Operations John Abel.

RAMTF was created last year out of
 growing concern among radio broadcaster
 over a number of issues related to audienc-
 measurement. These issues deal with
 among other things: rising cost, adequat
 sample size and response rate, accountin-
 for listening behavior of nonrespondents
 measuring special audience segments, an
 availability of cross-media comparisons.

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Stock Index

	Closing Wed		Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)	
	Jan 15	Jan 8					
BROADCASTING							
N Capital Cities	211 5/8	214	- 2 3/8	- 1.10	19	2,749	
N CBS	115 3/4	113 3/4	2	1.75	26	2,709	
O Clear Channel	16 3/4	16 3/4			25	49	
O Gulf Broadcasting		3/4	1/2	200.0		33	
O Jacor Commun.	4 3/4	5 1/8	- 3/8	- 7.31		27	
O LIN	37 1/4	37	1/4	.67	25	983	
O Malrite	12 1/8	12 1/4	- 1/8	- 1.02	14	101	
O Malrite 'A'	12 1/2	12	1/2	4.16	15	52	
O Price Commun.	9 3/8	8 3/4	5/8	7.14		55	
O Scripps Howard	50	50 1/2	- 1/2	- 0.99	29	516	
O SunGroup Inc.	4 5/8	4	5/8	15.62		6	
N Taft	85	85			16	768	
O TVX Broadcast Group	12	12			50	70	
O United Television	24 7/8	24 7/8			75	272	

BROADCASTING WITH OTHER MAJOR INTERESTS							
	Closing Wed		Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)	
	Jan 15	Jan 8					
N A.H. Belo	51 3/4	53 1/4	- 1 1/2	- 2.81	26	598	
A Adams Russell	28	29 1/4	- 1 1/4	- 4.27	18	172	
A Affiliated Pubs	54 1/2	54 1/4	1/4	.46	22	667	
N American Family	31 3/4	30 1/4	1 1/2	4.95	15	951	
O Assoc. Commun.	31 1/4	30 1/2	3/4	2.45		149	
N Chris-Craft	53 1/4	55	- 1 3/4	- 3.18	38	339	
N Gannett Co.	60 1/4	60 1/4			19	4,833	
N GenCorp	70 5/8	70 1/4	3/8	.53	40	1,545	
O Gray Commun.	116	116			20	57	
N Jefferson-Pilot	48 1/4	48	1/4	.52	7	1,419	
N John Blair	22 1/8	23 1/8	- 1	- 4.32		177	
O Josephson Intl.	8 1/8	8 1/8				38	
N Knight-Ridder	40	38 3/4	1 1/4	3.22	68	371	
N Lee Enterprises	43 1/2	45 1/8	- 1 5/8	- 3.60	19	559	
N Liberty	33 1/4	34 3/4	- 1 1/2	- 4.31	14	337	
N McGraw-Hill	47 3/4	48	- 1/4	- 0.52	16	2,406	
A Media General	78 1/2	80 1/2	- 2	- 2.48	16	552	
N Meredith Corp.	68 1/8	68	1/8	.18	13	644	
O Multimedia	27 1/8	27 3/4	- 5/8	- 2.25		298	
A New York Times	49 3/8	51	- 1 5/8	- 3.18	17	1,977	
O Park Commun.	22 1/4	22	1/4	1.13	20	307	
N Rollins Commun.	26 1/2	27 5/8	- 1 1/8	- 4.07	31	387	
T Selkirk	23 3/4	24	- 1/4	- 1.04	51	192	
O Stauffer Commun.	118	120	- 2	- 1.66	19	118	
A Tech/Ops Inc.	20 1/4	21 5/8	- 1 3/8	- 6.35	14	47	
N Times Mirror	52 3/4	53 1/2	- 3/4	- 1.40	13	3,406	
N Tribune	53 1/8	53 3/8	- 1/4	- 0.46	18	2,153	
A Turner Bcstg.	14 1/8	15	- 7/8	- 5.83	32	307	
A Washington Post	120 1/2	118 1/2	2	1.68	14	1,544	

CABLE							
	Closing Wed		Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)	
	Jan 15	Jan 8					
A Acton Corp.	1 7/8	1 5/8	1/4	15.38		11	
O AM Cable TV	2	2 1/8	- 1/8	- 5.88		7	
N American Express	51 7/8	52 1/4	- 3/8	- 0.71	16	11,498	
N Anixter Brothers	19 7/8	19 3/4	1/8	.63	20	361	
O Burnup & Sims	7 5/8	7 1/4	3/8	5.17	4	68	
O Cardiff Commun.	15/16	1 1/16	- 1/8	- 11.76	2	1	
N Centel Corp.	47 3/4	46 7/8	7/8	1.86	10	1,319	
O Comcast	23 3/8	22 1/4	1 1/8	5.05	40	464	
N Gen. Instrument	17 1/8	16 3/4	3/8	2.23		552	
N Heritage Commun.	20 1/2	21	- 1/2	- 2.38	40	298	
O Jones Intercable	8 5/8	8 5/8			35	89	
T Maclean Hunter 'X'	15	15 1/4	- 1/4	- 1.63	20	552	
A Pico Products	2 3/4	3	- 1/4	- 8.33		9	
O Rogers Cable	11 3/8	11 1/4	1/8	1.11		259	
O TCA Cable TV	27 1/4	27 1/4			34	182	
O Tele-Commun.	36 1/4	37 1/4	- 1	- 2.68	402	1,704	
N Time Inc.	63 5/8	62 1/2	1 1/8	1.80	18	3,984	
O United Artists Commun.	28 1/4	27	1 1/4	4.62	38	579	
N United Cable TV	37 1/8	35 1/4	1 7/8	5.31	58	561	
N Viacom	54 7/8	55 1/2	- 5/8	- 1.12	21	973	

	Closing Wed		Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)	
	Jan 15	Jan 8					
SERVICE							
O BBDO Inc.	49	50	- 1	- 2.00	17	31	
O Compact Video	7 1/8	7 3/8	- 1/4	- 3.38		3	
N Comsat	35 1/4	35 1/2	- 1/4	- 0.70	10	63	
O Doyle Dane B.	19 1/4	19 3/4	- 1/2	- 2.53	13	10	
N Foote Cone & B.	45 3/4	47 5/8	- 1 7/8	- 3.93	11	17	
O Grey Advertising	194	194			12	11	
N Interpublic Group	43 7/8	43	7/8	2.03	14	47	
N JWT Group	31 1/2	30 7/8	5/8	2.02	18	28	
A MovieLab	7 3/8	7 1/8	1/4	3.50		1	
O Ogilvy Group	44 1/2	44 1/4	1/4	.56	15	40	
O Sat. Syn. Syst.	6 3/4	7	- 1/4	- 3.57	25	3	
O Telemation	5	5 1/4	- 1/4	- 4.76	5		
O TPC Commun.		1/4	1/4				
A Unitel Video	5 7/8	6 1/8	- 1/4	- 4.08	17	1	
N Western Union	12 5/8	12 1/2	1/8	1.00		30	

PROGRAMING							
	Closing Wed		Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)	
	Jan 15	Jan 8					
O American Nat. Ent.	2 3/16	2 3/16				10	
O Barris Indus	18 1/2	20	- 1 1/2	- 7.50	48	16	
N Coca-Cola	80	82 1/4	- 2 1/4	- 2.73	15	10,48	
N Disney	121 3/4	118	3 3/4	3.17	23	3,98	
N Dow Jones & Co.	44 1/4	43 3/8	7/8	2.01	21	2,85	
O Financial News	8	7 11/16	5/16	4.06		8	
O Four Star	5 1/2	5 1/2				5	
A Fries Entertain.	12 1/4	12	1/4	2.08	21	4	
N Gulf + Western	52 1/2	51 3/8	1 1/8	2.18	15	3,34	
O King World	36	34 1/4	1 3/4	5.10	35	36	
A Lorimar	46 3/8	47	- 5/8	- 1.32	11	35	
N MCA	45 7/8	47 7/8	- 2	- 4.17	28	3,43	
N MGM/UA	20	20 7/8	- 7/8	- 4.19		99	
N Orion Pictures	10 3/4	10 1/2	1/4	2.38	10	10	
N Playboy Ent.	9	9 3/8	- 3/8	- 4.00		8	
O Reeves Commun.	13 1/8	11 7/8	1 1/4	10.52		16	
O Republic Pictures 'A'	8 1/2	8 5/8	- 1/8	- 1.44	60	2	
O Republic Pictures 'B'	8	8 1/4	- 1/4	- 3.03	57		
O Robert Halmi	2 3/8	2 1/2	- 1/8	- 5.00	26	4	
O Sat. Music Net.	18 1/2	19 1/2	- 1	- 5.12		12	
O Telepictures	21 3/4	22 1/2	- 3/4	- 3.33	23	28	
N Warner Communications	36 7/8	36 1/2	3/8	1.02		2,24	
O Westwood One	45	45 1/4	- 1/4	- 0.55	42	14	

ELECTRONICS/MANUFACTURING							
	Closing Wed		Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)	
	Jan 15	Jan 8					
N 3M	89 1/4	88 1/2	3/4	.84	15	10,20	
N Allied-Signal	45 3/8	46 1/2	- 1 1/8	- 2.41	9	7,26	
N Arvin Industries	21	20 1/4	3/4	3.70	9	32	
O C-Cor Electronics	7 1/4	6 1/2	3/4	11.53	21	2	
O Cable TV Indus.	3 1/4	3 1/8	1/8	4.00	32		
A Cetec	7 1/8	7 1/4	- 1/8	- 1.72	17	1	
O Chyron	7 1/4	6 3/4	1/2	7.40	23	7	
A CMX Corp.	1 1/4	1 1/8	1/8	11.11			
A Cohu	10 1/8	9 5/8	1/2	5.19	10	1	
N Conrac	16 3/4	15 5/8	1 1/8	7.20	19	10	
N Eastman Kodak	47 1/2	48 5/8	- 1 1/8	- 2.31	14	10,73	
N General Electric	68 1/4	70 3/4	- 2 1/2	- 3.53	13	31,05	
O Geotel Inc.	1 1/8	1 1/4	- 1/8	- 10.00	18		
N Harris Corp.	26	26 3/4	- 3/4	- 2.80	15	1,04	
N M/A Com. Inc.	14 1/8	13 7/8	1/4	1.80	15	6	
O Microdyne	5 5/8	6 1/8	- 1/2	- 8.16	70	7	
N Motorola	37 3/8	36 1/2	7/8	2.39	38	4,4	
N N.A. Philips	37	37 1/4	- 1/4	- 0.67	11	1,0	
N Oak Industries	1 7/8	1 7/8					
N RCA	63	61 1/2	1 1/2	2.43	16	5,6	
N Rockwell Intl.	35 1/2	34 3/4	3/4	2.15	8	5,2	
N Sci-Atlanta	11 5/8	11 3/4	- 1/8	- 1.06	16	2	
N Sony Corp.	19 1/2	19 1/2			14	4,5	
N Tektronix	57	56 3/8	5/8	1.10	15	1,1	
N Varian Assoc.	24 3/4	26 1/2	- 1 3/4	- 6.60	20	5	
N Westinghouse	42 3/4	42 7/8	- 1/8	- 0.29	12	7,4	
N Zenith	19 7/8	19	7/8	4.60	993	4	
Standard & Poor's	230.97	230.33	0.64	0.27			

T-Toronto, A-American, N-N.Y., O-OTC. Bid prices and common A stock used unless otherwise noted. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share

for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING's own research.

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WE THE DATING GAME

A "Firm Go!" for September, '86!

New set, new look, new host, new music, and sparkling new elements. But as ever, the same powerful performer!

"Dating" is the only first-run strip with a *proven* track record that guarantees to deliver the same great ratings and demographics as its companion piece, "The New Newlywed Game"!

WE LOVE THE DATING GAME is already sold to:

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WMAQ*	Chicago	(NBC)
WCAU*	Philadelphia	(CBS)
KGO*	San Francisco	(ABC)
KDFW	Dallas	(CBS)
KPRC	Houston	(NBC)
WPXI	Pittsburgh	(NBC)
KIRO	Seattle	(CBS)
KMGH	Denver	(CBS)
WBAL	Baltimore	(CBS)
KTVK	Phoenix	(ABC)

WRTV	Indianapolis	(ABC)
WVIT	Hartford	(NBC)
KGTV	San Diego	(ABC)
WISN	Milwaukee	(ABC)
WLWT	Cincinnati	(NBC)
KMBC	Kansas City	(ABC)
WVUE	New Orleans	(ABC)
WPTF	Raleigh-Durham	(NBC)
WOTV	Grand Rapids	(NBC)
WHTM	Harrisburg	(ABC)
KMOL	San Antonio	(ABC)
WVTM	Birmingham	(NBC)
WFMY	Greensboro-Winston Salem-High Point	(CBS)
WATE	Knoxville	(ABC)
WTLV	Jacksonville	(ABC)
KOAT	Albuquerque	(ABC)
WWBT	Richmond	(NBC)

WBAY	Green Bay	(CBS)
WAND	Springfield-Decatur	(ABC)
WROC	Rochester	(NBC)
KOLR	Springfield, MO	(CBS)
KTNV	Las Vegas	(ABC)
WHOI	Peoria	(ABC)
KTHI	Fargo	(NBC)
WAGT	Augusta	(NBC)
WCSC	Charleston, SC	(CBS)
WINK	Ft. Myers	(CBS)
WTOC	Savannah	(CBS)
WMTV	Madison	(NBC)
WTVM	Columbus, GA	(ABC)
WICZ	Binghamton	(NBC)
WMDT	Salisbury	(ABC)
KTEN	Ada-Ardmore	(ABC)

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Evolving science of audience measurement

IRTS seminar looks ahead to use of techniques such as people meter, single source data

Projected changes in audience measurement in the next five years will generally benefit advertisers, a panel of media specialists agreed last week in New York.

Speakers at an International Radio and Television Society seminar agreed that development of the people meter and "single source" services will be beneficial to advertising, but there was some concern that researchers will have access to such a flood of information that it will be difficult to digest.

David Poltrack, vice president, research, CBS/Broadcast Group, said new research data that will become available will permit advertisers to improve designs for their campaigns. People meters, he said, will provide a resource for fine-tuning the reach and frequency mix of a TV campaign; single source data systems will allow advertisers to relate TV advertising to market shares and sales results, and qualitative measurement ser-

vices will help determine whether an advertisement's effectiveness will vary by program environment.

Poltrack was optimistic about the roles of new research services, saying they had the potential to affect marketers' investments in television, the nature and scope of the media buying and planning processes, the structure of media planning and buying and the sales and marketing task of the television networks.

Alec Gerster, executive vice president and director of media programming and services, Grey Advertising, New York, suggested that "to get a feel" of what the new research will mean, researchers should study direct marketing. He said direct response media planners make some "broad stroke" judgments upfront but then the marketplace takes over.

"Response and conversion rates—who responds to the advertising and who actually purchases the product or service—become the controlling factors," Gerster said. "Either the media mix purchased paid out or it didn't."

Paul Isaccsson, executive vice president and director of programs and purchasing, Young & Rubicam, New York, urged improvements in measuring by the people

meter. Specifically, he asked for more accurate measurement of videocassette programs and the measurement of the audience for television commercials. "Today VCR's account for 30% of television households," Isaccsson said, "but Nielsen counts it at only 18%."

George Mahlrig, director of media services, Campbell Soup Co., said that in recent years, the Consumer Price Index for television advertising has outpaced the CPI for food, and reported that firms like Campbell have looked for ways to reduce advertising costs. Advertisers, he added, are seeking more and improved product usage ratings and qualitative ratings so they can bolster the effectiveness of their television advertising

Adrian Broadcasting Corporation

has acquired

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Adrian, Michigan

for

\$1,100,000

from

Southeastern Michigan Broadcasting, Inc.

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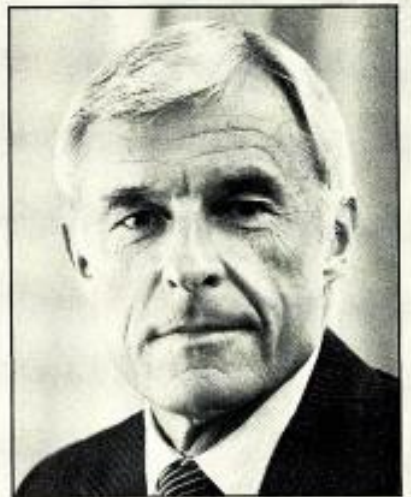
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1/20/86



DSA choice. NBC Chairman and Chief Executive Officer Grant Tinker has been selected to receive the National Association of Broadcasters 1986 Distinguished Service Award. Tinker was one of several candidates under consideration (BROADCASTING, Jan. 6) by NAB's convention committee. The award will be presented at the association's annual convention April 12-16 in Dallas and is in recognition of "a significant and lasting contribution to the American system of broadcasting by virtue of a singular achievement or continuing service for or on behalf of the industry."

Tinker became NBC's chief executive officer in 1981. He first joined NBC in 1949 as a management trainee and left in 1952 to work as a television program executive at several advertising agencies. Tinker returned to NBC in 1961 as vice president and general programming executive and later became vice president for programs. He left NBC in 1967 and prior to rejoining the network was president of MTM Enterprises which produced, among others, *The Mary Tyler Moore Show*, *The Bob Newhart Show*, *Phyllis*, *Rhoda* and *Lou Grant*.

urchases in a period of rising media costs. Jerry Hogan, senior vice president, sales, Turner Broadcasting, sounded a critical note about people meters. He said there is a need for better qualitative data about cable, prod-

uct usage data and program information related to audience appeal. He said his main reservation about current methodology concerns the nonresponse buyers, cable homes that have refused meters. □

Changing Hands

PROPOSED

OSA-TV Odessa, Tex. □ Sold by Forward communications Corp. to International broadcasting Corp. for \$20,150,000. **Seller** Wausau, Wis.-based station group of four AM's, four FM's and four TV's headed by Richard Dudley. It is owned by Morristown, N.J.-based investment firm headed by former Treasury secretary, William Simon and Raymond Chambers (BROADCASTING, Oct. 1, 1983). **Buyer** is owned by Thomas K. Callen, president (18.3%), and approximately 2,052 stockholders of less than 1% each. It also owns KTAB-TV Abilene, Tex. OSA-TV is CBS affiliate on channel 7, with 16 kw visual, 39.8 kw aural and antenna 40 feet above average terrain.

RKB(AM)-WJZR(FM) Kannapolis, N.C. □ Sold by Downs Radio Inc. to Metroplex communications of Charlotte Inc. for \$6 million, comprising \$5 million cash and \$1 million note at 10% per year in 20 quarterly installments. **Seller** is owned by Paul Downs and William Sanders, who also own WQIM (AM) Prattville, Ala. **Buyer** is Cleveland-based station group of three AM's, five FM's and one TV owned by Norman Wain, president, Robert Weiss, David Ross and Louis Scher. It is also buying WHBO(AM) Pinellas Park, Fla. WRKB is daytimer on 1460 khz with 500 w. WJZR is on 99.7 mhz with 100 w and antenna 330 feet above average terrain.

QRF-TV Rockford, Ill. □ Sold by Orion Broadcasting of Rockford Inc. to Family Group Broadcasting for \$4.2 million. **Seller** is subsidiary of Cosmos Broadcasting, Greenville, S.C.-based group of two AM's, 10 FM's and six TV's. Cosmos is subsidiary of Liberty Insurance Co., principally owned by Francis Hipp and family. **Buyer** is owned by Ian N. (Sandy) Wheeler, who owns WGBA-TV Green Bay and WLAX-TV La Crosse, both Wisconsin, and WFTX-TV Cape Coral and WKWF(AM)-WAIL-FM Key West, both Florida. WQRF-TV is independent on channel 39 with 1,045 kw visual, 104.5 kw aural and antenna 575 feet above average terrain.

TLL(TV) Richmond, Va. □ Sold by National Capital Christian Broadcasting Inc. to Sundry Broadcasting for \$3 million. **Seller** is principally owned by Lester Raker and his wife, Kaetta. It also owns WTKK(TV) Manassas, Va. **Buyer** is Delray Beach, Fla.-based group of four AM's, two FM's and one TV principally owned by Robert W. (Woody) Adbrink. WTLL is independent on channel 3 with 676 kw visual, 67 kw aural and antenna 729 feet above average terrain.

LRZ(FM) Provo, Utah □ Sold by Equivox Co. to Salty Broadcasting Corp. for \$1.6 million cash, including \$150,000 noncontingent agreement. **Seller** is principally owned by B. Eric Rhoads. It also owns co-located

KEYY(AM) and KHAA(FM) Port Sulphur, La. **Buyer** is owned by Jerome Maltz, California real estate developer, who also owns KCKC(AM) San Bernardino and KRCQ(AM) Indio, Calif. KLRZ is on 94.9 mhz with 100 kw and antenna 4,580 feet above average terrain.

WPNM(FM) Ottawa, Ohio □ Sold by WPNM Inc. to Black River Broadcasting Co. for \$408,553. **Seller** is equally owned by Clyde Schroeder, Larry Henry, Tom Shockey and Bud Smith, who have no other broadcast interests. **Buyer** is owned by Robert Cassagrande, president (50%), and Mark S. Litton (50%). Cassagrande and Litton are officials with local telephone company owned by GTE, and Cassagrande is also helicopter pilot and reporter for WCMH-TV Columbus, Ohio. WPNM is on 106.3 mhz with 3 kw and antenna 267 feet above average terrain.

CABLE

System serving St. Louis suburbs □ Sold by St. Louis County Cablevision to Cencom Cable Associates for approximately \$35 mil-

IRS exemption. The National Association of Broadcasters, in a Jan. 6 letter to the Internal Revenue Service, urged the agency to exempt from new IRS record-keeping provisions, vehicles taken home by station news personnel and engineers who are "on call." The NAB also asked that employees using vehicles for commuting purposes not be subject to income tax. It noted that the vehicles are taken home at employers' request because news personnel must be available if a story breaks. Broadcasters pointed out that similar exemption from record-keeping and income tax is granted for police and fire vehicles.

lion. **Seller** is owned by Westinghouse Broadcasting & Cable. This sale is separate from Westinghouse's \$2-billion sale of cable properties to group of major system owners. **Buyer** is St. Louis-based cable operator with systems in five states, headed by Robert A. Brooks, president. System serves western portion St. Louis suburbs, passing 50,000 homes with 33,000 subscribers and 650 miles of plant. **Broker: Daniels & Associates.**

Broker for the sale of WKEN(AM) Dover, Del. (Jan. 13), was Media Marketing Inc.

For other proposed and approved sales, see "For the Record," page 236.

Calling off the dogs. A week after Capital Cities Communications and ABC became Capital Cities/ABC, the new media giant made headlines of a kind it did not need: It planned to introduce a tough new antidrug policy that would include sending drug-sniffing dogs into its newspaper and television offices, and in time might involve mandatory urine tests for all new workers. The *Kansas City Times* and *Star* were to be the first properties subjected to the new policy, according to a story in *The Washington Post*, under the headline, "Capital Cities/ABC Plans Newsroom Drug Search."

Two days later, on Jan. 13, Capital Cities/ABC backed off from that plan because of strong objections from the employees likely to be affected. James H. Hale, publisher and chairman of the Kansas City newspapers, said he had been "overwhelmed by the response" to the announcement. Hale, who said he got dog biscuits through the office mail, added, "If this is going to cause anybody discomfort, I'm certainly willing to sit down and talk about it."

Later, the top officials of the conglomerate, Daniel B. Burke, president, and Thomas S. Murphy, chairman, announced company policy. They issued a memorandum to employees at the newspaper as well as at Fairchild Publications, in New York, who had also been warned that the antidrug policy might be applied to them. The memorandum declared that no drug searches or tests were being conducted on company property and that none would be conducted without consultation between management and employees.

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NBC upheld in appeals decision on LaRouche case

Ruling holds journalists may reveal content of discussion with confidential source without revealing source's identity

NBC has won another major victory in its battle with three-time presidential candidate Lyndon H. LaRouche Jr. In the process, it generated an appeals court decision that NBC's lawyers feel strengthens the hand of news media being sued for libel. It is likely to encourage media groups to countersue in such matters, and it holds that a journalist may testify in a libel case about the content of a discussion with a confidential source without having to disclose the source's identity. But the fight with LaRouche has not reached a conclusion.

A three-judge panel of the U.S. Court of Appeals for the Fourth Circuit, in Richmond, Va., affirmed the verdict of a U.S. District Court jury rejecting a \$150-million libel suit LaRouche had filed against NBC. It also affirmed the award of damages to

NBC in the counterclaim it had filed—\$2,000 in actual damages and \$200,000 in punitive damages, which had been reduced by the presiding judge from a jury award of \$3 million. However, the appeals court also upheld the lower court's rejection of the Anti-Defamation League of B'nai B'rith's effort to recover its legal expenses for defending itself against LaRouche's charge that it, too, had defamed him.

LaRouche attorney Robert Rossi said his client would seek rehearing of the case before the full bench of the fourth circuit. If that fails, he said an appeal to the Supreme Court is likely on at least one aspect of the case, one that NBC attorney Floyd Abrams regards as a significant victory for the press—the affirmation of the district court's ruling that a reporter may testify on information provided by a confidential source without divulging the source's identity.

The case grows out of two NBC broadcasts about LaRouche in 1984—one on an *NBC Nightly News* program, on Jan. 30, the

second on the *First Camera* magazine on March 4, both dealing with LaRouche and his organization and alleging that LaRouche believes Jews are responsible for the evils in the world. The *First Camera* program also said that an Internal Revenue Service investigation would result in a criminal indictment of the LaRouche organization and that LaRouche once proposed the assassination of President Carter and several of aides.

NBC's countersuit contended that LaRouche associates had attempted to interfere with the network's investigation of LaRouche. NBC alleged that LaRouche aide had telephoned Senator Patrick Moynihan (D-N.Y.) and the NBC office in Washington claiming to represent NBC or the senate and canceling a scheduled interview. The LaRouche aide who called NBC in the guise of a Moynihan staffer was also said to have sought and obtained the names of other NBC had contacted in its investigation of LaRouche.

LaRouche's attorneys argued that the award of damages to NBC on its counterclaim should be overturned because the misconduct did not result in a breach of NBC relationship with Moynihan. They also argued that since the interview occurred as scheduled, the news organization suffered no injury. The panel, however, said there is sufficient evidence for a jury to conclude that LaRouche "intentionally engaged in misconduct which interfered in NBC's relationship with Senator Moynihan." Although while NBC may have suffered no more than slight harm, the panel added, "the jury could have found some injury" in the effort necessary to straighten out "the confusion created" over the Moynihan interview.

The issue involving U.S. District Judge James C. Cacheris's ruling regarding NBC's right to maintain the confidentiality of its sources and then to present evidence from those sources was regarded as particularly important by NBC's attorneys. Abrams said that an appeals court had never before upheld a reporter's qualified privilege to protect sources in those circumstances. Abrams said the ruling is important in view of a Supreme Court ruling that, in libel cases involving public figures, the state of mind of the reporters or producers involved is crucial. In those cases, the public figure must prove "malice" in the publication of the alleged libel—that it was done with knowledge it was false or with reckless disregard as to whether it was false. Therefore, Abrams said, "the journalist must be allowed to attempt to show the jury what he found and that he had not fabricated it."

The three-judge appeals court panel, in the opinion written by Judge Robert F. Cha-



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man, agreed with Cacheris that LaRouche had not exhausted alternative means of obtaining the information. That is one of the tests courts employ in determining whether to require disclosure. The opinion noted that

LaRouche had not questioned the source of the Carter assassination story even though he had gone public.

In fact, Chapman wrote, a LaRouche publication, *New Solidarity*, "claimed that La-

Rouche already knew the names of all of NBC's principal sources well before the two reports were broadcast." Joining Chapman in the opinion were Judges John D. Phillips and Sam J. Ervin Jr. □

PERSPECTIVE

Beneath the surface of the 'Murrow' docudrama

Looking beyond the controversy over the HBO film's portrayals of Paley and Stanton, the show offers lessons on network business-journalism relationships

A little more than half way into HBO Premiere Films' *Murrow*, Dabney Coleman, as CBS Chairman William S. Paley, and Daniel J. Travanti, as Edward R. Murrow, are engaged in an increasingly bitter argument over what Murrow regards as the shabby treatment, in terms of scheduling, the network is according his documentary series, *See It Now*. Finally, incensed, Coleman/Paley says, "You've had the easy path. It's not hard to be a saint when somebody else is setting up the stage for your miracles." Docudramas being what they are, it is hard to know whether such a conversation occurred. But presumably it could have, and the value of *Murrow* is that it raises the kind of ethical and moral questions that were new to broadcast journalism in the '950's and have yet to be entirely resolved.

Such questions as whether the film is fair in its presentation of Frank Stanton—whose portrayal generated most of the controversy surrounding the film before its first public showing last night (Jan. 19)—seem almost irrelevant. Murrow and Stanton were hardly close; David Halberstam, in his "The Powers That Be," says Paley used Stanton as his instrument "to humble" Murrow. But to those who knew Stanton as the major industry spokesman of his day and who respect him even today for his role as a principled defender of the First Amendment, his portrayal as a fussy, petty bureaucrat obsessed with ratings is almost grotesque. So the film may be guilty of the sins normally associated with docudramas—distortion and oversimplification.

But that aside, *Murrow* helps provide a picture of the dynamics of the news business, and of the pressures at work, not only on the stars, like Murrow, but also on the managers who make it possible for them to work, or not to work. Coleman/Paley, for instance, speaks more than once of the "stomachache" he suffers whenever Murrow does a program on a controversial subject. During World War II, Coleman/Paley, then a colonel on Eisenhower's staff, tells Travanti/Murrow in London of the complaints his famed radio broadcasts are generating—including complaints "senators" take to the FCC. "I don't like the FCC questioning CBS," Coleman/Paley says. But, he adds, "I told Paul White to leave you alone."

Paul White was one of the legendary figures of CBS News, who played a major role in establishing that division. And there are those who would probably resent the implication that White, as head of the news division, was less zealous than Murrow in the pursuit of strong newscasts. Still, the line is important in indicating the latitude Paley was prepared to give Murrow, regardless of the complaints of sponsors and politicians. And that attitude persisted well into the 1950's, when Murrow's fame as a singular war correspondent had been translated into fame as an extraordinary star of the new medium of television news.

Indeed, as Barbara Matusow, author of "Evening Stars," said during a symposium following a screening of the film at a fund raiser for the Reporters Committee for Freedom of the Press ("In Brief," Jan. 13), Murrow was "an aberration." In a time when television news was in its primitive stage and Douglas Edwards was obliged to scrounge for staff to help him put together a 15-minute evening newscast, Murrow commanded a larger organization than was available to the rest of the news division. And Murrow was accountable virtually to no one. He closed his documentaries with "end pieces," in which he expressed a personal opinion. To him, television was an instrument to "teach," to "illuminate" and to "inspire." Otherwise, he told a convention of

the Radio Television News Directors Association in October 1958, "it is merely wires and lights in a box." (Travanti/Murrow speaks the line in the film, but in a different context.)

Murrow's work was seminal. His dissection of Senator Joseph McCarthy in 1954 demonstrated, if nothing else did, the legitimacy of television news. As Travanti/Murrow acknowledges, CBS had come late to the war on McCarthy and McCarthy's reckless charges that Communists had infiltrated the government. But it was the national focus that the CBS program brought to bear that made the piece so powerful. It was another of those pieces that caused a Coleman/Paley "stomachache."

Because Murrow's work was so splendid, because he was driven by a passion for using television as an instrument for good, it is easy and natural to cheer him as the hero and Paley and Stanton, because of their concerns about what Coleman/Paley describes as "the real world of boards of directors and profit and loss and company stock and damn stockholders," as the villains. But should a journalist have the kind of power to be not only his own editor but publisher as well and to disregard his editors? That is another question *Murrow* raises. Today's network anchors have considerable power to shape their programs; it goes with the



Coleman/Paley and Travanti/Murrow

exposure and hype networks provide to increase the anchors' popularity. But not even Dan Rather can impose his imprint on CBS News as Murrow did.

And it would seem that was why Paley gave Murrow his head. Coleman/Paley speaks often in the film of the value he places on Murrow's integrity and ability and reputation. But commerce as well as public service seemed to drive Paley, at least as portrayed by Coleman. For Murrow gave off a star quality that made the entire news operation, even CBS itself, shine.

It didn't, perhaps couldn't, last. The singular individual operating from a base provided by a powerful broadcasting network became an anachronism. The network had gotten too rich; things had gotten too complicated. *See It Now*, one of the most honored of the documentary shows, had gone on the air in November 1951 and had run for three years as a weekly half-hour program. Then, at Paley's direction, it was shifted to an hour program shown at irregular times. Finally, it disappeared into *CBS Reports*. Murrow had lost his influence. He became increasingly embittered, and in 1961 he accepted President Kennedy's offer to serve as director of the U.S. Information Agency.

Murrow, then, is about the tension that exists in a journalistic organization between management and the journalist, particularly the creative journalist, the kind Paley would have considered a would-be "saint." Some news executives shudder at the thought of a correspondent—particularly one equipped with a large and devoted staff—running what would amount to his/her own operation, no matter how good the correspondent and pure the motives. But one message to be derived from the film is that the journalistic benefits flow as long as the tension is maintained.

For the Record

As compiled by BROADCASTING, Jan. 8 through Jan. 15, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

Applications

■ WHOU-AM-FM Houlton, Me. (1340 khz; 1 kw-D; 250 w-N; 100.1 mhz; 3 kw; HAAT: 420 ft.)—Seeks assignment of license from Penobscot Broadcasting Corp. to Peak Communications Inc. for \$280,000, comprising \$15,000 non-compete agreement, \$190,000 cash, and \$75,000 note. Seller is principally owned by James Goff who also has interest in WPBL(FM) Bangor, Me. Buyer is owned by Dale A. Tudor, president (28.57%); Mary MacLaughlin (28.57%); C. Cecelia Tudor (12.858%); Robert Power (4.286%), and

11 others owning less than 5%. Cecelia Tudor is mother of Dale Tudor and sister of Robert Power. Tudor is president of A.J. Cole & Son Trucking Co., Bangor. Me. MacLaughlin is local housewife. Filed Jan. 7.

■ WRKB(AM)-WJZR(FM) Kannapolis, N.C. (1460 khz; 500 w-D; 99.7 mhz; 100 kw; HAAT: 330 ft.)—Seeks assignment of license from Downs Radio Inc. to Metroplex Communications of Charlotte Inc. for \$6 million, comprising \$5 million cash and \$1 million note at 10% per year in 20 quarterly installments. Seller is owned by Paul Downs and William Sanders, who also owns WQIM(AM) Prattville, Ala. Buyer is Cleveland-based station group of three AM's, five FM's and one TV owned by Norman Wain, president, Robert Weiss, David Russ, and Louis Fischer. It is also buying WHBO(AM) Pinellas Park, Fla. Filed Jan. 3.

■ WPNM(FM) Ottawa, Ohio (106.3 mhz; 3 kw; HAAT: 267 ft.)—Seeks assignment of license from WPNM Inc. to Black River Broadcasting Co. for \$408,553. Seller is equally owned by Clyde Schroeder, Larry Henry, Tom Shockey and Bud Smith, who have no other broadcast interests. Buyer is owned by Robert Cassagrande, president (50%), and Mark S. Litton (50%). Litton is vice president of engineering for GTE of Ohio. Cassagrande is vice president/marketing for division of GTE. GTE Telesystems and helicopter pilot and reporter for WCMH-TV Columbus, Ohio. Filed Dec. 3.

■ KOSA-TV Odessa, Tex. (ch. 7; CBS; ERP vis. 316 kw, aur. 39.8 kw; HAAT: 740 ft.; ant. height above ground: 726 ft.)—Seeks transfer of control from Forward Communications Corp. (100% before; none after) to International Broadcasting Corp. (none before; 100% after) for \$20,150,000. Seller is Wausau, Wis.-based station group of four AM's, four FM's and four TV's headed by Richard D. Dudley, chairman. Buyer is owned by Thomas K. Scallen, president (18.3%), and approximately 2,052 stockholders of

less than 1% each. It also owns KTAB Abilene, Tex. Filed Jan. 7.

■ KNOI-FM Deer Park, Wash. (107.1 mhz; 3 kw; HAAT: minus 66 ft.)—Seeks assignment of license from Tri-County Broadcasting to Barbara L. Kazmark for \$80,000, comprising \$8,000 cash and \$72,000 note at 10%. Seller is owned by Eric E. Carpenter and Gerald E. Carpenter (47.5% each) and Louis Musso III (5%). Carpenters have interest in KOMW-AM-FM Omak, Wash. Tri-County has interest in KCVL(AM)-KCRK(FM) Colville, Wash. Buyer also owns KAPA(AM) Raymond, Wash. Filed Jan. 6.

New Stations

Applications

■ Cordova, Ala.—Radio South seeks 92.9 mhz, 2 kw HAAT: 397 ft. Address: 400 Third Ave., Jasper, Ala. 35501 Applicant is owned by Houston L. Pearce, president (50%), John Thomas Davis (25%), and Charles R. Wiggins Jr. (25%). App. also has interest in WARF(AM) Jasper an WTSK(AM)-WTUG(FM) Tuscaloosa, Ala. Pearce has interest in WGUD-AM-FM Pascagoula-Moss Point, Miss. and WJDQ-AM-FM Meridian, Miss. Pearce and his wife Voncile, are app.'s for new FM at Gulf Breeze, Fla. File Jan. 2.

■ Cordova, Ala.—BAMCO seeks 92.9 mhz, 3 kw. HAAT: 328 ft. Address: P.O. Box 3165, Jasper, Ala. 35501-3165 Applicant is owned by Brenda Ann Powell (75%) and Mazi L. Barksdale (25%). Powell's husband, James, owns WPPY (AM) Dora, Ala., where Powell is salesman. Filed Jan. 2.

■ Cordova, Ala.—Cordova Communications seeks 92.9 mhz, 3 kw, HAAT: 328 ft. Address: 2901 78 Highway POI 387, Jasper, Ala. 35501. Applicant is owned by Vachel L. Posey Jr. (50%) and Jimmy D. Daugherrill (50%). They have no other broadcast interests. Filed Jan. 2.

■ Cordova, Ala.—Hogan Broadcasting System seeks 92.9 mhz, 3 kw, HAAT: 328 ft. Address: 629 South 14th St. Fernandina Beach, Fla. 32034. Applicant is owned by Bill G. Hogan (26%); his wife, Sylvia (16%); their sons, Mar and Jeff (16% each); Gordon Hart (16%), and Larry G. Fuss Sr. (10%). Billy, Jeff and Mark Hogan have interest in WHOG(AM) Fernandina Beach, Fla., and Billy Hogan has interest in WHIY(AM) Moulton, Ala. Fuss has interest in [CP]WIVQ(TV) Cumberland, Md., which he is selling subject to FCC approval, and in app. for KCAJ(FM) E Dorado, Ark. He is app. for new FM's at Marion, Miss., at Great Falls, Mont., and his mother, June Grey, is app. for new TV at Key West, Fla. Filed Jan. 2.

■ Cordova, Ala.—Cordova Broadcasting seeks 92.9 mhz 1.53 kw, HAAT: 475 ft. Address: Route #2, Box 231-B Quinton, Ala. 35130. Applicant is owned by W.W. Burn (51%) and Glen Iris Baptist School (49%), nonprofit corporation headed by Jack LeGrand and three others. Glen Iris owns noncommercial WGIB(FM) Birmingham, Ala., where Burns is producer of weekly program and LeGrand is general manager. Other board members also hold positions with station. Filed Jan. 2.

■ Kaneohe, Hawaii—Branda R. Tanger seeks 104.3 mhz 100 kw, HAAT: 324.5 ft. Address: 35 Fox Lane, Newton Centre, Mass. 02159. Applicant is individual with interest in WTMI(FM) Miami and in app.'s for four new FM's. With her family, she has interest in WQRS-FM Detroit. Her husband, Alexander, has interest in WTMI as director of it licensee, and her son, Howard P. Tanger, is president an 51.05% owner of WTMI. Filed Dec. 31.

■ Mason City, Iowa—University of Northern Iowa seeks 91.5 mhz, 8 kw, HAAT: 111.9 ft. Address: 324 CAC, Cedar Falls, Iowa, 50614-0359. Applicant is educational institution with no other broadcast interests. Filed Dec. 23.

■ Erath, La.—Erath Broadcasting seeks 92.9 mhz, 3 kw HAAT: 328 ft. Address: 106 Estate Dr., New Iberia, La. 70560. Applicant is owned by Jorge A. Martinez, general partner (10%), and limited partners Shelby W. Davis and H. Edwin McGlasson Jr. (45% each). Davis and McGlasson

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ave interest in app. for new FM at Breaux Bridge, La. Filed Dec. 30.

■ Erath, La.—Solo Music Co. of Louisiana seeks 92.9 mhz, 3 kw, HAAT: 328 ft. Address: Route 1 Box 837A, Erath, La. 70533. Applicant is owned by Keith Frederick, general partner (50%), and limited partners Dick L. Menard and Richard Ward (25% each). They have no other broadcast interests. Filed Dec. 31.

■ Erath, La.—Jay-Win Broadcasting Co. seeks 92.9 mhz, 3 kw, HAAT: 328 ft. Address: 126 Carolyn St., Lafayette, La. 70503. Applicant is owned by Frank W. Jennings (51%); Archie M. Windham (24.5%), and Windham's wife, Sue Lay (24.5%). They have no other broadcast interests. Filed Jan. 13.

■ Ruckersville, Va.—Radiox Inc. seeks 92.1 mhz, 3 kw, HAAT: 328 ft. Address: Kirk Building, Bland, Va. 24315-126. Applicant is owned by Randal J. Kirk, president (83%); his father, Joseph J. Kirk (10%), and Randall G. Jewberry (7%). App. also owns WPSK-AM-FM Pulaski, Va. Filed Dec. 31.

■ Ruckersville, Va.—Hartke Communications Group seeks 2.1 mhz, 3 kw, HAAT: 328 ft. Address: 7637 Leesburg Pike, Falls Church, Va. 22043. Applicant is equally owned by Vance Hartke, president, and his three sons: Paul, Wayne and Keith. They have no other broadcast interests. Filed Jan. 13.

■ Ruckersville, Va.—Edward L. Modlin Jr. seeks 92.1 mhz, 3 kw, HAAT: 328 ft. Address: 1428 Minor Ridge Ct., Charlottesville, Va. 22901. Applicant is individual with no other broadcast interests. Filed Dec. 10.

■ Ruckersville, Va.—PMK Partners I seeks 92.1 mhz, 3 kw, HAAT: 328 ft. Address: 120 Ivy Dr., Suite 3, Charlottesville, Va. 22901. Applicant is owned by Patricia Lynn Fleshman, general partner (60%), and limited partners Karen Collins and Michael R. Miller (20% each). They have no other broadcast interests. Filed Jan. 2.

■ Ruckersville, Va.—Blue Mountain Broadcasting seeks 2.1 mhz, 3 kw, HAAT: 328 ft. Address: 829 Bonifant St., Silver Spring, Md. 20910. Applicant is joint venture of Ichey D. Adams (80%) and Gary W. Blau (20%). Adams is editorial director at WDVM-TV Washington. His brother-in-law, Johnese Hutcherson, is app. for new station at Fenwick land, Del. Blau is engineering supervisor at WNBC(AM), New York. Filed Jan. 2.

■ Ruckersville, Va.—Robertson Broadcasting Co. seeks 2.1 mhz, 3 kw, HAAT: 328 ft. Address: P.O. Box 189, Buena Vista, Va. 22965. Applicant is owned by Sandra Rae Robertson, who has no other broadcast interests. Filed Jan. 13.

Facilities Changes

Applications

AM's

Tendered

■ KSTR (620 khz) Grand Junction, Colo.—Seeks CP to add night service with 1 kw; install DA-N, and make changes in ant. sys. App. Jan. 7.

■ WRHC (1550 khz) Coral Gables, Fla.—Seeks CP to change freq. to 1560 khz; increase day power to 50 kw; increase night power to 4.4 kw, and change TL. App. Jan. 7.

■ WFTP (1330 khz) Fort Pierce, Fla.—Seeks CP to increase day power to 5 kw and night power to 1.5 kw. App. Jan. 8.

■ WCXN (1170 khz) Claremont, N.C.—Seeks CP to increase power to 10 kw. App. Jan. 7.

Accepted

■ KIOT (1310 khz) Barstow, Calif.—Seeks MP to reduce nighttime power to 500 w and make changes in ant. sys. App. Jan. 13.

■ KKRE (1040 khz) Monument, Colo.—Seeks MP to change TL. App. Jan. 13.

■ WRHC (1550 khz) Coral Gables, Fla.—Seeks mod. of lic. to move SL to 330 SW 27th Ave., Miami. App. Jan. 10.

■ WOLM (1460 khz) Lake Mary, Fla.—Seeks MP to change TL and make changes in ant. sys. App. Jan. 10.

■ KBUR (1490 khz) Burlington, Iowa—Seeks CP to make changes in ant. sys. App. Jan. 10.

■ WRHX (1440 khz) Herndon, Va.—Seeks CP to reduce daytime power to .6 kw and change TL. App. Jan. 13.

FM's

Accepted

■ KKOS (95.9 mhz) Carlsbad, Calif.—Seeks CP to change

HAAT to 328 ft. App. Jan. 7.

■ KROQ-FM (106.7 mhz) Pasadena, Calif.—Seeks mod. of CP to move SL to 3500 West Olive, Burbank, Calif. App. Jan. 7.

■ KVRH-FM (92.1 mhz) Salida, Colo.—Seeks CP to change TL and change HAAT to 914.79 ft. App. Jan. 13.

■ WLVE (93.9 mhz) Miami Beach, Fla.—Seeks CP to change ERP to 100 kw. App. Jan. 7.

■ WMNX (95.9 mhz) Tallahassee, Fla.—Seeks mod. of lic. to move SL to 1248 Blountstown Highway, Tallahassee. App. Jan. 13.

■ *WBVM (90.5 mhz) Tampa, Fla.—Seeks mod. of CP to make changes in ant. sys. App. Jan. 7.

■ WJZZ (105.9 mhz) Detroit—Seeks CP to install aux. sys. App. Jan. 7.

■ WMUZ (103.5 mhz) Detroit—Seeks CP to install aux. sys. App. Jan. 7.

■ KLSI (93.3 mhz) Kansas City, Mo.—Seeks CP to change TL and change HAAT to 1,056.16 ft. App. Jan. 7.

■ KWWR (95.7 mhz) Mexico, Mo.—Seeks CP to install aux. sys. App. Jan. 13.

■ KUUB (95.1 mhz) Bozeman, Mont.—Seeks mod. of CP to change TL and change HAAT to 780 ft. App. Jan. 9.

■ KNIS (94.7 mhz) Carson City, Nev.—Seeks CP to change ERP to 86.6 kw and change HAAT to 2,072 ft. App. Jan. 10.

■ WNBR (100.7 mhz) Wildwood, N.J.—Seeks CP to change ERP to 26 kw. App. Jan. 9.

■ WBLI (106.1 mhz) Babylon, N.Y.—Seeks CP to change HAAT to 492 ft. App. Jan. 7.

■ WENU (101.7 mhz) Hudson Falls, N.Y.—Seeks CP to change TL and change HAAT to 180 ft. App. Jan. 7.

■ WPLJ (95.5 mhz) New York—Seeks mod. of lic. to operate former facilities as aux. App. Jan. 10.

■ WERV (98.3 mhz) Rotterdam, N.Y.—Seeks mod. of CP to change ERP to 3 kw; change HAAT to 328 ft., and move ant. tower 1,500 ft. App. Jan. 13.

■ WYLF (95.1 mhz) Township, N.Y.—Seeks CP to change TL; change ERP to 50 kw, and change HAAT to 492 ft. App. Jan. 10.

■ WXRC (95.7 mhz) Hickory, N.C.—Seeks mod. of lic. to

Summary of broadcasting as of October 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,805	170	4,975
Commercial FM	3,846	418	4,264
Educational FM	1,220	173	1,393
Total Radio	9,871	761	10,632
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	381	222	603
Educational VHF TV	113	3	116
Educational UHF TV	185	25	210
Total TV	1,220	273	1,493
VHF LPTV	230	74	304
UHF LPTV	134	136	270
Total LPTV	364	210	574
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

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Classified Advertising

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RADIO

HELP WANTED MANAGEMENT

General manager: community public radio station, CPB qualified, NPR & APR. Must have professional experience in broadcasting including successful station management record or potential for success in broadcast management position. BA required, MA preferred. Salary competitive. Send letter of application, resume, and three letters of recommendation to: Search Committee, WBN1, 2000 North Wells St., Fort Wayne, IN 46808. Deadline January 31. EOE/AA.

Manager-key executive for very successful dynamic multiple operation east coast to back up top man near retirement. Excellent benefits, bright future. Strong, personal sales critical. Write Box Z-67.

Come grow with us in 1986. Group owned Fulltime Am/Class C FM, upper midwest snowbelt, seeks sales oriented as General Manager. You will be hands-on, street-fighting, and community-involved. Under 20,000 College Town, with outdoor Recreation. Box Z-62.

Sales manager. We are looking for an outstanding individual to lead and motivate sales staff. Individual must sell local accounts and agencies. Proven record of sales and management a must. Extremely attractive Virginia market. Profitable AM/FM combo. Compensation package negotiable. An excellent opportunity. All replies held in strict confidence. EOE. Box Z-86.

General managers/sales managers: If you are interested in joining the management team of America's newest group broadcaster and have the credentials to equal it's existing team of CRMC and Wharton graduated managers, we would like to talk to you. Contact Martin A. McClung, CRMC President/CEO Twenty First Century Communications 915-694-5960. Interviews being held at RAB/Managing Sales Conference in Dallas at AMFAC 2/1 to 2/4/86.

Sales manager wanted for Northern Virginia's Sound Choice for local news, sports and contemp. music. Full time status, expanded coverage throughout region creates opportunity for a top salesperson who can lead by example, motivate and develop staff. If you're ambitious and want to grow with the fastest growing section of Washington suburbs contact President, WAGE, P.O. Box 1290, Leesburg, VA 22075.

Sales manager wanted for top rated country station. Excellent Sunbelt market with radio billing nearing 20 million. We do 2 1/2 - should do 3 1/2 - could do 4 1/2. However, we need an experienced, mature sales manager to lead, train, inspire, to plan promotions and control inventory. If you can sell the highest CPM in town, are committed to excellence and integrity in radio, and want to get in line to be GM with a growing group; send your resume - in strict confidence to Box Z-81. EOE.

Sales oriented manager can convert metro Missouri FM into higher sales. Good people skills and a proven success record as sales or station manager essential. You will manage staff with emphasis on sales. Ability to hire, train, and manage sales staff for high billing essential. Station has long history of profits and high ratings. Rush resume and salary requirements to Box Z-75. EOE/MF.

Immediate opening station - sales manager with Mississippi Delta's most powerful and listened to country and contemporary AM/FM stations. No collect calls. Contact Joe Ray, WDMS, 601-334-4559, Greenville.

General sales manager opportunity. KY FM-AM needs person to take charge of sales group of 8. Regional FM is areas dominant station. Advertisers in 12 cities over two states. Overall responsibilities include hiring, training, and supervision. Opportunity for someone wishing to GROW! Previous success in radio selling a must. Tell us more about you and we'll do the same. Send resumes to Sam Buchanan, WKQA Radio, PO Box 951, Hopkinsville, KY 42240. EOE.

Sales manager. #1 rated midwest country station with sales staff of 6 in market of 200,000. Will consider first time sales manager. EEO-send resume and salary history to Box Z-100.

HELP WANTED SALES

Florida Gulf Coast 300,000 metro. Radio street salesperson. Long established AM and FM radio facility has a unique proposition for you. Street sales only. Minimum of 3 years sales experience needed for tough competitive market, which only an experienced pro can handle. The rewards are much more than you would expect. Nothing ventured nothing gained. Resume in confidence to P.O. Box 278, Fort Myers, FL 33902. Equal opportunity employer.

We are promoting our sales manager and need a strong self starter to replace him in Ironwood, Michigan. WJMS-WIMI. Live and work in the beautiful Upper Peninsula. Call Don Roberts 813-966-2287.

Account executive. Major Northeast radio station has a position available for a fulltime experienced account executive. Commissions & excellent benefits. Resume to: Box Z-34.

San Antonio's hottest new AC, KSMG is holding open an exceptional list for highly motivated sales people with proven track record. Great opportunity for self-starter who can take advantage of outstanding local acceptance. Substantial starting income and benefits for top professional who can help us reach our financial goals. Call Joyce Scheer, General Sales Manager, Magic 105FM, 512-646-0105. EOE.

Alabama. New owner seeks dynamic experienced organized radio sales person with proven track record for growth opportunity. Send tape, resume, references to Doc. Leighton, WBYE, Box E, Calera, AL 35040.

Rapidly growing radio chain in Southeast is looking for managers and account executives. Call Gary Steel today at 304-722-3308.

Southwest Texas. Immediate opening for sales and community oriented professional. Organizational and motivational skills a must. Duties include sales and production. Opportunity to grow into management position. KLXQ-FM 512-278-1102, Drawer 231, Uvalde, TX 78802.

Sales manager: Can you multiply sales through people development? Can you manage independent ego-driven sales people in a positive style? Are you aware of the power in close relationships with your sales people? Does your personal style indicate an excellence in sales ability? If so, Scantland Communications can offer you a chance for unlimited income potential, independence in your work, and an innovative environment focused on excellence. We are Billboard Magazine's Station of the Year for three years running, and offer a chance to join a Central Ohio company with integrity, purpose, and an eye for the future. If you have the talent, call Jim Hopes, Monday - Friday 10AM - 8PM 614-387-9345. EOE

Northwest Missouri has need of account executives with 2 or more years experience in street sales. To take charge of regional office for Missouri's highest power FM station. Bob Simmons, KMZU, 102 N. Mason, Carrollton, MO. 64633.

Top market California AM/FM combo looks forward to meeting you. Our CEO, Mr. Owens, seeks a professional entrepreneur in broadcast advertising sales and management. Two openings available. Candidates must be street sales people with mature experience and self discipline evidenced by university scholastic accomplishments in finance and business administration. If you qualify, our stations are perfect for you. We offer base plus commissions, major medical, other perks and incentives including bonuses and profit sharing. Like most of the industry we hire the mentally deranged but only require that your mental problems be manageable. Send letter and resume to Box 67. We are an EOE employer. This is a growth opportunity, many doors can open. Let's make some bucks. Box Z-87

Sales manager. WERZ in New Hampshire looking for talented, creative individual to assist us in one of America's top growth markets. Name your compensation plus benefits. Great market to work in and live in. Call Turner Porter 603-772-4757.

WBCS-AM/FM Milwaukee has new opening for experienced account executive. If you'd like to join a winning team send resume to David Lebow, 5407 West McKirley, Milwaukee, WI, 53208.

Upper teunes plus substantial incentives for sales pro. Beautiful coastal community with outstanding lifestyle. If you thrive on small market radio, believe in customer service and community involvement, and know how to close, call or write today. References and resume to Bill Devine, President, WKFD, 19 Updike Avenue, Wickford, RI 02852. Or call 401-295-8808

HELP WANTED ANNOUNCERS

Telephone talk. Major market station wants personality with provocative, humorous, imaginative telephone presence. Send resume. EOE Box X-96.

Production director needed to breathe excitement into commercials, contests and promotions. Base pay \$250 to \$300 per week. 5-day week. Send T&R to Roger Unehmer, P.O. Box 309, Eagle River, WI 54521. EOE

Immediate opening for week-ends and some night for top adult contemporary AM/FM in central Illinois. Must be able to handle all facets of broadcasting. Good salary and benefits, excellent equipment. Send air check and resume to Joe Hogan, WLPO/WAJK, Box 215, LaSalle, IL 61301.

Need sports director/announcer with high school football/basketball PBP experience. Send cassette/resume to: John King, Box 2308, Roswell, NM 88207. EOE.

Spanish language radio announcers/program supervisor for Dallas/Fort Worth station. Call Alberto Sot 817-336-1540.

SW Virginia AM AC seeks creative communicator. A shift, some news, production. Tape and resume to WBOB, PO Box 270, Galax, VA 24333. EOE/MF.

Classical music director: KCFR-FM seeks classic music director. Responsible for music programming staff supervision, announcing, production of concert & short features. Qualifications: ability to work well with others; lively, natural air sound; knowledge of classic and other music; interest in music events/projects/possibilities; minimum three years experience. Salary competitive, plus benefits. Send letter of interests, resume, three references with phone numbers, non-returnable aircheck and produced feature to: Annette Griswold KCFR, 2249 S. Josephine, Denver, CO 80210. EOE/AA.

HELP WANTED TECHNICAL

NY metro AM/FM looking for chief engineer. Challenging opportunity with fast growing group. Three to five years' experience with directional antennas, automation and construction. Send resume and salary requirements to GM Phil Stumbo, 384 Clinton St., Hempstead, NY 11550. EOE, MF.

Chief engineer for AM/FM combo in Colorado! Strong transmitter background required, studio construction experience helpful. Join our new, fast growing company! Resume, references, and salary requirements: Mark Murray, KVOR/KSPZ, P.O. Box 966, Colorado Springs, CO 80901. 303-632-3536.

Maintenance engineer: KZEW-FM/KRQX-AM. 2 year in commercial radio engineering and background in electronic maintenance and construction. Transmission experience preferred. Send resume and salary requirements to Personnel Department, KZEW/KRQX, Communications Center, Dallas, TX 75202. EOE.

Chief engineer for mature New England combo. We're searching for that unique, hands-on, organized person with 5+ years as chief or assistant chief. Must be experienced and current in AM directional, audio processing, automation, equipment, and Commission rules/regs. Capability of working with staff and being an integral part of management team - no lone wolf! Stable facility/group/future. Salary mid-thirties. See resume to Box Z-88. EOE.

Wanted chief engineer for a dynamic FM superstation located in Florida. Must have First Class license, experience with 25K Harris transmitters & audio equipment maintenance. Must be willing to work! Send all resumes to attention of general manager, WNFI-FM, 801 W. Granada Blvd., Ormond Beach, FL 32074.

CUB/KIIM radio is in need of a chief engineer. We want a quality control oriented engineer who, in addition to being an excellent studio, remote, and RF engineer is also a good administrator. Females and minorities are encouraged to apply. We are an equal opportunity employer. Resume and references to: Dave Nicholson PO Box 50006. Tucson AZ 85703.

HELP WANTED NEWS

News-sports director needed to join existing staff and share responsibilities. Experience required. Base pay: 250 to \$300 per week. 5-day week. Send T&R to Roger Utneher, P.O. Box 509, Antigo, WI 54409. EOE.

Anchor/reporter needed immediately for medium market, high visibility information station. Must have 10 years' radio news experience, dynamic voice and excellent writing skills. Fulltime, pressure job. Send resume and tape to: News Director, P.O. Box 150, Roanoke, VA 24002.

News director needed for two top-rated 24 hour stations with strong news commitment: WCMR 5,000 watt country; WFRN 50,000 watt contemporary Christian music. Broad news experience and strong personable delivery. Stations run on biblical principles. Send resume or call Ed Moore, WCMR/WFRN, P.O. BOX 307, Khart, In. 46515. 219-875-5166.

CUB/KIIM radio is in need of a news anchor. The right applicant should have an authoritative delivery and the ability to take direction. Females and minorities are encouraged to apply. We are an equal opportunity employer. Tape and resume to Dave Nicholson PO Box 3006. Tucson, AZ 85703.

BBQ AM/FM, Augusta, Georgia, has immediate news openings. Applicants should be skilled in assignment reporting, on-the-air news announcing, and writing. Excellent facilities, working conditions, and benefits. Send photo, tape, and resume to Jim DeFontes, News Director, Box 2066, Augusta, Georgia 30913. EOE. Women and minorities are encouraged to apply.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Promotion/ad director wanted for aggressive promotional minded AC in San Antonio. Must have proven track record as promotion director and also be able to take charge of ambitious in-house advertising program. EOE. Send resume to: Jack Collins, KSMG-FM, 930 Four Winds Dr., Suite 500, San Antonio, TX 78239.

Senior Fellow Broadcaster: I have an opening on my air staff at WEZN, Katz Broadcasting's market-dominating easy Listening FM in Southwestern Connecticut. Perhaps this job would be right for you. I'm looking for someone who has a really good voice and who comes across as a human being on the air. He or she must also have the commitment to excellence that characterizes the people at Katz Broadcasting. This is a great company to work for (we're entirely employee-owned) and I'm just as committed to the well-being of my staff as I am to the quality of our product. If you're interested in working at a station that will consider you a colleague rather than a subordinate, please drop me a line and enclose a tape. If you don't have a resume prepared, just tell me briefly in your letter what your experience is and what you're doing now. I promise I'll get back to you. Sincerely, Paul Knight, Operations Manager, WEZN, Park City Plaza, Bridgeport, CT 06604. EOE.

Program director. Florida Gulf Coast group owner AM news information, FM beautiful music station seeks program director. Strong programming background and people management skills a must. Excellent salary and fringe benefits. Send resume to Personnel Dept. - Palm-R Communications Centre, 333 8th Street South - Naples, FL 33940. Equal opportunity employer.

Spanish sports personality sought to translate and move innovative feature for national syndication. No money necessary. Must have access to studio. Send resume (in English), salary history and tape (in Spanish) to: The Brody Agency, Box 291423, Davie, FL 33229.

SITUATIONS WANTED MANAGEMENT

News-sports-management-sales. Began broadcasting in 1972, BS Broadcasting. Seeking position with advancement potential. Trained with the best sports announcer in America. My news departments focus on "live", creative, NOW news. Dan 1-800-251-9042.

Hire manager who really knows small markets. Over 20 year career includes 10 selling successfully; 7 in present job. Nebraskan. Will relocate. Box Z-51

General manager: Strong sales, programming and administrative skills. Experienced in major and medium markets. Seeks knowledgeable aggressive owner. Midwest transplant to Calif. five years ago where my family and I plan to remain. Box Z-50.

Small/Medium market consultancy/management. On-street sales plus 33-years management. Sun Belt preferred. Box 33, Hastings, NE 68901.

33 years old with 19 years ground-up radio experience, on-air, programming, sales, sales management and general manager. Seeking GM / SM position for stations that need help. I hire, train, organize, motivate and manage. Too much more to list, including the best references in the Midwest. If you need a hitter, call 701-237-5469.

One of the best religious format GM's in the country is looking for a major market station to bring experienced management that combines top sales skills in both spot and programming with cost conscious administration and professional programming. If you want your station to be the best and the most profitable, it can be, write Box Z-32.

Program director radio professional with 16 years major and medium market. Result oriented. Aggressive. Seeks new challenge. Box Z-73.

I bring money -- sales, management, programming, promotions, engineering -- I have done it all. With over 25 years in broadcasting, I will get you the bottom line you want -- A quality product with quality profits. Box Z-74

Selling GM seeks station in small Texas market. Strong promotional background. Immediate availability. For resume, contact: Cleon Nettles, 6113 Springleaf Circle, Ft. Worth, TX. 76133.

GM/GSM Last 5 years as radio sales/mktg consultant. Experience includes local station, agency, nat'l rep and Network Sales Director in NYC. Box Z-91.

Surely my 26 year career has prepared me! Announcing, copy, production, traffic, bookkeeping, news--and, 11 good selling years--gives me insight to everyone's job! Small markets, Iowa, adjacent states. Box Z-93.

15 year professional, station/sales manager, sales & programming. Looking for new challenges in management in small or medium market. Western states preferred. Box Z-94.

General manager with a high level of success built on 21 years in management as a consistent producer. Strong organizational, motivation skills. An aggressive achiever of sales and profits. Excellent credentials. Box Z-96.

SITUATIONS WANTED SALES

Hard working gsm with high energy and ten year track record just delivered two biggest billing years in company history. Motivator. Good references. Turnaround success. Well organized and thoroughly knowledgeable of industry. Seeks move up! Box Z-48.

Sell radio on Florida's gulf coast. WKIQ-AM/Comco, Inc. is looking for a tough street sales individual who is a proven closer. Excellent growth situation with aggressive group. Send resume to P.O. Box 5398, Gainesville, FL. 32602. EOE

SITUATIONS WANTED ANNOUNCERS

Medium/major market pro looking for next big challenge. Are you the one? Good pipes and production. Call Dale, 317-787-5871.

Major Tom Hagen is flying his spaceship around looking for the right station. Ten years of worldwide radio experience, including announcer, production, and two years P.D. experience. Specialize in rock and top 40. Prefer Washington D.C. or surrounding area. Contact: Major Tom Hagen Productions, 1118 North Inglewood Street, Arlington, VA 22205. Attention: Mr. J.T. Spiteri-Hay.

Employed veteran. Experienced A/C, urban CHR & jazz programming. Seeking announcing. Possible middle management. Dollars commensurate with ability. Box Z-71.

Professional/1986 a new beginning. Four years experience in medium market and recent college graduate. Seeking first full-time position. Great references- Chris 913-841-1070.

SITUATIONS WANTED TECHNICAL

Chief engineer, experienced in all phases AM/FM maintenance and construction seeks change any time next three months. Box Z-22.

First phone seeks Sunbelt AM/FM. Hands-on. Chuck 312-352-2677.

Happy New Year. Chief engineer looking for new challenge. Experienced in all phases high power directional too. Prefer Florida...but all considered. Write Box Z-40.

AM-FM chief engineer. Experienced in maintenance and construction from low to high power. Box Z-82.

SITUATIONS WANTED NEWS

Looking for fresh start! Experienced news/sports pro seeking news/sports position. Energetic, enthusiastic, and versatile. Call Bill anytime 409-245-4067.

Informed and creative newscaster. Energetic speaker and concise writer with good production skills. For air check tape and resume. Contact Roger at 312-477-5427 after 3 P.M.

Newscaster/writer. Experience in U.S. and Japan. Looking for right opportunity. Box Z-69.

Responsible in Detroit. Experienced news pro seeks stable, long-term opportunity. Northeast. Crisp, lively, entertaining writing and delivery. For samples and resume Box Z-80.

Family emergency forces re-location. Prefer west coast, southwest. Really talented news director, news anchor, production man. Creates agency-sounding spots. 3 solid decades of experience. Box Z-84.

Experienced newscaster Great voice, strong writing skills, dynamic, dedicated. College degree in radio/TV. Box Z-83.

Top 100 market street-wise reporter/anchor. Seeks better opportunity to show talent as reporter. 3 years experience in broadcast journalism during and after college. Call Clay, 901-774-2680 weekdays. 601-895-2865 evenings and weekends.

Dynamic female news and sportscaster, looking for position in medium to large market, on West Coast. Tracy, 415-692-5446, 415-692-2190.

Anchor/reporter. 3 years experience. B.S. in Journalism. Excellent delivery and writing skills. 216-964-2467.

Sports anchor/PBP announcer. Enthusiastic, knowledgeable, personable and dedicated sportscaster interested in anchoring daily reports and PBP. Experience includes two years with SF and Sacramento stations and NCAA baseball, basketball and football. Currently publicity assistant with major league baseball team. Will relocate. Tapes available. 415-943-7166.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

PD/MD: 6 years announcing. Want opportunity to move up. Highly motivated. A/C, light rock. MOR. Box V-74.

Experienced professional country programmer. Exceptional knowledge of music, contests and people-oriented team management. Took last AM from third to first and kept it there. Management, sales and automated experience. Let's talk! Don Rhea 303-243-5614.

Operations manager/program director... presently in top 20 metro market. Experienced in AC, MOR, country, big bands, talk, plus chief engineer too. Prefer Florida. Write Box Z-41.

Audio production. 12 yrs. with CBS radio am/fm. Experience in: recording, editing, dubbing and final assembly of broadcast programs. Will re-locate. Salary open. Contact: L.G. Guilford, Box 919, South Orange, NJ 07079, 201-675-4933.

PD/on-air position sought by dedicated pro currently working at #1 station in Top 20 market. MBA background with programming, production, research, sales and sports experience in A/C and CHR formats. Rambo I'm not-can work with GMs, GSMs and consultants. Available for spring book-prefer Northeast, will consider all markets. Box Z-103

Highly skilled broadcaster seeks new environment. Ideal candidate for news, talk show, TV assignment editor, or any position demanding experience in broadcast journalism, announcing, or production. Good voice. Compatible. Special consideration for opportunity for academic degree work. Market size not important. Box Z-98.

Programmer, 21 years experience seeking operations/programming position. CHR, Oldies, Adult Hit Radio. Box Z-90.

TELEVISION

HELP WANTED MANAGEMENT

Manager. Small market VHF start-up in attractive Arizona community; seeking hands-on manager with good technical and organizational skills. EOE. Please reply to Box Z-8 or 301-656-2146.

General manager: Strong sunbelt network affiliate. Approximate 110th market. Must presently be employed as General Manager. Excellent opportunity. All replies confidential. Box Z-23.

Business manager for growing group to manage financial operations of Midwestern UHF independent. Experience required. Opportunity for future growth. EOE, M/F. Box Z-25.

KCRG-TV, Cedar Rapids, Iowa, needs experienced, innovative, aggressive individual to lead sales team of medium market VHF net affiliate. Applicants should have local and national experience and be results-driven. Send resume and successful history to Phil Stolz, Vice President/General Manager, KCRG-TV, P.O. Box 816, Cedar Rapids, IA 52406. EOE.

Director of technical services. Senior management position for aggressive VHF PBS station. Projects nearing implementation include new transmitter and antenna on new 2,000 foot tower, new 65,000 square foot studio/office building and new cable channel service. Supervises on-air operations, engineering and maintenance, production services and graphic. Participates in overall station planning. Reports to General Manager. Minimum 5 years successful and relevant management experience. Strong technical and production background essential. Salary based on \$40,000-\$50,000 annually plus benefits. Send letter of application and resume by 2/21/86 to: Personnel, CCET/KVIE, P.O. Box 6, Sacramento, CA 95801. EEO/AA

Management opportunity. Expansion has created the need for additional sales management. We represent 18 cable systems and will add more. We guarantee long hours, lots of hard work, and an opportunity to grow with one of the most stable rep. firms in the industry. Media sales experience a must!. Send resume and salary history to: Dick Howard, J.B. CableAds, Inc., 635 Stoner Ave., Shreveport, LA. 71101.

Promotion manager: Responsible for developing and executing campaigns in all media. Two years promotion experience or equivalent thereof. Also need excellent writing skills and familiarity with production techniques in all media. Send resume, salary requirement and sample of work no later than January 31, 1986 to Personnel Director, WTRF-TV, 96 Sixteenth St., Wheeling, WV 26003. EOE.

Studio/location manager Major teleproduction facility located in Boston area seeks experienced studio/location manager. Ideal candidate will possess basic background in audio as well as video; experience in lighting, studio/ENG/EFP camera operation; proven ability dealing with vendors, clients & talent; proven ability managing people (freelancers). Position requires organizational skills, comfort with heights, electricity; willingness to travel and work long hours. Incumbent will participate in preproduction planning, work as TD & field tape operator as needed. 3-5 years experience required. Excellent salary & benefits. Send resume to Ms. Finkle, Videocom, 502 Sprague Street, Dedham, MA. 02026.

National sales manager. WCBD-TV, Charleston, S.C. is looking for a national sales manager with proven major market rep experience. Station experience is also helpful. Please send resume and references to General Manager, WCBD-TV, P.O. Box 879, Charleston, S.C. 29402. All replies treated in an absolutely confidential manner. No phone calls. Media General is a Fortune 500 company. EOE.

HELP WANTED SALES

TV sales. Top 50 market. Group owned Southeast affiliate seeking local/regional account executive. Emphasis on regional. Minimum 3 years' TV sales. Excellent opportunity for knowledgeable team player with strong people skills. Send resumes to: P.O. Box TV-8, Greensboro, NC 27420-0688.

Local sales manager. Strong Sunbelt Indy Looking for aggressive, creative, innovative leader to develop, train, and direct sales team. Experience with TVB, INTV, and Co-op a must. Prefer at least one year management experience but will consider top notch AE ready to move up. Send resume and cover letter to Box X-69. EOE.

Account executive: Top 50 independent, seeking aggressive, hard-working individual with independent TV sales experience. Ability to work with local-direct business and to develop new business a must. Salary \$30K+ excellent group benefits. EOE/MF. Send resume to: GSM, WVAH-TV, 23 Broadcast Plz, Charleston, WV 25526.

California's #1 Independent TV station seeks to fill the position of Marketing Specialist (Northern Division). Broadcast sales experience preferred. Position requires skills in creation of new business and servicing existing accounts. Comprehension of Independent television helpful. Immediate reply essential. Send resume to: Director of Marketing, KMPH-TV, 5111 East McKinley Avenue, Fresno, CA 93727. No phone calls accepted. An EOE/M-F Employer.

Sales manager: Sunbelt ABC affiliate is seeking a person strong in local sales and management. If you're a creative, aggressive leader and trainer with strong independent experience, send your resume with salary requirement to Box Z-77.

HELP WANTED TECHNICAL

Maintenance engineer: Experience a must—background to include 2" Quad, TCR 100, 3/4"—Xmtr experience a plus—Digital Video experience a plus—Excellent salary and benefits—EOE—Call Ken Swisher, KODE-TV, 417-623-7260, a Gilmore Group Broadcast Facility.

Portland, Maine independent UHF start up needs maintenance engineer with XMTR, tape, camera experience. Write or call Neil Portnoy, WPXT, 2320 Congress, Portland, ME. 04102. 207-774-0051.

Master control/videotape operators, and film editors/dubbers needed for new independent TV station. Knowledge of TV station operations & ability to read waveform monitors/vectorscopes desirable. Send resume to Tom Aroney, Operations Mgr. WPXT, 2320 Congress, Portland, Me. 04102.

Chief engineer: UHF sunbelt network affiliate seeking Chief Engineer with proven leadership skills and ability for hands-on maintenance of state-of-the-art equipment. Experience with budgeting, personnel administration and long-range capital planning preferred. EOE, M/F. Box Z-36.

Assistant chief engineer: Planned growth to chief for right person at expanding Sunbelt UHF in growing Florida capital. Hands-on leadership role. New Townsend transmitter, AMPEX 1", SONY 3/4" Ikegami Cameras, DVE, excellent facility. Resume to Ed Shaper, Chief Engineer, WTXL-TV, Box 13899, Tallahassee, FL 32317. EOE.

Studio and microwave maintenance. Immediate opening, experience required in U-matic and solid state equipment repair and installation. Send resume and references to Box. Z-42. EOE.

Maintenance engineer for Chicago's fastest growing independent. Must have experience in maintaining studio and control room equipment including Sony 3/4" and 1" UHF transmitter experience helpful. Send resume to: Operations Manager, WPWR-TV, 4255 Westbrook Dr., Aurora, IL 60505. EOE.

ENG maintenance engineer WDIV/Post Newsweek in Detroit, has an opening for an ENG maintenance engineer. Prefer applicants having at least five years experience in maintenance of electronic news gathering equipment, cameras, recorders, editing systems, two way radio, microwave, and miscellaneous equipment. A minimum of two years technical schooling is preferred. Submit resume to Personnel Department, WDIV-TV, 550 W. Lafayette, Detroit, MI 48231. EOE.

Television maintenance engineer WDIV/Post Newsweek in Detroit, has an opening for a television maintenance engineer. Prefer applicants having at least 5 years experience in maintenance of television equipment, ENG, studio, video tape; and a working knowledge of digital equipment, still store, frame sync, and video effects. A minimum of two years technical schooling is preferred. Submit resume to Personnel Department, WDIV-TV, 550 W. Lafayette, Detroit, MI 48231.

Chief engineer, UHF independent. Strong technical/supervisory skills in transmitter, microwave and studio. Salary DOE, working conditions and benefits excellent. Mail resume to Steve Glickman, KSCI-TV, 1954 Cotne Ave., Los Angeles, CA 90025.

Studio maintenance engineer. Self-starter with 3 to 5 years real-time experience with television broadcast equipment. Leading southwest indy. FCC general class or SBE certification required. Salary commensurate with experience. KMSB-TV, 2445 N. Tucson Blvd Tucson, AZ 85716. 602-705-0311.

ENG maintenance technician. Immediate opening for experienced broadcast TV ENG maintenance technician. Primary responsibility for live pickup van. Minimum 2 years experience in component level repair of TV broadcast equipment. Military or technical electronics school or equivalent. Excellent salary and benefits. McGraw-Hill Broadcasting Co. Contact Norman Hal KERO-TV, P.O. Box 2367, Bakersfield, CA 93303. 805-327-1441/EOE.

Television studio engineer. Experienced in all studio maintenance. Strong on circuit tracing and troubleshooting to the component. 3 years experience. General FCC license. Contact: Dale Byre, Chief Engineer KIMT-TV-3, 112 N. Pennsylvania Ave., Mason City, IA 50401. 1-515-423-2540.

Immediate opening for qualified maintenance engineer. Must have minimum of 2 years studio maintenance experience, and FCC license. RF experience plus. Send resume to: KNMZ-TV, P.O. Box 580, Santa Fe, NM 87501. Attn: Director of Engineering.

New station under construction by Christian broadcaster. Seeking experienced 'hands on' engineering supervisor for career position. Studio/control upgrade in process; transmitter delivery date late Spring. Resume/salary requirements to Don Thomson, KLXV-TV Box 66, Los Gatos, CA 95031. No phone calls, please.

Maintenance technician: A progressive intermountain region, ABC affiliate has current opening. Applicants must possess maintenance background with FCC general or SBE certification. State-of-the-art equipment, incl. stereo. Salary commensurate with experience. Send resume to Andrew Suk, C.E. KIVI-TV, 1866 E. Chisholm Dr., Nampa, ID 83651.

Video/maint. engineer. Major teleproduction facility located in Boston area has immediate opening for skilled, experienced video/maintenance engineer. The hands-on position requires expertise in maintenance operation of studio cameras; maintenance of large duplication facility consisting of 3/4", 1/2" & 1" (2" expertise a plus); and ability to work in time-urgent, client-drive environment. Excellent salary & benefits. Call Ms. Finkle 617-329-4080 or write c/o Videocom, 502 Sprague Street, Dedham, MA 02026.

Broadcast engineer: Washington, D.C. communications consulting firm has immediate opening for experienced engineer with television, radio, or cable background. Minimum of two years technical experience and college degree required. Television technical experience preferred. Good writing skills and attention to detail are essential for this position. Extensive travel required. Excellent compensation and benefits. Send resume and salary requirements to Box Z-102.

RF maintenance engineer. Honolulu TV station seeks qualified technician to maintain VHF transmitter at microwave equipment. Experience with RCA TT25 and M/A Com desired but not essential. General FCC License or SBE certification required. Send resume and salary requirements to Director of Engineering, F Box 22609, Honolulu, 96822. EOE.

radio-TV writer/producer. Creative professional to produce audio and video news, informational programming and other presentations for major university. Broadest experience, degree in radio-TV or related field preferred. Demonstrated writing, production and narrating ability required. Salary range starts at \$19,145. or application packet, contact Employee Relations, Virginia Tech, Blacksburg, VA 24061, 703-961-5301, refer to job #1434B. Deadline Jan. 31, 1986. AA/EEO employer.

EMPLOYMENT SERVICES

Immediate availabilities nationwide in television and radio for news anchors, sportscasters (including play-by-play), reporters, weathercasters, and photographers. Contact Media Marketing, P.O. Box 1476, Palm Harbor, Florida 34273-1476, or call 813-786-3603.

PROGRAMMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

MISCELLANEOUS

Free 1986 broadcasting equipment and supply catalog. Lauderdale Electronic Labs, 16 SW 13th St., Dept. -2, Fort Lauderdale, FL 33315.

Directors, reporters, meteorologists. Send for directory of News Directors in every US market. Includes names, addresses, phone numbers. Indispensable for job hunting. \$10.00 to JD Associates, Box 3654, Richmond, VA 23235.

Do you sound right? Write right? Want to do both better? Learn how, from voice and copy experts. \$15 for three-minute aircheck, with copy. Ira Dreyfuss, 2328 Orseferry Ct., Reston, VA 22091; 703-860-4584.

Job hunters: "How to find that first Broadcast News job." Handbook praised by TV-Radio Age and top roadcasters. Write: Dr. Richard Labunski, P.O. Box 5224, Seattle, WA 98145.

Improve programming, increase sales with low-cost psychographic market/audience research. Call Carlson Booker Agency, 305-766-8633, Orlando.

CONSULTANTS

Radioing soon? Need an honest and thorough critique of your tape and resume? I'm News Director for a adult contemporary AM and a rock FM station, with 3 years in the business. As former President of Connecticut AP Broadcasters, I know what my colleagues want. For \$50, I'll send you a full report on yourself, answer your follow-up questions, and tell you where you should be looking. Send a check or money order to like Allen, c/o News Clues, 13 1/2 Washington Avenue, Danbury, Connecticut, 06810. Reports guaranteed to you in 20 days.

Maisy Marketing & Research Service (DMRS): 8299 S. Seymour Road, Gaines, Michigan 48436; 313-635-740 or 635-7854. DMRS provides complete custom marketing studies for the television/radio broadcast industry. Local, State and National capabilities.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-331.

Wanting cash—highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 404-324-1271.

Wanting: used VHS 1" and 2" videotapes. Cash paid for all lengths. No defectives. Also buying 2" Quad and C-type. Call Andy Carpel, 301-845-8888.

Wanting microphones, manuals, tubes for ENG EFP cameras. Write for my list. Fred Jodry, 6 Van Horn St., Emarest, NJ. 07627.

FOR SALE EQUIPMENT

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-79-6585.

M-10KW/5KW/1KW-RCA BTA-10H mint condition, dates 5P2 (1966) also Gates 5P (1962), Collins 21E (1960), ITA 5000A (1963) -- Collins 820D1, also RCA 41 -- Gates 250GY, Collins 250G. Call M. Cooper/Transcom 215-379-6585.

FM 30KW/20KW/3.5KW-BE FM-30 (1983) with FX-30 exciter, on air avail. 3/86 -- CSI T-20-F (1982) w/CCA exciter & stereo mint cond. -- McMartin 3.5K (1980) on air -- Call M. Cooper/Transcom 215-379-6585.

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 404-324-1271.

GE 30kw UHF transmitter. Immediate delivery, good condition. Quality Media 404-324-1271.

RCA TCR-100 2" video cart. Pinzone diagnostics, carts, spare parts, excellent condition. \$25,000. Quality Media 404-324-1271.

Transmission line, 6 1/8" EIA. Rebuilt line. New inner conductors. \$750 per section. Quality Media 404-324-1271.

Videoedita 1" VTR editor model Z-6000. New. Half price. Bill Kitchen, Quality Media, 404-324-1271.

RCA TCR-100, approximately \$5,000 in spare parts, 1,500 RCA 2" carts. Price \$20,000. FOB Lafayette, LA. Contact Thomas G. Pears or Dave Herbert, KLFY-TV, P.O. Box 90665, Lafayette, LA 70509. Telephone 318-981-4823.

Automation system: ESP-1 includes programmer, time announcer, logging package, reel to reels, carts, carousels. Available separately. WMMQ, 517-372-3333.

Telecine; all refurbished. Eastman CT 500 \$5,500.00. Eastman 285 \$4,495.00 Phillips FP16TV \$4,995.00. Eastman Pneumatic multiplexer, good used \$2,995.00. RCA TP-7B slide projector, \$4,995.00. RCA TK-27 camera, as is \$2,500.00. GE 240 camera, as is \$1,500.00. RCA FR-35B like new \$15,000.00. RCA FP-35 studio telecine \$11,000. B&H 561 opt/mag 16mm portable telecine, new \$2,500.00 JAN telecine 16mm opt/mag, new \$5,330.00. We take trades. International Cinema Equipment Co. 6750 NE 4th Couyt, Miami, FL 33138, 305-756-0699.

Ampex VPR-5, 1" portable, stereo, time code, one hour cover, complete accessories, transport cases, one year old, 60% of new cost. Contact Lloyd at 405-478-4499.

Portable Sony BVH-500 1" VTR with batteries, charger and dc power supply. 817-468-0084.

2kw UHF Transmitter. Brand new, Thomson-LGT. Suitable for low and full power. Never installed. 512-480-0084.

Over 80 AM & FM Transmitters in stock. 50kw, 10kw, 5kw & 1kw. AMS-25kw, 20kw, 10kw, 5kw & 1kw FMs. now in our 27th year. BESCO International, 5946 Club Oaks Dr., Dallas, TX75248.

For Sale: TEK-650 Monitors, 528s, and 620 vectors, RCA TP-7s, TP-66s, TK-28s, TP-55s, TP-15s. Sony 1100s, VR-1200Bs, JVC 3/4" editing. Microtime 2020s, IKE HL-79As. Call Media Concepts, 919-977-3600.

For sale; Harris BT-18-H State of the art transmitter on Channel 7. Out of service end of September. Good condition. Was operating at full broadband power. Contact Don Powers at 406-443-5050.

Sony BVU-820 2-BVU-800s, 1 BVE 800 editor. All with low hours. Call Video Brokers, 305-851-4595.

Sony 1" type C, 1100s with TBC-2000, full tektronix monitoring, console DT heads, very low hours, (500-800). Video Brokers, 305-851-4595.

CMX-340 XT Editor with 6 "I" square units, 1-GPI. Less than 1 year old. Call Video Brokers, James Ivey, 305-851-4595.

Studio Cameras TK-46 new, with Vinton Pneumatic pedestals, new tubes, complete with CCU remote controls, cable. Save 50%. 10 available. Call Video Brokers, James Ivey, 305-851-4595.

BTX Cypher shadow system, new with time code unit model #6000, shadow command control model #4730, shadow II video/audio edit system model #4700, complete \$7000.00. Video Brokers, 305-851-4595.

Video Brokers New Years goodies: 2-Ikegami, Hi-rez 14" monitors (TM-14-2RH) half price; TBCs microtime 120Ds—save 40%; ADDA dual TBC and effects unit; save 40%. Sony 500 1" save. RTS intercom system, 6-belt packs 6 rack mt. stations, 1-power supply headsets. Call Video Brokers, James Ivey, 305-851-4595.

Correct phone number for Surplus Broadcast Equipment. Ikegami, Grass Valley, Lenco, Orban and more. Call for list—DYMA 800-222-3962.

Quanta Q-8 character generator new-full warranty \$25,350.00 General television network R. Hippler, 313-399-2000.

1 year old scientific Atlanta model 7300 digital receiver, 7325 processor, used to receive ABC radio network from satellite for more information contact Ron Kirby, 405-355-1380.

O'Connor 100: Like new, very little use, studio only \$2400. Call Ray Hays WJXT-TV, 904-399-4000.

New and used radio broadcast and microwave towers. Complete nationwide sales and service, erection specialists. Bonded with 25 years' experience (Turnkey Operations). T.M.C.I. 402-467-3629.

Blank tape, half price! Perfect for editing, dubbing, field or studio recording, commercials, resumes, student projects, training, copying, etc. ELCON evaluated 3/4" videocassettes guaranteed broadcast quality. To order, call Carpel Video, Inc., 301-845-8888, or toll free 800-238-4300.

New Silverline UHF TV transmitters. 20KW, \$185,000. 60KW \$345,000. 120KW \$560,000. 60 and 120KW includes dual exciters, power supplies, unmatched quality and reliability! Trade-ins welcome. Bill Kitchen, Quality Media Corporation, 404-324-1271.

RADIO

Help Wanted News

PROGRESSIVE ADULT-ORIENTED STATION

with a strong commitment to news looking for news anchor/reporter. If you're a good writer, energetic street reporter, and have a smooth, unique delivery style, send T&R to Deana Nunley, WBHP Radio, P.O. Box 1230, Huntsville, AL 35807.

Help Wanted Management

STATION MANAGER

If you're a real broadcast management pro who's ready to build a progressive future with a recognized industry innovator, this is the opportunity you've been waiting for. WHO BROADCASTING now seeks a resourceful individual to join its dynamic management staff.

The high-energy professional we seek will assume management responsibility for both WHO-AM and KLYF-FM. WHO is a 50,000 watt full-service news, sports, farm and talk station. KLYF is adult contemporary with strong market standing. This premier opportunity reports directly to the General Manager and requires a proven record of accomplishment in broadcast management and strong interpersonal skills. Please direct your resume and salary history in confidence to:

Dan McCarthy
General Manager
WHO BROADCASTING
1801 Grand Avenue
Des Moines, IA 50308

An equal opportunity employer

Help Wanted Management Continued

RADIO/TV

BROADCAST ADMINISTRATOR

Develops long-term and facilitates daily operations of WRSU-FM. Provides liaison between the Board of Governors and the student general manager to guide the activities of the station. Serves as a non-voting member of the Radio Council; coordinates agendas, meetings, and execution of Council decisions. Works with student general manager to insure operations comply with the WRSU-FM constitution and FCC regulations. Administers and allocates the station budget. Coordinates and teaches, for credit, broadcast news writing courses. In cooperation with the Department of Public Affairs and Development, implements programs in support of the outreach goals of the University.

Requires a bachelor's degree in English, Journalism or related fields and approximately three years' related experience with professional news and editorial administration. Also requires knowledge of FCC rules and regulations and libel laws. A related master's degree and experience working with students desirable.

Salary: \$25,062-\$33,830. Excellent fringe benefits—Interested applicants send resume stating salary requirements and indicating Reference Number 135, to:

THE STATE UNIVERSITY OF NEW JERSEY
RUTGERS

Division of Personnel Services
New Brunswick, NJ 08903

An Affirmative Action/
Equal Opportunity Employer

Help Wanted Technical

BROADCAST OPERATIONS TECHNICIAN

The Mutual Broadcasting System (MBS), a technological leader in network radio broadcasting, has an immediate opening in its Arlington, VA headquarters for a Broadcast Operations Technician.

Position is responsible for radio technical operations including automated master control, switching and distribution systems, live studio board work, on location remote operations and production work to include extensive tape editing.

Individual must have 3 years experience in above listed skills, valid local driver's license and ability to work all shifts as required.

MBS offers complete company paid benefits and a pleasant location convenient to Metro transportation.

Qualified candidates are invited to submit resume to:

MUTUAL BROADCASTING SYSTEM
1755 S. Jefferson Davis Highway
Arlington, VA 22202
ATTN: Human Resources Department
An Equal Opportunity Employer M/F

Help Wanted Announcers

VOICE OF AMERICA

INTERNATIONAL RADIO BROADCASTER (ENGLISH)

The VOICE OF AMERICA, the international broadcast service of the United States, is accepting applications for several positions as International Radio Broadcaster (English Announcer/Director), salary ranging from \$17,824 to \$31,619 per annum (based on experience and prior earnings). Serving as studio director, duties include directing "live" news programs, including single voice programs and multi-voice programs with tape inserts, music bridges and sound effects; and voicing a variety of material including news and features. In addition to having a minimum of one year of experience in voicing for radio, television, or other media requiring a quality of voice suitable for maintaining listener interest and understanding, candidates must possess a knowledge of radio production procedures and techniques to efficiently organize, direct and edit programs. Other qualifying experience includes writing, editing and reporting for radio, television, or publication.

The Voice of America, part of the United States Information Agency, offers excellent salary/benefits including life and health insurance. Interested candidates must submit a resume or Standard Form 171, Application for Federal Employment, by close of business on February 14, 1986 to Voice of America, Office of Personnel, Room 1192, 330 Independence Avenue, S.W., Washington, D.C. 20547 ATTN: SP. (Please note all candidates will be requested to complete an SF-171 which may be obtained from any U.S. Office of Personnel Management regional office or by calling us at 202-485-8119. AN EQUAL OPPORTUNITY EMPLOYER.

THIS PUBLICATION IS AVAILABLE IN MICROFORM
University Microfilms International
300 Zeeb Road, Dept. P.R., Ann Arbor, MI 48106

Situations Wanted Management

Employed Pres./Gen Manager

Seeks new challenge at AM/FM or group position. Excellent credentials, references and track record. People-oriented profit producer. Equity available. Box Z-63.

TELEVISION

Help Wanted Management

GENERAL MANAGER FOR ADVERTISING SALES INTERCONNECT

You could represent CNN, ESPN, MTV and the USA cable networks. Cox Cable and Viacom Cable are looking for a general manager for the Cleveland Cable Advertising Interconnect. Seeking alert individual to manage this ad sales effort. Candidate should be motivated and have both previous media sales experience and media sales management experience.

We offer an excellent benefit/compensation package along with the opportunity to work with a growing, progressive company. Qualified applicants are invited to submit resumes to the Employment Department, #5000, P.O. Box 13, Pleasanton, CA 94566. Salary history and requirements must be included for consideration. NO PHONE CALLS PLEASE. An Equal Opportunity Employer.

VIACOM CABLE

Chief engineer, UHF independent. Strong technical/supervisory skills in transmitter, microwave and studio. Salary DOE, working conditions and benefits excellent. Mail resume to Steve Glickman, KSCI-TV, 1954 Cotner Ave., Los Angeles, CA 90025.

Television transmitter engineer. Minimum two years experience with UHF transmitters. Union position for maintenance and repair of TV transmitters, earth station downlinks, STL & TSL microwave, ITFS transmitters, remote control and ancillary equipment. General radiotelephone operator license of SBE certification. Competitive salary with benefits. Send resume and salary requirements to Personnel, KCPT/19, 125 E. 31st Street, Kansas City, MO. 64108. 816-756-3580. EOE.

HELP WANTED NEWS

News director promoted. News leader seeks successor for #1 team. Must be people oriented, have solid news judgement and have the desire to be a winner. If you can direct an extremely talented news team, apply immediately. If any doubts, apply elsewhere! Send resume to Mr. William D. Webb, General Manager, WCTI-TV, P.O. box 2325, New Bern, NC 28560. No phone calls please. EOE.

Reporter/anchor. Must possess strong journalism skills. Send tape/resume to Dave Tillery, KQTV-TV, P.O. box 247, St. Joseph, MO 64506. EOE.

VPBT, Public Television in South Florida, has an opening for a News Editor to work on the national program "The Nightly Business Report". The news editor is responsible for reviewing and copy editing stories, acting as back-up producer, coordinating series and special event coverage and writing scripts, proposals and promo copy as needed. Minimum of two years experience as a producer, associate producer or copy editor in broadcast journalism, excellent writing and copy editing skills and a background educationally or professionally in business news required. We offer a competitive starting salary and excellent benefits. Send resume to: Personnel, WPBT, P.O. box 2, Miami, FL 3261-0002. An Equal opportunity employer, M/F/H.

Number 1 affiliate with strong news commitment needs experienced co-anchor. New York Times station with excellent pay and benefits. If you are a dedicated pro, send your tape and resume today. News Director, WFSM-TV, Box 369, Forth Smith, AR 72902. EOE.

Reporter needed for Spanish-language TV news magazine. Two years experience in a major market required. Bi-lingual. Send resume and tape to J. Kassem, P.O. Box 5224, Glendale, CA 91201. EOE.

Immediate availabilities nationwide for news anchors, sportscasters (including play-by-play), reporters, weathercasters, and photographers. Contact Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-476 or call 813-786-3603.

News director. Southwest network affiliate in highly competitive market seeking News Director with proven leadership and producing skills. EEO, M/F. Box Z-37.

Co-anchor for our Live at Five and 10:00 newscasts, experience preferred, tape and resume to News Director, WISC-TV, 7025 Raymond Rd., Madison, WI 53711. EOE.

V news anchor. Network affiliate. Write, produce, anchor and deliver local news on programs at six and eleven p.m. Journalism degree or equivalent and 3 years experience on-air. Resumes only to News Director, WROC, 201 Humbolt St., Rochester, NY 14610. EOE.

Combination weekday news reporter/weekend sports anchor. Must be experienced news reporter with strong sports interests. EOE. Resumes only to John Baumgartner, WTVO-TV, P.O. Box 470, Rockford, IL 11005.

Are you a creative story-teller? Come be the roving feature reporter for our No. 1, award-winning news operation in the Sunbelt. No beginners. Send tape and resume to Scott Parks, WIS-TV, P.O. Box 367, Columbia, SC. 29202. No phone calls please. EOE

Producer. Need creative show-planner who uses TV medium with originality and flair, writes with imagination and wit. Must have solid journalistic skills, proven leadership ability, at least two years experience. Send resume and references, brief summary of your producing philosophy. S.E. Net Affiliate. Box Z-54

Field producer. Primary job: help weather forecaster produce weather features, graphics. Reporting and weather background essential, training in videography helpful. Send resume, references. S.E. Net. Affiliate. Box Z-55.

Sports anchor. If your idea of a sportscast is scorecards and highlights, please don't apply. We want an experienced nontraditional anchor who can make sports fun, interesting for 100% of audience. Emphasis on participatory sports, community involvement, feature reporting. For mid size sunshine market where golf, tennis, fishing and water sports are very big. No tapes, please. Just send your resume and tell us what you think should go into a great sportscast. Box Z-56.

Co-anchor, strong & professional, to complement our male anchor. Must be able to produce, write, and work with People. Send tape and resume to News Director, KCOY, 1503 No. McClelland St., Santa Maria, CA 93454. EOE.

Noon anchor/reporter: 2 years experience. Send resume, salary requirement, and videotape to News Director, WSLV-TV, P.O. Box 2161, Roanoke, VA 24009. EOE.

Meteorologist. Number one station is seeking a dynamic meteorologist. Candidate must know weather and people. We have the latest state-of-the-art equipment. If you are currently looking for a new challenge and a chance to learn and grow with our meteorology staff, then send videotape and resume to A.R. Sandubrae, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. On-air experience is a must. No phone calls please. EOE/M-F.

Sports director. At least 2 years experience in commercial television sports. Send resume, tape and salary requirements to James Smith, KPLC-TV, P.O. Box 1488, Lake Charles, LA 70602.

Producer for 6 & 10 newscasts. Must have experience producing newscasts. Send tape, resume and salary requirements to James Smith, KPLC-TV, P.O. Box 1488, Lake Charles, LA 70602.

Weatherperson needed for a progressive gulf coast station. Major duties include compiling and performing weathercast. Degree in meteorology preferred. Experience with colorgraphics weather computer helpful. Send resume and salary requirements to Box. Z-97

Weather: Dominant News Department seeks top weather person for M-F position in the Santa Barbara market. We're small market but our product is polished and professional. The last two people to hold this job moved to top 30 market jobs. Our weather is great...now we need a weatherperson who also fits that description. Tape, resume to Michael Kronley, News Director, KSBY-TV, 467 Hill Street, San Luis Obispo, CA 93401. EOE M/F.

Idaho Public Television seeks writer/reporter/producer as host/editor of statewide nightly public affairs program. Advanced journalistic skills, strong on-air presence, and superior production abilities required. Position, in Boise, works with staff at all three Idaho PTV stations. Salary: \$21,000 to \$28,000; appointments normally made at the lower half. Request application by February 7, 1986, from Idaho Educational Public Broadcasting System, 1910 University Drive, Boise, Idaho 83725, 208-385-3344. Application and videotape must be submitted by February 14, 1986. Tape should demonstrate on-air, writing, and production capabilities, and include a copy of a program, 15 minutes or longer, produced by applicant. EEO/AA employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

On-air producer/ director. Minimum of two years major market experience that includes writing, producing and directing. Prefer strong background in promotion. Job responsibilities include writing, producing and directing on-air promos, and will include some special projects. Must be detail oriented, have a good knowledge of graphic design, and have the ability to plan a project. Send tape and resume: Bob Lovelady, KRLD-TV, 1033 Metromedia Place, Dallas, TX 75247. EOE.

News leader in this booming sunbelt seeks an assistant director who will direct weekend newscasts. Candidate should already be familiar with the AMPEX A/C-33 switcher and be eager to demonstrate a wide collection of production skills. Starting salary range \$14,750-\$15,550. If you want to move up, write today. Box Z-57. E.E.O. employer.

WBZ-TV, producer/director. 3 years minimum major market TV directing, including news, entertainment & public affairs programming. Will be responsible for the direction of at least one news program and will perform other producer/director duties as assigned by the Production Manager. Resumes only to: Mr. Robert Glover, Production Manager, Program Department, WBZ-TV, 1170 Soldiers Field Rd., Boston, MA 02134.

Television producer/director, Responsibility for production of television presentation for Wright State University. BA in Television, Broadcasting or related field is desired. Specialized training in television, film and/or audio visual techniques is desired. Minimum of 3 years of current experience with a quality production facility. EFP experience necessary. Must interact well with talent, studio crew and clients. Candidate will be responsible for weekly Public Affairs Program. Salary competitive, excellent benefits. EEO/AA. Send resume by Jan. 31, 1986 to William Lewis, Wright State University, 104 TV Center, Dayton, OH 45435.

Program director. Southeast top 30 group-owned independent needs PD with strong negotiating skills who can develop and maintain operating budget for program/production/film. Production knowledge important. Also responsible for news/public affairs, EEO, and FCC. Send resume in confidence to Box Z-44. Equal Opportunity Employer.

Creative services manager. WGAL-TV, a Pulitzer Broadcasting station, is looking for a real leader to manage a department of 15 people including directors, copywriters, artists and videographers. Person must work closely with other departments, work with clients to develop production business, and be responsible for developing and implementing department budget. Previous management experience required. Send resume with references to David Dodds, General Manager, WGAL-TV, P.O. Box 7127, Lancaster, PA 17604. EOE.

Commercial producer/announcer/writer. Immediate opening for senior director with experience, talent, enthusiasm, skills in location and studio tape production. Send 3/4" cassette showing best spots to Lew Koch, Operations Manager, WAAY-TV, P.O. Box 2555, Huntsville, AL 35804. EOE.

Promotion director. Creative professional with experience in on-air, print and radio to fill key position CBS affiliate with great promotional track record. Excellent opportunity. Work closely with promotion minded station manager. WIFR-TV, Box 123, Rockford, IL 61105. 815-987-5300. EOE.

Production supervisor. Coordinate all phases of studio and remote productions; serve as a technical director; supervise production staff. Three years hands on production experience minimum. Salary: \$17,500 minimum with good benefits. Resume to: WNPB, P.O. Box TV-24, Morgantown, WV 26507-0897. Deadline: Jan.30. EOE.

Television director/videographer/editor to shoot, direct and edit instructional television programs for the National Technical Institute for the Deaf. MA plus 2 years experience or BA plus 5 years experience in PTV, instructional TV production, or a university broadcast TV production center required. Demonstrated skills in directing, camera operation, CMX editing, location and studio lighting and audio required. Betacam experience desirable. Manual communication skills or willingness to learn required. Finalists will be asked to send tapes. Closing Feb. 14, 1986. Send resumes to Personnel Office, Rochester Institute of Technology, One Lomb Memorial Drive, P.O. Box 9887, Rochester, NY 14623-0887. EOE/AA

Promotion manager wanted: Present manager leaving for larger market. Bright, energetic person to head up winning promotion department. If you can develop effective print, radio, and on-air materials, buy media, juggle many projects, motivate a hardworking staff, be a team player...if you have great gut instincts and want to work for Southwest Florida's #1 station in the #107th market, send tape, resume, on-air and print samples to Frank Watson, VP/G.M., WINK-TV, P.O. Box 1060, Ft. Myers, Fla. 33902. EEO.

Producer. Major market station wants creative, organized leader to produce slick, top-rated, weekly news magazine dealing with minority and urban contemporary issues. News experience helpful. Deadline, writing and people skills important. Send resume and tape (no phone calls) to Michael Cascio, Director of Public Affairs, 4100 City Line Avenue, Philadelphia, Pennsylvania 19131. An equal opportunity employer.

Videographer/director: Creative, hard-working individual needed to shoot and direct commercials, promotions and special projects. Hands-on control room directing experience necessary. Send tape and resume to: Peter Kent, Creative Services Manager, WXEX-TV, 21 Buford Rd., Richmond, VA. 23235. EOE.

Scenic designer. Top 50 TV market affiliate needs multi-skilled set design and construction person. Will assume duties relevant to planning, building, and after use accountability of sets, props, and displays needed to sustain quality broadcast and production house operations. College Degree or 2-4 years "hands-on" television broadcast design and construction experience required. Proven ability dealing with building material suppliers, operating set shop equipment, maintaining job costing, and supervising temporaries a must. Send Resume-with references-to: DIRECTOR PRODUCTION SERVICES, WHAS-TV, Box 1084, Louisville, Kentucky, 40201. An equal opportunity employer.

Creative services director. Efficient, motivated, creative individual for commercial production. Duties include writing, producing, editing, scheduling and client contact. Strong writing and typing skills required. Production background helpful. No calls! Resume and sample scripts to: Jerry Bahr, production manager, WTVM, P.O. Box 1848, Columbus, GA. 31994. E.O.E.

Marketing coordinator to handle sales promotion, research, press and publicity for top-notch programing and promotion department in the Santa Barbara market. No phone calls. Send resumes only to Vivi Zigler, Director of Programing and Promotion, KSBY-TV, 467 Hill Street, San Luis Obispo, CA 93401. EOE M/F.

Director who can take a job from bid to post. Minimum of five years experience working with talent in commercial and corporate jobs. Aggressive production company in beautiful Colorado. Resume and recent productions list to Box Z-95.

SITUATIONS WANTED MANAGEMENT

Have pro will go. Got to grow. 21 years experience. Excellent motivator/trainer/team player. Take charge/hands-on/get with it attitude. Proven leader/track record. Management and supervisory experience in operations, programming, production, news, promotion, eng. engineering, AAAS, BS, general. Numerous awards. Want television station or operation management. Box Z-60

Station owners. Is your station really achieving market potential? Or, are revenues too low and expenses too high? Current GM ready for new city/new challenge. Hands-on manager with turn-around credentials. Let's discuss how I can help your situation. Confidentiality assured. Box Z-70.

SITUATIONS WANTED TECHNICAL

20 years broadcast engineering. 10 years as television chief engineer & director of engineering. Start-up & upgrade construction, studios & transmitters, union crews, people management and departmental budgeting from scratch. Please reply to Box Z-13.

Chief engineer: Experienced in all phases of engineering. Management, STL, studio and transmitter. William Taylor; 227 Gunter St. Jackson, MS 39216. 601—366-7526. Resume on request. Contract work also considered.

FCC first. A.S. Electronics Desire entry level operations/maintenance engineer position. Trained at KCSM-TV San Mateo. Will relocate. Call: Al Chaney 916—922-3456. Write: 1415 Oak Nob Way, Sacramento, CA. 95833.

SITUATIONS WANTED NEWS

I possess a Ph.D. in sports knowledge. Play-by-play, color, interview, talk-shows. Enthusiastic, reliable, mature young man can do it all and has record to prove it. Excellent references. Former college basketball coach. Contact Steve Karr, 4201 Massachusetts Ave., N.W. Apt 6030C, Washington, DC 20016.

Videographer seeking good career position not a 2 year stop over. Very adaptable. Call 612—295-2876 or P.O. Box 301 Monticello, MN 55362.

Sports-caster: ambitious, young journalist looking for sports opportunity. One year radio experience plus degree. Currently working at number one station in market. Top 80, call after 5, 717—838-6076.

Need a good local kicker to end your newscast on? Experienced feature reporter ready to make move. Box Z-85.

News director seeks challenge. Morale builder, team player, budget controller. Ten Years of winning at two medium stations. Currently employed, excellent references. Confidential inquiries Box Z-78.

Anchor/reporter: medium market, five years experience. Looking for medium/major market challenge. Sincere, authoritative delivery. Aggressive approach. BA, MA communication. 609—884-0770.

Sports reporter. Assistant sports editor of suburban newspaper looking to break into television as a sports-caster. In depth experience as sports-caster at cable television station. Strong writing and interviewing skills. Very ambitious and will get the job done. Call Mike at 301—468-6553 or 301—251-0840.

Reporter/anchor/producer foolishly returned to school. Good ratings. Multiple awards. Excellent writer. Pete, 312—565-0712.

Highly skilled broadcaster seeks new environment. Ideal candidate for news, talk show, TV assignment editor, or any position demanding experience in broadcast journalism, announcing, or production. Good voice. Compatible. Special consideration for opportunity for academic degree work. Market size not important. Box Z-98.

SITUATIONS WANTED PROGRAMMING

Need an art director? The Broadcast Designers' Association employment service can send you, at no charge, members' resumes—some of the most experienced, talented designers in the business. If you need an Art Director, Graphic Designer and/or Video Designer, call the BDA office at 415—788-2324.

Vidfont V wizard. Get the maximum potential from your investment. Experienced, factory trained operator ready to dazzle your clients, enhance your news look, etc. 1st phone & 10 years production experience too! Tom 512—993-1192.

Writer/producer seeks position with dynamic broadcasting organization. Background in motion-pictures, comedy, talk-show, sports, indy development work. 203—787-7128

Ambitious talent. College grad., network marketing experience seeks employment: programing, promotions, news. Willing to relocate. East Coast preferred. Box Z-72.

Fulltime videotape editor employed with N.Y.C. television station is looking for CMX apprenticeship. Call 212—777-1299.

A great production assistant is seeking an entry-level position in television production. Have A.S. degree in Broadcasting. Will re-locate. Contact Eric Byrne, 201 E. Chapman, #43-G, Placentia, CA 92670, 714—579-0992.

Ambitious talent. College graduate, network marketing experience seeks employment: programing, promotions, news. Willing to relocate. East Coast preferred. 718—338-9791.

Studio and remote. Over 2 years experience in low 70's market using Ikegami and RCA cameras. Looking for work in studio or remote production. Box Z-101.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Assistant professor, Department of Mass Communications. Outstanding radio broadcaster with professional experience, to teach radio sequence, advise student broadcast association, manage campus FM station. Doctorate in appropriate field required; scholarly/creative productivity will be expected. Starting date: August 1986. Apply, with letter, official graduate transcripts, current curriculum vita, and arrangements for 3 references to write directly to: Chairman, Search Committee, Department of Mass Communications, University of Southern Colorado, 2200 N. Bonforte Blvd., Pueblo, CO 81001. Applications Close: February 15, 1986. The University of Southern Colorado is an Equal Opportunity/Affirmative Action Employer. It strongly encourages applications from Women and members of minority groups.

Chair: Dept. of Mass. Comm. At the University of South Dakota, rank of Associate of Full Professor effective 8-15-86. Doctorate in communications or related field or equivalent professional accomplishment required in addition to significant broadcasting background. Salary competitive. Send resume with names and addresses of three references to: John Day, Dean College of Fine Arts; USD; 414 E. Clark St.; Vermillion SD 57069 by March 1, 1986. Equal opportunity, affirmative action employer.

Cal State Fullerton seeks full-time Assistant/Associate Professor to teach broadcast journalism writing, production, and theory courses. Position requires a Ph.D. of ABD with professional experience or successful university teaching experience desired. Salary will be commensurate with qualifications, but the normal range is from \$24,000 to \$35,000 for the academic year. Send vita by February 10 to Dr. Lynne Gross, Vice Chair; Department of Communications; California State University, Fullerton, Fullerton, CA. 92634. Affirmative Action/EOE Employer.

University of Maine/Orono Chairperson, Dept. of Journalism Broadcasting. Tenure-track appointment a rank of associate professor to start July 1986. Ph.D. preferred; Master's degree. strong record of scholarship required; knowledge of video theory and production important; professional media experience desirable. To administer department of 7 full-time faculty 17 jr/sr majors in broadcast journalism, broadcast production, news-editorial and advertising areas; to teach six hours per semester; to engage in scholarly and public service activities. Send letter of application, resume references to: Bob Steele, Chair Search Committee 107 Lord Hall, University of Maine, Orono, ME 04469 Deadline: February 15, 1986. EOE/AA.

Broadcasting tenure track position available for Fa 1986 at assistant professor level to teach television production, (studio and field), intro course, and writing for electronic media. Master's degree and teaching experience required; Ph.D. and professional experience preferred. Send letter of application, resume and 3 references to Office of Academic Affairs, Broadcast Faculty Search, Western Kentucky University, Bowling Green, KY 42101. Review of applications begin March 1, 1986 and will continue until position is filled. AA/EOE.

HELP WANTED TECHNICAL

Field technician. Immediate opening at Convergence Corporation, the leader in post-production video editing systems. Field technician needed for the Los Angeles area. The applicant should have at least 3 years experience installing and maintaining computer based video-editing systems. Some travel, full benefits. Send resume to: Personnel Dept., Convergence Corporation, 1641 McGaw, Irvine, CA 92714.

HELP WANTED SALES

Engineer sales representatives for AV signal handling equipment. We design and manufacture routing switchers and distribution amplifiers incorporating state of the art technologies. We are looking for knowledgeable, responsible professionals who can break new ground while maintaining established contacts. you understand facility engineering requirements and prefer profits over promises, send resume, company background data, and area of operations to Box Z-27

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Video Professionals needed. Progressive broadcast production house seeks skilled professionals for immediate key positions. Excellent benefits and advancement potential. Salaries dependent on qualification **Writer/producer/director.** Experience in all aspects of production. Emphasis on commercial script writing and producing long and short form direct response programs for nationwide broadcast. Send demo, resume, references. **Editor** Creative editor with solid experience in all aspects of editing. Send demo, resume references. **Chyron operator** Minimum 6 months experience on character generator. Must be proficient and able to work under pressure. Eye for composition and color. Send references, resume to: Fairfield TV Enterprises, Inc. P.O. Box 1342, Fairfield, IA 52556; 1-515-472-3993.

Help Wanted Management Continued

PROMOTION MANAGER

Established East Coast Top 25 TV Indy looking for Promotion Manager who is an aggressive self-starter, innovator and good communicator. Must have independent or equivalent experience, be able to work with outside agencies, and manage an experienced staff. Excellent remuneration package. Send resume to (BOX Z-89) EOE/MF

Help Wanted Sales

REGIONAL SALES REPRESENTATIVE

Fortune 500 Company Subsidiary; leader in the industry; producing station ID's, sales and production libraries, music commercials and television commercials, has opening for sales representative.

Candidates must have successful track record in radio and TV sales, advertising agency sales, or related fields. Position requires extensive travel. Company provides excellent salary, commission plan, plus company automobile, full expenses and outstanding benefits.

Please send resume and salary history to: Jack Adkins, VP/Director Human Resources, Media General Broadcast Services, Inc., 2714 Union Avenue Extended, Memphis, TN 38112. EOE, M/F.



Help Wanted News

NEWSCAST PRODUCER

Are you the best? We're a Top 20 market station looking for someone who's an aggressive innovator, has a creative approach, good people skills and a minimum of 4 years experience. Sound like you? Send resume to Gary Walker, Executive Producer, KOMO Television News, 100 Fourth Avenue North, Seattle, WA 98109. Telephone inquiries not accepted. EOE.



ASSIGNMENT EDITOR

For number 1, Group W newstation in Baltimore. Qualified candidate should possess 3 years assignment editor experience or small market news director experience. Send resume to: WJZ-TV, P.O. Box 4861, Baltimore, MD 21211.
Equal Opportunity Employer

Help Wanted News Continued

NEWS DIRECTOR RALEIGH/DURHAM ADI

State-of-the-art maximum power Indy set to start in April 1986 seeks top performer to put together superior prime time daily newscast in America's hottest growth market. New equipment, live eye, excellent staff. Writing, producing, budgeting, coaching skills and demonstrated performance mandatory. Resume and tape of product you have responsible for managing to Tom Scanlan, P/GM, WKFT, 230 Donaldson St., Fayetteville, NC 28301, or see me at NATPE, Sheraton Hotel, EOE, M/F. No beginners.

Help Wanted Technical



TELEVISION ENGINEERS

Cable News Network, the leading news system in satellite communications has career opportunities for engineers with broadcast maintenance experience. These positions demand an extensive background in television engineering. Turner Broadcasting System offers an excellent benefit and compensation program. Send resumes to:

Jim Brown, Engineering
Turner Broadcasting System
1050 Techwood Drive
Atlanta, GA 30048-5264

TBS is an equal opportunity employer

Help Wanted Programing, Production, Others

SENIOR PROMOTION PRODUCER

WNEV TV, Channel SE7EN, Boston's CBS affiliate, needs a talented, creative and experienced broadcast promotion producer. The Senior Producer will write and produce TV, radio, and print promotions and will supervise daily production activities in Creative Services. A minimum of 2-3 years' promotion production experience and strong copy writing ability are essential.

Please send resumes and tapes to:
Director, Advertising and Promotion
WNEV TV
7 Bulfinch Place
Boston, MA 02114

No phone calls please

An Equal Opportunity Employer. Minorities and females encouraged to apply.

Help Wanted Programing, Production, Others Continued



WVJTV-TV Boston's newest full power independent, originalizing local rock video programming 24 hours a day from pristine, state-of-the-art facility. For experienced professionals with high standards who love the business, we have two exceptional career opportunities:

CREATIVE SERVICES DIRECTOR

To supervise total look of station, including supervision of commercial production and station promotion departments. Person must understand urbane "rock look", have authentic "street feel", and be able to provide creative spark for programming, promotion and production.

OPERATIONS/PRODUCTION MANAGER

To coordinate and supervise all production and operating personnel. Must have hands-on equipment operating experience and solid background in television production. Responsibilities include quality control, training, and scheduling personnel and facilities.

Both positions report directly to GM. Be part of an exciting Boston TV station!

Resume in confidence to:

General Manager
WVJTV-TV
111 Speen Street
Framingham, MA 01701
EOE

VIDEOTAPE OPERATOR

The Christian Broadcasting Network, Inc. has an immediate opening for an experienced VIDEOTAPE OPERATOR. Must be familiar with RCATR70C, TR600, TCR100, VPR2, Sony BVU800 and 2000 series VT recorders. Requires 4 years experience as a Videotape Operator with at least 3 years at a major production or broadcast facility. If you are qualified and feel led to serve, please send resume along with salary history, in confidence to:

The Christian Broadcasting
Network, Inc.
Employment Dept. - Box VO
CBN Center
Virginia Beach, VA 23463

PROMOTION WRITER-PRODUCER

Copy that goes for the jugular? The eye of an Aesthete, Timeless good taste? Moxie? Post-production whiz? Major Market Station on the move offers freedom and challenge if your reel is right. Send now to C. Leyden WJLA 4461 Connecticut Ave. N.W. Washington, D.C. 20008. EOE



Help Wanted Programing, Production, Others Continued

TV OPERATIONS/PROGRAM MANAGER RALEIGH/DURHAM NC

New state-of-the-art Indy on air April 1986 seeks experienced pro familiar with all phases of programming and station operations, including movies, kids, news and local live specials. Operations, programming, budgeting and people skills a must. Promotion knowledge and experience helpful. Best equipment—unparalleled lifestyle—great market—solid benefits. Resume now to Tom Scanlan, P/GM, WKFT, 230 Donaldson St., Fayetteville, NC 28301, or see me at NATPE, Sheraton Hotel, EOE, M/F. No beginners.

Situations Wanted Management

EXPERIENCED GOOD TV GM

BOX Z-52

GROUP VP, GM READY TO MOVE UP!

BOX Z-53

Situations Wanted News

NEWS ANCHOR

Los Angeles anchor ready to relocate. Market size not top priority but integrity of news operation is. All replies confidential. Box Z-65.

ALLIED FIELDS Help Wanted Sales

Marketing/Sales Medical Television

INTERACT TELEVISION AT DARTMOUTH COLLEGE will begin reviewing resumes on February 1, 1986 for the position of Profession Relations Director (Marketing). Duties include preparation of sales material and sales calls on hospitals in New England/New York for subscription to Interact Satellite Television Network. BS or BA and 4-6 years of experience in marketing or sales or the equivalent. Generous salary and benefits. Interact TV, DHMC 7350, Hanover, NH 03756. 603-646-7050 EEO/Affirmative Action Employer

CREATIVE SALES

If you're an outstanding creative salesperson who can sell outstanding creative, then consider selling nationally recognized, award winning, animation. • Do you understand a storyboard? • Can you show a video tape? • Do you want to make good commissions? If YES, send a resume or compelling letter to Jim Mathis, President, Hellman Animates, P.O. Box 627, Waterloo, Iowa 50704.

Radio Programing



Lum and Abner Are Back

... piling up profits for sponsors and stations. 15-minute programs from the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737
Jonesboro, Arkansas 72403 ■ 501/972-5884

Help Wanted Programing, Production, Others

CREATIVE VIDEO EDITOR

National advertising agency/production company needs creative video editor.

Must be experienced and proficient with convergence, Grass Valley 1600 10X switcher, Chyron RGU-2, Ampex ADO, Beta and one inch format.

Engineering knowledge helps. Successful candidate will start February 1. Don't wait. Send resume and salary history. Contact:

Cliff Sevakis
Creative Director
REICHEL CORPORATION
31410 Northwestern Hwy., Suite E
Farmington Hills, MI 48018
313-851-6800

For Sale Equipment

FOR SALE

4 - AVR 3's-1 - AVR 2
All operational, some
spares and heads
Contact: Tom Mann
CFI
213-462-3161

Employment Services

10,000 RADIO-TV JOBS

The most complete & current radio, TV publication published in America. Beware of imitators! Year after year thousands of broadcasters find employment through us. Up to 98% of nationwide openings published every week, over 10,000 yearly. All market sizes, all formats. Openings for DJs, salespeople, news, production. 1 week computer list: \$6. Special bonus: 6 consecutive wks, only \$14.95—you save \$21! AMERICAN RADIO JOB MARKET, 1553 N. Eastern, Las Vegas NV 89101. Money back guarantee!

HELP! RADIO PERSONNEL NEEDED

Due to the large number of placements of our registrants, and the increased demand of radio stations across the country, NATIONAL is in need of qualified personnel for virtually all radio positions, particularly news people and announcers, for small medium and major markets. We are also short of good female personnel. If you are seriously seeking a move, contact NATIONAL now. For complete information, including brochure & registration form, enclose \$1.00 P&H to: NATIONAL BROADCAST TALENT COORDINATORS, DEPT. B., PO BOX 20551, BIRMINGHAM, AL 35216, 205-822-9144-ACT NOW!

Wanted to Buy Stations

D.E.S. VENTURE CAPITOL

is looking to purchase 15-20 million dollar radio group. Contact Don at 619-324-1256 or write 39-394 Calle Los Palmas, Cathedral City, CA 92234.

Long established middle-market group broadcaster invites inquiries for stock merger and/or partial sale of FM's/AM's with superb facilities, prime real estate and management depth. Owner will phone principals qualified 20-50 million range. Box Z-79

Consultants

LIBEL SUITS: ARE YOU NEXT?

You can help avoid libel trouble and save your station a fortune! Professor, 10 years in broadcast news, author of major book on libel, can make presentation to your news people on how to avoid mistakes that invite libel suits. News employees can relate to this former TV reporter. Wometco and Tait said it clearly helped. Dr Richard Labunski, P.O. Box 85224, Seattle, WA 98145. 206-782-2527.

Major FM Opportunity

Docket 80-90 creates 700+ allocations nationwide. Turnkey FCC licensing services for new FMs incl. site acquisitions and financial requirements. Over 200 professional engineers, consultants, staff. Flat fee pricing and application work. Call for details: 301-925-9400. ATTN: Carl Hurlbaeus, Sachs/Freeman Associates, Inc., 1401 McCormick Drive, Landover, MD 20785. Member AFCEE.

Miscellaneous

FOR SALE IRREPLACEABLE COMMUNICATIONS TOWER ANNAPOLIS, MD

Two hundred sixty-five foot tower with five acres and building on Spa Creek located within city. Land affords numerous building lots; reasonably priced. Rare and unique investment opportunity. Call Neal Heaton 301-261-2161 or write to Box 1551, Annapolis, MD 21404.

BUY-OUT—START-UP FINANCING

Criteria Capital is a company formed to provide financing for Radio start-ups. Our particular interest is in situations where experienced broadcasters are competing for new licenses and with financial backing could buy-out competing applicants.

Contact David Hawkins at 803-723-5359 or send information in confidence to 5 Cordes St., Charleston, SC 29401. Criteria Capital is the Investment Division of Pritchard & Co., Inc.

For Sale Stations

901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS

"Specializing in Sunbelt Broadcast Properties"

5050 Poplar • Suite 1135 • Memphis, TN 38157

For Sale Stations Continued

Location	Size	Type	Price	Terms	Contact	Phone
WA	Met	AM/FM	\$3500K	Cash	Greg Merrill	(801) 753-8090
TX	Met	FM	\$1600K	Terms	Bill Whitley	(214) 680-2807
ME	Sm	AM/FM	\$1400K	Cash	Ron Hickman	(401) 423-1271
FL	Sm	AM/FM	\$980K	\$250K	Randy Jeffery	(305) 295-2572
FL	Sm	FM	\$900K	Terms	Randy Jeffery	(305) 295-2572
CA	Sm	FM	\$775K	\$135K	Elliot Evers	(415) 495-3516
OK	Sm	2FMs	\$750K	\$125K	Bill Whitley	(214) 680-2807
KA	Sub	FM	\$450K	\$150K	Bill Lochman	(816) 941-3733
IA	Sm	FM	\$385K	\$65K	Bill Lytle	(816) 941-3733
NC	Sm	AM	\$360K	\$90K	Mitt Younts	(202) 822-8913

For information on these properties, please contact the Associate shown. For information on other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 8425 Dunwoody Pl., Atlanta, GA 30338. 404—998-1100.



**OKLAHOMA CITY
FULL—POWER
UHF TV**

**LOW PRICE
EXCELLENT TERMS**

**TEXAS UHF TV CP
FULL POWER
MEDIUM MARKET
FIRST INDEPENDENT**

**Bill Kitchen
(404)324-1271**



**Quality Media
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"TWENTY YEARS OF EXPERIENCE GOES INTO EVERY SALE"

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Radio TV CATV Appraisals

West Coast

44 Montgomery St. #500
San Francisco, CA 94104
415 434-1750

East Coast

500 East 77th St. #1909
New York, N.Y. 10021
212 288-0737

Atlanta

6201 Powers Ferry Rd., #455
Atlanta, GA 30339
404 956-0673 Hal Gore, V.P.



R.A. Marshall & Co.

Media Investment Analysts & Brokers
Bob Marshall, President

Well established Class C station with excellent ratings located in medium-size north-western market. \$1.35 million.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

FORECLOSURE AUCTION SALE: Florida 1kw AM daytimer plus automated 3kw FM Class A full timer, plus land, building, tower and full equipment, to be auctioned in default foreclosure on January 24, 1986, at Blountstown, FL halfway between Tallahassee and Panama City Only station in county. Both stations now operating. Mortgage amount is approximately \$185,000. Open bidding, no minimum bid required. For information, call mortgage holder, Jack Henry, 803—671-2194, 5 to 6 PM, EST.

- Class C plus powerful fulltimer. Southern city. \$2.8 million.
- Powerful daytimer covering large east Tennessee city, \$290,000. Terms.
- Several UHF TVs and TV CPs plus 2 LP TVs

**Business Broker Associates
615—756-7635, 24 hours**

Hogan - Feldmann, Inc.

MEDIA BROKERS • CONSULTANTS
P.O. Box 146
Encino, California 91426
Area Code (818) 886-3201

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment **MUST** accompany **ALL** orders

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields: Help Wanted or Situations Wanted: Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

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

BLAIR. ONLY BLAIR.

Television



Fates & Fortunes

Media



Neher

Timothy Neher, executive VP, Continental Cablevision, Boston, named president and chief operating officer.

Steve Edwards, VP and general manager, KNEW(AM) Oakland, Calif.-KSAN-FM San Francisco, assumes additional duties as VP, California stations, for parent, Malrite, following its purchase of KLAC(AM)-KZLA-FM Los Angeles.

David Manning, general sales manager, WLAC-AM-FM Nashville, named VP and general manager.

Jeff Weber, general manager, WKOL(AM)-WMVQ(FM) Amsterdam, N.Y., named VP.

Stan Marinoff, director of broadcast operations, WISN-TV Milwaukee, joins WRDW-TV Augusta, Ga., as VP and general manager.

Charlotte Moore English, director of broadcast operations and programing, WMAR-TV Baltimore, named VP, broadcast operations and programing.

Thomas Griesdorn, controller, WXYZ-TV Detroit, named assistant general manager. **Jan Qualtiere**, manager, financial controls, WXYZ-TV, named controller.

Bill Wheless, program director, WYFF-TV Greenville, S.C., named station manager.

Joe Bacarella, from WJR(AM) Detroit, joins WXYT(AM) there as station manager. **John Harper**, operations manager, WXYT(AM) Detroit, resigns.

Jay Michaels, program director, KIDO(AM)-KLTB(FM) Boise, Idaho, joins KGHL(AM)-KIDX(FM) Billings, Mont., as operations manager.

Rose White, senior VP, Virginia Peninsula Chamber of Commerce, Norfolk, Va., joins WVEC-TV there as director of administration.

Sandra Traynham, accounting assistant, employee benefits, WVEC-TV, named personnel payroll supervisor.

Mark Weinstein, VP and deputy general counsel, Warner Communications, New York, joins Viacom International as VP, general counsel. **Lyn Fero**, manager of business affairs administration, Viacom Enterprises, New York, named associate director, business affairs administration.

James Ritter, VP, affiliate services, NBC-TV, New York, named VP, affiliate administration and services.

Janis Tilton, controller, Great Western Sugar Company, Dallas, joins Heritage Cablevision here as controller.

Cleveland attorney, **George Aronoff**, elected to board of directors, Malrite Communications Group there.

Marketing

Harris Lefkon, from McCaffrey & McCall, New York, joins Korey, Kay & Partners there as senior VP, director of media services.

David Park, vice chairman, Milici Valenti Smith Park Advertising, Honolulu, division of Doyle Dane Bernbach/West, named chairman and chief executive officer of MVSP.



Park



Pando

Alan Pando, president, Della Femina Traviano & Partners, Los Angeles, joins Doyle Dane Bernbach/West, Los Angeles, as president, West region. Appointments, DDB-East, New York: **Hilda Chazanovitz**, VP, management director, to director of client services; **Melanie Price**, art supervisor, to creative supervisor, and **Margreth Filardi**, secretary, to traffic coordinator.

Jerry Stahl, senior VP, director of client services, Carmichael-Lynch, Minneapolis, joins Grey Minneapolis-St. Paul, as president.

Appointments, Smith/Greenland Inc., New York advertising agency: **Lisa Emmons Thoren**, art director, N W Ayer, New York, to senior art director; **Charles Mullen**, from Isidore & Paulson, New York, to senior copy writer, and **Scott Suhr**, from: Chiat/Day, New York, to copy writer.

David Hunter, group creative director, and **Steve Neely**, executive producer, Foote, Cone & Belding, San Francisco, named senior VP's.

Allan Blum, director of marketing, CBS Toys, New York, joins Waring & LaRosa there as senior VP, management supervisor. **Richard W. Upson**, senior VP, management group head, Wells Rich Greene, New York, named senior VP, management supervisor.

Betsy Kolt, account director, Biederman & Co., New York, named VP, management supervisor.

Donald Demarest, VP, Young & Rubicam, New York, named senior VP. **Alistair Gillett**, manager of art buying, named VP.

Group senior VP's named executive VP's, Doyle Dane Bernbach, New York: **Grant Roberts**, **David Sklaver** and **Peter Tate**.

Account directors elected VP's, Foote, Cone & Belding, New York: **Charles Ballard**, **Kenneth Hollander** and **Linda Lustig**.

Robert John Barnes and **Claire Berkley**, VP's, SSC&B:Lintas, New York, named senior VP's.

David Williamson, account supervisor, D'Arcy Masius Benton & Bowles, New York, named VP.

Don Hockstein, VP, senior producer, D'Arcy Masius Benton & Bowles, Chicago, named VP, director of TV production.

Appointments, Seltel: **Raymond J. Johns**, senior VP, Western regional manager, Los Angeles, to executive VP, operations; **David Schwartz**, manager, Seltel, Atlanta, to VP, East Coast regional manager, and **Sabrina Leonard**, from Avery-Knodel Television, Houston, to account executive there.

Nancy McKinley, Philadelphia manager; **Dana Boltax**, Chicago, manager; **Mark Stang**, Minneapolis manager, Major Market Radio Sales, named VP's.

George Gubert, program analyst, MMT, New York, joins Petry Television-Petry National Television there as program information and research supervisor.

Howard Zeiden, general sales manager, WMAR-TV Baltimore, named VP, sales.

Basil Andrew, from KTVN-TV Reno, joins WGRB(TV) Campbellsville, Ky., as general sales manager.

Joe Burton, regional system manager, Adams-Russell Cable Services, responsible for Lynbrook, N.Y., and Port Chester, N.Y., cable systems, joins WLG(TV) Riverhead, N.Y., as general sales manager.

Jay Adair, general sales manager, KFYL(AM) Oakland, Calif., joins KSTS(TV) San Jose, Calif., as general sales manager.

Robert Selvey, from WKOW-TV Madison, Wis., joins WKBT-TV La Crosse, Wis., as general sales manager.

Kent Lillie, president, Satellite Communications of Colorado, Denver, joins KRBK-TV Sacramento, Calif., as general sales manager.

Boyce Holt, account executive, KTVP-TV Fayetteville, Ark., joins WBBJ-TV Jackson, Tenn., as sales manager.

Charlotte Harwood, senior account executive, WTKR-TV Norfolk, Va., named local sales manager.

Kosta Panidis, local sales manager, KKPL-AM-FM Opportunity, Wash., assumes additional responsibilities for national and regional sales.

John Moore, local sales manager, WYFF-TV Greenville, S.C., named regional sales manager. **Rebecca (Boots) Walker**, account representative, succeeds Moore.

Named account executives, KVEA-TV Los Angeles: **Celia Reyes Baeza**, from KAZA(AM)

San Jose, Calif.; **Maria Inez Martinez**, from KSBW-TV San Jose, Calif.; **Juan Meono**, from KSKQ(AM) Los Angeles; **Santiago Ogradon**, from KSCI-TV San Bernardino, Calif.; **Manuel Montana**, from KMEX-TV Los Angeles; **Germain Valderrama**, from KCOY-TV Santa Maria, Calif.

Joseph Brugh, local sales manager, WFBR(AM) Baltimore, joins WPOC(FM) there as account executive.

Jeff Willis, general sales manager, WPTL(AM) Canton, N.C., joins WHNS-TV Asheville, N.C., as marketing and sales account executive.

Programing

Joseph Reilly, director, business affairs, Warner Brothers Television, Los Angeles, named VP.

Appointments, ESPN, Bristol, Conn.: **Marianne Barrett**, from WVIA-TV Scranton, Pa., to director, program scheduling; **Dick King**, supervisor, network facilities, to manager, network facilities; **Wendell Grigely**, senior associate producer, to senior producer-director; **Barry Rahmy**, senior graphics coordinator, to associate graphics producer; **Brian Corbin**, senior accountant, to supervisor, revenue accounting, and **Mary Imperator**, credit and billing analyst, to senior credit and billing analyst.

Ben Kinchlow, VP, domestic ministries, Christian Broadcasting Network, Virginia Beach, Va., and co-host, *The 700 Club*, named executive VP, ministry and development. **Timothy Robertson**, group vice president, CBN, named executive VP, with responsibility for all broadcasting and video enterprises. Robertson is eldest son of CBN President Pat Robertson.

Appointments, Lifetime Cable Network, New York: **Catherine Giacoppo**, manager, network production and operations, to director, network production; **Gwynne McConkey**, manager, network production and operations administration, to director, network operations; **Jane Tollinger**, director of business and legal affairs, to VP, business and legal affairs; **Susan Harris**, account executive, to Eastern regional sales manager.

Appointments, MTV: Music Television, New York: **Douglas Herzog**, news director, music news, to VP, news and long-form programming; **Julian Goldberg**, creative director, to senior executive producer, long form, and **Kenneth Ceizler**, executive producer, studio production, to VP, studio production.

James Shaw, treasurer, Showtime/The Movie Channel, New York, named VP, financial planning and business administration.

Howard Levy, manager, East Coast sales, Television Program Enterprises, New York, named director, advertising sales. **Mike Shaw**, account executive, TPE, Chicago, named Midwest advertising sales manager.

Frank Kohler, assistant controller-financial reporting, Columbia Pictures Industries, New York, named controller-corporate operations.

Rick Wills, bass player for rock group For-eigner, joins Westwood One Radio Networks,

New York, as East Coast director of talent acquisitions.

Caren Kagan, associate director of marketing, Public Affairs Satellite System, Washington, named director of client services.

Lois Peel Eisenstein, from law firm of Weil, Gotshal & Manges, New York, joins Viacom Entertainment Group there as attorney.

Loren Darr, from Krofft Entertainment, Los Angeles, joins Dick Clark Co. there as director of business affairs.

Fritzie Mumford, creative services director, WYFF-TV Greenville, S.C., named program director, succeeding Bill Wheless, named station manager (see "Media," above).

Garry Mitchell, program director, KWK-FM St. Louis, assumes additional duties as program director of co-owned KGLD(AM) there.

Ted Edwards, assistant program director, KGB-FM San Diego, joins WIYY(FM) Baltimore as program director.

Greg Brannan, promotion manager, KPHO-TV Phoenix, assumes additional duties as program manager.

Tim Simpson, co-owner, Voice Works, Greenville, S.C.-based production house, joins WYFF-TV there as retail services representative.

Cindy Paulos, program and music director, KVRE-FM Santa Rosa, Calif., assumes additional duties as program director of co-owned KZAM-AM-FM Eugene, Ore.

Tony Stevens, music director, KFKF-FM Kansas City, Kan., named program director of co-owned KCKM(AM) there. **Dennis St. John**, program director, KCMQ(FM) Columbia, Mo., joins KFKF-FM as assistant program director and midday personality.

Greg Gajus, program director, WIII(TV) Cincinnati, joins WGRB(AM) Campbellsville, Ky., in same capacity. **Chris Allen**, production assistant, WCAV-TV Nashville, to production manager, WGRB.

Leslie Baker, assistant production manager, KZKC-TV Kansas City, Mo., named production manager.

Marcia Masters, from WBCN(FM) Boston, joins WZOU(FM) there as air personality.

News and Public Affairs

Appointments, CBS News: **Mark Harrington**, London bureau chief, to VP, news broadcasts, New York; **B. Vincent Loncto**, VP and assistant to executive VP, CBS/Broadcast Group, New York, to VP, administration, and **Ted Savaglio**, Los Angeles bureau chief, to director, hard news coverage.

Appointments, WDEF-TV Chattanooga: **Ray White**, news director-anchor, KBAK-TV Bakersfield, Calif., to news director; **Chip Tarkenton**, from *Athens Daily News* and *Banner-Herald*, Athens, Ga., to assistant sports director and weekend anchor; **Margaret Johnson**, reporter, WRBL-TV Columbus, Ga., to reporter, and **Richard Snyder**, reporter, WRDw-TV Augusta, Ga., to reporter.

John Butte, news director, WMAR-TV Baltimore, named VP, news.

Andy Barton, assistant news director/managing editor, WPLG(TV) Miami, joins WFMY-TV Greensboro, N.C., as news director.

Phil Alvidrez, assistant news director, KTSP-TV Phoenix, joins KTVK(TV) there as news director.

Donald Feldman, assistant news director, WCSC-TV Charleston, S.C., named news director.

Douglas Cope, assistant news director, WHYN(AM)-WHFM(FM) Springfield, Mass., named news director.

Dennis Kendall, assignment editor, WHO-TV Des Moines, Iowa, named news director.

Chris Wallace, chief White House correspondent, NBC News, Washington, named anchor of Sunday editions, *NBC Nightly News*.

Correspondents reassigned, CBS News **Richard Roth**, Rome bureau, to New York; **Mark Phillips**, Moscow bureau, succeeds Roth in Rome; **Wyatt Andrews**, Tokyo, to Moscow; **Barry Petersen**, San Francisco succeeds Andrews; **John Blackstone**, Paris bureau, succeeds Petersen; **Doug Tunnell**, Paris bureau, to Bonn.



Price

Ronald Price, from WACT-AM-FM Tuscaloosa, Ala., joins Associated Press, Atlanta, as broadcast executive, Georgia and Alabama.

Shannon LeHere, anchor-reporter, Group W's KDKA(AM) Pittsburgh, joins Group W Radio News, Washington bureau, as cor-

respondent.

Lynn Lazare, 6 and 11 p.m. anchor and 1 p.m. producer, KCOY-TV Santa Maria, Calif., joins WLUK-TV Green Bay, Wis., as reporter.

Alva Goodall, public service director, WFAA-TV Dallas, named community affairs director.

Rebecca Todd, anchor, noon news and *Good Morning America* cut-ins, WTVM-TV Columbus, Ga., named 6 and 11 p.m. co-anchor.

Jack Smith, correspondent, ABC News Washington, named principal reporter, *This Week with David Brinkley*.

Warren Olney, news anchor, KABC-TV Los Angeles, joins KCBS-TV there as reporter and political editor.

Tom Snyder, news anchor, WABC-TV New York, joins KABC-TV Los Angeles as special correspondent.

Donna Deaner-Bryce, consumer editor, KCBS-TV Los Angeles, joins KTTV(TV) there as midday news anchor.

Joe DeSpain, account executive, WGRB(AM) Campbellsville, Ky., named community affairs director.

Kate Prohaska, freelance writer and associate producer, WCAU-TV Philadelphia, joins KYW(AM) there as writer and reporter.

Howard Joffe, reporter and weekend anchor, WPLG(TV) Miami, joins KYW-TV Philadelphia as consumer reporter.

Appointments, WTZA(TV) Kingston, N.Y.

*Our Saturday morning audience may be small,
but they're important.*



When it comes to kids' programming, we give it all we've got. Recently, we got something back. Two of our locally produced, commercial-free children's programs won national recognition. As the only local commercial station so honored, KRON-TV won an Alpha Award for HOME TURF in the American Children's Television Festival. And BUSTER AND ME won a much-coveted IRIS. When we win, San Francisco wins.

KRON-TV 4
San Francisco

Amber Edwards, reporter, WKTV(TV) Utica, N.Y., to reporter; **Elizabeth Kramer**, anchor-reporter, WTVA(TV) Tupelo, Miss., to morning anchor; **Mary Schultz**, anchor-reporter, WHAG-TV Hagerstown, Md., to news producer, and **Paul Thorson**, from WUSA-TV Minneapolis, to photojournalist.

Dave Gonzales, from KCST-TV San Diego, joins KFSN-TV Fresno, Calif., as anchor-reporter.

Bobby Estill, sports director, WESH-TV Orlando, Fla., joins WNEV-TV Boston as weekend sports anchor.

Appointments, KSLA-TV Shreveport, La.: **Tony Tagliavore**, sports reporter-photographer, to weekend sports anchor; **Garry Robinson**, from KOLD-TV Tucson, Ariz., to executive producer; **Bill Rozell** and **Blake Comby**, from KLMG-TV Longview, Tex., to operate mobile news bureau, and **Scott Babler**, from WXTV(TV) Greenville, Miss., to sports photographer-reporter.

Mark Harmon, assistant sports director, WTHR-TV Indianapolis, joins WTWH-TV Syracuse, N.Y., as weekend sports anchor-reporter.

Technology

George Currie, VP, Sony Professional Audio Division, Park Ridge, N.J., named president of division.

Thomas Wisdom Jr., VP and general manager, VCA Technicolor/Southwest, with branches in Dallas and Houston, assumes additional duties as VP, marketing, VCA Technicolor Video Program Duplicating. **Walter Neidel**, operations manager, VCA Technicolor/Southwest, Houston, named manager, Houston branch.

C. Thomas Faulders III, treasurer, Satellite Business Systems, McLean, Va., joins MCI, Washington, as VP and treasurer.

Wayne Tiner, project engineer, Bechtel Inc., San Francisco, joins KQTV(TV) St. Joseph, Mo., as chief broadcasting engineer.

Joe Bruno, director of engineering, WMAR-TV Baltimore, named VP, engineering.

Daniel French, from Glomac Plastics, Syracuse, N.Y., joins Microwave Filter Co., East Syracuse, N.Y., as quality control engineer.

Larry Gibson, human resource manager, interconnection systems division, Augat Inc., Mansfield, Mass., named corporate manager, human resource development.

Kenneth Taylor, director of military marketing, electro-optical products, ITT, Roanoke, Va., named director of business development.

Steve Lovvorn, independent radio producer and voice-over artist, joins WHAS(AM) Louisville, Ky., as production director.

Sharon McCombs, from WKRC-TV Cincinnati, joins WCPO-TV there as operating technician.

Promotion and PR

James Murray, freelance publicist, joins USA

Network, New York, as manager, public relations.

Alan Hale, from own public relations firm, and **Al Husted**, from Hearst/ABC-Viacom's Lifetime cable network, have formed Hale & Husted Public Relations, New York, specializing in entertainment-related clients.

Joseph Flanagan, senior VP, Impact, Foote, Cone & Belding's sales promotion and design company, named president.

Judith McGrath, editorial director, MTV, New York, named VP, creative director. **Marcy Brafman**, director of program services, MTV, New York, named senior executive producer, on-air promotion.

Bill Farley, publicity and marketing consultant, Playboy Enterprises, Los Angeles, named manager, public relations, West Coast.

David Lobel, promotion coordinator, Television Program Enterprises, New York, named manager of advertising and promotion.

Karen Davis Underwood, director of news and public relations, KZKC-TV Kansas City, Mo., joins Bott Broadcasting there as corporate promotion manager.

Robert Mackowiak, creative service director, WPTV(TV) West Palm Beach, Fla., joins WTSP-TV St. Petersburg, Fla., as promotion manager.

Ronn Kilby, art director, WAVY-TV Portsmouth, Va., joins KMBC-TV Kansas City, Mo., in same capacity.

Lee Anne Hammond, assistant promotion director, KTXA-TV Dallas, named on-air promotion manager.

Phyllis Brown, reporter, *Times Tribune*, San Francisco, joins noncommercial KQED-FM there as publicist. **Debby Fortune**, director of communications, Children's Hospital Branches, San Francisco, joins noncommercial KQED-FM as special events and auction publicist.

Lee Gonsalves, assistant promotion manager, KTVU(TV) Oakland, Calif., joins KTLA(TV) Los Angeles as assistant director, advertising and promotion.

Tom Mares, art director, KCNC-TV Denver, named assistant promotion manager.

Dick Norris, executive producer, KPHO-TV Phoenix, named to newly created position of community relations director.

Allied Fields

Merrie Spaeth, VP, director of public affairs, RepublicBank Corp., Dallas, and former director of media relations at White House in 1984, joins Fairchild/LeMaster, Dallas-based media consulting firm, as partner.

William Salmon, senior adviser for science and technology for Undersecretary of State for Security Assistance, Science and Technology, retires at end of January after 25 years with department. He will become executive officer for National Academy of Engineering. As aide to Undersecretary of State, Salmon helped draft plan for Office of Telecommunication and Information Policy that has now grown into bureau. He was also instrumental

in bringing Diana Lady Dougan into department as first head of new office.

Marlene Garcia, from Cox Cable, San Diego joins National Cable Television Association Washington, as director of state government relations, association affairs department **Gregory Klein**, teaching fellow, Boston University, joins NCTA as director of economic analysis, research and policy analysis department.

Mark Alan Farber, assistant executive secretary, American Federation of Television and Radio Artists, Los Angeles, named executive secretary, succeeding **H. Wayne Oliver**, resigned.

Dick Downes, national sales manager KGLD(AM)-KWK-FM St. Louis, joins Drake Chenault, Canoga Park, Calif., as VP, general sales manager.

Sanford Wolff, former national executive secretary, American Federation of Television and Radio Artists, New York, joins law firm of Becker & London, New York, as of counsel.

Deaths

Donna Reed, 64, television and film actress died of pancreatic cancer Jan. 14 at her home in Beverly Hills, Calif. Reed was best known to current viewers as Miss Ellie on CBS' *Dallas* for one season, role she took over following illness of Barbara Bel Geddes, and then was forced to relinquish upon Bel Geddes' return. Earlier television generation knew Reed as Donna Stone, mother on *The Donna Reed Show*, which ran on ABC from 1958 to 1966. Reed is survived by her husband, Grever, two sons and two daughters.

Daniel D. Calibraro, 64, VP, corporate relations, for WGN Continental Broadcasting Chicago, comprising WGN-AM-TV, died of cerebral hemorrhage Jan. 9 at his home in Arlington Heights, Ill. He joined WGN in 1953. Five years later, he was named assistant to general manager, and in 1965, assistant to president. He was named VP of WGN in 1968, and to his present position in 1974. He is survived by his wife, Arthelia, son and daughter.

Juliet Denious, 93, co-founder and major stockholder, KGNO(AM)-KDCK(FM) Dodge City, Kan., died Jan. 7 at her home in Dodge City. At the time of her death she was vice president of Dodge City Broadcasting Co., licensee of stations, and publisher emeritus of *Dodge City Daily Globe*. She is survived by daughter.

Ann Newman, 38, manager of overseas field operations and senior program controller ABC News, London, died of viral meningitis Jan. 8 at her home in London. Newman joined ABC News, New York, in 1978 as budget controller for network news coverage. She was named senior budget controller, special events, in 1980, and senior program controller in 1982.

Richard A. Phipps, 60, general manager, noncommercial WLTR(FM) Columbia, S.C., as director of national programming of radio division of South Carolina Educational Television Commission, died Jan. 7 of lung cancer. Phipps was Peabody award-winning producer of series for National Public Radio. He is survived by sister and brother.

Keeping up with local programing

Bob Jones, president of the National Association of Television Program Executives (NATPE), doesn't like what he sees on television. Not that he has anything against the programs. It's just that Jones is frustrated by what he believes is an over-dependence by broadcasters on syndicated product.

Jones is not spoiling for a fight with syndicators, whose fortunes and NATPE's have been inextricably linked. He unabashedly declares that any station fortunate enough to have *Wheel of Fortune* or any other powerful syndicated show "has nothing to apologize about." But Jones thinks the multibillion-dollar syndication marketplace has overwhelmed initiatives in local program production.

The theme of this year's NATPE convention in New Orleans is "Building on Basics." And Jones is leading what might be described as a grass-roots campaign to get broadcasters to return to what he sees as a neglected art: the locally produced television show.

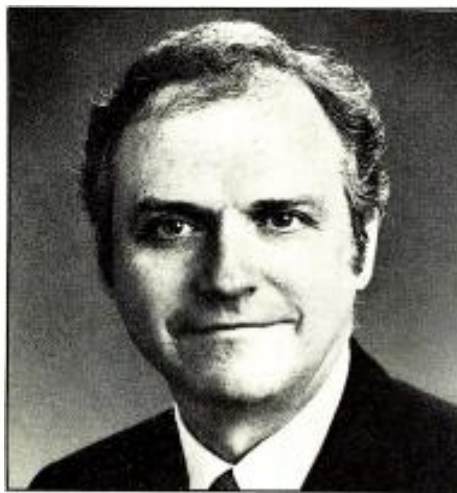
In Jones's view, the decline of local programming is a counting-house decision. "In the late 1960's and 70's your MBA's decided television stations were money machines," he explains. "All stations had to do was buy the programs, put the shows on the air, and send the checks back to the home office. There was a great diminishment of the demand for creative people at stations other than in New York and Los Angeles."

The consequences were obvious, says Jones: "That meant we ended up with a lot of people in management that had no idea or sensitivity of how to use this thing they were making money from."

Jones insists there is hard economic evidence that local programs can carry their own weight and carry it longer than other forms of programing.

Given the forces of the programing marketplace, Jones says, there are "incentives now that didn't exist before" for stations to produce their own shows locally. Program suppliers increase the price of a show as it becomes successful, Jones points out. "You can expect the cost to escalate geometrically with its success, which means you can end up in a situation where a syndicator controls a good part of your on-air inventory. The cost of the show gets to the point where sometimes the show that is the linchpin of all this is not only not returning a profit, it may even be a loss leader, but you're willing to live with it for a lot of reasons, like it's a good ad-in to your newscast...The underlying thing is that you as a station don't have total control other than to say, 'no.'"

At KING-TV Seattle, where Jones was program director before joining KYW-TV Philadelphia three weeks ago, the station produced a weekly comedy-talk-variety show,



ROBERT WILLIAM JONES—program director, KYW-TV Philadelphia and president, National Association of Television Program Executives; b. Berwyn, Ill., Feb. 8, 1942; BA, history, University of Denver, 1966; U.S. Navy, 1967-69; director, KLZ-TV Denver (now KMGH-TV), 1969-71; producer-director, 1971-74; program director, 1974-77; program director, WLKY-TV Louisville, Ky., 1977-83; program director, KING-TV Seattle, 1983-85; present position since Jan. 7, 1986; m. Beverly Jean Scribner, June 11, 1966; children: Meghan, 16; Robin, 12.

Almost Live, which last year was expanded from a half-hour to a full hour. It airs Sunday at 6-7 p.m. Jones describes it as a "tongue-in-cheek report about what's going on in Seattle." Jones says locally produced shows don't have to feature talking heads, swivel chairs and pitchers of water to be informative and successful.

Other shows Jones developed at KING-TV were *Flash*, a weekly half-hour magazine show for children on Saturday mornings, and *Good Company*, a daily talk program (no connection to a local show of the same name on KSTP-TV Minneapolis). None of these efforts has gone unnoticed: Syndicators who know him have praised Jones as one of the most creative programers on the local scene.

Jones does not advocate that stations dive headfirst into locally produced programs; he recommends testing the waters by starting off modestly and without overblown ambitions. According to Jones, network affiliated stations have from 20 to 30 hours per week that they can locally program. Jones advises the best time period to launch a locally produced program is 9 a.m., coming out of the networks' early morning and information programs.

Eventually, Jones believes, the hard work of producing a local television show will pay off with hard dollars. "The advantage of the local show is that even if it's successful—and that's a big 'if'—the expense gain, even if your talent comes back and wants more money, never even approaches the kind of

escalation in the top 20 markets that successful syndication shows do."

Jones has been in television all his working life. He started "on the floor" at KMGH-TV (then KLZ-TV) Denver in 1961 and, two years later, got a job there as a full-time cameraman, while attending the University of Denver. After graduating in 1966, Jones married and then enlisted in the Navy. Shortly thereafter he was stationed on a destroyer assigned to patrol the Vietnam coast "right off the DMZ." Despite that assignment, Jones saw no action. The closest he came was when his superior officer ordered him to lead a party boarding a junk suspected of carrying enemy forces. The junk turned out to be a Vietnamese fishing boat. "It was no big deal," says Jones.

Back stateside, Jones was made a public information officer with the Atlantic Fleet Command in Norfolk, Va. After a year of pulling duty behind a desk, Jones returned to Denver and KMGH-TV as a director and then moved up to a producer's slot in 1971 and to the program director's position in 1974.

Jones's career is an example of the pack-and-move life style that becomes second nature to some broadcasters—pulling up stakes whenever a new opportunity beckons. After leaving KMGH-TV in 1977 for a program director's assignment at WLKY-TV Louisville, Ky., Jones hitched on at KING-TV Seattle and, as of the beginning of this year, became the new program director at Group W's NBC affiliate, KYW-TV Philadelphia, replacing Chuck Gingold, a former NATPE president who has become head of programing at the Lifetime cable network.

As program director at KYW-TV, Jones is responsible for the local programing of NBC's largest affiliate outside of its O&O group—a job, given the dominance in the market by Capital Cities/ABC's WPVI-TV, that is among the more difficult local programing assignments in the country. The Jones-KYW-TV combination matches a leading local programer with a station and parent company with a strong local programing tradition.

Jones's creativity is not limited to producing television shows. In his hours away from the station he is a history buff and board game enthusiast who specializes in strategy and military board games. Jones estimates he has 500-600 such games stored in his basement. In 1972, he invented and had manufactured a board game—based on the Napoleonic Wars—called "La Guerre." It did not make him rich, but "it paid for a nice trip to Mexico."

The move to Philadelphia may prove especially fortuitous for Jones. In addition to being rich in American history, Philadelphia is also a traditional gathering place for game board enthusiasts and hosts several game board conventions annually. But with KYW-TV ahead of Jones, board game jamborees "are way down my list of things to do at the moment."

New terms were announced last week for **Turner Broadcasting System's proposed acquisition of certain assets of MGM/UA**. This is second time that per-share price has been revised to reduce up-front cash Turner needs to raise in public marketplace. When deal was announced last August, consideration was to be \$29 cash. In first week of October terms were revised to \$25 cash plus preferred TBS stock valued at \$3 to \$4. Latest terms announced last Thursday, after several days of negotiations, call for \$20 cash plus preferred stock having "stated value of \$10.33 per share with dividends commencing in the second year at 14% per annum." Among terms of preferred are option for TBS to pay dividends, not in cash, but with shares of TBS common stock. Announcement quoted MGM/UA Chairman Frank Rothman: "The new preferred stock will permit former MGM/UA stockholders to receive significant dividends after the first year, whereas under the prior structure, our stockholders would have had to wait at least five years for dividend payments." Several hours after announcement, price of MGM was 22½, up 2½ from previous day's closing price. Plans for merger now anticipate closing in "late February or early March."

FCC has rejected complaint by Fairness in Media alleging that WTVD(TV) Raleigh-Durham, N.C., had run afoul of fairness doctrine by running CBS ads promoting CBS Evening News and Dan Rather while refusing to run FIM's "opposing" advertisements. FCC Mass Media Bureau, among other things, said doctrine doesn't require broadcasters to air specific ads.

House Telecommunications Subcommittee members **Tom Tauke** (R-Iowa) and **Billy Tauzin** (D-La.) **have been chosen to receive National Association of Broadcasters Grover C. Cobb award** for "unusual

Lewis leaving. *Drew Lewis, chairman and chief executive at Warner Amex Cable Communications, is leaving company to join Union Pacific Corp., based in New York, in April, a Warner source confirmed last week. It is understood he will succeed current Union Pacific chairman and chief executive officer, William Cook, who retires next year. Neither company would officially confirm reports of Lewis' intended move, but the source said a formal announcement from Union Pacific would probably come around the first of February.*

Last week some executives praised Lewis' accomplishments at WA—taking a debt-ridden, unprofitable, over-staffed company which made many promises in franchise wars it couldn't keep and turning it into a profitable operation. Others countered that Lewis didn't do anything any other reasonably competent executive with a mandate to turn a company around couldn't do—take an axe to the staff and sell assets, such as the financially strapped Dallas and Pittsburgh systems, MTV Networks and its half of Showtime/The Movie Channel Inc.

"There is little bit of truth to both [assessments]," said one Warner company source. The source described Lewis as a "broad-stroke kind of executive who did not become" involved in the intricacies of the cable business. But, in fairness to Lewis, a source said, "he came in at a time when [the company] needed somebody to renegotiate with the cities and get the industry thinking about doing the same thing. Everybody knew this franchise hoopla had to come back to reality and everyone was reluctant to be first." "Being an outsider, it was much easier for Lewis to come in and carry out Warner's mandate," said one cable executive. "He had no particular loyalty or love for cable. Any outsider with any sense could have done it."

A Warner spokesman said the company has not begun to select a successor to Lewis. John Fowler, president of the cable company's metro systems division, and James Gray, president of its national systems division, have been mentioned as candidates. Lewis brought Fowler to Warner Amex from the Department of Transportation. Rumors in the company suggest Warner may bring in an executive from parent Warner Communications Inc. to run the cable subsidiary.

dedication to improving broadcasting's relationship with the federal government." Award will be presented at NAB's annual convention in Dallas, April 12-16. In other convention news, sportscaster Mel Allen and radio syndicator Earl Nightingale will be inducted into Radio Hall of Fame.

CBS/Broadcast Group President **Gene Jankowski said that competing technologies such as cable, VCR's and independent station have network television structure to thank for their emergence and flourishing enterprises.** "The keeper of this process has been the network-affiliate partnership," said Jankowski. "Without its out-



put—without nearly 15,000 hours of network programming per year distributed continuously across a national base—it is hard to see how the other parts of the structure could have developed as they have. For example, it is difficult to imagine community antenna television developing to a point where a cable industry could emerge. Or how independent stations would have achieved the status they have today. Or what would have driven the market for VCR's, if not for the taping and time shifting of network programs." Jankowski also characterized FCC's concern recently for rights of public company shareholders as "very strange new ground for the FCC to occupy. It is a very long way from frequencies and transmitters or licenses. Investment concerns are not, in my view, an adequate substitute for the public interest." Comments came in luncheon address to International Radio and Television Society in New York. In response to questions, Jankowski said CBS was committed to expanding its television station portfolio so that it reaches 25% of U.S. homes, maximum coverage allowed licensee by FCC. He said network anticipates buying additional stations, but only after it reduces huge debt service took on last summer fending off Ted Turner in takeover battle. As for network's overall condition, Jankowski said, "we are in much better shape than we were a year ago [because] our audience and demographic delivery are better." He said corporation would continue to bolster its three basic businesses—broadcasting, records and publishing. "I don't see the three main groups changing," he said. The CBS lineup pictured above: Charles Kuralt, Bob Keeshan, Jankowski and Eric Sevareid.

Corporation for Public Broadcasting presidential search committee met last Thursday by teleconference to narrow field of candidates to "three or four." On Jan. 30, full board will review candidates and select new CPB president who will be introduced at CPB board meeting in Washington, Jan. 31.

Heritage Communications has filed for two separate debt offerings jointly totaling \$125 million. Company will use net proceeds to pay for recent 50% purchase of cable system serving San Jose, Calif. and for company's previously undisclosed intent to increase share in Diversified Communications to more than present 20%. Heritage's larger stake in Diversified would still be minority position and has yet to be approved by shareholders of closely held Portland, Me.-based owner.

IC said it is first radio network in country to use fiber optic technology for program transmission between two cities. According to Bob Innelly, director of satellite systems for ABC Radio, live, five-hour WABC(AM) New York broadcast from Kennedy Center in Washington Dec. 24 was first commercial radio application of AT&T's northeast fiber optic system, Accunet. First regular, ongoing use of this intercity link by radio network began Jan. 6 with ABC News correspondent Joe Templeton's *The World News This Morning* program.

ational Radio Broadcasters Association has given support to petition of National Association of Broadcasters seeking rulemaking to explore ways of assisting AM service (BROADCASTING, Oct. 14, p. 35). In comments at FCC, NRBA also suggested commission study of revising figure M-3 conductivity map to reflect all available field-strength measurements; simplifying nighttime calculations by adopting single vertical angle protection and figure 1a skywave propagation curves; simplifying application procedures; eliminating critical directional arrays; eliminating antenna efficiency requirements; changing method of power designation to reflect ERP or RMS referred to 1/4 wavelength monopole; eliminating rule pertaining to directional antenna common point impedance; simplifying directional antenna proof-of-performance requirements; reinstating antenna monitoring system tolerances in Class II and III stations; permitting parasitic directional arrays where simple directional antenna patterns are required; considering power increases at regional stations; permitting power increases up to 50 kw on regional stations; eliminating all acceptance rules pertaining to received contour overlap; permitting low-power nondirectional operation of Class II and III stations where possible so long as no interference is given to existing stations; on expanded study, rethinking concept of daytime stations with uniform hours of operation; permitting one or more class I-B stations on channels at night; eliminating duopoly and multiple ownership rules. "For example, allow one entity to have a station in Fairfax, Va., Washington, D.C., and Bethesda, Md., in order to permit competition with local Class B stations. Two of the stations would be slaves to the main station."

use Telecommunications Subcommittee is scheduled to hold hearing on scrambling issues first week of March.

enate Rules Committee is scheduled to hold hearing Wednesday on campaign finance legislation. Among bills to be considered is S. 1806, which contains language that would expand daytime provision of political broadcasting law. Senate delayed action on measure, offered by Senator David Boren (D-Okla.) last year, until Rules Committee examines entire issue of campaign finance reform.

C's Today is making strongest push in almost five years against C's Good Morning America. Today won fifth week in row for *Today* ended Jan. 10, with 5.6/25, compared to *GMA's* 4.8/21 and *S Morning News's* 3.1/14. NBC spokesman said *Today* hadn't won five in row since March 1981.

ruptcy proceedings for Texscan are under way, following Nov. 1985, Chapter 11 filing by Phoenix-based manufacturer of decoders and other cable television products. Reorganization plan is being worked on and company will be joined by recently-formed decoder's committee.

A Network will begin dual feed next Monday (Jan. 27). Eastern and Central time zones will receive network feed via Galaxy I, transponder 21, and Western and Mountain time zones will receive feed via Satcom III-R, transponder 9.

mer CBS News anchor Walter Cronkite was one of more than 20 journalists applying for position as first journalist in space. SA mailed 4,000 applications to would-be voyagers; 350 were screened in two days preceding deadline, Wednesday (Jan. 15) at night.

AM fast track. AM broadcasters and receiver manufacturers are accelerating efforts to improve high-frequency AM reception with standardized AM preemphasis and deemphasis and, following a Jan. 10 meeting in Las Vegas, now hope to recommend voluntary standards next summer.

Work on the standards, which would establish how much AM's high frequencies are boosted during transmission and attenuated during reception, began last September within the National Radio Systems Committee, an industry group organized jointly by the National Association of Broadcasters and the Electronic Industries Association ("In Brief," Sept. 9 and "In Sync," Sept. 16).

Three standards proposals have already been accepted by the committee, whose participants are still open to question on how to balance enhanced sound for existing narrowband receivers with the improved quality expected in the next generation of wideband units. Two proposals, submitted separately by ABC Radio and Japanese manufacturer Matsushita, suggest using relatively conservative 50 microsecond preemphasis and deemphasis curves, respectively, while a third, from Robert Urban of Urban Associates, offers a dual 50 microsecond curve for deemphasis designed for more apparent improvement of narrowband sets.

According to the NAB's Michael Rau, an NRSC subgroup expects to review the preemphasis-deemphasis proposals and conduct still-to-be-determined tests prior to a June meeting of the NRSC, where a proposed standard will be forwarded to the full committee. The committee is expected then to make its final recommendation within four to six weeks, Rau added.

Four meetings are scheduled for the subgroup—Feb. 4 in Kansas City, Mo.; March 5 in Washington; April 11 in Dallas, and May 7 in Kansas City—prior to the June 3 NRSC meeting in Chicago.

Slush fund. An article in *Common Cause* cited several Senate Commerce Committee members as using funds from the National Republican Senatorial Committee "not only for questionable personal benefits but as a means of circumventing federal campaign limits." The money, the article maintained, is part of a "slush fund which has funneled to Republican senators close to \$1.4 million in 1983-84 and almost \$450,000 during the first eight months of 1985." According to Senate ethics rules, senators are permitted to use funds from the NRSC to help pay official expenses. However, *Common Cause* claims that the "NRSC's definition of official expenses is so loose it ends up footing the bill for everything from telephone service to personal and political benefits like fancy meals and prepared TV spots."

It found that Commerce Committee members Paul Trible (R-Va.) spent \$2,800 "apparently in one sitting," at Fourways, a Washington restaurant, and Slade Gorton (R-Wash.) spent "\$1,100 worth of interior decorating tips." NRSC funds were used, the article said, to buy an ad for Senator Robert Packwood (R-Ore.) in the *National Organization For Women's* program book for the group's 1984 national conference. It also reported that the office of Senate Commerce Committee Chairman John Danforth (R-Mo.) charged the NRSC a reported \$125 for driving lessons. A Danforth spokesman noted that several years ago an office employe in an effort to "improve his job skills and seek a promotion," took driving lessons to "secure a driver's license and take on the expanded responsibilities as a messenger." The spokesman said the employe is still with Danforth's office, but that he did not know whether that employe had passed the driving test.

During a two-year period, the article said, the NRSC bought 25 television sets "including three for Senator Pete Wilson (R-Calif.)—14 VCR's and two video cameras."

Editorials

Fair winds from St. Maarten

"It just gets better" is the slogan emblazoned on much of the unused real estate in St. Maarten, Netherlands Antilles, where the joint board of directors of the National Association of Broadcasters pulled duty last week. It may have been Caribbean euphoria, but by the end of the meeting, even the NAB was looking better.

First, of course, and to no one's surprise, the board voted, unanimously, to accept the unification worked out by its leadership with the National Radio Broadcasters Association. That initiative improves with scrutiny, and it is not unreasonable to anticipate a giant step upward in the fortunes of radio once all are together behind one banner.

But it was a companion development that should bring the industry to attention: the NAB's decision to accord parity to its television board by weighting the votes of its directors to a number equal to radio's. Thus if there are 30 radio directors and 15 TV directors, each TV director's vote would count as two. In one stroke, the NAB not only corrected a historic inequity but made it possible for the association to stand equally tall in representing each of the major media now in its ranks. As time goes on, the implications of this far-sighted and enlightened action will cause these St. Maarten meetings to be remembered as a turning point.

Unification and equity. Not a bad week's work. Dare it be hoped that it can get even better than this?

Friends of First Amendment

Whatever else may be done by the FCC in its present composition, the agency rates an A-plus for its assistance to the major broadcasting groups that are challenging the legality of the fairness doctrine.

Last August the FCC issued a report that all but invited a court test of the doctrine. When the invitation was accepted and the broadcasters asked the U.S. Court of Appeals to declare the doctrine to be unconstitutional, several professional admirers of heavy-handed regulation, including the Democratic National Committee, asked the court to reject the appeal on the grounds that the FCC fairness report lacked the finality of action that is a requisite for court review. Last week the FCC asserted that its report was indeed a final action and merited the review that it clearly hopes will result in a judicial determination that the doctrine disserves the public interest and offends the First Amendment.

This page pretends no knowledge of legal nuances, but simple logic suggests that the FCC is the ultimate authority to say whether an action it has taken was final. Surely the court will agree, and the Radio-Television News Directors Association, National Association of Broadcasters, National Radio Broadcasters Association, Society of Professional Journalists, CBS and several other important broadcasting companies can get on with the substance of their appeal.

There may never be a better case against the fairness doctrine than this one, especially if, as is at least possible, it can be heard with the challenge to the doctrine that Meredith Corp. filed in the same court after its WTVH(TV) Syracuse, N.Y., was found by a reluctant FCC to have violated the doctrine that the commission hates but must enforce until told to do otherwise.

As the FCC reminded the appellate court last week, its report last August found that the fairness doctrine impermissibly "restricts the journalistic freedom of broadcasters" and "inhibits the presentation of controversial issues of public importance." Without the doctrine, said the FCC, the public's interest in "viewpoint

diversity" would be "fully served by the multiplicity of voices in the marketplace today."

Hard to imagine stronger testimony than that, from the agency that is the expert on such matters.

Life in the fishbowl

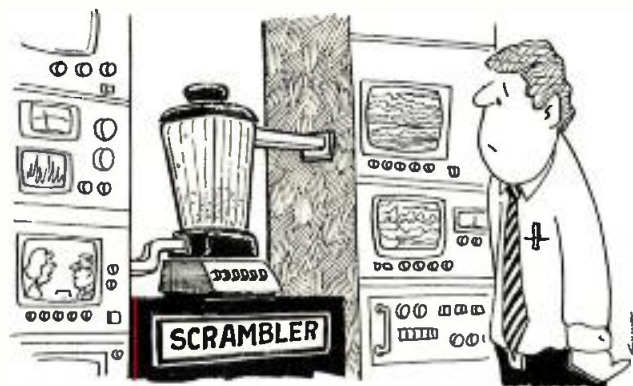
Capital Cities, a long-time resident of the Fifth Estate, has been used to transacting its business in relative privacy. It did its work at low visibility in quiet offices on East 51st Street where the press seldom called. Suddenly, it has found itself in the glass house where television networks live.

Hardly had their names dried on the new Capcities/ABC stationery when the company's top brass were introduced to the excitement of network ownership. One introduction followed the decision by ABC Entertainment to postpone production of its planned mini-series, *Amerika*—a look at what America would be like under Soviet rule (the name of the country would apparently be spelled differently for openers). The move prompted media outcry—editorials in the *Wall Street Journal* and *New York Times* no less—when it was rumored that in addition to the stated "financial" reason for shelving the show, the move had come in response to pressure from Moscow, including a not-too-veiled threat of the loss of ABC's news bureau there.

If Soviet pressure proves to have been decisive, that is the subject of another editorial. Even if it does not, the incident should serve as a reminder to the new owners that their address may remain the same but the peace and quiet are gone.

Whether or not another example were needed, it was provided by Capcities/ABC's decision to institute a tough drug abuse prevention program at its newspapers and television stations, including the possible use of trained dogs to hunt for drugs in newsrooms and studios. Although the desired ends, the prevention of drug abuse, were laudable—and Capcities is by no means the only company committed to a hard line on that subject—the means were a natural target. Dog biscuits were dispatched to management by outraged employees. The news media, whose business it often is to report on the state of others' houses, have a vested interest—for the sake of credibility for starters—in maintaining the orderliness of their own. But if there is a right and wrong way to formulate such policy, Capcities/ABC officials discovered the latter. And, to their credit, decided to let drug-sniffing dogs lie.

Welcome to the noisy neighborhood.



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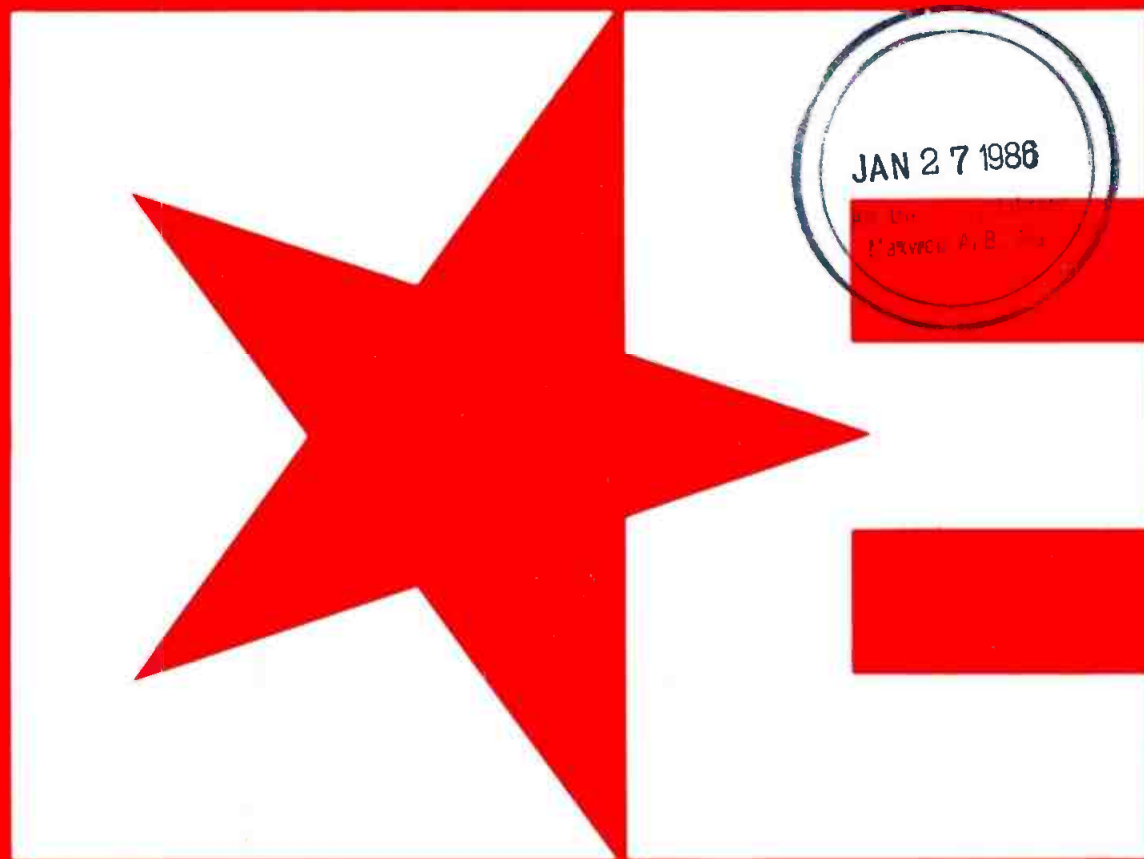
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