

Vacationing reporter sails into combat zone

By Ginger O'Leary

ROCK ISLAND, Ill.—"A newsman's dream come true."

That's how Robert Kirk, WHBF radio and television reporter here, described his dream cruise in the Caribbean that exploded into an invasion zone.

Kirk was in his second week of vacationing. On Oct. 25 he was preparing to board the

Yankee Clipper.

"There had been word that something was going on," Kirk said. "Communications were not very good and American papers were nearly impossible to get. I was at a cafe waiting to catch the last launch to the ship when some people came by and told me we had invaded Grenada. I was still reeling from the Lebanon massacre."

On board the ship set for

Grenada

Mustique, Kirk saw the first physical evidence that something was indeed going on. A U.S. military plane flew by. "We passed Fort de France, a French naval base. It looked very busy. Also there were a lot of Coast Guard boats out there

and active."

On Oct. 26 the ship docked at Mustique. Kirk went to Basil's Bar to phone his station. The operator told him he had to go to the other side of the island to the switchboard. He set off on foot.

Ken Keller, WHBF-TV news director, said, "I knew Kirk was down there and I was a little worried. We couldn't get through and he wasn't on assignment.

Finally he called. Though the connection was bad, he gave a live report on the 6 p.m. newscast."

"There was so much confusion," Kirk said. "Another U.S. plane, which someone said was a submarine tracking plane, passed over three times at treetop level."

Whenever and wherever he could, Kirk monitored short-

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BROADCAST WEEK

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TvB

The highlight of the TvB meeting in Las Vegas this week is expected to be a screening of TvB's major sales presentation. Television ad people converging on the meeting are hopeful about Christmas sales. Page 13



BW IN BRIEF

Anniversary edition



DENVER—This edition of *Broadcast Week* marks the first issue of the second year of publication—in other words, *Broadcast Week's* first anniversary. And the *BW* staff has some random thoughts about the publication's first year. Page 18.

Memorial mudslinging

WASHINGTON—A mudslinging feud with charges, countercharges and threats of legal action broke out between a local TV station and a veterans group over reports on the funding of the Vietnam Memorial. Page 2.

ABC leads sweeps

NEW YORK—ABC is leading the other networks in the first five days of the November sweeps, aided by strong Wednesday and Saturday fare and an exceptional rating for *Stir Crazy*. Page 3.

Media protest

SACRAMENTO, Calif.—The California Broadcasters' Association joined the chorus protesting press restrictions on Grenada last week. Page 4.

New day at RAB

NEW YORK—The Radio Advertising Bureau, in the midst of a restructuring, appointed three new senior vice presidents and gave president Bill Stakelin the additional title of chief executive officer. Page 5.

FCC broadens rule

WASHINGTON—The FCC ruled last week that broadcasters may sponsor their own political debates. Page 6.

Firm deals shoring up shaky start

By Dave Potorti

MIAMI—Remember your first date? You felt prepared but there was a lot of fumbling around. And you didn't know if you were a success until the phone rang the next day.

That's a fair description of the first meeting between foreign programmers and American buyers on American soil, the American Market for International Programs held here last week.

There was a good deal of discussion and learning on both sides, with comments on the floor ranging from praise for the show's organization to bewilderment over the perceived lack of understanding the foreign programmers displayed relative to the American marketplace.

The true test of the show, of



Bernard Chevy

course, is sales, and as in any other gathering, some exhibitors fared better than others. Many agreed, however, that AMIP represented the slow start of a long-term investment, and were satisfied with the connections and acquaintances they had made.

Coproduction ventures were actively sought during the show. BICID, the International

Continued on page 2

CBS Radio to trim program slate by 8

NEW YORK—Citing budget priorities and dwindling affiliate interest, CBS Radio last week decided to drop eight programs from its schedule by Jan. 1.

Programs getting the axe include *Mike Wallace at Large*, *The World of Religion*, *Countdown to Tomorrow*, *The Law and You*, *In the Spotlight*, *Capitol Cloakroom*, *Correspondent's Corner* and *Traveling*, a show of travel tips.

The two oldest programs in the group are *The World of Religion*, which first hit the air on Feb. 18, 1965, and *Capitol Cloakroom*, which premiered on March 31, 1948. A CBS spokeswoman noted that some of the canceled shows were cleared by fewer than 20 percent of the network's affiliates.

Meanwhile, the radio network has decided to expand its *Newsnotes* feature from five days to seven days a week.

CBS News correspondent Mike Wallace, who filed two four-minute *Mike Wallace at Large* segments each weekend, will join other CBS correspondents as a contributor to *Newsnotes*. Attorney Fred Graham, host of *The Law and You*, also will become a *Newsnotes* contributor.

CBS Radio canceled the eight programs, which all suffered from "poor, sporadic station clearance," so it can invest more time and money in covering next year's political conventions, elections and Winter and Summer Olympics, the spokeswoman said.

NBC cuts 'Overnight'

NEW YORK—NBC News *Overnight* has been canceled as of Dec. 2 and the airtime will return to the discretion of the affiliates. Co-anchors Linda Ellerbee and Bill Schechner and the rest of the show's staff reportedly will assume other duties within NBC.

Airing from 1:30-2:30 a.m. Mon.-Thurs. and 2-3 a.m. Fri., the show earned a 1.6 rating/14 share for the week ending Oct. 28, and was said to have little growth potential due to the smaller-than-expected late-night audience.

"It was our finest hour of news and remains the model for an hour news program," said Reuven Frank, president of NBC News. "But merely being best is not enough when the cost is so much greater than the income."

House puts ban on syndi action

WASHINGTON—Hollywood studios scored their third victory in recent weeks when the House last week placed a six-month ban on the Federal Communications Commission's repeal of the financial interest and syndication rules.

After only seven minutes of debate, the House approved on House vote H.R.-2250 introduced by Rep. Henry Waxman (R-Calif.). The bill's speedy floor action signaled growing support on Capitol Hill for the movie industry on this issue.

The House action followed President Reagan's call two weeks ago for a two-year moratorium on the FCC ruling.

NEA jumps into 'Day After' fray

By Dave Potorti

NEW YORK—Reaction continues to mount in regard to ABC's Nov. 20 airing of *The Day After*, the movie depicting the aftermath of a nuclear attack on the United States.

The National Education Association, the nation's largest educational organization, issued a "parent advisory" on the film, the first time it has ever done so for a television program.

And ABC News' *Nightline* will air a series of broadcasts entitled *The Crisis Game* Nov. 22-25 to "calm and inform" viewers in the wake of the movie's much-publicized broadcast.

Meanwhile, all 210 ABC affiliates intend to air the film and the *Viewpoint* program immediately following it this Sunday, and some have created additional programming on a local basis surrounding the movie's airdate (*BW*, 11/7/83). WJLA-TV, Washington, D.C., for example, will present a two-hour locally produced call-in show at midnight Sunday, hosted by Larry King.

The NEA is suggesting a series of steps that parents can take to make *The Day After* an effective learning experience instead of "a shattering emotional ordeal."

"We're extremely concerned about how children may react to this powerful film," said Mary Hatwood Futrell, NEA president. "We believe that parents, under no circumstances, should allow their children to

watch this program alone."

The NEA suggests that parents prepare children for the strong dramatic content of the movie, watch it with the children and discuss it intelligently afterward, examining how a nuclear war could start and what can be done to prevent it.

ABC's *Crisis Game*, which depicts a war game exercise, will be "acted" by politicians and military personnel.

AT DEADLINE

'Cagney & Lacey' said 99 percent 'there'

LOS ANGELES—Barney Rosenzweig, executive producer of *Cagney & Lacey*, said late last week that there were still a "few wrinkles left to work out" before the show goes back into production, but that "we're about 99 percent there."

CBS has committed to seven new episodes, beginning in March. No night or timeslot was specified.

The show is a property of Orion Television. Production is scheduled to begin in January.

Erlicht: ABC to experience 'curtailment'

LOS ANGELES—Due to rising costs of television production, ABC soon will experience a "severe curtailment of monies" that had been previously forthcoming, according to ABC Entertainment President Lew Erlicht. Speaking before the Hollywood Radio and Television Society, Erlicht said he did not want the network to become "another Detroit," and would be taking "aggressive measures" to cut back.

At the same luncheon, Erlicht, NBC President Brandon Tartikoff and CBS' Bud Grant agreed that there is no room on broadcast television for what is commonly known as "cultural programming." "We wouldn't be doing our job if we didn't supply programming for mass audiences," said Grant.

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Vietnam Memorial series sparks mudslinging

By Brian Bremner

WASHINGTON—A mudslinging feud—complete with charges, countercharges and threats of legal action—broke out here last week between a local TV station and a veterans group over a series of reports concerning the funding of the Vietnam Memorial.

The week started with WDVM-TV reporter Carlton Sherwood being charged and arrested for illegally taping a conversation with John Wheeler, chairman of the Vietnam Veterans Memorial Fund. Wheeler said Sherwood never mentioned the taping. Sherwood denied the charge, adding "I did it by

WDVM-TV, VVMF trade charges, legal action threats

the book."

By week's end, the whole issue was a moot point, as Wheeler decided to drop the charge since the station had never used the tape and probably erased it.

Tempers flared throughout the week when the station aired a series of reports by Sherwood called "Vietnam Memorial: A Broken Promise?" The investigation had infuriated members of the memorial fund from the beginning, prompting them to charge Sherwood with biased reporting.

Memorial Fund President

Jan Scruggs said opponents of the fund, whom he claimed were in league with Sherwood, had orchestrated a credibility attack on the fund group for Veterans Day week. Scruggs quoted Sherwood as calling the memorial "a black gash, a liberal's memorial. . . the designer is a gook." Legal action against the station is possible, he said.

Defending the reporting of Sherwood, WDVM News Director David Pearce, a Vietnam vet, called the charge "a total fabrication." Nothing he had seen, Pearce said, suggested

that Sherwood was biased against the fund organization.

In one aired segment, Sherwood reported that of the \$9 million raised for the fund only \$2.6 million went to the actual construction, raising doubts about the honesty of fund organizers. Sherwood also questioned, in his reports, why the organization refused to open their books to the public.

In response to this charge, Scruggs said "Our organization has opened all of our books to the IRS and to an independent audit." He added that these observers saw nothing unusual

and insisted that an audit copy was given to Sherwood for the report.

"The only thing that was shown to us was an audit with just line item stuff. We could not tell where several hundred thousand dollars for consultants went, nor who the consultants were," Pearce said.

A new development surfaced late last week when the fund group announced, at a press conference, that it will open all its books to WDVM, with the hope that the station will hire an independent auditor. Pearce said, "I am delighted" and promised another report on the memorial fund.

Earnings repeats fall short

LOS ANGELES—The penalty of success is having to repeat it, as two of the major motion picture and television production companies learned in the latest quarter.

MCA Inc., which saw last year's third quarter inflated by revenues from *E.T.: The Extra-Terrestrial*, reported a 38 percent drop in earnings in this quarter, and MGM/UA Entertainment Co., boosted last year by *Rocky III* and *Poltergeist*, was off 59 percent in the last quarter.

MCA earned \$46.1 million,

or 95 cents a share, in its fourth quarter, down from \$74 million, or \$1.55 a share, a year earlier. Revenues fell 13.3 percent, to \$406.8 million, from \$469.3 million in the 1982 third quarter.

The company was helped this quarter by revenues from syndication of the television series *Quincy*.

MGM/UA earned \$11 million, or 21 cents a share, in the quarter, down from \$27.1 million, or 54 cents a share, in the '82 quarter. Revenues dropped 13.9 percent to \$217.6 million from \$252.7 million a year earlier.

Blair, Kopper strike accord

NEW YORK—John Blair & Co. said it intends to sell its Starfleet Blair radio program production subsidiary to Samuel Kopper, president of the subsidiary.

Starfleet, an originator of live and recorded radio broadcasts of rock and popular music concerts

for network distribution, was acquired by Blair in July 1980. It operates as a unit of the Blair Entertainment Division.

Kopper intends to continue current and planned business activities of Starfleet, operating as an independent.

'TV Guide' action deplored

MIAMI—NATPE International announced here at AMIP '83 that it will contest the decision of *TV Guide* to eliminate storylines in the guide's listings of syndicated programming.

Stan Marinoff, NATPE president, said a committee chaired by John von Soosten of WNEW-

TV, New York, will analyze the move and take appropriate, but unspecified, action.

"Syndicated programming is the life blood of revenue for a local station," Marinoff said. "Eliminating storylines and the star value of special guests inhibits proper promotion."



Ronald Laufer

Laufer establishes research business

NEW YORK—Ronald Laufer, who has been executive vice president for the Quantiplex division of John Blair & Co. for the past three years, has established the Laufer Co., a new research service for broadcast stations.

The company will specialize in marketing and media analysis for stations without their own research departments.

Laufer said his company will provide exclusive research capability to a limited number of stations. "With the time sharing concept, each station can benefit from a broad-based expertise not normally available in a small to medium market," he said.

Offices are in Huntington, N.Y.

Reporter disbelieving when offered 'secrets'

By Brian Bremner

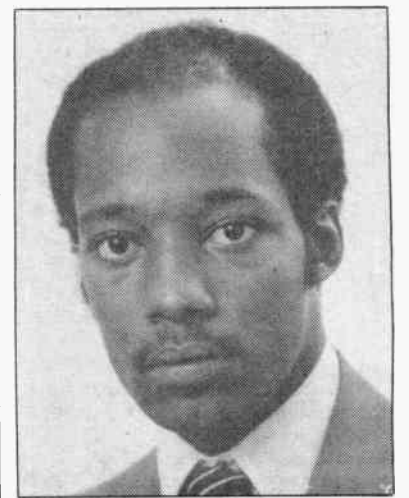
WASHINGTON—By the end of last week it was not clear how many classified intelligence reports were in the hands of inmates at the Lorton reformatory—a fact that greatly embarrasses the State Department.

Thirty-one classified documents containing intelligence information related to Soviet missile deployment and fighting in Lebanon and Nicaragua were turned over to WTTG-TV reporter James Adams by an inmate at the prison.

Adams said that when he heard from the inmate about the documents, "I quite frankly did not believe him." However, after speaking to the inmate, Adams learned the documents had been floating around the prison for weeks, drawing no immediate response from prison officials.

"Reports had been filed by guards at the institution, but nobody believed the inmate really had the papers. And nobody went to check," he said. Adams estimated the documents have been missing for a month.

The documents arrived at the reformatory in several file cabinets sent by the State



James Adams

Department for use in a refurbishing program at the prison. State Department officials are unable to explain why such sensitive information was left untended.

Concern over the misplaced documents heightened last week when it was learned that an inmate who had some of the documents also had access to a copying machine. In an incident that has caught the attention of Secretary of State George Shultz, a full-scale investigation has been called to track down the remaining documents.

Firm deals shore up shaky start for AMIP

Continued from page 1

Information, Coproduction and Distribution Center, which acted as a meeting ground for interested attendees, reported that about 50 projects were launched as a result of the show.

At press time, about 382 buyers had attended the show, which ran from Nov. 7-10. An additional 273 attendees without booths were on hand, many of whom technically could be classified as buyers too.

A total of 319 exhibitors manned 102 exhibitor booths during the show. Forty-six countries were represented. In all, there were 1,112 participants, 92 of which were members of the press.

Going into the premiere AMIP, the show's future was anybody's guess. But Executive Director Bernard Chevy noted that the organization at the very least has a three-year contractual commitment with the Fountainbleu Hotel. The show will expand to two levels next year, and 17 companies already have signed up to exhibit. Its date, Nov. 18-21, 1984, may be moved back one

day to avoid Thanksgiving conflicts.

Comments from buyers on the floor included many of the same themes—including the desire for anonymity. Program buyers from several individual television stations across the country seemed to feel that exhibitors, while happy to talk with them, stalled when the time came to get down to business. The explanation? That they were waiting for distributors or station group representatives instead of single stations.

"I get the idea that they're just feeling us out," said Bob McCourt program operations manager of WSOC-TV, Charlotte, N.C. "It seems like they're not sure whether they want to sell to distributors, or stations, or whatever."

"I agree that they aren't prepared for the market," said another program manager. "But think of how we are at a place like MIP (The Marketplace for International Programs) in Cannes. It's a learning experience for all."

"It's amazing that after all of these years the American mar-

ketplace is still such a mystery to foreign programmers," said an international syndicator.

"Their exhibitors go to NATPE, and at the same time, Americans go to MIP and have explained the situation to them many times. A lot of the exhibitors don't seem prepared, and it's a shame, because in so many cases, foreign shows are of extremely good quality."

The poor interface between foreign programmers and U.S. buyers is a major problem, according to Robert Davidson, director of programming, Inter-regional Programming Service, Boston.

He cited Telepictures' decision to hire Devillier and Donagan, a subagent familiar with the public television market, to originally market Britain's *Monty Python* shows here as a way of smoothing over the rough spots in the transatlantic transaction. Four more shows from Britain's Channel 4 will be offered to IPS' 250 public television member stations because "we're dealing with someone who speaks our language and doesn't waste our time," Davidson said. He also

noted some similarities—and differences—between American and foreign programming.

"Television is so different everywhere. It has other goals in other places. Overseas, it has some goals besides making money; there are no other goals in American television.

"Everybody assumes—we included—that you're interested in them," Davidson said. "They'll have a film on snail farms in South Ethiopia and ask, how can you not touch it? The answer is, very easily. We'd give it about 30 seconds."

At the same time, a sampling of exhibitors revealed some optimism.

"I get the feeling that the show was a shade premature, but I've learned a hell of a lot about U.S. production," said Michael Trotter, head of program purchases and sales, Scottish Television. "We've learned enough here to know what areas to do our homework in next time. Next year, we're going to make contact with the smaller stations to let them know we're here."

"I came with no expectations and had them fulfilled," said Omar Kaczmarczyk, film dis-

tribution consultant, Balfino Distributors. "But it's a well organized show and we've made some new friends here. There is an advantage to coming to all of these shows—it's like having a mobile office and acting as a goodwill ambassador for your product."

"We were hesitant about AMIP and wanted just a taste of the American marketplace," said Zvi Gil, director of international relations and sales for the Israel Broadcasting Authority. "We've learned that the big television networks have to be discounted, since they produce and broadcast their own material. We have sold to individual stations. I'm not sorry I came, it was a good experience, but I'm not sure yet about next year."

"I have high hopes for the show—it's well organized, unlike some others," said Sam Gang, international sales manager, King Features Entertainment. "I do feel sorry for some of the smaller exhibitors because of the expense they must have incurred to come here. But there will now be three shows to attend—NATPE, MIP and AMIP."

Nielsen's standard national ratings



Thursday, Nov. 3

ABC	Battle of the Network Stars 14.4/22			20/20 13.6/22
CBS	Magnum P.I. 23.2/36	Simon & Simon 23/34		Knot's Landing 20.3/33
NBC	Gimme a Break 14.3/22	Mama's Family 13.8/21	We Got It Made 12.6/19	Cheers 15.3/23 Hill Street Blues 18.4/30

Friday, Nov. 4

ABC	Benson 15.9/26	Webster 16/25	Lottery 12.4/19	Matt Houston 14.4/24
CBS	Dukes of Hazzard 18.5/30		Dallas 26.8/41	Falcon Crest 23.3/39
NBC	Mr. Smith 10.1/16	Jennifer Slept Here 11.4/18	Manimal 10.7/16	For Love and Honor 8.9/15

Saturday, Nov. 5

ABC	T.J. Hooker 17.7/30	Love Boat (special) 20.4/35
CBS	It's An Adventure, Charlie Brown 12/20	Movie: Sparkling Cyanide 14.9/25
NBC	Move: On the Right Track 12.6/21	Yellow Rose 8.7/15

Sunday, Nov. 6

ABC	Ripley's 13.9/21	Hardcastle & McCormick 19.3/28	Movie: Stir Crazy 26.7/41		
CBS	60 Minutes 24.6/38	Alice 16.8/25	One Day at a Time 16.5/23	Jeffersons 17/24	Goodnight Beantown 14.4/21 Trapper John, M.D. 13.5/21
NBC	First Camera 7.1/11	Knight Rider 17.5/25		Movie: Princess Daisy, Part I 16.6/25	

'Stir Crazy' sets the pace

ABC grabs early lead in sweeps race

NEW YORK—ABC is leading the other networks in the first five days of the November sweeps, according to A.C. Nielsen.

The network's strong Wednesday and Saturday fare, plus an exceptional showing by the theatrical movie, *Stir Crazy*, were the cause.

For the week ending Nov. 6, ABC's average prime-time ratings were 17.8. CBS earned a 16.9 and NBC scored a 14.2. CBS continued to lead the evening news race between Oct. 31-Nov. 4, with a 13.8. NBC followed with an 11.3 and ABC was close behind with an 11.2.

On Nov. 3, ABC's two-hour *Battle of the Network Stars*, one of the replacements for the recently cancelled *It's Not Easy* and *9 to 5*, did little to nudge CBS' powerhouse *Magnum, P.I.* and *Simon & Simon*. It earned a 14.4/22 to *Magnum's* 23.2/36 and *Simon's* 23/34. CBS' *Knots Landing*, with a 20.3/33, edged out NBC's *Hill Street Blues* with an 18.4/30.

On Nov. 4, NBC's schedule of new shows—including *Mr. Smith*, *Jennifer Slept Here*, the cancelled *Manimal* and *For Love and Honor*—were still in the ratings cellar against CBS' *Dukes*, *Dallas* and *Falcon*

Crest, earning a 10.1/16 (*Smith*), 11.4/18 (*Jennifer*), 10.7/16 (*Manimal*) and 8.9/15 (*Love*).

Saturday's two-hour *Love Boat* visit to Japan scored a 20.4/35, leaving two movies far in its wake. CBS' *Sparkling Cyanide* earned a 14.9/25, and NBC's *On The Right Track* got a 12.6/21. CBS' *It's An Adventure, Charlie Brown* earned a 12/20 against ABC's *T.J. Hooker* with a 17.7/30. NBC's *Yellow Rose* was last for the night with an 8.7/15.

On Nov. 6, CBS' *60 Minutes* (24.6/38) led both *Ripley's Believe It or Not* (13.9/21) and NBC's *First Camera* (7.1/11).

The cancelled ABC series, *Hardcastle and McCormick*, made a surprisingly strong showing with a 19.3/28, and *Stir Crazy*, the theatrical with Richard Pryor and Gene Wilder, scored a whopping 26.7/41. Meanwhile, NBC's *Princess Daisy*, part one, earned a 16.6/25.

TV's *Greatest Censored Commercials*, another "Bloopers" show, led the pack on Nov. 7, with a 24/34, beating out *Scarecrow & Mrs. King* and *That's Incredible*. In its first half hour, NBC's *Princess Daisy*, part two, barely edged out CBS' *AfterMASH* with a 20.9/

29 and 20.8/29, respectively. Total ratings for *Daisy* for the night were 21.1/32. ABC's *Monday Night Football* earned a 17.2/29 for the night.

NBC's *The A Team* earned a 24.8/37 on Nov. 8, miles ahead of *Mississippi*, *Happy Days* and *Just Our Luck*. CBS' *Two Kinds of Love*, with Ricky Schroeder, earned a 19.2/30, and *Oh Madeline* scored a 14.1/21. NBC's *Bay City Blues* earned a 9.1/15.

Overnights for Nov. 9 showed CBS' special, *Bill On His Own*, earning an 11.9/18 in New York, an 11.6/17 in Chicago and a 14/23 in Los Angeles.

RAB slates Naisbitt, Peale

NEW YORK—John Naisbitt, lecturer and author of the best-selling *Megatrends*, and Dr. Norman Vincent Peale, author of *The Power of Positive Thinking*, both are scheduled to speak at the fourth annual Radio Advertising Bureau Managing Sales Conference.

The RAB's 1984 conference will be held Jan. 28-31 at Dallas' Amfac Hotel, situated in the heart of the Dallas/Fort Worth Airport. The conference, devoted exclusively to radio sales, is open only to RAB member stations and costs \$295 per person.

Other speakers at the conference, which has the theme

"The Quest for Excellence," include Patricia Zigarmi of Blanchard Training and Development speaking on effective management styles, management trainer Dr. Sharon Crain on how to turn stress into a positive force and management consultant George Glover on "the winning hand" style of management.

Dr. Charles Dwyer, director and senior research analyst at the University of Pennsylvania's Wharton School, will speak on effective self-management and Donald Clifton, chairman and chief executive officer of Selection Research Inc., will talk about "growth-building" sales staffers.

"All of our speakers and

subjects are geared to increasing and expanding leadership skills and techniques to sell radio," said Bill Stakelin, RAB president, chief executive officer and chief operating officer. "We will make managers even more positive about the dynamic medium we are selling."

Workshops already scheduled for the conference include "How to Set Up and Maintain an In-house Sales Training Program," "Great Saleable Ideas for Small Markets," "How to Use Computers in Sales—By Those Who Have," "Network Presidents Panel: How to Make Money Locally With Your Network Affiliation" and "Co-op Case Histories: Making Big Dollar Sales."

Correction, clarification

In the 11/7 edition of *BW*, it was reported that five people were fired from Mutual Broadcasting System. A Mutual spokesman informed *BW* that not all those involved were fired. However, the spokesman would not say how many were fired or elaborate on the nature of the other personnel changes.

Monksy signs on with NBC

NEW YORK—Former Metro-media News President Mark Monksy has been signed as a news consultant for NBC-TV's owned and operated stations. Monksy was fired by Metro-media on Aug. 2 in the midst of developing an independent evening news show, *Prime*

Time News.

Monksy, whose consulting agreement with NBC is described as "temporary," will offer logistical and news gathering advice to NBC O&Os. He also will offer advice on how NBC's O&Os could be better served by NBC's Washington bureau.

'Sadat' ratings

(Note: The show runs in two parts, and in some markets, part two has not been shown yet or the ratings were not available at press time.)

New York: WPIX-TV		
Part 1:	Nielsen 16.2/25	(Mon. 10/31, 8-10 p.m.)
	Arbitron 14.4/21	
Part 2:	Nielsen 8.6/12	(Mon. 11/7, 8-10 p.m.)
	Arbitron 7.3/11	
Los Angeles: KCOP-TV		
Part 1:	Nielsen 11.7/18	(Thurs. 11/3, 8-10 p.m.)
	Arbitron 10.8/16	
Philadelphia: WPHL-TV		
Part 1:	Nielsen 6.2/10	(Mon. 10/31, 8-10 p.m.)
	Arbitron 4.3/7	
Part 2:	Nielsen 4.6/7	(Tues. 11/1, 8-10 p.m.)
	Arbitron 2.5/4	
San Francisco: KTVU-TV		
Part 1:	Nielsen 13.1/21	(Tues. 11/8, 8-10 p.m.)
	Arbitron 11.6/19	
Detroit: WKBD-TV		
Part 1:	Nielsen 13.1/21	(Thurs. 11/3, 8-10 p.m.)
	Arbitron 8.2/11	
Part 2:	Nielsen 7/11	(Fri. 11/4, 8-10 p.m.)
	Arbitron 6.6/10	
Washington, D.C.: WDCA-TV (Not a Nielsen market)		
Part 1:	Arbitron 3.9/6	(Thurs. Nov. 3, 8-10 p.m.)
Part 2:	Arbitron 4.9/8	(Fri. Nov. 4, 8-10 p.m.)
Dallas: KTVT-TV		
Part 1:	Nielsen 5/8	(Weds. Nov. 2, 8-10 p.m.)
	Arbitron 5/7	
Part 2:	Nielsen 2.7/4	(Thurs. Nov. 3, 8-10 p.m.)
	Arbitron 2.7/4	



Carter on combat

Former President Jimmy Carter (seated) was heard on the Larry King show where he expressed his opinions on the current situations in Lebanon and Grenada as well as his life outside the White House. King (right) also was joined by Stuart Applebaum (left) and Tamara Haddad.

Vacationing reporter sails into combat zone

Continued from page 1

wave transmission—about the only form of communications available. He tried to listen to Voice of America and the BBC, but Radio Barbados had a stronger signal.

"The station calls itself the Voice of the Caribbean," Kirk said. "The broadcast was negative toward the U.S. They didn't come out and say anything bad, but they continued interviewing all the world leaders who had something bad to say." Kirk didn't find this negative viewpoint on ship.

"The crew and islanders I met were very supportive. They applauded the U.S. The people are very gentle and laid back, but they didn't like their island being taken over. They had a fear of Communism and didn't like all the Cubans on their land."

A bartender on board told Kirk that Grenada had mustered an army bigger than Jamaica's, yet Grenada's population is only 5 percent of Jamaica's.

"On Thursday we went to Palm Island. It's a private island owned by a Mr. Caldwell, an American," Kirk said. "We were told that there would be recreational facilities, but when we first got there, no one was around." Two reporters from *Newsweek* had been to the island, chartered a boat and headed to Grenada.

Later when Caldwell returned, he provided charts and maps and told Kirk that there were plans to invade Carriacou on Sunday. Kirk speculated Caldwell learned this from CIA agents who had visited Caldwell earlier to learn his vast knowledge of the region.

Thrown together by circumstances, Kirk met other people in the business: a radio station owner, a freelance photographer, another reporter. "There was only one phone on Palm Island and everyone was fighting over it. One man called the *Washington Post* and had to shout into the phone."

Two medical students, Bob

and Cindy Shiflett, from Georgia, had escaped from Grenada on the Jamaican ambassador's boat *Nanette*. With them was "Peter"—a wounded Grenadan minister of administration. (Kirk never learned the man's last name and was unsure if Peter was his actual first name.) They had fled for their lives. Kirk interviewed Bob Shiflett on tape.

"He said as they were getting away they had heard bursts of machine guns, first from one end of the island, then the other. Then they heard calculated single shots, which they were convinced meant people being executed," Kirk said. "They also saw a huge fire at the fort on the island."

On Oct. 28 the ship left Palm Island. They arrived at a small island. "There were a few natives around and a hotel under construction. The phone was locked up," Kirk said. "I kept thinking of how I had blown my noon deadline."

Kirk and five others left in a

AT DEADLINE

Continued from page 1

'GMA' still top morning show

NEW YORK—ABC-TV's *Good Morning America* remains the number one network morning show with a 5.3 Nielsen rating and 24 share for the week ending Friday, Nov. 4. NBC's *Today* edged out *The CBS Morning News* with a 4.2 rating and a 19 share. CBS' morning entry garnered a 3.9/17 during the same week.

Investors buy WTTV-TV for \$73 million

INDIANAPOLIS—WTTV-TV, the only independent VHF station in Indiana, was sold for \$73 million to a group of investors including the firm of Drexel Burnham Lambert & Associates; DeSales Harrison, former chairman of Pacific and Southern Broadcasting Co.; and a group of WTTV managers including President and General Manager Elmer Snow.

WTTV, sold by Teleco Indiana, Indianapolis, reaches 82 of the 92 counties in Indiana. The deal, subject to FCC approval, is expected to be closed early next year.

Mutual to provide satellite uplinking

WASHINGTON—The Mutual Broadcasting System will provide satellite capacity and uplinking to Satellite Network Delivery & Business Teletext Network, a New York-based distributor of teletext data, under an agreement reached last week.

Mutual's satellite uplinking complex at Bren Mar, Va., will be used to transmit data to earth stations located at public television stations around the country.

NPR to underwrite reports on Japan

WASHINGTON—National Public Radio will receive a grant from the United States-Japan Foundation to underwrite a series of reports on Japan to be broadcast on the station's highly acclaimed news programs *All Things Considered* and *Morning Edition*.

10-foot boat for Union Island to use the phone.

"We were soaked and shivering" from waves splashing onto the overweighted boat. "But I had an actuality tape with Shiflett and the information from Caldwell," Kirk said.

On Union Island Kirk got through to his station.

Paul Roberts, WHBF station manager, said, "I contacted CBS about the tape (WHBF is an affiliate). But the reaction was disinterest. This was before the first news conference with the admiral in charge of the invasion. The information on the tape could have led to better questions."

By 1 a.m. Oct. 31, Kirk was back in Rock Island. "I felt disillusioned. I wanted to go to Carriacou, but no one would give me the go-ahead," Kirk said. "My station didn't have the funds and when they tried to get in touch with CBS, no one was interested."

Kirk had known of the imminent Marine landing on Sunday. He also knew there

was no gunfire exchange because everyone had surrendered on Friday.

"I'm confused by the uproar over the journalistic ban," Kirk said. "In me the 'Big Guns' had the potential for exclusive information, but they passed it up. Maybe I didn't have the right credentials."

"Of course, if a reporter ran into a Cuban boat, a UPI, AP or one of the network credentials wouldn't have made a bit of difference."

Kirk believes if the news industry is committed to getting the news, reporters are willing to go and get it, no matter what the risks. "I thought we were all in it for the same reason—communications—to pass along information."

Kirk said the station is picking up his expenses for the second half of the trip, when he was on unofficial assignment.

"But even if they weren't, it wouldn't matter," Kirk said. "For a reporter, what happened to me made my vacation."

California broadcasters decry Grenada press ban

By Eric Taub

SACRAMENTO, Calif.—One of the nation's two largest broadcasters' associations, the California Broadcasters Association, joined the chorus protesting press restrictions on Grenada last week by sending a letter to President Reagan.

In the letter, the CBA expressed "concern over the exclusion of the news media and the restrictions on the release of information" during the U.S.-led action on the island two weeks ago.

Continuing, the CBA stated its belief that "exclusion of the news media and the restrictions on the release of information during the military operations on Grenada prevented us from carrying out our most important obligation—to serve the public interest."

"We hope and trust that our concern will help guide you in your future judgments where the responsibility of a free press and the rights of the American people are at stake," the letter concluded.

The organization has not yet received a reply from the White House, but does expect one, according to CBA Executive Director Vic Biondi.

The decision to send a letter was made at the organization's Oct. 30 board meeting and was based on the fact that, except for network response, "not enough broadcast executives voiced their concern," Biondi said.

The CBA counts 353 members, representing 500 TV and radio stations in the state.

TV usage pleases, puzzles O&M

NEW YORK—Ogilvy & Mather, the advertising agency that spends large amounts of its clients' money on television time, likes the fact that television usage is up recently.

But even after a careful examination of viewing habits, it is unable to find out just why usage is up.

In the agency's October Media Message, Kevin Burns, supervisor of broadcast analysis, attributed the increase to the weather.

Burns cited second-quarter Nielsen numbers that show the percent of homes using tele-

vision up 4 percent from 1982 to 58.8 in prime time and up 8 percent to 26.9 in daytime, figures that "show viewing levels to be so high we're now beginning to question the numbers."

Burns dismissed pay TV as a reason for the growth because the biggest increases were in basic cable and noncable households.

He also observed that the economy is beginning to improve, which normally depresses television usage, and the number of working women is steady from a year ago.

"We're left with the weather as a possible reason," Burns wrote, "and 1983 has indeed been unique throughout the country. We found further proof for our weather theory when we looked at ratings by region of the country in May and July. The greatest increases occurred in those areas having the most atypical weather."

Burns cautioned against using the past seven months of data in forecasting long-term trends.

"We're not willing to accept these higher usage levels as the beginning of a real trend in TV viewing."

NATPE slates TV production meeting

NEW YORK—A new Television Production Conference has been tentatively scheduled for April 1985 by the National Association of Television Program Executives.

The three-day conference, the first of its kind conducted by NATPE, will focus on discussions and demonstrations of

production techniques in local settings as well as national production trends.

In announcing plans for the production conference, NATPE President Stan Marinoff, director of broadcast operations for WISN-TV, Milwaukee, said he expects production managers, executive producers and other

production personnel from local stations, networks and cable companies to attend.

NATPE's production conference also will feature exhibits of the latest in animation, graphics, control room hardware, music, audio advances, studio lighting and remote facilities.

New officers signify 'a new day at RAB'

By Adam Buckman

NEW YORK—Management at the Radio Advertising Bureau was revamped last week as the association appointed three new senior vice presidents and a new executive vice president and gave President and Chief Operating Officer Bill Stakelin the additional title of chief executive officer.

The restructuring ushers in "a new day at RAB," Stakelin said last week. He said the selection of several new executives well-known to radio broadcasters erases "a perception that trade associations don't attract the best people in the business."

New officers installed last week include Wayne Cornils as executive vice president, Danny Flamberg as senior vice president of communications, Ben Scrimizzi as senior vice president of finance.

Cornils, who earned the nickname "Radio Wayne" while

vice president of radio for the National Association of Broadcasters, joins the RAB Dec. 1. Flamberg moves to the RAB from the Mutual Broadcasting System, where he was public relations director.

Scrimizzi was vice president of marketing and sales for Purolator before being named a senior vice president of the RAB, while Shriftman was promoted from RAB vice president of finance to the senior vice president position.

Meanwhile, Miles David, formerly vice chairman and chief executive officer of the RAB, an association he served for almost 18 years, will be retained as a consultant.

Stakelin said his new staff would "analyze every position and program" forwarded by the RAB in an attempt to find "new areas of concentration." He said the new additions "bring a lot of knowledge to the table."



Exclusive series

Ellen Sulzburger Straus (left), president of WMCA Radio, interviewed convicted murderer Jean Harris for WMCA's exclusive five-part series, "Women Behind Bars," scheduled to air Nov. 14-18. Michael Kennedy (right), appeal attorney in the Harris case, will be a featured guest on the program following the taped interview.

'No Sacred Cows' scrapped by PBS prior to air time

ST LOUIS—*No Sacred Cows*, a series designed to test whether issues like nudity and one-sided propaganda should be on TV, has been scrapped from public television's schedule before it ever got on the air.

Suzanne Weil, senior vice-president of programming at the Public Broadcasting Service, said the show has been withdrawn from the schedule and may be rescheduled later, pending further reviews. She also said that the concept behind the program was not sufficiently well-refined in PBS' view.

The series was scheduled to begin Feb. 5.

Michael Mears, executive producer, presented the show to station managers here last week, but reaction was strongly negative, according to a PBS source.

Programs included a film with frontal nudity and others about teen-age sexuality and animal cruelty. In addition, journalistically unbalanced programs were to be devoted to Phyllis Schlafly, Equal Rights Amendment opponent, and to a group claiming it could cure homosexuality.

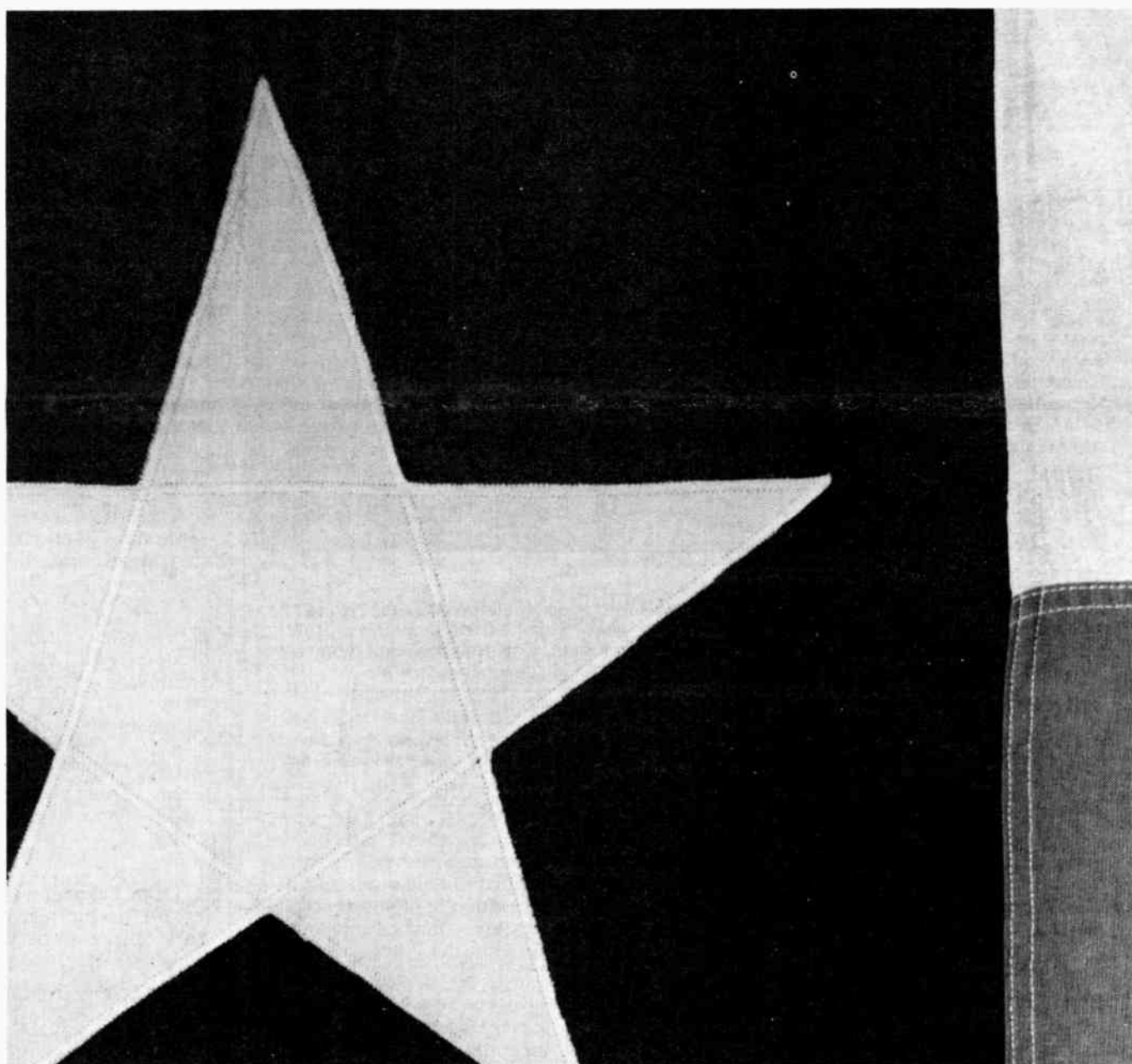
After each program, viewers would be encouraged to respond, by telephone, to questions generated by the shows, which were designed to test viewer boundaries on what is permissible on TV.

RCA Americom seeks FCC okay for 6 new 'birds'

PRINCETON, N.J. — RCA American Communications Inc. last week filed for FCC permission to build, launch and operate up to six additional satellites to expand RCA's domestic satellite system, Satcom.

Under the proposed plan, RCA Americom would launch from the space shuttle and operate either three hybrid satellites with 40 transponders each or three co-located C-band and Ku-band satellites.

The proposed hybrids would each have 16 Ku-band and 24 C-band transponders. All the proposed satellites would be built by RCA Astro-Electronics, Princeton, for launches in June 1989, June 1990 and September 1992.



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FCC broadens Aspen Rule, political debates receive 'go'

By Brian Bremner

WASHINGTON—The Federal Communications Commission ruled last week, in a broadening interpretation of an earlier rule, that broadcasters now may sponsor their own political debates among qualified candidates.

In its ruling, the commission decided that political debates could be considered "on-the-spot coverage of bona fide news events," which stations could broadcast without meeting equal opportunity requirements. This FCC move broadened the so-called Aspen Rule that exempted political debates from equal time requirements only if the debate was arranged by a third party.

As a result of the ruling, broadcasters will no longer need third parties or "buffer groups" to arrange and sponsor

political debates in order to protect themselves from a deluge of candidates demanding equal time.

Defending its interpretation, the commission argued the rule change will "maximize" broadcast coverage of political events by permitting increased broadcaster discretion in providing such coverage."

However, the FCC ruling drew a sharp response from the League of Women Voters, a frequent sponsor of political debates. League President Dorothy Ridings said possible legal action is being considered.

"In our view, allowing broadcasters to sponsor debates expands the tremendous power they (networks) already reel in elections and would likely decrease the public's information about candidates and their views," she said. Ridings also

said the league will still sponsor the 1984 presidential debates, even though the commission's timing before the upcoming election was "particularly irresponsible."

National Association of Broadcasters President Edward Fritts praised the decision, for it will permit "viable candidates on the national, state and local levels the opportunity to more fully present their credentials and positions." Fritts added that radio and television stations, as journalistic centers, will serve as important issue forums during elections.

In a similar vein, an NBC spokesman said the network is "pleased with the FCC position to broaden the Aspen ruling."

The commission also ruled that broadcasters may rebroadcast political debates after the day of the event. Under the previous rule, stations had to air the debates within 24 hours.



Flick of the switch

'Top 30 USA' became the first program delivered via RadioRadio's 15 kHz stereo satellite channels on Nov. 14. Working the board at CBS' Studio 10 is Stephen Kirsch, CBS technician. Bob VanDerheyden, 'Top 30' executive producer, and Robert Klipperman, vice president and general manager of RadioRadio, stand by.

Skyband halts DBS launch, again

WASHINGTON — Skyband, the direct broadcast satellite service owned by Australian newspaper publisher Rupert Murdoch, has again postponed the startup of its satellite-to-home programming service—this time from June 1984 until late 1985.

"Given new developments in

USCI to launch 1st DBS service

INDIANAPOLIS — United Satellite Communication Inc. will launch the nation's first direct broadcast satellite service Nov. 15 to 33 counties in central Indiana. The DBS service will eventually be expanded to 26 states in the Northeast and Midwest.

Working off the ANIK-C2 satellite, 22,300 miles away, USCI will beam two movie channels—Movietime and Showcase—and ESPN to homes equipped with small earth stations. A letter of intent has been signed between USCI and RCA, which will install and service the home satellite receiving equipment.

According to a USCI representative, consumers will pay a one-shot installation fee of \$300 and then a \$39.95 per month fee.

satellite technology, Skyband has decided to delay inauguration of its service," Skyband President and Chief Executive Officer Harvey Schein said last week.

Skyband, owned by Murdoch's News America, had originally planned to start up its service by the end of this year, but recently postponed that startup date until June.

The subscription DBS service would consist of five channels of programming transmitted to selected but unspecified markets in the continental U.S.

CPB, Kellogg fund 5 'RR' shows

WASHINGTON—The Corporation for Public Broadcasting and the Kellogg Co. will provide funds for five new episodes of *Reading Rainbow*, a public TV program designed to encourage children to read.

Fifteen programs aired this

Skyband's service originally was to start up on a low-power direct broadcast satellite, but the company has apparently decided to hold out until a new generation of high-power satellites are launched and operational in the latter part of the decade.

Skyband's postponement leaves United Satellite Communications Inc., New York, and Comsat subsidiary Satellite Television Corp., Washington, as the lone early starters among 13 DBS licensees.

summer, drawing an estimated 6.5 million viewers a week, according to CPB figures. Such national organizations as the PTA, National Education Association and the American Library Association have assisted in promotion of the program.

CPB nominees questioned 'lightly'

WASHINGTON—Nominees to the Corporation for Public Broadcasting, James Hackett and William Hanley, faced light questioning last week from the Senate Commerce Committee in a session that lasted less than 15 minutes.

Hackett and Hanley, who both are expected to be approved by the committee, said they favor selective advertising on public TV, if it's "tastefully" done. Both consider advertising a supplemental financing source.

FOR THE RECORD

■ Group W's Newsfeed Network, Philadelphia, now has affiliates in the top 20 U.S. markets with the addition of WTVT-TV, Tampa, Fla., and KTVI-TV, St. Louis. The satellite-delivered TV news service, which provides breaking news and sports to more than 70 television stations in the U.S. and abroad, now reaches more than 65 percent of U.S. TV homes.

■ McGavren Guild Radio and Ted Bolton Associates, a media and marketing research firm, are completing work on a major new study of listeners' perceptions of AM radio. The study's results will be released at an AM Radio Conference, tentatively scheduled for March 5-6. No further details about the conference were available, but the rep firm said they would be announced shortly. McGavren's last AM radio study, "Listening to the Listeners," indicated a positive perception toward AM radio.

■ This year's 15th annual Country Radio Seminar, sponsored by the Country Music Association, will feature an increased number of seminars aimed at music industry professionals. New workshops will include The Artist Development Team, The Video Opportunity, The Creative Process, Record Sales and a Legal and Legislative Update for the Music Industry. The meeting, scheduled for March 1-3 at Nashville's Opryland Hotel, also will feature radio workshops including Women in Radio, Outside Promotion and Strategies for Successful People Management.

■ ABC Radio's Direction Network, launched in January 1982, has signed its 200th affiliate—WVAF-FM, Charleston, W. Va. The network now has 49 affiliates in the top 50 U.S. ADIs. The network's newest affiliate is owned by the Capitol Broadcasting Group.

■ Group W Productions has renewed its exclusive programming development contract with independent producer Charles Colarusso. Colarusso has been co-producer of *The John Davidson Show*, producer of *The Jim Nabors Show* and associate producer of *Dinah*. His previous experience includes stints with game show producers Henry Jaffe Enterprises, Bob Stivers Productions and Baer/Joelson Productions.

■ Comedian Bob Hope will conduct a series of four courses on comedy at Southern Methodist University, Dallas, this spring. Hope was recently on the campus of SMU to tape an upcoming NBC special, *Professor Hope's Thanksgiving Campus Comedy Capers*, which also was taped at seven other universities around the country. Hope's lectures next spring at SMU's Meadows School of the Arts will be conducted in a campus theater that bears his name.

■ More than 26,000 people thrilled to the frights of the KIMN (AM) *Dungeon of Terror*, Denver, raising over \$84,000 for the March of Dimes. Funds raised from the *KIMN Dungeon of Terror* will go to research and educational programs to help in the March of Dimes fight against birth defects—America's number one child health care problem.

■ The broadcasting group of Meredith Corp., Des Moines, Iowa, has established a scholarship program for minority college students majoring in broadcasting or in radio and television studies.

■ ABC News science editor Jules Bergman and *Closeup* producer Phil Lewis will receive the 1983 Science-in-Society Journalism Award from the National Association of Science Writers this week. They will be cited for the *Closeup* documentary *Asbestos: The Way to a Dusty Death*.

■ CBS Radio said its FM group added an additional 500,000 listeners to its audience in the latest ratings books, bringing its total audience to 6.7 million, the largest for any FM station group.

■ Delta Television Group, a syndicator and distributor of feature films to television stations worldwide, has opened New York offices at 100 West 57th St.

■ ABC News' *Nightline* received a 1983 award of excellence from the American College of Emergency Physicians for outstanding reporting on emergency medical treatment in its segment *Walk-In Clinics*.

■ Ted Koppel, ABC's *Nightline* anchor, and Phil Donahue tentatively are scheduled to lead a nationally televised debate Jan. 15 for seven Democratic presidential contenders: Walter Mondale, former vice president; Sens. John Glenn (Ohio), Gary Hart (Colo.), Alan Cranston (Calif.), Ernest Hollings (S.C.) and George McGovern (S.D.); and Reuben Askew, former Florida governor. The three-hour debate, which will feature a round table discussion, will be broadcast by the Public Broadcasting Service.

■ WXYZ Newstalk radio in Detroit will mark the 20th anniversary of John F. Kennedy's assassination with a series of special reports titled *The Kennedy '60s* and a one-hour uninterrupted special, *Death of a President. Kennedy '60s* will air Nov. 7-14 during Morning Newstalk from 6:20 to 8:20. ABC News correspondent Sander Vanocur will anchor the series. *Death of a President* will run Nov. 22 at 10 a.m. and 7 p.m., with Dan Streeter, news director as anchor.

■ McMartin Industries Inc. has announced the availability of a Post Sunset Power Reducer to enable AM daytimers to take advantage of new pending FCC rules permitting operation after sunset at reduced power. The power reducer comes in two models: The PS-1K, selling for \$1,795, and the PS-5K, which sells for \$2,395. The size of the reducer is 12"H x 24"D x 30"W and weighs 75 pounds.

Perspective at Insights

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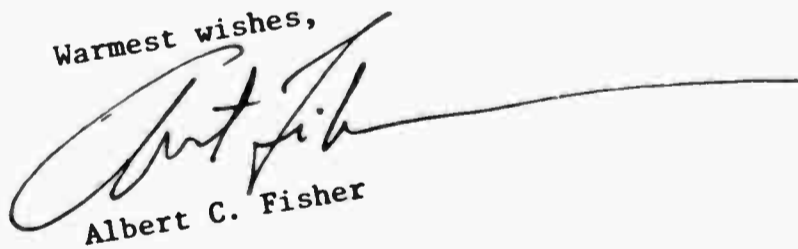
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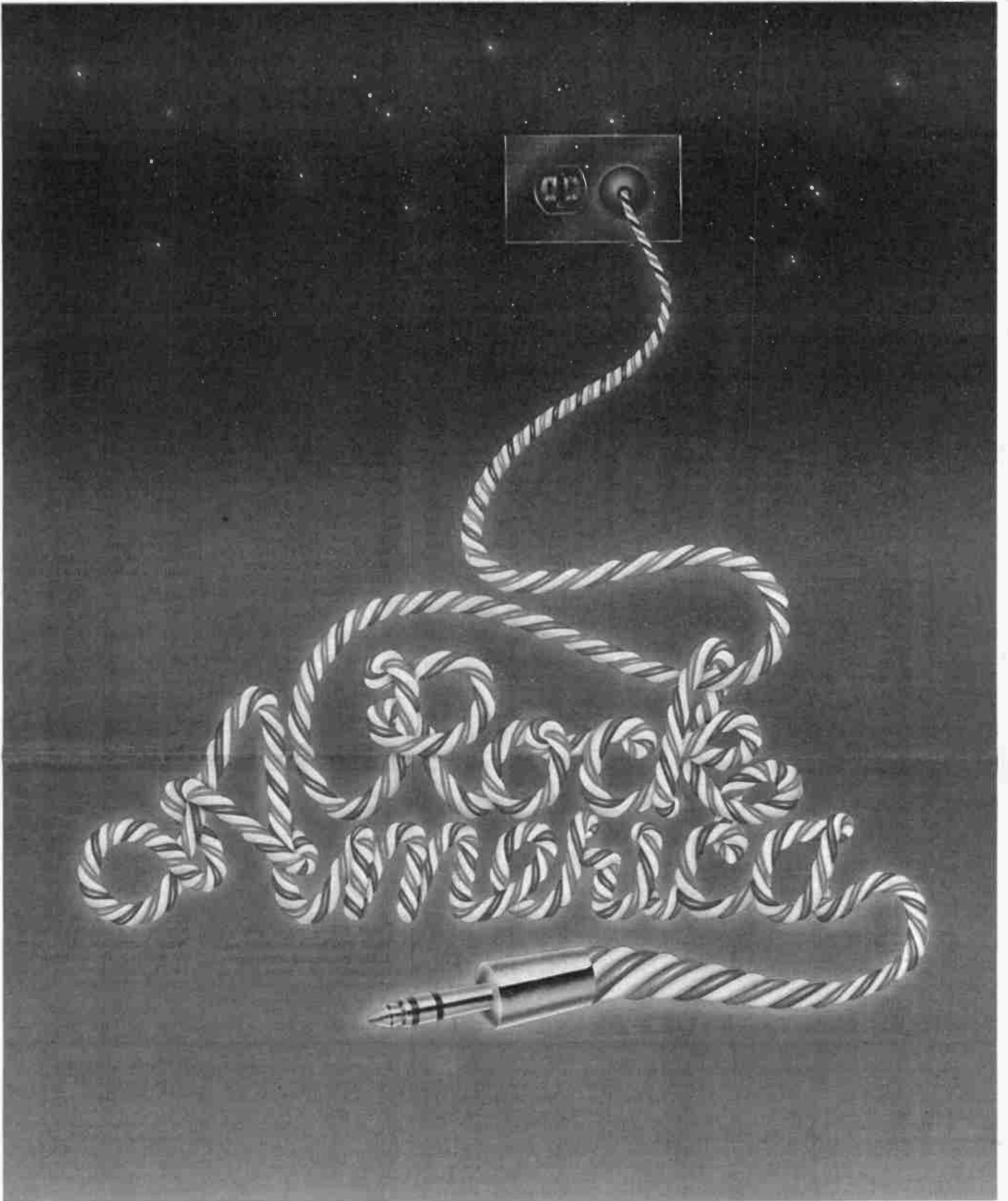
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TECHNOLOGY UPDATE

WTBS puts show on the road

ATLANTA—WTBS-TV has purchased a 44-foot mobile broadcast facility to be built by Midwest Corp., Edgewood, Ky. The unit, the second for WTBS, is scheduled to be operational by next May.

Equipment on the new mobile unit will include five Ikegami 357 cameras with Fujinon 44:1 lenses, two Ikegami HL-79 hand-held cameras, a 24-input Grass Valley 300/3A switcher, three Ampex VPR-2 1-inch tape machines, an Ampex ADO digital effects unit, an Abekas still store, a Chyron 4100 graphics generator, a Solid State Logic dual stereo audio console, a Roh communications system and a Utah Scientific Video and Stereo Audio routing system.

Meanwhile, WTBS' existing mobile facility is getting a raft of new equipment including five Ikegami 357s, a stereo audio console and an Abekas. The truck already has two Ikegami HL-79s, three Ampex VPR-2s, Grass Valley's 1600 3H switcher and a Quantel SP 5000.

When not serving the needs of Turner Broadcasting the two trucks are available for rental.

Wegener Communications, Norcross, Ga., has introduced the Series 2046 Network Communications System, which provides a flexible method of communication between satellite-distributed networks and their affiliates.

Available in two models—the 2046-01 NCC and 2046-02 NCC—the Series 2046 allows satellite networks to communicate with affiliates in hard-copy form.

The Model 2046-01 NCC uses a single, low-level FSK subcarrier in the 5.4 to 8.0 MHz range with data rates of 300-9,600 baud. Outputs include two addressable input/output ports, a programmable DTMF tone generator and a programmable relay.

The Model 2046-02 features four independent asynchronous 300-baud data channels, a DTMF tone generator for commercial insertion switchers and

HARDWARE

a control relay for remote switching functions. Three additional 300-baud data channels are available as options.

Positive Transfer Ltd., a tape-to-film editing subsidiary of Manhattan Transfer, New York, is open for business. The new company is taking orders now and will be fully operational after equipment is delivered next month, according to Dick Kloss, Positive Transfer president.

Netcom Enterprises, Burbank, Calif., has begun providing satellite uplinking and transponder service to the new University Network, Glendale, Calif.

Under a multimillion dollar agreement, Netcom is providing 24-hour uplinking and transmission via Westar V, transponder 1-X, for the network's new broadcast and cable TV programming service called The UN-Channel.

Uplinking is made possible through a joint venture of Netcom and Compact Video Services, Burbank, which jointly operate a Burbank earth station.

The UN-Channel features educational programming on a variety of subjects including science, anthropology, the Bible, the solar system, the pyramids and biblical languages. Courses are taught by Dr. Gene Scott, president of the network.

Originating from a television production facility in Glendale, Calif., the UN-Channel hopes to reach 15 million viewers nationwide.

Michael Felix, vice president and general manager of **Ampex Corp.'s Advanced Technology Division**, has received the 1983 Alexander M. Ponlatoff Gold Medal for Technical Excellence presented by the Society of Motion Picture and Television Engineers.

Felix was cited at the recent SMPTE convention in Los Angeles for his work in the

development of high-band recording systems. He has specialized in the design and development of magnetic recording systems since joining Ampex in 1960.

Nova Systems, Avon, Conn., formed last March, introduced its first product Oct. 31 at the SMPTE convention.

The Nova 500 Digital Time Base Corrector, with a suggested retail price of \$6,450, is described as "a low-cost system that eliminates features that some customers don't use," said Stephen Kreinik, Nova president.

He said the unit's one-rack height and weight of "little more than 10 pounds... meets customer criteria for compactness, simple operation and cost-effectiveness."

The Nova 500 incorporates 8-bit, 4X subcarrier sampling and provides 32 lines of video-stored memory. The unit, recommended for use with 1/4-inch tape machines, will be available by Jan. 1, said Harry Glass, Nova Systems marketing director.

Cart machines are coming for 1/2-inch tape. At SMPTE, **Lake Systems Corp.** showed its La-Kart system for the M format. The system—which includes a 68K multi-event programmer with disc drive, automatic directory reading and random access—costs \$205,000. Orders now are being taken, and the system also will be available in Beta format.

Panasonic, meanwhile, showed a pre-production model of its MVP-100 cart machine for the M format. A basic \$160,000 8-transport unit—with a complete signal system and computer controller—will be available in April or May, according to Systems Development and Marketing Manager Nick Hudak. The unit, which is expandable to 18 or 24 transports, is scheduled to be field tested at one or two TV stations starting March 1.

Fuji Photo Film USA introduced its 1/4-inch H521 BR



Command center

Solid State Logic's SL4000E is a total integrated control room command center that serves both as the principal audio interface for the control room and as the central control interface for all machines and signals processors involved in producing live and recorded audio. Master facilities include five console status buttons that allow the main signal paths through the system to be instantly reconfigured for a variety of specialized purposes. Eight VCA subgroup masters and a patch-free audio sub-group system bring up the 120 microphone and line inputs under the control of a single engineer.

videocassette at the SMPTE convention.

The new U-Matic cassette features the "lowest dropout rate and highest signal-to-noise ratio" of any comparable cassette, according to Fuji.

Other features of the H521 include Fuji's backcoating, U-binder system and a high-impact ABS resin cassette shell. The new cassette also features a smoother magnetic surface, which lessens head abrasion.

A production version of the Frezzi on-cam 1/2-inch VHS-C format VTR was demonstrated at SMPTE.

The **Frezzi Electronics** on-camera recording system, which works with most professional portable video cameras, is available for \$2,995.

Another Frezzolini product introduced at SMPTE was the \$119.95 Mini-Fill lighthouse. The 12-ounce lighthouse uses Multi-Mirror lamps.

PROGRAMMING BRIEFS

Worldwide syndication of the *Motown 25th Anniversary Radio Special* will take place through an agreement between **Motown International and British Broadcasting Corp.** The program will run at least 10 hours and will be aired simultaneously in 69 countries. London Wavelength will handle U.S. distribution.

Inside Story has been underwritten for its fourth season by **General Electric**. Twenty new editions and five updated rebroadcasts of selected 1984 programs will be created. Hodding Carter will continue to host the PBS series.

Don't Eat The Pictures traces a visit to the Metropolitan Museum of Art by the Sesame Street characters. The hour-long PBS special airs Nov. 16, marking the start of the show's 15th season.

Mr. Men & Little Miss, a nationally syndicated comics feature distributed by the Newspaper Enterprise Association, will be developed for television through an agreement between

United Media Productions and CBS-TV. The project is in association with DIC Enterprises.

First Telebony Syndication will deliver more than 100 two-minute *Run For The Gold* profiles of Olympic athletes to stations free of charge. The advertiser-supported shorts will air every day from January 1984 through the summer.

Exclusive TV rights to a series of 16 Ladies Pro Bowlers Tour professional tournaments have been granted to **TVS Television Network**. The 16-week series of 90-minute telecasts will reportedly reach a minimum of 70 percent of the country's TV households via TVS' ad hoc network beginning in May, 1984.

An American Christmas Carol, a syndicated rebroadcast of a two-hour, made-for-TV adaptation of the Charles Dickens classic, will star Henry Winkler of *Happy Days* fame. The updated story, set in Concord, Mass., during the Depression, has so far cleared 96

markets covering more than 80 percent of the country. The movie originally aired on ABC in 1979 and is being distributed by **Syndicast Services**.

Dallas stars Larry Hagman and Linda Gray will anchor the 24th annual **CBS All American Thanksgiving Day Parade**, a three-hour special presenting parade highlights from New York, Philadelphia, Detroit, Toronto and Hawaii, airing Nov. 24 from 9 a.m.-noon. Catherine Bach, Rosalind Chao, Robert Foxworth, Mary Frann, Pat Harrington, John Hillerman, Beth Howland, Michele Lee, Brian Mitchell and Andrew Stevens will provide commentary from the five sites.

Freemantle Corp. has become the exclusive U.S. and Latin American distributor for Scottish Television, which has announced two major 1984 productions: *Rob Roy*, a three-hour TV movie based on the Sir Walter Scott novel; and *Festival*, a six-hour adventure miniseries against the backdrop of the Edinburgh Festival.

Bob Hope Goes to College, a Bob Hope special taped at six universities around the country, airs on NBC Nov. 23 from 8-10 p.m. Guests will include Morgan Fairchild, Irene Cara, Miss America Vanessa Williams, Dionne Warwick and Eddie Rabbit.

Rights for the only nationally televised pre-Olympic hockey game between the U.S. Olympic team and the Soviet Union have been granted to **Petry Television Inc. and Sports Network Inc.** The game will air live on Dec. 9 at 8 p.m. EST from Lake Placid, N.Y. Stations in at least 108 markets will broadcast the game, which is the only nationally televised meet between the U.S. and Russia until the 1984 Olympic games in Sarajevo.

Tell Them I'm A Mermaid will air on all seven **Metromedia** television stations during prime time or prime access during December. The half-hour, musical-theater documentary, showing the private lives of seven women with physical disabilities, was produced by **Embassy**

Television, Los Angeles, Mark Taper Forum and KTTV/Metromedia Television.

A new NBC daytime series premiering next year will be produced by Jerome and Bridget Dobson, head writers for *General Hospital*, *The Guiding Light* and *As The World Turns* during the past 17 years. The couple also will develop prime-time series and movies for the network.

Norman Mark will co-host **Breakaway** with current co-host Martha Lambert. Mark has been entertainment critic for the show and will continue to serve in that capacity.

T.J. Hooker, the ABC police drama series starring William Shatner and produced by **Spelling/Goldberg Productions**, in association with Columbia Pictures Television, resumed production Nov. 2 following a 12-week hiatus. The series has 11 episodes yet to be filmed to complete the 1983-84 season. Rick Husky is supervising producer and Jeffrey Hayes, Simon Muntner and Jack Fogarty are producers.

REGIONAL REPORTS



Jail bait

Official "Jail Ball Policeman" made sure Jack Shuster (left) and John Anastasio stayed in jail during WHWH-AM's "Jail Bait for Heart." Prominent area businessmen, politicians, celebrities and radio personalities were "jailed" in a cell in the center of Quaker Bridge Mall, Princeton, N.J., until they raised \$300 in bail money to benefit the American Heart Association in Mercer County, N.J.

'Holiday Fund Day' honors WCAU annual charity drive

PHILADELPHIA—Nov. 6 was declared "Neighborhood Holiday Fund Day" here in honor of the annual charity drive started in 1982 by WCAU radio.

In a City Proclamation, Philadelphia Mayor William Green saluted the fund drive, which was established to "brighten the holidays" for thousands of city residents.

As part of this year's Holiday Fund drive, six area hotels sponsored a "Skyline Tour of Philadelphia" Nov. 6 in which residents could tour presidential suites and special rooms opened for the daylong event.

Hotels participating in the skyline tour, which cost \$15 a person, included the Barclay, the Latham, the Warwick, the Hershey Philadelphia, the Palace and the Franklin Plaza.

Funds received by WCAU's Holiday Fund go to help those in need as determined by the Southeastern Pennsylvania Chapter of the American Red Cross, Big Brothers/Big Sisters of Philadelphia, Big Brothers/Big Sisters of Delaware, the Salvation Army, Goodwill Industries of South Jersey and Amity House of New Jersey.

Baltimore's WJZ-TV won the 1983 Gabriel Award for its documentary *Child Molesters: Please Make Them Stop!* The Catholic Association for Broadcasting awarded the station for its program, which aired in April of this year, dealing with the problem of sexual abuse of children. The program also aired on other Group W stations in Boston, Philadelphia, Pittsburgh, and Charlotte, N.C.

WAMU-FM, Washington D.C., premiered *As It Happens*, a new current affairs program, last week.

The program, produced by Canadian Broadcasting Corp., features newsmakers, both domestic and foreign, in a telephone call-in format.

As It Happens airs Monday through Friday from 11 p.m. to midnight.

Also, WAMU-FM provided expanded election coverage for its listeners last week. Covering

WYCC to receive CPB assistance

CHICAGO — WYCC-TV, channel 20, has qualified for assistance from the Corporation for Public Broadcasting. The public station, which went on the air last February, is owned and operated by the City Colleges of Chicago.

Through the Center for Open Learning of Chicago City-wide College, WYCC offers over-the-air courses for college credit and adult/continuing education credit.

WYCC's telecourses include the Shakespeare plays produced by the BBC and the 13-part PBS series, *Vietnam: A Television History*, which represents three hours of college credit. The station operates a 24-hour hot line for anyone interested in registering for one of its courses.

Blair Radio has been named the national sales representative for WEZB-FM, New Orleans. At 100,000 watts, the station has a full-service contemporary format with several of the market's top personalities. The station is owned by EZ Communications Inc. and consulted by Burkhart/Abrams/Michaels/Douglas and Associates.

More than 2,500 schools and businesses in Chicago are participating in Operation Snow

CENTRAL

Job, WBBM Newsradio's computerized system for reporting emergency closing information.

WBBM's Operation Snow Job operates in conjunction with the station's Weather Command and Computer Traffic Control. Closings are reported on Newsradio 78 by geographic area and in alphabetical order 24 hours a day during weather emergencies.

Country music and Shakespeare seems an unlikely mix, but the two recently came together in Cleveland during KS 100 Country's promotion for the wild west melodrama *Blanco*.

KS 100 gave away dinners, cowboy hats and tickets to the rollicking medicine show, written by George Bernard Shaw and performed as part of the Great Lakes Shakespeare Festival. The KS 100 Country stagecoach made an appearance in the opening day parade.

Dallas/Fort Worth's KERA-TV received two awards at the Southern Educational Communications Association annual conference, held last

month in Memphis, Tenn.

The public television station was honored with the John R. Haney award for best public television program and with a certificate of merit for the promotion of its "Let's Get Serious about Channel 13" fund-raising campaign.

The Haney honor was presented for *A Solo Song: For Doc*, an episode of KERA's acclaimed series *With Ossie & Ruby*. The episode also was honored with a gold plaque from the Chicago International Film Festival and a gold medal from the 1982 International Film and TV Festival of New York.

"Let's Get Serious about Channel 13" was the theme of the station's December 1982 subscriber campaign, which included a series of newspaper advertisements, on-air promotional spots, special press materials, radio commercials and direct-mail pieces. The campaign generated 5,227 pledges during the 12-day drive.

The Indiana attorney general's office and WRTV, Indianapolis, offered a "Call For Help Week" Nov. 7-11, with *Call for Help* reporter Ben Morrison responding to the most critical consumer problems received by the WRTV Call For Help office.

Morrison devoted each night of his five-part series to a specific consumer complaint.

KRDO reconnects information service

COLORADO SPRINGS, Colo.—KRDO radio and Public Announcement Service of Colorado Springs have joined to provide the time, temperature and weather forecasts to local residents via telephone.

The phone number, operated for more than 20 years by Mountain Bell, remains 635-TIME. However, the phone company has had to cease operating the number as part of the divestiture of AT&T ordered last year by the Justice Department.

Now, when Colorado residents call the number, they will

WEST

hear time, temperature and the weather, as well as a commercial message from a KRDO advertiser.

KPIX-TV, channel 5 in San Francisco, recently presented a three-part news series on high school athletic injuries called *School Sports: Risky Business*.

The reports, seen on KPIX's 11 p.m. *Eyewitness News Nightcast*, featured three Bay Area boys paralyzed from the neck

down as the result of football injuries.

The series also explores the legal and medical aspects of high school sports and features comments by lawyers, doctors, coaches and heads of athletic programs. The series is produced by Nancy Saslow and reported by David Jackson.

Selcom Radio has been named the national sales representative for KPLM-FM, Palm Springs, Calif. The station, owned by RTC Broadcasting Corp., programs Big Band music.

In the battle for ratings, you need the latest news, weather, and sports!

Don't sell sports short. It's an integral part of your newscast. And unless you have SportsTicker, you're not airing the latest results.

SportsTicker brings you scores and bulletins first—as they happen, from all major Pro & NCAA Division I sporting events, up to a full hour ahead of other wire services.

SportsTicker has been the industry standard for years. Now with our new "Broadcast Sports Wire", you get the complete, up-to-the-minute sports scene at a glance...on a quiet broadpage printer.

Our new Sports Wire delivers the

latest reports, summarized by league every ten minutes—for a "snapshot" of the latest updates from all events. You also get daily schedules with sites & times, team standings, league leaders & stats, "Sports News in Brief", a trivia quiz and more.

Prices for the Broadcast Sports Wire start as low as \$70 a week. (Less if you use your own printer) Our Ticker service starts as low as \$50 a week.

For further information call 800-431-2602 (914-725-3477 in NY and Canada), or write SportsTicker, 2 Overhill Rd - 3rd Fl., Scarsdale, NY 10583.

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SPORTSTICKER
The "Official Score Reporting Service"
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PEOPLE ON THE MOVE

CBS News named **Johnathan Rodgers** executive producer and **David Corvo** producer of the weekend editions of the *CBS Evening News* and the *CBS Sunday Night News*. Rodgers was executive producer of *CBS News Nightwatch* and Corvo was executive producer for news at KNXT-TV, the CBS O&O in Los Angeles.

Maria La Palermo, manager of Blair Television's ABC sales team in Chicago, and **Gayle Rabon**, manager of the Charlotte sales office, have been named vice presidents.

NBC Radio Networks named **Dianne Ingle** regional affiliate director responsible for the Western region for the NBC Radio Network and Talknet.

Rolando Herrera has been named director, program practices, for CBS Radio. He was manager, continuity acceptance, for WCBS-TV.

Sterling Swierk, manager of a Katz Television Continental sales team, has been appointed a divisional vice president.

United Television Inc. named **David Woodcock** vice president and general manager of KTVX-TV, the company's station in Salt Lake City. He was vice president and station manager of KCOP-TV, Los Angeles.

Richard Harker, formerly with KCNR-FM, Portland, Ore., in programming and research, joins Coleman-Research, Dallas, as a vice president.

National Captioning Institute, Washington, named **Jane Edmondson** director of market development. She was director of advertising and promotion.

Judy Kleinberger and **Genevieve Irwin**, national sales managers of Seltel divisions, have been appointed vice presidents of the company.

Dr. Johanna Shaw will join WJZ-TV's Eyewitness News Team, Baltimore, Md., to report on medical breakthroughs and consumer medicine. Shaw leaves WBTV, Charlotte, N.C., where she served as a medical correspondent.

Ceil Cassidy has been appointed local sales manager for WLTT, Rockville, Md. Cassidy, whose background is in advertising and radio sales, has been with the station for three years.

Wayne Cornils has been named executive vice president of the Radio Advertising Bureau in New York. Presently senior vice president for the National Association of Broadcasters, Cornils will take up the post Dec. 1.

WOR-TV, Secaucus, N.J., has appointed **Matthew Schwartz** general assignment reporter for WOR-TV News. Previously he was a news reporter for WEWS-TV, Cleveland, specializing in crime and court news.

Brian Drummy, a four-year veteran of KFMB-FM's news department, has been promoted to assistant news director. He will continue his duties as assignment editor and also will assist with the development of news department plans and policies.

Dennis Gilmore, formerly media director of LaBelle & Shallbetter Advertising Inc., Minneapolis, has been named an account executive for KXLI-TV, channel 14, St. Cloud, Minn.

Richard Mathys, product manager for Video Recording Systems at RCA Broadcast Systems, has been appointed director of engineering for VSA-Video-graphic Systems of America, a leading teletext and videotex company based in New York.

Carl Minor has been appointed to succeed **W.R. McKinsey** as general manager of KCBT-TV, Lubbock, Texas.

KOLR-TV, Springfield, Mo., has appointed **Rebecca Crosthwait Kinnard** as program director of the station. Kinnard, an 11-year veteran of electronic media, was operations manager at KSN-TV, Joplin, Mo.

James Fellows has been chosen president of the Central Educational Network effective Nov. 7. Fellows is the former president of the National Association of Educational Broadcasters and recently served as consultant to a number of public broadcasting institutions, including CEN.

KMGG-FM, Los Angeles, named **Suzy Andrews** account executive. She previously held a similar position at KROQ, Los Angeles.

KHTV, Houston, has appointed **Linda Chandler** local sales manager. Since 1979 she has been an account executive at KHTV.



Paul LeSage

Paul LeSage has been named general sales manager of WTMJ Radio, Milwaukee. LeSage, a Milwaukee broadcast veteran, comes to WTMJ from radio stations WZUU and WLZZ, where he was vice president and general manager.

Andrea Berken has left her position of supervisor of public relations for ABC Radio to become an associate of Diane Terman Public Relations, New York. Berken's accounts at her new job will include several radio stations including WMCA, New York.

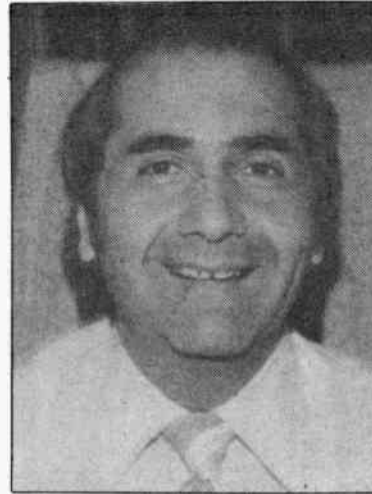
Kathleen St. Johns has been named director of dramatic series development for ABC Entertainment. St. Johns joins ABC from Columbia Pictures Television, where she was vice president of creative affairs.

NBC News named **David Phillips** Paris bureau chief. He was a producer in the London bureau.

Jim McDonald, manager of current programs for Columbia Pictures Television, has been upped to director. **Tim Overmyer** joined the company as Southeast sales executive and **Jay Silha** joined as Midwest sales executive.

Michael Newsom has joined Telepictures' new off-network sales division as regional sales director for the East and Southeast. He was with Gold Key Entertainment.

Hearst Corp. named **James Hurley** vice president of engineering for its Pittsburgh stations, WTAE, WTAE-TV and WHTX-FM. He was director.



Hoshang Moaddeli

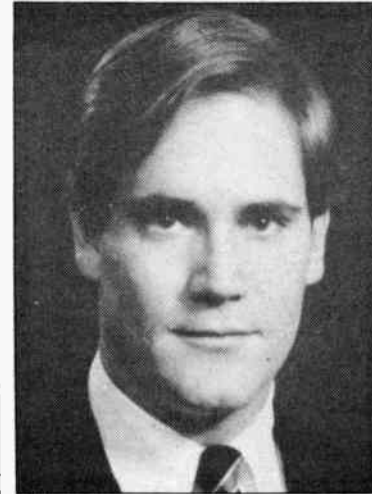
Hoshang Moaddeli has been appointed operations/production manager of KDOC-TV, channel 56, Los Angeles. Moaddeli will be responsible for all station operations, production, news and client commercials.

Katz Communications has announced several appointments. **Janis Gevantman** and **Bruce McArthur** have joined the Katz Independent Television sales staff. Both were account executives for WXON-TV, Detroit. Katz American Television has promoted **Robert Blagman**, a member of the Television Sales Research staff and a former account executive for Katz's Red team, to Team Manager of the Red sales team. And **Ken Perren**, national sales manager of Katz American Television's Blue team, has been given additional duties as divisional vice president.

Telerep named **Dave Hills** vice president and general sales manager for its "lions" station group. He was New York sales manager for the group, where he is replaced by **Pam Kelley**.

Lawrence Pollock, vice president and general manager of WPVI-TV, channel 6, Philadelphia, has been elected to serve on the Arbitron Advisory Council for a 2-year term commencing Jan. 1, 1984.

Bob Timms, New Jersey Action News assignment editor, was presented with a Distinguished Service Award by the Haddonfield Republican Club. The award was presented for Timms' participation at the club's 1982 Primary Election Debate between primary opponents for the U.S. Senate.



Lawrence Mincer

Chyron Corp., Melville, N.Y., has announced the appointment of **Lawrence Mincer** to the position of director of sales and marketing for its Video Products Division. Mincer joined Chyron in 1981 as director of corporate development and in February 1983 became sales manager of the Video Products Division. Prior to joining Chyron, Mincer was a business analyst for National Starch and Chemical Corp., a subsidiary of Unilever.

B.J. Hickman, formerly account executive for WTSN radio, Dover, N.H., has been promoted to sales manager at the station, effective immediately.

John Gutbrod has been named general manager of Gannett's Cleveland radio stations, WWWE and WDOK-FM. Gutbrod had served as general sales manager at KSD-AM/FM in St. Louis.

WRTV 6, Indianapolis, has announced the addition of **Barbara Love** to the channel 6 news staff. Love will serve as education reporter at WRTV.

Donald Cohen has joined WIXT-TV, Syracuse, N.Y., as promotion manager. Cohen comes to WIXT from WTOL-TV, Toledo, Ohio, where he held the same position.

Antonini, 82, dies Nov. 3

CLEARWATER, Fla.—Musical conductor Alfredo Antonini, who led CBS's symphony orchestra since its inception in the 1940s, died Nov. 3 following heart surgery here. He was 82.

Most of his work with the in-house orchestra centered on television scores for religious and documentary programming. For nearly 30 years, the orchestra was used frequently on the network's Sunday morning series, *Lamp Unto My Feet* and *Look Up And Live*.

In documentary production, Antonini was best known for conducting the stirring march theme on *The 20th Century*, the long-running historical series narrated by Walter Cronkite, and Morton Gould's score for *World War I*, a 26-part retrospective broadcast in the early '60s. The program has been carried by several public TV stations in recent years.

Antonini received an Emmy award in the late 1950s for best musical performance. He won for conducting "And David Wept" an original piece written by Ezra Lederman. Later in his career, he was honored by the National Association for American Composers and Conductors with a distinguished service award.

He joined CBS in 1941 after completing a scholarship at the Royal Conservatory of Music in Milan.

"The person you describe is the person we'll deliver"

It's not a slogan.
It's our track record.

We've successfully recruited for virtually every kind of executive post in broadcasting, cable television, and publishing. At every level.

The executives we delivered were right for our clients, for their companies, and for the specific responsibilities of each position.

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BW EXTRA

TELEVISION

Television: The Battleground

TvB efforts feed the bottom line

By Bill Dunlap

The Television Bureau of Advertising entered the week expecting a record crowd, as many as 800 members, for its 29th Annual Membership meeting running through Nov. 16, in Las Vegas.

Roger Rice, president of the TvB, said last week that 740 members had signed up for the three-day meeting and that total attendance would number about 1,000. The theme of the meeting, a sequel, is "Winning II."

The highlight of the meeting is expected to be a screening of TvB's major sales presentation, *Television: The Battleground*, a video production featuring television and film actor E. G. Marshall extolling the virtues of television as an advertising medium.

The presentation hammers home the advantages of television advertising, urging advertisers, as Rice put it, "to spend their money wisely in television rather than waste it on magazines, newspapers and radio."

The presentation brings out that:

- Television reaches almost 90 percent of everyone most every day.
- Virtually 90 percent of all homes now watch television in color.
- Fully 90 percent of all television viewing is done to regular, commercial, advertiser-supported television—over-the-air television.
- Among men with family incomes of \$50,000 or more, 91 percent say television advertising is the most influential of all advertising.

In addition to its panels and exhibits, the TvB meeting will have three primary speakers.

Marshall Loeb, managing editor of *Money*, will discuss current and forthcoming changes in economic issues worldwide and how each will affect vital aspects of American life. Loeb calls the talk "America in the 1980s: Ten Major Changes Ahead."

Joel Garreau, outlook editor of the *Washington Post*, will talk on "The Nine Nations of North America," an examination of the economic and sociological differences between the various regions of the United States and Canada.

Garreau replaces Dr. Layne Longfellow on the program. Dr. Longfellow, president of Lecture Theatre Inc., is recovering from injuries suffered in a fall.

The third speaker is Allen Janger, executive director of Management Systems Program Group, the Conference Board. His talk, "Normal Isn't What It Used to Be: Marketing

in the New Environment," centers on ways to insure a better organization under stronger, more informed leadership. Specifically, he will offer guidance and insights to the television executive on how he or she, as management, can better cope with changes in the television industry.

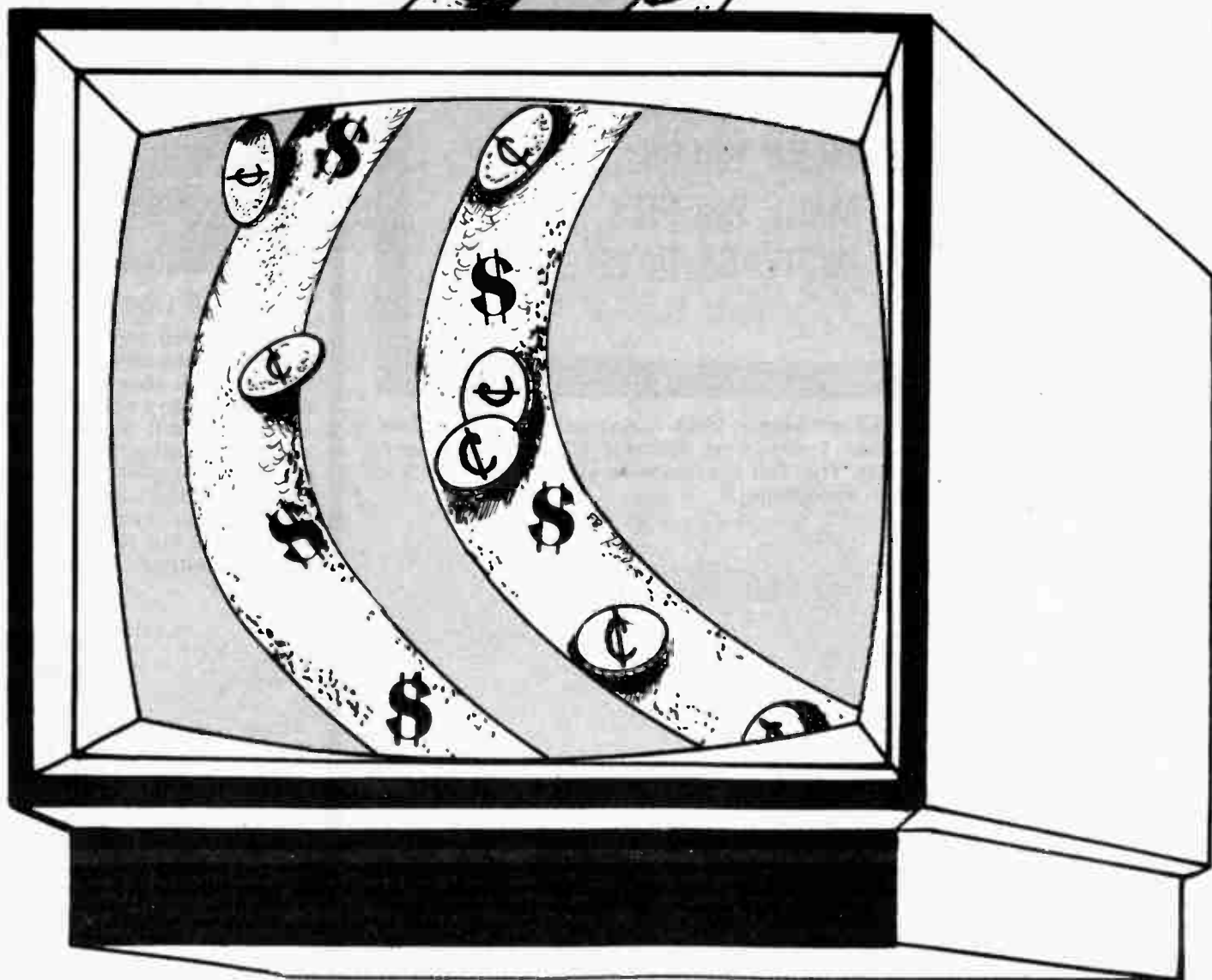
Five workshops are scheduled.

They are:

- "Winning 'Newcomers' to Television in the 101+ Markets." Panelists will discuss the question, "Should you, or should you not, sell inexperienced advertisers?" Ideas on identifying and cultivating valuable accounts in this market group, selling and keeping them, as well as increasing their television investments, will be shared.

- "How to Effectively Structure a Co-op Program." This workshop will explore the hiring, compensation and positioning of the co-op specialist.

Continued on page 14



TvB efforts feeding the bottom line

Continued from page 13

■ "Making EEO Work: Finding, Hiring and Training Minority Salespeople." This workshop will include a brief videotape segment reviewing the effective guidelines for screening and hiring salespeople. It will provide a forum where attendees can discuss the problems of finding, hiring, training and assimilating minority salespeople into a station's sales operations.

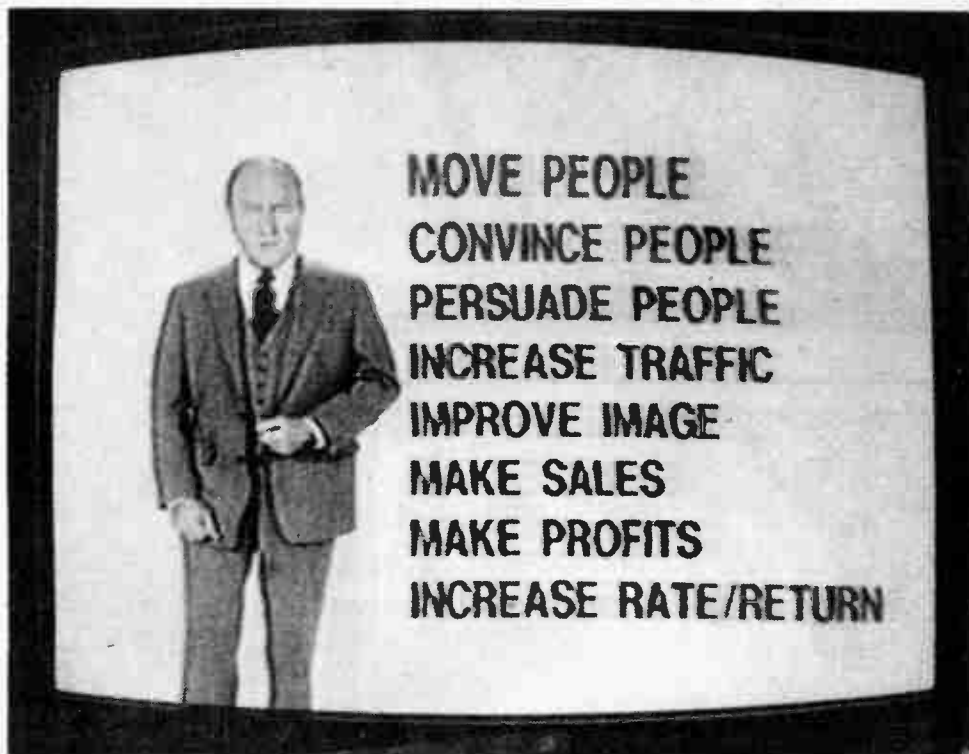
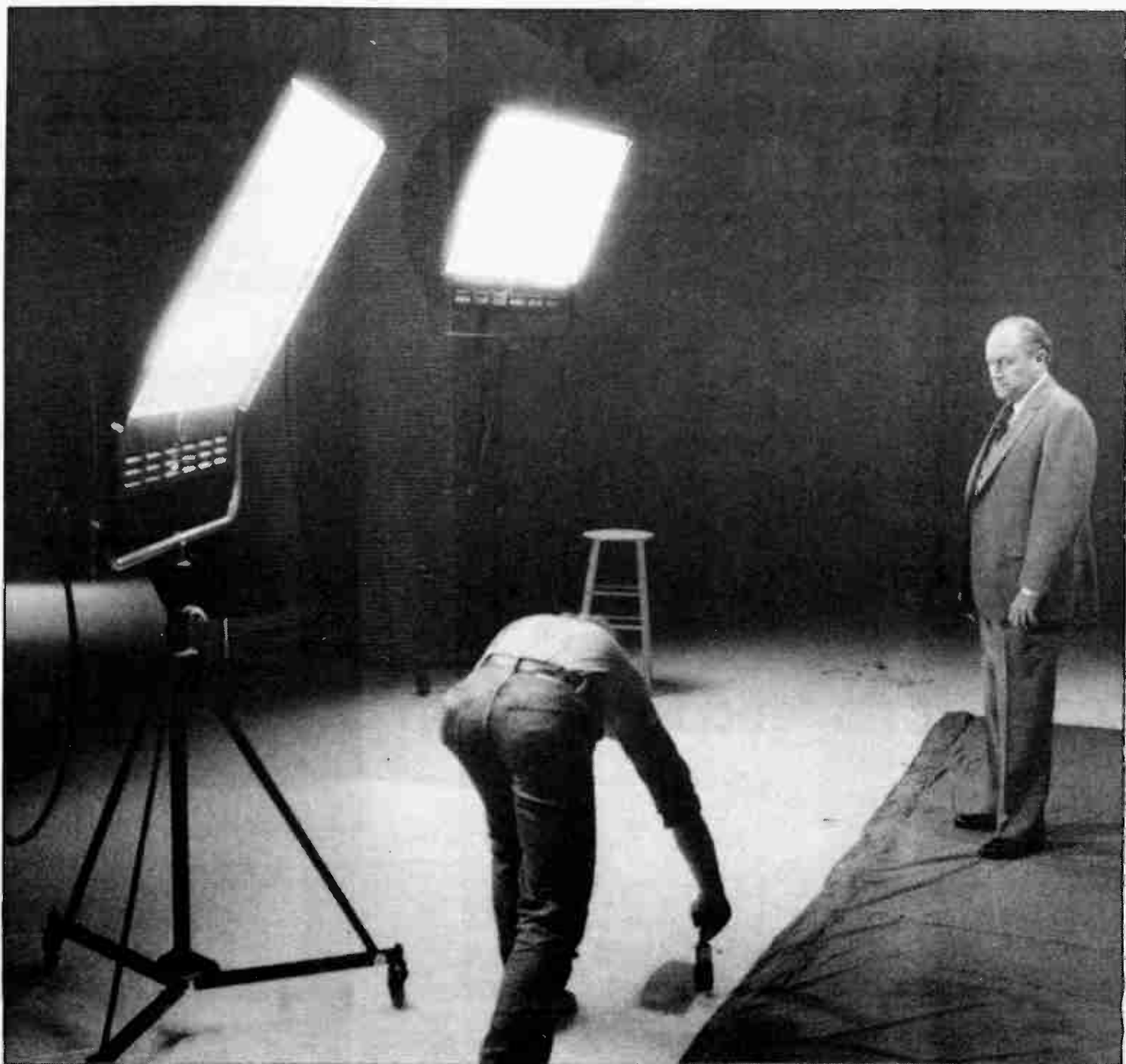
■ "New Business and How to Make it Pay." Guest speaker Dick McDonald, president of McDonald Davis & Associates Inc., Milwaukee, will discuss new areas of television sales where growth is both substantial and profitable.

■ "The Market Exchange." The fifth and final workshop, these roundtables will be divided into small, medium and large market groups. The discussions will provide the opportunity for participants to focus on topics of particular concern to their market size.

The meeting also will hear three special broadcast panels. They will deal with "Maximizing Inventory Control in 1984," "Political Advertising in 1984" and "Profit-Making Beyond Advertising."

Over the weekend preceding the TvB annual meeting, the TvB and Sterling Institute held a seminar for television station sales managers entitled "The Managing Sales Performance Program for Sales Managers."

The TvB annual meeting and all sessions are at the Riviera hotel and casino.



The Television Bureau of Advertising's 1983 major sales presentation, "Television: The Battleground," features as narrator E.G. Marshall, well-known TV and film personality. The TvB presentation stresses the "back to basics" approach to television advertising.



Marshall Loeb

In his speech to the Television Bureau of Advertising 29th Annual Membership Meeting, Marshall Loeb, managing editor of "Money" magazine, will discuss current and forthcoming changes in economic issues worldwide and how each will affect vital aspects of American life. Loeb calls the talk "America in the 1980s: Ten Major Changes Ahead."



Allen Janger

"Normal Isn't What It Used to Be: Marketing in the New Environment" is the title of Allen Janger's address to the Television Bureau of Advertising 29th Annual Membership Meeting. Janger, executive director of Management Systems Program Group, will offer guidance and insights to the television executive on how to cope with changes in the industry.



EXTRA

Split spots, barter surface as chief concerns

Television ad people converging on the Television Bureau of Advertising annual meeting in Las Vegas this week may not be ecstatic about the way the fourth quarter is shaping up, but they are hopeful about Christmas sales and eager for 1984.

The good year that the television industry is counting on next year, due to the popularity of the Olympics in February and July and to political advertising in a presidential election year, is putting one concern of station people on the back burner but raising another.

This year's issue of split 15-second spots will be of less concern because in a period of high demand and low supply, stations that don't want to risk cluttering their broadcast can afford to turn them down, a luxury they might not chance this year.

The other concern, one that seems likely to grow rather than fade away soon, is that of advertiser-supported syndication, as its practitioners now call it, or barter syndication, as it still is known by many.

In a time of high demand for advertising and low supply, station sales people and managers are less willing to give up availabilities to syndicators to sell nationally. The rub is that there isn't exactly a plethora of top-flight syndicated programming being offered these days and the syndicators of most shows are holding back some time for their own national sales.

Roger Rice, president of the TvB, an organization encouraging all forms of television advertising, isn't taking sides in the issue, but he does recognize that there is serious concern on the part of many station people about barter programming.

"Today, there are four people selling time on their stations," Rice said, "all at different prices—their network, their national spot rep, their own sales staff and now advertiser-supported syndicators."

Proponents of advertiser-supported syndication said it will be a \$500 million business this year, with prospects of reaching \$1 billion by 1990.

In poor times, when stations have excess spot time available, they aren't so loath to trade it for programming, but when demand is high, they generally believe they can make a greater profit by paying cash for programming and selling all spots themselves.

David Henderson, executive vice president of Outlet Co., the Providence-based station group, counts himself among those who would rather pay cash for programs, but he recognizes that there is no unanimity of opinion on barter.

"Some people are perfectly content to have some of their inventory go toward what becomes the purchase price," Henderson said. "For independents, it helps conserve cash. For more traditional network affiliates, my view is that I am not thrilled about giving time to production companies for them to sell."

Henderson sees syndicators who hold back spots in cash and barter sales as increasing prices, although the syndicators don't present it that way.

"We know that the spot has a certain market value. My view is that there is a cost, even though on the books it washes itself out. It reduces inventory," he said.

Carving out a niche

In the absence of a television code, Henderson said, syndicators also are carving out new spots in the program rather than retaining existing spots. "So they get their spot and you keep paying the high platform price that you started out at, which at one time

was considered a fair exchange of money for goods and services," he said.

The fact is that you have either overcrowded the time period with commercials or you are taking out less revenue for the time period."

He also is concerned about a new wrinkle that is showing up in barter syndication in which the syndicated program is delivered with separate commercials that must be cut in at the station level.

"So it isn't a network anymore; it's a spot deal," he said. "It means they haven't sold their time to a regular advertiser nationally. So now they do what the national reps do; they go out and look for someone and sell him four or 10 spots over eight weeks and they drop them in to fill the holes that they have."

Although this practice hasn't caused any legal action yet, Henderson feels that it may violate a station's contract with its national rep firm. Outlet's stations now are including a clause in their contracts with syndicators requiring that spots be delivered as part of the show. When a cut-in is required, the stations will impose a \$500 charge.

Jim Kelly, senior vice president and general sales manager of Blair Television, shares Henderson's concern over the growth of barter syndication, as well as the amount of inventory being taken by the networks.

Kelly indicated that Blair TV will be embarking on a program to undercut the advertiser appeal of ad-supported syndication. He declined to go into detail, but said that an announcement will be made after TvB but before Thanksgiving.

"I think there has got to be some education done for the advertisers," Kelly said. "There aren't that many good syndicated programs around and most of them are coming with a spot or two or three out of them."

Kelly also hinted at the possibility of a lawsuit against a station or syndicator taking spot barter. "I don't know if the practice is rampant, but obviously we're trying to take the syndicators to task. Some of our stations charge the spot rate for cut-ins, which keeps the advertiser from just using the network as a substitute for national spot."

At Petry Television, General Manager Bill Fagan has a memo out to all stations that their cut-in rates should be very high, equal to the spot rate, because it actually is in place of a spot.

"Technically, that cut-in should be purchased as a spot advertisement in that market," Fagan said. "We still don't make any commission, but at least this way, we'll tighten up the inventory and the station will make more money on it."

Gary Robinson, vice president and general manager of WCMH-TV, Outlet's NBC affiliate in Columbus, Ohio, sees the changing nature of barter as one of the reasons for concern.

"Not that many years ago, a specific advertiser would get into barter programming for a specific purpose—usually to reach an audience that he thought was targeted to a particular kind of program," Robinson said, citing such offerings as sports events or a fishing series.

"Now syndicators are trying to be a kind of buying service, selling gross impressions around the country based on the clearance of their show. But they can't even tell you who the advertiser is going to be when you sign the contract," he said.

Tight inventory

The concern over barter programming stems from several factors—the anticipated tight inventory of 1984, the growth of the

vehicle itself, and the fact that in a market where top-flight syndicated programming is scarce, the syndicators are pretty much in the driver's seat.

"A supplier, in a market where there is a dearth of material, has customers who must have product," Henderson said. "For a long time, syndicators sold programs for what they could get, but now they've brought some people from the spot business into their sanctums in California and they knew what spots were worth. So they have become very sophisticated in valuing their product in each marketplace."

"You can't fault them for being smart," Henderson said, "but I liked it better when they weren't."

The one "given" in the mix that hardly anyone is challenging is that 1984 will be a boom year for television advertising, as previous election-Olympic years have been. The current quarter, though, is another story.

Petry's Fagan said it will be the

"softest quarter in a long, long while. There's very little business left out there. We've not seen that second holiday season wave yet and it's overdue."

"The network scatter market is off and when that's off, there's no way it's coming back to us."

Alan Elkin, senior vice president and general manager of Seltel Independent, said the slow fourth quarter could take some of the glow off 1984.

"An old rule of thumb is that if the fourth quarter is bad, the first won't be as good as expected," Elkin said. "We're not saying that '84 is going to be bad, but it could very well be worse than everyone is saying."

He added that mid-September to mid-October was busy, "but then it just died."

Henderson remains optimistic about 1984. "We see a very good scenario out there," he said. "There will be very large amounts of money in the marketplace."

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REGULATORY SCENE

WPFW-FM license renewed

In a case that involved possible violations of the Fairness Doctrine and personal attack rules, the Federal Communications Commission last week renewed the broadcasting license of WPFW-FM, Washington, D.C., denying a petition from the American Legal Foundation to revoke the station's license.

The ALF had charged the station with violations of the Fairness Doctrine, personal attack, obscenity and seven other broadcasting rules. In its filed petition, the group alleged that the station used "its borrowing license as a

vehicle to espouse its own particular leftist political philosophy to the exclusion of all others."

Ruling in favor of the station, the commission argued that the ALF's evidence was insubstantial. However, the commission did stipulate that WPFW would have to report on its internal logging procedure throughout its license term.

ALF Executive Director Bill Kehoe called the ruling a "disgrace." "WPFW consistently gives one-sided racist views on important public issues. The FCC decision

was just a hand slap."

WPFW General Manager Marita Rivero said of the ruling, "It supported our contention that we are a responsible broadcasting unit, operating under federal standards and guidelines."

Sunland granted construction permit

The commission's administrative law judge granted Sunland Communications Co. a construction permit for a new television station on Channel 62 in Riverside, Calif. The judge ruled that since Channel 62's general and limited partners had no

media interests in the area, the station's application will be granted.

Los Angeles TV station licenses renewed

The mass media bureau of the commission denied a request by Sue Gootfried of Los Angeles to take away the licenses of six area TV stations on the grounds that they obstructed the rights of the deaf and hearing impaired.

Referring to an earlier case, Bureau Chief James McKinney wrote in his opinion that a "licensee need not serve all the needs of its community . . . and the de-

termination of how the station can best devote its limited broadcast time to those needs is left to the good faith of judgment of the licensee."

The stations involved in the case are KCOP-TV, KNXT-TV, KTTV-TV, KIIJ-TV, KNBC-TV and KABC-TV, all of Los Angeles.

Subcommittees on DBS standards to meet

The commission's Advisory Committee on DBS standards will meet on Nov. 21 and 22. The meetings will cover encryption, transmission and receiver standards for the industry.

Sudsy contest offers LA trip

NEW YORK—The ABC Radio Networks, in conjunction with Bristol-Myers, are sponsoring a nationwide promotional contest Nov. 1-Dec. 2 for the more than 325 stations that air the ABC-FM Network's weekday feature *Soap Talk*.

Listeners become eligible for the grand prize, an expense-paid trip for two to Los Angeles, by sending in questions they would like Jacklyn Zeman, *Soap Talk* host, to ask their favorite soap opera stars. Prizes will be furnished by Bristol-Myers for Excedrin, *Soap Talk's* sponsor.

ABC will hold the official drawing Jan. 5, with a winner chosen from each of five regions. Winners will stay at the Beverly Hills Hotel, visit the set of *General Hospital*, see Zeman taping *Soap Talk* and attend a cocktail party where they will mingle with soap opera stars.

Soap Talk features interviews and news about soap opera stars and regular updates on storylines of the top soaps.



On hand for tapes promoting "Soap Talk" were Julie Eisenberg, ABC Networks manager of station relations; Shirley Walker-Carter, account executive, ABC Radio Networks; Jacklyn Zeman; Peter Fredas, manager, spot cable & syndication Bristol & Myers; and Corinne Baldassano, ABC FM director of programming.

CALENDAR

NOVEMBER

Nov. 14-16—Television Bureau of Advertising 29th annual meeting. Riviera Hotel, Las Vegas.

Nov. 15—OAB Financial Managers' Broadcast Bonanza, Quality Inn, Columbus, Ohio. Information: (614) 228-4052.

Nov. 15—Southern California Broadcasters Association annual membership meeting and election. Holiday Inn, Hollywood. Information: (213) 466-4481.

Nov. 15—Deadline for applications for one-year legal fellowship program sponsored by National Association of Broadcasters. Information: Erwin Krasnow, senior vice president and general counsel, NAB, 1771 N Street, N.W., Washington, D.C. 20036.

Nov. 15—PRS of Boston seminar, "Computers and Video Systems for the Recording Studio." Paradise, Boston. Information: (617) 254-2110.

Nov. 15-17—C-COR Electronics regional technical seminar. Tampa, Fla. Information: (814) 238-2461.

Nov. 16—Ohio Association of Broadcasters financial management school. Marriott North, Columbus, Ohio.

Nov. 16—Reception marking beginning of eighth year of "Business of Radio Broadcast-

ing" curriculum offered by UCLA Extension in cooperation with Southern California Broadcasters Association. Orient Express, Los Angeles. Information: Harry Spitzer, (213) 466-4481.

Nov. 16-20—"Airlie IV," fourth seminar of art of radio, sponsored by Radio Foundation. Prince George Hotel, New York. Information: (212) 595-1837.

Nov. 17-19—Arizona Broadcasters Association fall convention and 31st annual meeting with Arizona Society of Broadcast Engineers convention and technical exhibit. Radisson Scottsdale Resort, Scottsdale, Ariz.

Nov. 17-20—Billboard's Fifth International Video Music Conference. Huntington Sheraton Hotel, Pasadena, Calif.

Nov. 18—Ohio Association of Broadcasters "small market potpourri." Westbrook Country Club, Mansfield, Ohio.

Nov. 18—Advanced Television Systems Committee's high definition technology group first meeting. National Association of Broadcasters' headquarters, Washington.

Nov. 22—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York.

Nov. 29—New York Chapter, National Academy of Television

Looking Ahead

Dec. 5-8—Arbitron Radio Advisory Council meeting. Captiva Island, Fla.

Jan. 14-18—Association of Independent Television Stations convention, Los Angeles.

Jan. 29-Feb. 1—National Religious Broadcasters 41st annual convention. Washington, D.C.

Feb. 9-14—NATPE International 21st annual conference. San Francisco.

April 29-May 2—National Association of Broadcasters annual convention. Las Vegas.

May 21-23—Production East conference and exhibition, sponsored by American Expositions Inc. New York.

June 17-19—The annual Adult Radio Forum presented by Burkhardt/Abrams/Michaels/Douglas. New Orleans.

Arts and Sciences, "mini forum: Research for Television." Community Church of New York, New York.

Nov. 29—International Association of Satellite Users monthly meeting. Twin Bridges Marriott, Arlington, Va.

Nov. 30—Deadline at school level for 37th annual voice of Democracy competition in national broadcast scriptwriting program, sponsored by Veterans of Foreign Wars of the U.S. and its Ladies Auxiliary with cooperation of National Association of Broadcasters and state associations. Students in 10th, 11th and 12th grade, who are U.S. citizens, are eligible to compete during fall term for \$32,500 in national scholarship awards, as well as expense-paid trips to Washington next March and other prizes at state and local levels. Theme for recorded entries: "My Role Upholding the Constitution." Information: Community VFW post.

DECEMBER

Dec. 2—Southern California Broadcasters Association new business development breakfast meeting. Holiday Inn, Hollywood.

Dec. 2—Broadcast Pioneers, Washington area chapter, fourth annual awards banquet. Kenwood Country Club, Bethesda, Md.

Dec. 2-3—"Creating Programming for the New Television Markets," seminar offered by New York University, School of Continuing Education, New York. Information: (212) 598-7064.

Dec. 2-4—NBC-TV affiliates economic issues conference, sponsored by NBC News and

conducted by Foundation for American Communications. The Houstonian, Houston. Information: (213)851-7372.

Dec. 3—Ohio Association of Broadcasters news directors' forum. Hilton North, Columbus, Ohio.

Dec. 5-8—Arbitron Radio Advisory Council meeting. South Seas Plantation, Captiva Island, Fla.

Dec. 6-7—National Media Conference, co-sponsored by International Association of Business Communicators and Larimi Communications Associates. New York Statler Hotel.

Dec. 7—OAB Sales Seminar featuring Pam Lontos. Columbus Marriott North, Columbus, Ohio. Information: (614) 228-4052.

Dec. 9-11—Audio Independents annual radio programming conference. Asilomar Conference Center, Pacific Grove, Calif. Information: AI, 1232 Market St., San Francisco 94102.

Dec. 20—International Radio and Television Society Christmas benefit. Waldorf-Astoria, New York.

JANUARY

Jan. 8-11—Pacific Telecommunications Council's sixth annual Pacific Telecommunications Conference. Sheraton-Waikiki Hotel, Honolulu.

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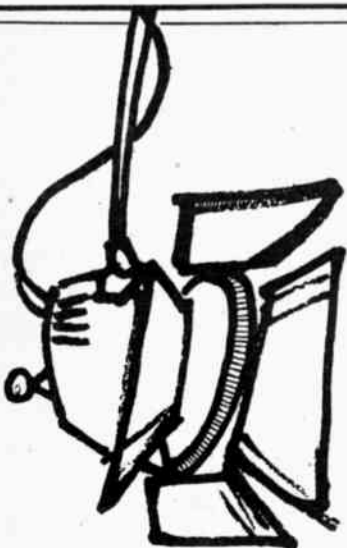
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BROADVIEW



"It's really hard to celebrate our anniversary with a deadline hanging over our heads."

letters

Thanks for a giver

I would like to thank you for your brief report on the recent death of radio & TV personality Jim O'Brien.

I only met Jim once, 10 years ago, but found him to be one of the nicest and most helpful people in our industry. There seem to be very few real gentlemen at the top but Jim was one of those. As a struggling disc jockey I met Jim at WFIL in Philadelphia while I was stealing their *Broadcasting* classifieds to find a job and asked him to critique an air check of mine. He was in a real rush and in about two sentences, on the run, told me he'd give it a listen and get back to me. I assumed that was the end of it and I'd seen/heard the last of Jim O'Brien.

Two days later I got the tape back in the mail with a critique and letter with some constructive criticism and a lot of support. His advice was correct and my stalled career got moving again within a month. As most of us do, I never took the time to write Jim a note or give him a call to say thanks.

So in an industry of takers, I'd like to say thanks to a giver, Jim O'Brien.

Ray Arthur
Vice President/General Manager
WKOL
Amsterdam, N.Y.

Contrasting view

Contrary to a recent article

in *Broadcast Week*, which indicated a low viewer interest in *America Remembers John F. Kennedy*, a close look at the numbers for audience ratings and share would show, instead, that the program had a significant viewer interest.

BW cites figures suggesting the program was a ratings disappointment at Group W's KPIX in San Francisco. In fact, *America Remembers...* was number one in its time period there, according to Nielsen, against such first-run network competition as *The Love Boat* and *Fantasy Island*.

The program was similarly successful at our Philadelphia station, KYW-TV, where Nielsen's 12 rating/20 share was significantly ahead of what regularly scheduled NBC programming has been averaging in the same time period in that market.

Even the numbers you ascribe to WOR-TV (7.3/11) represent a worthy effort for an independent television station competing for a share of the prime-time audience in New York City.

We believe *America Remembers John F. Kennedy* is an exceptional artistic achievement for television and, competitively, an unqualified success.

Lawrence P. Fraiberg
President
Television Station Groups
Group W

other voices

News theft

"We've been put on notice and we've put our people on notice that it shouldn't happen again.

"Confusion... When bombs are going off and people are dying, things get confusing. "But as it turns out, CBS was right."

Steve Friedman, producer of NBC, explaining why NBC aired satellite reports from CBS crews stationed in

Lebanon, reported in "USA Today"

'Lear'ing glances

"In the last four years, the world has turned 120 degrees, if not 180 degrees. There's more to write about."

Norman Lear as quoted in "USA Today," while speaking about his return to Hollywood, after a four-year separation

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BPA

RANDOM THOUGHTS

Anniversary edition

All the horses were booked up so the parade was canceled. President Reagan was too busy with matters of state to sign a proclamation, so we decided a simple happy birthday to us would do. And since we really wanted to say thank you, the simplest approach is best. After all, that approach and your acceptance has proved to be the winning formula.

One year ago *Broadcast Week* nervously entered the waters of the broadcast world. That world is huge and a little scary considering that it had been decades since any other trade book attempted to compete with publications considered institutions. We quickly learned that there were a lot of friends out there and that there is no such thing as an institution in the publishing or broadcast worlds.

Those friends reassured us there was both a need and a place for *Broadcast Week*. We listened to our friends and produced a quick read, timely, informative, factual and lively newspaper based on credible reporting. We also heeded our friends' advice to expand our circles of coverage and thus we have earned the honor of being the station book. We are proud of what we have been able to achieve in 12 short months and we are even happier about the friends we have made and the good, solid advice they have passed along.

We have made many changes along the way. Your response tells us the changes were for the best. However, one change we didn't make and never will is that of listening, being available and responding to our friends... you the reader. The door is always open and we encourage each of you to use that standing invitation at any time. No story is too small or too big.

Now that you have helped us establish a foundation, we have plans to do some exciting building in the next year.

As the broadcasting community continues to grow, so will *Broadcast Week*. It's going to seem like we are everywhere and we will be—your help and support will make it happen.

Happy birthday to us... thanks to you.

Hitting the big time

Earlier this month, the Society of Motion Picture and Television Engineers took a stab at the big time by holding its annual convention in a real convention facility—the Los Angeles Convention Center.

Previous SMPTE shows were held in hotels with exhibit space sprawling into corridors and underground parking garages. This year's meet, held Oct. 30 to Nov. 5, was seen as SMPTE's attempt to present a show as vital and important to motion picture and television engineers as the annual NAB convention. That event, held last April in Las Vegas, attracted more than 30,000 broadcasters and exhibitors.

While SMPTE succeeded in centralizing technical sessions, committee meetings and a single exhibit floor under one roof, the society forgot to pave one of the most important avenues to eminence—namely, providing members of the trade press with the facilities and resources necessary to adequately cover the myriad announcements and developments occurring at such an "important and vital" show.

While the NAB's press area contained a raft of typewriters, telephones, facsimile machines, desks, bulletin boards and several full-time NAB staffers

as well as a rack for press releases and photos, SMPTE expected more than two dozen representatives of various trade papers and magazines to cover its convention in a room that measured about 10 feet x 15 feet and contained exactly one typewriter and one telephone. Press releases and media kits distributed by SMPTE exhibitors easily exceeded available table space with many announcements piling on top of each other or slipping off the ends of tables in confused disarray.

At a pre-convention briefing, SMPTE Engineering Vice President Roland Zavada reminded members of the trade press that they could attend meetings of SMPTE committees charged with setting technical standards, but could not write about committee actions without first seeking the permission of several members of SMPTE brass. To insure that such permission was sought by journalists, members of the press were required to sign a statement before entering such meetings.

Some of the reasons for restricting the activities of the press, Zavada said, included such nebulous considerations as preventing the spread of erroneous information and to further promote the editorial quality of SMPTE's house organ, *The SMPTE Journal*, which seemed to consider the SMPTE committee meetings its private domain.

As members of the trade press, we object to such attitudes and restrictions for all the obvious reasons. We are not given to reporting erroneous information for that would drive away our readers. Nor do we believe that motion picture and television engineers are better served by learning the achievements of their society from a single source—namely, the society itself.

Kick in the head

It has become tiring to hear that the social decay of this country is caused, in a large part, by the influence of television and radio. It's not only tiring to hear, but ridiculous to believe.

The latest report to surface claims the nation's teen-agers are being bored into apathy. Of course, the culprits are television and radio. It seems the broadcast community creates a barrier between fantasy and reality. This barrier thereby causes confusion, inability to cope with the mundane life and the lack of accepting normal adult roles and behavior.

Radio and television have been around for decades. There must be at least three generations out there running around, leading businesses, directing political, religious and social organizations and otherwise influencing society in a normally accepted positive manner.

These are the same generations that had beatniks, hula-hoops, hippies, at least two large "police actions" in foreign lands, a war and all the other strife man usually manages to find or generate.

But broadcasting has influenced the nation in one very positive way that always seems to get lost in the brick throwing parade. And that is knowledge through information. Even the report on teen apathy is knowledge and like any knowledge it depends on the individual as to how it is used.

It's getting easier to identify with Alfred Nobel. He gave the world dynamite to make work easier and the people using it decided it was intended to blow each other up.



'Eyewitness Anonymous'

Joe Ahern (left), station manager of WLS-TV, accepts a special award of merit from Patrick Healy (center), Chicago Crime Commission executive director, and Chicago Police Superintendent Fred Rice on behalf of the station's "Eyewitness Anonymous" program. The program was recognized for creating a better understanding of the commission's theme, "Ignoring Crime is Criminal." The program uses the services of We Tip Inc., a non-profit, tax-exempt corporation dedicated to reducing crime and fear of crime throughout the nation. In the seven months the program has been on the air, We Tip has confirmed 85 arrests attributable to calls from the WLS viewing area.



Winning discs

David MacNeil, vice president and station manager of classical music station WCRB-FM, Boston, awarded a new Sony CDP 101 compact disc player to Nancy Kallgren of Norwood, winner of a listener contest that featured the CDP 101 as the grand prize. The station recently capitalized on the rapidly rising public interest in the new compact disc technology, which MacNeill said "represents the most significant development in audio technology in the last century." WCRB airs compact disc recordings daily and has been very active in the introduction and promotion of the new technology. Other prizes in the station's contest included Sony "Sports" Walkmen, tickets to area musical and cultural events and WCRB tossing discs.

IMAGES



Satellite pact

Julius Barnathan, president of ABC Broadcast Operations and Engineering, and Larry Garfinkel, AT&T Communications vice president of service management, signed a five-year, \$30.3 million agreement for AT&T to provide ABC with satellite services for network programming distribution. Participants at the signing, held Nov. 4, were from left, Mike Moody, Pat Hanwacker, Barnathan, William Hynes, Garfinkel and Jim Barr.



Number one

Singers Ashford and Simpson, "New York Hot Tracks" host Carlos De Jesus and Kevin Wendle celebrate the WABC-TV show's win over the network competition, "Friday Night Videos," every week since they began airing head to head Aug. 12. "Hot Tracks" boasted a 4.3 Nielsen average, 43 percent ahead of NBC.

New York Times

WALL STREET JOURNAL

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