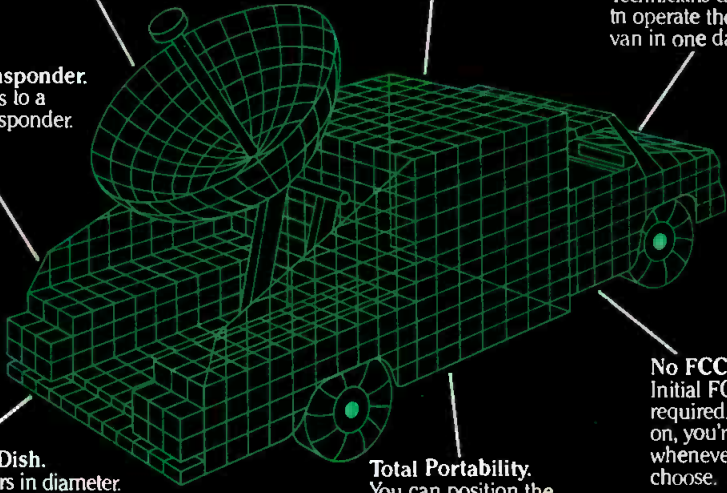


Broadcasting Apr 23



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For the complete story, see our exhibit at NAB, April 29 to May 2. (Outdoor exhibit area 21.)

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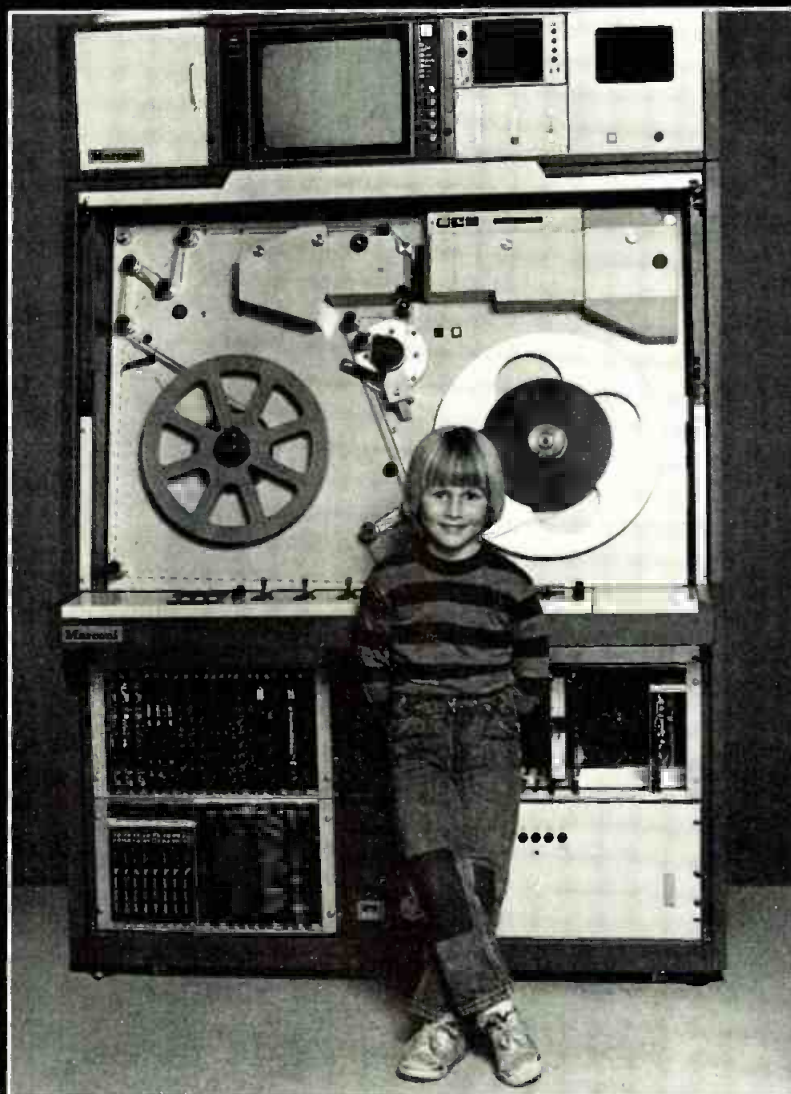
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Broadcasting **Apr 23**

CBS wins fifth straight ratings race NAB counting down to Las Vegas MIP wades ashore in Cannes

EYE FIVE □ CBS-TV wins its fifth straight prime time ratings contest, besting ABC and NBC. **PAGE 35.**

FROM THE CHAIRMAN □ FCC's Fowler discusses his three-year tenure as communications deregulator. **PAGE 37.**

FROM WITHIN □ Bruce Christensen is selected as new president of Public Broadcasting Service. **PAGE 38.**

YE SHALL HAVE FAITH □ Although videotex has yet to prove its financial viability, its proponents carry on with bright hopes for the future. **PAGE 40.**

NAB 84 □ Over 30,000 expected to attend NAB convention set to begin this weekend in Las Vegas. Theme of, "You've Got What It Takes," will emphasize broadcasters' civic responsibility during election year. **PAGE 45.** The conference's agenda begins on **PAGE 50.** A listing of hospitality suites begins on **PAGE 58.** A review of the exhibit floor appears on **PAGES 62-132.** A listing for networks, brokers, reps and others attending starts on **PAGE 133.**

TV MINISTRIES □ Annenberg-Gallup study on religious television provides insights into who watches what, and why. **PAGE 137.**

NEW METERS □ ARG Research is testing new

audience measurement device, called 'PeopleMeter', in Boston. **PAGE 137.**

CABLE COMPETITION □ World Video Library Inc. sets up pay-per-view experiment in Rochester, N.Y., area. **PAGE 139.**

PRODUCT IN CANNES □ Annual gathering of premiere international television programming marketplace, MIP-TV, expected to attract record numbers. **PAGE 139.**

VIDEO FUTURE □ Conference projects how today's regulatory changes will affect tomorrow's video marketplace. **PAGE 148.**

MAIDEN SPEECH □ RTNDA president elect advises broadcast journalists to do a better job of answering criticism. **PAGE 152.**

VBI VERBIAGE □ Broadcasters, in comments to FCC, support nonteletext uses of vertical blanking interval. **PAGE 153.**

TO THE HILL □ DBA counsel says further expansion of operating hours for daytimers will have to come from Congress. **PAGE 154.**

RADIO STAR □ Nick Verbitsky's sales experience and hands-on management approach have been instrumental in the success of The United Stations. **PAGE 179.**

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M A S T E R C L A S S A W A R D S

WBBG, CLEVELAND

LARRY POLLOCK, PRESIDENT
MIKE MCVAY, CORPORATE PROGRAMMER
CONNIE EDELMAN, STATION MANAGER
JIM DAVIS, PROGRAM DIRECTOR
GROUP: ROBINSON BROADCASTING,
LARRY J.B. ROBINSON, CHAIRMAN

WBBG is — in reality — the old WIXY, 1260 AM in Cleveland. Before Larry J.B. Robinson, better known throughout the Midwest as “The Diamond Man,” purchased the station, it was running almost dead last in the market. Today — with its own Big Band format, aggressive promotion and thorough music testing — WBBG is the #1 (12+) AM station in Cleveland with a 7.0 share! This kind of achievement is proof that AM is not dead; it just requires hard work and smart thinking to revive it nicely.

KXOA-FM, SACRAMENTO

PHIL MELROSE, GENERAL MANAGER
ART SCHROEDER, PROGRAM DIRECTOR
GROUP: KXOA, INC., WILLET & MICHAEL BROWN

K-108 was doing quite well — at the 5 share mark — three years ago, when the management of the station decided it wanted to bring in research and work to do even better. Within a short time Phil and his team had taken the station to the 9 (12+) level and shaped a demo picture solidly — and salably — in the 25 to 49 year old center of Sacramento. In late 1982 and early 1983 the station came under heavy fire from competing adult contemporaries, but all of them finally quit the battle and K-108's forceful defense has won it a 9.1 share (12+), number one position in this prosperous, and profitable, California market.

The Research Group, therefore, is most pleased to announce the election of the management of client stations WBBG and KXOA-FM to the honorary rank of Master Class Strategists. In bestowing these awards, The Research Group recognizes the strategic achievements of some of America's most outstanding management teams, from which will be chosen one station to receive our highest annual honor, the awarding of The Research Group's Samurai Swords.

In almost every field, there is a company that has *earned* a reputation as the leader.

The Research Group

Radio's Strategic Research Team

2517 EASTLAKE AVENUE EAST • SEATTLE, WASHINGTON 98102 • (206) 328-2993

Birds in bush

Search by Comsat's Satellite Television Corp. and CBS for partners in their satellite broadcasting co-venture may soon bear fruit. STC and CBS have been talking seriously with Gulf + Western, AT&T and General Electric, all of which could bring cash and other needed resources to venture. Gulf + Western, for instance, owns Paramount Pictures and Madison Square Garden Corp., rich sources of programming.

According to one source, GE is also considering bailing out United Satellite Communications Inc., which launched satellite broadcasting service last November, but which is rapidly running out of money. USCI's attempt to raise \$40 million through private placement of stock earlier this year was complete failure, source said. Unless it attracts new cash-rich partner like GE, source said, it will have to close up shop within two months.

Is enough enough?

FCC is now debating whether there's need to launch omnibus inquiry to determine how much broadcast content regulation is actually required by Communications Act, move proposed by Commissioner Mimi Dawson ("Closed Circuit," March 26). Feeling among some is that four dockets already cover field. Already outstanding, it is noted, are proceedings on application of fairness doctrine to broadcasting, on application of fairness doctrine and equal-time rule to cable and on elimination of personal attack and political editorializing rules. There's also "regulatory underbrush" proceeding, aimed at uprooting many of commission's more obscure rules and regulations.

Space man

Former FCC Chairman Dean Burch who has been out of government harness since his days as aide to then President Nixon 10 years ago, is expected to take on new government assignment. State Department has recommended him to White House as chairman of U.S. delegation to first session of Space WARC, to be held in Geneva for five-and-a-half weeks beginning Aug. 8, 1985. Burch, now partner in Washington firm of Pierson, Ball & Dowd, is not expected to encounter trouble winning White House approval. One of Burch's principal boosters for job of heading delegation

was Leonard Marks, who headed U.S. delegation to high-frequency WARC earlier this year.

Space WARC, regarded as critical both by government and private sector in U.S., is to develop plan for affording all countries "equitable" access to geostationary orbit for their space-service satellites. It will also finish work left undone by direct broadcast satellite conferences, in 1977 (affecting Europe and Asia) and in 1983 (affecting western hemisphere).

Multinational TV

Taking cue from cable producers, 20th Century-Fox Television is going outside U.S. for more than scenic shooting locations for two NBC-TV mini-series beginning production. Studio has partnered with broadcasters in West Germany, Japan, India and Philippines to share estimated \$25-million production cost of eight-hour version of *Around the World in 80 Days* and with French and Spanish companies for co-production of *The Sun Also Rises*, four-hour mini-series based on Hemingway novel. Fox will shoot in all those countries and give up certain international distribution rights as condition of agreements. Trend toward made-for-television films appears unstoppable, with senior Fox executive predicting virtual disappearance of theatricals from commercial network schedules within next few years.

Men for Marti

Two Cuban-American journalists now working in Miami—Emilio Milian and Dr. Umberto Medrano—are expected to be named director and deputy director, respectively, of Radio Marti, which, as part of Voice of America, will broadcast news of Cuba to that country. Announcement concerning Milian and Medrano is said to be awaiting completion of routine background check.

There was no definite word last week as to when Radio Marti will go on air, although staffers working on project hope first broadcast will be heard during summer. But staffing process is proceeding slowly. Some 20 persons—on task force, on staff and on loan from other agencies—are at work in offices set aside for Radio Marti in downtown Washington. But personnel has forbidding task of reviewing close to 1,000 applications for jobs. And those selected must be cleared. Milian is understood to be taking lead in recruiting top people.

New group

Anthony Cassara, who became president and chief executive officer of Wometco Broadcasting (see page 175) following acquisition of its six television stations by same investment group that bought KTLA(TV) Los Angeles, which Cassara runs, will operate all stations "as a group" despite corporate separateness of parent companies. "We definitely want to develop our own image," Cassara told BROADCASTING last week. "I'd like to see us more involved in the development of new programming." Cassara expects to spend half his time in Los Angeles, rest at Wometco properties.

With one hitch

Reauthorizing legislation for Corporation for Public Broadcasting is expected to emerge from House Telecommunications Subcommittee late this week. Bill is scheduled for markup May 2. Legislation will contain funding levels at least as large as those in Senate bill (\$238 million for fiscal 1987, \$253 million for 1988, and \$270 million for 1989) and may go even higher. Measure will also include two provisions. One would free stations from paying back CPB for use of its funds taxed by government for commercially generated revenue. Other, which is included in Senate measure, would remove requirement that 75% of funds in National Telecommunications and Information Administration's public telecommunications facilities program be used for development of new stations. Public stations' record on meeting equal employment opportunity standards is expected to be raised by Representative Mickey Leland (D-Tex.).

Heat's on

Over last two months, under direction of HBO Network Group President Tony Cox, full-court press has been made to expand subscriber universe of Cinemax, companion pay service of HBO. Latest example of that effort was signing last week of Rogers Cablesystems systems in San Antonio, Tex., serving 164,000 basic subscribers and passing 293,000 homes. It's expected that Cinemax will announce number of system sign-ons, both big and small, in weeks leading up to National Cable Television Association convention in June. Last official subscriber update for Cinemax was put at more than 2.7 million.

LOVE CONNECTION

Syndications '84

In November and again in February, "Love Connection" has proven itself to be one of this season's hottest new strips and definitely the runaway demographic champ!

When it comes to increases in market share, young women, teens and kids, "LOVE" stands in the front of the pack with an impressive record of growth.

"Love Connection," already a hit strip in over 135 markets. Now being renewed for its second explosive season.

Let our "LOVE" grow for you in '84-'85!

New York

Monday through Friday 4:00 PM

WNBC		ADI SHARE	
		HH	W18-49
FEB 84	LOVE CONNECTION	19	16
FEB 83	Mary Tyler Moore	10	10
		+90%	+60%



Philadelphia

Monday through Friday 12:00 PM

WCAU		ADI SHARE	
		HH	W18-49
FEB 84	LOVE CONNECTION	20	27
FEB 83	Local Talk	11	10
		+82%	+170%

Minneapolis

Monday through Friday 1:00

KMSP		ADI SHARE	
		HH	W18-49
FEB 84	LOVE CONNECTION	16	13
FEB 83	You Asked For It	11	6
		+45%	+117%



St. Louis

Monday through Friday 2:30

KSDK		ADI SHARE	
		HH	W18-49
FEB 84	LOVE CONNECTION	17	14
FEB 83	You Asked For It	15	9
		+13%	+56%

Chattanooga

Monday through Friday 5:00 PM

WTVC		ADI SHARE	
		HH	W18-49
FEB 84	LOVE CONNECTION	30	34
FEB 83	More Real People	23	21
		+30%	+62%

El Paso

Monday through Friday 2:00

KTSM		ADI SHARE	
		HH	W18-49
FEB 84	LOVE CONNECTION	37	36
FEB 83	Wheel Of Fortune	17	17
		+118%	+112%

Best New Strip!

Washington, DC

Monday through Friday 4:00 PM

PROGRAM	ADI SHARE	
	HH	W18-49
LOVE CONNECTION	24	33
Movie	18	22
	+33%	+50%

San Francisco

Monday through Friday 3:00 PM

PROGRAM	ADI SHARE	
	HH	W18-49
LOVE CONNECTION	16	15
Mary Tyler Moore	8	7
	+100%	+114%

Detroit

Monday through Friday 7:00 PM

PROGRAM	ADI SHARE	
	HH	W18-49
LOVE CONNECTION	20	20
Lie Detector	10	11
	+100%	+82%



Norfolk

Monday through Friday 7:00 PM

PROGRAM	ADI SHARE	
	HH	W18-49
LOVE CONNECTION	17	15
Local Magazine	12	10
	+42%	+50%

Sacramento

Monday through Friday 7:30 PM

PROGRAM	ADI SHARE	
	HH	W18-49
LOVE CONNECTION	24	21
Merv Griffin	11	5
	+118%	+320%

Oklahoma City

Monday through Friday 6:30 PM

PROGRAM	ADI SHARE	
	HH	W18-49
LOVE CONNECTION	18	20
Entertainment Tonight	15	20
	+20%	—

Denver

Monday through Friday 12:30 PM

PROGRAM	ADI SHARE	
	HH	W18-49
LOVE CONNECTION	24	24
Rhoda	22	15
	+9%	+60%



Omaha City

Monday through Friday 4:00 PM

PROGRAM	ADI SHARE	
	HH	W18-49
LOVE CONNECTION	15	31
Eight Is Enough	12	27
	+25%	+15%



Amarillo

Monday through Friday 3:00 PM

PROGRAM	ADI SHARE	
	HH	W18-49
LOVE CONNECTION	23	25
Bullseye	16	7
	+44%	+257%

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Paris • Munich • Sydney • Tokyo • Toronto

Telepictures CORPORATION

Source: Arbitron

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Rearranging USA

Kay Koplovitz, president and chief executive officer, USA Cable Network, has been quietly and informally for the past year been looking for a chief operating officer to take over the day-to-day operations of the network. It's presumed that she would retain the chief executive officer position while assuming the title of chairman. Koplovitz offered the operating officer post to John Cooke, former head of the now defunct Spotlight pay cable movie service, but Cooke declined. It's understood that Koplovitz has talked to a number of potential candidates as the search continues.

The company also announced the restructuring of its subsidiary, Rainbow Programming Services Co., into two divisions within the parent's program syndication group. Former Rainbow President Arthur Baer was named vice president in charge of direct sales, marketing and finance. Baer had been named president of Rainbow in February 1983. Richard Ballinger joins the company as vice president for programing syndication services and support functions. Ballinger was a vice president with similar functions at Metromedia.

Meanwhile, veteran USA Network executive Jeffrey Lawenda, vice president, advertising sales and commercial program development, has resigned effective April 30. Lawenda and Michael Yudin, former executive vice president, Reeves Cable Productions, are starting their own company, Chelsea Communications, which will develop, package and market programs for the broadcast and cable markets. Lawenda said Chelsea will be working in association with Bob Giraldi Productions, known for its music video productions and the Pepsi-Cola commercials featuring Michael Jackson. Chelsea has already signed deals to represent ProServ Television, the sports programmer,

and Scholastic Productions, producer of children's and family programming. Lawenda also said the new company will serve as the marketing arm for the extensive videotape news library owned by the Corporation for Entertainment and Learning. Chelsea officially opens its doors on April 30.

Cable versus wireless cable

The National Cable Television Association filed its protest last week against companies that have persuaded educational institutions to file for Instructional Television Fixed Service (ITFS) channels with the intent of leasing most of the time on the channels and launching multichannel television (MCTV) or wireless cable services.

The ITFS channels are intended for the broadcast of educational and instructional programming by nonprofit organizations. A year ago, the FCC reallocated eight ITFS channels to MDS for the development of MCTV services. And at the same time, it gave ITFS broadcasters permission to lease "excess" capacity for non-ITFS purposes.

As the FCC was inundated with applications for the new MDS channels, several companies, most notably Microband Corp. of America, persuaded ITFS broadcasters to apply for vacant channels, promising to lease excess capacity on any channels they were granted.

The NCTA said its protest was not motivated by a desire to snuff out potential competition to cable operators. It had "no difficulty" with the FCC's decisions to reallocate the ITFS to MDS and permit ITFS broadcaster to lease time, it said. However, it appears that "substantially more than mere 'excess' time ITFS capacity is being diverted to MDS use," it said. "In short, it appears that the [FCC's] rules for MDS spectrum allocation are being blatantly circumvented, thereby making a mockery out of the MDS selection

process."

ITFS broadcasters should be using "all but truly excess ITFS capacity themselves and not just selling it in bulk to unrelated non-ITFS entities," NCTA said. "While we recognize the need for educational institutions to be allowed to generate additional revenue, the substantial block of ITFS time to be leased results in what appears to be simply a back door grant-in-aid to education."

The NCTA urged the FCC to take action "to thwart this apparent end run around the MDS order." It suggested that one such action might be to issue guidelines limiting the amount of time ITFS broadcasters could lease for non-ITFS purposes.

Across the water

London-based Yorkshire Television, one of Great Britain's largest independent television production and broadcast companies, has announced several co-production agreements with U.S. producers for pay television programming.

In an interview with BROADCASTING, Yorkshire's executive in charge of U.S. co-production and development, Mark Kaner, said the company is taping a remake of *Frankenstein* for Showtime, starring Sir John Gielgud, Carrie Fisher, Robert Powell, and David Warner. The feature, scheduled for cablecast late this summer, will be a Yorkshire Television production in association with Group W, ELM Video Theater, and Western World International, Yorkshire will air the special on the 14-station British independent network, with Western World picking up distribution rights outside the United Kingdom.

Yorkshire, in association with Lorimar Productions, is also producing a film adaptation of the Tony Award-winning play, "Master Harold and the Boys," also for release to Showtime. The special will begin production in late May. Kaner said Showtime has also expressed "considerable interest" in a proposed feature on the life of Joseph Stalin that would star Rod Steiger in the title role.

For Home Box Office, Yorkshire is producing a science fiction series pilot, in association with "Nicholas Nickleby" director Colin Callender. The untitled half-hour pilot will be produced in June, with the possibility of six additional episodes being picked up. Kaner said his company is also discussing with HBO possible production of six more episodes of a discontinued pay cable series, *The Hitchhiker*.

In addition to cable co-ventures, Kaner noted that Yorkshire has recently completed production, with Alan Landsburg Productions, of *The Glory Boys* for Metromedia. The prime time special stars Rod Steiger.

"I'm very encouraged by everything that's happened so far," said Kaner, who was vice president in charge of international sales and co-productions for PolyGram Television before joining Yorkshire last January. "We think we will be able to find those



Yudin and Lawenda

THOSE BAD BOYS ARE BACK AND THEY'RE AS GOOD AS EVER!



After an absence of 13 years, those lovable tough guys, *The Dead End Kids*, are coming back to television in seven of their most successful motion pictures—ready to reach out to an entire new audience of kids, teens and young adults who have never seen them!

These highly promotable movies are ideal as weekend vehicles, and lend themselves to early fringe theme weeks and classic film festivals as well. But, most importantly, they are fresh and highly promotable programming that you can play during sweep periods!

THE RETURN OF THE DEAD END KIDS.

Seven delightful motion pictures for the whole gang!

MCA TV

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Spectacular Ratings

Ten-hour average: 41.9 rating, 59% share of audience.

Major Awards

Six Emmys, four Golden Globes and the People's Choice Award.

Critical Acclaim

Reviewers praised every aspect of it—acting, writing and production.

The top television audiences of all time!

NTI Household Audience
Estimates (Avg. Aud.)

1. MASH (Final Episode)	1/28/83	CBS	50,230,000
2. DALLAS (Who Shot J.R.?)	11/21/80	CBS	41,470,000
3. SUPER BOWL XVII GAME	1/30/83	NBC	40,480,000
4. SUPER BOWL XVI GAME	1/24/82	CBS	40,020,000
5. SUPER BOWL XVIII GAME	1/22/84	CBS	38,880,000
6. THE DAY AFTER	11/20/83	ABC	38,550,000
7. ROOTS (Part 8)	1/30/77	ABC	36,380,000
8. THE THORN BIRDS (Part 3)	3/29/83	ABC	35,990,000
9. THE THORN BIRDS (Part 4)	3/30/83	ABC	35,900,000
10. THE THORN BIRDS (Part 2)	3/28/83	ABC	35,400,000
11. SUPER BOWL XIV GAME	1/20/80	CBS	35,330,000
12. SUPER BOWL XIII GAME	1/21/79	NBC	35,090,000
13. NFC CHAMPIONSHIP GAME	1/10/82	CBS	34,960,000
14. SUPER BOWL XV GAME	1/25/81	NBC	34,540,000
15. SUPER BOWL XII GAME	1/15/78	CBS	34,410,000

Source: Nielsen Television Index (NTI) National Estimates through February 19, 1984.
Subject to qualifications of reports used.

Warner Bros. Television Distribution



A Warner Communications Company

things that are acceptable on both sides of the water."

More made-fors

New programming initiatives continue among both basic and pay cable networks. HBO has unveiled plans for two additional made-for-cable movies coming under the HBO Premiere Films banner. They include *Gulag*, a Lorimar production starring David Keith and Malcolm McDowell as prisoners in a Soviet work camp, and *Forbidden*, with Jacqueline Bisset and Jurgen Prochnow about a love affair between a Jew and a non-Jew in Nazi Germany. On the Disney Channel, *DTV*, an animated video music series debuts May 5. Disney also announced that

13 new episodes of *The Edison Twins*, to be produced by Nelvana Ltd., Toronto, in association with the Canadian Broadcasting Corp. have been ordered. The family-oriented service has also signed a licensing agreement with Satori Entertainment for the exhibition rights to 12 films, all produced in either Great Britain or Australia.

Meanwhile, Showtime has commissioned the creation of a made-for-pay comedy series based on Bruce Jay Friedman's off-Broadway play and subsequent PBS presentation, *Steambath*. Six episodes are scheduled for exhibition, beginning in June. Showtime has also commissioned International Television Group (ITG) and KCET(TV) Los Angeles to produce a "Broadway on Showtime" version of "Cat On a Hot Tin

Roof," the Tennessee Williams play, which will star Rip Torn, Jessica Lange and Tommy Lee Jones. ITG and KCET are producing a version of the same play for the PBS series, *American Playhouse*.

Children's channel Nickelodeon announced the start of production of a new comedy series, *Out of Control*, described as a "wacky send-up" of video magazine shows, starring Dave Coulier. Twenty-six episodes are scheduled for production with the series premiere set for next October.

Continuing its long-standing relationship with Jacques Cousteau, WTBS(TV) Atlanta said it will feature four episodes of Cousteau's *Odyssey* series in May. TBS recently underwrote, for \$7 million, a multipart Cousteau series on the Amazon River basin, which Turner Program Services is syndicating nationally and which WTBS will also carry.

And on the regional level, Blue Cross-Blue Shield is financing the production of a 12-part sports medicine program which had its debut April 9 on Sportschannel, the Long Island, N.Y.-based regional sports service serving the greater New York area. After its run on Sportschannel, the series will be offered to broadcast and cable outlets nationally.

Co-production

MTV and Cinemax have signed a joint licensing agreement for the exhibition of two programs featuring the English pop group, Duran Duran—a concert special and documentary about the group. Both programs are being produced by the UK-based Tritec Duran Vision Ltd. The documentary will chronicle the band's ongoing 1984 American tour, and will premiere on MTV. It will be carried by Cinemax later. The concert special, filmed during the band's three performances at the Oakland (Calif.) Coliseum in mid-April, will debut on Cinemax in July and appear on MTV later. MTV and Cinemax believe this is the first time a pay service and an advertiser-supported service have co-financed a program package for joint exhibition.

Capsule look

J. Walter Thompson USA has issued *Cable Capsules*, a 56-page study of basic information on cable. *Cable Capsules* includes profiles of the commercial cable networks; cable television penetration by market areas; statistics on home viewing of cable programming; cable's comparative share of the audience, a guide to satellites and a special "quick facts" section. Copies of the study may be obtained by advertising and communications professionals by requesting it and sending a donation to The Help for Retarded Children, c/o Apt. 35F, 860 United Nations Plaza, New York 10017.

FNN to Canada

Financial News Network has signed an affiliate agreement with Rogers Cable, Canada's largest MSO, for distribution of Santa Monica, Calif.-based financial and business news program service north of U.S. border. FNN plans to begin Canadian cable distribution via Rogers and other operators within the next 90 days. Service is currently available 12 hours daily to 15.5 million cable homes in the U.S.

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Or call your AT&T Communications Representative or 1 800 221-8294 or 1 800 221-7680.



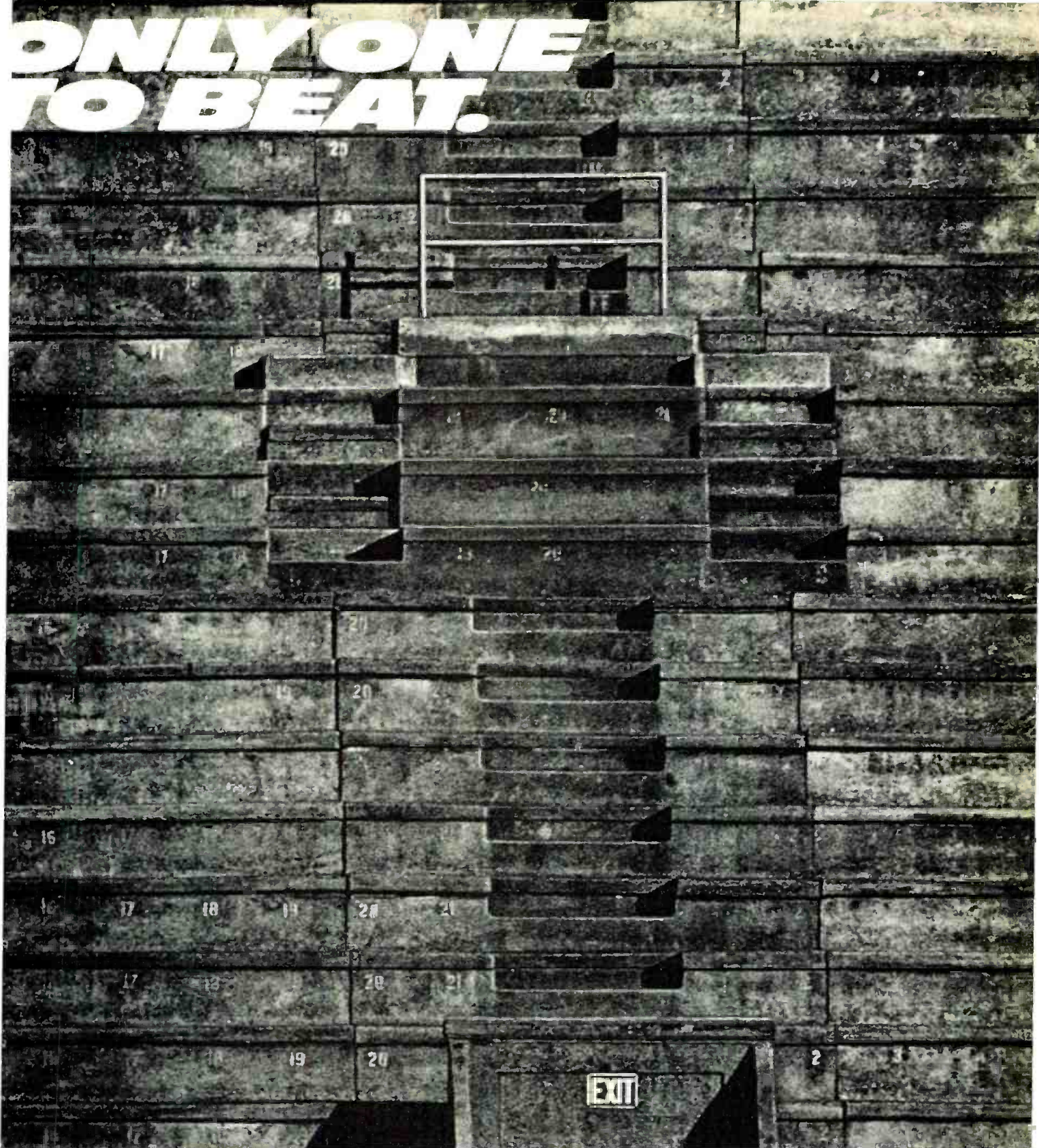
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Television



RADIO ONLY

Ocean Spray □ Grapefruit juice will be highlighted in four-week flight to begin in late April in Los Angeles, San Francisco, Atlanta and Savannah, Ga. Commercials will be carried in afternoon drive time. Target: women, 25-54. Agency: North Castle Partners, Greenwich, Conn.

People's Express □ Air service will be promoted in six-week flight beginning in mid-May in about 10 markets. Commercials will run in morning and afternoon drive times. Target: adults, 25-49; men, 25-54. Agency: Plapler & Associates, New York.

Just Pants □ Retail jeans stores promoting one-week sale will begin May 9 in 20 to 30 markets, although figure may increase by air time. Commercials will be broadcast in all dayparts during weekdays. Target: young adults, 12-24. Agency: Cohen & Greenbaum, Chicago.

Continental Grain Co. □ Wayne

livestock and poultry feeds will be advertised in five-week flight to begin in late May in 22 markets and on agri-networks in Ohio and Virginia. Commercials will be carried on or near farm programs. Target: farmers. Agency: Muller Jordan Weiss, St. Louis.

S&W Fine Foods □ Canned beans and tomatoes will be highlighted in six-week flight beginning May 14. Spots will air in Los Angeles, San Diego, San Francisco, Seattle and Sacramento, Calif., in morning and afternoon drive times. Target: women, 35-49. Agency: Dancer Fitzgerald Sample, San Francisco.

TV ONLY

Jovan Inc. □ Cable campaign for Musk for Men begins today (April 23), running for seven weeks, on MTV. Spots will air in music countdown program and various other programming. Target: men, 18-24. Agency: CPM, Chicago.

Jovan Inc. □ Whisper of Musk perfume, new product, will be highlighted in pre-Mother's Day campaign beginning April 30 for two weeks. Spots will air in 50 markets, including top 10, in morning news, day, prime access, prime and talk show programming. Target: upscale women, 25-49. Agency: CPM, Chicago.

Teledyne □ Water Pik will be promoted in four-week flight beginning May 7 in 15 markets. Commercials will air in early and late fringe, day and prime time. Target: adults, 25-54. Agency: Doyle Dane Bernbach, Los Angeles.

Interstate Brands □ Eight-week campaign for white bread will air in daytime and early and late fringe beginning May 7. Spots will air in southern California markets and Las Vegas. Target: women, 25-49. Agency: Dancer Fitzgerald Sample, San Francisco.

Duracell □ Breakfree, household lubricant, will be promoted in four-week campaign beginning May 7 in 20 markets. Spots will air in early news, prime time and weekend sports. Target: men, 25-54. Agency: Jordan Case McGrath, New York.

Archway □ Campaign for cookies airing on MTV until May 14, features youth-oriented pitch and new wave theme. Commercials will air in early fringe, prime access and prime time. Target: young

Rep Report

KWFM(FM) Tucson, Ariz.: To Christal Co. from Selcom Radio.

□

WOCU(AM)-WAYU(FM) Lewiston, Me.: To Savalli & Schutz (no previous rep).

□

KVOD(FM) Denver: To Torbet Radio from Concert Music Broadcast Sales.

adults, 12-34. Agency: in-house, Battle Creek, Mich.

Diane Von Furstenberg □ Tatiana perfume will be highlighted in one-week, pre-Mother's Day campaign beginning May 7. Commercials will air in 11 broadcast markets in early morning, day, prime access, prime time and late night programming, and on MTV. Target: women, 18-34. Agency: CPM, Chicago.

Cooper Tool Group □ Various tools will be spotlighted in eight-week drive starting in early May in 31 markets. Commercials will be carried in all dayparts. Target: men, 25-54. Agency: Howard Merrell & Partners, Raleigh, N.C.

Busch Gardens □ Theme park in Williamsburg, Va., will be highlighted in eight-week campaign beginning May 14 in 20 East Coast markets. Tampa, Fla. theme park will be promoted in late May through first week in August in five Florida markets. All spots will air in early fringe, prime access and prime time. Target: adults, 18-49. Agency: Needham, Harper & Steers, Chicago.

Bob Evans Restaurants □ Breakfast meals will be highlighted in three-week campaign beginning May 14. This is premiere flight in campaign flighted through April 1985. Spots will air in 25 markets in early fringe, prime access and prime time as well as some daytime to reach women. Target: adults, 25-plus. Agency: Marschalk, Cleveland.

Leisure Technology □ Three-week campaign for Jet-X, pressurized washing system, featuring spokesman Jimmy Connors, will begin May 28 in 150 markets. Commercials will air in early and late fringe in spot markets and on CNN in news and on ESPN, USA and

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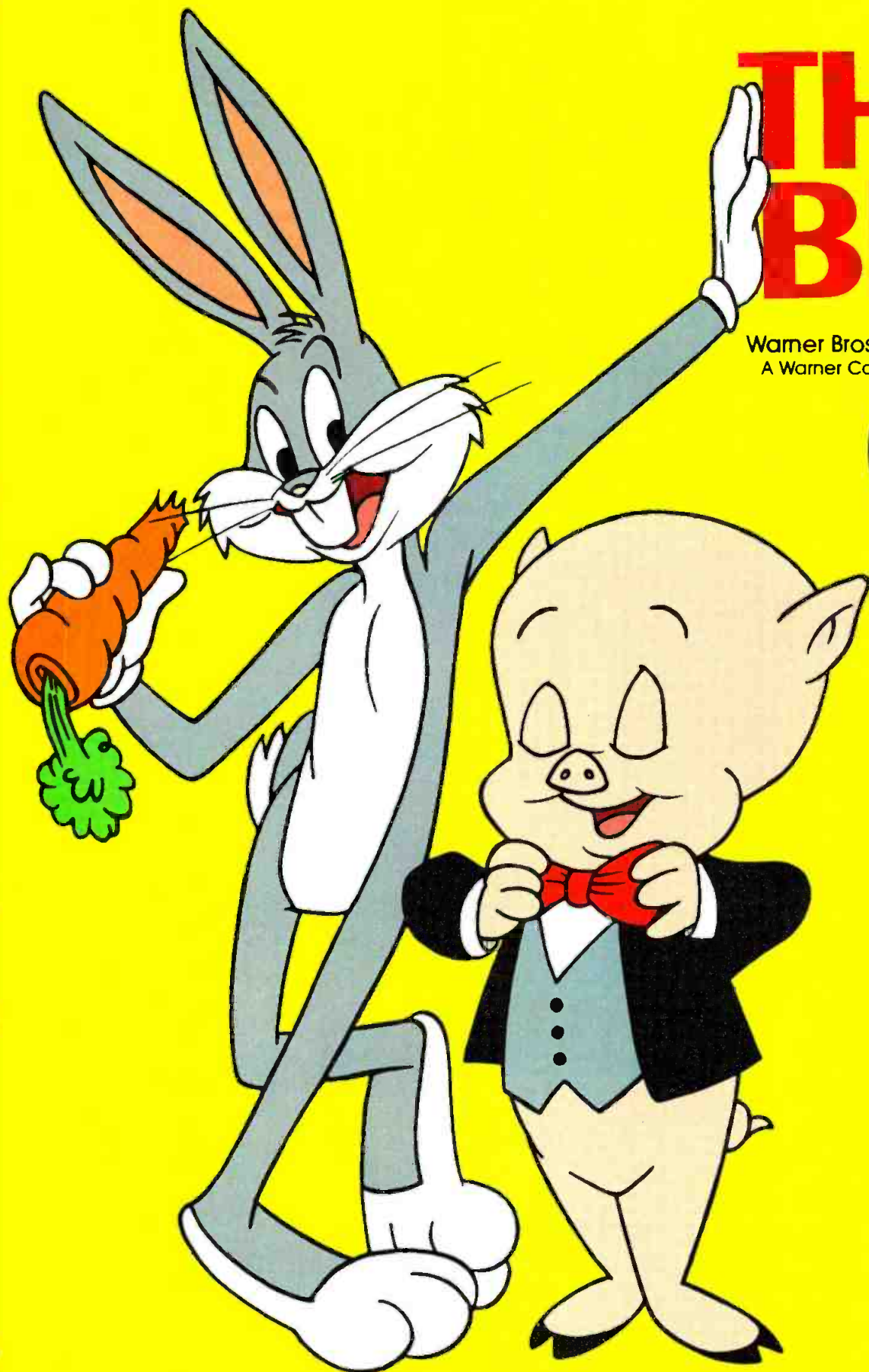
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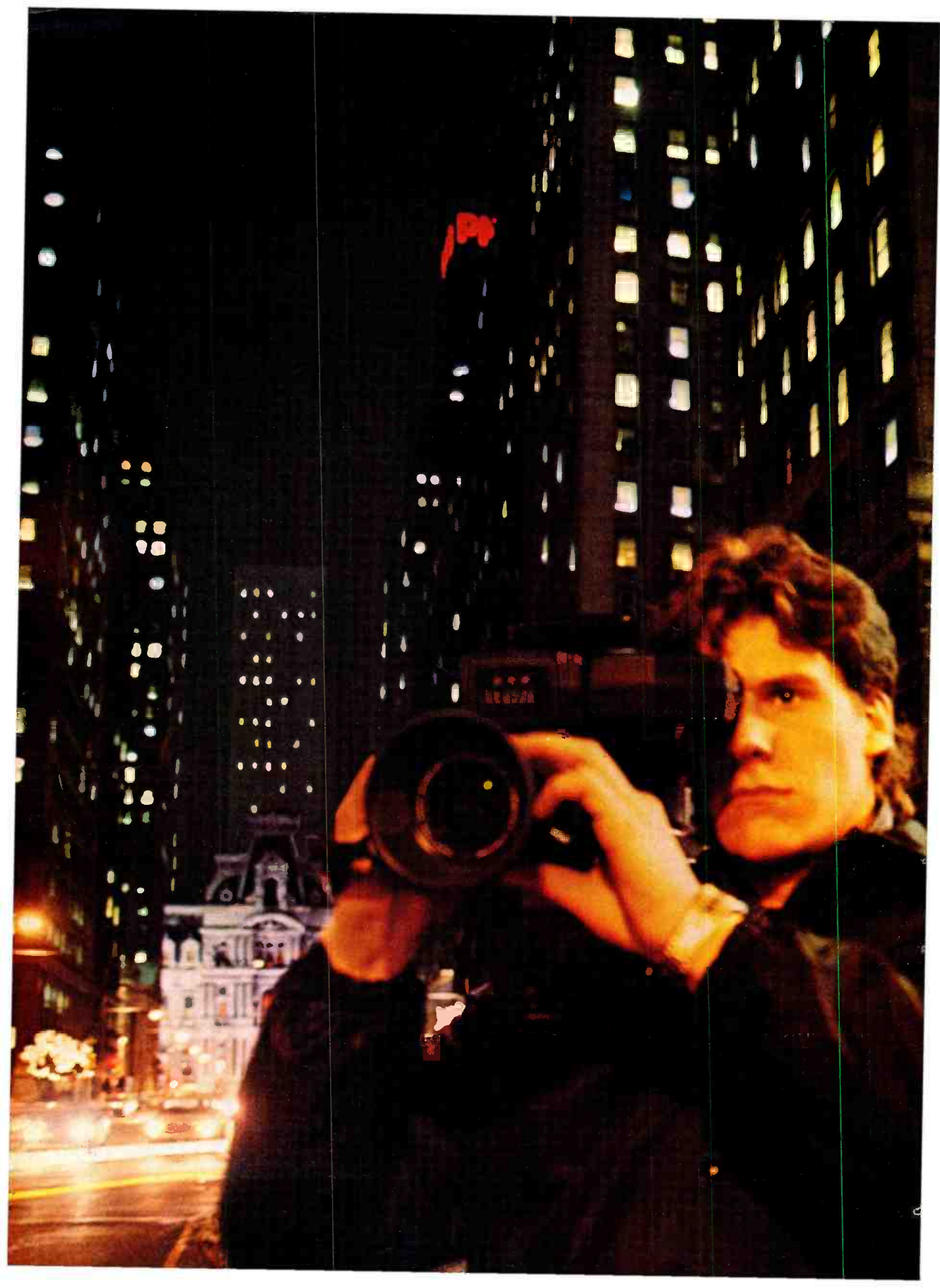
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RCA

Clothing up. Television advertising for ready-to-wear clothing increased by 40% in 1983 to estimated \$121.1 million, according to Television Bureau of Advertising. Based on data supplied by Broadcast Advertisers Reports, TVB said, leading TV advertiser in category in 1983 was Levi Strauss & Co., with total TV expenditures of \$27 million, more than double 1982 figure. Other substantial spenders were Blue Bell Inc., \$14.5 million, up from \$10 million; Jordache Enterprises, \$13.7 million, up from \$12.4 million, and V.F. Corp. (Lee), almost \$10 million, up from \$5.3 million.

Torbet's radio profile. Torbet Radio reports that 25-54 demographic was most requested among age groupings in first quarter of 1984, accounting for 38.1% of such inquiries, up from 32.9% in same period last year. Following were 18-49 with 15.6%, up from 14.4% last year and 25-49 with 9.9%, up from 9.7%. Most popular flight was one week, representing 25.8% of all requests, trailed by three weeks, 14.4%; four weeks, 14.0%; two weeks, 12.5%, and six weeks, 8.8%. Activity was virtually uniform in all regions of country.

Up for review. National Advertising Division of Council of Better Business Bureaus and Sony Corp. of America (Trinitron Color Television) failed to achieve agreement on claims made by Sony in two television commercials, and the matter has been referred to National Advertising Review board. Eight other challenges to national advertising, including two on television, were resolved in March. In one case involving TV commercial for American Home Products/Boyle-Midway (Sani-Flush toilet cleanser), NAD ruled that AHP's advertising had been substantiated. In second TV commercial involving American Cyanamid Co./Lederle Labs (Spartus vitamins and minerals plus electrolytes) matter was settled when advertiser said it had discontinued use of commercial.

Change in Weather. Weather Channel, cable service based in Atlanta, has awarded its advertising account to J. Walter Thompson-Atlanta, moving from DMM in same city. Agency switch occurred by "mutual agreement" between channel and DMM, according to Mike Bann, vice president-marketing, Weather Channel. Activity for 1984 will include cable and print pitches to three "crucial targets": viewers, advertising community and cable operators and JWT is "looking into" direct-to-consumer advertising. Channel currently reaches 11.8 million subscribers.

network TV in sports programming. Target: adults, 25-54. Agency: A. Eicoff, Chicago.

Maytag □ Dishwashers will be promoted in three-week flight beginning April 30. Spots, airing in 50 markets, will run in daytime and early and late fringe. Target: women, 35-49. Agency: Leo Burnett Co., Chicago.

Sherwin Williams □ Dutch Boy paints will be promoted in four-week campaign beginning April 30. Spots will air in 52 markets in early and late fringe and early and late news. Target: adults, 25-54. Agency: William B. Doner, Baltimore.

Hormel □ Two-week campaign for Light and Lean lunch meats and Sizzlers sausage begins May 7 in 20 markets. Commercials will air in daytime and early and late fringe. Target: women, 25-54. Agency: BBDO, Minneapolis.

RADIO AND TV

Ort's Bakery □ Bread will be highlighted in three-week flight to begin April 30 in approximately 12 markets on both radio and television. Commercials will be slotted on radio in morning dayparts and on television in daytime and early and late fringe. Target: women, 25-54. Agency: Kenrick Advertising, St. Louis.

Domino's Pizza □ Restaurant chain begins three-week flight on May 7 in 10 television and 25 radio markets in Southeast. Commercials on TV will run in all dayparts and on radio from 10 a.m. to midnight. Target: adults, 18-34. Agency: Pringle Dixon Pringle, Atlanta.

Krystal Restaurants □ Hamburger meals will be promoted in four-week campaign beginning April 30 in approximately 15 markets. Television spots will air in various dayparts, radio activity is planned for run of schedule. Target: adults and men, 18-49. Agency: Cargill, Wilson & Acree, Atlanta.

Taco Bell □ Identity campaign for fast food restaurants will begin April 30 for three weeks in three West Coast markets. Spots will air in early and late fringe and prime time in television and run of schedule on radio. Target: adults, 18-34. Agency: Keye Donna Pearlstein, Los Angeles.

National Pork Producers □ Generic campaign for pork products, highlighting summer barbecue uses, will begin May 19 for four weeks in 13 TV markets and three radio markets. Spots will air in various dayparts, excluding prime and sports. Target: women, 18-49. Agency: Lord, Sullivan & Yoder, Des Moines, Iowa.

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Datebook

This week

April 23-25—Workshop for private cable/SMATV operators, sponsored by National Satellite Cable Association, Washington, and Eagan & Associates, private cable consulting firm based in Ocala, Fla. Hotel Continental, Chicago. Information: (904) 237-6106.

April 23-26—Twelfth annual *Telecommunications Policy Research Conference*. Airlie House, Warrenton, Va.

April 23-29—*Pennsylvania Association of Broadcasters* annual spring convention. Caravanserai Resort, St. Maarten, Netherlands Antilles.

■ **April 23-29**—National Consumers Week, sponsored by FCC. FCC, Washington. Information: (202) 632-7260.

April 24-25—*Women in Cable* "executive retreat" for chapter presidents, national board and officers. Topic: "Manage to Lead." One Washington Circle hotel, Washington. Information: (202) 296-7245.

■ Indicates new or revised listing

■ **April 24**—*American Women in Radio and Television, Washington chapter*, luncheon. Speaker: Gene Jankowski, president, CBS/Broadcast Group, National Press Club, Washington. Information: Diane Ching, (202) 457-4517, or Dorothy Townsend, (202) 223-3466.

April 24-26—"High Tech: Promises and Problems," conference sponsored by *Washington Journalism Center*. Watergate hotel, Washington.

April 24-29—20th annual *MIP-TV (Marche Internationale des Programmes)*, international TV program market. Palais des Festivals, Cannes, France.

April 25—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

April 25—*Broadcast Pioneers* George Foster Peabody Awards luncheon. Hotel Pierre, New York.

April 25—*Caucus for Producers, Writers & Directors* second general membership meeting. Chasen's, Los Angeles. Information: (213) 652-0222.

April 25—*Women in Cable, New England chapter*, meeting, "Theft of Service." Sheraton Mansfield hotel, Mansfield, Mass.

April 25—Deadline for entries in Ida B. Wells Award,

honoring news executives for increasing number of minorities and elevating level of minority participation in news media, sponsored by *William Allen White School of Journalism, University of Kansas*, Lawrence, Kan.

April 26—Presentation of second annual Lowell Thomas Award, honoring Walter Cronkite, sponsored by *Marist College*, Poughkeepsie, N.Y., Helmsley Palace, New York.

April 26—*New York chapter, Women in Cable*, meeting. Viacom Conference Center, New York.

April 26—*United Nations press correspondents/American Women in Radio and Television, New York chapter*, discussion of "Women in the Media—The Gender Gap." UN, New York. Information: Ellen Bedell, (212) 221-8181.

April 26—*New York Women in Film* seminar, "From Daytime to Prime Time: Television Production in New York." American Management Association building, New York. Information: (212) 924-7184.

April 26—*New York Women in Cable* meeting, "Cable: The Road Not Taken." Viacom Conference Center, New York.

■ **April 26**—*Southern California Broadcasters Association* luncheon. Hollywood Brown Derby, Los Angeles.

■ **April 26**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Gordon Hastings, president, Katz Television. Copacabana, New York.

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

April 27-28—*Kansas Association of Broadcasters* broadcast journalism seminar. University of Kansas, Lawrence.

April 27-28—*Kentucky CATV Association* spring meeting. Drawbridge Inn, Fort Mitchell, Ky.

April 27-28—"Copyright: The Impact of Technology," course sponsored by *Washington Program of Annenberg Schools, extension of University of Pennsylvania and University of Southern California*. Washington Program office, 600 Maryland Avenue, S.W., Suite 750, Washington. Information: (202) 484-2663.

April 27-29—*Society of Professional Journalists, Sigma Delta Chi*, region two conference, "The News Today: Is That the Way It Is?" Speakers include Edward

Stay Tuned

A professional's guide to the intermedia week (April 23-29)

Network television □ PBS (check local times): *Inside Story "Rupert Murdoch: The Press Baron,"* Friday 9-9:30 p.m.; *Holocaust: The Survivors Gather in Washington* (documentary), Sunday 10:30-11:30 p.m. NBC: *Second Thoughts on Being Single* (documentary), Wednesday 10-11 p.m.

Cable □ HBO: *America Undercover "Murder: No Apparent Motive"* (documentary series), Tuesday 10-11 p.m.; *The Far Pavilions* parts II and III, Monday and Tuesday 8-10 p.m. The Movie Channel: "The Garden of the Finzi-Continis," Tuesday 10-11:40 p.m. The Learning Channel: *Computers at Work "Evolution: Computers Yesterday and Today"** (series), Monday 8:30-9 a.m.

Play it again (rebroadcasts) □ Bravo: "Night and Fog" (documentary), Sunday 9:30-10 p.m. CBS: *Peter and Paul* (two-part drama), Tuesday and Wednesday 9-11 p.m. NBC: *Special Bulletin* (drama), Sunday 9-11 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York) *Lucille Ball: First Lady of Comedy*, 90 minutes of programming per day, now-September 13; *Rod Serling: Dimensions of the Imagination*, 60 hours of programming, now-May 3.

* indicates premiere episode

Errata

In story on second quarter spot sales ("Top of the Week," April 16), **Victor Ferrante**, senior vice president of television at Katz Television, said that total industry increase of less than 10% was for **first quarter of 1984**, not second. **Jake Keever**, vice president in charge of sales for ABC, in same story said the networks' advertising time during upcoming political conventions was about **half sold**.

□

WTMJ-TV is located in **Milwaukee**, not Minneapolis-St. Paul, as incorrectly reported in "Fates & Fortunes" item on Tom Luljak April 2.

□

ABC Video Enterprises has option to buy **additional 34% in ESPN**, not 36% as reported in April 16 issue. ABCVE currently owns 15% of sports network.

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Here's a sampling of the latest February sweep numbers in those markets where Quincy is already being telecast. In every case, from morning to late night—Quincy has brought instant relief in the form of increasing numbers of young women viewers!

SAVANNAH

WTOC M-F 9:00AM

Doubles last year's young women. More than triples the competition's combined audience of young women.

FRESNO

KMPH M-F 12:00 NOON

Up 25% from last year against network competition. Delivers 2½ times more young women than its lead-in.

LOS ANGELES

KNXT M-F 3:30PM

Increases young women by nearly 20%. Doubles the performance of its lead-in.

HARTFORD—NEW HAVEN

WVIT M-F 4:00PM

More than doubles last year's young women. Delivers four times as many young women as its lead-in.



QUINCY

**148 hours that work
around the clock!**

MCA TV

ROCHESTER

WHEC-TV M-F 4:00PM

Triples number of young women over last year. Attracts more young women than the competition combined.

MIAMI

WSVN-TV M-F 5:00PM

Number of young women up nearly 7% to a first place tie. Delivers 57% more young women than its lead-in.

KANSAS CITY

KCTV M-TH 10:30PM

Up 74% over last year's young women. Moves from second to a decisive number one in young women.

MILWAUKEE

WTMJ M-F 10:30PM

Nearly triples the number of young women over last year.

CEDAR RAPIDS

KGAN M-F 11:00PM

Doubles last year's numbers of young women. Delivers as many young women as the competition combined.

Source: NSI and Arbitron February 1984 vs. February 1983.
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Joyce, president, CBS News, and Ed Fouhy, Washington bureau chief, ABC News. J.W. Marriott, Washington.

April 28—*Radio-Television News Directors Association* region five meeting with Bismarck Junior College. BJC campus, Bismarck, N.D. Information: (202) 737-8657.

April 28—*Radio-Television News Directors Association* region 12 meeting with Syracuse University, Syracuse, N.Y. Information: (202) 737-8657.

April 28—*Arizona chapter, National Academy of Television Arts and Sciences*, Emmy Award ceremonies. Camelback Inn, Scottsdale, Ariz.

April 28—30th annual program on legal aspects of entertainment industry, "Current Developments Concerning the Representation of Performing Talent: Motion Pictures, Television, Stage, Commercials and Music," co-sponsored by *Beverly Hills Bar Association* and *University of Southern California Law Center*. USC campus, Los Angeles.

April 28-29—*National Association of Broadcasters and American Bar Association's Forum Committee on Communications Law* workshop, "Effectively Representing Broadcasters: A Practical Workshop for Lawyers," held prior to National Association of Broadcasters convention. Imperial Palace hotel, Las Vegas.

April 29—*Maximum Service Telecasters* membership meeting, during National Association of Broadcasters' convention. Las Vegas Convention Center, Las Vegas.

Also in April

April 29-May 1—"Communication in the 80's: Major Broadcasting and Telecommunications Issues," conference sponsored by *University of Calgary, Communication Studies*, Calgary, Alberta.

April 29-May 2—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas.

April 30—*Maximum Service Telecasters* engineering breakfast, during National Association of Broadcasters' convention. Las Vegas Hilton hotel, Las Vegas.

April 30—Cable course offered by *Women in Cable, Rocky Mountain chapter*. University of Denver, Denver. Information: (303) 321-7550.

■ **April 30**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in dinner. Theme: "Varied Views on Voice-Overs." Copacabana, New York.

April 30-May 1—"Minority Television Programming Exhibition," sponsored by *National Association of Broadcasters, minority and special services and television departments*, during NAB's annual convention. Las Vegas Convention Center, Las Vegas. Information: Dwight Ellis, NAB, (202) 293-3534.

May

May 1—*Broadcast Pioneers* annual breakfast. Las Vegas

gas Hilton, Las Vegas.

May 2—*Women in Cable, New York chapter*, "Basics of Cable TV" course. Topic for session one: overview of cable TV and background. Viacom conference center, New York. Information: (212) 484-6778.

■ **May 2**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Pat Robertson, president, Christian Broadcasting Network and CBN Cable Network. Copacabana, New York.

■ **May 3**—*American Women in Radio and Television, New York chapter*, fifth annual Pinnacle Awards. Guggenheim Museum, New York. Information: Ellen Bedell, (212) 221-8181.

■ **May 3**—*Women in Cable, Chicago chapter*, monthly meeting, "Shape of TV to Come: Programming Trends of the 80's." Como Inn, Chicago. Information: (312) 399-2278.

May 4-6—*Illinois News Broadcasters Association* spring convention. Holiday Inn Mart Plaza, Chicago.

May 5—*Radio-Television News Directors Association* region six meeting with Society of Professional Journalists, Sigma Delta Chi. Grenada Royale/Alameda Plaza, Kansas City, Mo. Information: (202) 737-8657.

May 5—*Radio-Television News Directors Association* region 14 meeting with UPI. Colonial Square, Atlanta. Information: (202) 737-8657.

May 5-9—Eurocast '84, cable and satellite television exhibition. Swiss Industries Fair, Basel, Switzerland. Information: Michael Hyams, Cable & Satellite Television Exhibitions Ltd., 100 Gloucester Place, London, W1H 3DA; telephone: 01-487-4397.

■ **May 7**—Fund-raiser for *Big Sisters of Washington*, roasting FCC Commissioner Mimi Weyforth Dawson. Roasters: FCC Chairman Mark Fowler, former FCC Commissioner Richard Wiley, former FCC Mass Media Bureau Chief Larry Harris, and Jerri Crisman, president, American Women in Radio and Television. Washington Marriott. Information: Karen Kershner, (202) 328-1847.

May 7—Cable course offered by *Women in Cable, Rocky Mountain chapter*. University of Denver, Denver. Information: (303) 321-7550.

■ **May 7**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in dinner. Theme: "The Talent of Agents." Copacabana, New York.

May 7-9—*Classical Music Broadcasters Association* convention. Warwick hotel, New York. Information: Tim Davidson, (206) 343-3981.

May 7-9—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

■ **May 7-26**—Los Angeles Television Festival, compilation of past *Museum of Broadcasting* exhibitions, presented by Museum in cooperation with *Academy of Television Arts and Sciences Foundation*. ABC Entertainment Center, Los Angeles.

May 8—*Hollywood Radio and Television Society* newsmaker luncheon, "Covering the Summer Olympics," with ABC News and Sports President Roone Arledge. Beverly Hilton, Los Angeles.

May 9—Second annual "Excellence in Media" awards luncheon, sponsored by *Institute of New Cinema Artists*. Helmsley Palace, New York.

May 9—*Women in Cable, New York chapter*, "Basics of Cable TV" course, session two. Topic: programming, basic, pay and local origination. Viacom conference center, New York. Information: (212) 484-6778.

May 9—*National Conference of Black Lawyers* communications task force. Speaker: Senator Barry Goldwater (R-Ariz.), chairman of Senate Communications Subcommittee. Washington Marriott, Washington.

■ **May 9**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: John Lazarus, vice president, sports marketing and sales, ABC-TV, "The Marketing of the 1984 Olympics." Copacabana, New York.

■ **May 10**—*Armed Forces Communications and Electronics Association* luncheon. Speaker: FCC Commissioner Mimi Weyforth Dawson. Shoreham hotel, Washington.

May 11-13—*Pennsylvania AP Broadcasters* annual meeting and awards presentation. Treadway Resort, Lancaster, Pa.

May 12—*Radio-Television News Directors Association* region 12 meeting with Pennsylvania AP Broad-

Major Meetings

April 24-29—*MIP-TV* international TV program market. Palais des Festivals, Cannes, France.

April 29-May 2—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 14-17, 1985; Dallas, April 13-16, 1986; Dallas, April 12-15, 1987, and Las Vegas, April 10-13, 1988.

May 7-9—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 13-16—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 20-22—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 20-23—*Broadcast Financial Management Association* 24th annual conference. Grand Hyatt, New York. Future conferences: May 12-15, 1985, Chicago; May 18-21, 1986, Los Angeles.

May 30-June 2—*American Women in Radio and Television* annual convention. Palmer House, Chicago. Future conventions: May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

June 2-6—*American Advertising Federation* national convention. Fairmont hotel, Denver. Future conventions: June 8-12, 1985, J.W. Marriott, Washington, and June 14-18, 1986, Hyatt Regency Chicago, Chicago.

June 3-6—*National Cable Television Association* annual convention, including National Cable Programming Conference. Las Vegas Convention Center, Las Vegas. Future conventions: June 2-5, 1985, Las Vegas; March 16-19, 1986, Dallas, and May 17-20, 1987, Las Vegas.

June 10-15—*Broadcasters Promotion Association/Broadcast Designers Association* annual seminar. Caesars Palace, Las Vegas. Future conventions: June 5-9, 1985, Hyatt Regency, Chicago; June 10-15, 1986, Loew's Anatole, Dallas; June 17-20, 1987, Peachtree Plaza, Atlanta; June 22-25, 1988, Bonaventure, Los Angeles; June 22-25, 1989, Renaissance Center, Detroit.

Aug. 12-15—*Cable Television Administration and Marketing Society* 10th annual conference. Waldorf-Astoria, New York.

Sept. 6-8—*Southern Cable Television Association* Eastern show. Georgia World Congress Center, Atlanta. Future show: Aug. 25-27, 1985, Georgia World Congress Center.

Sept. 16-19—"The Radio Convention," combined conventions of *National Radio Broadcasters Association* and *National Association of Broadcasters* Radio Programming Conference. Westin Bonaven-

ture hotel, Los Angeles.

Sept. 21-25—10th *International Broadcasting Convention*. Metropole Conference and Exhibition Center, Brighton, England.

Oct. 28-Nov. 2—*Society of Motion Picture and Television Engineers* 126th technical conference and equipment exhibit. New York Hilton.

Oct. 30-Nov. 1—*Atlantic Cable Show*, Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Nov. 7-9—*Television Bureau of Advertising* 30th annual meeting, Hyatt Regency, Chicago. Future meetings: Nov. 11-13, 1985, Hyatt Regency, Dallas; Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

Nov. 11-14—*Association of National Advertisers* annual meeting. Camelback Inn, Scottsdale, Ariz.

Nov. 17-20—*AMIP '84, American Market for International Programs*, second annual program marketplace, organized by Perard Associates with MIDEM and National Video Clearinghouse. Fontainebleau Hilton, Miami Beach.

Dec. 5-7—*Western Cable Show*, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Information: (415) 428-2225.

Dec. 5-7—*Radio-Television News Directors Association* international conference. San Antonio Convention Center, San Antonio, Tex.

Jan. 5-8, 1985—*Association of Independent Television Stations (INTV)* annual convention. Century Plaza hotel, Los Angeles.

Jan. 10-15, 1985—*NATPE International* annual convention. Moscone Center, San Francisco. Future conventions: Jan. 17-22, 1986, New Orleans Convention Center, and Jan. 24-27, 1987, New Orleans.

Jan. 30-Feb. 1, 1985—25th annual *Texas Cable Show*, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio.

Feb. 10-13, 1985—*National Religious Broadcasters* 42nd annual convention. Sheraton Washington, Washington.

■ **Feb. 15-16, 1985**—*Society of Motion Picture and Television Engineers* 19th annual television conference. St. Francis hotel, San Francisco.

March 7-9, 1985—16th annual *Country Radio Seminar*, sponsored by *Country Radio Broadcasters Inc.* Opryland hotel, Nashville.

May 15-18, 1985—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.



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casters. Lancaster, Pa. Information: (202) 737-8657.

May 13-16—CBS-TV annual affiliates meeting. Century Plaza, Los Angeles.

May 14—Cable course offered by *Women in Cable, Rocky Mountain chapter*. University of Denver, Denver. Information: (303) 321-7550.

May 14-17—International Conference on Communications, sponsored by *Institute of Electrical and Electronics Engineers Communications Society*. RAI Con-

ference Center. Amsterdam. Information: (31) 40-742131/742236.

May 15—Deadline for entries in *National Federation of Community Broadcasters "Community Radio Program Awards"*. Information: NFCB, 1314 14th Street, N.W., Washington, 20005; (202) 797-8911.

May 15—*Women in Communications, New York chapter*, annual business meeting and spring luncheon. Tavern on the Green, New York.

Open Mike

One definition of public interest

EDITOR: Your April 9 editorial on the financial interest and syndication rules correctly points out that the FCC ought to act in this matter "only on behalf of the public interest"—but incorrectly adds that, as the dispute wore on, "the less evidence there was that the public's interest was at stake either way."

The public's interest is at stake here in the most fundamental way—on the screen itself. As CBS Chairman Thomas H. Wyman put it in his initial presentation to the FCC:

FCC policies over the past 10 years have contributed to a goal we all share: maximizing the abundance, diversity and quality of consumer viewing choices. This evolution is the result of increased competition and the development of new businesses in response to consumer demand. Repeal of the financial interest and syndication rules must be the next logical step in that process.

Maximizing the abundance, diversity and quality of choices is the public interest argument in favor of repeal—an argument that was the basis of the CBS position throughout. Sadly, it has not prevailed.—*Gene Janowski, president, CBS/Broadcast Group, New York.*

Late starter for Top 100

EDITOR: Here at Park Communications Inc. we have read with interest the listing of the "Top 100 Companies in Electronic Communications" [BROADCASTING, April 16]. We commend you on collecting and publishing the statistics on these 100 companies. We are a little disappointed, however, that our company was not included in this illustrious list. According to our calculations, we place 91st on the list.—*Wright M. Thomas, Park Communications Inc., Ithaca, N.Y.*

Editor's note. *Park Communications became a public company on Oct. 26, 1983. It had gross revenues of \$93,837,000 in 1983 (up 13.8%), with earnings of \$11,180,000 (up 24.6%).*

On trials

EDITOR: I commend BROADCASTING for publishing in its April 9 "Monday Memo" William Vaughn's commentary on television coverage of the trial of *Galloway v. CBS*.

Mr. Vaughn's commentary is valuable not only for reflecting the practical experience

of a participant in a televised trial but also for his statement of purpose of our judicial system, viz.:

In our system, trials are not idle ceremonies with preordained results. We seek truth in our courtrooms. Someone should be there to tell us of it. The press is our window to how well our processes work.

Limitations on free speech rob the concept of its force. A restraint of the press here and there can lead to a serious erosion of a liberty that takes its power from the simplicity of its near-universal application. Almost anyone—judge, government official or self-appointed censor—can find some justification for the next isolated impingement, and soon clear, clean value is pockmarked by qualifications and exceptions. Freedom becomes open to question, not absolute. We slither around in grey areas. We give in to doubt.

Those who fight the unending battle for First Amendment rights will do well to mark his words.—*William Malone, Stamford, Conn.*

Who was on first?

EDITOR: Re: your April 9 "Special Report" on satellites: Messrs. Patterson and Wold notwithstanding—the Hughes Television Network had the honor of transmitting the first baseball games via satellite in July 1975.

As executive vice president of the Hughes Television Network, I had the pleasure of arranging for two Kansas City/New York Yankee games to be fed through RCA Americom—which was leasing capacity on the Westar system—from New York to Bob Wormington's 10-meter TVRO located on the premises of KMBA-TV Kansas City, Mo.

So confident was I of the reliability of satellites that I never even bothered to order an AT&T land-lines backup.—*Roylance H. Sharp, president, VandA Communications Inc., Florham Park, N.J.*

Pride of authorship

EDITOR: BROADCASTING remains the industry's most influential and important source of news and information. It was indeed a pleasure and a great source of pride to see my contribution ("Expanding the Limits of Radio Ratings Through Microcomputers," Monday Memo, March 26) used for publication.—*Thomas C. Birch, president, Birch Radio Inc., Coral Springs, Fla.*

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Sol Talshoff, editor-in-chief (1904-1982).
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Bureaus

New York: 630 Third Avenue, 10017.
Phone: 212-599-2830.

Stephen McClellan, associate editor.
Vincent M. Ditingo, senior editor: radio.
John Lippman, assistant editor.
Geoff Foale, staff writer.

Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.

Richard Mahler, correspondent.
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Vol. 106 No. 17

TOP OF THE WEEK

CBS runs away with the '83-'84 TV season

The network wins prime time, late night, news and daytime with a 18.1 rating/28 share for 29 weeks

CBS-TV took a bow last week: It said it was the first time in television history that one network ended the season victorious in the four major dayparts. It was the fifth consecutive year CBS won the prime time ratings title; the third straight year it placed first in late night; the 102d back-to-back week it dominated the early evening news, and the 12th week in a row it was number one in daytime.

But it was a network season when the winner's prize was to be won by not taking a step backward. CBS widened its margin of victory over ABC by four-tenths of a ratings point over last year's competition to increase its lead in households from 420,000 to 760,000 per average prime time minute, according to CBS researchers. (The remaining daypart—Saturday morning—was won by NBC.)

Over the 29-week season (Sept. 26, 1983-April 15, 1984), CBS led the way in prime time with an average rating of 18.1 and an average share of 28 in the Nielsen measure-

ments, while ABC recorded a 17.2/27 and NBC-TV a 14.9/23.

CBS's nine-tenths-of-a-rating point lead-over ABC was almost double that of last year, when CBS came out five-tenths of a rating point ahead of ABC in the prime time ratings. But the average prime time ratings were again down for all three networks this past season, as has been the pattern for the past several years. Only CBS increased its audience level, but then by only a modest 10,200 television households. NBC's lower rating meant a loss of 92,100 television homes over the previous season, while ABC's—principally because of ratings decline in sports programming (see box below)—suffered a defection of 324,500 homes in prime time.

Each of the networks released an analysis highlighting their performance and pointing out those spots where they shone. ABC and CBS, however, had different tabulations for the top 20 regularly scheduled programs, for two principal reasons. First, CBS excluded any programs that had six or fewer broadcasts in the past season, such as its *Kate & Allie* and *Cagney & Lacey*, from the rankings, and ABC did not. And second, CBS

combined ABC's *Monday Night Movie* and *Monday Night Football* and ranked them as one program, while ABC broke out the ratings and ranked them as two.

According to the CBS analysis, its regular prime time series programs averaged an 18.7 rating, 15% ahead of ABC's average rating of 16.2 and NBC's average rating of 14.6. CBS programs held three of the top five positions and 10 of the top 20. *Dallas*, with an average 25.7/40, reclaimed the number one position from *60 Minutes*, which averaged 24.2/38. *Dallas* and *60 Minutes* have alternated in the top spot for the past four years.

The three-network share declined from an average of 81 in the 1982-83 season to 78 in the 1983-84 season. Last year's three-network combined share had slipped to 81 from 83 the previous season.

CBS's 18.7 rating for its regular hour and half-hour series programming increased seven-tenths of a rating point over regular series programming the year before, but ABC dropped from an average 16.7 and NBC held even at 14.6. Although CBS did not count short series (six or less) programming in its averages of regularly scheduled prime time shows, among short series programming CBS

What happened? A perspective on the networks' performances

CBS won the 1983-84 prime time season by almost twice the margin it did last year—nine-tenths of a rating point compared to five-tenths—and like last year the outcome was no great surprise. Most saw CBS as the winner at least as early as the end of the February sweeps, after ABC had faltered badly with a 23% drop in prime time Olympics ratings, compared to the ratings for the games four years ago.

■ And some laid ABC's demise squarely on the problems that the network encountered with its prime time sports all year—first with *Monday Night Football* which suffered a 17% ratings drop compared to the last non-strike year (1981) and the lowest since the program's debut in 1970, and then the disappointing Olympics viewership. But George Keramidas, ABC's vice president for research, downplayed *Monday Night Football's* impact as "minimal." The Olympics, he acknowledged though, "is another story. I haven't done the arithmetic," he said, but speculated that the sheer weight of all those Olympics hours in prime time could have made that a deciding factor. "It may be mathematically possible," he said, but suggested that the winter games would probably have had to average a 35 rating in prime time to provide the winning margin. On average, the games usually do somewhere in the low 20's.

Mini-series had less of an impact this year, generating substantially smaller ratings than, for example, the 30-plus ratings and 50-plus shares scored by episodes of ABC's *Winds of War* last year. None of the five mini-series in the 1983-84 season broke the 27-rating barrier or the were able to achieve a 40

share. CBS's *Master of the Game* fared the best, with an average 26.7/39. And, with the exception of CBS's *George Washington*, mini-series this year were used to help affiliates boost their ratings during the crucial sweeps.

One positive sign for all three networks this season was that combined audience erosion in prime time was down substantially from a year ago, and even more so compared to the several years ago, according to Keramidas. He said that combined network erosion amounted to eight-tenths of a rating point this year, compared with a 1.3 last year and losses of two to three full rating points in the several preceding years.

Calculations by CBS pegged erosion at a slightly higher level—1.4 share points. But the point is, said Mike Eisenberg, a CBS research executive, "we're seeing a leveling off [of erosion]. There's a flattening here." He also noted that erosion declines this year happened without such blockbuster events as *Winds of War* or *Thorn Birds*.

Regular series performance and development proved to be the decisive factors as well as the most interesting highlights of the prime time season.

■ CBS took Thursday with its strong line up of action/adventure and soap with *Magnum P.I.*, *Simon & Simon*, and *Knots Landing*. It also dominated Friday with *Dallas* and *Falcon Crest*, although some were speculating that 8 p.m. lead-in *Dukes of Hazzard* may be about at the end of its run. CBS also took Sunday with a program lineup led by *60 Minutes* and *Trapper*

Continues on page 36.

took all three of the top spots and tied with ABC for fourth place. CBS said its 23 hours of mini-series averaged a 24.1 rating and a 36 share compared to a 20.4 rating and 31 share for NBC's 13.5 hours of mini-series. ABC had no mini-series this past season: the two-part *Lace*, which aired during the February sweeps, was part of the ABC *Sunday Night Movie* and *Monday Night Movie*.

Propelled largely on the strength of its regular series. CBS won 19 of the 29 weeks in the season and tied twice for first place. ABC came in first seven weeks, with three of those weeks carrying big-draw special programming like the World Series, the Olympics and *The Day After*. NBC won only one week, with its three-part mini-series, *Celebrity*. CBS said its weekly rating average varied only 7% up or down, less than last year's average variance of 9%.

Complete ratings for daytime (10 a.m.-4:30 p.m.) were held up and only averages for 28 weeks were available at press time. But CBS, which has been the daytime leader for the past 12 weeks, had an average rating of 7.3, 3% ahead of ABC's 7.1 and 43% ahead of NBC's 5.1. Over the most recent six weeks, CBS said, it averaged nine-tenths of a rating point ahead of NBC's average rating of 4.9 and 21% ahead of ABC's 4.7.

The CBS Evening News With Dan Rather

has won every week since May 3, 1982, and this past season averaged a 13.8, 3% ahead of NBC's 11.2 and 24% ahead of ABC's 11.1.

As expected, ABC turned in a better demographic performance in regularly scheduled prime time programs, but not without some inroads from CBS and even NBC. For the latest information available—demographic measurements lag behind the overall ratings by a couple weeks—ABC was first place in key demographic categories. Based on an ABC analysis, ABC was first among adults 18-34 with an average rating of 10.9 compared to a 9.9 for CBS and a 10 for NBC. Among adults 18-49, ABC led with an average 11.6 compared to a 10.4 for both CBS and NBC. And among adults 25-54, ABC was first with a 12.4 rating against an 11.4 for CBS and an 11.1 for NBC.

ABC also reported that it was first among women 18-34, 18-49 and 25-54, while CBS pulled up second and NBC third. However, when it came to men 18-34, men 18-49 and men 25-49, NBC in each case placed ahead of CBS an average of 0.8 of a rating point. However, ABC came in first in each of those demographics by an average 1.2 rating points ahead of NBC and two full rating points ahead of CBS.

ABC said that among women 18-49, *Dyn-*

asty was the top-rated program, while *Hotel* was the highest rated new full-season series. Among men 18-49, ABC reported that *Hardcastle & McCormick* was the highest-rated new show of the season. Last year, NBC had the highest rated new program, *A-Team*, which was introduced over halfway through the season but still managed to rank 10th overall among series.

NBC researchers also dug up some encouraging ratings, although only for the first quarter of 1984 and not for the full season. Despite a third place position in several key demographic categories, NBC researchers reported that NBC's daytime schedule picked up more homes and women than either of the other two networks in the first quarter of 1984 compared to the same period in 1983. Among total women, NBC said, its daytime schedule showed a 22% increase in ratings, as compared to a 14% increase for CBS and a 3% gain for ABC. Among women 18-49, NBC showed a 14% increase against a 9% rise for CBS and a 3% decline for ABC. And among women 25-54, NBC experienced a 20% gain in the first quarter of 1984 over the first quarter of 1983, compared to a 6% increase for CBS and a 3% rise for ABC.

In two demographic categories NBC placed ahead of ABC during the first quar-

What Happened? (Continued from page 35.)

John. The network was also successful in developing Monday practically from scratch, coming in just seven-tenths of a rating point behind ABC. And CBS accomplished that with just one returning program—*Newhart*, at 9:30 p.m.—which was brought over from Sunday to anchor a new lineup that included *Scarecrow & Mrs. King* at 8, second season newcomer, *Kate & Allie* at 9, and a reincarnated *Cagney & Lacey* at 10.

■ NBC, despite the fact that its season didn't live up to expectations (the network finished third for the ninth consecutive year), was celebrating a number of developmental victories last week. NBC managed to capture one prime time evening this season, Tuesday, with the popular *A-Team* at 8 p.m., *Riptide*, a second-season entry that came on strong at 9, and *Remington Steele* at 10. NBC did not win any nights last season.

NBC Chairman Grant Tinker told the *Los Angeles Times* that he was not at all disappointed with the way the season went this year. "If the other guys want to cheer about their numbers, more power to them," he said. "But as far as we are concerned, our situation is good now, with more returning shows and building blocks for next fall." Tinker declined to predict how the network would fare next season.

In addition to the strengthening of its Tuesday lineup, Brandon Tartikoff, president of NBC Entertainment, said the successes of Monday's *Television's Bloopers and Practical Jokes* provides the missing "launching base" for the network's Monday movie. Tartikoff said the decision to give *St. Elsewhere* a reprieve is beginning to pay off—the program, in the 10 p.m. Wednesday slot, has generated some 25 and 26 shares, he said, an improvement over the average 17 or so it had been doing.

On Wednesday's, said Tartikoff, *Facts of Life* "exceeded all advertising projections" in its 9 p.m. slot against the first half-hour of *Dynasty* and the CBS *Wednesday Night Movie*. He added that next season, however, *Facts of Life* will probably be moved up to 8 in order to go with something "a little more male oriented against *Dynasty*'s" strong female demographics.

The Thursday 8-9 slot showed improvement this season said Tartikoff, with *Gimme A Break* and *Family Ties*, compared to

Fame a year ago. *Cheers* did well at 9, he added, "but we fell apart at 9:30 with *Buffalo Bill*." *Hill Street Blues*, which faltered somewhat this season, was the victim of a disrupted program schedule, due to baseball playoffs in the early part of the season and the death of one of the program's stars, Michael Conrad, in mid-season.

"Friday was a disaster," said Tartikoff. "There's no other way to look at it." And Saturday, he acknowledged, can stand considerable improvement also. He said that by far most of the past year's developmental effort has been devoted largely to improving these two nights. "We've bought 33 pilots," he said, "and 90% have been targeted for Friday or Saturday." Top contenders at this point, he said, are *Miami Vice*, about an undercover team (one black and one white) covering the crime-ridden streets of Miami; another show pairing a male-female police team, and one starring Lynda Carter and Lonnie Anderson as amateur detectives.

A new concept being developed at NBC, in the form of four pilots, is the one-hour comedy program. Three of them: *High School USA*, based on the movie; *Temporary Insanity*, with Chris Thompson, and *Dirty Dan*, produced by Glen Larson and 20th Century-Fox, which Tartikoff said will do for "macho cop shows what *Get Smart* did for the James Bond series of films."

Joel Segal, executive vice president and director of network TV and cable at Ted Bates, said in a recent report that the 1983-84 season will go down in the books as "the year the situation comedy hit the skids." Not one, noted Segal, made the top 20 list of programs in prime time.

Tartikoff acknowledged that, but said that he hopes to prove Segal wrong in the coming season. NBC has 10 sitcoms scheduled right now and Tartikoff says that "at least one and possibly two" additional ones will be added next season.

NBC Entertainment will also program the Sunday 7-8 slot next season, where *First Camera*, although praised for its substance, faltered terribly in the ratings season. Tartikoff said an announcement would be forthcoming, perhaps as early as this week, concerning plans for that time period. □

ter—women over 35 and women over 50. In those cases, NBC was ranked second behind CBS during the third quarter as ABC sunk to third.

CBS had the top three short-flight series and tied for fourth place with ABC: *Kate & Allie* (21.9/33); *Cagney & Lacey* (20.9/36), and *Four Seasons* (17.7/26). CBS's *Suzanne Pleshette is Maggie Briggs* and ABC's *Shaping Up* each pulled a 15/23, according to CBS.

CBS's estimate of the top 10 entertainment specials included half in the CBS camp, but four below the top five: CBS's coverage of the Grammy Awards (30.8/25); the Academy Awards on ABC (30.3/50); ABC's broadcast of the American Music

Awards (27.4/41); NBC's *Johnny Carson's Greatest Practical Jokes* (25.2/34); NBC's *TV's Greatest Commercial Censored Bloopers* (24/34); a Frank Sinatra salute on CBS (23/33); CBS's presentation of the Country Music Awards (22.6/34); the People's Choice Awards on CBS (22.4/36); the April 9 broadcast of the Barbara Walters special, which was a lead-in to the Academy Awards on ABC (22/34), and *Circus of the Stars* on CBS (21.7/33).

CBS researchers also compiled the top five mini-series: CBS's *Master of the Game* (26.7/39); CBS's *Chiefs* (24.1/37); NBC's *Celebrity* (22.4/34); CBS's *George Washington* (21.3/33), and *Kennedy* on NBC (18.5/27).

The top 20 regular series programs of the 1983-84 season as recorded by ABC researchers: CBS's *Dallas* (25.7/40) and *60 Minutes* (24.2/38); ABC's *Dynasty* (24.1/37); NBC's *A-Team* (24/35); CBS's *Simon & Simon* (23.8/36), *Magnum, P.I.* (22.3/34), *Falcon Crest* (22/37) and *Kate & Allie* (21.9/33); ABC's *Hotel* (21.9/33); CBS's *Cagney & Lacey* (20.9/36) and *Knot's Landing* (20.8/34); *ABC Sunday Night Movie* (20.4/32) and *ABC Monday Night Movie* (20.4/31); NBC's *TV Bloopers & Practical Jokes* (20.3/29); ABC's *Fall Guy* (19.9/31); CBS's *AfterMASH* (19.1/27); ABC's *Love Boat* (19/32); NBC's *Riptide* (18.5/27), and CBS's *Scarecrow and Mrs. King* (18.3/27). □



Still deregulating after all these years

FCC Chairman Fowler maintains the same enthusiasms he brought to job, is intent on freeing broadcasters from agency's hand; public trustee notion anathema

Almost three years after taking over as chairman of the FCC, Mark Fowler last week sketched a Utopian future in which the commission functioned only as an electronic traffic cop and broadcasters could lose a station only through the forces of the market place, or free choice. And while the government has a way to go to achieve such a future—a future Fowler believes broadcasters themselves have not done as much as they could have to bring about—the chairman believes the commission has made life more secure and comfortable for the industry. “We have,” Fowler says, “eliminated the terror factor in government.”

Fowler ruminated on his 35 months in office in an exclusive interview with BROADCASTING. It covered what he thought the commission's accomplishments have been and what its plans are for the next year or

two, as well as his disappointments, specifically including the commission's failure to act thus far on proposals to repeal the network financial interest and syndication rules. Through it all ran the themes that have animated Fowler policy since he assumed office, in May 1981—deregulation, including complete First Amendment freedom for broadcasters, marketplace regulation and free enterprise. (The entire interview will appear in the April 30 issue of BROADCASTING.)

Fowler noted he has maintained that “the ultimate aim in broadcast regulation is to go to the print model, which would essentially mean that you would have an agency that administered technical rules” but would have no content or other kinds of rules to enforce. As for anticompetitive conduct, the agency would rely on the antitrust law enforcement arms of the Federal Trade Commission and the Justice Department, as well as on private parties filing antitrust suits.

And Fowler called for abandonment of the “public trusteeship notion” underlying the Communications Act, which, he said,

leaves a licensee vulnerable at license renewal time to a challenge from an applicant promising superior service. He noted that the prospect of such a loss is unknown in any other business. A broadcaster, Fowler said, should be able to say, “I own this business, period, and the only way I will lose this business is if I fail in the marketplace, or I sell this business, period.”

Fowler believes the commission has moved ahead on two principal fronts in serving what he regards as the best interests of the consumer. One is the promotion of free enterprise and the action of individuals rather than relying on collective government programs. That, he said, translates into “individual freedom” and, ultimately, “the bottom line.” The other “is our steady and determined progress to honor the First Amendment.” And in that connection he cited the commission's inquiry into the fairness doctrine. He said the questions raised by the inquiry—including how the doctrine squares with the First Amendment—require ventilation. Actually, he doubts that it can be squared: “This idea that Washington can act

as censor—and we do when we administer the fairness doctrine—is a dangerous notion.” But he said he has not made up his mind as to whether the commission can repeal the doctrine or whether only Congress has that authority.

Fowler also expressed disappointment with what he seemed to regard as the failure of broadcasters to pull their weight in the effort to win congressional repeal of the equal time law, which in the view of many communications lawyers and many members of Congress, incorporates the fairness doctrine as well. Yes, he said, in answer to a question, broadcasters could do “a lot more” in working for repeal of the equal time law. He praised the effort of Senator Bob Packwood (R-Ore.) to win passage of legislation to eliminate content regulation.

Asked his view of the commission’s accomplishments over the last three years, Fowler responded, initially, by talking of the change he thinks has occurred in the climate of broadcast regulation, rather than by ticking off a list. “We have eliminated the terror factor in government,” he said. According to Fowler, a broadcaster not too many years ago who received an unannounced visit from an FCC inspector would immediately notify every other station in the community. The reason, he said, was fear of the agency—a fear “I think was sometimes encouraged, frankly, by some of the people who had the power of life and death over licensees.” He said he is “proud that I believe we have eliminated that terror factor.”

As for the future, Fowler does not have a heavy agenda of dramatic broadcast matters. He said the commission will complete work soon on television deregulation and on a revision of the 7-7-7 multiple ownership rule. He also expects the commission to finish clearing out “underbrush” regulation—generally obscure regulations governing content and business activities. At that point, he

said, “I would say that we could declare some victory as to broadcasting.” He said the commission has already “freed up broadcasters through the elimination...of paperwork and these rules that have managed business conduct and program content, as well.”

The question of when the commission will return to the financial interest-syndication rules remains open. The FCC abandoned plans to consider repeal after being urged by members of the Senate to give the private parties involved—the networks and the production studios—an opportunity to work things out for themselves. They failed to reach a compromise by a March 15 deadline, and now 20 senators have asked the commission to declare a moratorium of two years in resuming work on the issue. Fowler last week rejected the notion that the commission has bowed to pressure on the issue, and said his concern is that the agency preserve the integrity of its processes in the face of the “dynamics” he said are “whirling” about it. But he has no plans for bringing the matter up before the commission. Indeed, he indicated he did not consider the matter of great importance. He said the agency is confronted with a number of major issues, in the telephone area as well as in broadcasting, and added: “On a scale of one to 10, this [financial interest-syndication] is about a two.”

Fowler had a message for broadcasters that reveals as much as anything the uneasiness he feels in his role, an uneasiness stemming from the attitude of broadcasters toward the agency that regulates them. “I hope that there will be a day when the chairman of the FCC, when he visits an NAB convention, will not be ministered to by his vassals, who come to pay him homage. And that the day will come when the FCC is essentially irrelevant to a businessman’s operations in broadcasting.” □

Christensen gets the call from PBS

Public Broadcasting Service turns to an industry insider to take over presidency vacated by Larry Grossman; first task seen as beefing up system’s programing and financial position

Public broadcasters last week chose one of their own to lead them. Bruce Christensen, president of the National Association of Public Television Stations (public TV’s lobbying organization), was named president of the Public Broadcasting Service after an extensive two-month search for a successor to Lawrence K. Grossman, who resigned in February to become president of NBC News.

Christensen’s selection came as no surprise—he was considered a front-runner from the start. Roughly 30 candidates were screened by MSL International, a search firm hired by PBS’s five-member search committee. Only a handful of leading candidates were actually interviewed by the PBS committee, which decided on Christensen last week during a meeting at the O’Hare Hilton in Chicago. His appointment was unanimously approved by the PBS board later that day. And when PBS staffers learned Christensen would be their new president, it was greeted with a round of applause.

Included among the list of candidates were: David Gergen, former director of communications for the Reagan White House and currently at the Institute of Politics at Harvard University’s John F. Kennedy School of Government and the American Enterprise Institute, Washington; Ward B. Chamberlin Jr., president and general manager, WETA-TV Washington; Joan Shigekawa, president, New York-based Tuscani Productions, and Virginia Fox, president, Southern Educational Communications Association.

It was clear, said one search committee member, that the stations wanted an insider. Christensen, whose reserved manner has earned him a reputation as “Mr. Nice Guy,” is likely to set a new tone at PBS. He has none of the “glitz and glamour” that some observers say were associated with his predecessor.

Grossman’s Madison Avenue style kept him in the spotlight perhaps more often than public television stations wished. When he joined PBS in 1976, the public broadcasting community was initially suspicious, viewing him as an outsider, a New York advertising man. Moreover, he was often at odds with many of the major program-producing stations. (By the time he had left, however, the public broadcasting world considered him not only one of their own, but one of their finest; he received the prestigious Ralph Lowell award from CPB last month [BROAD-

Words of warning on fairness

Two key congressional staffers last week stressed, underscored and warned that the FCC would be well advised not to attempt to repeal the fairness doctrine. Tom Rogers, majority counsel to the House Telecommunications Subcommittee, and Tom Cohen, minority counsel to the Senate Commerce Committee, both noted that Congress has kept the commission under close check, forcing it to back down on proposals to repeal the financial interest/network syndication rules and to impose access charges on telephone users.

And, in a joint discussion at a telecommunications forum at George Washington University, they said that Congress would bring the same kind of pressure to bear in the event the commission, which two weeks ago initiated an inquiry into the fairness doctrine, attempted, in Cohen’s words, to “mess around with it.” If commissioners take action, Cohen said, “they’ll be in trouble.” Rogers, referring to the commission’s general counsel who is regarded as the driving force behind the proceeding, talked of the “Bruce Fein memorial inquiry,” and said, “There will be a shrill outcry from Congress to make quick work of the commission on this.”

In discussing another matter, Rogers compared the broadcasting industry, unfavorably, to cable television in terms of legislation dealing with each. He said cable operators have shown a willingness to compromise with the cities in efforts to work out their differences over cable legislation. But broadcasters, he said, are unwilling to compromise. He said broadcasters “have submitted a wish list to Congress” on the key issue of quantification, and added, “They prefer a superficial gloss to anything meaningful in how the public interest will be preserved. You have to wonder how the broadcasting industry expects to get legislation,” he said.



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Christensen, on the other hand, is not likely to encounter the same initial hostility. His style of leadership is described as "quiet and circumspect." What made Christensen such an appealing candidate, says one public broadcaster, "is that he knows the system so well and understands the predicaments of the local stations." Christensen joins PBS on May 15.

His broadcasting roots are deep. "I am first and always a broadcaster," he says. He graduated with a bachelor of arts in journalism from the University of Utah in 1968 and went on to get a masters from the Medill School of Journalism at Northwestern University, in Evanston, Ill., in 1969. He served as a reporter for KSL-AM-TV Salt Lake City and as a sports writer and producer for WGN-AM-TV Chicago. In 1972, Christensen became director of the Brigham Young University's Department of Broadcast Services and general manager of noncommercial KBYU-FM-TV Provo, Utah. Prior to joining NAPTS in 1982, Christensen managed KUED(TV) and KUER(FM) Salt Lake City. He also served on the PBS board for three years.

"There's not a lot of flash," said a close Christensen associate. But the 40-year-old Mormon, she said, is a "great unifier, who has courage of conviction and is not afraid to take unpopular stands." During his short tenure at NAPTS, Christensen's reputation as a consensus builder flourished.

The Utah native is credited with building a strong bipartisan coalition that seems to have achieved success in convincing Congress to increase funding levels for the Corporation for Public Broadcasting for fiscal years 1987-89.

Earlier this month, the Senate Commerce Committee approved legislation that would set appropriations ceilings of \$238 million for CPB during 1987, \$253 million during 1988 and \$270 million during 1889. And support from the entire Senate is promised. In the House, a similar measure that may contain even higher funding levels is expected to emerge.

For the past three years Congress has been less than enthusiastic about increasing federal support for public broadcasting. The Rea-

gan administration has been even more hostile, proposing each year to rescind public TV appropriations. But the public broadcasting community seems to have regained congressional confidence, a feat some say is due in part to Christensen's leadership at NAPTS.

"He's the ringmaster of a three-ring circus; the stations, CPB and Congress. I am confident he'll do an even more outstanding job in a two-ring circus with the stations and CPB," said Thomas Rogers, counsel to the House Telecommunications Subcommittee.

In the past, the public broadcasting community has been plagued with infighting and bickering, a practice frowned upon by Congress. That appears to be dissipating, however, and Christensen attributes the change to a system that is maturing. Others, however, maintain the new spirit of cohesiveness was generated in part by Christensen. He got the stations to take their message to Congress. The key, says one PBS staffer, was that "it was a consistent message."

What's at the top of his presidential agenda? "We need to re-establish the confidence of the system in itself," he said last week. "Part of that will come through the increased funding we've been able to secure. And part of it will come as the licensees continue to recognize that the services they offer are essential in the communities they serve. And that they aren't going to be replaced by new technologies."

Christensen believes the loss of confidence stems from the massive retrenchment public broadcasters have suffered during the last three years when federal funds were sharply reduced. He feels the system is ready to rebuild.

"I think as we provide services to the licensees, it's those services, including the kinds of engineering and technological developments that haven't been developed in the last couple of years, that need to be examined," Christensen says. However, he believes the stations must first look at their own programing aspirations. "It's a question of looking at what funding we'll have and deciding where we can best spend that money and then pursue those dreams."

As for his own programing aspirations,

the new PBS chief says they are essentially consistent with what Grossman has accomplished. Moreover, he is reticent about discussing his own ideas. He prefers to hear from the stations first. "PBS leads, but it needs to be sure that there has been an adequate assessment of what the needs of the stations are and their needs are based on what's important for the communities they serve," he said.

Although he hesitates to discuss his own programing priorities, Christensen foresees the development of new trends within the system. Educational programing and services, he believes, will blossom. The gaps for public TV, he stresses, have been and will continue to be in the funding area.

It's in fund raising that Christensen may make his mark. He has been mulling over a number ideas. Chief among them is an effort to work with commercial broadcasters to raise nonfederal money, an idea that commercial broadcasters, who are not anxious to see public TV run advertisements to supplement their income, have advanced.

In addition to his devotion to quality programing, Christensen is "committed to the mission of public television," says Sue Weil, PBS senior vice president for programing. "There is a place in the communications environment of this country for what is the most powerful medium of our time," said Christensen. "And I am thrilled with the opportunity to see that what we have in public broadcasting continues to grow and to thrive.

"And if we don't have some place on the dial where people can turn for the best in our civilization, then in fact our society will not continue to develop and grow in the way I think it should."

Although Christensen enjoyed his duties at NAPTS he believes it's time "to get back into the broadcasting side of this business." Christensen's modesty prevents him from speaking comfortably about his own style of leadership. Nonetheless, he has no problem with stating point blank that "when my term of service is over, the quality of programs we have will be better than they are now, the numbers of services offered by public television will be greater than they are now." □

FCC approves more LPTV's

Using lotteries, the FCC last week granted construction permits for 49 low-power television stations to the following applicants:

Oklahoma Publisher Electronics, ch. 23, *Hobart, Okla.*; Frontier Community, ch. 29, *Ponca City, Okla.*; Response Broadcasting, ch. 56, *Flagstaff, Ariz.*; Neighborhood TV, ch. 26, *Detroit*; Family Television, ch. 27, *Bend, Ore.*; Clearvision, ch. 10, *Peru, Ill.*; Indian Wells Valley TV, ch. 14, *China Lake, Calif.*; Applied Communications, ch. 65, *Norfolk, Va.*; Evergreen Broadcasting, ch. 60, *Toledo, Ohio*; Rene Rodriguez, ch. 33, *Lamar, Colo.*; Black Coalition for Diversity, ch. 55, *Carrizo Springs, Tex.*; J-Pax Broadcasters, ch. 55, *Spokane, Wash.*; Barrett, Dunn & Ray, ch. 35, *Woodward, Okla.*; Women's Low Power Stations, ch. 17, *Riverton, Wyo.*; ch. 35, *Price, Utah*, and ch. 22, *Glendive, Mont.*; Corinne Galt Acosta, ch. 53, *Alamogordo, N.M.*; Front Range Educational Media, ch. 60, *Boulder, Colo.*; Community Telecommunications, ch. 35, *Kansas City, Mo.*; Echonet, ch. 26, *Ely, Nev.*; Mountain TV Network, chs. 26 and 28, *Decatur City, Iowa*; Lake of the Woods County, ch. 53, *Baudette, Minn.*;

Jose Luis Rodriguez, ch. 60, *Pecos, Tex.*; Green Hills LPTV, ch. 42, *Milan, Mo.*; American Lo-Power TV, ch. 40, *Cedar City, Utah*, and ch. 30, *Trenton, Mo.*; Sara Diaz Warren, ch. 32, *Callexico, Calif.*; Silvia G. Franco, ch. 18, *Miles City, Mont.*; Sandi Barrios, ch. 19, *Clay Center, Kan.*; Civic Light TV, ch. 63, *San Diego*; Figgie Communications, ch. 10, *Jacksonville, Fla.*; Orion Broadcast Group, ch. 28, *Flagstaff, Ariz.*; Focus Translators, ch. 8, *Sterling, Colo.*; Lloyd Lorenz, ch. 23, *Jamestown, N.D.*; Blue Water TV Service, ch. 60, *Huron, Mich.*; Evergreen Broadcasting, ch. 39, *Youngstown, Ohio*; He's The One Broadcasting, ch. 63, *Jordan, Mont.*, and ch. 4, *Bethel, Me.*; Russell Communications, ch. 5, *Flagstaff, Ariz.*, and ch. 29, *Waterville, Me.*; Lupian-Warren-Barnard, ch. 49, *Vista/Oceanside, Calif.*; Global Village Video, ch. 12, *Bryan, Tex.*; Carter Broadcasting, ch. 38, *Twentynine Palms, Calif.*; Juan Villareal, ch. 21, *Portsmouth, Ohio*; David & Diane Martin, ch. 24, *Marco Island, Fla.*; Jerome N. Duncan, ch. 69, *Fresno, Calif.*; Domsat of Minnesota, ch. 62, *Minneapolis*, and Joann P. Hotz, ch. 17, *Fergus Falls, Minn.*

Videotex industry searches for salvation

Entrepreneurs at Videotex '84 show in Chicago struggle with myriad problems in keeping their medium alive

"Videotex is like religion," said David Simons, president of Digital Video Corp., at the Videotex '84 trade show in Chicago last week. "It requires faith and is nonprofit."

"We in the videotex industry are indeed searching for the promised land," said the videotex consultant, "and those who have thus far stumbled along the way are seeking redemption, if not resurrection."

The faithful turned out in force for the three-day revival at Chicago's Hyatt Regency hotel, convinced that videotex and its broadcast counterpart, teletext, would, in one form or another, take their places in the electronic media mix and eventually generate high profits for those who believed in them.

Keeping the faith hasn't been easy. The media have been around for more than a decade and have yet to fulfill the expectations raised by industry prophets. The credibility of the entire videotex-teletext industry received a blow last November when Time Inc. decided not to go forward with the launch of its satellite-delivered "full-field" teletext service after spending millions developing and testing the service.

Roy Bright, who was one of the early developers of Prestel, the struggling British videotex service, said he has been disappointed by the growth of the medium. "In the late 1970's, I thought come the early 80's things will go zipping along and it still hasn't happened."

Perhaps the best evidence that videotex and teletext have a future is the companies that are still involved in it. Eager to be information providers, system operators or hardware and software suppliers are AT&T, IBM, Centel, Honeywell, Digital Equipment Corp., NBC, CBS, Taft Broadcasting, Zenith, Signetics Corp., Hitachi, Matsushita (Panasonic), North American Philips

and Tandy Corp. All had elaborate exhibits at Videotex '84.

Videotex and teletext are means for transmitting pre-formatted "pages" of alphanumeric and graphics from computer databases to homes and offices equipped with terminals linked to television sets or video monitors. But there are significant differences between the two.

Videotex pages are transmitted over telephone lines or two-way cable TV systems. Because only one page of information is sent to the user at a time, videotex capacity is limited only by the capacity of the databases. And because it's a two-way medium, it can offer transactional services such as home shopping, banking and electronic mail.

Teletext, as it is generally defined, broadcasts pages over the vertical blanking interval (VBI) of a television signal—the split second it takes for the electronic beam painting the video to go from the bottom of one field to the top of the next—in a continuous cycle. With the terminal, the user grabs individual pages from the cycle and displays them on the screen. Because the pages are transmitted cyclically through a limited channel, the capacity is limited, for practical purposes, to around 100 pages.

One Up And Two Coming

Today, there is one mass-market videotex service up and running and two in the offing. Viewdata Corp. of America, a unit of Knight-Ridder Newspapers, launched a full-scale videotex service in south Florida last October and, after less than six months, is not yet saying how well it has been received. Later this year, Keycom Electronic Publishing, a joint venture of Honeywell, Centel and Rupert Murdoch's News American Publishing, and Times Mirror Videotex Services, plan to roll out services in Chicago and Orange county, Calif., respectively.

The teletext service providers are led by

CBS and NBC, which began last year broadcasting national teletext services along with their regular network programs. Taft Broadcasting has been broadcasting a local service over its WKRC-TV Cincinnati since June 1983 and Keycom Electronic Publishing, in cooperation with Satellite Syndicated Systems Inc., has been distributing a national teletext service to cable systems via the VBI of superstation WTBS(TV) Atlanta. All the teletext services have at least one thing in common: Virtually no one is using them.

Searching For The Right Stuff

Videotex and teletext system operators have struggled with developing an attractive mix of information and all have worked with the same basic ingredients, including news, sports and weather information, train and airline schedules, financial information, entertainment guides, educational material and book reviews. Using their interactive capability, the videotex systems offer or intend to offer various shop-at-home and bank-at-home services.

One type of information that seems a sure winner on videotex or teletext is up-to-date securities and commodities information. The media, particularly videotex, are well suited for delivering it and serious investors are willing to pay for it. Viewdata's Viewtron, for instance, offers its users continuously updated quotes of stocks listed on the New York and American stock exchanges as well as twice-daily-updated prices of over-the-counter stocks, commodities, options and bonds.

As demonstrated at the Viewtron booth by M.E. Kebschull, Viewtron provides more than the latest prices. When a stock's ticker symbol is punched in, the user receives a full page of information on how the stock and the market it's listed on is doing that day. The user doesn't even have to remember his stock symbol. Kebschull keyed in the full name of one company and the system looked

the symbol up and promptly displayed it on the screen.

What services videotex or teletext can offer to attract viewers and advertisers is now largely unknown and the pioneers will spend a lot of money trying various ideas. Not all of them will be successful, of course. Don Sider, Time Video Information Services managing editor, said TVIS put together a travel-guide service that would give travelers information on the entertainment, sports and special events in 27 major cities. "We thought it was a hell of a service," he said, "but [in market testing] everybody told us it was of absolutely no interest to them."

Just how creative the services can be is illustrated by Viewtron's BidQuik, essentially a Dutch auction. According to Norman Morrison, executive vice president, Viewdata, the price of a product or service is presented and then gradually lowered during the day until someone calls up to buy it. "The public loves it," Morrison said.

Even the most enthusiastic proponents of consumer videotex realized that it is something that will not sell itself. It's new and it's hard to explain, they said, and, if it is to succeed, it will require aggressive marketing. Marketers of videotex assumed the attitude that they are doing consumers a favor and that "they should recognize our gift to civilization and buy" the service, said Simons. "What we have found, however, is that although the waiting may be over, not many people have been waiting—and they won't buy videotex just because we introduce it. It must be sold."

To get some idea of the marketing task (and cost) ahead of them, said Simons, videotex system operators should look at the experience of dealers of videocassette recorders and personal computers. After seven years and hundreds of millions of dollars in advertising, he said, only 10% of U.S. homes have VCR's. And what a VCR does is "easy to grasp," he said. Over the past four years the personal computer industry has poured \$1 billion into advertising and achieved 12% penetration of households, he said, and it will spend another \$600 million this year to increase that percentage.

"People will not buy teletext unless they see it," said Barbara Watson, general manager, NBC Teletext. With that in mind, she said, NBC plans "a major effort" to promote teletext this year. It will set up public-access teletext terminals at some of this year's big events, including the World's Fair in New Orleans, the Olympics in Los Angeles and the major political conventions. Such promotions, she said, will prepare consumers for the mass introduction of teletext in 1985.

Videotex and teletext system operators intend to derive all or part of their revenue from advertisers who would pay for space on the electronic pages just as they would for space in newspapers or magazines. In the course of refining its service, said Sider, TVIS worked with top advertisers and together they developed some "interesting and compelling ads." But in the end, he said, "we still didn't learn whether teletext is an advertising medium and I'm not sure any of the advertising agencies did either. It may be or it may not be."

Ads on a videotex or teletext page may not

have the impact of a television ad with all the color and motion and sound, but they have at least one attribute that makes them special—they can be continuously updated. The capability is particularly important to advertisers with "perishable goods," which include everything from chickens to airline seats, said Albert Crane, vice president of CBS's teletext service, Extravision.

Exploring Narrowcasting Possibilities

Although videotex may fail as a mass medium, it may succeed as a medium for conveying specialized information to specific groups or for intracorporate communications.

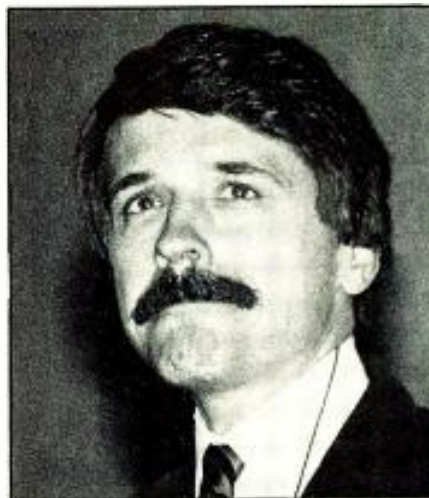
The AgriData Network, a unit of the Milwaukee-based publisher, AgriData Resources Inc., is a 17-month-old videotex service aimed at farmers, ranchers, commodities brokers and investors and others with an interest in agribusiness. The service brings its subscribers agribusiness information from scores of sources.

To date, the service has been supported by a monthly subscription fee and access charge, which, for the average subscriber, totals around \$80. But AgriData announced plans at the conference to begin accepting advertising. For about \$5,000, explained Richard Weening, chief executive officer,

manufacturers can dump full descriptions of their products into the AgriData database. They must then pay \$5 every time a user calls up information on any of their products. "That's pretty powerful. That's pretty cheap," said Weening. "It's priced to sell."

Seven years ago, Marine Management Systems and Lloyd's of London formed Maritime (Mardata) Data Network Ltd., a data base for people in the shipping industry. By some definitions, Mardata is already a videotex service, but it is not defined that way by Larry Pfister, the new head of Mardata, and the former chairman of the Videotex Industry Association. As a result, Pfister is revamping the information system, incorporating those attributes that will make it videotex. That means adding graphics and making the system easier to access, he said, and replacing the "dumb" terminals currently in use with IBM personal computers.

Another special-interest videotex service that may find a market is VideoLog, which plans to provide information on electronics parts and equipment to electrical engineers. According to VideoLog's Gary Holland, the manufacturers of the electronic hardware will be willing to underwrite the cost of service to reach their particular customers in a timely and cost-effective way. As a result, he said, users of the system will have to pay just \$15 an hour (pro-rated by the minute) to tap



RBOC's on the loose. Tom Wheeler, president of the National Cable Television Association (left), and William G. McGowan (right), chairman of MCI Communications Corp., last week claimed that the regional Bell operating companies (RBOC's) created by the breakup of AT&T, are trying to enter unregulated businesses in apparent violation of the AT&T-Justice Department consent decree that led to the breakup.

The RBOC's, said Wheeler, "are acting as though they never heard of the consent decree. Their strategy... is very straightforward—the piecemeal erosion of the pro-competitive restrictions imposed by the settlement." According to Wheeler, the RBOC's, through petitions for waivers and exceptions from the consent decree, intend to nibble away at the decree's restrictions until it is "a meaningless Swiss cheese." At the same time, he said, the RBOC's are "working feverishly to insulate their monopoly local exchange businesses from competition." The RBOC's are trying to "frustrate" cable's ability to compete with them by petitioning state public utility commissions to regulate the data transmission services of cable. Such state regulation, he said, would mean "entry control and rate regulation" for cable services.

McGowan gave a litany of the latest efforts by RBOC's to "boldly" enter new businesses: U.S. West is opening a consulting service and plans to provide national and international real estate services; Ameritech plans to market a line of business equipment, ranging from programable phones to complete electronic office systems; Bell Atlantic has purchased a 40% interest in an electronic paging service; Bell South is planning services for the medical and financial industries; NYNEX wants to offer a bill collection service and market cable television, and Southwestern Bell wants to become a nationwide cellular player.

into the service.

Honeywell is actively pursuing the intracorporate videotex market. It announced plans at the conference for a summer introduction for InfoNow, a videotex software package for large- and small-scale computer systems. "Business videotex technology warrants consideration by every middle manager, director or vice president responsible for providing information to a large body of users," said David W. Cleary, vice president of Honeywell's small computer marketing operations. "Regardless of the industry or discipline... videotex provides a cost-effective, automated means of disseminating largely error-free information."

One other species of videotex talked about at Videotex '84 was "public-access videotex." Public-access videotex terminals are placed in public locations—shopping malls, airports, sports arenas—where they can be used by anyone who walks up to them. Such systems, said James S. Teicher, marketing manager, public access videotex, AT&T Consumer Products, can convey directory or customer service information, promotional materials, city guides or "gateways" to remote databases containing information ranging from stock quotes to up-to-the-minute news. Public-access videotex can pave the way for videotex in the home, he said. The service "can provide the system operator with expertise and educate the public about the benefits of videotex as well as generate revenue."

What may ultimately save mass-market videotex and give a boost to special-interest videotex is the proliferation of personal computers. To receive videotex, consumers need a terminal to decipher the videotex signals and display the alphanumeric and graphics on a television set or video monitor. The high cost of the terminals has hampered the introduction of videotex and cast doubt on the medium's future. But, according to Pfister, the potential user who may not be willing to buy a dedicated videotex terminal, may be willing to buy a personal computer that can, with the appropriate peripheral equipment and software, act as a terminal.

The personal computer industry, which has had trouble demonstrating the value of its product to consumers, has a "vested inter-

est" in promoting the use of personal computers as videotex terminals. "Personal computers will save videotex, and vice versa," said Pfister. "This is a love affair waiting to happen."

More than anything else, teletext has failed to catch on in the U.S. because of the cost of the decoder. Because of teletext's limited capacity, consumers are unwilling to pay much to receive it. At a Videotex '84 panel session, entitled "Teletext: Evolution or Eclipse," the leading proponents of teletext in this country agreed that teletext decoders must be built into television sets and the cost must be brought down to less than \$100. Another of the reasons TVIS dropped its service was the unavailability of low-cost decoders, Time's Sider said.

Also retarding the introduction of teletext is the lack of standardization. For the last few years, two standards—the British-bred World System Teletext and the North American Broadcast Teletext Standard—have vied to become the de facto U.S. standard. CBS and NBC are committed to NABTS, while Taft and Keycom have settled on WST.

To sell teletext, its proponents must first explain it, said Terry Connelly, Taft's vice president, television news. But that's been difficult because of the multiple standards. If the "creative efforts" of all teletext proponents could be focused "on selling American audiences on the wonders of teletext," he said, "I personally feel we would have a million-dollar industry developed overnight. But to do that we would all have to speak in concert and we don't."

"This new prodigy of high technology is definitely alive and kicking, but it is not growing as it should," Connelly said. "And who's to blame? The parents, of course. We're arguing whether to feed the kid bonbons or biscuits and meanwhile the kid is starving to death."

Ostensibly, the battle between the WST and NABTS standards has centered on graphics. As the WST proponents readily admit, the NABTS standard provides superior graphics, but, as the WST proponents repeatedly assert, the superior graphics are unnecessary, add to the cost of the decoders and gobble up the limited teletext page space. After two years of testing in Cincinnati, Taft

Broadcasting has concluded that "people use teletext to stay informed," said Connelly. "They want information, lots of it and fast." And space given to graphics is space taken away from information, he said.

NBC and CBS say the relatively high-resolution graphics of NABTS are necessary so that the logos of advertisers can be accurately reproduced. "That's the essence of the business," said CBS's Crane. "We can represent the logos of the advertisers clearly."

"Certainly advertisers want maximum graphics capability," said Connelly, "but not at the expense of an audience."

Proponents of both standards promised during the teletext panel session that the low-cost, built-in decoders that would make teletext go were on the way. Beginning next year, Sony, Matsushita and Sharp will manufacture television sets with built-in NABTS decoders that would cost just \$100-\$150 more than sets without decoders, CBS's Crane said, and the sets' teletext premium "would probably come down from there." Crane held up a circuit board manufactured by Norpak Corp. and Rockwell that he said was a prototype of the low-cost NABTS decoders. "All we have to do is get these chips built into TV sets and then we've got ourselves a real market for our product," he said.

NABTS set-top decoders currently cost around \$1,000. The Norpak-Rockwell board would be a real breakthrough, if it's for real. The WST proponents don't think it is. After the session, they charged that the circuit board held up by Crane was nothing but a mock-up. "If they hold it up and say it exists," said Mino Saboori, marketing manager for Signetics, which manufactures a circuit-board decoder for WST, "people will think it does. I don't believe it. I think they are misleading again." The WST proponents have maintained that the industry should adopt the WST standard because decoders have been manufactured in large quantities—more than two million are in use today—and, compared to their NABTS counterparts, are relatively inexpensive.

William Thomas, manager of cable television communications products, Zenith, suggested that the whole standards battle could be avoided. Because the teletext signals as well as the the line 21 closed-captioning for the deaf signal do not interfere with each other, he said, "there is no technical reason why a single VBI could not support all three services simultaneously." As a set manufacturer interested in selling new products, he said, Zenith wants all the systems to be successful. "We believe in teletext and want to make some money out of it."

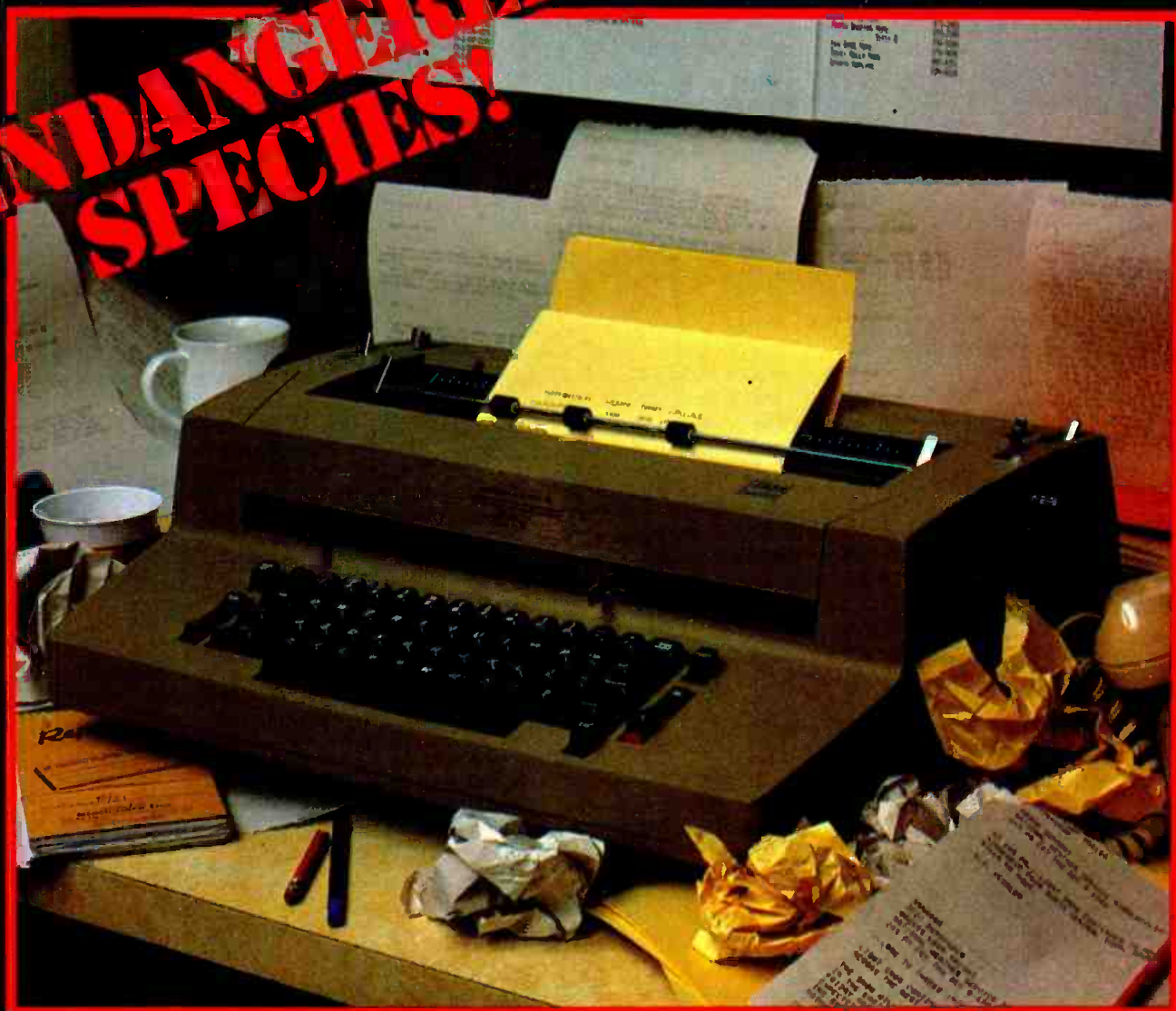
The proponents of videotex and teletext will have to keep the faith a while longer and, if they do, they just might reach the promised land. AT&T's Teicher, looking back at the history of the telephone, found hope for the new media. At the turn of the century, the telephone was considered no more than a novelty, he said. "The phone was labeled an 'adult toy' whose practical application was pioneered by ambitious entrepreneurs with ideas ahead of their time," he said. □

Almost teletext. Cybernetic Data Products, Chatsworth, Calif., leased a portion of the vertical blanking interval of KCET(TV) Los Angeles for the "electronic billboard" service it calls Silent Radio. At the lease signing were Max Fox, president, CDP; Sheldon Auerbach, chief financial officer, KCET, and Richard Gingras, vice president, broadcasting, CDP. According to Gingras, CDP has been using the noncommercial station's VBI for the past year on an experimental basis to transmit information to five-inch-by-30-inch display terminals (above) set in public places throughout the city. About 1,000 of the terminals have been installed in banks, shopping malls and restaurants, he said. CDP plans to introduce the service in the top 10 markets within the next three months, he said. Its goal is to offer the service in the 25 largest television markets and to lease the technology to other operators in smaller cities.

Silent Radio information is now presented in six-minute cycles, containing 11 news, sports and weather reports and five advertising messages. The editorial and advertising are fed by telephone line to KCET from CDP's headquarters. When the service goes national, the information will be fed to affiliated broadcast stations via satellite.

The service now shares line 21 of KCET's VBI with the station's closed captioning for the deaf service. CDP's agreement with the station will permit the company to acquire additional VBI capacity, enabling it to address each terminal and transmit different ads to different terminals. "That's the beauty of the business," said Gingras. "We refer to this as 'targeted mass media.' It is nearly as direct as direct mail."

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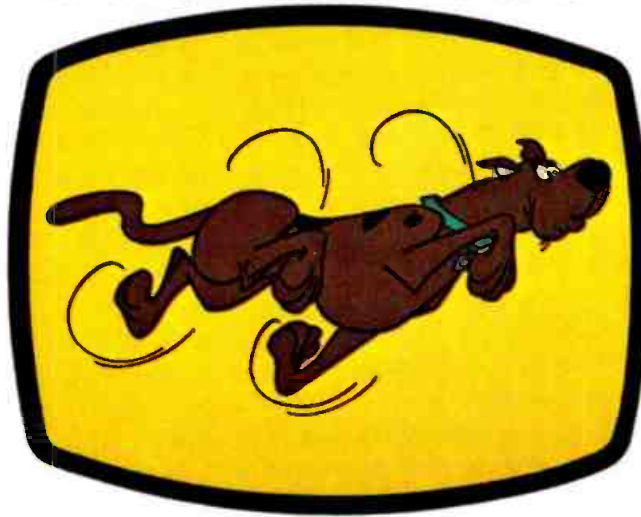
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- The Flintstones
- Rocky and his Friends
- Tennessee Tuxedo
- Dudley Do Right
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- Jonny Quest

For more information, contact Rosaie Macaluso at the DFS Program Exchange, Dancer Fitzgerald Sample, Inc., 405 Lexington Ave., New York, N.Y. 10174 or call (212) 661-0800.





Up, up and away for biggest ever NAB

Broadcaster's role in election year inspires convention's "You've Got What It Takes" theme

This year's National Association of Broadcasters convention will be off to a "Yankee Doodle Dandy" start next Sunday afternoon in Las Vegas, with more than 30,000 Fifth Estaters flooding into that city for a four-day meeting (April 29-May 2). NAB is centering its show on a "red, white and blue" motif and the theme: "You've Got What It Takes." It's all part of a national campaign sponsored by the association to emphasize broadcasters' civic responsibility in both the local and national electoral process.

Moreover, it's part of a still larger voter education campaign in conjunction with The Advertising Council. NAB plans to supply members with promotional materials (T-shirts, matches, coffee mugs, posters) or "whatever it takes to get local communities active in the upcoming election season."

Even President Reagan is doing his part to persuade broadcasters to do theirs. Reagan will stress the important role the industry can play in a four-minute filmed message screened during the opening ceremonies.

The formal convention activities begin with a "State of the Industry" address by NAB President Eddie Fritts at 2:30 p.m., Sunday, and proceed with presentation of the Distinguished Service Award (NAB's highest honor) to Elton Rule, former vice chairman of ABC Inc. A multimedia political extravaganza—created by Senior Vice President for Public Affairs Shaun Sheehan—will follow.

The "You've Got What It Takes" production is straight off a political convention floor. The festivities will feature a U.S. Marine Band contingent from San Diego, playing an assortment of patriotic tunes in a hall festooned with banners and placards to create a political convention-like atmosphere.

NAB is billing the \$100,000 event as "An Audio/Visual Celebration of America." Produced by TM Communications Inc., Dallas, this 40-minute combination of technological wizardry and patriotic fervor leads up to what Sheehan calls a "fabulous" ending.

"It's going to be dynamite entertainment with a specific purpose," says Sheehan. There is no question, he says, that broadcasters are executing their political responsibility. "We're just trying to be out front on an issue and show that NAB is concerned and doing something," he added. A number of panel sessions will be devoted to such issues as political advertising, exit polling and debates.

Moreover, the convention's patriotic tone will be enhanced by the number of politicians on site. Twice as many congressional figures as last year are slated to attend. More than 40 congressional members will be on hand, many scheduled to participate on the four panels devoted to legislative issues.

Although there will be a strong congressional presence at the convention, the major speakers are outside the political arena (unlike last year's meeting). CBS News correspondent Charles Osgood will speak at the Tuesday radio luncheon, and political satirist Mark

Russell is scheduled at the TV luncheon on Monday. FCC Commissioner Mark Fowler will speak at the closing joint luncheon Wednesday. Singer Paul Anka will follow. Fowler is expected to discuss the responsibility of broadcasters in a deregulated environment.

NAB appears to have lined up no speakers who might rock the boat. There were a number of hard-hitting congressional speeches given at last year's convention, some still reverberating throughout the industry. Then, Fifth Estaters heard from House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.), noticeably absent from the 1984 agenda. Wirth was invited to attend this year's meeting, but declined. In addition there was the stinging rebuke from Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee, who said broadcasters could not lobby their way "out of a paper bag in the House."

Furthermore, the industry was visibly shaken last year by the results of a controversial TV trends study which, in preliminary form, was released during the convention and showed that while TV viewership is up, audience satisfaction is down. The NAB later disavowed the research it had commissioned.

Preregistration, NAB officials say, is at an all-time high at 4,958—despite the strike now under way in Las Vegas. NAB remains confident that work stoppage will be settled by the time its meeting is convened. But even if the strike continues, the Hilton has assured NAB it can accommodate the broadcasters without any inconvenience.

The list of legislative and regulatory issues that dominated past convention agendas remains unchanged. Broadcast deregulation, low-power TV, AM stereo, copyright, must-carry and First Amendment, are but a sampling of the subjects with which Fifth Estaters will be preoccupied.

On the legislative front broadcasters will hear from key congressional leaders on the prospects for achieving regulatory relief in the 98th Congress. The prospects for passage of deregulation legislation in the House appear slim. Time is running out; Congress is spending more time on the campaign trail rather than in Washington (only about 30 working days are left on the congressional calendar). Furthermore, the House Telecommunications Subcommittee appears to be unable to reach a consensus on the legislation. The NAB officially cut off communication with the subcommittee and abandoned its efforts to gain regulatory relief there (BROADCASTING, March 26). NAB is now pinning all its hopes on the FCC, which is expected to address the subject of TV deregulation later this year.

Several legislative panels are scheduled Monday for radio and television broadcasters. "Deregulation: A Congressional Update" is a panel featuring legislators involved in the formation of broadcasting deregulation legislation. Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.), who are leading the fight on the industry's behalf to gain favorable legislation, appear on the panel along with Telecommunications Subcommittee members Cardiss Collins (D-Ill.), Michael Oxley (R-Ohio), Al Swift (D-Wash.), Henry Waxman (D-Calif.), and Matthew Rinaldo (R-N.J.), ranking minority member.

Members of the Senate and House will be on hand for a session entitled "Media Issues of the 80's." Senators Alan Simpson (R-Wyo.), Arlen Specter (R-Pa.) and Ted Stevens (R-Alaska) and Representatives Jim Bates (D-Calif.), Henry Hyde (R-Ill.), and Patricia Schroeder (D-Colo.) will be on the panel.

Television broadcasters can hear congressional figures discuss pending cable copyright legislation and the future of must-carry. "Congressional Cable Copyright" is the topic of a panel featuring Senators Charles McC. Mathias (R-Md.), chairman of the Senate Copyright Subcommittee; Patrick Leahy (D-Vt.), also on the subcommittee, and Representatives Robert Kastenmeier (D-Wis.), chairman of the House Copyright Subcommittee; Carlos Moorhead (R-Calif.) and Mike Synar (D-Okla.), also on the subcommittee; Hamilton Fish (R-N.Y.) and Sam Hall (D-Tex.), House Judiciary Committee members.

Codification of the FCC's must-carry rules is the subject of a panel comprising Senators J. James Exon (D-Neb.), Slade Gorton (R-Wash.), Robert Kasten (R-Wis.), Paul Trible (R-Va.), all members of the Senate Commerce Committee, and Representatives John Bryant (D-Tex.), Thomas Luken (D-Ohio), Romano Mazzoli (D-Ky.) and Richard Shelby (D-Ala.).

An "invitation only" breakfast Monday morning is being held for Senators Jeremiah Denton (R-Ala.), Larry Pressler (R-S.D.), and

Representatives Dan Coats (R-Ind.), Michael DeWine (R-Ohio), Wayne Dowdy (D-Miss.), Edward Feighan (D-Ohio), Dan Glickman (D-Kan.), Thomas Kindness (R-Ohio), Norman Lent (R-N.Y.), Howard Nielson (R-Utah), F. James Sensenbrenner (R-Wis.), E. Clay Shaw Jr. (R-Fla.), Gerry Sikorski (D-Minn.), Larry Smith (D-Fla.) and Ron Wyden (D-Ore.).

If all that's not enough, conventioners can listen to leading FCC officials present an overview on regulatory issues. A "one-on-one" with Jim McKinney, FCC Mass Media Bureau Chief, is scheduled Monday afternoon for both radio and TV broadcasters. On Tuesday the traditional "FCC/Congressional Staff Breakfast" is planned, and on Wednesday FCC Commissioners Jim Quello, Mimi Dawson, Henry Rivera and Dennis Patrick will participate in a question and answer session.

Also on Wednesday, the closing day of the convention, NAB will present its Grover Cobb Award (for improving broadcast relations with the federal government) to Peter Kenney, who recently retired as NBC's Washington vice president and chief lobbyist. Because Kenney will be honoring a long-standing commitment in Europe, the award will be received in his name by Ray Timothy, an NBC executive vice president.

NAB's newly created "Spirit of Broadcasting" award for "outstanding contribution to the professional standards and vitality of the broadcasting industry" will be presented to Stanley E. Hubbard, chairman and founder, Hubbard Broadcasting, St. Paul. Hubbard's son, Stanley S., will accept the award.

A majority of this year's radio and TV sessions focus on the development of new revenue sources and how to sharpen management skills. The radio session kicks off Monday morning with a syndicators/program producers breakfast followed by a number of clinics and workshops. A daytimers forum slated later that day is likely to attract a crowd. There may be considerable interest in daytimer issues in light of the FCC's decision two weeks ago further expanding operational hours and power. The Radio Advertising Bureau's general session on "Radio Sales: The State of the Industry" is to be held Tuesday morning.

A fair portion of both the radio and TV agendas is devoted to keeping members informed about new opportunities. Panels like: "Making \$\$\$ with New Technologies" and "The Future of the New Technologies" are just two examples.

The television convention's opening session on Monday, "Television and the White House... Why Can't We Be Friends?" promises to attract a crowd. Included on the panel are: David Gergen, American Enterprise Institute; Herb Klein, Copley Newspapers; Ed Fouhy, ABC News; George Reedy, Marquette University, and Robert Pierpoint, CBS. TV operators also can listen to a discussion later that day on TV regulations among former FCC Chairman Charles Ferris, now of Mintz, Levin, Cohn, Ferris, Glovsky & Popeo; David Markey, National Telecommunications and Information Administration; Bob Pettit, legal assistant to FCC Commissioner Mimi Dawson, and John Sturm, CBS, Washington.

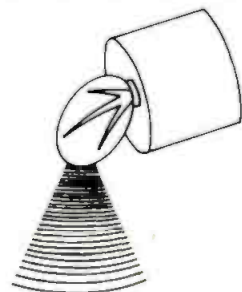
"AM Stereo: Chapter II" and "The New Telephone Environment for Radio," with Randy Nichols, FCC; George Williams, WCED(AM) DuBois, Pa.; Mary Jo Manning, Wilkes, Artis, Hedrick & Lane; Michael Baudhuin, Bell Communications Research, and A.J. Walwrath, AT&T Communications, are two radio workshops.

Tuesday evening a series of legal "how to workshops" is scheduled for both radio and television. Other related convention activities include a reception Tuesday evening at the Hilton for major contributors to the association's Television and Radio Political Action Committee. TARPAC holds its annual board of trustees meeting Sunday morning.

On Friday, April 27, a Broadcast Education Association (BEA) meeting begins. Vincent Wasilewski, former NAB president and partner with Dow, Lohnes & Albertson, Washington, will receive the BEA's annual Educational Service Award at its luncheon on Saturday, April 28. The NAB/American Bar Association communications law seminar starts Saturday. Daytime broadcasters and ham radio operators are holding receptions Monday evening.

Other highlights of the convention include the Minority Programming Exhibition, Monday and Tuesday, and NAB's concurrent Engineering Conference, which convenes April 28 and runs through May 2. The exhibit hall is expected to be jammed this year. The convention's equipment show has doubled in five years (BROADCASTING, April 16). An exhibitor listing begins on page 62. ■

Taft and Harris team up again for satellite uplinks



As a pioneer in the installation of TVRO satellite earth stations, it is only natural that Taft Broadcasting is taking the lead in the use of satellite uplinks.

"A few years ago, when we decided that satellite communications was the wave of the future, we took a good, hard look at all of the TVRO equipment available," says John Owen, Taft Vice President for Television Engineering. "The Harris high-speed, positionable kingpost antenna system was the one that best fit our needs, with its ability to reposition between any two satellites in less time than a normal station break.

"We started out equipping three of our stations with Harris systems, and soon expanded the service to all of our TV stations. Most of these TVROs paid for

themselves in a year's time—with network fees and switching cost-savings contributing a majority of the payback.

"Now, with the growing opportunities in satellite uplink business, Taft has installed four Harris redundant 9-meter uplinks, all with facility control for a totally automatic approach.

"At WDAF-TV in Kansas City, we are uplinking Royals baseball. At WBRC-TV in Birmingham, it's Stallions football. And at WDCA-TV in Washington, D.C., Black Entertainment Television is transmitted six hours a day. We are also using our uplinks for news feeds to the major

networks, and we're renting time to private users for teleconferencing and other requirements. Also, we own and operate Transponder 12X on Westar V to support our satellite activities."

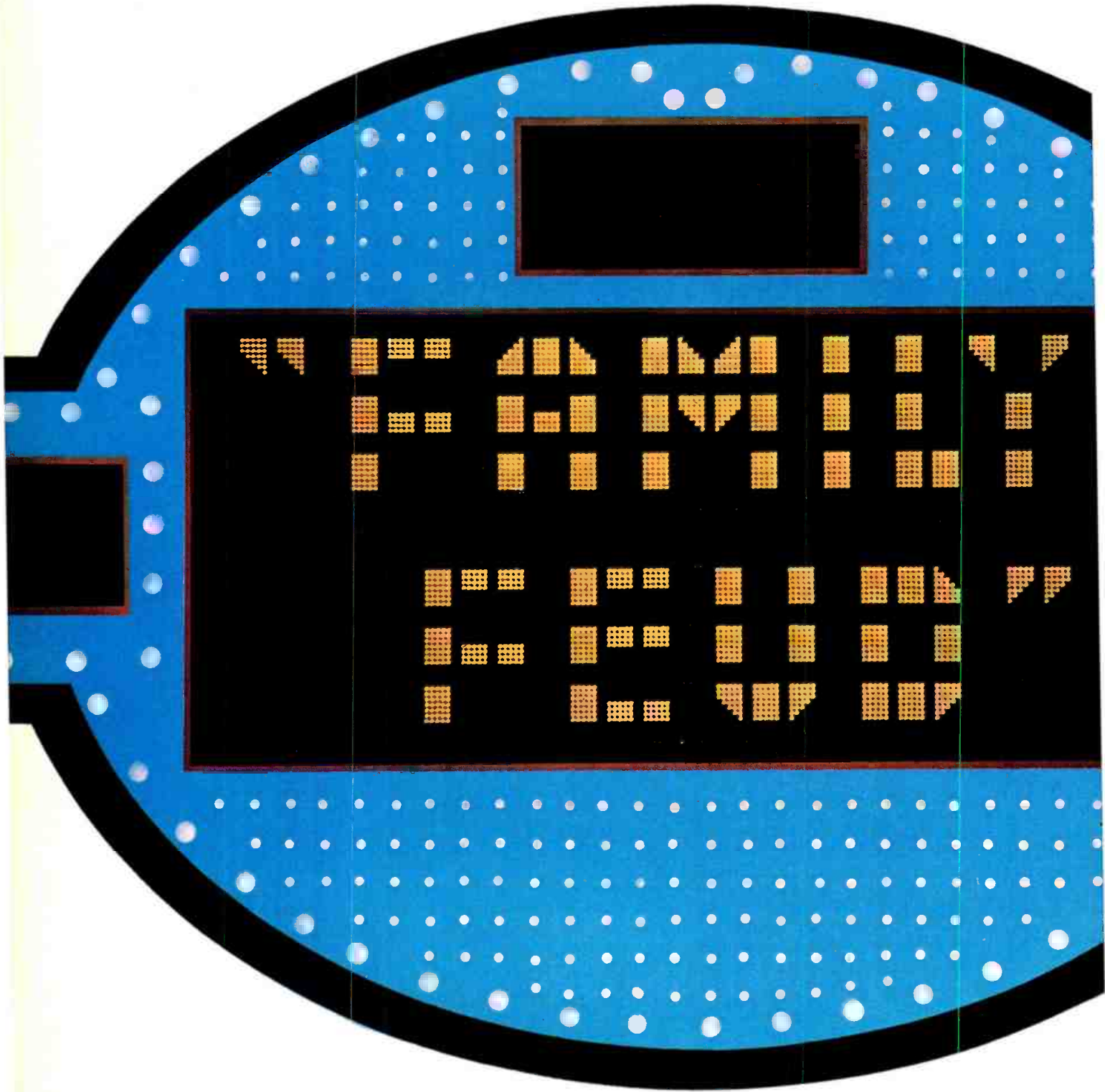
Taft's extensive commitment to satellite communications is just one example of the company's foresightedness and solid business sense. Its choice of Harris satellite equipment is still another.

For more information on how Harris can help you get ready for the future, contact Harris Corporation, Broadcast Transmission Division, P.O. Box 4290, Quincy, Illinois 62305. (217) 222-8200.



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Joplin—Pittsburgh #1



Goodson-Todman's
FAMILY FEUD
Hosted by Richard Dawson



Charting the action in Las Vegas

Registration. The registration desk will be located in the rotunda of the Las Vegas Convention Center. The desk will be open 9 a.m. to 5 p.m., Saturday, April 28; 8 a.m. to 5 p.m. on Sunday and Monday; 9 a.m.-5 p.m. on Tuesday, and 9 a.m. to noon on Wednesday. All joint sessions are listed under the radio section. Event locations are in the Las Vegas Convention Center unless otherwise specified.

Saturday, April 28

RADIO ENGINEERING

RADIO PRODUCTION TECHNIQUES. 11 a.m.-2:40 p.m. Room 21. Session chairman: David Palmer. *Stereophonic production techniques, digital tape and disk in the station, sports broadcasts, interview and talk shows.* Panelists: William Sacks, Straight Wire Audio; John Cheney, Comrex Corp.; Richard Jamieson, Jamieson & Associates; Mark Durenberger KSTP(AM) Minneapolis; John Pizzi, NPR; James Guthrie, Sony Professional Audio. *Improving Your Air Sound Through Audio Processing.* Robert Orban, Orban Associates. *Evaluating S/N Ratio Specifications for Audio Tape Machines.* Charles Bates, 3M; *Specialized Trucks for Radio Remote Pickups.* Duncan MacEwan, BBC.

3-6:15 p.m. Room 21. Session chairman: R. LaVerne Pointer. *Spurious Emission Measurements of Common Site FM Transmitter Installations.* Warren Schulz, WFYR(AM) Chicago. *Design and Application of a Multiplexed Nine Station FM Antenna for the Senior Road Tower Group.* R.E. Fisk, Harris Corp. *AM Transmitter Ground Radial Systems—A Novel Design.* Archibald Doty, The Dee Co. *The Effects of Transient Overvoltages on Broadcast Equipment.* Jerry Whitaker, *Broadcast Engineering* magazine. *Aural Broadcast STL System Design.* John Moseley, Moseley Associates. *Audio Grounds for Hum and RF Elimination.* L. Scott Hochberg, Logitek Electronic Systems. *New Generation Transmitter Remote Control System.* Thomas Wright, Delta Electronics.

TV ENGINEERING

IMPLEMENTING TELEVISION MULTICHANNEL SOUND. 11 a.m.- 3 p.m. Room 18. Session chairman: Don Musson. *Stereo Audio Production for Television.* James Gibbings, NBC. *Phase Considerations in Stereo TV Production, Post-Production and Transmission.* Mark Shubin, Scharff Communications. *Stereo Teleproduction and Post Production for TV.* Douglas Dickey, Solid State Logic Corp. *Using the Second Audio Program Channel.* Kevin Dauphinee, ABC. Panel session: *How Will TV Stereo Sound Evolve?* with the above speakers and Thomas Keller, NAB, and Carl Eilers, Zenith Corp. *Plant Conversion for TV Multichannel Sound.* Cary Wright, PBS. *Transmitter Conversion for TV Multichannel Sound.* Greg Best, Harris Corp. *Monitoring the TV Multichannel Sound Signal.* Joe Wu, TFT Inc. Legal advisor: Janice Hill, NTIA

TELEVISION PRODUCTION ENGINEERING. 3:30-6:40 p.m. Room 18. Session chairman: Al Hillstrom. *A New Editing and Picture Composition Concept.* Ron Barker, Montage Computer Corp. *Mirage—The Production of an Illusion.* Richard Taylor, MCI/Quantel. *Weather Systems Graphics.* Richard Daly, ColorGraphics Weather Systems. *New Generation Digital Still Store Systems.* Frank Alioto and Chuck Aronson, Adda Corp. *CCD Line Array Telecine Systems.* Ray Matchell, Marconi. *Using Small Format Pickup Tubes for High Quality Television Production.* V. Rao, Ampere Corp.

Sunday, April 29

Opening ceremonies. 2-2:30 p.m. Las Vegas Hilton Pavilion. Concert with U.S. Marine Band.

Opening session. 2:30-4:30 p.m. Hilton Pavilion. State of the industry address by Edward Fritts, NAB president. Presentation of the Distinguished Service Award to Elton Rule, retired vice chairman, ABC Inc.

Monday, April 30

RADIO SESSIONS

Syndicators/program producers breakfast. 7:30-9 a.m. Las Vegas Hilton, Ballroom B.

Two concurrent clinics. 7:30-8:45 a.m. *Age, Sex and Equal Employment Opportunity in Radio.* Room N1. Moderator: Michael Berg, NAB. Panelists: L. Michael Zinser, King Ballow & Little; Matthew Leibowitz, Miami attorney; Gordon Coffman, Bonneville International Corp.

Personal Taxes, Investments and Estate Planning. Room N2. Panelists: Jim Carnegie, Radio Business Reports; Ellis Elgart, Elgart, Dickler & Co.; Mark Dressler, First Interstate Bank. Legal advisor: Steven Simpson, Maupin, Taylor & Ellis.

Joint clinic. *Alcohol and Drugs—More Than a Personal Problem.* Room D1. Moderator: Charles Woods, AFTRA. Panelists: Gary Graham, M.D., Kemper Life Insurance Co.; Henry Huestis, NBC; Lou Sanman, ABC; Mary Vasquez, Vasquez Management Consultants. Legal advisor: John Hoover, Hogan & Hartson.

Four concurrent clinics. 9-10:15 a.m. *Motivating You and Your Personnel.* Room T2. Presenter: Charles Reilly, In-Person Communications. (To be repeated Tuesday at 7:30 a.m.).

Making \$\$\$ with New Technologies. Room T1. Moderator: John Abel, NAB. Panelists: Paul Bortz, Brown, Bortz & Coddington; Gregg Skall, Blum, Nash & Railsback. (To be repeated Tuesday at 7:30 a.m.).

What To Do Before the Computer Arrives. S2. Moderator: Catherine Seigerman, NAB. Panelists: Sidney King, KCIN(AM) Victorville, Calif.; Joseph McGranaghan, WKOK(AM)-WOKX(FM) Sunbury, Pa.; Phil Robbins, WYTL(AM)-WOSH(FM) Oshkosh, Wis.; Bayard Walters, The Cromwell Group.

Great Station Promotions. S1. Moderator: Jim Kefford, Drake-Chenault. Panelists: Steve Smith, WKTJ(FM)-WTMJ(AM) Milwaukee; George Allen, KLGA(AM) Algona, Iowa. Legal advisor: Rose Perez, NAB.

Two concurrent clinics. 9 a.m.-noon. *Managing Your Time More Effectively.* Room L. Presenter: David Oakley, Satisfaction Guaranteed.

The One-Minute Radio Manager. Room M. Patricia Zigarmi, Blanchard Training & Development.

Joint concurrent workshops. 10:30-11:45 a.m. *Media Issues of the 80's.* Rooms R2 and 4. Introductions: Martin Rubenstein, Mutual Broadcasting System. Moderator: Bill Monroe, *Meet the Press.* Panelists: Senators Alan Simpson (R-Wyo.), Arlen Specter (R-Pa.) and Ted Stevens (R-Alaska) and Representatives Jim Bates (D-Calif.), Henry Hyde (R-Ill.) and Patricia Schroeder (D-Colo.)

Deregulation: A Congressional Update. Room E1, 2 and 3. Moderator: John Summers, NAB. Panelists: Representatives Cardiss Collins (D-Ill.), Michael Oxley (R-Ohio), Matthew Rinaldo (R-N.J.), Al Swift (D-Wash.), Thomas Tauke (R-Iowa), Billy Tauzin (D-La.) and Henry Waxman (D-Calif.)

Three concurrent clinics. 10:30-11:45 a.m. *In-House Research: How To Do It and Use It.* Room S2. Moderator: Ellen Hulleberg, McGavren Guild Radio. Panelists: Ted Bolton, Ted Bolton & Associates; Ellen Burke, KLZ(AM)-KAZY(FM) Denver; Terry Donner, WHN(AM) New York. (To be repeated Tuesday at 4 p.m.).

Accounting for Nonaccountants. Room N1. Presenter: George Riven, Miller, Kaplan, Arase & Co. (To be repeated Tuesday at 4 p.m.).

AM Stereo: Chapter II. Room T2. Moderator: Fred Walker, Broadstreet Communications. Panelists: Wayne Eddy, KYMN(AM) Northfield, Minn.; Joe Ernest, K TSA(AM) San Antonio, Tex.; Don Dalton, KFI(AM)-KOST(FM) Los Angeles; Jon Strom, Sony. Legal advisor: Edward Henneberry, Howrey & Simon. (To be repeated Monday at noon.).

Hands-on Microcomputer Lab. 12:30-2:30 p.m. Room L.

Two concurrent clinics. Noon-1:15 p.m. *Getting Your Clients To Pay*

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UP 41%**

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ADULTS 18-49 UP 40%

TOTAL PERSONS 12-34 UP 28%

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Broadcast
Fast forward into the future.



Or... Room N1. Panelists: Jim Hooker, Media Sales Training Systems; Mike Oatman, Great Empire Broadcasting; Craig Fox, WAOX(AM) Syracuse, N.Y.; Don Weir, WHBY(AM)-WAPL-FM Appleton, Wis. Legal advisor: Richard Waisdorf, Wilner & Scheiner. (To be repeated Tuesday at 7:30 a.m.)

AM Stereo: Chapter II. Room T2 (Repeat of earlier session).

Clinic. 12:30-2:30 p.m. *Attracting Political Advertising.* Room T1. Presenter: Jerry Russell, Campaign Consultants. Legal advisor: William Rehner Jr., Hogan & Hartson.

Two concurrent clinics. 2:30-3:45 p.m. *Hispanic Radio.* Room N2. Legal advisor: Raul Rodriguez, NTIA.

Daytimers Forum. Moderator: Jim Wychor, KWOA(AM)-FM Worthington, Minn. Panelists: Bill Hassinger, FCC; Wayne Eddy, KYMN(AM) Northfield, Minn. Legal advisor: Barry Umansky, NAB.

Joint clinic. 4-5:15 p.m. *One-on-One with Jim McKinney.* Rooms E1, 2 and 3. Moderator: Eddie Fritts, NAB, with FCC Mass Media Bureau Chief James McKinney.

Joint clinic. *Minority Recruitment and Development...Everyone Wins.* Room N2. Panelists: Paul Yates, KYW(AM) Philadelphia; Howard Woolley, NAB; Lillian Holford, Bay Area Broadcast Skills Bank; Ed Gomez, KABQ(AM). Legal advisor: Howard Braun, Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

Reception. 5-6:30 p.m. Hilton Pavilion 9. Daytimers reception.

Reception. 6-7:30 p.m. Hilton Ballroom. Sixth annual ham radio operators reception. Special guest: Senator Barry Goldwater (R-Ariz.)

TV SESSIONS

Three concurrent early bird workshops. 8-9:15 a.m. *Innovative Revenue Sources for Smaller Markets.* Room D2. Moderator: Bill Bengtson, KOAM-TV Pittsburg, Kan. Panelists: James Blake, KSTP-TV Minneapolis; David Ludwig, Ludwig & Associates, Lake Oswego, Ore.; Charles Pittman, Jefferson-Pilot Retail Services. Legal advisor: B. Jay Baraff, Baraff, Koerner, Olender & Hochberg.

1984—A New World for TV Music Licensing. Room A1. Moderator: Leslie Arries Jr., WIVB-TV Buffalo, N.Y. Panelists: Abiah A. Church, Storer Communications; R. Bruce Rich, All-Industry Television Music License Committee; Jack Zwaska, All-Industry Television Music License Committee.

Marketing the News. Room A4. Moderator: Roy Danish, Television Information Office. Panelists: Lois Hinkle, WKRC-TV Cincinnati; Lee Minard, KBTU(TV) Denver; Donald North, WKRC-TV Cincinnati; James Topping, KTRK-TV Houston. Legal advisor: Richard Schmidt Jr., Cohn & Marks.

Opening general session. 9:30-10:30 a.m. *Television and the White House...Why Can't We Be Friends.* Rooms A2, 3, 5 and 6. Moderator: Elmer Lower, Syracuse University. Panelists: David Gergen, American Enterprise Institute; Herb Klein, Copley Newspapers; Ed Fouhy, ABC News; George Reedy, Marquette University; Robert Pierpoint, CBS.

Two concurrent workshops. 10:45 a.m.-noon. *Congressional Cable Copyright.* Moderator: David Polinger, WPix Inc. Panelists: Senators Patrick Leahy (D-Vt.) and Charles McC. Mathias (R-Md.) and Representatives Hamilton Fish Jr. (R-N.Y.), Sam Hall Jr. (D-Tex), Robert Kastenmeier (D-Wis.), Carlos Moorhead (R-Calif.) and Mike Synar (D-Okla.). Reactor: Wallace Jorgenson, WFTV-TV Charlotte, N.C.

Luncheon. 12:30-2:15 p.m. Hilton Pavilion. Call to order: Jerry Holley, TV board chairman.

Five concurrent workshops. 2:30-3:45 p.m. *Television Regulation—Today and Tomorrow.* Room D1. Moderator: Henry Baumann. Panelists: Charles Ferris, Mintz, Levin, Cohn, Ferris, Glovsky & Popeo; David Markey, NTIA; Bob Pettitt, FCC; John Sturm, CBS.

Las Vegas contingent. BROADCASTING's editorial, advertising and circulation departments will be headquartered in suite 371 at the Las Vegas Hilton. On hand will be: John Andre, Gene Edwards, Vince Ditingo, Kira Greene, Ed James, Harry Jessell, Kwentin Keenan, Kim McAvoy, Steve McClellan, Richard Mahler, Charles Mohr, Larry Tashoff, Tim Thometz, Pat Vance, Don West, Ruth Windsor, David Whitcombe, Len Zeidenberg.

Low Power Television—FCC Logjam. Room D2. Moderator: Richard Hutcherson, American Low Power Television Association. Panelists: Barbara Kreisman, FCC; John Reilly, National Institute for Low Power Television; Russell Balch, Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

Politics and Television—Pitfalls and Possibilities. Room A1. Moderator: Michael Berg, NAB. Panelists: Jane Cohen, Allbritton Communications; Virgil Dominic, WKW-TV Cleveland; Tom Goodgame, WBZ-TV Boston; James Popham, Fawer, Brian, Hardy & Zatzkis.

ENG Technology...Bottom Line Facts for the General Manager. Room G1. Moderator: Julius Barnathan, ABC. Panelists: William Connolly, Sony; Harry Owen, WDM-TV Washington; John Premack, WCVB-TV Boston. Legal advisor: Peter Tannenwald, Arent, Fox, Kintner, Plotkin & Kahn.

Computers—Beyond Traffic and Accounting. Room A4. Moderator: Philip Keirstead, Florida A&M University. Panelists: Bill Ballard, Jefferson Data Systems; Jan Chaney, VariCom; Joe Jenkins, KVUE-TV Austin, Tex.; Larry Maisel, WBNS-TV Columbus, Ohio.

Two concurrent workshops. 4-5:15 p.m. *Low Power Television—Programming and Marketing Possibilities.* Moderator: Ron Merrell, *Broadcast Communications/LPTV* magazine. Panelists: Robert Allen, Daly, Joyce & Borsari; Frank Camoro, Community Television Services; Ray Klinge, Satellite Programming Network; John Kompas, Kompas-Biel & Associates; Denise McGahee, JPD TV Network. Legal advisor: Tom Keller, Verner, Liipfert, Bernhard & McPherson.

The New Telephone Environment. Room G1. Moderator: Mary Jo Manning, Wilkes, Artis, Hedrick and Lane. Panelists: Michael Baudhuin, Bell Communications Research; Randolph May, McKenna, Wilkinson & Kittner; Willard Nichols, FCC; Clark Pollock, Nationwide Communications; Karl Savatiel, AT&T Communications.

RADIO ENGINEERING

AM-FM Allocations. 8-9:30 a.m. Room 21. Session chairman: James Hoke. *The Premises and Promise of Docket 80-90.* William Hassinger, FCC. *International Aspects of AM Band Revision.* Wallace Johnson, Moffett, Larson and Johnson. Legal advisor: Vincent Pepper, Pepper & Corazzini. Panel discussion with the above speakers and Rod Porter, Larry Eads and John Reiser, FCC, and Michael Rau, NAB.

RADIO SUBCARRIERS. 9:30 a.m.-12:30 p.m. Room 21 Session chairman: James Hoke. *The Effects of Increasing FM Deviation on Adjacent Channel Interference.* Harrison Klein, Westinghouse Broadcasting & Cable. *Transmitter Performance Requirements for Subcarrier Operation.* John Lyles, Broadcast Electronics. *Innovative Use of AM Subcarriers.* William Holbrow, McGraw Edison. *Using FM Subcarriers for Data.* Eric Small, Modulating Sciences. *Using FM Subcarriers for Paging.* Don Naber, Reach Inc. *Paging via FM Subcarriers.* Steven Shapiro, Motorola Paging Division. *A Novel FM Subcarrier System Using Five SSB AM Suppressed Carriers.* Ray McMartin, McMartin Industries. *Automatic Radio Information Systems.* Gerald Lebow, Technical Marketing Consultants. Legal advisor: Dennis Kelly, Cordon & Jacobs.

TV ENGINEERING

TELEVISION NEW TECHNOLOGY. 8-10:15 a.m. Room 18. Session chairman: Richard Streeter. *MERPS: A New Generation of Multicassette Machine.* Rupert Stow, CBS Operations & Engineering. *New Developments in Solid State Imagery Design.* Paul Schnitzler, RCA Corp. *State of Video Recording Technology.* Bernie Dickens. *Reduced Bandwidth Requirements for Compatible HDTV.* Dr. William Glenn, New York Institute of Technology. *Compatible HDTV System.* John Rossi, CBS Technology Center. Legal advisor: R. Clark Wadlow, Schnader, Harrison, Segal & Lewis.

UHF EFFICIENCY. 8:30 a.m.-noon. Room 20. Session Chairman: Jack Kean. *UHF Efficiency.* Howard Foster, Varian Associates. *New UHF Transmitter Using Improved Efficiency Klystrons.* C.F. Smiley, Harris Corp. *UHF Transmitter Retrofit for Efficiency and Reliability.* Wayne Estabrooks, Connecticut Public Television. Panel discussion: *Making Transmitter Conversions Pay* with the above speakers. *Achievable Parameters for UHF Transmission Lines.* Spencer Smith, Dielectric Communications. *UHF Taboo Performance of an Advanced Technology Television Receiver.* Ralph Haller, FCC. *Multiple Depressed Collector Klystron Report.* Michael C. Rau, NAB. Legal advisor: Tom W. Davidson, Sidley & Austin.

SATELLITE SYSTEMS. 10:30 a.m.-12:30 p.m. Room 18. Session chair-



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man: Richard Streeter. *Two-Degree Satellite Spacing—Broadcaster Concern*. Anthony Uyttendaele, ABC. *Terrestrial Interference Suppression through the Use of IF Filters and Phase Cancellation Techniques*. William Johnson, Microwave Filter. *High Performance Multisatellite Torus Antenna*. Marvin Shoemaker, Satcom Technologies. *Network Program Distribution by Ku Band Satellite*. Robert Butler and Richard Edmondson, NBC. Panel discussion with the above speakers. Legal advisor: Raul Rodriguez, NTIA.

NON-IONIZING RADIATION. 2:30-3:40 p.m. Room 21. Session chairman: Jules Cohen. *Electromagnetic Energy Policy Alliance—A Source of Facts*. John Osepchuk, Raytheon Research Division. *Measuring Broadcast Signals*. Verle Blaha, Holaday Industries. *Public Exposure to RF Radiation—Perceived or Real Risk? A Case in Point*. R.C. Peterson, AT&T Bell Labs. Legal advisor: Robert G. Harvey, Nixon, Hargrove, Derans & Doyle.

MULTICHANNEL TELEVISION SOUND: THE BTSC SYSTEM. 2-5 p.m. Room 18. Session chairman: Jerry Plemmons. *EIA Multichannel Sound Committee Report*. Thomas B. Keller, NAB, and E.M. Tingley, EIA. *EIA Multichannel Television Sound Laboratory*. Carl Olson, EIA. *Effects of Transmission Impairments on Quality and Coverage of TV-MCS*. James Gibson, RCA Laboratories. *TV Receiver Design Options for Multichannel Sound*. Lee Hoke, NAP Electronics Corp. *The Zenith Transmission System*. Carl Eilers, Zenith Radio Corp. *The dbx Noise Reduction System*. Leslie Tyler, dbx Inc. Panel discussion with the above speakers and Ralph Haller, FCC. Legal advisor: Meredith S. Senter Jr., law office of Norman P. Leventhal.

BROADCAST AUXILIARY SYSTEMS. 3:45-6 p.m. Room 21. Session chairman: Leonard Heiges. *The Status of 38 ghz Band Testing*. Leonard Heiges, CBS Television. *A Review of the Broadcast Auxiliary Service*. Michael C. Rau., NAB. *Spectrum Conservation With High Performance SSB Microwave Carriage of Multiple TV Signals*. Dr. Thomas Straus, Hughes Microwave Communications. *Propagation Characteristics for the New 18 ghz Aural Broadcast STL Band*. Steven R. Smith, General Telephone Co. *Amplified Beam Benders For Aural Broadcast STL Links*. John Kean, NPR. Panel discussion: *New Equipment + New Bands = New Opportunities* with the above speakers. Legal advisor: Marvin Rosenberg, Fletcher, Heald & Hildreth.

Tuesday, May 1

RADIO SESSIONS

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

Three concurrent clinics. 7:30-8:45 a.m. *Making \$\$\$ With New Technologies*. Room T1. (Repeat). *Getting Your Clients To Pay Or...* Room N2. (Repeat). *Motivating You and Your Personnel*. Room N1. (Repeat).

Three concurrent clinics. 9-10:15 a.m. *Radio Allocations*. Room S1. Moderator: Barry Umansky, NAB. Panelists: Wallace Johnson, Moffett, Larsen & Johnson; Larry Eads, FCC; William Potts Jr., Haley, Bader & Potts.

Living With Dereg. Room R2. Moderator: Valerie Schulte, NAB. Panelists: Rod Porter, FCC; Michael McCarthy, Dow, Lohnes & Albertson; Jim Weitzman, Shrinky, Weitzman & Eisen.

Political Debates: How To. Room N1. Presenter: Joel Swerdlow, media consultant. Legal advisor: Christopher Coursen, O'Conner & Hannan.

RAB general session. 9-10 a.m. *Radio Sales: The State of the Industry*. Hilton Ballroom B. Presenter: William Stakelin, RAB.

Session. 10:15-11:45 a.m. *The Psychology of Achieving Sales Success Without Stress*. Room L. Presenter: Dr. Sharon Crain, Crain & Associates. (To be repeated at 2:30 p.m.)

Four concurrent clinics. 10:30-11:45 a.m. *Buying or Selling a Radio Station*. Room R1. Moderator: Norman Wain, Metroplex. Panelists: Thomas Gammon, American Media Brokers; Larry Eads, FCC; Erwin Krasnow, Verner, Liipfert, Bernhard & McPherson; Susan Harrison, Frazier, Gross & Kadlec. (To be repeated at 2:30 p.m.)

Finally! An Approach That Works To Nail Those Big Newspaper Advertisers. Room S1. Presenter: Norm Goldsmith, Radio Marketing Concepts.

Political Advertising: The Law and You. Room R2. Moderator: Julian Shepard, NAB. Panelists: Milton Gross, FCC. Panelists: Irv Gastfreund, Fly, Schuebruk, Gaguine, Boros, Schulkind & Braun; Richard Zaragoza, Fisher, Wayland, Cooper & Leader; Edward O'Neil, Bryan, Cave, McPheeters & McRoberts.

The ABC's of Setting Up an In-House Sales Training System at Your Station. Room S2. Panelists: Dick Ferguson, Katz Broadcasting; Sandy Gamblin, KKBQ(AM) Houston; Paul Heine, KEEL(AM)-KMBQ(FM) Shreveport, La.

Luncheon. Noon-2:15 p.m. Hilton Pavilion. Introduction: David Parnigoni, NAB. MC: Ted Snider, NAB radio board vice chairman. Radio Hall of Fame Induction Ceremony. Inductees: Red Skelton and Bob & Ray. Guest speaker: Charles Osgood, CBS.

Five concurrent clinics. 2:30-3:45 p.m. *Buying and Selling a Radio Station*. Room R1. (Repeat).

101 Great Small Market Sales Promotions. Room S1. Presenters: Dave Oakley, Satisfaction Guaranteed; Jerry Larsen, KBRK(AM)-KGGG(FM) Brookings, S.D.

Direct Sales, Large Market. Room R2. Moderator: Carey Davis, WMCA(AM) New York. Panelists: Judy Currier, KLOK(AM) San Jose, Calif.; Marrell Hansen, KSD(AM) St. Louis.

AM Radio: How To Survive...and Maybe Even Prosper. Room T1. Presenters: Jim Long, Jim Long & Associates; Bill Steding, KAAM(AM) Dallas; Roger Dodson, KQAM(AM) Wichita, Kan.

The New Telephone Environment for Radio. Room S2. Moderator: William Kennard, Verner, Liipfert, Bernhard & McPherson. Panelists: Randy Nichols, FCC; George Williams, WCED(AM) Dubois, Pa.; Mary Jo Manning, Wilkes, Artis, Hedrick & Lane; Michael Baudhuin, Bell Communications Research; A.J. Walwrath, AT&T Communications.

Two concurrent clinics. 2:30-5:30 p.m. *The Psychology of Achieving Sales Success Without Stress*. Room L. (Repeat).

Marketing in 1984: Selling the Faces Behind the Numbers. Room M. Moderator: John Abel, NAB. Panelists: Bill Livek, Arbitron; Jack Hill, Simmons Market Research; David Gingold, Birch Radio; Rob Balon, Robert E. Balon & Associates.

Four concurrent clinics. 4-5:15 p.m. *World's Largest Sales Answers Panel*. Room T2. Host: Dwight Case, *Radio & Records*.

Accounting for Nonaccountants. Room N1. (Repeat).

The Facts, Focus and Future of Radio Sales. Room R1. From RAB.

In-House Research: How To Do It and Use It. Room S2. (Repeat).

TV SESSIONS

General session. 9-10 a.m. Rooms A2, 3, 5 and 6. *TVB Video Presentation...No Place to Hide*. Presenters: William Moll, Roger Rice, Robert Lefko and Harvey Spiegel, TVB.

General session. 10:15-11:30 a.m. *The Future of the New Technologies*. Moderator: William Baker, Westinghouse Broadcasting and Cable. Panelists: Paul Bortz, Browne, Bortz & Coddington; Ellen Berland Gibbs, Communications Resources; William Lilley III, CBS; Tom Wheeler, NCTA. Legal advisor: Valerie Schulte, NAB.

Four concurrent workshops. 11:45 a.m.-1 p.m. *Children's Programming...What's New and Useful*. Room D1. Moderator: Stan Marinoff, WISN-TV Milwaukee. Panelists: Alec Gerster, Grey Advertising; Chuck Gingold, KYW-TV Philadelphia; Rosemary Lee Potter, teacher, author. Legal advisor: Richard Swift, Tierney & Swift.

News Consultants in the Small Market. Room D2. Moderator: Bryce Rathbone, ABC. Panelists: Willis Duff, Audience Research & Development; Ron Meyer, McHugh & Hoffman; Peter Neumann, KOLR-TV Springfield, Mo.; Bob Sherwood, KFTY(TV) Santa Rosa, Calif. Legal advisor: Dennis Kahane, Pillsbury, Madison & Sutro.

Computer Graphics for Production and Promotion. Moderator: Peter Black, Xithias. Panelists: Robert Anderson, Chartpak; Joni Carter, J. Carter Ltd.; Gilbert Cowley, WBS-TV New York; James Mazzoni, 3M; Richard Shoup, Aurora Systems.

Does Teletext Have a Future? Room G2. Moderator: Gary Arlen, Arlen

Communications. Panelists: Terry Connelly, Taft Broadcasting; Albert Crane, CBS; Frank Simonelli, Young & Rubicam; Barbara Watson, NBC Teletext Services. Legal advisor: Gregory Schmidt.

Night Court—joint legal "how to" workshops. 8-9 p.m. *How to Deal with the FCC.* Room 1. Moderator: Henry Baumann, NAB. Panelists: Mimi Weyforth Dawson, FCC; Richard Wiley, Wiley, Johnson & Rein; Larry Eads, FCC.

How to Conduct Contests and Promotions Legally. Room 2. Moderator: Barry Umansky, NAB. Panelists: Thomas Root, Mutino & Root; John Spencer, Law Offices of Matthew Leibowitz; David Olive.

How to Participate in Radio and TV Satellite Networking. Room 3. Moderator: Valerie Schulte, NAB. Panelists: Henry Goldberg, Goldberg & Spector; Harry Martin, Reddy, Begley & Martin; Paul Mutino, Mutino & Root.

How to Hire and Fire Legally. Room 4. Moderator: Michael Berg, NAB. Panelists: William Green, Pierson, Ball & Dowd; Philip Spector, Goldberg & Spector; Larry Perry, Larry Perry Associates.

How to Succeed with LPTV and Translators. Room 5. Moderator: Julian Shepard, NAB. Panelists: Ken Satten, Wilkinson, Barker, Knauer & Quinn; M. Scott Johnson, Gardner, Carton & Douglas; George Borsari Jr., Daly, Joyce & Borsari.

How to Handle Political Advertising Requests. Room 6. Moderator: Rose Perez, NAB. Panelists: Milton Gross, FCC; Ashton Hardy, Fawer, Brian, Hardy & Zatzkis; Arthur Goodkind, Koteen & Naftalin.

9:15-10:15 p.m. *How to Live with Docket 80-90.* Room 1. Moderator: Henry Baumann, NAB. Panelists: Werner Hartenberger, Dow, Lohnes & Albertson; Jules Cohen, Jules Cohen & Associates; Wade Hargrove, Tharrington, Smith & Hargrove; John Quale, Wiley, Johnson & Rein.

How to Make Money with Your Subcarriers. Room 2. Moderator: Barry Umansky, NAB. Panelists: Frederick Polner, Rothman, Gordon, Foreman & Groudine; Ramsey Woodworth, Wilkes, Artis, Hedrick & Lane; Bruce Reese, Wilkinson, Barker, Knauer & Quinn.

How to do Business with Cable Systems. Room 3. Moderator: Valerie Schulte, NAB. Panelists: Russell Frisby Jr., Weil Gotshal & Manges; Robert Ross, Turner Broadcasting System; John Quale, Wiley, Johnson & Rein.

How to Benefit from (and Avoid Problems with) Trademark and Copyright. Room 4. Moderator: Michael Berg, NAB. Panelists: Arnold Lutzker, Dow, Lohnes & Albertson; Eric Smith, Paskus, Gordon & Hyman; John Stewart Jr., Crowell & Moring.

How to Buy and Sell Stations Successfully. Room 5. Moderator: Julian Shepard. Panelists: J. Geoffrey Bentley, Arter & Harden; Tyrone Brown, Steptoe & Johnson; Jason Shrinky, Shrinky, Weitzman & Eisen.

How to Maintain an Effective EEO Program. Room 6. Moderator: Rose Perez, NAB. Panelists: Nathaniel Emmons, Mullin, Rhyne, Emmons & Topel; Joseph Hennessy, Lovett, Hennessy, Stambler & Seibert; Donald Zeifang, Baker & Hostetler.

RADIO ENGINEERING

NEW TECHNOLOGY. 8-11:30 a.m. Room 21. Session chairman: Russell Pope. *AM Improvement Committee Report.* William Wisniewski, Mutual Broadcasting System. *Field Test Results of a New Phase/Amplitude Correction System for AM Directional Antennas.* Grant Bingeman, Continental Electronics, and Walt Jamison, KOMO(AM) Seattle. *Extending the Range of FM Stereo Broadcast.* Emil Torick, CBS Technology Center. *Computer Optimized Directional Antenna Patterns Improve AM Coverage.* Glenn Clark, Glenn Clark & Associates, and Edward Schober, Radiotechniques. *AM Field Strength Measurements By Air.* L.H. Willoughby, Diversified Broadcast Engineering. *Amplitude Companded Sideband—What's In It for Broadcasters?* Ralph Haller, FCC. *Windloading and its Effect on Antenna Design.* Seymour Donner, Edwards & Hjorth Consulting Engineers. *Microprocessors in Transmitters.* Whit Smith, Harris Corp. Legal advisor: Edward Hayes Jr., Hayes & White.

SATELLITES AND DIGITAL TRANSMISSION. 2:30-4:30 p.m. Room 21. Session chairman: William Wisniewski. *Multinetwork Digital Audio Via Satellite.* Joseph McGuire, RKO Radio Network. *Transmission of High Quality Sound Programs—A Practical Approach.* Chieu Nguyen, M/A-Com. *Regional Radio Networks Via Satellite.* Kent Malinowski, Learfield Communications. *Minimum Bandwidth Bandwidth High Quality Digital Audio Transmission System Using DC-PCM.* Gerald Lebow,

Technical Marketing Consultants. Legal advisor: Stephen C. Schaffer, Schwartz, Woods & Miller, Washington.

AM STEREO. 4:30-6:30 p.m. Room 21. Session chairman: Michael Rau. *AM Stereo: A Snapshot of the "Marketplace."* Robert Streeter, AM Stereo Inc.; Ralph Haller and John Reiser, FCC; Edward Henneberry, Howrey & Simon.

ENGINEERING WORKSHOPS. 7:30-8:45 p.m. Convention Center rooms 16-23. *Television Transmitter Measurements.* Dane E. Erickson, Hammett & Edison Inc., and William Zears, FCC. *Upgrading FM Station Class (Docket 80-90).* Michael C. Rau, NAB, and William Hassinger, FCC. *Conducting AM Stereo Proofs.* Robert Streeter, AM Stereo Inc. *Improving Studio Acoustics.* Ray Voss, Jamieson & Associates.

ENGINEERING WORKSHOPS. 9-10:15 p.m. Convention Center rooms 16-23. *Ampliphase AM Transmitter Clinic.* Jack Sellmeyer, Sellmeyer Engineering. *The Unattended Radio Station.* Edmund A. Williams, NAB, and John Reiser, FCC. *Designing Microwave Paths.* Joe McCleary, KHTZ(FM) Los Angeles. *Dealing With the New AT&T & Telco.* Robert Ahto, AT&T Communications.

TV ENGINEERING

ADVANCED TELEVISION SYSTEMS. 8-11:30 a.m. Room 18. Session chairman: Richard R. Green. *Advanced Television Systems Committee Report.* E. William Henry, ATSC. *Improved NTSC Subgroup Report.* Kerns Powers, RCA Labs. *Enhanced 525-Line Subgroup Report.* Daniel R. Wells, Satellite Television Corp. *HDTV Subgroup Report.* Renville McMann, CBS Technology Center. *NHK Progress Report on HDTV.* Dr. Sugimoto, Japan Broadcasting System. *European View of Enhanced TV Systems.* J.B. Sewter, Independent Broadcasting Authority. *EBU Studies in High Definition Television.* Peter Rainger, British Broadcasting Corp. Panel discussion with the above speakers. Legal advisor: Donald I. Baker, Sutherland, Asbill & Brennan.

Luncheon. 12:30-2 p.m. Hilton ballroom A. Presentation of NAB Engineering Achievement Award to Otis S. Freeman, director of engineering, WPX Inc., New York and Tribune Broadcasting Co. Luncheon speaker: James C. McKinney, chief, Mass Media Bureau, FCC.

BROADCAST INTERFERENCE. 2:30-5 p.m. Room 18. Session chairman: Robert W. Flanders. *Proposed Solutions to the Channel 6/Educational Broadcast Interference Problem.* Jules Cohen, Jules Cohen & Associates. *TV Antenna Preamps—Local FM Broadcaster Concern.* Edmund A. Williams, NAB. *Land Mobile Interference From TV Channels 14 and 69—Issues and Solutions.* William King, Jules Cohen & Associates. *RF Lighting Systems—Potential for Interference to AM Broadcasters.* Robert Culver, Lohnes & Culver. *Broadcast Interference to Aeronautical Radionavigation and Communications.* Ralph H. Justus, NAB. Panel discussion: *Broadcast Interference: Threat or Nuisance?* with the above speakers. Legal advisor: Lisa Stevenson, Koteen & Naftalin.

Wednesday, May 2

Radio small market idea exchange. 7:30-8:45 a.m. Room N1. Moderator: David Parnigoni, NAB. Panelists: Darrel Clark, WTSL(AM) Lebanon, N.H.; Mike Simons, WPOZ(AM) Clarksburg, W. Va.; Calvin Arnold, KOTN(AM)-KFXE-FM Pine Bluff, Ark.; Jim Clark, KRSY(AM) Roswell, N.M.; Bob Flotte, KPSA(AM) Alamogordo, N.M.; Gary Hawke, KSYC(AM)-KYRE(FM) Eureka, Calif.; Allan Roberts, WUHN(AM)-WUPE(FM) Pittsfield, Mass.

Engineering workshop. SPECTRUM MANAGEMENT. 8-9:20 a.m. Room 18. Session chairman: John Owen. *A Framework for a "Decentralized Radio Service" Concept.* Alex Felker, FCC. *FCC Field Operations Bureau Report on Technical Rule Enforcement.* Bill Zears, FCC Field Operations Bureau. *Engineering Q & A Panel:* James McKinney, Ralph Haller, John Reiser and Larry Eads, FCC. Ralph Justus, Michael Rau and Ed Williams, NAB.

Joint closing general session. 9:30-11 a.m. Hilton ballroom. *FCC Commissioners: Regulatory Strategies for 1984.* Moderator: John Summers, NAB. FCC Commissioners James Quello, Mimi Weyforth Dawson, Henry Rivera, Dennis Patrick. Presentation of the Grover Cobb Award to Peter Kenney, former vice president, Washington, NBC.

Closing luncheon. Noon-2:30 p.m. Hilton Pavilion. Guest speaker: FCC Chairman Mark Fowler. Entertainment: Paul Anka.

Related events

Friday, April 27

Broadcast Education Association (BEA) registration. 8 a.m. Convention Center East Meeting Room lobby.
BEA meeting. 10 a.m.-5 p.m. Convention Center rooms E1, E2, E3.
BEA reception. 5:30 p.m. Hilton Crown room.

Saturday, April 28

BEA meeting. 8:30 a.m. Convention Center rooms E1, E2, E3.
BEA luncheon. Noon. Hilton ballroom C.
NAB/American Bar Association Communications Law Seminar. 1:30 p.m. Imperial Palace Dynasty room.
BEA meeting. 2:45 p.m. Convention Center rooms E1, E2, E3.

Sunday, April 29

BEA meeting. 8:30 a.m. Convention Center

rooms E1, E2, E3.
NAB/ABA Communications Law Seminar. 9 a.m. Imperial Palace Dynasty room.
TARPAC board of trustees annual meeting. 11 a.m. Hilton board room.
TARPAC panel discussion. 11:30 a.m. Hilton ballroom D. "An Insider's Look at Election '84" featuring Joe Gaylord, National Republican Congressional Committee, and William Sweeney, Democratic National Committee.
NAB/ABA Communications Law Seminar luncheon. 12:15 p.m. Imperial Palace Royal Hall C.
Association of Maximum Service Telecasters membership meeting. 12:30 p.m. Convention Center room 20.
Association for Broadcast Engineering Standards membership meeting. 12:30 p.m. Convention Center room 1.
J.C. Penney-University of Missouri television awards reception. 6:30 p.m. Hilton ballroom D.

Monday, April 30

Broadcasters Christian Heritage prayer breakfast. 7 a.m. Hilton rooms 9, 10.

AMST engineering breakfast. 7:30 a.m. Hilton ballroom F.
Syndicators/Program Producers breakfast. 7:30 a.m. Hilton ballroom B.
Daytime Broadcasters reception. 5 p.m. Hilton Pavilion 9.
Ham Radio Operators reception. 5:30 p.m. Hilton Pavilion 2, 3.

Tuesday, May 1

Broadcasters Christian Heritage prayer breakfast. 7 a.m. Hilton rooms 9, 10.
Broadcast Pioneers breakfast. 7:30 a.m. Hilton ballroom C.
Community Broadcasters Association meeting. 2:30 p.m. Convention Center room 1.
TARPAC reception—Red, White and Blue Club. 4:30-6 p.m. Hilton, Fritts' suite.

Wednesday, May 2

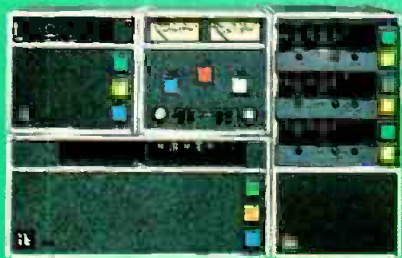
Broadcasters Christian Heritage prayer breakfast. 7 a.m. Hilton rooms 9, 10.

NAB's guide to hospitality suites

ABC Watermark	Hilton 2904	Chapman Assoc.	MGM Grand 5510A
Acquis Ltd.	MGM Grand 1534A	Churchill Productions	Hilton
Acrodyne Industries	Hilton	Donald K. Clark Inc.	Hilton 1569
ADDA Corp.	Caesars Palace	CMI	Hilton
Agfa-Gevaert	Hilton 5-118	CNN Radio	Hilton
American Diversified	MGM Grand	Cohn & Marks	MGM Grand
American Image	MGM Grand 1761A	Comark	Caesars Palace
American Broadcasting Cos.		Community Club Awards	Hilton
Radio Network	Hilton 29-118	Compact Video/Image Transform/ Vidtronics/RTS Systems	MGM Grand
TV Network	Sands—Native Dancer/702	Computer Image Corp.	MGM Grand
Americom Media Brokers	MGM Grand	Comsat	MGM Grand 2033A
Ampex Corp. Audio Video Systems, International, Magnetic Tape	Hilton	Otis Conner Productions	Hilton 2861
Arbitron Ratings Co.	Hilton 1150	Continental Electronics Manufacturing Co.	Hilton 5-121
Arent, Fox, Kintner, Plotkin & Kahn	MGM Grand	Convergence Int.	MGM Grand 2162A
Arter & Hadden	Caesars Palace	Craig Development Corp.	Sahara
The Associated Press	Hilton 2976	R.C. Crisler & Co.	Hilton 1750
Association for Broadcast Engineering Standards	Hilton	CSI Electronics	Hilton 830
AT&T Communications	MGM Grand 5410A	Custom Audience Consultants	Hilton
AT&T Information Systems	Caesars Palace		
Avery-Knodel	MGM Grand 2062A	Dalsat	Caesars Palace
Baraff, Koerner, Olender & Hochberg, P.C.	MGM Grand 1709A	dbx	MGM Grand
Basys Inc.	MGM Grand 1875A	Data Communications	MGM Grand 1834A
Blackburn & Co.	Hilton 669	Dornseif & Johnson	MGM Grand
Blair Radio	Hilton 24-121	Dow, Lohnes & Albertson	Hilton 2910
Bridal Fair	MGM Grand 1798A	Drake-Chenault	Hilton 2875
BROADCASTAP	Hilton	Eagle Syndication Inc.	Hilton 577
Broadcast Data Services	Hilton	Eastman Radio	Desert Inn
Broadcast Marketing Assoc.	Hilton 11-121	EEV	Flamingo Hilton
Broadcast Microwave	MGM Grand	Elector	MGM Grand
Broadcast Programing	Hilton	EnCom Systems	Holiday Inn & Casino
BROADCASTING Magazine	Hilton 371	William A. Exline Inc.	Hilton 26-121
Burkhart/Abrams/ Michaels/Douglas	Hilton		
Capitol Magnetic Prod.	Hilton 564	FairWest Studios	Hilton 2865
CBS Inc.		FF Leasing & Financial Corp.	Dunes
Radio Network	Hilton 29-102	Fidelipac Corp.	MGM Grand 2061A
Television Network	MGM Grand 1661A	FirstCom/Jim Long & Partners	Hilton 2879
CEI/Panavision	MGM Grand 1833A	Firstmark Financial Corp.	Hilton
Century 21 Productions	Hilton 1650	FitzCo Sound	Hilton 569
Cetec Antennas	MGM Grand	Fletcher, Heald & Hildreth	Sands
Chapman Assoc.	Hilton 15-121	Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun	MGM Grand

Let's face it. Listeners will never know that the Delta Series, ITC's new generation of cartridge machines, has improved cart guides, a crystal-referenced servo capstan motor with a vapor-honed non-magnetic shaft, and high-speed recue. They won't care that the Delta's modular design makes alignment and service convenient.

Listeners won't know about Delta's microprocessor-controlled digital cue tone detector and exclusive ITC playback head. Delta's compact size and choice of four configurations won't matter to them.



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more!**

And the average listener won't know that ITC sells more professional cartridge machines than all other manufacturers combined. Or that the Delta Series replaces the Premium Line, previously the standard of value in the industry.

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Gammon & Grange Gammon & Ninowski Media Brokers Gavin & Lott Associates GEC McMichael Group W Satellite Grumman Aerospace Corp. Gulf Broadcast	Hilton Hilton 650 MGM Grand MGM Grand 2010A MGM Grand 1876A MGM Grand MGM Grand 6010A	OKI Electric Overseas Otari Corp. Paltex Pepper & Corazzini Peters Productions Philips Television Pierson, Ball & Dowd Primetime Radio	MGM Grand Hilton MGM Grand 2398A Hilton 1230 Hilton Hilton 4-112 Desert Inn Hilton 1269
Haley, Bader & Potts Bob Harper's Co. Harrison Systems Dan Hayslett & Assoc. Jhan Hiber & Assoc. Hillier, Newmark, Wechsler & Howard Hitachi Denshi Keith W. Horton Co.	Frontier Hilton MGM Grand 1897A Hilton 2530 Hilton 1550 Hilton 2908 MGM Grand 1633A Hilton	Ward L. Quaal Co. Quanta Radio Advertising Bureau Stan Raymond & Associates Reach Inc. Research Group Cecil L. Richards Richter-O'Grady Co. RKO Radio Networks A.D. Ring & Assoc. Robert W. Rounsaville & Assoc.	Hilton 430 MGM Grand 1976A Hilton 969 Hilton Hilton Caesars Palace Las Vegas hotel 1110 MGM Grand Hilton 2962 MGM Grand 1997A Hilton 1610
IGM Communications Inflight Services	MGM Grand 1434A MGM Grand	Satellite Music Network Schulke Radio Productions Selcom Seltel Sheridan Broadcasting Shrinsky, Weitzman & Eisen, P.C. Society National Bank Sony Communications Products Southmayd, Powell, Taylor & Bowen Spotwise Productions	Hilton 2630 Hilton 27-121 Hilton 460 MGM Grand Hilton 2919 MGM Grand 1733A MGM Grand MGM Grand Penthouse E MGM Grand Sahara
Jamar-Rice Co. JBL Inc./UREI Joint Communications Corp.	Hilton Hilton 339 Hilton	TA Associates TeleRep Thomson-CSF Broadcast TM Communications Torbet Radio Edwin Tornberg & Co. Transtar Radio Network	Hilton MGM Grand 2532A Hilton Hilton 2871 Desert Inn MGM Grand 1734A Hilton 2869
Kadison, Pfaelzer, Woodard, Quinn & Rossi Kahn Communications KalaMusic Kalil & Co. Kaman Sciences/KBS Katz Communications Kepper, Tupper & Co. Kline Iron & Steel Co.	MGM Grand 1898A Hilton 1030 Hilton Hilton MGM Grand Hilton 2915 Caesars Palace MGM Grand	Unidyne Research & Direct Mail United States Satellite Broadcasting Co. VSA Videographic Systems of America	Hilton 1869 Desert Inn MGM Grand 2362A
H.B. LaRue Leader Instruments Corp. Jim Long & Partners/FirstCom Ludwig & Associates	MGM Grand 1697A MGM Grand Hilton 2879 MGM Grand 1797A	Wall Street Journal Report Radio Network Todd Wallace/Associates Weiss & Powell Western Union Wilk, Power & Video Wilkinson, Barker, Knauer & Quinn Windsor Total Video	Hilton 28-121 Hilton MGM Grand 2034A MGM Grand MGM Grand 5909A Caesars Palace MGM Grand
Major Market Radio Marketron Marmet & McCombs R.A. Marshall & Co Reggie Martin & Assoc. Masla Radio Matteson/Drum Maxell Corp. McGavren Guild Radio MCI/Quantel Ralph E. Meador, Media Broker Media General Broadcast Services Wm. Meeks Productions Midwest Corp. Midwestern Relay Moffet, Larson & Johnson Al Ham's "Music of Your Life" Musicworks Mutino & Root Mutual Broadcasting System MZB & Associates	Caesars Palace MGM Grand 1933A MGM Grand Hilton 2750 Hilton 26-121 Hilton 14-121 Las Vegas hotel 1069 Caesars Palace Hilton 3000 Hilton 2650 Hilton 310 Hilton MGM Grand 5610A MGM Grand MGM Grand 1776A Hilton Hilton 2865 Hilton 334 MGM Grand Hilton 2964 MGM Grand 1775A		

Where the wares are

The following is a list of exhibitors for the NAB convention. The exhibit hall will be open from 9 a.m. to 6 p.m. on Sunday, Monday and Tuesday, April 29 through May 1, and 9 a.m. to 2 p.m. on Wednesday, May 2. Radio exhibits are located in the North and South halls, and the South concourse. TV exhibitors are located in the East hall and some in the South concourse. Public service

and special exhibits are located in the East concourse. An asterisk denotes a new product.

Abekas Video Systems 1620A

319 Lincoln Center Dr., Foster City, Calif. 94404

Digital video systems for broadcast, post-production and cable.

ABP Systems 1607A

400 Roosevelt Ave., Freeport, N.Y. 11520

Video systems design, engineering and construction, mobile units.

Accu-Weather 1134C

619 W. College Ave., State College, Pa. 16801

Graphics, TV and radio forecasting/briefing services. **Staff:** Dr. Joel Myers, Dr.

WLBT-TV
JACKSON, MS
WLBM-TV
MERIDIAN, MS

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We're dishing out a free personal satellite dish in Suite 2630 of the Las Vegas Hilton every day at the NAB.

You probably heard about our satellite dish giveaway at the last NRBA Convention. Maybe you even won one. If not, you've got another crack at it. Because every day of the convention, we'll draw a name and give away a dish. And all you have to do to enter is stop by our hospitality suite and leave your name. And if you stick around a minute, you could find that the best thing we're dishing out is a concept that could be worth much more to you than a \$2500 prize.

We're dishing out top quality radio.

We offer all the advantages of local radio with the kind of quality no individual station can match. Top national on-air talent. And top programming from the nation's premier radio consultants, Burkhart/Abrams/Michaels/Douglas & Assoc. Only Satellite Music Network gives you this winning combination in a choice of four proven formats.

We're dishing out flexibility.

SMN gives you the best national talent and programming while still sounding like a local station. Our Flex Clock™ system gives you the option of adding local news, weather and traffic reports. And our Localiners™ offer you breaks and chatter specific to

your station and market and recorded by our on-air personalities. One of our affiliates wrote to tell us. "Our audience thinks the satellite people are local announcers. They call up and ask them to local events."

We're dishing out rock bottom costs.

We give you top programming and talent for a lot less than the cost of broadcasting with your own on-air staff. With SMN, your staff requirements are greatly reduced. Your outlay for music and specials is eliminated. The expense for news and sports feeds becomes optional. You can even forget the development costs for advertising materials, since SMN provides you with a complete advertising and merchandising kit. All in all, you could save from \$10,000 to \$100,000 in operating costs per year. And our total one-time setup expense could run as low as \$4500.

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We're dishing out the sound of success.

Whichever format you choose, SMN can make you a winner by giving you reduced operating costs and increased sales potential.

And speaking of winners, here's a brief look at our formats.

The StarStation — Adult contemporary... hits of today, plus oldies and recurrenents that appeal to adults 25-49. Includes hourly news, features and specials, too.

Country Coast-to-Coast — A contemporary country sound which pays its respects to the roots of modern country music as well. Newscasts on the hour, plus specials and features.

Stardust — Original hits of the 40's, together with the best pop sounds of the 50's and 60's. The Stardust MOR sound captures the affluent, 35+ audience, and includes hourly news, features and weekend specials.

RockAmerica — Kent Burkhart's New Contemporary Top 40 sound is aimed at the teen-to-34 demographic with four or more hit songs in a sweep, a reduced commercial load and exciting Top 40 specials.

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Accurate Sound 632
3515 Edison Way, Menlo Park, Calif. 94025

Acrodyne Industries 1228
516 Township Line Rd., Blue Bell, Pa. 19422

Modular upconverter*, 1 kw UHF LPTV transmitter*, main and alternate transposer system with automatic switchover and optional solar/wind power systems, plus low- and medium-power television broadcast equipment. **Staff:** Marshall Smith, Richard Broadhead, Ray Doreian.

Adams-Smith 1724
34 Tower St., Hudson, Mass. 01749

Modular controllers* for television audio synchronizing, editing and mix-down, demonstration of videotape editing using vertical interval time code. **Staff:** Harry Adams, George Jaramillo, Andy Simon, Steve Strassberg, Hal Williams.

ADC Magnetics 1320
4900 W. 78th St., Minneapolis 55435

Prewired jackfields, pro-audio connectors, plugs, audio components and accessories, coaxial jacks, plugs and panels. **Staff:** Sue Saltarelli, Lonnie Pastor, Jim Troutfetter, Bruce Bailey, Jack Brandmueller, Ken Masci, Pat Gallagher, V.J. Brennan, Danny Dean, Marla Coyne.

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

ESP II digital still store system*, AC 21P (PAL version of AC 20)*, electronic still processors, library control system, dual channel video signal processor, video image processor, frame synchronizer/time base corrector. **Staff:** Bill Hendershot, Ron Fried, Janet Peterson, Frank Alioto, Walter Werdmuller, Don Carlsen, Butch Fadely, Dave Brack, Tom Califano, Emerson Ray, Sheila Ross, Jon Teschner, Bernie Munzelle, Tim Stockhaus, Frank Bush.

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

Stereo television on-air and production audio consoles. **Staff:** Robert Bloom, John Juhasz, Murray Shields, Bill Keeley, Larry Mandziuk, Rick Fisher, Gordon Peters, Ron Webb.

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

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

Digital audio processing systems.

AEG Telefunken (Bayly) 124
167 Hunt St., Ontario LISIP6

FM transmitters, remote control, two-way radios, advertising display and data on all Telefunken transmitters LW, MW, HF,

VHF, UHF, up to 500 kw. **Staff:** H. Schmidt, J. Graaff, I. Mark.

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

Tapes, bulk duplicators, mastering tape*. **Staff:** Maria Curry, Dave Rubenstein, John Matarazzo, Ken Wiedeman, Ruth Hladyk, Andrew DaPuzzo, Bob McNabb, Joe Tibensky, Ed Walton, Barry Rosen, Barry Bindell, Mark Nevejans, Bob Zamosciany, Peter Jensen, John Riggs.

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

Turnkey video systems and mobile units, Marconi digital line array telecine, digital standards converter, VTR's. **Staff:** Arnold Ferolito, Lou Siracusano, Marty Irwin, Irv Pannaman, Dick Sirinsky, Tom Canavan, Richard Lunniss, Bill Ebell, Al Slater, Andre Macaluso, Bud Pearson, John Dale, Marc Bressack.

Alamar Electronics 187
478 W. Hamilton Ave., Suite 207, Campbell, Calif. 95008

Alden Electronics 1336
Washington St., Westborough, Mass. 01581

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

Battery packs for VTR and ENG equipment, one and three unit analyzers for battery packs*, six-unit sequential charger for VTR and ENG*. **Staff:** Robert Williams, Georgia Franks, William Sapp, William Sapp Jr., Charlie Stinson, Jim Sapp.

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

Video delay lines and filters, LC delay lines and filters, equalizers, hum eliminator. **Staff:** Lester Jacobson, John Sessoms, Richard Mintz.

Allied Broadcast Equipment 639-41
635 Southeast St., Richmond, Ind. 47374

Audio and RF equipment. **Staff:** Roy Ridge, David Burns, Bob Groome, Jeff Nordstrom, Cal Vandegrift, Pat Hurley, John Timm, Joe Ziemer.

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

Designs, fabricates and installs broadcast transmission towers. **Staff:** Jerry Bennett, V.G. Duvall, Charlie White, Richard Jessup.

Allsop 1177
Box 23, Bellingham, Wash. 98227

Video recorder cleaners, microcassette cleaners. **Staff:** Jeff Heining, Eivind Clausen, Mike Allsop, Ivor Allsop, Jim Allsop, Randy Lervold, Charley Highlander, Tena Veenstra.

Alpha Audio 210, 1331A
2049 W. Broad St., Richmond, Va. 23220

Acoustical foam. **Staff:** Eric Johnson, Nick Collieran, David Jones, Bobby Tulloh, Carlos Chafin.

Alpha Video & Electronics 645
28 E. Mall Plaza, Carnegie, Pa. 15106

Alphabetized Sony type VTR's*. **Staff:** Henry Lassige, Terance Lassige, Vincent Ferry, Thomas Stoffel, John Tomini, Gary Craig.

Altran Electronics 124A
17021 Kingsview Ave., Carson, Calif. 90746

AM SCA services.

Amber Electro Design 422
4810 Jean Talon West, Montreal H4P 2N5

Model 5500* programable distortion and noise measuring systems. **Staff:** Wayne Jones, Mike Hogue, Larry Maguire.

Amco Engineering 1218
3801 N. Rose St., Schiller Park, Ill. 60176

Modular instrument enclosures, consoles and cabinets, computer desks and desk-top cabinets, blowers, fans and accessories. **Staff:** Floyd Johnson.

Amek Co. 1620
11540 Ventura Blvd., Studio City, Calif. 91604

Stereo television audio console, television post-production console with audio follows video module and stereo input modules, portable broadcast console. **Staff:** Tim Mungouan, Arnie Toshner, Bob Owsinski, Jim Vaughn, Graham Langley, John Penn.

American Diversified 176
3200 Park Venter Dr., Costa Mesa, Calif. 92626

American Horizon 1122A
1481 N. Fruitridge Ave., Terre Haute, Ind. 47804

American Image Productions 653
112 Union Ave., Memphis 38103

Radio and TV station image campaigns*, station ID's, sales production libraries. **Staff:** Jerry Williams, Richard Fain, George Dale.

Ameritext 808
341 Madison Ave., New York 10017

World system teletext system, origination and receiving equipment, Keyfax and Electra teletext services. **Staff:** Steve Crowley, Jerry LeBow, Bernard Koteen, Alison Langridge, Lisa Stevenson, Minoo Saboori, Cliff Hargest, Malcolm Walker, John Taylor.

AMP Special Industries 634
Box 1776, Southeastern, Pa. 19301

Amperex 1412
Providence Pike, Slatersville, R.I. 02876

Save \$10,000 every year for 20 years with the new Harris 60 kW UHF transmitter

The new Harris TVE-60S is the most efficient 60 kW UHF-TV transmitter on the market today. And that translates directly into improved bottom line results for your operation.

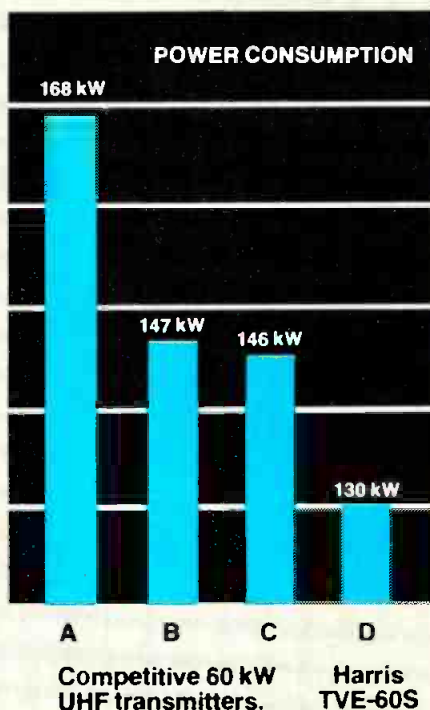
With the TVE-60S, you can actually save an average of \$10,000 annually* on your power bills. Multiply this by the average 20-year life of a transmitter, and you come up with a \$200,000 savings! Without considering inflation.

How We Got There

The very latest in high power UHF technology has been incorporated into the TVE-60S. For instance, a single Varian 5-cavity VKP-7550 "S" Series klystron is used for full 60 kW visual power output.

This new integral-cavity klystron is an improved, ultra-high-efficiency version of the Varian VA-950 Series that has

been field proven in hundreds of UHF transmitters worldwide.



When operated with a variable visual output coupler and a mod anode pulser—both supplied as

standard in the TVE-60S—the new klystron provides visual beam efficiencies ranging from 63% to 68%.

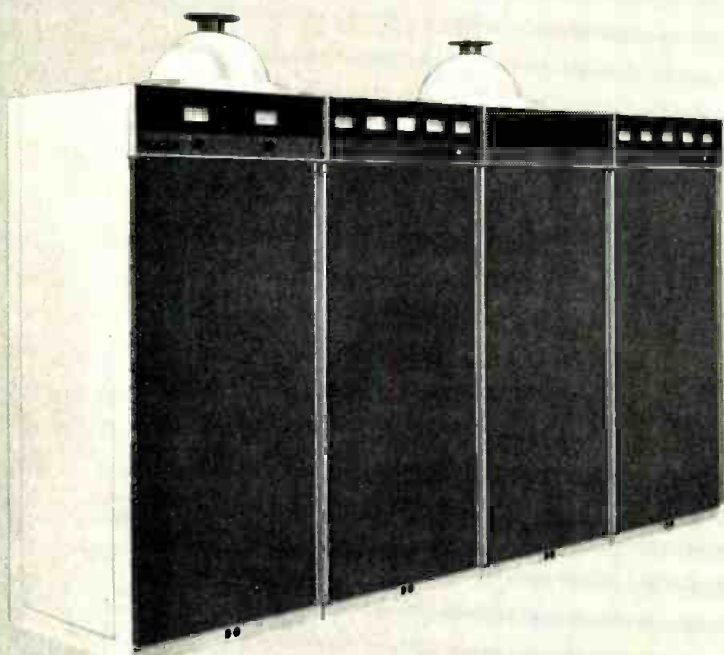
Add to this an aural klystron coupler and an efficient vapor phase heat exchanger, and you have a 60 kW transmitter with power consumption of 130 kW or less. No other UHF transmitter in this power range comes close.

No Performance Sacrifices

There has been no sacrifice of performance for high efficiency. The MCP-2U visual exciter, with its Quadrature Corrector and unique, adjustment-free VIDEO SAW filter, provides unmatched color specifications and highest reliability. Also, the TVE-60S is designed for TV stereo, teletext and other services.

For complete information on the new TVE-60S, or the 120 kW and 240 kW versions, write or call: Harris Corporation, Broadcast Transmission Division, P.O. Box 4290, Quincy, Illinois 62305. 217/222-8200.

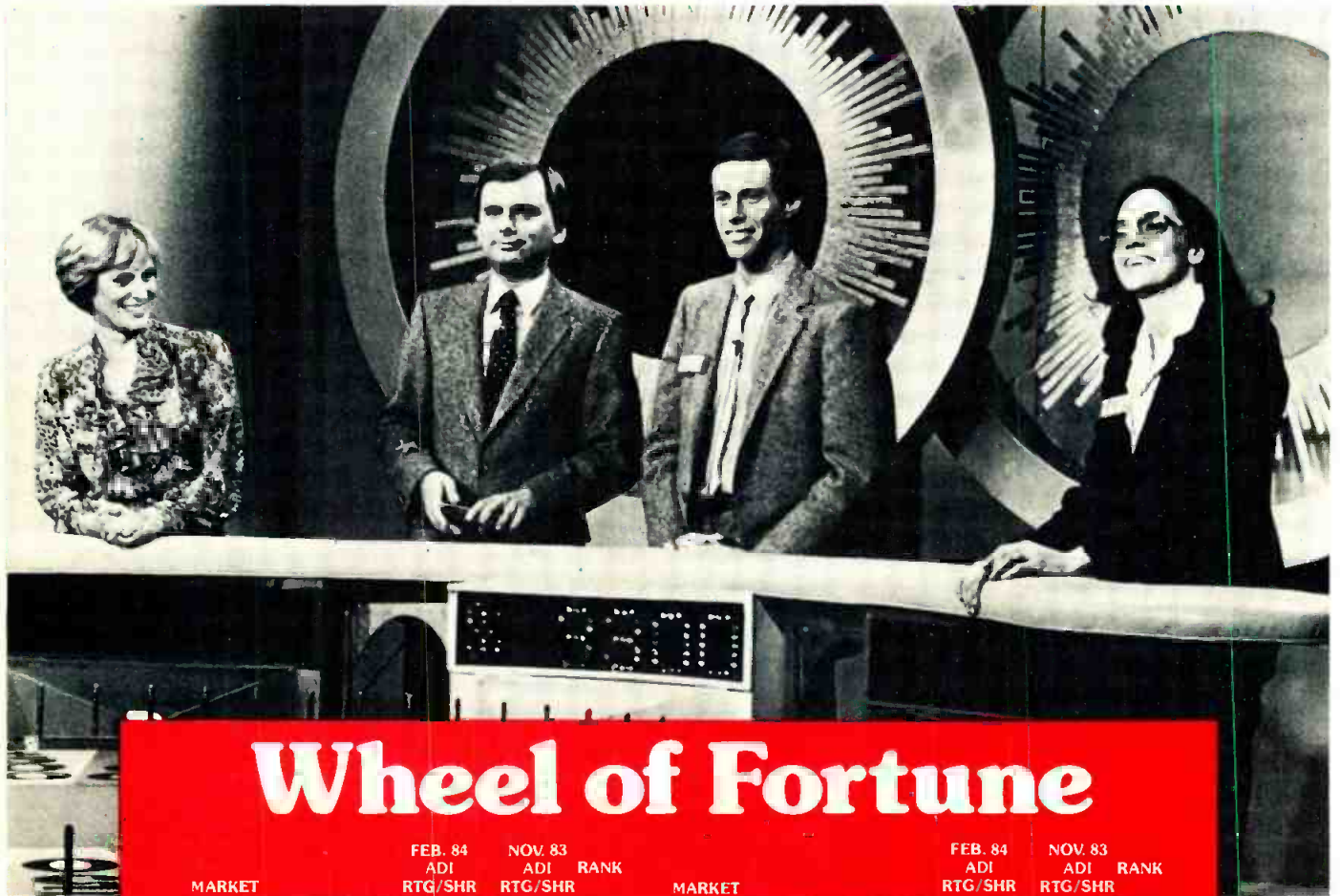
*Figured from the National Average Power Cost as published in "Electric Power Monthly", based on a 20-hour broadcast day, and compared with the published power consumption specification (as of Feb., 1984) on the next closest competitive 60 kW UHF transmitter. Comparisons in chart based on published specs as of Feb., 1984.



HARRIS

See the TVE-60S at NAB '84.

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MARKET	FEB. 84		NOV. 83		RANK	MARKET	FEB. 84		NOV. 83		RANK
	ADI	RTG/SHR	ADI	RTG/SHR			ADI	RTG/SHR	ADI	RTG/SHR	
Chicago	14	23	8	14	#1	Greenville	27	42	19	31	#1
Philadelphia	23	36	20	31	#1	Grand Rapids	16	28	15	27	#1
Boston	10	23	8	19	#1	Oklahoma City	18	30	14	25	#1
Detroit	24	34	20	30	#1	Providence	24	39	19	35	#1
Washington	13	23	12	21	#1	Greensboro	19	30	17	27	#1
Dallas	15	25	11	19	#1	Mobile	23	33	18	27	#1
Cleveland	20	33	14	25	#1	W. Palm Beach	16	26	12	20	#1
Pittsburgh	19	36	15	30	#1	Jacksonville	23	35	18	29	#1
Portland	13	22	12	21	#1	Roanoke	19	31	15	26	#1
Phoenix	20	32	16	27	#1	Rochester	23	39	16	30	#1
Cincinnati	24	40	18	32	#1	Spokane	14	24	8	14	#1
Milwaukee	17	30	14	25	#1	Cedar Rapids	10	28	9	31	#1
Orlando	17	26	16	25	#1	Chattanooga	17	29	15	24	#1
Nashville	20	43	14	34	#1	Altoona, Johnstown	24	38	22	36	#1
Buffalo	26	44	18	33	#1	Columbus, GA	23	34	15	23	#1
New Orleans	11	30	8	21	#1	Clarksburg	23	33	19	30	#1
Columbus, OH	18	30	16	29	#1	Panama City	25	36	23	35	#1

Source: Arbitron

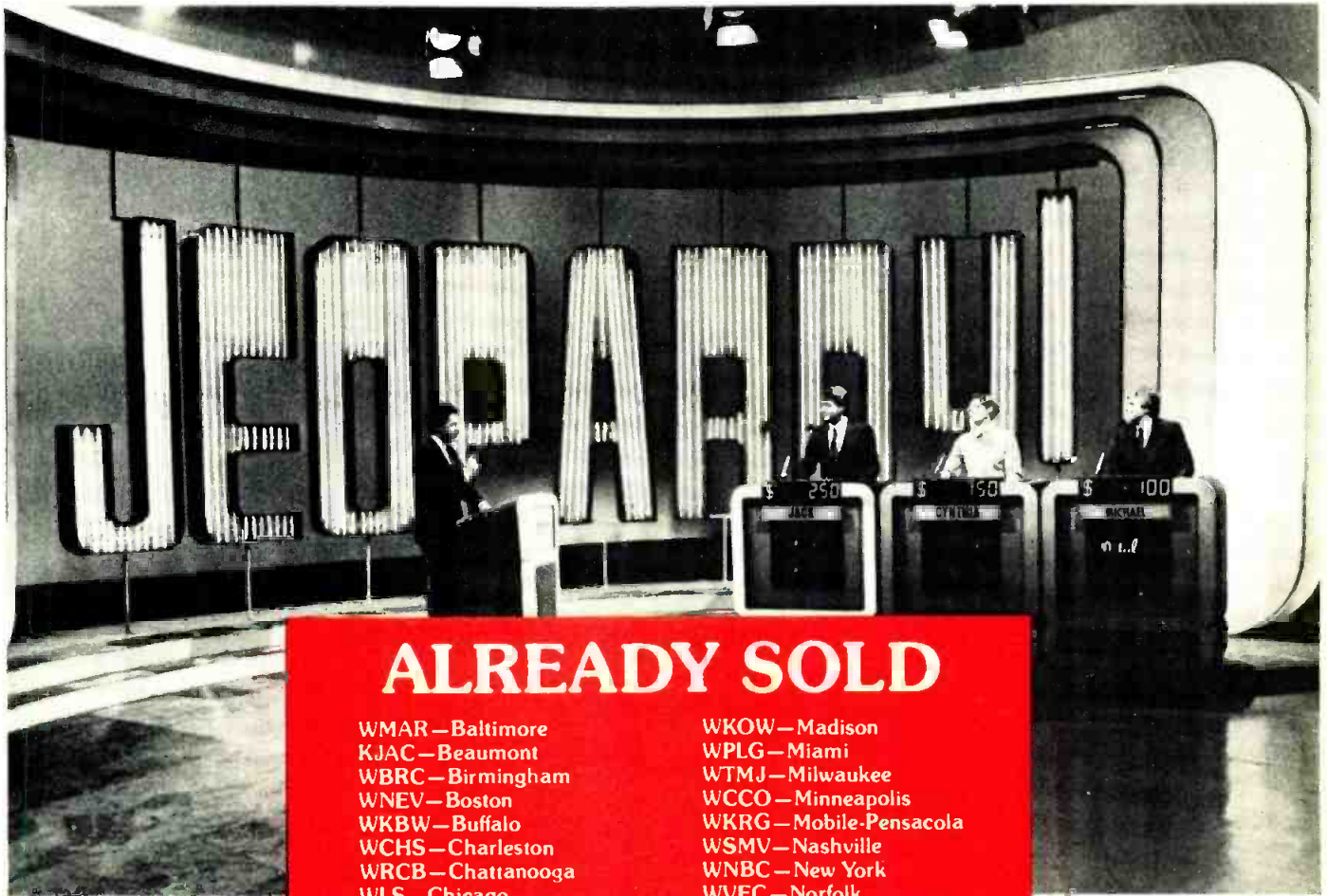


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Ampex 1400
401 Broadway, Redwood City, Calif. 94063

Studio and portable videotape recorders, M-format camera/recorder system portable ENG/EFP camera, editing systems, switchers, digital special effects systems, still store systems, time base correctors, video and audio magnetic tape. **Staff:** M. Sanders, D. Chapman, S. Faught, D. Kleffman, C. Moggs, W. Scullion, T. Nielson, J. Williamson, A. Bergman, R. Antonio, D. Haight, D. Bogue, R. Natwick, B. Ballantyne, G. Easton, C. McCartney, R. Ostrom, F. Rush, G. Rose, D. Schmitt, R. Stanford, P. Hansil, J. Byars, E. Higgins, J. Houman, M. d'More, R. Coomes, J. Walsh, M. Wolschon, C. Wright, F. Nault, T. Johnston, H. Persoon, L. Roberts, R. Miller, D. Carroll, D. Clayton, R. Ide, M. Pinkel, M. Wachtel, R. Welsh, B. Carpenter, J. Clardy, T. Hasty, P. Zakit, B. Bohunicky, B. Justus, R. Marconi, D. Massa, T. Goldberg, J. diGeorge, P. Wonfer.

Amtel Systems 1745
400 W. Cummings Park, Woburn, Mass. 01801

VITC/LTC reader, portable VITC/LTC generator, SMPTE generator/reader, distribution amplifiers. **Staff:** Mark Wronski, Peter McDonnell, Gary McKoen, Allan Leon, Michael Martin, Donald Herring, Alan Lamshead, Sean Carnahan, Edward Labanowicz, Allan Proctor.

Anchor Systems 1618C
5097 Sante Fe, San Diego 92109

Portable, mini, P.A. and monitor and mobile audio systems.

Andrew Corp. 1201A
10500 W. 153d St., Orland Park, Ill. 60462

Earth stations, microprocessor controlled ESC-200, broadcast transmission lines, UHF circular waveguides, LPTV transmitters, high powered UHF transmitters, coaxial cable and elliptical waveguides, UHF stand-by antennas.

Angenieux 1201
770 N. Kendall Dr., Suite 303, Miami 33156

Zoom lenses and optical accessories for broadcast cameras. **Staff:** B. Angenieux, C. Stampfli, J. Abbattucci, P. Hawkes, G. Corbasson, J. Angenieux, J. Naima, F. Guillot, J. Martinez, Tang Sum.

Antenna Technology 1737
8711 Pinnacle Peak Rd., Suite C-103, Scottsdale, Ariz. 85255

Three-meter, five-meter and seven-me-

ter* earth stations. **Staff:** Joe Stever, Scott Grone, Eric Schechter, Gary Hatch, Al Libby, Gary Hester.

Anton/Bauer 1337
One Controls Dr., Shelton, Conn. 06484

Portable battery and lighting equipment for cameras, VTR's, monitors. **Staff:** George Bauer, Anton Wilson, John O'Keefe, Joseph Lantowski, Jane Lytle-Manns, John Corrigan.

Anvil Cases 1112
4128 Temple City Blvd., Rosemead, Calif. 91770

Heavy duty and rackmount cases.

Apert-Herzog 1703
7007 Realm Dr., B3, San Jose, Calif. 95119

Model A2 digital frame synchronizer*, model H2 time base corrector/synchronizer*, digital time base corrector, video distribution amplifier, video building block line driver in a chip, digital video tester. **Staff:** William Herzog, William Nichols, William Hardy, Ken Herzog, Debra Reinert, Linda Giffin.

Aphex Systems 513
13340 Satcoy St., N. Hollywood, Calif. 91605

Staff: Marvin Caesar, Jon Sanserino, Johnny Garcia, Paula Lintz, Jim Martindale, Harvey Rubens, Linda Goodman, Donn Werrbach.

Apis Corp. 1762
2960 S.W. Temple, Salt Lake City 84115

Applied Digital Technology 1730
17 E. 96th St., New York 10028

Toby Arnold & Associates 107
3234 Commander Dr., Carrollton, Tex. 75006

Automated and live-assist radio formats. **Staff:** Toby Arnold, Dolly Arnold, Jim Kerr, Norma Kerr, Bill Pasha, Chris Clausen, Carolyn Clausen.

Arbitron 802
1350 Avenue of the Americas, New York 10019

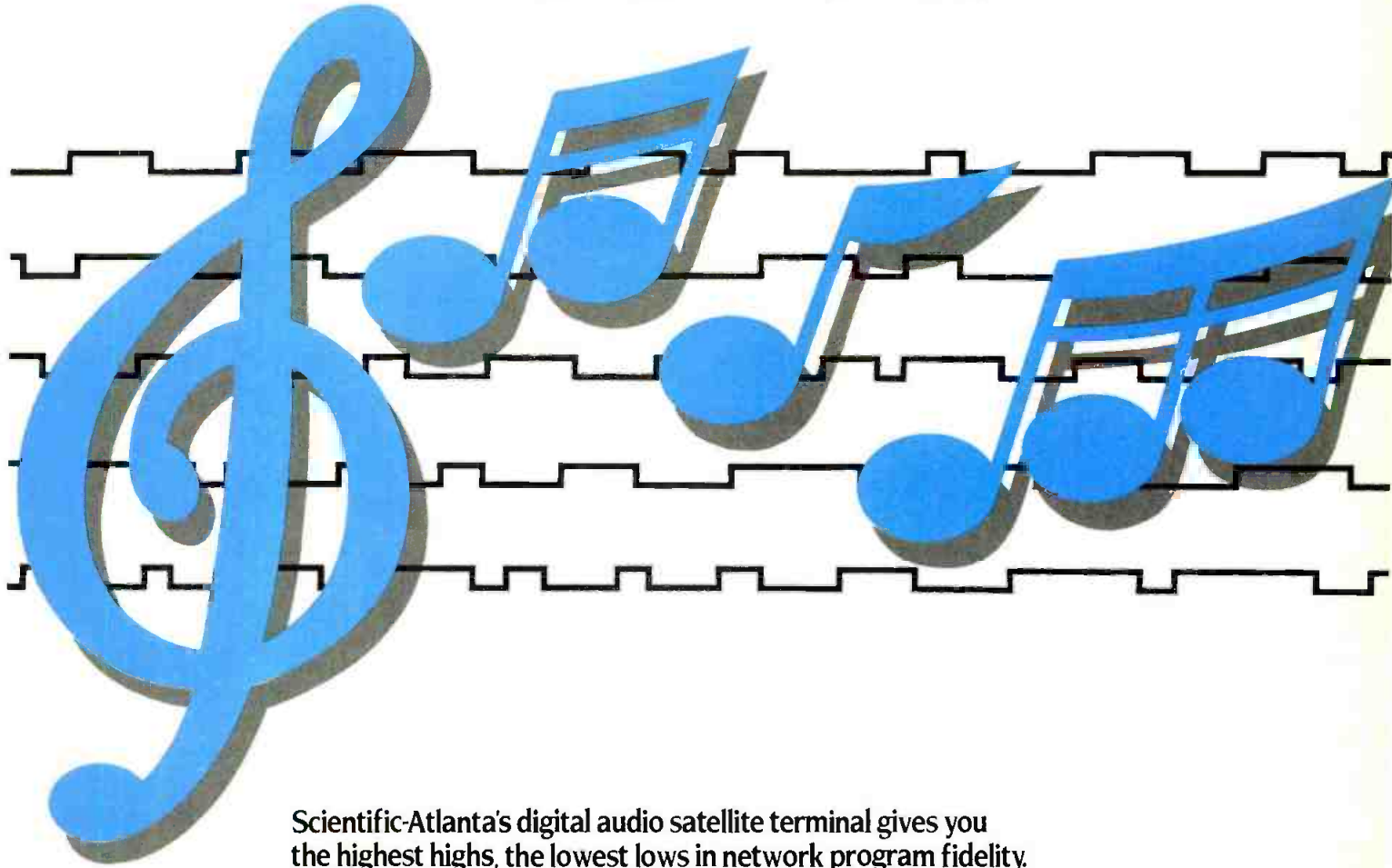
Target AID, Arbitrends, Radio Today, computer graphics, television meter measurement. **Staff:** Ted Shaker, Rick Aurichio. (Radio)—Joe Buys, Dave Burril, Susan Dingethal, Cliff Fletcher, Scott Herman, Marv Korach, Bill Livek, Tom Murphy, Dean Mutter, Rip Ridgeway, Maddy Schreiber, Dick Sheppard, Janet Zahler. (Television)—Pete Megroz, Kathy Baske, Doug Marks, Jim Mocarski, Jon Nottingham, Bill Shafer, Kit Smith, Dennis Spragg, Mark Stephen, Mark Young.

Arrakis Systems 211
400 Cormorant Ave., Fort Collins, Colo. 80525

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Arriflex Corp. 1421
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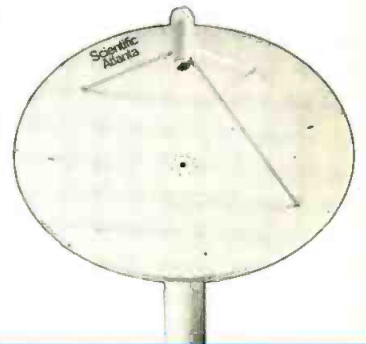
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Asaca/Shibasoku 1226
12509 Beatrice St., Los Angeles 90066

Video and audio test equipment, cart system*, multi-image viewers*, high-definition TV monitors*, 150 mhz sweep and digital signal generators*. **Staff:** Alan Davis, Susan Grossinger, K. Ezoe, H. Nishimura, R. Maefune, T. Shigezaki, N. Shigezaki, Paul Backer, Frank Santucci, Len Dozier, Tim Moore, I. Ichinose.

Associated Press 419/2976
50 Rockefeller Pl., New York 10020

AP Radio Wire, AP Network News, APTV, AP laserphoto, AP photo color, AP News-cable and Music Country Network. **Staff:** Roy Steinfort, Glenn Serafin, Bill Cook, Brent Kallestad, Jim Williams, Jim Hood, John Kenney, Sue Cunneff, Rosie Oakley, Jim Spehar, John Schweitzer, Jerry Jackson, John Harris, John Strachan, Ed Busch.

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

Atlas Tower 443
227 S. Vann, Vinita, Okla. 74301

Manufacturing, erecting and leasing of radio and TV broadcast, microwave, industrial and utility towers. **Staff:** George Bubrick, Richard Bell, Dan Weathers.

AT&T Communications 407
Route 202-206, Bedminster, N.J. 07921

AT&T Information Systems 1429
1 Speedwell Ave., Suite 641E, Morristown, N.J. 07960

Call management with voice response, interactive voice and data management, teleconferencing. **Staff:** Alan Adler, Hugh Jarrett, Gary Tarantino, Al Werner, Norm Korin, Larry Hendrickson, Marsha Gewirtzma, Terry O'Connell, Charlie Maynard, Shirley Marrs, David Hammond, Joe Sperino, Susan Littell, Joe McKeown, Jeff Syphus.

Auburn Instruments 1711
107 Church St., Watertown, Mass. 02171

Two-wire machine remote control system. **Staff:** Donald Kalischer, Eric Aker.

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

Videocassette tape loader, reloader, re-winder, Model 619 VCR*. **Staff:** Bill Hinkle, Norm Deletzke.

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

Models A, S and TDS* cartridge tape machines. **Staff:** Carl Martin, Delmar Rowe, Duane Martin, Michael Craig, Carol Williams.

Audio Broadcast Group 637A
2342 South Division, Detroit 49507

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

Multimixer, pico mixer, ENG mixer. **Staff:** Antony Levesley, Roger Tromans, Ron Feller.

Audio Engineering 174
1029 N. Allen Ave., Pasadena, Calif. 91104

Record cleaning machine*. **Staff:** Wes Dooley, Michael Baskin.

Audio Kinetics 1173
4721 Laurel Canyon Blvd., Suite 209, N. Hollywood, Calif. 91607

Time code synchronizers.

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

Audio processors, amplifiers, microphones.

Audio Video Consultants 234
11538 Prager Ave., Lake View Terrace, Calif. 91342

Audio + Design 402
Box 768, Bremerton, Wash. 98310

SCAMP 4-band modular processing systems for TV/AM/FM satellite applications*, F601 superdynamic limiter*, ambisonic surround sound system*, compressors, limiters, expanders, filters, distribution amps, condenser and sound-field microphones*. **Staff:** Nigel Branwell, Kathleen Mallory, Howard Smith, Michael Beville.

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

Microphones, mixing consoles, headphones, tone arms, phono cartridges.

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

Broadcast consoles, audio and multichannel production consoles, audio distribution amplifiers, programable equalizer. **Staff:** Welton Jetton, Steve Sage, Jim Woodworth, Larry Lamoray, Jerry Puckett, Keith Arnett.

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

Digital videographics and animation system. **Staff:** Richard Shoup, Damon Rarey,

W. Tom Beams, Chuck Kozak, Donna Foster-Roizen.

Autocue 1318A
33 W. 60th St., New York 10023

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

Microgram production consoles (six-, eight- and 10-channel). **Staff:** Ernest Ankele, DeLores Ankele, Neva White, Jim Laird, Don Kuhlsmann, Richard Benjamin.

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

AR-2000 simulchannel earth station video receiving system. **Staff:** Rob Corrao, Don Smith, Bill Le Doux, Dave Stogner, George Sears, Eric van der Kaay.

AVC Systems 331
1517 E. Lake St., Minneapolis 55407

Consoles, reel-to-reel machines, loudspeakers, microphones, compellor and aural exciters, digital audio processors. **Staff:** Billy Emery, Michael Halleck, Doug Ordon.

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

Barrett Associates 103
800 Grand Ave., Suite C-1, Carlsbad, Calif. 92008

Staff: Mayer, Kettering, Mayou, Robison.

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

Newsroom computer equipment and software. **Staff:** David Lyon, Ed Grudzien, Joe McGoldrick, John Chapman, Dan Moloney, Roy Terry, Ted Feurey, Peter Koistad, Roy Holland, Adrian Scott, Claire Pullinger.

Bayly (see AEG Telefunken)

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

Belar Electronics 203
Box 826, Devon, Pa. 19333

AM modulation monitors, stereo frequency monitors, FM modulation monitors and stereo monitors, TV aural modulation monitors and frequency monitors, SCA monitors for FM and TV, AM, FM and TV RF amplifiers.

Belden 166
2000 Batavia, Geneva, Ill. 60134

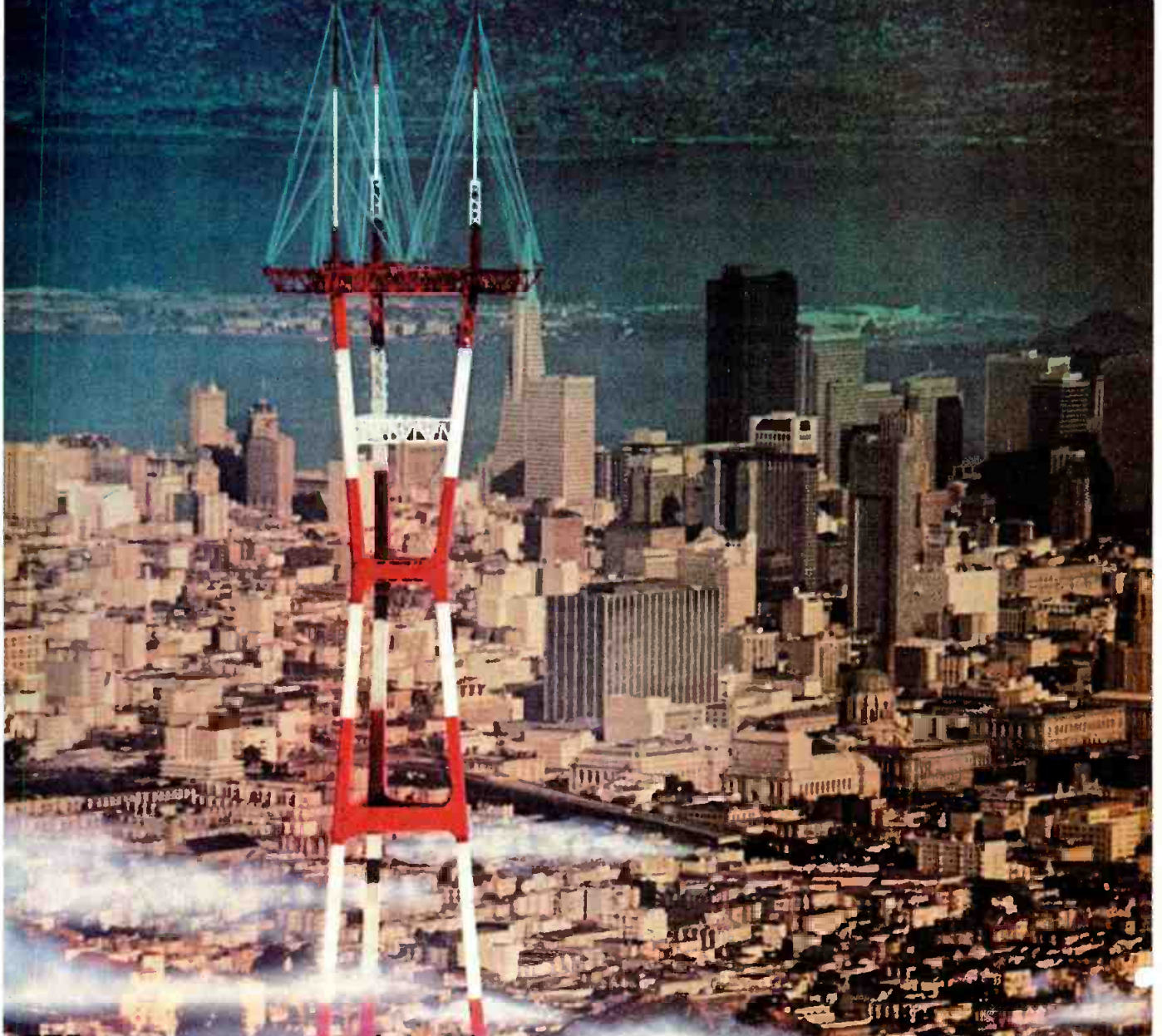
Color and resin filters.

Belden Communications 1628
534 W. 25th St., New York 10001

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Beston/McInnis-Skinner 1020
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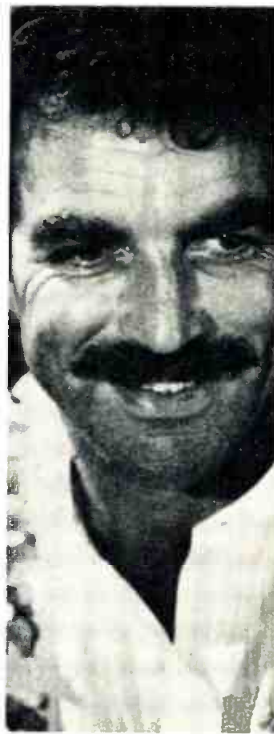
DAN RATHER, CBS NEWS



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CBS/BROADCAST GROUP

SOURCE: AUDIENCE ESTIMATES BASED ON NTA ANNUAL AVERAGE AUDIENCE HOUSEHOLD RATINGS, PRIME TIME, SEPTEMBER 26, 1983-APRIL 15, 1984 VS SEPTEMBER 27, 1982-APRIL 17, 1983; MONDAY-FRIDAY DAYTIME (10:00AM-4:30PM), SEPTEMBER-APRIL EACH SEASON 1977-78 THROUGH 1983-84; LATE NIGHT (11:30PM-1:30AM), SEPTEMBER 21, 1983-APRIL 15, 1984; EVENING NEWS, MAY 3, 1982-APRIL 15, 1984. SUBJECT TO QUALIFICATIONS UPON REQUEST.

Data-Graphics, Newscan, data prompters, electronic newsroom and character generator equipment, production tilters. **Staff:** B.J. Lipari, Don MacClymont, Rod Herring, Bob Barnes, Judy Skinner, Marvin McInnis, Bill Borchert, Brian Bruton, Dave Anderson, Bud Malone, Ross Dixon, John Wall, Dale Leinen.

Beyer Dynamic 426
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BGW Systems 421
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Bird Electronic 1625
30303 Aurora Rd., Cleveland 44139

15 kw and 25 kw load resistors*, RF measurement components, RF wattmeters*, heat exchanger loads, line terminations, digital calorimeters, **Staff:** Bruce Bird, Leon Kuklinski, Greg Johns, Leo Lesyk, Rick Nelson, Herbert Heller, George Churpek.

BIW Cable Systems 1405
65 Bay St., Boston 02125

Cable, connectors, assemblies and repair services for broadcast cameras, armored VTR cable assemblies*, quick disconnects VTR cable assemblies*. **Staff:** J. Rath, J. Hathaway, R. Osburne, E. Konkel, J. Pirrons.

Black's Communications Consultants 657
120 W. Picacho, Las Cruces, N.M. 88005

Bogen Photo 1705
100 S. Van Brunt St., Englewood, N.J. 07631

Cine/video tripods, fluid heads and accessories*, quartz lighting, support/background equipment, light stands, TSE video cases*, M-100 mini video light*, Micro fluid head*, filters, dollies, video accessories. **Staff:** Bruce Landau, Kriss Brunngraber.

Bogner Broadcast Equipment 1319
401 Railroad Ave., Westbury, N.Y. 11590

High power UHF TV transmitting antenna (220 kw), low and medium power VHF and UHF slot and dipole transmitting antennas, circularly polarized FM transmitting antennas, MDS and ITFS transmitting and receive antennas, LPTV transmitters and communication antennas for cellular radio. **Staff:** Richard Bogner, Leonard King, Robert Piano, Steve Weinstein, Joe Nigro.

Boonton Electronics Corp. 228
791 Route 10, Randolph, N.J. 07869

Bosch 1603
2300 South 2300 W., Salt Lake City 84119
TVS TAS 2000 routing switcher*, micro-

processor-controlled graphic paint box system*, graphic system animation system*, control panels for routing switchers including telephone address panels*, camera/recorder including playback routing switcher*, videotape editing system, character generators, telecine, videotape recorders, monitors, cameras, machine control system. **Staff:** William Butler, Dietmar Zieger, A.R. Pignoni, Anthony Maglicco, Eloy Chairez, Ron Ferguson, John Webb, Davis Spindle, Paul Scaglione, O. Oechsner, H. Groll, D. Pohl, W. Fink, H. Schoenberg, H. Deutschmann, H. Schenider, E. Remiger, H. Trein.

Bowen Broadcast Service 1770
8343 Lynn Haven Ave., El Paso 79907

Equipment computer system*. **Staff:** W. Bowen, S. Bowen, Pauline Bowen, Leroy Bowen, Jerry Servatius, John Thayer, George Nowak, Connie Benson, Mague Pitones.

BPI 200
Box 2027, Bellevue, Wash. 98009

Album Rock, Personality Adult Contemporary, Personality Country, Compulist, MOR, classical, beautiful, easy listening, consultancy. **Staff:** Bob English, John Sherman, Beau Phillips, Bob Wikstrom, Bill Wolkey.

Bradley Broadcast Sales 186
15555-L Frederick Rd., Rockville, Md. 20855

Broadcast Audio 319
11306 Sunco Dr., Rancho Cordova, Calif. 95670

Audio consoles, amplifiers, studio furniture. **Staff:** David Evans, John Fernandez, Gary Maggiore, Doug Laue.

Broadcast Cartridge Service 611
15131 Triton Ln., Suite 108, Huntington Beach, Calif. 92649

Reconditioning service, tape cartridges, storage systems, alignment tools, accessories, fone box, AA-4 stereo cartridge*. **Staff:** Bryant Ellis.

Broadcast Electronics 303
4100 N. 24th St., Box 3606, Quincy, Ill. 62305

FM transmitters, exciters, stereo and SCA generators, microprocessor program automation system, cartridge machines, audio control consoles, turntables, preamps, exciters, stereo generators, tonearms. **Staff:** Lawrence Cervon, Curtis Kring, Geoff Mendenhall, Joseph Engle, E.L. Corujo, Tim Bealor, Gil Housewright, Dick Anderson, Rick Carpenter, John Lyles.

Broadcast Microwave Services 1749
7320 Convoy Ct., San Diego 92111

Portable microwave equipment for helicopters and vans, transmitters, receivers and antennas.

Broadcast Music 619
320 W. 57th St., New York 10019

Staff: John Alves, Paul Bernard, Edward Chapin, Edward Cramer, Thomas Curry, Oliver Henry, Ed Molinelli, Rick Reichenbach, Alan Smith, Lawrence Sweeney, Joan Thayer, Robert Warner, Theodora Zavin.

Broadcast Supply West 112A
7012 27 St. W. Tacoma, Wash. 98466

Wall racks, carousel racks*, turntable bases, preamps*, tonearms. **Staff:** Irv Law, Bernice McCullough, Tim Schwiager, Jon Ferren, Pat Medved.

Broadcast Systems 1500
8222 Jamestown Dr., Austin, Tex. 78758

DC-8 automatic video cartridge machine*, pro pak equipment cabinets*, machine control and interface panels*, prewired audio jack panels. **Staff:** Donald Forbes, John Harms, Chuck Balding, Les Hunt, Byron Fincher, Jim Spears, Art Smith, Tom Welsh, Jay Kirtley, Jay Riekenberg, Fred Scott.

Broadcast Technology 1701
33 Comac Loop, Ronkonkoma, N.Y. 11779

Vector 4000 single pair 24-channel monitor distribution system*, T1 5000 telephone hybrid system with automatic answering*, Mix Minus with 5-level priority interrupt*, program interrupt, audio card line and card frames. **Staff:** Louis Lindauer, John Bubbers, Rex Nathanson.

Broadcast Video Systems 1326
1050 McNicoll Ave., Unit 15, Agincourt, Ont. M1W 2L8

CVP-100 computer video processor*, BVS NTSC decoder*, Cox component downstream keyer* and color corrector*, NTSC/PAL encoder, combined waveform/vector monitor, video delay lines and filters, encoded color corrector with time code control and safe area generator. **Staff:** Bert Verwey, Andy Wintonyk, Brian Elliot, Tony Frere.

Bruel & Kjaer Instruments 511A
185 Forest St., Marlboro, Mass. 01752

Studio microphones (4003, 4004, 4006, 4007) for broadcasting, recording and sound reinforcement and line amplifier/power supply. **Staff:** Dick Trump, John Bareham, Lou Cowherd, Glen White, Dick Lewis, Henning Moller, Rob Green.

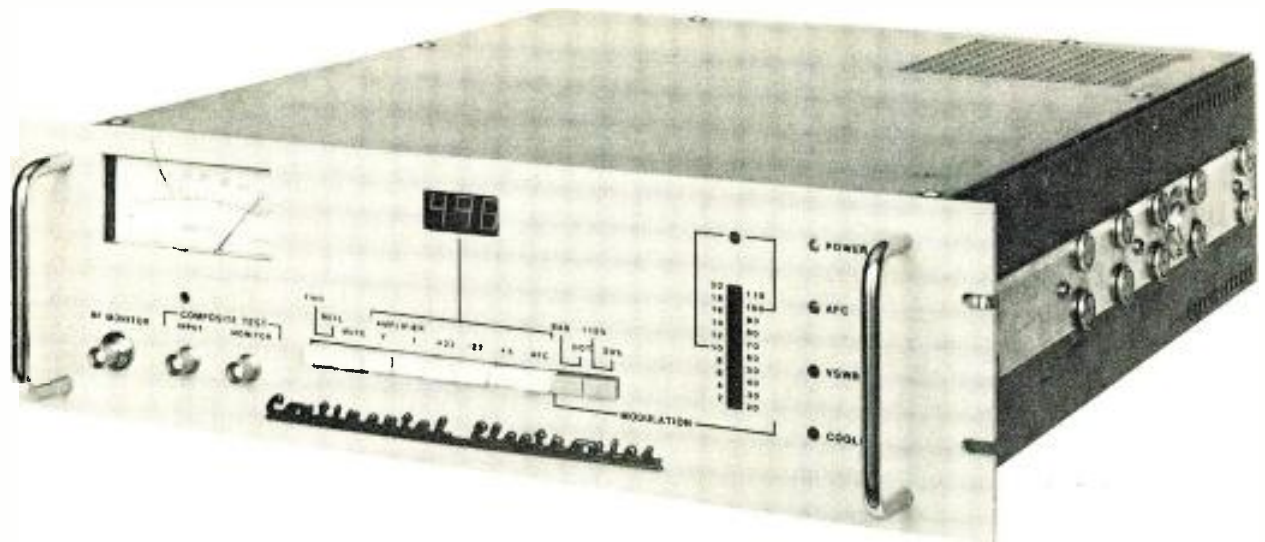
Bryston Ltd. 517
57 Westmore Dr., Rexdale, Ont. M9V 3Y6

2B-LP 50 watt, audio amplifier. **Staff:** John Russell, Christopher Russell.

BSM Systems 637
S. 9604 Cedar Rim Ln., Spokane, Wash. 99204

Audio routing switchers, video routing switchers, audio distribution amplifiers.

BTX Corp. 1124



Introducing the ultimate FM Exciter

Continental's Type 802A solid-state FM Exciter offers broadcasters unmatched performance.

The modulation performance of Continental's new FM Exciter exceeds all currently known/marketed FM exciters. State-of-the-art design includes modular construction and subassemblies: any subassembly within the exciter can be removed without removing the exciter from the transmitter. The Type 802A accepts a composite base-band signal from a stereo generator, STL system or monaural audio and SCA programming.

No tuning adjustments are required, other than selecting the operating frequency. The exciter generates its frequency with a digitally programmed, dual speed, phase-locked frequency synthesis system.

Power output is 50 watts into a 50 ohm load at all frequencies in the FM band, and the exciter may be used as a low power transmitter.

Special circuits protect the amplifier from any mismatched load including open or short circuits. Automatic power control maintains exciter output at any preset level from 5 watts up to the maximum level.

The case design is very clean: front-panel analog and digital meters, along with LED read-outs, give clear and accurate indications of system status and performance. A digital LED display indicates true peak level of the modulating signal in 5% increments, with an accuracy of better than $\pm 2\%$.

For information, call (214) 381-7161: Continental Electronics Mfg. Co.; Box 270879, Dallas, Texas 75227.

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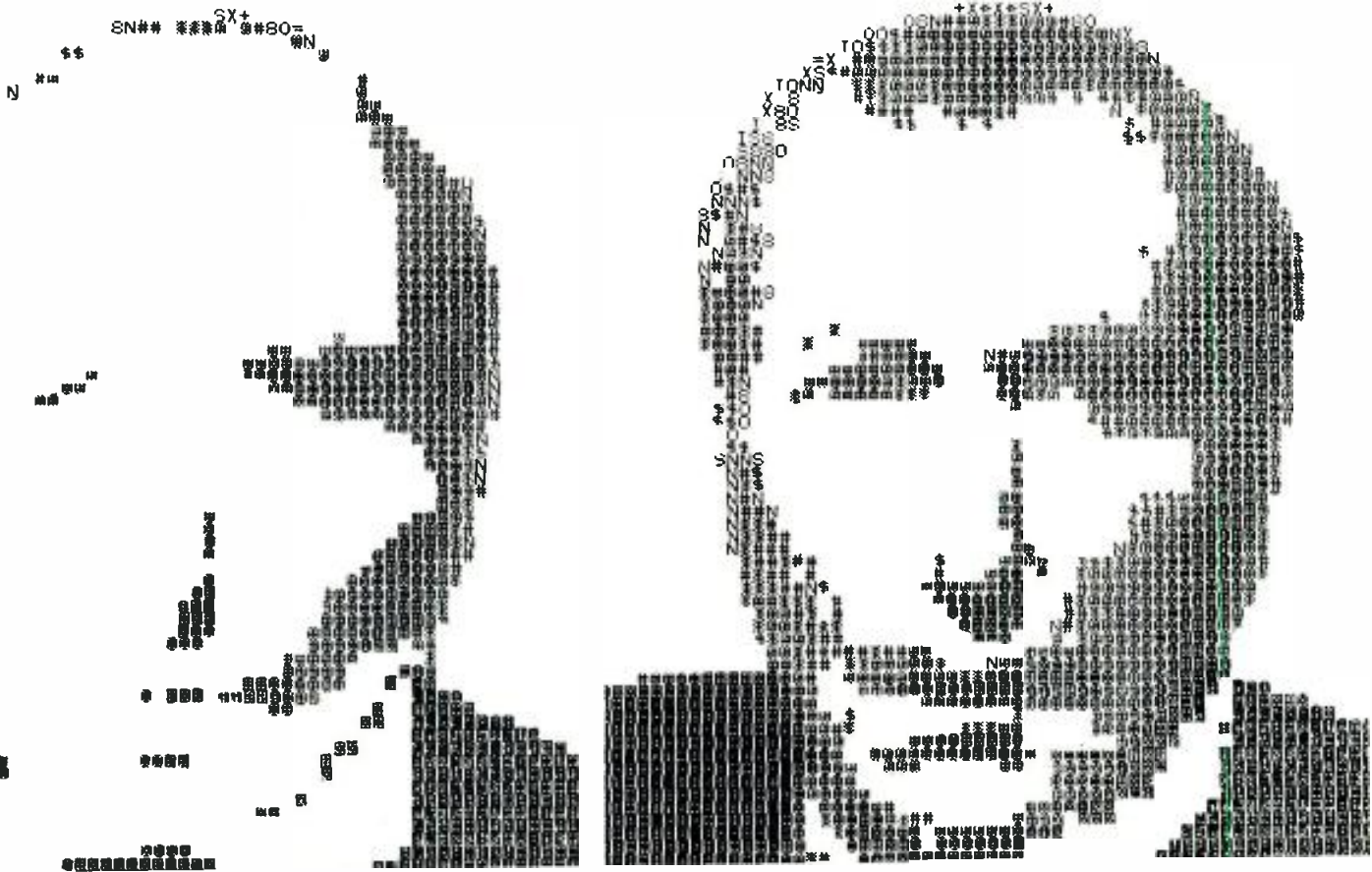
Continental Electronics

Continental Electronics Mfg. Co. Box 270879 Dallas, Texas 75227 (214) 381-7161



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**Booth #802 NAB Convention April 29-May 2
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GD ARBITRON RATINGS COMPANY
A Control Data Company



75 Wiggins Ave., Bedford, Mass. 01730

Time code products, synchronizers, edit controllers, readers and generators.

B&B Systems 222
28111 Avenue Stanford, Valencia, Calif. 91355

BW Lighting Systems 1753
Box 470162, Tulsa, Okla. 74147

Tall Cyc cyclorama lights, cyclorama track systems with curtains, lighting fixtures and portable lighting kits. **Staff:** Wally Whaling, W. Blair Powell, Nancy Parker.

Cablewave Systems 108
60 Dodge Ave., North Haven, Conn. 06473

Antenna and transmission line systems, low loss foam coaxial cable*, 18 ghz antenna*. **Staff:** Ken Robinson, Bill Meola, Douglas Proctor, Harry Lambert, Margie Barneschi, John Gailey, Pierre Suard, G. Dupuy D'Angeac.

Calvert Electronics 125
One Branch Rd., East Rutherford, N.J. 07073

Distributor of broadcast related electronic components including those of Amperex, Eimac-Varian, RCA, GE, Raytheon, Westinghouse, and including camera tubes. **Staff:** Larry Broome, Raul Melo, Jack Stack.

Calzone Case 1179
225 Black Rock Ave., Bridgeport, Conn. 06605

Travel and shipping cases including video, camera, rack mount, camera, monitor, lighting and editing systems, recording, audio and broadcasting. **Staff:** Joe Calzone, Vin Calzone, Tom Mackno, Greg Ouzunoff, Jim Edelmann, Perry Lengyel, Leslie Mola, Wayne June, Jim Monroe, Joe Calzone Jr., Betsy Calzone, Lesley Hyde, Craig Coldiron, Alan Sarfaty, Randy Tecicki.

Cambridge Products Corp. 1328
244 Woodland Ave., Bloomfield, Conn. 06002

Staff: Alan Horowitz, Joyce Johnson.

Camera Mart 1018
456 W. 55th St., New York 10019

Video production and post-production equipment. **Staff:** Samuel Hyman, Paul Meistrich, Shelly Brown, Jeff Wohl, Herb Browning, Leo Rosenberg, Ray Blumenthal, Shimon Ben-Dor, Dean Leeson, Peter Leeson, Nick Liatsis, Steve Gordon, George Winslow, Jean Yacobellis, Cathy Smith, Jessie Diaz, Laszlo Denes, Quent Nelson, Jose Rosado, Barry Glasser.

Canare Cable 1732
6733 Vineland Ave., N. Hollywood, Calif. 91606

Canon U.S.A. 1012
One Canon Pl., Lake Success, N.Y. 11042

Lenses. **Staff:** Tom Yamasaki, Jack Keyes, Ken Rice, Todd Okugawa, Kenji Saotome, Bob Low.

Capitol Magnetic Products 206
6902 Sunset Blvd., Hollywood, Calif. 90028

AA4 broadcast cartridge*, demonstration of AA4 in hands-on production unit. **Staff:** Larry Hockemeyer, Joe Kempler, Dick Dunleavy, Dennis Schleich, Gordon Stafford.

Capitol Production Music 165
1750 N. Vine St., Hollywood, Calif. 90028

CAT Systems 1014B
401 E. 74th St., New York 10021

Computerized remote control system with color graphic displays for radio, TV and earth station facilities, facility monitoring system*, security system*, computerized automation for telesystems, computer systems, station planning and construction. **Staff:** J. M. Soll, T. J. Vaughan, S. Pumble, M. Des Noyers.

CBS Radio Stations News Service 606
2020 M St., Washington 20036

Byline Magazine with news/information features. **Staff:** Allen Balch, Anna Mae Sokusky, Nancy Johns.

CBX Inc. 160
147 E. Olive Ave., Monrovia, Calif. 91016

Ceco Communications 1010A
2115 Avenue X, Brooklyn 11235

Broadcast transmitting and receiving tubes, semiconductors, video equipment, camera tubes. **Staff:** Anthony Ianna, Lew Levenson, Hugh Mullins, Fred Andersen.

Celestial Mechanix Inc. 441
612 Hampton Dr., Venice, Calif. 90291

Staff: Robert Benderson, Edward Dale, Leah Brown, Roseann Schyjer.

Celwave R.F. 202
Route 79, Marlboro, N.J. 07746

Staff: Saul Esocoff, Jack Nevin, Ed Boehm, John Peterson, Henry Edwards, Bill Bryson, Don Ayes.

Central Dynamics 1409
401 Wynn Dr., Huntsville, Ala. 35805

Video production switchers, FlexiKey digital video effects system, distribution amplifiers, master control switchers, signal distribution system, routing switchers, downstream keyer.

Centro Corp. 1101
9516 Chesapeake Dr., San Diego 92123

Tractor/trailer remote production unit, editing console, portable display and graphics modules for video teleconferencing. **Staff:** Darrell Wenhardt, Fred

Powers, Rex Reed, Wayne Opperman, H.A. Smith, Al Cervenka, David Shiff.

Century Precision Optics 1781
10713 Burbank Blvd., N. Hollywood, Calif. 91601

Century periscope lens*, 7x wide angle adaptor for zoom lenses*, duplikin III for two-thirds and one-inch video*, tele-athenar telephotos for video and film use, super teles modified for video and film and wide angle lenses. **Staff:** Steve Manios, Steve Manios Jr., William Turner, Jeff Giordano.

Century 21 Product and Program 204
4340 Beltwood Pkwy., Dallas 75234

Programming and equipment for automated and live-assist radio, including 19 formats, Motivators production service*.

Cetec Antennas 509
Box 28425, Sacramento, Calif. 95828

FM and TV antennas including circularly polarized spiral, circularly polarized FM panel antenna*, horizontally polarized TV antennas, combiners, filters and turnkey antenna systems. **Staff:** Jim Oliver, Bill Cunningham, Ed Fitzgerald, Ali Mahnad.

Cetec Broadcast Group 509
1110 Mark Ave., Carpinteria, Calif. 93013

Business systems, program automation systems*.

Cetec Vega 1401C
9900 Baldwin Pl., El Monte, Calif. 91731

Portable battery power receiver with Dynex II*. Portable diversity battery powered receiver with Dynex II*, T-81 through 83 hand held transmitter with D II*, impedance converter for musical instrument pick-up*, pocket transmitter with Dynex II, pro, pro plus and pro plus diversity receiver with Dynex II, wireless intercom full duplex master stations, wireless intercom body pack receiver and transmitter, quad case. **Staff:** Paul Baughman, Ken Bourne, Gary Stanfill, Stan Fowler.

Channelmatic 328
821 Tavern Rd., Alpine, Calif. 92001

Chemigraphic Products 659
301 Veterans Blvd., Rutherford, N.J. 07070

Chester Cable 1320A
Drawer D, Chester, N.Y.

Studio wire and cable. **Staff:** Bill Dungan, Ken Wyant, Rich Smalling.

Christie Electric Corp. 1403A
20665 Manhattan Pl., Torrance, Calif. 90501

Batteries, belt packs for VTR's, power supply, burping charger*, bulk tape/cassette degaussers. **Staff:** Fred Benjamin, Diane Church.

Chroma Digital Systems
Engineer, manufacturer and marketer of



*Stan Blossom,
Sun Company
district engineer,
with his son, Tony,
fishing near
Hillhouse oil rig
in the Santa
Barbara Channel.*

SUN, OIL AND THE FISHERMAN'S SON. People get a lot of fish from the Santa Barbara Channel. And this is where Sun Company gets a lot of oil—more than three million barrels a year! Around here oil is our business. But Sun people like Stan Blossom can tell you it's not our only concern.

"I work for Sun, but I also fish in these waters. And I want my son's generation to fish here too. That's why precautions like our containment unit are so important. In case of a spill, it would quickly surround the oil and help prevent damage.

"This is just one of the ways we're helping to make sure there'll be many more years of fishing around here."

At Sun, we think putting energy back into the environment is as important as getting it out.

WHERE THERE'S  THERE'S ENERGY

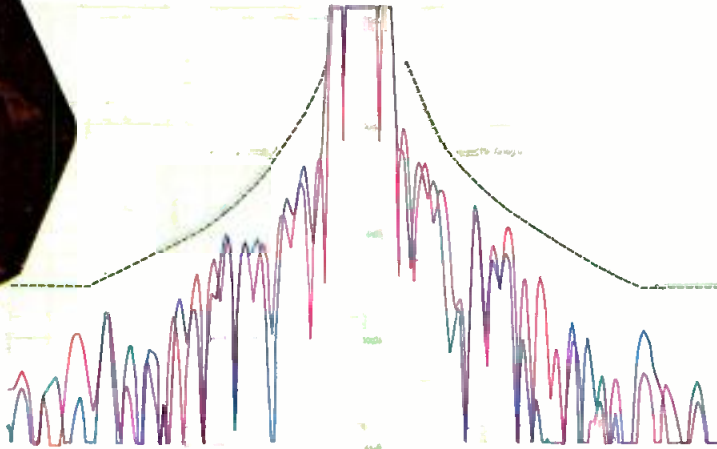
The only 9-meter dish
that meets new FCC requirements



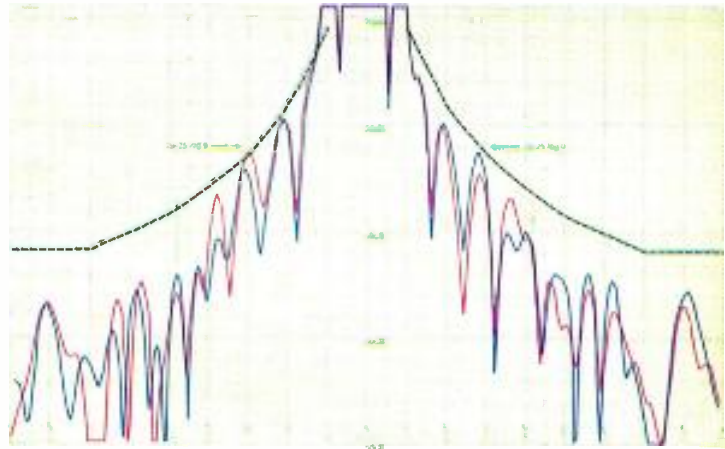
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There are new 2° FCC requirements—and among transmit/receive C-Band antennas, our Model 5251 is the smallest antenna the FCC will routinely license for a permanent 24-hour uplink. And because our antenna is under 30 feet in diameter, no environmental impact study is required. In addition, the 5251 can be retrofitted for Ku-band operation without structural modifications.

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And such high performance comes on a beautiful steel kingpost pedestal for rapid mobility (switchover in 60 seconds or less between domestic satellites).

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For your information,
our name is Harris.



digital television equipment*, Chromaflex 766 special effects device. **Staff:** John Sparkman, Carl Youngberg, Brian Cabeceiras.

Chyron Corp. 1610
265 Spagnoli, Melville, N.Y. 11747

Expanded Chyron IV*, and VP-2*, remote graphics unit, character generators. **Staff:** Joseph Scheuer, David Buckler, Ron Witko, Janice Haigney, Bill Hendler, Bill Reinhart, James Keane, Steve Sadowsky, Larry Mincer, Susan Stanco, Andrea Geiger.

Cine 60 1423
630 Ninth Ave., New York 10036

Battery systems, chargers, power supplies, lighting equipment. **Staff:** Paul Wildum, Don Civitillo, Bob Kabo, Evan Green.

Cinema Products 1221
2037 Granville Ave., Los Angeles 90025

Video cameras, remote control systems, power supplies, portable camera prompting systems, fresnel light systems, microphone boom.

Cinemills Corp. 1140
3500 W. Magnolia Blvd., Burbank, Calif. 91505

Cipher Digital 1606
150 Huntington Ave., Boston 02115

Vertical interval time code products, high resolution character displays.

Circuit Research Labs (see CRL Audio)

Clear-Com 1502
1111 17th St., San Francisco 94107

CP-300 remote station, TW-12 interface device. **Staff:** Robert Cohen, Peter Giddings, Gerow Brill, William Fluster.

Clyde Electronics 204A
1660 NW 18th Ave., Delray Beach, Fla. 33445

Modular broadcast mixer and delta push-button news mixer.

CMC Technology 1425
2650 Lafayette St., Santa Clara, Calif. 95050

Refurbishing of quad video and audio head components. **Staff:** William Fitts, Tony Mlinaric, Willard Bell, Robert Pearson, Jim Whitely, Fred Koehler, Tommy Thompson, Bill Zimborski.

CMX/Orrox 1639
3303 Scott Blvd., Santa Clara, Calif. 95030

Medium and large scale editing systems. **Staff:** Philip Arenson, Allan Behr, Stanley Becker, Gary Schultz, Gary Hinderliter, Ed Bolger, George Cotroneio, Murray Bevit, Richard Slatin, David Orr, Bill Ludwig, William Fink.

Colorado Video 1222
Box 928, Boulder, Colo. 80306

Model 250 T transmitter and 250R receiver for slow-scan television transmission over 8 khz audio subcarrier bandwidth. **Staff:** Jim Dole, Richard Taylor.

ColorGraphics Systems 1114A, 1116
5725 Tokay Blvd., Madison, Wis. 53713

Ultra high resolution color weather graphics system, data storage, news/weather/sports computer system, election graphics. **Staff:** Terry Kelly, Dick Daley, Chris Alvord, Bob Waever, Valerie Jones, Doug Hiwahara, Linda Post, Chuck Beichlin, Jim Waterman, Ron Clowney, Scott Harris.

Colortran 1205
1015 Chestnut St., Burbank, Calif. 91506

Fresnels.

Columbine Systems 118, 1323
7 Jackson Bldg., Golden, Colo. 80401

Broadcast information system with traffic, sales, billing, accounts receivable, payroll, general ledger, accounts payable, cash management, music, media inventory and film investing and amortization.

Comark Communications 1217
Box 257, Feeding Hills Rd., Southwick, Mass. 01077

110 kw S series UHF transmitter*, Magic T RF power combiner with switchless bypass system*, automatic multiplexed diplexer system*, BCD/ABC pulsing system*, ED and ICPM corrector system*, high-tech exciter system*, broadcast modulator with IF SAW filter*, mod anode pulsing system*, UHF transmitters from 10 kw to 220 kw, waveguide and coaxial transmission systems and components, broadcast modulators, exciters, IF correction systems, duplexing equipment and RF components, turnkey RF installation capability. **Staff:** Richard Fiore Sr., Nat Ostroff, Stuart Kravitz, Richard Fiore Jr., Andrew Whiteside, Don Adams, Mark Aitken, Ray Keisel, Bill O'Neil, John Molta, Alvin See, Mark Duclos.

Comex 1508
600 W. Service Rd., Suite 101, Chantilly, Va. 22021

Communication Graphics 630
Box 54110, Tulsa, Okla. 74155

Staff: Rick Lawrence, Donna Aubright, Sandra Berkshire.

Comprehensive Video Supply 1145
148 Veterans Dr., Northvale, N.J. 07647

Video lighting, production music and sound effects library, microphones, power belts, battery charger, tripods, video supplies and accessories.

Compucon 1405D
Box 809006, Dallas 75380

Engineering services including STL paths, earth stations, ENG, LPTV. **Staff:** Becky Shipman, Mike Welch, Philip Lindsley, Scott Goldman, Rick Miller, Vince Dainotto.

Computer Broadcasting 624
6085 Dawn Dr., Rohnert Park, Calif. 94928

Computer Concepts 404
8375 Melrose Dr., Lenexa, Kan. 66214

Inhouse broadcast computer system and co-op management system, microbridge 80, rate card optimizer program. **Staff:** Greg Dean, Vicki Dean, John Clark, Donna Bush, Don Shipman, Klover Schafer, Marty Hawke, Frank Crane, Wayne Blackmon.

Computer Graphics Lab 1143
405 Lexington Ave., New York 10174

Broadcast animation system, image manipulation and graphic enhancement system, still-frame rendering device.

Comrex 400
60 Union Ave., Sudbury, Mass. 01776

Frequency extenders, ENG communications equipment, wireless microphones, talk show system.

Comsearch 1136
11503 Sunrise Valley Dr., Reston, Va. 22091

Systems design and engineering of satellite earth stations, point-to-point microwave systems, common carrier private, auxiliary broadcast (STL), CARS band and LPTV systems including site acquisition, frequency engineering, coordination and protection, FCC application and FAA notification form preparation, radio and facilities engineering, project management. **Staff:** Harry Stemple, Jim Fitzgerald, Mike Morin.

Comtech Data Corp. 314
350 N. Hayden Rd., Scottsdale, Ariz. 85257

TVRO receivers, 59-channel agile modulators, fixed modulators, SCPC audio receivers, digital audio receivers, satellite audio uplinks, satellite antennas. **Staff:** Allen Scharf, Glenn Higgins, Jeannine Hillier, Larry Weightman, Rick Cannon, Pres Windus, Tom Christy.

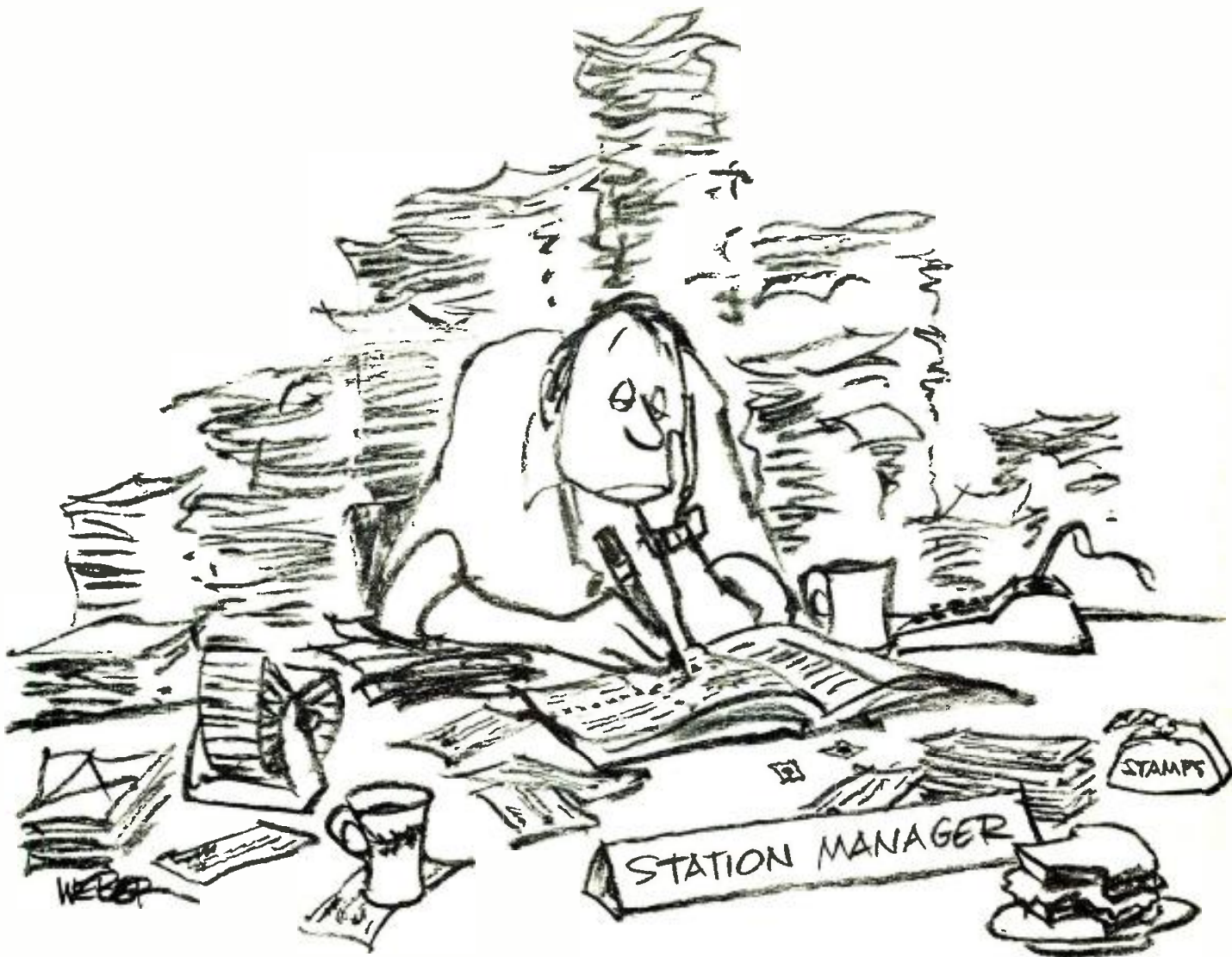
Com-Tek Communication Tech. 1122B
365 W. Lemel Cr., Salt Lake City 84115

Concept Productions 423
1224 Coloma Way, Roseville, Calif. 95678

Adult Contemporary, Contemporary Hit Radio, Album Rock, Country and MOR formats, 1984 Disneyland Radioaction telephone game. **Staff:** Dick Wagner, Mary Wagner, Rich Lee, Gary Carmichael, Sharon Stiles.

Connect-Air International 1764
50 37th St., NE, Auburn, Wash. 98002

Cable assemblies. **Staff:** Jess Moore, Ron Jones.



We deal with 45,000 songwriters
so you don't have to.

No other music licensing organization has as many songwriters. No one even comes close.

To deal directly with all of them, the average station would have to spend tens of thousands of hours a year just to handle the paperwork. Not to mention the telephone and postal expenses. And you'd still have to pay royalties.

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Midwest delivers for TBS

When TBS wanted a second fully-equipped mobile production unit, they chose Midwest Corporation, the company with the reputation for meeting every challenge in the field. From 47 foot teleproduction units to ENG vehicles, Midwest can custom-design a mobile system that insures network quality production in the most difficult locations. For TBS's wide-ranging sports and news coverage, Midwest used its M40 Series to develop the SuperTruck, 44

feet of unparalleled technical and production potential.

Large enough to cover any sports or major news event, it's stocked with state of the art video and audio equipment, from companies like Ikegami, Grass Valley and Ampex. Because only the finest equipment is utilized, everything Midwest builds has an amazing track record for enduring the demanding conditions of on-location shoots. TBS noticed, and moved to Midwest. For more information on how to keep your show on the road, call toll-free, today. (800) 543-1584.



Mobile Unit Group
One Sperti Drive
Edgewood, Kentucky 41017
(606) 331-8990
Telex 21-4370



Turner Broadcasting System

SuperStation WTBS
Cable News Network
TBS Sports

Designed and
Constructed by



SUPER COMPANIES

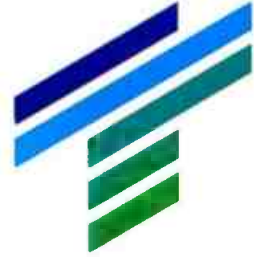
TBS delivers for you

To catch the action of a play-off game or a major news event, even a SuperStation needs the ability to keep its show on the road. So TBS asked Midwest to design a second mobile production unit that meets three criteria: First, it's large enough to handle any on-location assignment from a major sporting event to a live concert to a presidential visit. Second, with its equipment specifications it produces the finest results in the industry, and finally, it's ready for lease on an as available basis. Midwest's solution is the 44 foot SuperTruck II. When SuperTruck II goes on

the road, it will cover the assignment with:

- Five (5) Ikegami HK-357 Cameras with Fujinon 44:1 Lenses
 - Two (2) Ikegami HL-79 Cameras with Fujinon 17:1 Lenses
 - 24 Input Grass Valley 300/3A Production Switcher
 - Three (3) Ampex VPR-2B One Inch Slo-Mo Tape Machines
 - Abekas Still Store System
 - Solid State Logic Triple Stereo Audio Console
 - Ampex ADO Digital Effects Unit
 - Chyron 4100 Graphics Generator
- With two "SuperTrucks" TBS has increased its ability to generate a wide range of programming from sporting events to documentaries. In addition, TBS can lease one of its units for your

assignment that requires network quality. So for that major assignment in the field, put a SuperTruck on the road for you.



Turner Broadcasting System
Field Operations
Dick Dodson, Manager
1050 Techwood Drive
Atlanta, Georgia 30316
(404) 827-1717

TBS's SuperTruck will be on display at NAB '84 at the Midwest Corporation booth.



Connectronics Corp. 608

652 Glenbrook Rd., Stamford, Conn. 06906

Staff: Richard Chilvers, Stephen Ash.

Otis Conner Cos. 414

2829 W. Northwest Hwy., Suite 940, Dallas 75220

Staff: Otis Conner, Larry Conner, May Moseley, Steve Gustafson, Rusty Gold, Richard Guthrie, George Weathersby, Denise Conner, Jessica Conner, Linda Weathersby, Lillian Ragland, Ron Lagerlof, Les Studdard, Beurt SerVaas, Corena SerVaas.

Conrac 1401

600 N. Rimsdale Ave., Covina, Calif. 91722

Color and monochrome monitors. Staff: Warren O'Buch, Robert Hofer, William Ems, Gene Ornstead, Pete Portoulas, Paul Thomsen, John Kennan, Don Pickle.

Continental Electronics 101

Box 270879, Dallas 75227

AM transmitters (from 1 kw to 50 kw), FM transmitters (from 2.5 kw to 55 kw), AM and FM stereo exciters, eight- and 10-channel stereo audio consoles, phasers and other related equipment. Staff: J. Weldon, W. Mitchell, B. Watson, A. Vernon Collins, R. Floyd, Steve Claterbaugh, Everett King, Bob Dunkin, Paul Kittenbacher, Gene Randolph, Ken Perkins, Cliff Rogers, John Hutson, Dave Hultsman, John Abdnour, Jim Littlejohn, Barry Ariaz, Steve Schott, Tom Cauthers, Steve Keating, Ray Tucker, Dave Chenoweth, Dave Russell.

Control Concepts Corp. 1751A

328 Water St., Box 1380, Binghamton, N.Y. 13902

Islatrol, Isafil, Islatron transient voltage suppressor. Staff: Oral Evans, Robert Gallaher, Herbert Montague, Robert McLoughlin.

Control Video 1157

1640 Dell Ave., Campbell, Calif. 95008

Videotape editors, automatic spot insertion equipment, synchronizers, tape code equipment.

Convergence Corp. 1430

1641 McGaw, Irvine, Calif. 92714

Character inserter*, video editing systems, EditDroid post production system. Staff: George Bates, Richard Moscarollo, Deborah Harter, Frank Logan, Carla Denney, Leslie Tippetts, Julian Hansen, Doug Tao, Monique De Vusser, Doug Hutten, Pattie Ciccio, Richard Nelson, Charles Smith, Tom Drewke, Ken Cawley.

Cool Light 1329

5723 Auckland Ave., N. Hollywood, Calif. 91601

Cool trilit, mini Cool kits, lamps, reflectors.

Corporate Communications**Consultants 1161**

4250 Veterans Memorial Hwy., Holbrook, N.Y. 11741

Color correction systems.

Countryman Associates 1720

417 Stanford Ave., Redwood City, Calif. 94063

Creative Trade 217A

456 W. 55th St., New York 10019

Crest Audio 204C

150 Florence Ave., Hawthorne, N.J. 07506

35 w to 375 w power amplifiers*. Staff: John Lee, Wane Fuday, Carl Schwartz, John Fly, John Caporale.

CRL Audio 300

2522 W. Geneva Dr., Tempe, Ariz. 85282

AM, FM and TV audio processors including AM stereo and SCA subchannel control systems, FM stereo generator*. Staff: Ronald Jones, Gary Clarkson, Bob Richards, Dee McVicker, Chris Dieterle.

Crosspoint Latch 1321

95 Progress St., Union, N.Y. 07083

Staff: Michael Molinaro, Tony Grosboll, George Cudabac, Barry Hettinger, H. George Pires.

Crown International 428

1718 W. Mishawaka Rd., Elkhart, Ind. 46517

Pressure zone microphones, broadcast amplification systems and audio test equipment. Staff: Charles Gushwa, James Beattie, Tony Satariano, James Bumgardner, Dennis Badke.

CSI Electronics 507

18248 E. Rogers Cr., Boca Raton, Fla. 33431

AM (5 kw, 10 kw and 25 kw) and FM (3 kw and 25 kw) transmitters, phasing equipment. Staff: Bernard Gelman, Blanch Gelman, Saul Gelman, Michale Krowitz, William Hoffman, William Moats, Bruce Singleton.

CSP Inc. 440

203 Airport Rd., Doylestown, Pa. 18901

Cubicomp Corp. 235

3165 Adeline St., Berkeley, Calif. 94703

Custom Business Systems 317

Box 67, Reedsport, Ore. 97467

Business complete computer system.

Cybernetic Data Products 1134A

208 44 Plummer St., Chatsworth, Calif. 91311

Peter Dahl Co. 612

4007 Fort Blvd., El Paso, Tex. 79930

HV rectifiers*, three-phase 5 kw plate transformer, 1 and 5 kw modulation transformers and reactors, high voltage rectifiers and primary transient suppressors.

Staff: Peter Dahl, Clarice Dahl, Ozzie Jaeger, Gary Komassa.

Dalsat 1785

Box 1960, Plano, Tex. 75074

Bill Daniels Co. 1706

9101 Bond, Box 2056, Shawnee Mission, Kan. 66201

Customized equipment dealer catalogues, 1984 black books (6). Staff: Bill Daniels, Kathy Daniels, Vern Howard, Pat Hibbs, Patricia Braymer, Judy Pinder.

Data Communications 1014

3000 Directors Row, Memphis 38131

BUYLINE information network, BIAS newsroom management system, REPLINE products for the rep, SPOTLINE products for the ad agency, DCC newsroom management system. Staff: Norfleet Turner, Scott Pierce, Skip Swayer, Mike Bower, Doug Domergue, Greg Calhoun, Sarah Turnipseed, Cindi Aeree, Michael Hunter, Bob Livingston, Marshall Clark, Randy Culpepper, Frances Ryan, Dick Dortch, David Heckel, Patti Ballew.

Datatek 1428

1121 Bristol Rd., Mountainside, N.J. 07092

Video and audio routing swithers, video, audio and time code amplifiers, TV transmitter color phase equalizers, and identification of source system. Staff: Mervyn Davies, Bob Rainey, Bob Rainey Jr., Allen Witheridge, Skip Malley.

Datatronix 1504

2100 Reston Ave., Reson, Va. 22091

Broadcast consoles, amplifiers, equalizers, faders, patch bays.

Dataworld 315

1302 18th St., NW, Suite 502, Washington 20036

Broadcast database including translators, allocations, cellular radio contours and other FCC data. Staff: Jack Neff, Pat Gallagher, Mabel Nelson, Shirley Ostmann, Hank Brandenburg, Bob Kircher.

Datum 1708

1363 S. State College Blvd., Anaheim, Calif. 92806

Encoders and decoders, character generators, videomagnetic tape search system.

Davis & Sanford Co. 1751

24 Pleasant St., New Rochelle, N.Y. 10802

Tripods, heads, fluid heads, dollies, monitor mounts, pedestal stands for cameras and model fluid head*. Staff: E. Edward Resk, Gloria Gonye, Redi Resk.

dbx 107A

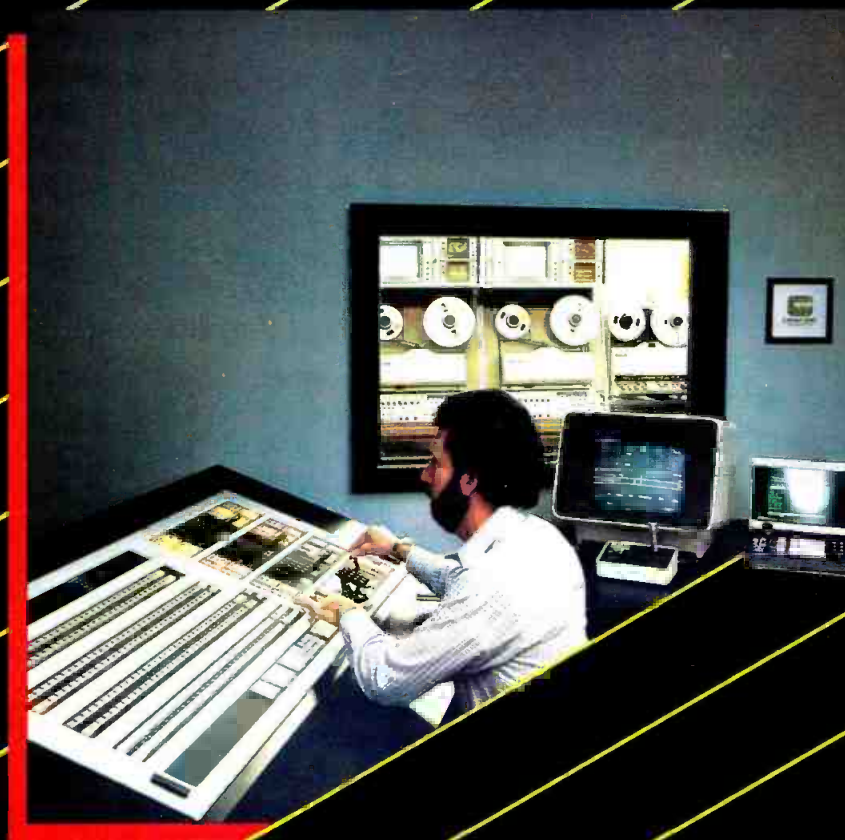
71 Chapel St., Newton, Mass. 02195

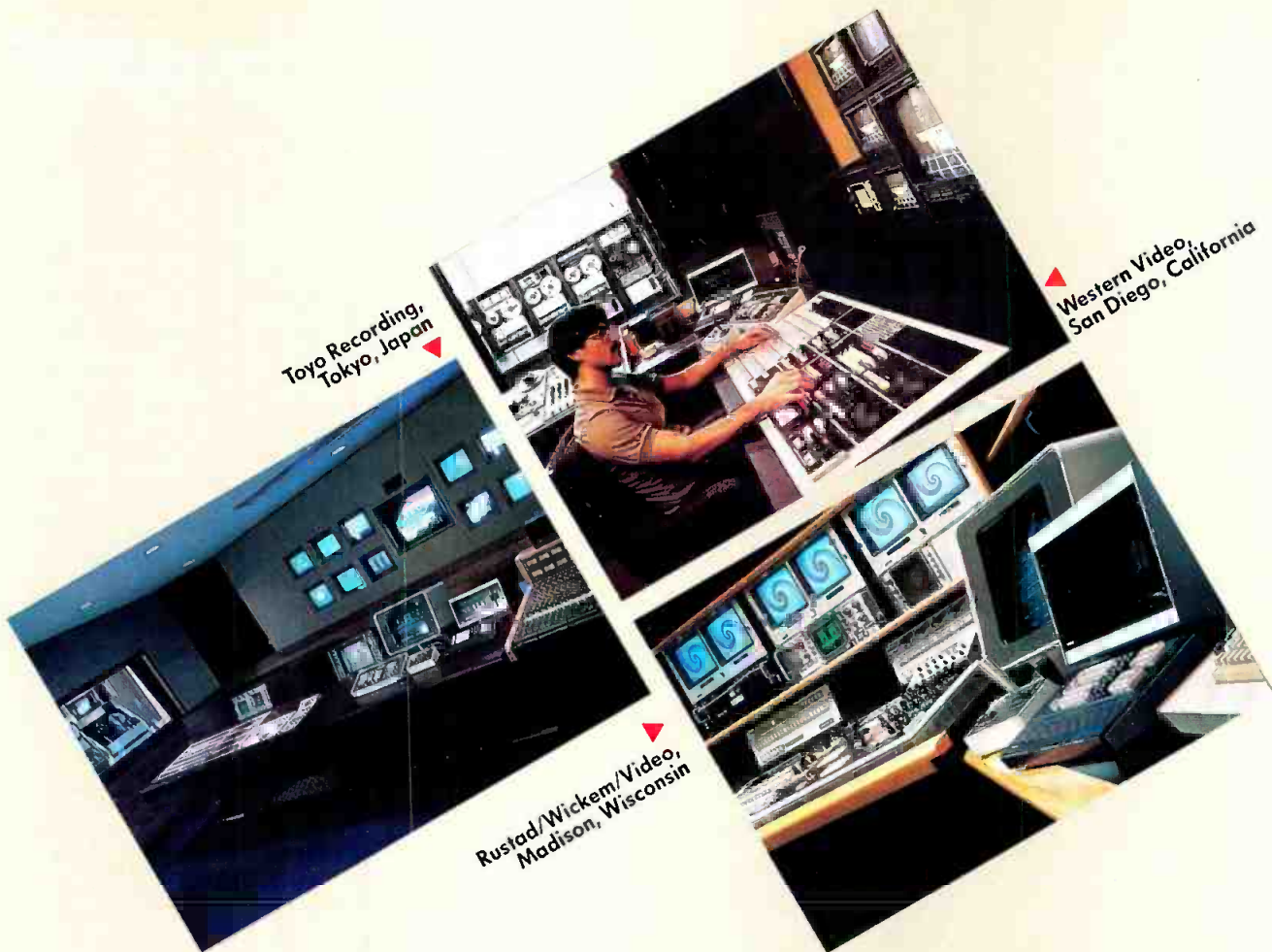
Tape noise reducers, compressor/limiters.

Delcom Corp. 1638

6019 S. 66th E. Ave., Tulsa, Okla. 74145

**Where Does An
Editor Go to Discover
More Creative
Control with Fewer
Technical Constraints?**





Welcome to the Ampex

nyone who has ever integrated a complete post-production editing system knows that it's a complex, difficult and often confusing job. Products from different manufacturers don't always interface easily.

Ampex stands above the confusion by offering all the key elements of a sophisticated post-production system from one manufacturer, complete with fully integrated hardware and software. We call this the *Ampex Creative Command Center*.

This system consists of an Ampex ACE edit controller, Ampex switcher and VTRs and our Emmy-award-winning ADO digital special effects system. Since all these use SMPTE RS-422 serial communications, they are easily interfaced with each other and the peripheral equipment you need to fill out your system. No hidden costs for interface devices. Ampex products are designed from the ground up to work with each other in a fully compatible system.

This isn't exactly a new idea. Post-production facilities all over the world are discovering the business advantages of Ampex Creative Command Centers. A few of them are pictured above, and more are being installed every day.

Care-free Creative Control

ore creative power and control is the name of the game with an Ampex Creative Command Center. With a system based on a sound technical groundwork, editors are free to put their full creative energy into every job, confident that they are free of technical constraints.

At the heart of the Center is the remarkable ACE editing system, fast enough and smart enough to satisfy the most creative editors in the business. Depending on individual preferences, you may choose the Touchscreen option, or either the dedicated or ASCII-style keyboards. Using the ACE joystick control, you're in command of all the other products in the system. With the optional General Purpose Interface (GPI) you can command any product activated by an electronic "trigger."

And there's more flexibility. ACE disks are interchangeable with any other ACE system of any configuration. ACE can even read and write CMX-format disks. You can schedule system time much more effectively and conveniently.

That's only part of the story. There's more creative power, control and flexibility inherent in all the Ampex products.

System Flexibility

roduct quality and reliability have long been associated with the Ampex name. In our Creative Command Center, you have a wide choice of Ampex products, each unsurpassed in its price/performance category. Complementing ACE, with its various options, you have a choice of Ampex production switchers, either 4100 Series, or the microprocessor-based AVC Series. AVC switchers offer awesome creative power, yet are simple and logical to operate.

You also can choose any of the Ampex VTRs: the VPR-2B, the VPR-80, or the VPR-3 (the mainstay of Olympic Games broadcasts) with unequalled speed and tape handling ability, or our ARC-40 M-format VTRs.

The very popular ADO has become the standard in the world of creative image manipulation, with over 250 in use around the world. Its abilities are constantly being expanded by the imaginations of its many users.

Your needs and budget determine the configuration of your own Ampex Creative Command Center. No matter what shape it takes, Ampex products will perform to support your business goals.



Ultimate Video International B.V.,
Hilversum, Holland



Crawford Communications,
Atlanta, Georgia



Atari, Inc.,
Milpitas, California

Creative Command Center

Can Management Love a Creative Command Center?

Every Ampex Creative Command Center is, we agree, a tool to help you attain your business goals. Editors who use these systems every day find that their solid technical foundation allows more efficient use of time for creative experimentation, or to meet tight client budgets and deadlines.

All this helps keep clients happy. Not only is the Creative Command Center an impressive system to see, but its performance can help you build the kind of goodwill that pays off on the bottom line.

Captive facilities find that Creative Command Centers can be equally effective for their needs, turning out sales and training programs, internal communications and a variety of other software. One interesting application can be found at the coin-operated games division of Atari, where a complete Center has been installed to produce the very latest in laser video arcade games.

So don't be intimidated by the sophistication of these systems. They're practical first and foremost, and designed to make management smile, even the controller.

Support That Keeps You Going

Exceptional dedication to the smooth working of your Ampex Creative Command Center is a characteristic of our service and support force. This tradition is well-known and appreciated by the many users of Ampex products.

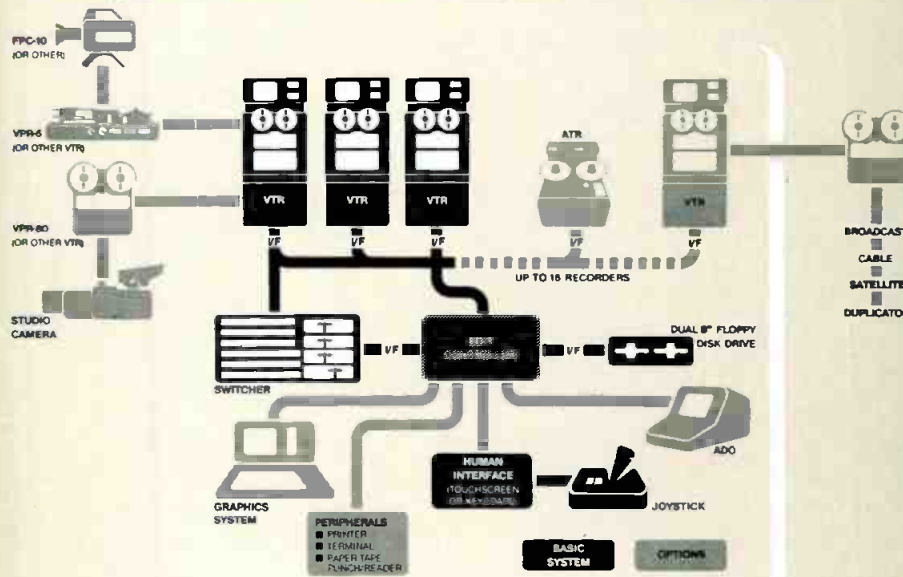
It starts with the Ampex Sales Engineer you may call to explain how a Creative Command Center can fill your individual needs. He and your Ampex Service Engineer will work with you as your system is installed and checked out. They and all the other support people at Ampex in Spares, Technical Support, Training and Technical Documentation will be there when you need them, wherever you are.

Obviously, there's much more that you need to know about an Ampex Creative Command Center than we can tell you here. Your Ampex Sales Engineer is just the person to give you that information. Ask him to tell you everything you want to know.

What Our Customers Are Saying About Us and the Creative Command Center.

- "With ACE, I can put more creative energy in my work with peace of mind. I don't have to worry about technical problems."
- "ACE is really an awesome editor. And the *system* is even more awesome than ACE alone."
- "The thing I'm most impressed with is the Ampex software and how user-friendly it is."
- "We purchased the Ampex equipment as a system, rather than stand-alone products, because we believed Ampex's innovative power can be most effectively demonstrated in the total system."
- "Interface on all equipment was a key factor in our decision to purchase a full ACE system. We wanted a single source."
- "In 20 working hours, we went from an empty room to an ACE system in full operation. That's due to the basic quality of the Ampex equipment and the use of the RS-422 buss."
- "We've gotten good support from both Ampex sales and service. They seem to be interested in what we're doing and what we think."
- "We've been with Ampex for 11 years. We're a small company; we need the support of a large manufacturer."

Ampex ACE Post-Production System



The Ampex "Creative Command Center" featuring ACE joystick control is a sophisticated post-production editing system offering many outstanding advantages including: hardware and software components tailored to user applications, extremely fast system speed, field-proven reliability, compatible software, easy interfacing, expandability, and single-source spares and service worldwide.

Call your nearest Ampex Regional Sales Office Today for more information about Our "Creative Command Centers."

CALIFORNIA
(415) 367-2296
Redwood City
(818) 240-5000
Glendale
GEORGIA
(404) 491-7112
Atlanta
ILLINOIS
(312) 593-6000
Arlington Heights
KENTUCKY
(502) 239-6111
Louisville

MARYLAND
(301) 530-8800
Bethesda
NEW JERSEY
(201) 825-9600
Allendale
(212) 947-8633
New York
OHIO
(513) 254-6101
Dayton
TEXAS
(214) 960-1162
Carrollton
UTAH
(801) 487-8181
Salt Lake City
WASHINGTON
(206) 575-0156
Tukwila

AUSTRALIA
(02) 887-3333
North Ryde NSW

BAHRAIN
(973) 274139
Manama

BELGIUM
067/22.49.21
Nivelles

BRAZIL
(021) 274-8122
Rio de Janeiro

CANADA
(416) 821-8840
Mississauga, Ont.

COLOMBIA
236-7855
Bogota

CYPRUS
021-65174
Nicosia

FRANCE
(1) 270-55-00
Paris

W. GERMANY
(0611) 60580
Frankfurt (Main)

HONG KONG
3-678051
Kowloon

ITALY
(06) 546991
Rome

JAPAN
(03) 767-4521/2/3
Tokyo

MEXICO
539-68-70/71/72
Mexico D.F.

NETHERLANDS
030-612921
Utrecht

SINGAPORE
2239241
Singapore

SPAIN
(91) 241-09-19
Madrid

SWEDEN
08/28 29 10
Sundbyberg

SWITZERLAND
(037) 81.31.11
Fribourg

UNITED KINGDOM
(0734) 875200
Reading Berks

VENEZUELA
782-3255
Caracas

AMPEX

Ampex Corporation • One of The Signal Companies

Custom and standard system design with control room furnishings and cabinetry. **Staff:** Sam Pate, Patrick Quinn, Gerald Whitworth, Tom Roberts, Chris Miller, John Vavrock, Marty Brown, Jerry Koerner, Ken Clayton, Cherridah Pate.

Delta Electronics 105
5730 General Washington Dr., Alexandria, Va. 22312

AM stereo exciters and modulation monitors, RG-4 receiver/generator, and ATS option for RCS-1V remote control system. **Staff:** Bob Bousman, Joseph Novak, John Wright, Charles Wright, Tom Wright, B. Shreve.

Desisti Americas 1131
141 Garden St., Hoboken, N.J. 07030

200 w CID hand held discharge light* for use with standard 30-volt battery belts, 2500 w CID followspot*, 200, 575 and 1200 w HMI par units with new sylvania brite beam lamps*, 2500 w focusing open face CID discharge unit*, 650, 1000 and 2000 studio fresnels*, 2000 w lightweight focusing unit*, motorized hoist/rigging system for lights and studio monitor mounting on grids*, three-light kit case*, 2500 w HMI softlight with ballast and accessories*, portable lighting kits, other softlights, electrical track system, lightweight grip and mounting equipment, 500 w pinza clamp light with accessories. **Staff:** Mario DeSisti, Frank Marsico, Jorge Montero, Fred Costantini, Wally Mills.

De Wolfe Music Library 1120
25 W. 45th St., New York 10036

Production music library, sound effects library. **Staff:** Andy Jacobs, Mitchel Greenspath.

Dielectric Communications 455
Tower Hill Rd., Raymond, Mass. 04071

FM antennas, coaxial switches, coaxial transmission line, dehydrators, RF loads, waveguides and accessories, waveguide switches, multiplexers, combiners and duplexers. **Staff:** J. Beville, H. Acker, S. Thomas, S. Smith, S. Dickinson, W. DeCormier, D. Manion, W. Warren, W. Holroyd, A. Pratt, L. Waterhouse.

Digital Entertainment Corp. 1600
69 North St., Danbury, Conn. 06810

Digital audio recording system.

Digital Services 1302
3622 N.E. 4th St., Gainesville, Fla. 32601

Digital video effects, master control automation.

Diglvision 1507
4980 Carrol Canyon Rd., San Diego 92121

High resolution digital converter. **Staff:** Hugh Gillogly, John Cambon, Sherman DeForest, Dale Seegmiller.

Dilor Industries 1134B

Box 2169, 37749 Second Ave., Squamish, B.C. V0N 3G0

Di-Tech 1301
48 Jefryn Blvd., Deer Park, N.Y. 11729

Audio/video routing switchers, audio/video/pulse distribution amplifiers, video equalizers, video detectors. **Staff:** George Petrlik, Bob Johnson, Joe Perullo, Anthony Bolletino.

Dodge Data Systems
1515 Winne, Helena, Mont. 59601

Stationmate—computer software for small and medium sized radio and TV stations. **Staff:** Bob Fitzgerald, Steve Harper, Dick Dodge.

Dolby Laboratories 1311
731 Sansome St., San Francisco 94111

Noise reduction equipment for audio and videotape recording including one-inch modules for VTR's.

Dorrrough Electronics 312
5221 Collier Pl., Woodland Hills, Calif. 91364

AM, AM stereo and FM audio processors*, stereo generator*, loudness monitor. **Staff:** Mike Dorrough, Kay Dorrough, Scott Stevens, Craig Kingcaid.

Drake-Chenault 2875
8399 Topanga Canyon Blvd., Box 1629, Canoga Park, Calif. 91304

Consulting services for adult contemporary, contemporary hit radio, modern country, black, MOR and Nostalgia/oldies formats, plus Contempo 300, Great American Country, Supersoul, Lite Hits, Great Gold*, Hitparade, XT-40, History of Rock & Roll*, and Radio Free America*. **Staff:** James Kefford, Denny Adkins, Ed Boyd, Steve Sandman, Franke Jolle, Debbie Primo, Len Boardman, Carol Holt, Chris Carrell, Paul McQuillan, Bob Laurence.

Dreamdata 1728
940 N. Orange Dr., Los Angeles 90038

Color computerized video prompter.

DSC 1302
3622 NE 4th St., Gainesville, Fla. 32601

Digital effects system, full video manipulation unit*, master control switcher automation, sports and elections statistical package. **Staff:** John Davis, James Seipp, Ann Merideth.

Dubnar Computer Systems 1630
158 Linwood Pl., Fort Lee, N.J. 07024

Upgrade options to CBG-2 video graphics generator*, CCC-12 color corrector computer. **Staff:** Gary Berger, Emily Dubner, Harvey Dubner, Steve George, Mick Ghazey, Jerry Ilowitz, Stuart Lang, Ivan Maltz, Keith Thomson, Andy Cooper.

Dwight Cavendish 442
2117 Chestnut Ave., Wilmette, Ill. 60091

DX Communications 465
116 Midland Ave., Port Chester, N.Y. 10573

Dynair Electronics 1404
5275 Market St., San Diego 92114

Routing switchers, machine control, data/control switching, distribution and switching equipment. **Staff:** Garry Gramman, Bob Vendeland, Bob Jacobs, Tom Meyer, Al Wilson, Ed Manzo, Walt Wydro, Mike Hall, Ellie Jett, Phyllis Lynch.

Dynamic Technology 1719
Zonal House, Alliance Rd., Action, London
VTR library system.

Eastman Kodak 1214
343 State St., Rochester, N.Y. 14650

Videotape supplier, VCR's, films, film-to-tape transfer techniques. **Staff:** J.D. Agin, W.A. Koch, L. F. Coleman, R.K. Schafer, J.M. McDonough, J.G. Spence, R. S. Woolman, G.D. Winter.

ECD Industries 229
2034 Armacost Ave., Los Angeles 90025

Echolab 1510
175 Bedford Rd., Burlington, Mass. 01803

Color special effects generators, audio follow video programable audio switcher*. **Staff:** Ted Whittaker, Larry Baxter, Russell Whittaker, Roger Smith.

Econco Broadcast Service 1759
1318 Commerce Ave., Woodland, Calif. 95695

Rebuilt power tubes for AM, FM and TV. **Staff:** Jean Baker, Bill Barkley, Dave Elliott, Ray Shurtz, John Sullivan, John Canevari.

EECO Inc. 1314
1601 E. Chestnut Ave., Santa Ana, Calif. 92702

Multimachine computer-assisted editing system*, IVES editing system enhancement, VITC and LTC readers and generator and complete IVES editing system. **Staff:** John Ludutsky, George Swetland, George Treneer, Gerald Miller, Tim Thompson, Eloy Chairez, Sam Villari.

EEG Enterprises 1155
1 Rome St., Farmingdale, N.Y. 11735

Vertical interval digital transmission equipment, closed captioning and line 21 text service data recovery decoders, computers for data transmission.

EEV 1335
7 Westchester Pl., Elmsford, N.Y. 10523

Leddicon and vidicon camera tubes, amplifier klystrons for UHF transmitters, CCD's and CCD cameras, power tubes for AM and FM transmitters, 55 kw klystron*. **Staff:** Paul Plurien, Mike Mandl, Tom Soldano, Charles Shellenberger, Walter Bielinski, Harry Kozicki, Kees Van Der Keyl, Don Rose, Ann Sayers, David Clissold, Art Ferry, Ed Sondek, Dave Far-

rar, Dave Willcox, Geoff Clayworth, Mike Kirk, Gary Chapman, Graeme Chalk, Peter Batey, Rick Bossert.

EG&G Electro-Optics 1327
35 Congress St., Salem, Mass. 01970

High intensity lighting equipment.

Elcom Bauer 412
6199 Warehouse Way, Sacramento, Calif. 95286

AM/FM transmitters, audio processing equipment. **Staff:** Paul Gregg, Rene Trujillo, Dick Noteman.

Electro Controls 1631C
2975 S. 300 West, Salt Lake City 84115

Studio lighting and control equipment.

Electro Impulse Laboratory 117
116 Chestnut St., Box 870, Red Bank, N.J. 07701

High power RF loads, attenuators, baluns and wattmeters. **Staff:** Thomas McNicholas.

Electro USA 1707
5128 Calle Del Sol, Santa Clara, Calif. 95050

Electro-Voice 1159
600 Cecil St., Buchanan, Mich. 49107

Microphones, mixers, audio effects devices, studio monitor speakers.

Electrohome Ltd. 1744
809 Wellington St., North Kitchener, Ont. N2G 4J6

Video and data monitors.

Electronic Research 105A
108 Market St., Newburgh, Ind. 47630

Electronic Systems Lab 406A
Box 100456, Fort Lauderdale, Fla. 33310

Elicon 143
245 Viking Ave., Brea, Calif. 92621

EMCEE Broadcast Products 1621
Box 68, White Haven, Pa. 18661

100 w UHF LPTV transmitter, 1 kw UHF amplifier, 10 w MDS transmitter, turnkey installations, tower erection and maintenance.

Emcor 429
1600 4th Ave., Rochester, Minn. 55901

Modular enclosure systems.

Emergency Alert Receiver 508
1 W. 30th St., New York 10001

SCA*, EBS and AM-FM receivers. **Staff:** Jack Bergman, George Ipolyi, Len Feldman, Ruth Kovner.

ENG Corp. 1022
2930 Cloverdale Ave., Concord, Calif. 94502

Environmental Satellite Data 1509A
5200 Auth Rd., Suitland, Md. 20746

Color weather graphics terminals and equipment*. **Staff:** Terry Hambrick, Ken Geremia, Terry McClain, Lorne Kenney.

ERA 1618
20 E. Huron, Chicago 60611

ESE 116/1757
142 Sierra St., El Segundo, Calif. 90245

Digital clocks, timers, time code generators and readers, master clock systems, programable timers, SMPTE time code comparators* and phone patch*. **Staff:** Jerry Johnson, Bob Mayers, Bill Kaiser, Terry Williams, Lois Stroud, Jan Mayers, Diane Johnson.

Euro Equipment Services 1175
7 Tallman St., Spring Valley, N.Y. 10977

Magstand animation stand. **Staff:** C. Cattellani, P. Desposte, D. Turchen.

Eventide 323
265 W. 54th St., New York 10019

Special effects processor/digital reverb*, time compression system, Specsystem, digital effects unit, broadcast digital audio delay and delay lines, audio digital delay line, harmonizer for audio time compression. **Staff:** Joseph Shapiro, Richard Piatt, Richard Factor, Anthony Agnello, Suzanne Langle.

Evertz Microsystems 1745
3515 Mainway, Burlington, Ont. L7M 1A9

Longitudinal and vertical interval time code generators, readers and character generators including 4900 LTC/VITC reader/VCG/translator*, 3600D and 3700D LTC generator/reader/VCG. **Staff:** Alan Lambshead, Dieter Evertz, Shawn Carnahan, Mark Wronski, Peter McDonnell, Gary McKeon, Alan Leon.

Excalibur Industries 1106
12427 Foothill Blvd., Lake View Terrace, Calif. 91342

Standard, custom and shock absorber* cases. **Staff:** John Gresch, Joe Byron, James Lee.

Farrtronics 1709
151 Bentley St., Markham, Ont. L3R 3X9

Intercom systems, pre-wired audio patchfields, audio distribution amplifiers, audio consoles.

Feldmar Watch 1777
9000 W. Pico Blvd., Los Angeles 90035

Analog and digital stopwatches and clocks, timers and watches. **Staff:** Sol Meller, Elie Schlomovits, James Andres, Barney Feldmar.

Fenwal Inc. 196
400 Main St., Ashland, Mass. 01721

Fiberbilt 232
601 W. 26th St., New York 10001

Ficon 202A
Box 150846, Nashville 37215

Fidelipac 411
Box 808, Moorestown, N.J. 08057

Dynamax broadcast tape, reload kit, tabletop bulk tape eraser. **Staff:** Art Constantine, Dan McCloskey, Roger Thanhauser, Rosemary Jukes, Joanne Donahue, Gary Gresham, Vladimir Nikanorov.

Film House Inc. 231
700 18th Ave., South, Nashville 37203

Film/Video Equipment Service 1153
1875 S. Pearl St., Denver 80210

Portable Energy Products SLA 12120 battery pack*, sealed lead-acid and NiCad battery packs and belts wide angle attachments for ENG lenses, continental helicopter mount. **Staff:** Dean Schneider, Jerry Schneider, Jane Swearingen, Ron Cotty.

Flash Technology 1619
55 Lake St., Nashua, N.H. 03060

Tower lighting, obstruction marking for towers. **Staff:** Fred Gronberg, Lew Wetzel, Stan Kingham, Denis Buckland, Rick Sullivan.

John Fluke Mfg. 227
6920 Seaway Blvd., Everett, Wash. 98206

For-A Corp. 1306
49 Lexington St., West Newton, Mass. 02165

VTW-400 character generator*, FA-430 time base corrector and image processor*, FA-600 and FA-650 time base correctors*, CCS-4300 color corrector*, DEC-1000 color decoder*, FA-400P PAL color frame memory*, other time base correctors, video typewriters and accessories, video writers, time code generators and readers, title keyer and color encoder.

Bret Ford Manufacturing 183
9715 Soreng Ave., Schiller Park, Ill. 60176

Ford Aerospace 1507B
Ford Rd., Bldg. 2, Rm. 38, Newport Beach, Calif. 92660

Forox Corp. 1620D
393 West Ave., Stamford, Conn. 06902

Videotape animation camera systems, audio display systems.

Fort Worth Tower 1010
1901 E. Loop 820S, Box 8597, Fort Worth 76112

Towers prefabricated equipment and earth stations. **Staff:** T.W. Moore, T.C. Moore, C. Moore, B. Moore.

Fortel 1409B
2985 Gateway Dr., Suite 600, Norcross, Ga. 30071

Time base correctors, synchronizers, image correction systems. **Staff:** Darryl Keeler, Ray Connelly, John Larkworthy,

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5725 Tokay Blvd., Madison, WI 608-274-5786

John Duffy, Harris Rogers, Alan Kartes, Virgil Lowe, Kipp Kramer, Herb Johnson, Bruce Pharr, Bernie Johnson, Jorie Monk.

Fostex 1765
15431 Blackburn Ave., Norwalk, Calif. 90650

Staff: Yoshiharu Abe, Fred Huang, Mark Cohen, Marla Mudd, Mary Uhle, Kim Champlin, Budd Johnson, Shinji Sugiura, A. Adachi, Sheri Trehan, Tina Cancino, Gary Watson, Nick Nuetra, Bob Hunt, Satoshi Isomoto.

Frezzolini Electronics 1107
7 Valley St., Hawthorne, N.J. 07506

Nickel cadmium battery packs, chargers and AC adaptors, portable and studio lighting kits, videotape recorders, multiple battery chargers/AC adaptors and associated hardware, soft-pattern 12-14.4 VDC mini fill lighthouse*, power charges*, dual channel battery charger and cell conditioner*, hi-tech battery packs*. **Staff:** James Crawford, Jack Frezzolini, Jack Zink, Bill Birdsall, Dick Turchen.

Fuji Photo Film 1413
350 Fifth Ave., New York 10118

Videotapes for mastering and duplication, head cleaners. **Staff:** J. Dale, T. Kobayashi, S. Bauer, A. Bedross, T. Ushijima, E. Havens, T. Daly, B. Kuczuk, J. Lester, J. Walsh, S.P. Henderson.

Fujinon 1411
672 White Plains Rd., Scarsdale, N.Y. 10583

Staff: H. Minoshima, Jack Dawson, Dave Waddell, Jess Kodaira, M. Ito, John Newton, Keith Tindall, T. Sumiya, John Geiger, N. Suzuki, Rob Russin, Reno Morabito, Mort Russin, Bill Kelemen, M. Kanari.

G&M Power Products 339
1130 N. Highland Ave., Los Angeles 90038

Garner Industries 1233
4200 N. 48th St., Lincoln, Neb. 68504

Bulk erasers* for audio and videotapes. **Staff:** Philip Mullin, Bruce Alderman, Terry Morrison, Don Becker.

GEC McMichael 1514
Sefton Park, Bells Hills, Stoke Pages, Slough, Berkshire, SL2 4HD

Broadcast telephone interface systems, pre-wire patch panels, mono and stereo program switchers.

General Electric 1007
Nela Park-4033, Cleveland 44112

Watt-Miser lamps*, multi-mirror camera lights*, other lighting equipment. **Staff:** Charlie Clark, Dick Dottermusch, Dan Fox, Dave Graham, Neil Kirschner, Andy Liscow, Kevin McMaster, Dick Somerfeldt.

Generic Computer Systems 308
Box 151, Butler, Pa. 16001

Software for traffic and billing on the Ap-

ple IIE and IBM personal computer. **Staff:** Joel Rosenblum, Dai Rosenblum.

Gentner Engineering 636
540 W. 3560 South, Salt Lake City 84115

Prewired patch panels, stranded wire punch block system*, telephone hybrid and interface systems*, Microtel tiny mixer for field use*. **Staff:** Russell Gentner, Bill Gillman, Elaine Jones, Gary Smith, Chris Gentner, Ron Jones, Susan Smith, Torina McMullin, Jim Barnes, Leslie Tip-ton.

Gerstenslager Co. 1347
1425 E. Bowman St., Box 390, Wooster, Ohio 44691

Mobile TV vans and trailers. **Staff:** Stanley Buczek, Allen Butts, Earl Daye, Arthur Stillo, Kenneth Vagnini.

Giese Electronic 327
Klaus-Groth-Strasse 84-86, Hamburg 26, West Germany 0

Global Systems Corp. 1123A
15 Hale St., Haverhill, Mass. 01830

Goldnugget 628
Box 13 EE, San Antonio, Tex. 78201

Alan Gordon Enterprises 1726
1430 Cahuenga Blvd., Hollywood, Calif. 90028

Power supplies and batteries, video dollies and accessories, fluid heads, jib arm, windscreens and sound accessories, video test charts, Trans Vid wireless video artist*, AGE sound collector for PZM and Q master system. **Staff:** Grant Loucks, Robert Kuhagen, Robert Capps, Ted Lane, Tad Malone.

Gorman-Redlich 506
6 Curtis St., Athens, Ohio 45701

NOAA weather radios, digital AM antenna monitors, EBS encoders and decoders. **Staff:** James Gorman, Judy Gorman, John Gorman, Elizabeth Gorman, Catherine Gorman, Thomas Gorman.

Gotham Audio 509A
741 Washington St., New York 10014

System digital audio system, microphones, edit turntables and broadcast products, tape machines, loud speakers, broadcast limiters, audio and production consoles. **Staff:** Stephen Temmer, Russell Hamm, George Johnson, John Hall.

Graham-Patten Systems 1227A
Box 1960, Grass Valley, Calif. 95945

Downstream keyer for post production, post production audio mixer, distributions amplifiers, 1235 and 1238 downstream keyers*. **Staff:** Merv Graham, Mike Patten, Jim Ward, Bill Rorden, Richard Bannister, Jeanie Sickle.

Gralan Distributors 230
Box 45134, Baton Rouge, La. 70895

Grass Valley Group 1207
Box 1114, Grass Valley, Calif. 95945

Video production systems and switchers, component video switchers, audio/video routing switchers, video distribution equipment, sync and video processing equipment, fiber optic transmission system. **Staff:** Harry Armstrong, Jeffrey Baron, Arthur Berne, Craig Birkmaier, Michael Bober, Les Brown, Douglas Buterbaugh, Gloria Carbone, Peter Chalingler, Robert Cobler, Charles Coovert, Leonard Dole, Larry Ehnstrom, Barry Enders, Steven Hackett, Roger Hale, Edward Hobson, Karen Holt, Robert Johnson, Jay Kuca, Robert Lambdon, Richard Le Forge, David Moore, Pete Mountanos, Ronald Naumann, Thomas O'Conner, Thomas Parrish, William Powers, Keith Reynolds, Donald Schlichting, Dennis Shelton, Frank Shufelt, Louis Swift, Peter Symes, Kay Turner, Jo Ann Vander Beek, Robert Webb, Daniel Wright.

Gray Communications 1618A
Box 3229, Albany, Ga. 31708

Supplier of video equipment to broadcast, cable and professional users, mobile production vehicles. **Staff:** Perley Eppley, Richard Schmidt, Fran Fehr, Ken Shewmake, Bill Baird.

Gray Engineering Labs 1755
504 W. Chapman Ave., Orange, Calif. 92668

Staff: John Gray, Scott Gray, Phillip McFadin, Tom Clark, Lewis Reitz Jr., Jim McAtee.

Great American Market 1108
826 N. Cole Ave., Hollywood, Calif. 90038

LZR lighting control console*, low voltage battery-operated sequencer, fiber optic display* and compact projector*. **Staff:** Joseph Tawil, Mofid Bissada, Andrea Tawil, Nuella Armbruster, Jon Harshaw, Roife Tisdale, Ken Whitwright, T.J. McHose, Len Shulman, Walter Devore, Ed Gallagher, Bill McManus, Steve Lister, Keiichiro Ryu, S. Harada.

David Green Consultants 417
22 W. Royal St., Leesburg, Va. 22075

Equipment sales and rental, consulting services. **Staff:** David Green, Ashley Scarborough, Walt Lowery, Kathleen Karas, Nancy Lee Marshall, Sherry Kirk, Carol Baker, Gary Baker, Barbara Schneider, Bill Stacy, Ellen Scarborough, Gloria Green.

Gregg Laboratories 438
1542-A Moulton Pwy., Tustin, Calif. 92680

AM stereo audio processing system, audio broadcast control console, studio/telephone interface system.

Grosh Scenic Studios 1163A
4114 Sunset Blvd., Hollywood, Calif. 90029

Grumman Aerospace 1631B
Mail Station C1405, Bethpage, N.Y. 11714

Machine control system, sync proc.

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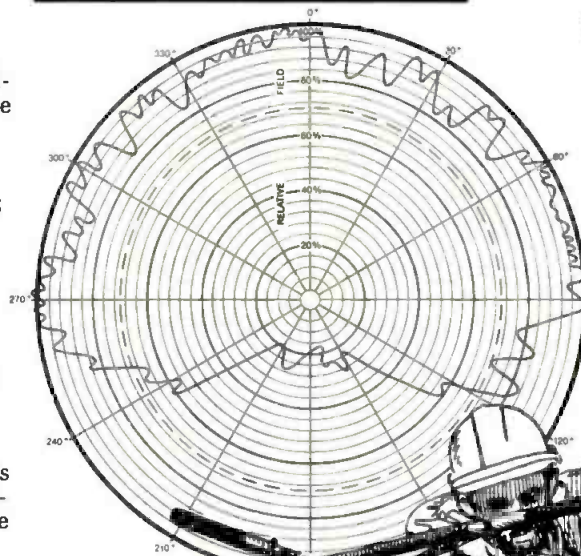
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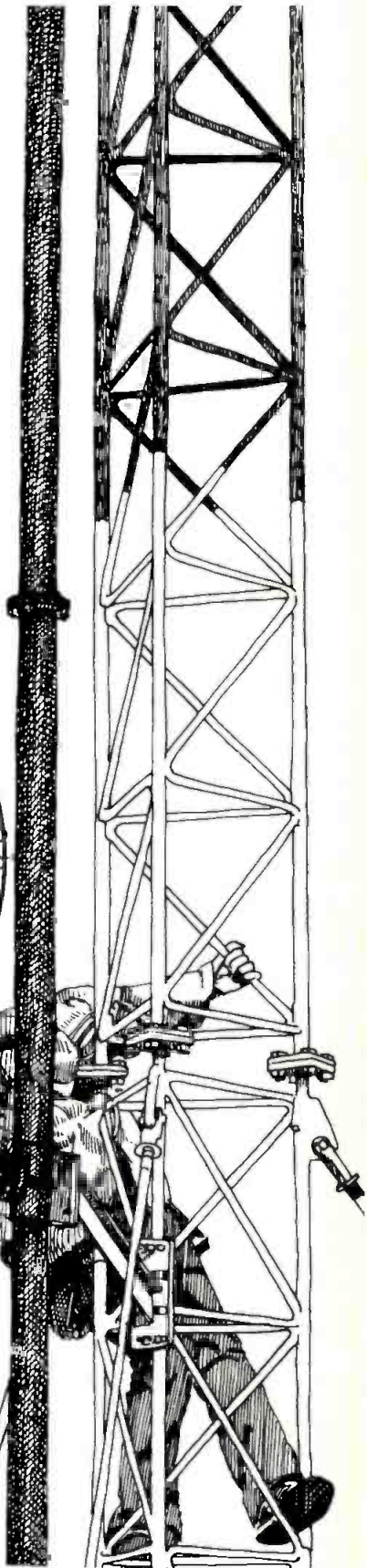
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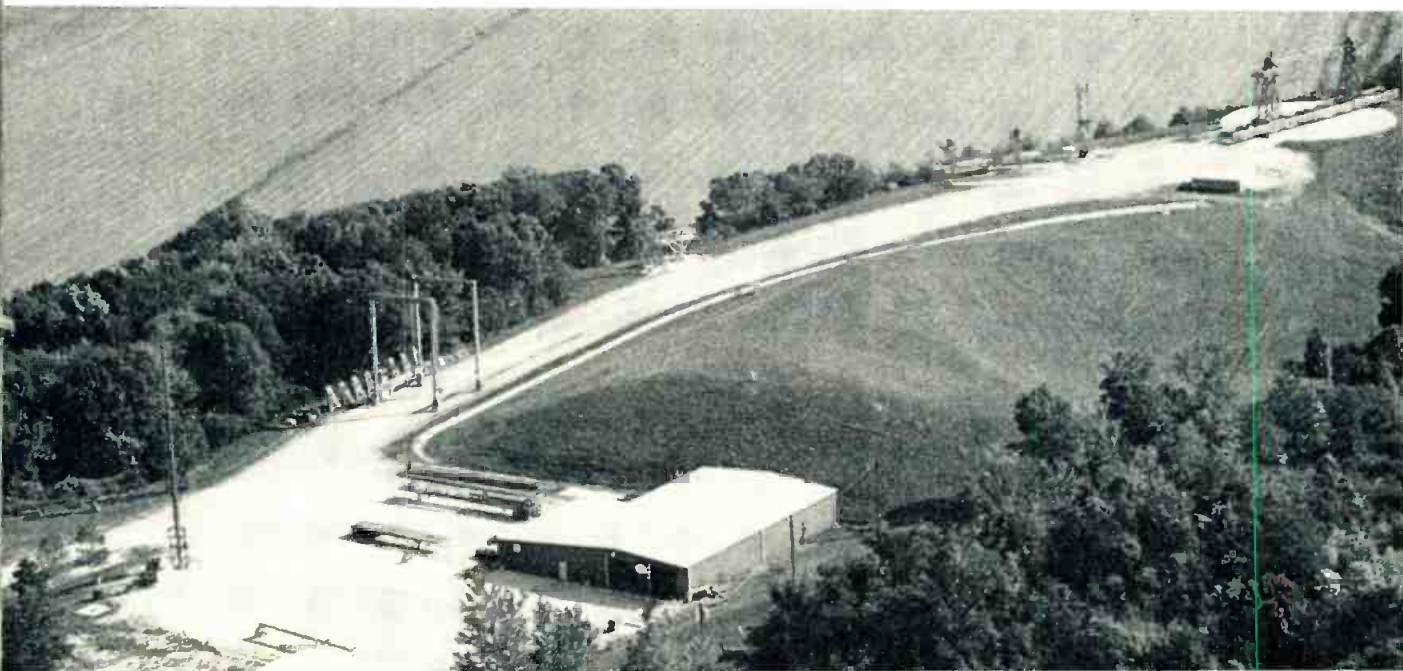
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Contact Harris Corporation, Broadcast Transmission Division, P.O. Box 4290, Quincy, Illinois 62305-4290. 217/222-8200.

 **HARRIS**



James Grunder & Associates 1760
319 W. 49th Terrace, Westwood Hills, Kan.
66205

GTE Spacenet Corp. 1139
1700 Old Meadow Rd., McLean, Va. 22102

Transponder time. **Staff:** Michael Jeye, Susan Kalla, Gene Tamplin, Dave Schweppe, Marianne Voight.

Hallikainen & Friends 208A
101 Suburban Rd., San Luis Obispo, Calif.
93401

DRC190 automated multisite transmitter remote control system*, audio mixing system for television, digital metering update kits, transmitter control computer. **Staff:** Harold Hallikainen, Frank Calabrese, Eric Dausman, Gerry Franke, Len Filomeo, Rick Smith, Betsy Ehrler, Donna Franke, Rita Kinnear, Bill Foote, Gerry Fortier, Mike Nolan.

Harris Corp. 401
Box 4290, Quincy, Ill. 62305

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Harrison Systems 1324
437 Atlas Dr., Nashville 37211

Audio mixing consoles and processing equipment, frame synchronizers, cameras, earth stations, microwave equipment, teletext systems, time base correctors, TV digital still store systems.

HEDCO 1225
Box 1985, Grass Valley, Calif. 95945

Audio line amps, routing switchers, video switchers, video pulse amps, video and audio distribution amplifiers, video monitoring alarm module. **Staff:** Peter Hughes, Lee Frisius, Larry Arzt, Bob Grant, Maggie Flecksteiner, Sherri Douglas, Steve Miller, Rick Grant.

Karl Heitz 1747
34-11 62d St., Woodside, N.Y. 11377

Fluid and counter-balanced heads for cameras, levelling balls for fluid heads for cameras, mini-microphone fishpole. **Staff:** Karl Heitz, Laval Fuller, Cliff Sawyer, Zinita Sawyer, Ken Bannister.

Hipotronics 1779
Rt. 22, Brewster, N.Y. 10509

Hitachi Denshi America 1402
175 Crossways Park West, Woodbury, N.Y.
11797

Broadcast cameras, recorders and play-

back equipment, closed circuit systems.

HM Electronics 1130
6151 Fairmont Ave., San Diego 92120

Wireless microphones system*, wall-mount speaker station*, wireless interface belt pack*, other wireless microphones and intercoms. **Staff:** Harry Miyahira, John Kenyon, Irene Machaj, J. Michael Hughes, Don Kutz.

Holiday Industries 206A
14825 Martin Dr., Eden Prairie, Minn.
55344

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Cushman & Wakefield, Inc.
Outlet Communications, Inc.
Radio City Music Hall Productions, Inc.
Rockefeller Center Development Corporation
Rockefeller Center Management Corporation

ters*, fiber optic link for readout of above meters. **Staff:** Reed Holaday.

Hotronic 1331B
1210 S. Bascom Ave., Suite 128, San Jose, Calif. 95128

TBC/frame synchronizer.

Howe Audio/BCP 321
3085 A Bluff St., Boulder, Colo. 80301

Audio consoles*, phase chaser, accessory equipment. **Staff:** Dave Howe, Jeff Michael Lee Edwards, Dave Orr, Rick Patterson, Mike McClain, Seldon Ridenour.

Hungerford & Co. 310
678 Front St., NW, Grand Rapids, Mich. 49504

Composite radio and television revenue reports. **Staff:** Clifford Aldrin, Richard Hungerford, George Rivin.

IBM Corp. 1607C
1133 Westchester Ave., White Plains, N.Y. 10604

Staff: Dyrald Haag, Ben Meyerhoff, Hans Weiss, Paul Reys, Barbara Nash, Carlin Mercer, Al Armstrong, Bob Evans, Nils Thompson, Stan Stoller, Gerry Mueller, Charlie Doolittle, Rod Rockwell, Mike Wood, Tim Chunn.

ICM Video 1766
Box 26330, Oklahoma City 73126

Video processors, video enhancers, video/audio distribution amplifiers, satellite receivers and accessories.

IGM Communications 403
4041 Home Rd., Bellingham, Wash. 98226

Broadcast automation control systems, new and update instacart, go-cart services and custom service. **Staff:** Jim Wells, Nick Solberg, Carl Peterson, Jim Wolniakowski, Rick Sawyer.

Ikegami Electronics 1013
37 Brook Ave., Maywood, N.J. 07607

HL-95 camcorder and camera systems*, ENG/EFP video camera system*, high-definition studio/field camera and monitor system and electronic cinematography camera with lenses and accessories*, ENG microwave system for cameras*, in line gun CRT high resolution color monitors*, auto setup telecine camera system*, other ENG/EFP field and studio cameras, color monitors, broadcast monochrome monitors and distribution amplifiers. **Staff:** N. Nishi, H. Schkolnick, Sam La Conte, Y. Sato, Craig Sloss, John Lynch, John Webb, Stuart Rauch, John Chow, Jerry Kraus, Frank Heyer, Wayne Weickel, Jim Starks, Bud Mills, Harvey Caplan, Len Wolff, Michael Aiello, Jeff Cohen, S. Yana, M. Narumi, T. Arai, T. Kazuma, H. Inuzuka.

Image Video 1341
700 Progress Ave., Unit 16, Scarborough, Ont. M1H 2L7

RGB and AFV routing switchers*, master control switchers*, passive routing switcher*, under monitor display*, voltage monitor, border generator downstream keyer. **Staff:** Andy Vanags, Frank Christo, Brian Mitchell, Bob Crowder, Bob Munzner, Gary Youngs, George Reesor, Alek Makarewicz.

Industrial Acoustics 322
1160 Commerce Ave., Bronx, N.Y. 10462

Acoustic structures for implementing studio design and construction. **Staff:** Robert Buelow, John Duda, John Handley, Mike Weber, Robert Hysong, Zachary Jaquett.

Industrial Sciences 1232
3521 SW 42d Ave., Gainesville, Fla. 32608

Audio and video distribution amplifiers*, terminal/processing equipment, desk top controller*. **Staff:** Homer Masingil, Robert Bachus, Roy English, Doug Akers, Mark Peterson, John Saurenman, Tom Harmon, Steve Dietrich, Dave Stanley, Kathy English.

Inflight Services 1316
485 Madison Ave., New York 10022

Information Transmissions Systems 1734A
16 E. Water St., Canonsburg, Pa. 15317

Innovative Television Equipment 1215
Box 681, Woodland Hills, Calif. 91365

Staff: Bert Rosenberg, Stanton Hollingsworth, Michael Rosenberg, Mark Rosenberg, Rick Low, Bob Gallagher, Hans Ziegner, Yury Podolsky.

Inovonics 304
503-B Vandell Way, Campbell, Calif. 95008

Audio signal processing, recording and instrumentation equipment for broadcast and recording. **Staff:** James Wood, Brian Fogerty.

Interactive Motion Control 138
8671 Hayden Pl., Culver City, Calif. 90230

Interactive Systems 1167-71
5601 N. Broadway, Boulder, Colo. 80302

Interand 1016
666 N. Lake Shore Dr., Suite 1100, Chicago 60611

Video graphics devices—Telestrators. **Staff:** Dr. Leonard Reiffel, Geoffrey Dunbar, Dr. Wayne Jung, Richard Karlin, Fred Corle, John Sarsfield, Michael Hiles, Andrea Morow, Linda Thomas-Phillips, M. Edwin Marlin, Larry DiBattista.

Intercommunications 1790
Ginza, Choku 1-13-9, Tokyo, Japan 104

Interface Electronics 1405A
One Studio Center, 8535 Fairhaven, San Antonio, Tex. 78229

Audio production mixer module for radio and television, remote recording mixer

for film, portable VTR and ENG. **Staff:** Robert Bruce, John Whipple, Nancy Bruce.

International Tapetronics 311
2425 S. Main St., Bloomington, Ill. 61701

Staff: Jack Hanks, Chuck Kelly, John Schaab, Bill Parfitt, Janet Schroeder, Mark Hill, Dave Montgomery, Mike Bove, Mark Wasserman, John Fesler, Cecil Henocq, Karen Ryder, Dick Lund, Gregg Paul.

Isis Electronics 337
2664 S. Santa Fe Ave., Los Angeles 90058

Itelco USA 1338
1620 W. 32d Pl., Hialeah, Fla. 33012

JBL Inc. 615
8500 Balboa Blvd., Northridge, Calif. 91329

Model 4411 loudspeaker system, two-way broadcast and compact studio monitor, broadcast consoles, compressor limiter, dual optiband equalizer and notch filter. **Staff:** Ron Means, Garry Margolis, Ken Lopez, Mark Gander, Juergen Wahl, Debra Watson.

Jefferson Data Systems 1629
501 Archdale Dr., Charlotte, N.C. 28210

In-station computer system, program management system, electronic news processing.

Jensen Tools 1747B
7815 S. 46th St., Phoenix 85040

Tool kits.

Jingle Machine 200A
4242 S. 35th St., Arlington, Va. 22201

Johnson Electronics 162
Box 7, Casselberry, Fla. 32707

Jones Broadcasting Systems 326
106 N. Avondale Rd., Avondale, Ga. 30002

JVC Corp. of America 1234
41 Slater Dr., Elmwood Park, N.J. 07407

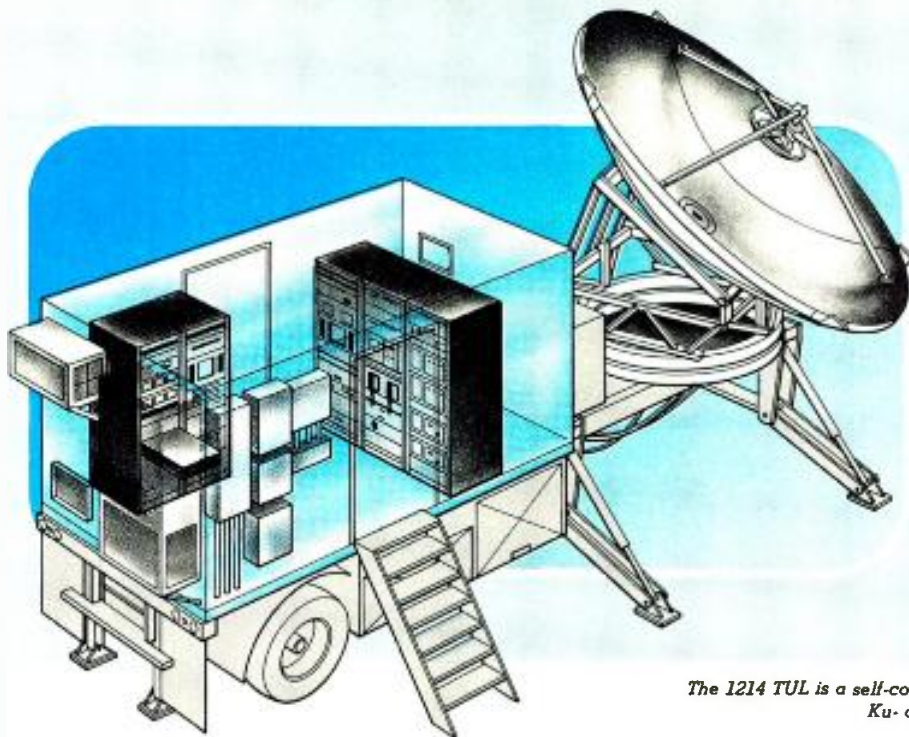
KY and ProCam video cameras, tape-Handler three-quarter inch and VHS videocassette recorders, VE series edit controllers, special effects generators, monitors/receivers and accessories. **Staff:** Daniel Roberts, Michael Messerla, Gary Horstkorta, David Walton, John Brown, Steve Martin, Douglas DiGiocomo, Charles Roberts, Logan Enright.

K&H Products 1746
Box 246, N. Bennington, Vt. 05257

(See Porta-Brace).

Kahn Communications 625
839 Stewart Ave., Garden City, N.Y. 11530

AM stereo exciter, high and low frequency extenders for remote telephone service, AM stereo receiver*. **Staff:** Leonard Kahn.



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Kaman Sciences 1607
1500 Garden of the Gods Rd., Colorado Springs 80933

Television and radio traffic and billing system designed and implemented on the IBM in-house system 38 minicomputer. **Staff:** Richard E.W. Smith, Ray Durrance, George Beattie, Ted Donovan, Vicki Clinebell.

Kangaroo Video Productions 1151
10845 Wheatlands Ave., Suite C, Santee, Calif. 92071

Kangaroo video pack* carrying case, Nagra recorders*, shoulder strap*, padded and top loading camera cases for video cameras*. **Staff:** Steve Leiserson, Lynne Domash, Steve Sickman, Joni Mausang, Sarah Carlin, Taeko Kobayashi.

Kavco 1509B
3931 Image Dr., Dayton, Ohio 45414

Audio, video, RF and communications systems, Kavcart VTR automation system, tape identification preparation center. **Staff:** Russell Johnson, Ralph Johnson Jr., Carl Raasch, David Thomas, Heinz Kapui, Don Wurst, Harold Thompson, David Borden, James Klopf, Everett Bergman, Brooke McCarter.

Kavouras 1635
6301 34th Ave., South, Minneapolis 55450

High-resolution weather graphics and

animation system*, high-resolution real-time colorization system*, high-speed weather data transmission via Westar III*, color weather radar remoting equipment, real-time atmospheric monitoring—meteorological services and database Triton X—graphics, animation and GOES weather satellite image processing equipment. **Staff:** William Schlueter, Peter Sappanos, John Traynor, Stephen Kavouras, Leroy Walker, David Schlueter, Ralph Manuel, Bill Nelson, Sarah Stewart.

Kay Industries 122
604 N. Hill St., South Bend, Ind. 46617

Rotary phase converters for radio and TV transmitters. **Staff:** Aaron Katz, Bertha Katz.

Keylite Productions 1220
333 S. Front St., Burbank, Calif. 91502

Lighting/grip equipment, and expendables, sales and rental. **Staff:** Victor Kunkel.

Kings Electronics 1623
40 Marbledale Rd., Tuckahoe, N.Y. 10707

Video patch panels, patch cords, coaxial, triaxial and camera connectors.

Kliegl Bros. 1604
32-32 48th Ave., Long Island City, N.Y. 11101

Digital dimmers, command performance performer II/III and entertainer memory,

lighting control systems, fresnel key, lights, scoop, backlights, cyclorama lighting units, reflector spotlight pattern projector. **Staff:** Laura Askew, Dr. Ronald Olson, Dr. Joel Rubin, John Kliegl, Tom Hays, Josephine Marquez, Peter Baselici, Patricia Ackerman, Ira Minkoff, Michael Dalzell, Michael Connell, Charles Hurth.

Knox Video Products 1511
8547 Grovemont Cr., Gaithersburg, Md. 20877

Character generators and video processing equipment, video correctors*, color box dual colorizer/edger/keyer. **Staff:** Philip Edwards, Suzanne Edwards, Roland Blood, Kim Thomas.

Kobold of America 1725
Box 1, Marblehead, Mass. 01945

Kurv Inc. 223
2185 S. 3600 West, Salt Lake City 84119

Laird Telemedia 1721
2424 S. 2570 West, Salt Lake City 84119

Character generators, dual channel option, multiplexer and accessories, video related equipment. **Staff:** Ron Jones, Ken Wooton, Naum Shumsky, Dave Tubbs, Ralph Lee, Tom Lang, John Pery, Chuck Harwood, Gary Bates, Dave Golding.

Lake Systems 1165
55 Chapel St., Newton, Mass. 02160

La-Kart matrix 6M for station break automation utilizing component switching and process through Lake matrix switcher. **Staff:** Bill Dwyer, Frank DeMayo, Walter Kelley, Phil Sills, Roland Boucher, Terrence Barnum, Robert Hemenway, James Gonsay.

Landy Associates 1747A
1890 E. Marlton Pk., Cherry Hill, N.J. 08003

Ikegami cameras, Artel fiber optics, Liebenset modular television sets, Interphase slate and border generator and machine control equipment. **Staff:** Jim Landy, Steven Landy, Michael Landy, Brad Reed, David Newborg, Michael Keller.

Lang Video Systems 1780
700 Warrington Ave., Redwood City, Calif. 94063

Digital video test generators and source identifiers.

Larcam Communications 1626A
323 D Washington Blvd., Laurel, Md. 20707

Radio and TV transmitters.

Laumic 1771
306 E. 39th St., New York 10016

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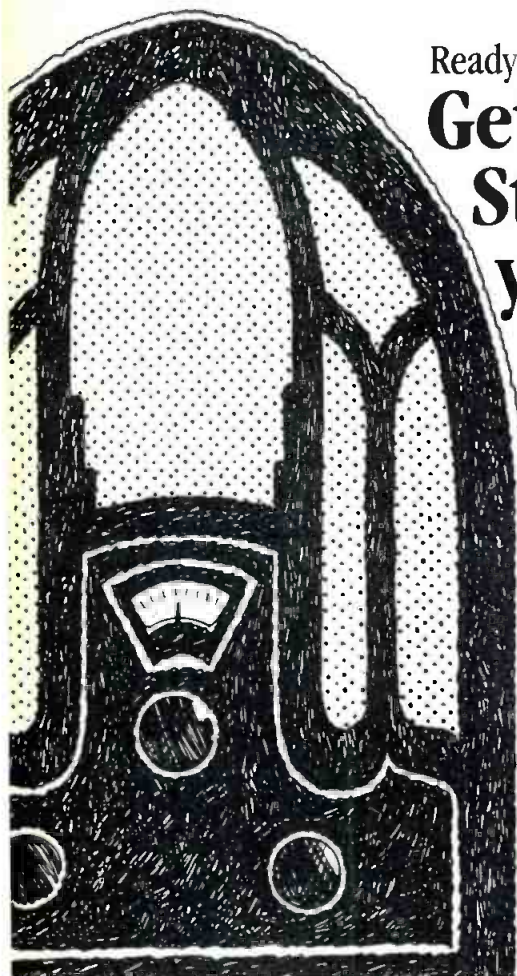
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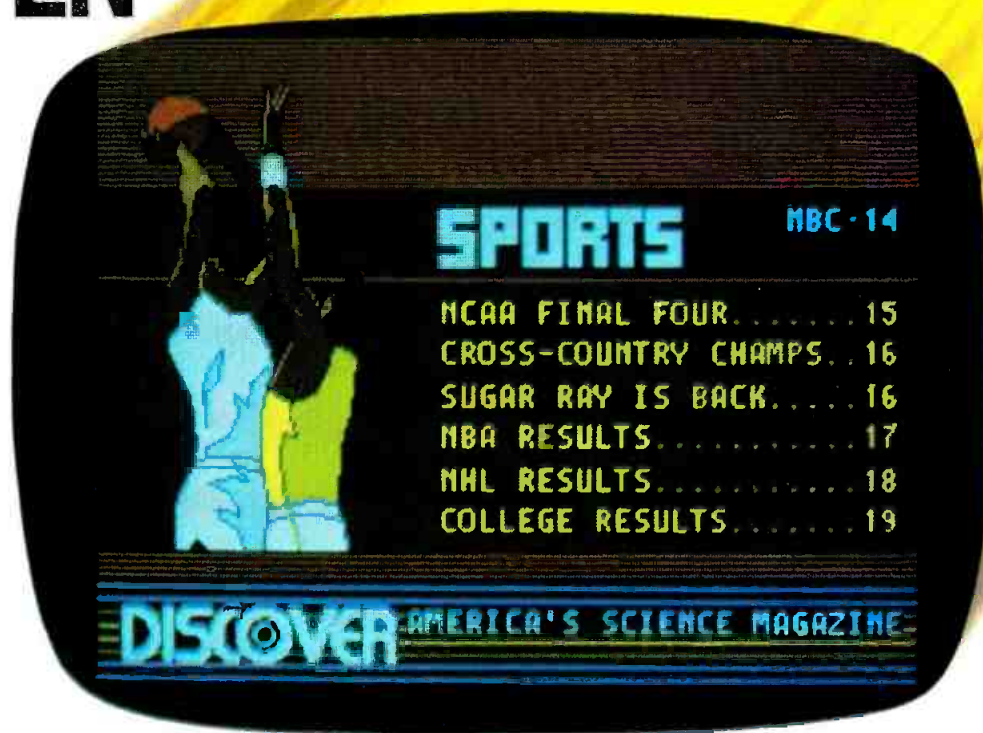
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tem. **Staff:** Bill Kradelman, Stuart Mann, Karen Carter, John Shike.

Leader Instruments 1349
380 Oser Ave., Hauppauge, N.Y. 11788

Video, audio and general purpose test instruments including vectorscopes, waveform monitors*, NTSC sync/test generator*, PAL and SECAM test generators*, vectorscopes and waveform monitors, oscilloscopes, frequency counters, audio generators, distortion, wow and flutter, millivolt meters, power supplies, function and RF signal generators, X-Y displays, meters and bridges. **Staff:** W. Brydia, S. Hirota, J. Mortellaro, R. Sparks, B. Storch, R. Storm, M. Iacone, J. Terry, R.

Sileo.

LeBlanc & Dick Communications 1149
514 Chartwell Rd., Box 880. Oakville, Ont. L6J 5C5

Design, supply and installation of towers, antennas, transmission lines, lighting and other accessories.

Leitch Video of America 1021
835K Greenbrier Cr., Chesapeake, Va. 23320

Video processing amplifiers, digital test generators, video distribution amplifiers, scrambler system, sync generators, master clock system and clocks, frame store synchronizer*. CTG-240 combina-

tion calibration test generator, DTG-1010 digital test signal generator, VPA-331 video processing amplifier*, HDS-481 high definition video switcher. **Staff:** John Walter, Bob Lehtonen, Jim Leitch, Gary Becknell, Bernie Poulin, Don Jackson, Garry Newhook, Stan Mootie, Richard Kupnicki, Paul Milazzo, Dwight Wilcox, Ron Schla-meuss, Keitch Emmons, David Wilcox, Dick Strauss, Keitch Campbell, Ray Smart, Dave Craddock, Dave MacGregor, Brian Cuff, John Prigmore, Homer Hull, Harry Glass.

Lemo U.S.A. 1334
335 Tesconi Cr., Box 6626, Santa Rosa, Calif. 95406

Electronic cylindrical connectors, audio patching connectors, triaxial TV camera connectors, stereo and monaural audio patch panels. **Staff:** Samuel Sokolik, David Battaglia, Phillip Balmer, Marlo Preston, Marcello Pesci, Georges Laurent.

Lenco 1419
300 N. Maryland St., Jackson, Mo. 63755

Video distribution, processing and test equipment, monitors, noise meters. **Staff:** Andy Perrin, Ken Tiffany, Bruce Blair, Bob Henson, Andy Leonard, Gary Stephens, Roberto Orfila, Richard Fay, Jim Timberlake, Mike Birch, Ron Wells, Tony Mattia, Tom Sabiston, Milton Wyatt, Herb Van Driel.

Lexicon 1139
60 Turner St., Waltham, Mass. 02154

1300S audio delay synchronizer*, 1200C audio time compressor*, reverb/effects processor, programable digital reverberator, digital delay processor. **Staff:** Ronald Noonan, Philip DeSantis, Keith Worsey, Brian Zolner, Lawrence Rich, Virginia Casale.

Lightning Elimination Associates 302
12516 Lakeland Rd., Sante Fe Springs, Calif. 90670

Surge eliminators, electronic filters, other lightning elimination equipment.

Lighting Methods 182
691 St. Paul St., Rochester, N.Y. 14605

Lipsner-Smith Co. 1626
4700 Chase Ave., Lincolnwood, Ill. 60646

Film cleaning machines.

Listec Television 1406
39 Cain Dr., Plainview, N.Y. 11803

Remote digital camera control system*, scriptWriter electronic prompter*, camera mounting equipment, on-camera monitor prompters. **Staff:** Jack Littler, Joanne Camarda, Paulette DiBona, Cliff Guice, Paul Gomes, Rudy Zadwarny, Bill Vinten, Mike Martin, Peter Wayne, Adrian Matthews, H. Kawahara, Keith Takenaka, Jon Bart.

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Logitek 613
3320 Bering Dr., Houston 77057

Audio consoles*, pro audio interface*, power amplifiers*, audio modules, speakers, audio processors and accessories. **Staff:** Scott Hochberg, Tag Borland, Jody Patton.

Pam Lontos Inc. 120A
Box 741387, Dallas 75374

Sales motivational seminars. **Staff:** Pam Lontos.

Lowel-Light Manufacturing 1309
475 10th Ave., New York 10018

Location and studio lighting equipment. **Staff:** Ray Low, Dave Tearle, Amy Carter, Marvin Seligman.

LPB 405
28 Bacton Hill Rd., Frazer, Pa. 19355

Audio consoles, distribution amplifiers, compressors/limiters, studio furniture, tone arms, AM transmitters for PSRA and PSSA service, travelers information stations and STL use. **Staff:** Richard Crompton, Harry Larkin, James Malone, Richard Burden.

LTM 1518
1160 N. Las Palmas Ave., Hollywood, Calif. 90038

HMI lighting units including fresnels, floods, softlights, spotarcs, par lights, studio and small incandescent fresnels, DC and AC inverter, microphones.

L-W International 1602
6416 Variel Ave., Woodland Hills, Calif. 91367

Telecine system, multiplexer system, uniplexer system. **Staff:** Marvin Hodges, Albert Malang, Dave Greve, Walter Peterson, Robert Lawrence.

Lyon Lamb Video Animation 1632A
4531 Empire Ave., Burbank, Calif. 91505

Animation system, videodisk mastering, computer graphics. **Staff:** Bruce Lyon, Jeff Stone, Doug Epps.

3M 1002
3M Center Bldg., 225-3s-05, St Paul 55144

Optical Recording Project division, Broadcasting and Related Products division, Magnetic Audio/Video Products division. Character generators, routing switchers, VTR's, videotape.

M/A-Com Video Systems 1004
63 Third Ave., Burlington, Mass. 01803

Design, build, installs and service microwave telecommunications and associated equipment including ENG central receive systems (4), ENG portable systems, intercity microwave systems, point-to-point microwave systems, fiberglass ENG antennas with interchangeable feeds, interference free ENG and fixed link fiber optic transmission systems, helicopter ENG system, transmitter/receiver. **Staff:** E. van der Kaay, J. Delissio, J. Morse, E. Stromsted, D. McCarthy, G. Hardy, C. Guastaferrero, J. Fielek, D. Archer, J. Hellyer, J. Van, R. Briggs, P. Bradbury, L. Barzana, J. Nielsen.

Macrotel 1702
107 Delaware Ave., Suite 1400, Buffalo, N.Y. 14202

Magnasync/Moviola 1147
5539 Riverton Ave., North Hollywood, Calif. 91601

V-1000, V-500, V-400, edgewriter*, specialist voice*, logging recorder.

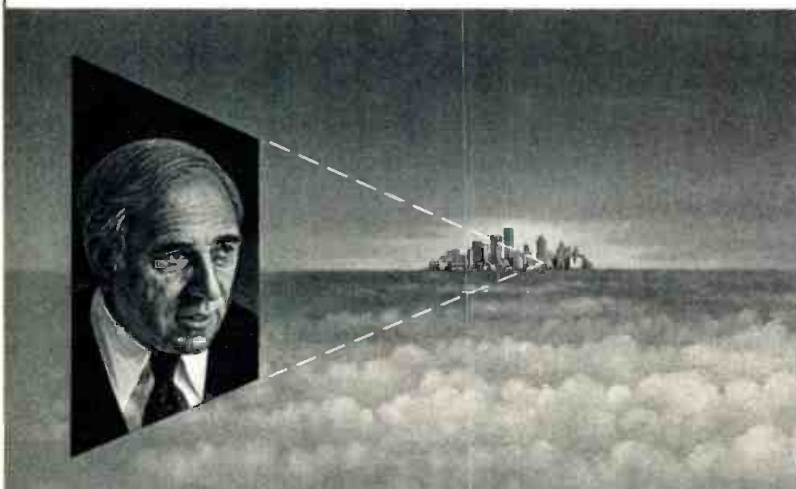
Magnum Towers 119
9370 Elder Creek Rd., Sacramento, Calif. 95829

AM/FM towers, VHF/UHF TV antenna towers, microwave system support towers, communications towers. **Staff:** Pete Smith, Larry Smith, Ron Smith, Alexander Perchevitch.

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Marcom 306
Box 66507, Scotts Valley, Calif. 95066

C.N. Rood BAX 114 portable modulator telephone bandwidth extension system. **Staff:** Martin Jackson, Ted Tripp, Doug Howland, Andy Thompson, Paul Rowan.

Marconi Electronics 1615/1609
100 Stonehurst Ct., Northvale, N.J. 07647

RF power meter*, audio transmission test system, AM/FM modulation meter, insertion signal analyzer, television interval timer. **Staff:** Ken Harrison, John Robinson, Jon Gorbald.

Mark Electronics 1227
3521 SW 42d Ave., Gainesville, Fla. 32602

Marketing Services Development 661
1111 Paulison Ave., Clifton, N.J. 07013

Marshall Electronics 1331
Box 2027, Culver City, Calif. 90230

Staff: Leonard Marshall, Henry Shultz, Bill Cara, Joel Schwartz, Bob Sherwood, Dave Roberts.

Marti Electronics 501
Box 661, Cleburne, Tex. 76031

Automatic transmitter switchers, aural STL, base station, watt telemetry return links, aircraft power supply, automatic repeater, battery powered remote transmitter, aircraft RPU transmitter. **Staff:** George Marti, M.E. McClanahan, Rick Neace, Steve Jones, Charles Wells.

Matthews Studio Equipment 1209
2405 Empire Ave., Burbank, Calif. 91504

C-boom clamp*, expendable reflectors and brackets*, ped-a-mote control*, stage stands*, kit stand new track lengths*, tulip cranes, sky cam and cam remote heads, dollies and track, cine-vators, crank-o-vators, aluminum and stainless steel stands, diffusion and lighting control, grip and mounting equipment. **Staff:** Ed Phillips, Carlos DeMattos, But-ton Fox, Fred Farish, Bob Nettmann, Loet Farkas, Alex Torres, Rick Hansen.

Maxell Corp. 1624
60 Oxford Dr., Moonachie, N.J. 07074

Blank audio and videotape. **Staff:** Jim Ringwood, Joe Birkovich, John Selvag-gio, Joe Santangelo, Dan Maida, Jeff Moreland, Pat Byrne, Kathy Frey, Linda Healy, Chris Mangiapane, T. Okada, H. Matsumoto.

MBI/AHB 148
5 Connair Rd., Orange, Conn. 06477

McCurdy Radio 207
1051 Clinton St., Buffalo, N.Y. 14206

Audio consoles, switchers*, DAs, inter-coms*. **Staff:** Paul Hudson, Sudy Shen, Murray Porteous, Jon Young, Bob Lefroy, Erik Ryalen, Ed Fritz, Rick Jalsavec, Les Radvanyi, Ernie Moldowan, Marc Vallee.

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MCG Electronics 167
12 Burt Dr., Deer Park, N.Y. 11729

MCI/Quantel 1631
3290 W. Bayshore Rd., Palo Alto, Calif. 94303

Digital video products, special effects systems, synchronizers, graphics systems, Cypher* character generator, library systems. **Staff:** George Grasso, Dave Dever, Larry Beihl, Chuck Martin, Paul Fletcher, Tom McGowan, Dave Diels, Mike Lang, Tom Carrigan, Bud Schneider, George Hamilton, Kevin Prince, Peter Owen, Paul Kellar, Richard Taylor.

MCI/Sony 605
15 Esses Rd., Paramus, N.J. 07652

Meadowlands Communications 110
23-47 Ames Blvd., Hamburg, N.J. 07419

Media General Broadcast Services 410
2714 Union Exid., Memphis, Tenn. 38112

TIME World News Service*, ID's libraries, commercial productions. **Staff:** Jim Lin-en, Don Robinson, Zack Hernandez, Gordon Buckingham, Kurt Alexander, Bob Blow, David Tyler, Carl Reynolds, Dick Denham, Bob Westlake, Ken Theiss, Dannie Hill, Bill Laffey, Bob Stack, John Hagerman.

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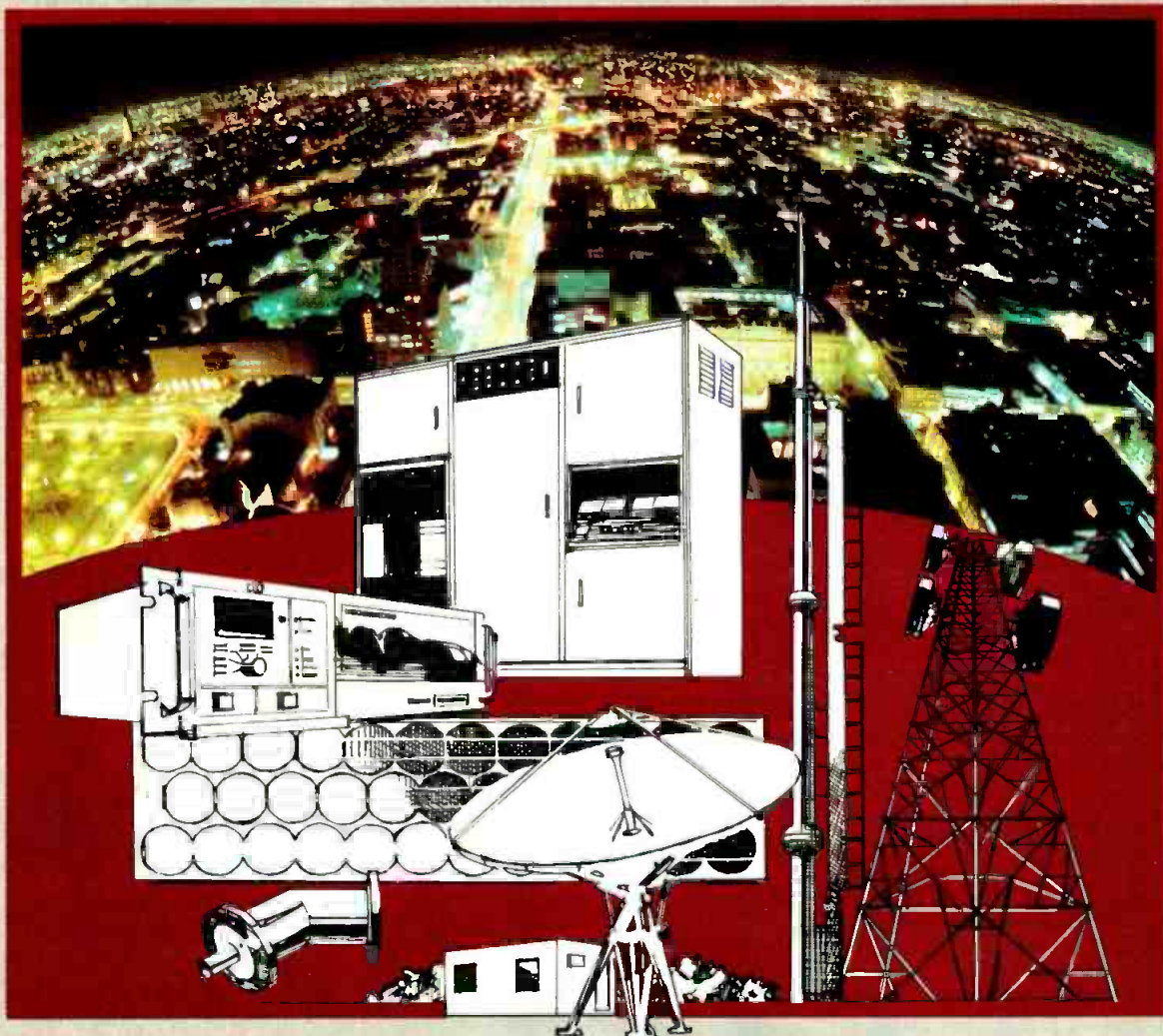
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Nagra Magnetic Recorders 1213 19 W. 44th St., New York 11036

Portable and miniature recorders, T-audio recorder, synchronizers. **Staff:** Dom Notto, Manfred Klemme, Gerry Kearns, Tom Daniel, Dan Grimmes, Pierre Chan.

Nalpak Video Sales 1722 3928 S. Sepulveda Blvd., Culver City, Calif. 90230

Tripak plastic tripod shipping/carrying case, Ata case for video production equipment, field and studio test charts, travel karts. **Staff:** Bob Kaplan, Debra Kaplan, Chuck Ehrman, Jack Eddy, Stanley Singer, Dennis Vance.

Nautel Maine 216 201 Target Industrial Cr., Bangor, Me. 04401

AM broadcast transmitters. **Staff:** Dave Grace, Wendell Lonergan.

NEC America 1415 130 Martin Ln., Elk Grove Village, Ill. 60304

AS-18 audio synchronizer*, FBN-9000 FM transmitter, commercial message bank, digital video effects system, digital video multiplex, CCD camera, frame synchronizer, 7 ghz microwave. **Staff:** Jeffrey White, Robert Curwin, Richard Dienhart, Larry Litchfield, Frank Stolten, M. Imai, M. Mitsui, T. Fujiyasu, M. Mitsui, Malcolm Burleson.

Network Productions Music 1138 4429 Morena Blvd., San Diego 92117

Music production library.

Net-Com International 1516 1702 Union St., San Francisco 94123

New York Communications 1730A 101 Bryn Mawr Ave., Bryn Mawr, Pa. 19010

Nortronics 705 8101 10th Ave., Minneapolis 55427

Replacement magnetic heads, maintenance products for audio and video. **Staff:** Peter Lang, Sharon Goetzke.

Nova Systems 1345 20 Tower Ln., Avon, Conn. 06001

NTI America 1014-D 1680 N. Vine St., Los Angeles 90028

Digital audio store*, digital video still/store. **Staff:** Tsuneo Mikado, S. Na-

kayama, S. Murakami, S. Okamoto, S. Aoyama, G. Nakaki.

Nurad 1426 2165 Druid Park Dr., Baltimore 21211

Airborne ENG system with Loran*, 10 w 7ghz amplifier*, 13 ghz portable transmitters and receivers*, 6.5 ghz systems*, Linearly polarized antennas*, central receiver antenna systems, remote transmit antenna systems, STL/ICR systems and ITFS systems. **Staff:** J. Gordon Neuberth, David Fairley, Vincent Rocco, Fred Hock, Stephen Neuberth, Eric McCulley, Cheryl Jacobs, Lisa Czirjak.

Nytone Electronics 1135 2424 S. 900 West, Salt Lake City 84119

Flying spot scanner systems.

OKI Electric Overseas 1505 1 University Pl., Hackensack, N.J. 07601

TV standards converter. **Staff:** H. Uehara, Tomoda.

Olesen 1307 1535 Ivar Ave., Hollywood, Calif. 90028

Fabrication of studios for the industrial user, pipe grids, curtain tracks, curtains and drapes, lighting, dimming, distribution. **Staff:** Bob Downs, Terry Collopy, Rae Medvitz, Steve Brown, John Canton, Stew Romans, Ted Conroy, Barney Klein.

Omicron Video 1748 22251 Roscoe Blvd., Canoga Park, Calif. 91304

Distribution amplifiers, sync generators, routing switchers, editing systems, synchronizers, time code generators. **Staff:** Kimi Akiyama, Mio Akiyama, D. Cadora, M. Honda.

Orban Associates 607 645 Bryant St., San Francisco 94107

412A/414A mono and stereo compressor/limiter*, programable parametric equalizer*. **Staff:** Bob Orban, John Delantoni, Jesse Maxenchs, Sid Goldstein, David Dunetz, Bob Burkhardt, Kevin Tam, Dave Shantz.

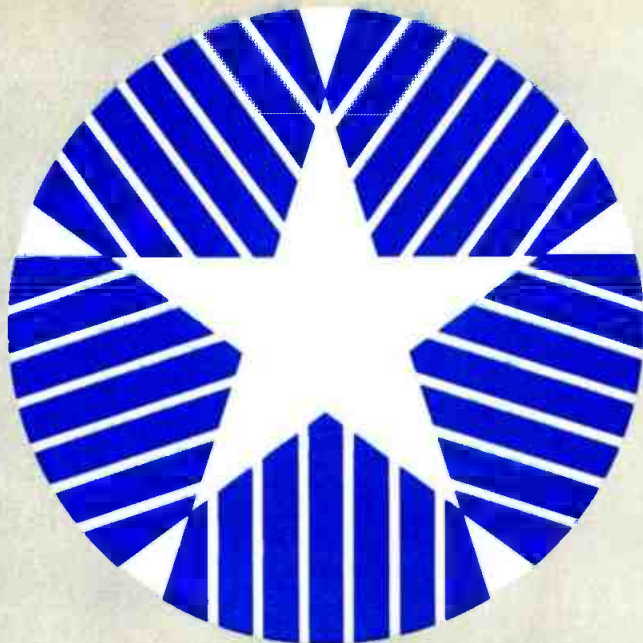
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Otari Corp. 601 2 David Dr., Belmont, Calif. 94002

Multichannel open-reel audio tape recorders*, EC-400 series tape speed resolvers*, duplicators and reproducers, videotape loading equipment, disk drives. **Staff:** John Carey, David Roubush, Jack Soma, Mike Pappas, Steve Krampf, Steve Hill, Jeff Phillips, Phil Sun, Barry Ross, Michael Bernard, Scott Heinehan, Larry Good, Tom Defigho, Tom Sharples, Kae Wiley.

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Paltex 1005
2942 Dow Ave., Tustin, Calif. 92680

Vanguard and edit-star videotape editing system. **Staff:** R. Bailey, J. Horning, T. Greaves, D. Curtain, J. Schoen, R. Smith, F. Blaha, T. Belford, J. Wagner, S. Pogoda, W. Frantz, B. Soto, D. Sorenson.

Panasonic 437/1019
1 Panasonic Way, Secaucus, N.J. 07094

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Patch Bay Designation 1773
Box 6278, Glendale, Calif. 91205

Labeling for rear lighted switches. **Staff:** Scott Lookholder, Charles Schufer, Dale Lookholder, Ted Lookholder.

Peerless Sales 1618B
1950 Hawthorne Ave., Melrose Park, Ill. 60160

TV/VCR/cable accessory products including security hardware, stands, mounts, carts and brackets for desk, wall ceiling. **Staff:** Walter Griffing.

Penny & Giles 436
1640 Fifth St., Suite 224, Santa Monica, Calif. 90401

Faders. **Staff:** Gay Moses, Bob Rose, David McClain, Chris Thomson.

PEP 1408
25 W. 54th St., New York 10019**Perrott Engineering Labs 1729**
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Nickel cadmium and silver zinc battery packs for ENG and EFP equipment, mini-chargers series for portable packs, single or sequential ni-cad fast chargers, battery packs for VTR's, video analyzers, ENG and EFP lighting systems, service and rebuild batteries and chargers for ENG and EFP equipment, design and engineer equipment for special requirements. **Staff:** V. Perrott Tygesen, William Mallon, Robert Clutter, William Aylor, Lawrence Westhaver, Joseph Nigro, Douglas Sheer, Al Audick.

Philadelphia Resins 126
20 Commerce Dr., Box 454, Montgomeryville, Pa. 18936

High performance tower guys. **Staff:** W. Wynne Wister, Kenneth Knight.

Philips Television Systems 1500A
900 Corporate Dr., Mahwah, N.J. 07430

LDK 26 studio camera*, LDK-614 portable camera*, LDK-6 studio and field camera, LDK 54 camera recorder system*, 14 and 20 inch color monitor, LDM 1208 55 kw transmitter, 100 w to 20 kw FM transmitters, high definition television technology, digital compact disks, optical disk mastering. **Staff:** James Wilson, Warren Anderson, Alan Keil, Nicholas LaBate, Robert Blair, John Giove, Jeffrey Clarine, Michael Hartt, Michael Mackin, Bob Mahoney, William Sturcke Jr.

Philips Test & Measuring Instruments 1408A
85 McKee Dr., Mahwah, N.J. 07430

Color generators, sync test generator, TV test modulator, color generator multipattern, teletext test generator, studio VITS generator, TV modulator. **Staff:** Ken Wheeler, Robert Joseph, Leonard Milchuk, John Stanley, Preben Hejberg, Steen Anderson.

Phoebus Manufacturing 1331C
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Ultra family followspot lighting* **Staff:** John Tedesco, Laura Krum.

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Video sequence processor.

Piher Electronica 1409B
Albala, 12, Madrid 17
Box 947, N. Miami Beach, Fla. 33160

Color character generators, professional color and B/W monitors, transposers, transmitters, color sync generators, video, audio and pulse distribution amplifiers, video switcher, mobile units. **Staff:** Antonio Diaz-Borja, Mario Castellanos, Jesus Martin, Enrique Bermudez, Arnaldo Gonzalez, Gaspar Sastre, Antonio Rodriguez, Jose-Manuel Albiste, Dalma-cio Tola, Alfonso Saiz, Alfonso Castellon, Manuel Martin, Jesus Diaz, Manuel Lopez, Carlos Xifra, Santiago Mendioroz, Alicia Seyler, Carlos Yhama.

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240 W. 60th St., New York 10023**Polar Research 511**
Pennington Ave., Thief River Falls, Minn. 56701**Porta-Pattern 1427**
750 N. Highland Ave., Los Angeles 90038

Test charts and systems, telecine test slides and films, spherical transparency illuminators and transparencies and associated optical test media, BBC zone plate charts*. **Staff:** Ed Rles, Ed Taylor Jr., Anne Summers-Ries, Elena Sherk, Dorel Cojan, Tony Reyes, C. Webster.

Potomac Instruments 100
932 Philadelphia Ave., Silver Spring, Md. 20910

Staff: Guy Berry, Bill Casson, Bob Ellenberger, Dave Harry.

Precision Echo 1617
3105 Patrick Henry Dr., Santa Clara, Calif. 95054

Video disk frame store animation recorder/reproducer system, video compression system, videodisk recorder*. **Staff:** Jim Crouch, Kathie Farkas, Steve Goze, Tom Parkinson, Jackie Streeter, Bob Werbicki, Ron Zimbrick, Barry Rubin.

Prismagraphics 110A
Box 703, Milwaukee 53201**Procart 112**
7012 27th St., W., Tacoma, Wash. 98466

Tape cartridges. **Staff:** Tim Schwieger, Don Kalmokoff, Bernice McCullough, Irv Law.



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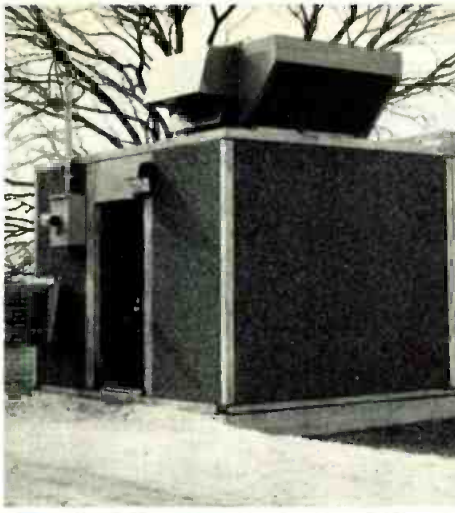
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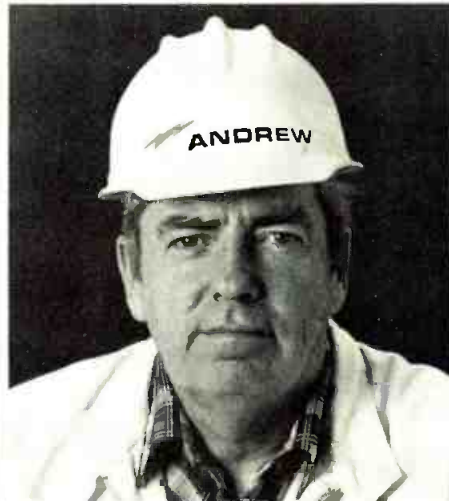
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QEI Corp. 307
Box D, Williamstown, N.J. 08094

FM transmitters (25 kw*) and exciters*, stereo generators, monitors and test equipment. **Staff:** Charles Haubrich, William Hoelzel III, John Pilman, John Tie-deck.

QSC Audio Products 626
1926 Placentia Ave., Costa Mesa, Calif. 92627

Audio power amplifiers.

QSI Systems 1325
12 Linscott Rd., Box 2176, Woburn, Mass. 01888

Color bar generators*, video source identifiers, master clocking systems, video and pulse distribution amplifiers, 24-hour TV loggers, demod tuners, countdown generators, numerical video slates, routing switcher input identifiers. **Staff:** Alfred Smilgis, Richard Smilgis, Charles Ricciardi, Richard Sanford, Paul Coughlin, Dr. Frank Erculei, Mark Erulei, Leo Rymmerz, Mike Dyer, Glen Dash, William Hickey, John Martin, Joanne Beichler.

Q/TV/Telesync 1401-D
33 W. 60th St., New York 10023

VPS-500 computerprompter systems*, videoprompter system, mini Q prompter. **Staff:** George Andros, John Maffe, Hy Sheft, Al Eisenberg.

Quad-Eight Electronics 1636
11929 Vose St., N. Hollywood, Calif. 91605

Digital reverberation system. audio console.

Quanta Corp. 1432
2440 S. Progress Dr., Salt Lake City 84119

Quante Corp. 1216A
3350 Scott Blvd., Bldg. 15, Santa Clara, Calif. 95051

Fiber optics transmission equipment*. **Staff:** J. Hawkins, G. Vrignaud, A. Gaytan, A. Yan.

Quantum Audio Labs 509A
1909 Riverside Dr., Glendale, Calif. 91201

Production consoles.

Quickscan Systems 1405B
9465 Wilshire Blvd., Beverly Hills, Calif. 90212

Quickset 1105
3650 Woodhead Dr., Northbrook, Ill. 60062

Instrument positioning equipment. **Staff:** Mark Stolman, John Andre, Paul Mooney, Dennis Ryan.

RAB 217
485 Lexington Ave., New York 10017

Radac Marketing 218
804 Main, Trenton, Mo. 64683

Radio Arts 418
210 N. Pass, Suite 104, Burbank, Calif. 91505

Radio formats—American Rock, Sound 10, Soft Contemporary, The Entertainers, Country's Best, Encore; plus The Dream Concert, Ray Anthony's History of the Big Bands, Johnny Mercer: The Man and His Music, Your Hit Parade, Billboard Honor Roll of Hits, Holiday Spirit (240), Light of My Life. **Staff:** John Benedict, Dave Price, Clair Marlo, Mary Perkins.

Radio Systems 213
Box 356, Edgemont, Pa. 19028

Phono preamps, distribution amplifiers, studio timer, ESA-10 broadcast console. **Staff:** Daniel Braverman, Neil Glassman, Andy Lovell, Edward Corse.

Ramko Research 415
11355A Folsom Blvd., Rancho Cordova, Calif. 95670

Four-channel portable mixer with built-in intercom*, distribution amps, audio routers, broadcast consoles, phasemaster cart machines, audio mixers, mic/line amps, line equalizers, solid state meters, compressor noisegates, power amps. **Staff:** Ray Kohfeld, Jim Lucy, Leonard Dont, Ted Johansen, Anita Edwards, Jim Nichols, Dave Baldwin.

Rank Cintel 1219
Watton Rd., Ware, Heerts, England

ADS 1 telecine for broadcasting from film*, Mk IIIC telecine for film-to-tape transfers, FeRRIT separate magnetic sound-follower. **Staff:** J. Etheridge, C. Waldron, A. McIlwaine, M. Batsch, I. Glenn, K. Taylor, J. Rodgers, T. Mead, K. Clark, M. Griffiths, B. Townsend, J. Campbell, D. Fenton, N. Kempt, D. Corbitt, G. Collett, W. Capon, F. Bundesmann, K. Sadhvani, E. Goodwin, Y. Yu, P. Chapman.

RCA Americom 1000
400 College Rd., Princeton, N.J. 08540

Digital audio transmission service via satellite for radio networking and TV channel service for broadcasters, syndicators and videoconferencing. **Staff:** J. Tietjen, E. Murphy, A. Schmitt, J. Williamson, G. Lewis, J. Grady, J. Thiesing, L. Donato, R. Boyland, H. Rice, G. Kaplan, D. Reinert, W. Berman, D. Cornell, B. Lazarus, J. Christopher.

RCA Broadcast Systems 1000
Box 900, Gibbsboro, N.J. 08026

Staff: J. Volpe, D. Woywood, J. Gimbel, K. Johnson, K. Gee, R. Abbenante, J. Ayers, B. Culbertson, T. Newman, K. Pierce, R. Walsh, H. Magno.

**RCA New Products Division/
Tube Operations** 1000
New Holland Ave., Lancaster, Pa. 17604

Lead oxide Vistacons, Saticons and Vidicon camera tubes, VHF power tubes from 5-50 kw, FM tubes for 5-50 kw and 1 kw UHF tube and cavity for low power TV and translator service, tape of charged coupled device technology. **Staff:** George Brody, Erich Burtlefinger, R. Davis, Gene Dymacek, Jerry Grill, Pete Koustas, John Malan, Bob Mazeski, F. Nelles, Bob Neuhauser, Jack Nicholson, C. Rintz, Jerry Ryan, Dick Savoye, B. Scott.

R-Columbia Products 1111
2008 St. Johns Ave., Highland Park, Ill. 60035

FM wireless intercom headphone, sports and studio broadcasting headphone, remote powered intercom headphone, hands free telephone operation.

Reach Inc. 341
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Real World Tech. 1520
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Recortec 1416
475 Ellis St., Mountain View, Calif. 94043

Videotape evaluators. **Staff:** Lester Lee, Eldon Corl, Edwin Wong, Ed Bloom.

Rees Associates 1727
4200 Perimeter, Oklahoma City 73112

Architectural planning, consulting, design and engineering services, LPTV facility package design and equipment.

Register Data Systems 128
Box 1246, Perry, Ga. 31069

Regis-BLT 152
2 Bluejay Way, Woodside, Calif. 94062

Reiman Syndication Network 172
5400 S. 60th, Greendale, Wis. 53129

Research Technology 1626
4700 Chase Ave., Lincolnwood, Ill. 60646

Videotape evaluator/cleaners, digital film editing and cleaning equipment.

Restoration 705
15904 Strathern St., Van Nuys, Calif. 91406

Replacement heads for audio and video recorders.

RF Technology 171
145 Woodward Ave., S. Norwalk, Conn. 06854

Staff: Pat Bradbury, Jack Fackler, Chuck Bobbins, Kristi Irish, John Clifford, Drew Lance, Ian Aizlewood.

Richardson Electronics 212
Box 424, Franklin Park, Ill. 60131

Electron tubes, RF power transistors and amplifiers, power semiconductors, silicon controlled rectifiers. **Staff:** Ian Stewart, Jim Matzas, Richard Thomas, David Gildeen.

Riviera Broadcast Leasing 1784
220 Avenue 1, Redondo Beach, Calif. 90277

Rockwell Int. (Collins div.) 1767
400 Collins Rd., NE, Cedar Rapids, Iowa 52498

Collins doppler weather radar*. **Staff:** John Giordano, Gary Frederick, Bryan Hawkins, Ron McGraw, Butch Postel, Ed Mumford, Dean Huntsinger.

Roh Corp. 1634
3603 Clearview Pl., NE, Atlanta 30340

Intercom/PL and IFB systems, digital announcement systems. **Staff:** Jerry Levy, Jerry Huber, Dan Garrigan, Frank Harvey, Tammy Smith.

Rohde & Schwarz 1203
13 Nevada Dr., Lake Success, N.Y. 11042

TV data distortion meter for videotext signals*, video noise meters, precision demodulator*, delay measuring system*, video test signal generator*, mobile compact test setup for checking and aligning TV transmitters and transponders. **Staff:** Joel Hymowitz, J. Schindler, E. Kushner, R. Goebel, R. Quitt, L. Estin, C. Porzky, M. Miczek.

Rosco Laboratories 1235
36 Bush Ave., Port Chester, N.Y. 10573

Roscor Corp. 1181
6160 W. Oakton St., Morton Grove, Ill. 60053

Design, engineering, fabrication and installation of custom turnkey video and audio systems and mobile units, Ikegami EC-35 electronic cinematography camera, mini-ram ENG unit and TV-20 mobile production unit, and engineered video rentals. **Staff:** Phillip Roston, Paul Roston, Steven Detch, Lee Ruber, Jim Pianowski, Howard Ellman, Steve Robinson, Jerry Garber, Steve Kozola, Andy Turner, Craig Kohler, Jon Ulfsrud, Yves Souvenir.

Ross American Logic Systems 1332
20540 Unit D, Superior St., Chatsworth, Calif. 91311

Electronics lighting displays and control systems.

Ross Video 1110
9 Plaza Dr., Iroquois, Ontario K0E 1K0

Encore memory system with serial interface to computerized videotape editing system*, RVS 524 and 508 production switchers. **Staff:** John Ross, Ole Skrydstrup, Fernando Paulino, Jim Millard, Jack McQuigge, Merle Quinn.

R/Scan Corp. 1740
511 11th Ave. South, Minneapolis 55415

LPATS—Lighting position and tracking system*.

RTNDA 1501
1735 DeSales St., NW, Washington 20036

Staff: Ed Godfrey, Lou Adler, Lou Prato, Dean Mell, Ernie Schultz, Eddie Barker, Joe Tiernan.

RTS Systems 1142
110 W. Chestnut St., Burbank, Calif. 91506

System 2500 amplifiers*, series 17 intercom*, RTS/Plantronics communications headsets*, TW intercom systems, series 800 intercom, series 4000 IFB system, series 400 pro audio amplifiers, HPM41 mixer. **Staff:** Ethan Bush, Douglas Leighton, Robert Tourkow, David Brand, Vicki Bertrand, Stan Hubler, Sue Seidenglanz, Linda Rico, Cliff Michael.

John B. Ruby Co. 1776
20950 Brant Ave., Long Beach, Calif. 90810

Rupert Neve 1410
Berkshire Industrial Park, Bethel, Conn. 06801

Necam system fitted on 51 and 81 series consoles, 51 series of stereo production and post production television consoles, audio consoles, VCAs with interface to most video production switchers, DA 90 distribution amplifiers, 33 series limiter compressors. **Staff:** Laci Nester-Smith, Derek Tilsley, Barry Roche, Dr. Martin Jones, Anthony Cornwell, Anthony Langley, B. Morgan Martin, James Kurowski, Steve Boze.

Russco Electronics 413
5690 E. Shields Ave., Fresno, Calif. 93727

Turntables, tone arms, small consoles, phono preamps, portable mixers, remote mixer amplifiers, studio monitor/audio amplifier, telephone line to console audio interface/equalizer. **Staff:** Russell Friend, Barbara Gaudin, Michael Vink, Diane Turnipseed.

Sachtler Corp. 1648
400 Oser Ave., Hauppauge, N.Y. 11788

Fluidheads for ENG use—Video 14*, 20, 25, 30, and Panorama. **Staff:** Eric Falkenberg, Fiete Deckmann, J. Gehrt, Kim Sachtler, Heinz Feierlein, Walter Hopfinger, Werner Friedl, Hardy Jaumann.

Saki Magnetics 416
8650 Hayden Pl., Culver City, Calif. 90230

Ferrite heads for Ampex, MCI, Mincom, Otari, Revox, Scully, Studor and Technics machines, long-life metal heads for cartridge machines. **Staff:** Bob La Violette, Trevor Boyer.

Samson Music Products 324
124 Fulton Ave., Hempstead, N.Y. 11550

Sansui Electronics 130
58 Round Hill Rd., Dobbs Ferry, N.Y. 10523

SCA Communications 508
1 W. 30th St., New York 10001

SCA receivers.

Schneider Corp. of America 1403
400 Crossways Park Dr., Woodbury, N.Y. 11797

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Scientific-Atlanta 1017
3845 Pleasantdale Rd., Atlanta 30340

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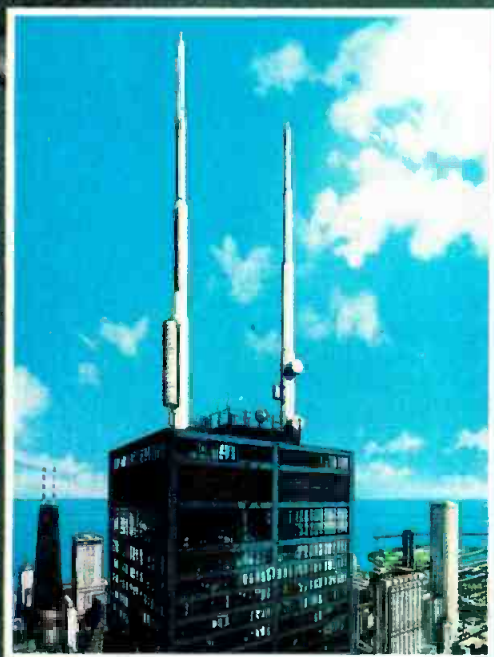
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Scribe Recorders 214
1618 Orrington, Suite 320, Evanston, Ill. 60201

Audio tape cassette recorders. **Staff:** Frank Beaman, Erik Horvitz.

Sennheiser 1137
48 W. 38th St., New York 10018

Headphones and microphones including ultraminiature electret lavalier microphone*. **Staff:** G. Langdon, T. Tudisco, J. Tait, K. Burke, B. Grover, C. Rancilio, K. Kawamura, D. Speelge, C. Muse, J. Munchow, P. Walters, F. Iaconis, J. Essig, N. Schneider.

Sescom 1616
1111 Las Vegas Blvd., Las Vegas 89101

Audio transformers and modules, mic-splitters, audio distribution amplifiers, a newsbridge, and intercom system, SAT-1 audio leveling for satellite receivers*, MLD-5 mic-line driver. **Staff:** Franklin Miller, Richard Schumake.

Sharp Electronics 1102
10 Sharp Pl., Paramus, N.J. 07652

XC-900D color camera, XC-800 color

camera, XC-803TX triax control system*, and XM-1300 high resolution rack mount color monitor*. **Staff:** Robert Garbutt, Neil Kobu, Peter Gloeggler, Ron Colgan, Ron Parker, Bob McNeill, Paul Insko, Bruce Pollack, Liz Sauter, Hank Mlura, Mike Yamaguchi.

Shintron Co. 1417
144 Rogers St., Cambridge, Mass. 02142

Broadcast distribution amplifiers*, editor interfacing switchers*, component editing suite, time code equipment*.

Shively Labs 623
86 Harrison Rd., Bridgeton, Me. 04009

TV/AM isocouplers*, reflectometer display and protection systems*, FM mount antennas, FM panel antennas, UHF panel antennas, RF switch, RF patch panel, manual switch. **Staff:** Paul Wescott, Ed Shively, Charles Peabody, Bob Surette, Steve Collins, Paul Ricci, Carroll Cunningham, Bob Cauthen, David Lafrenais, Bob Beattie, Tom Butler, Dr. Vittorio Raviola, Gildo Ventura, Aldo Laus, Larry Hall.

Shook Electronic Enterprises 1310
6630 Topper Pwy., San Antonio, Tex. 78233

Mobile TV production vehicles. **Staff:** Edwin Shook, J. Hollenbeck Shook.

Shure Brothers 1401-A
222 Hartley Ave., Evanston, Ill. 60204

FP31 mixer*, SM83-CN lavalier microphone*, SM63L microphone, M267 mixer*. **Staff:** John Phelan, Michael Pattersen.

Sigma Electronics 1333
1830 State St., East Petersburg, Pa. 17520

Generators, video processing amplifiers, distribution amplifiers.

Singer Broadcast Productions 101A
875 Merrick Ave., Westbury, N.Y. 11590

FM exciters, stereo generator, AM and FM transmitters.

Skotel Corp. 1126
1445 Provencher, Brossard, Quebec J4W 1Z3

Time code readers and generators, digital metronome.

Warren R. Smith 1717
Drawer C, Ocean Gate, N.J. 08740

SMPTE 1632
862 Scarsdale Ave., Scarsdale, N.Y. 10583

"Television Image Quality"* book. **Staff:** Lynnette Robinson, Alex Alden, Peg Caggiano, Barry Detwiler, Dorothy Smith.

Solid State 1723
2633 15th St., NW, Washington 20009

Audio mixing systems and studio computers.

H.A.Solutec 1517
4360 Iberville St., Montreal, Que. H2H 2L8

Staff: Gilles Fortin, Ernest Grondin, Michel Beland.

Solway Inc. 139
5010 Johnson St., Hollywood, Fla. 33021

Sono-Mag 707
1833 W. Hovey Ave., Normal, Ill. 61701

Staff: William Moulic, Stephen Sampson, Bob Popke, Bill Hoisington, Jerry Bassett.

Sony Broadcast Products Co. 1200
Sony Dr., Park Ridge, N.J. 07656

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Soper Sound Music Library 1620B
Box 498, Palo Alto, Calif. 94301

Series IX, X and XI music series libraries. **Staff:** Harn Soper, Karen O'Neill, Kathy Wolff.

Sound Ideas 1620C
86 McGill St., Toronto M5B 1H2

Sound effects, music library.

Sound Technology 500
1400 Dell Ave., Campbell, Calif. 95008

Audio test equipment.

Sound Workshop Professional Audio Products 461
1324 Motor Pwy., Hauppauge, N.Y. 11788

Series 30 TVedit console*, serial console interface*, series 34 post production console*. **Staff:** Michael Tapes, Paul Galburt, Lee Pomerantz, Carl Schiovone, Mike Cuneo, Jim Overocker.

Soundcraft Electronics 219
20610 Manhattan Pl., Suite 120, Torrance, Calif. 90501

SAC 2000* audio console, series 20 two-track master recorder/reproducer*, multi-track recorders/reproducers. **Staff:** Wayne Freeman, Betty Bennett, Graham Blythe, Charlie Day, Shane Morris, Linda Frank, Larry Schara, Gary Lynn.

Soundoller 1704
9380 Watson Industrial Park, St. Louis 63126

Spectrum Planning 510
1850 N. Greenville, Suite 122, Richardson, Tex. 75243

Spencer Broadcast 406
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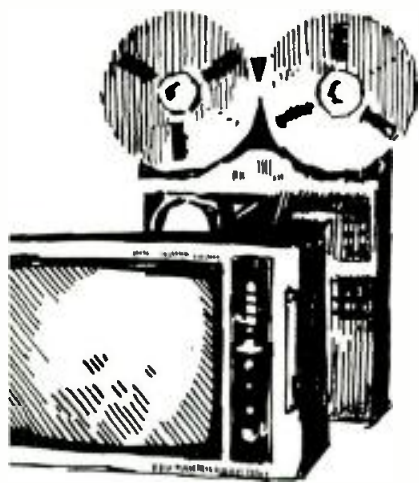
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Stainless 1315
 Third & Montgomery Ave., North Wales, Pa. 19454

AM, FM and TV towers, Verda lightning deterrent. **Staff:** Henry Guzewicz, Robert Farrington, Jess Rodriguez, John Windle, Owen Ulmer, Peter Starke, Ronald Pagnotto, Harold Balshukat, H. William Guzewicz.

Stanton Magnetics 102
 200 Terminal Dr., Plainview, N.Y. 11803

Announcer's headphone. **Staff:** G.L. Bidwell III, George Alexandrovich.

Stantron 1132
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Steenbeck 1424
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Staff: W. Bass, W. Otto, T. Diamond.

Stephens Electronics 1318B
 3513 Pacific Ave., Burbank, Calif. 91505

Portable tape recorders/reproducers.

Storeel 1008
 2050 Carroll Ave., Atlanta 30341

Mobile and stationary storage systems for videotape, film and videocassettes.

Staff: Carolyn Galvin, Paul Galvin, Michael Plaut, Robert Kearns, Dale Miller.

Straight Wire Audio 408
 2523 Wilson Blvd., Arlington, Va. 22201

Noise reduction systems, amplifiers, preamps, rack mount units, horizontal card frames and vertical card frames.

Staff: Ricki Sacks, William Sacks, Lauri Fowler, William Shute, Kandy Shute, Chris Shute, David Kersten, Kerry Kertsen.

Strand Century 1418
 Box 9004, Rancho Dominguez, Calif. 90224

Solid state ballast* for 575 w and 1200 w lighting fixture*, HMI par fixture Field interchangeable from 575 to 1200 w, other lighting and dimming control equipment.

Staff: Marvin Altman, Gene Murphy, Bob Schiller, Harry Forman, Mike Collier, Susan Dandridge, Mike Valentino, Brigid Menke, Archie Fletcher, Lin Bedard, Tom Brady, Bill Liento, Donna Appleton.

Strata Architect 614
 1713 N. North Park Ave., Chicago 60614

Microcomputer software for radio stations.

Studor Revox America 201
 1425 Elm Hill Pk., Nashville 37210

Cassette decks, multichannel recorders, microprocessor controlled audio recorders with SMPTE code channel, other recorders, series consoles, telephone hybrid systems, compact recorders.

Swintek Enterprises 1503
 1180 Aster Ave., Unit T, Sunnyvale, Calif. 94086

Wireless headsets, handheld or body pack transmitters with VHF/UHF broadcast quality. **Staff:** William Swintek, Les Underwood, Darisa Hill, Don Hall, John Ferguson, Jorge Montero, Wayne Wyche, Carl Cuthcart, Sheldon Goodman, Richard Pass, Frank Kelly.

Switchcraft Inc. 427
 55555 N. Elston Ave., Chicago 60630

Jack fields and panels.

SWR Inc. 1644
 Box 215, Goffstown, N.H. 03045

Sylvania US Lighting 1401-B
 Sylvania Lighting Center, Danvers, Mass. 01923

Lighting equipment. **Staff:** C. Durkee, R. Shay, R. Levin, D. Scioli, D. Richardson, C. Gungle, A. Westlund, S. McCleneghan, R. Fleming, M. Skerry, S. Collins, J. Dombrowski, Dr. Fohl, S. Brown, A. Rugo.

Symetrix 616
 109 Bell St., Seattle 98121

Audio signal processing devices including telephone interface unit and remote control system. **Staff:** Dane Butcher, Dan Kingsbury.

Symtec 1522
 15933 W. 8 Mile Rd., Detroit 48235

Staff: Paul Ambrose, Georgiann Mannino, Clive Catchpole.

System Associates 1331-E
 5801 Uplander Way, Culver City, Calif. 90230

Brokers of used TV equipment. **Staff:** Billy Seidel, Walter Shubin.

Taber Manufacturing 711
 2468 Embarcadero Way, Palo Alto, Calif. 94303

Model 409 bulk manual tape degausser, Model 1500 automatic bulk tape degausser*, replacement audio heads for professional recorders, overhaul services on audio/video recorders. **Staff:** Veldon Leverich, Diane Leverich, Robert Souza, Florin Arsene.

Taft Broadcasting 136
 81 Canal St., Boston 02114

Tamron 1640
 17-11, 7 Chome, Takinigawa, Kita-Ku, Tokyo

Zoom lenses for color cameras.

Tapscan 106
 2100 Data Park, Suite 202, Birmingham, Ala. 35244

Tascom/TEAC 1304
 7733 Telegraph Rd., Montebello, Calif. 90640

Audio products. **Staff:** Barry Goldman, Anne Pumphrey, Jimmy Yamaguchi, Anders Madsen, Marc Chover, Bill Mohr-hoff, Yuki Oshikawa, John Bliese, Tom Yamaguchi, Bob Lowig, Dave Oren, Bruce Black.

Teatronics 1786
 101-D Suburban Rd., San Luis Obispo, Calif. 93401

Lighting control systems, dimmer packs, control consoles*. **Staff:** Roger Volk, Paul Rabinovitz, Paul Carlsen, Mike Griffith.

Tektronix 1601
 Box 500, Beaverton, Ore. 97077

1740 and 1750 waveform/vector monitors*, 494 spectrum analyzer*, 118-AS

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audio synchronizer*, 10-bit frame synchronizer, digital generator/insert, video monitoring software, portable 150 mhz oscilloscope, color picture monitor, audio analyzer, test monitor, demodulators, waveform monitors, vectorscopes, sync and test signal generators, spectrum analyzers. **Staff:** Larry Kaplan, Steve Kerman, Austin Basso, Dick Walters, Stuart Fox, Tom Jordan.

Telegen (TDF) 806
1742 Willow Rd., Suite 206, Palo Alto, Calif. 94304

Telemet 1202
185 Dixon Ave., Amityville, N.Y. 11701

Computerized routing switcher. **Staff:** Eugene Murphy, Seymour Hamer, Robert Griffiths, Alex Kwartiroff, Vincent Delmato, Leo Lazarus, Ivan Slovak, Tony Silva.

Telepak San Diego 192
8360 Clairemont Mesa Blvd., Suite 102, San Diego 92111

Telescript 1407
445 Livingston St., Norwood, N.J. 07748

Digital prompting system*, monitor prompting service. **Staff:** Bob Swanson, Rich Mergner, Bill Coomes, Jerry Swanson, Phil Miller, Kay Hyde, John Lennan.

Telesource Communications 1607-B
730 E. Highland Ave., Phoenix 85011

Television and radio newsroom management and editing system, in-station election system. **Staff:** Bob Early, Marilyn Taylor, Ryan Nolan.

Television Engineering 1700
580 Goddard Ave., Chesterfield, Mo. 63017

ENG vans, complete systems, studios and remote broadcast vans.

Television Equipment Associates 1216
Box 393, S. Salem, N.Y. 10590

Video and pulse delays, video filters, headsets, tape cleaners, tape evaluators, intercom systems, distribution amplifiers, teletext products and systems.

Telex Communications 600, 1605A
9600 Aldrich Ave., South, Minneapolis 55420

Wireless microphone systems, microphones, closed circuit intercom system, headsets, open reel and NAB cartridge audio tape recorders and loggers, high speed tape duplicating systems and high speed cassette copiers, insta-Load, 16 mm motion picture projectors, silent and sound filmstrip projectors and 35 mm slide projectors. **Staff:** Jim Arrington, Chris D'Amico, Dean Flygstad, Pat Gillette, Jerry Hines, Tom Johnson, Claude Kleiman, Steve Lichtenauer, Don Merdeen, Michael Olinger, Frank Olson, Dan Paulnock, Jerry Wade.

Tennaplex Systems 1127
21 Concourse Gate, Nepean, Ont. K2E 7S4

Broad signature, broadband panel antennas for triangular masts for FM CP and TV. **Staff:** Marvin Crouch, Manfred Muenzel, Ed Ritz, Anton Kathrein, Manfred Schleiter, Steve Crouch.

Tentel 1613
1506 Dell Ave., Campbell, Calif. 95008

Universal head protusion gauge for VCR's, tape tension gauges, spindle height gauges. **Staff:** Wayne Graham, John Chavers, John Bonn, Burke Stafford, Kathryn McLaughlin, Bev Zern.

TFT 109
3090 Oakmead Village Dr., Santa Clara, Calif. 95051

830 SCA generator*, 840/841 AM stereo exciter*, 8300 aural studio transmitter link, AM, FM and TV monitors, series microprocessor remote control, aural transmitter studio link, emergency broadcasting system, AM/FM E/Alert. **Staff:** Joe Wu, Henry Wu, John Leonard, Terry Peterson, John James, Carla Dal Colletto.

TFTP 161
509 Bardon Rd., Knoxville, Tenn. 37919

Theater Service & Supply 1513
1792 Union Ave., Baltimore 21211

Heavy duty cyclorama curtain fabric. **Staff:** Richard Antisdell.

Theater Vision 1318
5426 Fair Ave., N. Hollywood, Calif. 91601

Lighting, intercom and dimming systems.

Thermodyne 1637
20850 S. Alameda St., Long Beach, Calif. 90810

Shipping cases, rack-mounted instrument cases.

James Thomas Engineering 163
5025 S. Eastern Ave., Suite 16-B120, Las Vegas 89119

Thomson-CSF Broadcast 1001
37 Brownhouse Rd., Stamford, Conn. 06902

Color studio camera*, three-tube automatic betacam*, editing suite*, automatic contrast controller*, image processor for special effects*, THOM. C.A.T. computer aided test instrumentation, D/A and A/D converters, 2 kw VHF, 2.5 kw FM, 1 kw FM and 200 w FM transmitters*, monaural and stereo FM volumax peak controller, AM volumax, dual audio distribution amplifier, audimax automatic level controller, NTSC color correction systems, image enhancer, vidiplex encoder and decoder, color slide scanner, three-tube betacam with half inch VTR, character/graphics system, NABTS teletext system, LPTV, UHF, VHF and FM transmitters, TVRO. **Staff:** Stan Baron.

Stan Basara, Frank Benson, Jean Luc Bellet, Rene Bourdon, Michel Boxberger, Mike Clayton, Frank Comoro, John Craven, Tom Creighton, Jim Egloff, Bob Estony, Debra Gauer, George Guiette, Greg Harper, Tom Hindle, Jim Hegadorn, Matt Howryletz, Bernard Joseph, William Kane, Lynn Kranzler, Dagmar Lanigan, Tom Lorenzen, Dick Mathys, Greg Morton, Tom Oliviero, Bill Park, Altaf Rahman, Mike Redden, Mike Richardson, Johana Safar, Warren Singer, Ed Svorc, Art Smith, Jim Sprague, Mike Stephanak, Hubert Stijns, Ben van Benthem, Ron Volpe, Ellen Zalk.

Thomson-CSF Electron Tube 1003
301 Rt. 17 North, Rutherford, N.J. 07070

Tubes and cavities for LPTV.

Thorn-EMI Lighting 1331D
175 Rt. 46 West, Fairfield, N.J. 07006

Lamps and lighting fixtures and accessories.

Tiffen Manufacturing 1422
90 Oser Ave., Hauppauge, N.Y. 11788

Full line of TV and special effects filters, lens accessories. **Staff:** Nat Tiffen, Steve Tiffen, Tom Grosso, Bill Cohen.

TIO 812
745 Fifth Ave., New York 10151

Torpey Controls 463
98-2220 Midland Ave., Scarborough, Ont. M1P 3E6

Toshiba Tokyo 1631A
1-6 Uschisai Wai-Cho, 1 Chome, Chiyoda-Ju, Tokyo 100 Japan

Total Spectrum Manufacturing 142
20 Virginia Ave., West Nyack, N.Y. 10994

Townsend Associates 1420
79 Mainline Dr., Westfield, Mass. 01085

VHF (25 kw*) and UHF (55 kw*) transmitters, LPTV transmitters (1000 w*), MDS/ITFS transmitters, vacuum contactors, exciters and accessories. **Staff:** George Townsend, Howard McClure, Robert Anderman, Andrew Juettner, Warren Trumbly, Harry Craig, Wayne-McMahon, Robert Bromley, Roger LaFrance, Bob Klein.

Transimage International 1512
245 Hanworth Rd., Hounslow, Middlesex, England TW3 3UA

Device to connect video recorders to a single time-base corrector.

Trident USA 633
652 Glenbrook Rd., Stamford, Conn. 06906

Synchronizers—VFM, Trimix, series 70, 80, 80B, TSM. **Staff:** Malcolm Toft, Jack Hartfield.

Trompeter Electronics 1211
8936 Comanche Ave., Chatsworth, Calif. 91311

Coax patching, cable assemblies, con-

nectors and accessories. **Staff:** E. Trompeter, S. Trompeter, Hap Gladish, Dick Coleman, Dave Vernon, Ev Westfahl, Bill Lipsett, Paul Cox, Herb Hatzhold, Tracy Hunter, Ross Gaines.

True Time Instruments 643
3243 Santa Rosa Ave., Santa Rosa, Calif. 95401

Master timing systems, phase comparators, NBS synchronized clocks, receivers, digital clocks. **Staff:** Victor Kunkel.

Turner Broadcasting Systems 621
1050 Techwood Dr., NE, Atlanta 30318

Tweed Audio 313
12 Illex Dr., Newbury Park, Calif. 91320
Audio consoles.

Tyler Camera Systems 184
14218 Aetna St., Van Nuys, Calif. 91401

Ultimate Support Systems 651
1331 Red Cedar Cr., Fort Collins, Colo. 80524

Ultimate Corp. 1642
18607 Topham St., Reseda, Calif. 91335

Ultimate and Newsmatte video compositing devices. **Staff:** Pat Smith, Paul Vlahos, Dave Fellinger, Arpag Dadourian, Ron Ungerman, Roger Factora.

UMC Electronics 114
460 Sackett Point Rd., North Haven, Conn. 06473

Magnetic tape equipment, splice finders, erasers, replacement motors.

Uni-Set Corp. 1236
449 Avenue A, Rochester, N.Y. 14621

Modular studio staging system, graphic design cart, riser blocks, tops, ramps, rear screen module.

Union Connector 1783
149 Babylon Tpke., Box H, Roosevelt, N.Y. 11575

Digitally remote controlled 2.4 kw dimmer*. **Staff:** Richard W. Wolpert, Richard A. Wolpert, Stephen Skirpan, Irving Stein.

United Media 1300
4075 Leaverton Ct., Anaheim, Calif. 92807

Sequencer computer controlled coincidence comparator, electronic editing system, looping controller system, cue writer, audio router/dissolver, time code readers, generators and character generators.

United Research Laboratory 604
16 E. 52d St., New York 10022

UNR-Rohn 1605B
Box 2000, Peoria, Ill. 61656

Broadcast, microwave, mobile radio and high level lighting towers and accessories. **Staff:** M. Fleissner, Al Repsumer, R. Kleine, Gene Francis, Larry Grimes.

UPI 430
1400 Eye St., NW, Washington 20005

UPI news and business office computer systems, Custom News, radio network. **Staff:** Paula Baird, Gordon Rice, Richard Boggs, Bill Adler, Jim O'Keefe, Bruce Kanner, Gary Neeleman, Bill Ferguson, Phil Stone, Ed DeLong.

Ursa Major 512
50 Trapelo Rd., Belmont, Mass. 02178

Digital reverberation remote unit, mainframe and space station digital reverb and effects system.

U.S. Tape and Label 602
1561 Fairview Ave., St. Louis 63132

Bumper strips, window labels and concert patches. **Staff:** Byron Crecelius, Audrey Moore.

Utah Scientific 1114
1685 W. 2200 South, Salt Lake City 84119

Video and audio routing switchers with new control systems*, master control switcher, video and audio distribution amplifiers. **Staff:** Lyle Keys, Earl Gray, Gary LaMunyan, Eric King, Scott Bosen, Steve Monsen, Paula Parker, Karl McDonald, Dale Buzan, Don Reynolds, Carl Meek, Larry Walker, Charles Schultz, Bill Vice, Neil Gardner.

Utility Tower 703
3200 NW 38th, Box 12369, Oklahoma City 73157

Tower sections for AM, FM, TV, MW, CATV and LPTV installations. **Staff:** R. Nelson, C. Nelson, Robert Morris Jr., Joe James, Chris Payne.

Valentino Production Music Library 1231
151 W. 46th St., New York 10036

Staff: F. Valentino Jr., M. Valentino, G. Dario.

Valley People 318
Box 40306, 2817 Erica Pl., Nashville 37204

Audio level and noise meter*, balanced level matching interface*, dual compressor/expander, multi function dynamics

processor, dual transformerless preamplifier mixer, keyable program expander/noise gate, limiter/compressor/voice-over device, three-band parametric equalizer. **Staff:** Norman Baker, Ray Updike, Mike Morgan, Joel Smith.

Varian Associates 1605
3200 Patrick Henry Dr., Santa Clara, Calif. 95050
1678 S. Pioneer Rd., Salt Lake City 84104

Power grid tubes, cavity amplifiers, low power and TV translators.

Vdo-Pak Products 220
164 Howes St., Box 67, Port Orange, Fla. 32019

Vectrix Corp. 175
2606 Branchwood Dr., Greensboro, N.C. 27408

Video Associates Labs 1303
2304 Hancock Dr., Suite 1F, Austin, Tex. 78756

Video International 1524
1280 Sunrise Hwy., Copiague, N.Y. 11726

Digital standard converter with full frame store synchronizer, built in time-base corrector and TV pattern generator. **Staff:** Peter Kaminsky, Gerhard Freitag.

Videomagnetics 1109
155 San Lazaro Ave., Sunnyvale, Calif. 94086

Quad video head refurbishing, random access videocassette changer*. **Staff:** Ted Barger, Tony Korte, Denise Shelton, Eduardo Zanetta.

Videomedia 1308
211 Weddell Dr., Sunnyvale, Calif. 94086

Editing and control systems*. **Staff:** Bill Stickney, Jim Thibodeaux, Hank Wilks, C. Legois, Sherry Branch, V. Maranta, L. Sorby, Herb Kneiss, S. Hall, Tom Grancey, Ken Royer, R. Dorsa.

VideoStar Connections 1122
3390 Peachtree St., Atlanta 30326
Ku and C-band closed circuit satellite



NAB Booth 221

MEI MICROPROBE ELECTRONICS INC 910 Sherwood Drive, #19
Lake Bluff, Illinois 60044 / (312) 295-2606

The Best Little Satellite Programmer on Earth

communications for news, sports and teleconferencing. **Staff:** William Papa, Kenneth Leddick, Harry Mahon, John Davis, Jeffrey Rothfus, Bryan Allen, Roy Wiggins, Robert Megar, James Black Jr.

Videotek 1633
125 N. York St., Pottstown, Pa. 19464

Waveform monitor with line-select, routing switcher series, sync generator, audio program monitors, vectorscope, distribution amplifiers, color monitors. **Staff:** Phil Steyaert, Peter Choi, Dan Antonellis, Barry Gardner, John Raczenski, Eric Walthberg, Emery Grady, Ron Moyer, Don Taylor, Cary Sagady, Dick Brooks, Jim Mauger, Rick Hollowbush.

Viking Cases 1731
10480 Balz St., NE, St. Petersburg, Fla. 33702

Staff: Art Stemler, Bob Stemler, Bruce Stemler.

Vital Industries 1212
3700 NE 53d Ave., Gainesville, Fla. 32601

Production switchers, station automation systems, digital effects unit, distribution amplifiers, routing switchers, machine controllers.

VJ Electronics/Anchor Systems 1618C
913 W. 223 St., Torrance, Calif. 90502

Rackmount, porta-com cabled inter-coms, snakes. **Staff:** Evan Landrum, Jim Van Wary.

Ward-Beck Systems 1224
841 Progress Ave., Scarborough Ont. M1H 2X4

MicroCom communications system*, TV and radio audio consoles, distribution amplifiers. **Staff:** Ronald Ward, Rodger Beck, Arthur Schubert Jr., Peter Brentnell, Duke McLane, William McFadden, Prodromos Constantinou, Eugene Johnson.

Wavetek 1782
875 Maude Ave., Mt. View, Calif. 94043

Wegener Communications 515
150 Technology Park, Norcross, Ga. 30092

Satellite and microwave transmission equipment for radio networks and stereo TV audio, teletext equipment. **Staff:** Bob Placek, Heinz Wegener, Ned Mountain, Jon Thrasher, Peggy Placek.

Western Group 1134
3250 Wilshire Blvd., Los Angeles 90010

Laboratory-quality precision registration and optical alignment device for portable production and ENG cameras. **Staff:** John Lee, John Welland.

Wheatstone 121
249 N. Eric Dr., Palatino, Ill. 60067

Audio mixing consoles.

Whirlwind 329

100 Boxart St., Rochester, N.Y. 14612

White Instruments 1318C
Box 698, Austin, Tex. 78767

Wilk Power & Video 1229
16255 Ventura Blvd., Suite 10001, Encino, Calif. 91436

Staff: Leslie Spitzer, Cynthia Hastings, Tom Hamilton, George Newman, George Kopetski, Ray Wilk.

Wilkinson 305
5970 W. 60th Ave., Arvada, Colo. 80003

Winsted 1238
9801 James Cr., Minneapolis 55431

Editing consoles, tape and film storage systems, videotape and film trucks, equipment cabinets, dubbing racks and post-production consoles. **Staff:** Gerald Hoska, Brenda Sabin, Charles Johnson, Greg Hedlund, Randy Smith, Nancy Walker.

Wireworks 1014C
380 Hillside Ave., Hillside, N.J. 07205

Multipin input microphone splitters*, phantom power supply components*, prism components*, metric length mic and coax cable*, 12-foot multitails*, multi-trunks*, microphone multicable components group, microphone cables, multicables, cabletester, coaxial cables. **Staff:** A. DiCicco, G. Krulewicz, L. Williams.

Wold Communications 1515
10880 Wilshire Blvd., Los Angeles 90024

Satellite distribution services, earth stations, news origination facilities and transmission equipment, satellite subcarrier transmission services, radio point-to-point transmission services. **Staff:** Robert N. Wold, Gary Worth, Robert E. Wold, Paul Johnson, Clayton Packard, Ian Joseph, Dorothy Marsh, Ellen Kimmelman, Thomas Bartunek, Mark Wallhauser, Nell Donovan, Jon Schwenzer.

Wolf Coach 1317
7 B St., Industrial Park, Auburn, Mass. 01501

ENG/EFP vehicles*. **Staff:** Richard Wolf, Marcia Germagian, Mark Leonard.

Frank Woolley & Co. 1405-C
529 Franklin St., Reading, Pa. 19602

Motionmaster video animation system. **Staff:** Frank Woolley, Larry Whalen.

World Tower 519
Box 405, Mayfield, Ky. 42066

Broadcast towers and related services. **Staff:** M. Sholar, Jeff Sholar, James Wilson, Don Prescott.

WSI 1104
41 N. Road, Box B, Bedford, Mass. 01730

Weather graphics* and computerized sports scores. **Staff:** Dave Miller, Russ

Christie, Alan Riley, Roy Reiss, Ray Costello, Grady Young, Ron Strahm, Dave Devlin, Bob Draper, Todd Glickman.

Yamaha International 1340
6600 Orangethorpe, Buena Park, Calif. 90620

REV-1 digital reverberation device* permitting separate control of up to 40 early reflections, YDD-2600 digital delay device with various modes of operation*, R-1000 digital reverb effects device*, mixing consoles, recording consoles, signal processing and effects devices, power amplifiers, load speakers systems. **Staff:** Bob Davis, Phil Moon, John Gatts, Craig Olsen, Jeff Wilson, Gerry Tschetter, Craig Bullington, Steve Baxter, Gary Davis.

Mobile exhibitors

Ampex Corp. 38
401 Broadway, Redwood City, Calif. 94063

Andrew Corp. 8, 9, 11, 12
10500 W. 153d St., Orland Park, Ill. 60462

Antenna Technology Corp. 6
8711 E. Pinnacle Peak Rd., Suite C-103, Scottsdale, Ariz. 85255

AT&T Communications 4
Route 202-206, Bedminster, N.J. 07921

Avantek 7
3175 Bowers Ave., Santa Clara, Calif. 95051

Broadcast Microwave Services 60
7320 Convoy Ct., San Diego 92111

Canadian Mobile TV 47

Comtech Data Corp. 42-44
350 N. Hayden Rd., Scottsdale, Ariz. 85257

Dalsat 24
Box 1960, Plano, Tex. 75074

EECO 36
1601 E. Chestnut St., Santa Ana, Calif. 92702

Encom 10, 13, 14

Harris Corp. 1, 2
Box 4290, Wisman Ln., Quincy, Ill. 62305

Hubbard Broadcasting 21
3415 University Ave., St. Paul 55114

Kavouras 67
6301 34th Ave., South, Minneapolis 55450

GeC Michael 28
Sefton Park, Bells Hills, Stoke Pages, Slough, Berkshire, England SL2 4HD

Microdyne 22
491 Oak Rd., Ocala, Fla. 32672

Motorola C&E 5
1301 E. Algonquin Rd., Schaumburg, Ill. 60196

MZB & Associates 41

4203 Beltway, Dallas 75234

Pinzone Communication Products 25

10142 Fairmont Rd., Newbury, Ohio 44065

Satellite Group 23

Scientific-Atlanta 17-19

Box 105600, Atlanta 30348

Shook Electronics 39,40

6630 Topper Pkwy., San Antonio, Tex. 78233

Sony Corp. 48-51

1600 Queen Anne Rd., Teaneck, N.J. 07666

Wolf Coach 45

7 B St., Auburn Industrial Park, Auburn, Mass. 01501

Networks

(all suites at the Hilton unless otherwise noted)

American Broadcasting Cos.

1330 Avenue of the Americas, New York 10019

Corporate

Staff: Gene Cowen, Paul Myer, Ellis Moore, Paul Masterson.

Affiliate Relations

Staff: Dick Kozak, Joe Niedzwiecki, Ar-

nold Marfoglia, Bryce Rathbone, Lesley Bade, Warren Denker, Bob Hingel, Tim Kearney, Nancy Smith, Betsy Topilow, Peter Zobel.

ABC Owned Television Stations

Staff: Phil Boyer, Vincent Burke, Isaac Hersly, Richard Beesemyer, Phil Nye, Al Ittleeson.

ABC Broadcast Operations and Engineering

Staff: Julius Barnathan, Max Berry, Chris Cookson, Joe DeBonis, Joe DiGiovanna, Pat Distasi, Robert Ellin, David Eschelbacher, Michael Fisher, Frank Haney, John Hidle, William Hynes, Jacques Lesgards, Philip Levens, David Loring, Jack Neitlich, R.L. Pointer, Manuel Romero, Robert Trachinger, Jim Truelove, Antoon Uyttendale, David Elliot, Lee Jordon, Robert Miller.

ABC Radio

Hilton 29-118

Staff: Ben Hoberman, Henry Kavett, Edward McLaughlin, Frank Atkinson, John Axten, Bill Battison, Bob Benson, Leslie Benson, Darryl Brown, Bob Chambers, Kent Coughlin, Harry Curtis, Rick Devlin, Bob Donnelly, Dan Forth, Vincent Gardino, Chuck King, Stuart Krane, Willard Lochridge, Dick Martinez, Bill McClenaghan, Sam Patterson, Linda Stern, Andrew Vogel, Mike Winter, Tom Rounds, Suzanne Baron, Don Bustany, Peter

Flannery, George Phillips, Kathy Lavinder, Hal Bruno, Paul Harvey, Casey Kasesem, Bob Kingsley, Charles DeBare, Don Bouloukos, Andy Ockershausen.

CBS Inc.

51 W. 52d St., New York 10019

CBS/Broadcast Group

Staff: Gene Jankowski, Tom Leahy, James H. Rosenfield.

CBS-TV Network MGM Grand 1661A

Staff: Tony Malara.

CBS Radio

Hilton 29-102

Staff: Neal Pilson, Robert Hosking, Richard Brescia, Michael Ewing, Robert Kipperman, Joe Dembo, Gene Lothery, Robert Hyland, Cornelius Knox, Eric Salline, Peter Acquaviva, John Burrows, Steve Downes, David Kleinbart, Betty Hayter, David West, Steven Epstein, Nicholas Kiernan, Ed Kiernan, Robert Leeder, Eli Kaufman, Sylvia Hughes, Norm Ginsburg, Robert Vanderheyden, Larry Cooper, Susan Jacobi, Mike Ludlum, Bernie Krause, Hal Kormann, Frank Murphy, Helene Bleiberg, Anna Mae Sokusky, Nancy Johns, Frank Cammarata, Fred Barbieri, Jim Burns, Jim Butler, Erik Disen, Mort Goldberg, Howard Immekus, Joe McCoy, Jack Miller, Larry Solow, John Twigg, Dan Ingram, M.G. Kelly.



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Station _____

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Affiliate Relations

Staff: Scott Michaels, Dick Goldstein, Heather Regan, Dorothy Botts, Eunice Lewis, Paul Levinson, Joe Eustace.

Operations & Engineering

Staff: George Shannon, Dave White, Joe Flaherty, Bob Hammer, Bob Norvet, Hy Badler.

Mutual Broadcasting Hilton 2964
1755 S. Jefferson Davis Hwy., Arlington, Va. 22202

Staff: Martin Rubenstein, Jack Clements, Ben Avery, Bill Wisniewski, Craig Whetstone, Mark Feldman.

NBC Inc.

30 Rockefeller Pl., New York 10020

Staff: Ray Timothy, Robert Walsh, Irwin Segelstein.

NBC-TV Network MGM Grand 1862A, Hilton 560

Staff: Pierson Mapes, Ric Quakenboss.

NBC-TV Affiliate Relations

Staff: Anthony Cervini, William Kelley, Diane Healey, Jim Ritter, Eric Bennorth, Mort Dillon, Paula Gigante, Jim Bloom, Bette Mooney. **Operations & technical services:** Michael Sherlock, Steve Bon-

ica, Joseph Ulasczewicz, Crawford McGill, Robert Galvin, Anthony Pedalino, Eric Coopman, Henry Kanegsberg. **TV Stations Division:** Robert Walsh, Al Jerome, Duffy Sasser, Robert Finnerty, William Slatter, Jack Nachman; **WNBC-TV:** Hilary Hendler, Phil Hayes, Ed Knapp, Beverly Littlewood, Bob Davis, Joe Saraceni, Don Brookfield; **WRC-TV:** John Rohrbeck, Jim Van Messel, Harris Sullivan, Al Levin, George Geesey, Paul Kirrkamm; **WKYC-TV:** Dick Lobo, John Llewellyn, Kristin Ostrowski, Ray Smith, Tom Miller, Tom Powers, Richard O'Dell; **WMAO-TV:** Paul Beavers, Ron Jankowski, Fred Rodey, Jim Powell, William Marshall, Jack Signorelli, Rick Hassel. **KNBC(TV):** Steve Antoniotti. **News:** Tom Wolzien, Dave Schmerler, Sheldon Hoffman, Ralph Famiglietta, Robert Muller, Stephen Reverand, Michael Reitman. **Sports:** Ken Aagaard, Phil Brown, Sid Bajak; **Press:** Helen Manasian, Don Giofre, Jamie Wenner. **Corporate:** Rick Kelly.

NBC Radio Hilton 2925

Staff: Michael Eskridge, Robert Mounty, Barbara Landes, Nick Schiavone, Richard Penn, Joan Voukides, Steve Soule, Steve White, Craig Simon, Gerry Green, Robert Wogan, Diane Ingle, Meddy Woodyard, Frank Cody, Nancy Cook, Rona Elliot, Gig Barton, Alan Stinson, James Farley, Maurice Tunick, Bruce Williams, Randy Bongarten, Harry Durando, Bart Walsh, Jim Smith, Tom Hoyt, John Hayes Jr., Charles Pickering.

RKO Radio Networks Hilton 2962
1440 Broadway, New York 10018

Staff: William Hogan, Ken Harris, Joe Maguire, Dave Cooke, Dave Roberts, Pam Hamilton, Frank Musumeci, Bob Mahlman, Dave Pollard, Howard Miller, Thom Gatewood, Peter Marcus, Lucia Favuzzi, Barbara McMahon.

Satellite Music Network 2630
40655 N. Central Expwy., Suite 600, Dallas 75243

Staff: John Tyler, David Hubschman, Bob Bruton, Carlos Hurd, George Williams, Ellyn Ambrose, Dave Gerety, Jim Stansell, Laddie Schaeffer, Jim Key, Greg Daugherty, Cris Sites.

Sheridan Broadcasting Hilton 2919
1811 Boulevard of Allies, Pittsburgh 15219

Staff: Glen R. Mahone, Robert Dockery Jr.

SIN Television Network
250 Park Ave., New York 10177

Staff: Rene Anselmo, William Stiles, Robert Porter, John Pero, Rosita Peru, Leandro Blanco, Emilio Nicolas, Jim Meek, Joaquin Blaya, Efra Rivera, Daniel Villanueva, Richard Morse, Ivan Egas, George Krauss, August Ruiz, Max McKinsey, Emilio Nicolas Jr., Ken Schreiner, Norman Leventhal, Max Mittleman, Tony Oquendo.

Transtar Radio Networks Hilton 2869
620 S. Pointe Cr., Suite 185, Colorado Springs 80906

Staff: Terry Robinson, Ivan Braiker, Ron Ruth, Larry Shipp, John Lodge, Robert Bein, Clark Jones, Tim Roberts.

Unity Broadcasting Network Hilton
10 Columbus Cr., New York 10019

Staff: Eugene Jackson, Sydney Small, Joan Logue-Henry, George Edwards, Del Raycee.

Brokers

Americom MGM
900 17th St., Suite 1050, Washington 20006

Staff: Thomas Gammon, Daniel Gammon.

Bill-David Associates Royal Las Vegas
2508 Fair Mount St., Colorado Springs 80909

Staff: Bill Martin.

Blackburn & Co. 669 East
1111 19th St., NW, Washington 20036

Staff: Jim Blackburn, Richard Blackburn, Tony Rizzo, Joe Sitrick, Alan Tindal, Roy Rowan, Jay Bowles, Howard Stassen, Bud Doss, Charles Kurtz, George Otwell.

Broadcast Properties West Sands
221 First Ave., Seattle 98119

Staff: Chester Coleman, Charles Kinney

Business Broker Associates
399 Somerville Ave., Chattanooga 37405
Staff: Alfred Dick.

Chapman Associates Radio—15-121, TV—MGM Grand 5510
1835 Savoy Dr., Suite 206, Atlanta 30341

Staff: John Emery, Corky Cartwright, Bill Cate, Brian Cobb, Elliot Evers, Warren Gregory, Bill Lochman, Greg Merrill, Ernie Pearce, Ray Stanfield, Peter Stromquist, Bob Thornburn, Bill Whitley, Mitt Younts, David LaFrance, Marty Lomonaco, Ron Hickman, James Mergen, Randy Jeffrey.

Donald K. Clark 1569
Box 1065, Merritt Island, Fla. 32952

Staff: Donald Clark, Anne Clark,

R.C. Crisler & Co. 1749-51
Suite 801, 580 Walnut St., Cincinnati 45202

Staff: R. C. Crisler, Clyde Haehnle, Larry Wood, John Babcock, Carl Ward.

William A. Exline 26-121
4340 Redwood Hwy., San Rafael, Calif. 94903

Staff: Bill Exline, Andrew McClure.

Norman Fischer & Associates MGM
Box 5308, Austin, Tex. 78763

Staff: Norman Fischer, Jay Harpo, Barry Sherman.

Milton Q. Ford & Associates 1330-31
5050 Poplar Ave., Memphis 38157

Staff: Milton Q. Ford.

**UNITED STATES DISTRICT COURT
FOR CONNECTICUT**

IN RE
NEW HAVEN RADIO, INC.

DEBTOR CIVIL MISC. NO. H-83-82

**NOTICE UNDER SECTION 363(b)
(11 U.S.C. SECTION 363b) of
INTENT TO SELL PROPERTY OF
ESTATE**

Notice is hereby given by Daniel Meister, Trustee of New Haven Radio, Inc., of 245 East Avenue, (P.O. Box 268) Norwalk, Connecticut 06852-0268, that he intends to sell the assets of the above-estate at private sale for the sum of \$430,000.00 to Wardoco, Inc., of New Haven, Connecticut on Wednesday, April 25, 1984 at 10:00 o'clock a.m. (Eastern Standard Time). The sale will take place in the South Courtroom, United States District Court, 450 Main Street, Hartford, Connecticut.

Further information may be obtained from the trustee at the address above or by telephone (203) 866-5531 or from the attorney for the trustee, Irving H. Perlmutter, 195 Church Street (P.O. Box 514) New Haven, Connecticut 06503-0514 or by telephone (203) 772-2180.

Any person objecting to said sale or wishing to submit a competing bid should send said objection or competing bid to the Deputy Clerk in Charge, United States District Court, 450 Main Street, Hartford, Connecticut 06103 in writing with a copy of the objection or competing bid to the attorney for the trustee no later than 5:00 p.m. on April 23, 1984.

Objections to the sale will be heard and any competing bids considered on April 25, 1984 at 10:00 a.m. in the South Courtroom, United States District Court, 450 Main Street, Hartford, Connecticut 06103.

If no objections to such sale are received by the above date, the sale will be conducted as set forth above.

Dated at New Haven this 2nd day of April, 1984.

IRVING H. PERLMUTTER
Attorney for Daniel Meister
Trustee of New Haven Radio,
Inc.

Frazier, Gross & Kadlec Aladdin
4801 Massachusetts Ave., Suite 390, Wash-
ington 20016

Staff: Charles Kadlec, Susan Harrison,
Arthur Dietz, James Bond Jr.

Gammon & Ninowski 650
Suite 306, 1925 K St., Washington 20006

Staff: Jim Gammon, Ron Ninowski, Carl
Fielstra.

Dan Hayslett & Associates 2530
11311 N. Central Expwy., Dallas 75243

Staff: Dan Hayslett, Mary Hayslett.

Hogan-Feldmann Hilton
16255 Ventura Blvd., Suite 219, Encino, Cal-
if. 91436

Staff: Arthur Hogan, Jack Feldmann.

The Holt Corp. Caesars Palace
Suite 205, Westgate Mall, Bethlehem, Pa.
18017

Staff: Arthur Holt, Bernard Fuhrmann.

Horton & Associates North tower
Box 948, Elmira, N.Y. 14902

Staff: Keith Horton, Mel Stone, Jack Ald-
worth, Bill Cook.

Kallil & Co. Hilton
3438 N. Country Club, Tucson, Ariz. 85716

Staff: Frank Kalil, Howard Duncan.

Kepper, Tupper & Co. Caesars Palace
2508A W. Route 120, McHenry, Ill. 60050

Staff: William Kepper, John Tupper.

H.B. LaRue MGM
44 Montgomery St., San Francisco 94104

Staff: H.B. LaRue, Harold Gore.

Robert O. Mahlman 2962
1 Stone Pl., Bronxville, N.Y. 10708

Staff: Bob Mahlman.

R.A. Marshall & Co. Hilton
508A Pineland Mall Office Center, Hilton
Head Island, S.C. 29928

Staff: Bob Marshall, Marti Marshall, Jack
McVeigh, Billie McVeigh.

Reggie Martin & Associates 26-121
731 S. Mashta Dr., Key Biscayne, Fla. 33149

Staff: Reggie Martin, Ron Jones, Marge
Martin.

Ralph Meador 310
Box 36, Lexington, Mo. 64067

Staff: Ralph Meador.

George Moore & Associates Frontier
Suite 712, 6116 N. Central Expwy., Dallas
75206

Staff: Jim Moore.

Prikryl Media Investments Flamingo
Hilton
8340 E. Princeton Ave., Denver 80237

Staff: R.W. (Bill) Prikryl.

Stan Raymond & Associates Hilton
1819 Peachtree Rd., Suite 606, Atlanta
30309

Staff: Stan Raymond.

Cecil L. Richards 1110
770 Leesburg Pike, Suite 408, Falls Church,
Va. 22043

Staff: Cecil Richards, Loyola Richards,
Bruce Houston, Lee Hague.

Richter O'Grady Co. MGM Grand
1350 N. Kolb Rd., Suite 125, Tucson, Ariz.
95715

Staff: Edwin Richter Jr., James O'Grady,
David Richter.

Robert Rounsaville 1610
Box 11898, Atlanta 30355

Staff: Robert Rounsaville, Mary Bush, Ar-
nold Kaufman.

Sherman & Brown Associates Caesars
Palace
4770 Biscayne Blvd., Suite 600, Miami
33137

Staff: Gordon Sherman.

Howard E. Stark MGM Grand
575 Madison Ave., New York 10022

Staff: Howard Stark (by appointment
only).

Edwin Tornberg & Co. MGM Grand
Box 8698, Washington 20011

Staff: Edwin Tornberg.

Reps

Avery-Knodel MGM Grand
437 Madison Ave., New York 10022

Staff: J.W. Knodel, Robert Kizer, Robert
Kalthoff, Robert Dudley, Taylor Eldon,
Richard Hughes, Leon West, David Bran-
gan, Jan Micheli, John Baston.

**Blair Radio, TV, Satellite, Video Enter-
prises, Quantiplex 24-121**
1290 Avenue of the Americas, New York
10104

Staff: TV: Harry Smart, Walter Schwartz,
Patrick Devlin, James Kelly, William
Breda Jr., Floyd Celini, John Poor Jr., Ken-
neth Donnellon, Robert Billingsley, John
Ryan. **Radio:** John Boden, Jim O'Neill,
Bob Ferraro, Brian Robinson, Mike Horn,
Ken Miller, Patti Rouen, Gloria DeMaria.
Blair/RAR: Dick McCauley, Tom Turner.
Blair Entertainment: Richard Coveny,
Tony Brown.

Christal Co. Caesars Palace
919 Third Ave., New York 10022

NAB Convention Headquarters

Las Vegas Hilton
Suite 1110

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Staff: Robert Duffy, Charlie Columbo, Bruce Blevins, Bella Warner, Paddy Ramsay, David Winston, John Fouts.

Eastman Radio Desert Inn 2904
1 Rockefeller Pl., New York 10020

Staff: Frank Boyle, Bill Burton, Dave Recher, Jerry Schubert, Carl Butrum, Jerry Donovan, Lee Lahey, Dan Prodanovich.

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

Staff: John Walters, Peter Ryan.

Hillier, Newmark, Wechsler & Howard 2908
277 Park Ave., New York 10072

Staff: Bernard Howard, Phil Newmark, Bill Froelich, Ira Wechsler, Chuck Hillier, Nick Imbornone, Patti Fahn, Elaine Pappas, Jacqui Rossinsky, Jerry Charm, Jane Engel, Pat Byrne, Valerie Tuttle, Bob Steadman, Georgann Lavelle, Rocky Crawford, Esther Felsenfeld.

Katz Communications Hilton 2915
One Dag Hammarskjold Pl., New York 10017

Staff: James Greenwald, Richard Mendelson, Frank McCann, Gordon Hastings, Ken Swetz, Larry Lewis, Victor Ferrante, David Abbey, Paul Arnzen, Elissa Lebeck, James Beloyianis, Michael Hugger, Richard Goldstein, Richard Brown, Peter Goulazian, Tom Olson, Jerry Cregan, Bill Fortenbaugh.

Major Market Radio Caesars Palace 1080
415 Madison Ave., New York 10017

Staff: Warner Rush, Tom McKinley, Austin Walsh, Rich White, Barry Gorfine.

Masla Radio Hilton 14-121
41 E. 42d St., New York 10017

Staff: Jack Masla, Stan Feinblatt, Charles McCreery, Rhona Waxenberg, Mel Trauner, David Adams, Doug Masla, Johnnie Pegasus, Arnold Taylor, Julie Judge, Bruce Schneider, Kathy Murphy, Bud Pearse, Elizabeth Rooney, Bob Masla.

McGavren Guild Hilton/Imperial
154 E. 46th St., New York 10017

Staff: Ralph Guild, Ellen Hulleberg, Jan Sperazza, Dona LaVitola, Erica Farber, Martha Harrington, Dick Sharpe, Peter Doyle, George Pine, Eddie Leeds, Frank O'Neill, Pamela Little, Tom Poulos, Anthony Durpetti, John Bitting, Greg Campbell, Gary Ahrens, Fran Sharp, Anthony Miasano, Shane Fox, Jim Peacock, Les Goldberg, Jeff Dashev, Sally Leben, Dennis Dalton, Denton Holmes, David Wisentaner, Vincent Ballino, John Rykala, Bob Lion, Tony Miraglia, Marc Guild, Gina Ansaldo, Tom Dolliff, Elaine Slasinski, Gary Donahue.

Selcom 460
521 Fifth Ave., New York 10017

Staff: Lou Faust, Linda LaPlant, Andy Rainey, Barbara Crooks, Bill Smither, Donn Winther, Andrea Gooch, Bob Smith.

Selltel MGM Grand
750 Third Ave., New York 10017

Staff: Jack Mulderrig, Larry Maloney, Bob Coppinger, Joe Eisberg, Ray Johns, Tom Will, Steve Boutis.

TeleRep MGM Grand
875 Third Ave., New York 10022

Staff: Tom Belviso, Jay Isabella, Mickey Colen, Sandra Murray, Mac Lorimar.

Torbet Radio Desert Inn
1 Dag Hammarskjold Pl., New York 10017

Staff: Peter Moore, Mike Bellantoni, Tony Fasolino, Mariann DeLuca, Bob Lurito, Lou Mahacek, John Graziano.

Weiss & Powell MGM Grand
277 Park Ave., New York 10172

Staff: Bob Weiss, Ralph Connor, Steve Marriott, Pam Caldwell, Mike Sobol, Nancy McNeil.

Adam Young Marina hotel
3 E. 54th St., New York 10022

Staff: Vincent Young, Keith Thompson, Kevin Bainbridge, Joan Barron.

Others

A.C. Nielsen Co. Sahara
Nielsen Plaza, Northbrook, Ill. 60062

Staff: Dave Traylor, Paul Beard, Bill Miller, Dave Woolfson.

Arbitron 1150
1350 Avenue of the Americas, New York 10019

ASCAP
1 Lincoln Plaza, New York 10023

Birch Report
3200 N. University Dr., Coral Springs, Fla. 33065

Staff: David Gingold, Ken Gross, Craig Harper.

Firstmark Financial Corp. Hilton
110 Washington St., Indianapolis 46204

Staff: Phillip Thoben, William Van Huss, Michael Lewis, Bill Kennedy.

Jhan Hiber & Associates Hilton
14440 Cherry Lane Ct., Suite 215, Laurel, Md. 20707

Staff: Jhan Hiber, John E. Patton, Wendy Minafo, John Stonis.

Ward L. Quaal Co. Hilton
401 N. Michigan Ave., Suite 340, Chicago 60611

Staff: Ward L. Quaal.

SESAC Sahara
10 Columbus Cr., New York 10019

Staff: A.H. Prager, Bob McGarvey, W.F. Myers, Al Altman.

T.A. Associates Hilton
111 Devonshire St., Boston 02109

Staff: David Croll, Richard Churchill, William Collatos, Stephen Gormley, Jim Wade.

TelCom Associates Hilton
80-33 Sunset Blvd., Suite 559, Los Angeles 90046

Staff: Ron Krueger, Grace Jacobs, Jim Cusick.

Television Information Office Booth
872

745 Fifth Ave., New York 10022

Staff: Roy Danish, Louis Ames, Jim Folsom, Jerry Lanser.

Wall Street Journal Report Hilton 28-
121

222 Cortlandt St., New York 10007

Staff: Bob Rush, Joe Guilfoyl, Ken Martin.

Public service

Armed Forces Broadcasting Association—906; Broadcasters Promotion Association—917; Headquarters Department of Army Reserve—923; IEEE—900; National Committee for Employer Support of the Guard and Reserve—920; National Guard Bureau—921; National Weather Service—922, 24; NBA of Community Affairs—902; Society of Broadcast Engineers—926; Social Security Administration—904; U.S. Air Force—919.

FCC

The FCC will be represented at NAB by all of its commissioners. Present will be FCC Chairman Mark Fowler and Commissioners James Quello, Mimi Dawson, Henry Rivera and Dennis Patrick. Accompanying them will be Robert Pettit, legal assistant to Dawson, and Ricky Silberman, special assistant to Dawson; Renee Licht, legal assistant to Rivera, and Diane Silberstein, legal assistant to Patrick. Representing the Mass Media Bureau will be James McKinney, bureau chief; Roderrick Porter, deputy chief; Bill Hassinger, engineering assistant to the chief; Larry Eads, audio services division chief; Ralph Haller, technical and international branch chief; John Reiser, technical and international branch assistant chief; Barbara Kreisman, low-power television branch chief; Milton Gross, fairness/political broadcasting branch chief. Also attending will be William Russell Jr., director, Office of Public Affairs, and Alex Felker, senior electrical engineer, Office of Plans and Policy.

Profiling religious TV programming

Annenberg-Gallup study finds no conflict with local churches, analyzes audience composition

More definitive answers are now offered to such questions as who watches religious TV, what its messages are, why people watch and how their church-going behavior relates to religious programming.

The additional insights are found in a just-completed study by the University of Pennsylvania's Annenberg School of Communications and the Gallup Organization of Princeton, N.J. The two-year research project was commissioned by a committee of more than 30 mainline and independent church groups (BROADCASTING, Oct. 11, 1982). The research analyzed the content of religious programs and included one national and two regional surveys of viewers of religious and other programs. An Annenberg research team wrote the final integrated report.

In its summation, that team points out that "this study was conceived against a background of ferment and change in traditional religious involvement coinciding with the rise of commercial television and later of the religious TV ministries."

The report initially focused on the religious audience, which it stressed is not essentially new, young, or varied. "Viewers of religious programs are by and large also the believers, the church-goers, the contribu-

tors," it said. "Their viewing of religious programs correlates with all important measures of religiosity."

The profile of the religious audience tends to be "fairly coherent and well defined," the study asserted.

"It is what religious audiences have always been: somewhat older, lower in education and income, more conservative, more 'fundamentalist' and more likely to live in rural areas and in the South and Midwest than those who do not watch religious programming."

The research team estimated that regular viewers of religious programs of all denominations number about 13.3 million, or 6.2% of the estimated total number of persons in TV households.

Viewers of religious programs are drawn by content they cannot find elsewhere on TV, according to the report, which said: "In fact, their dissatisfaction with the 'prevailing moral climate' (much of which comes to them through and from television) may be one of the most distinctive bonds between religious programs and their viewers." The sermons, the preaching, the music, the experience of having their spirits lifted and a feeling of being "close to God" were frequently expressed satisfactions of religious program viewers.

The survey team found that those who do not watch religious TV programs—the majority of the younger and more "upscale" TV

viewers—are more likely to be disinterested than hostile to such broadcasts. Only one in four of those polled expressed objections (mostly to the emphasis on fund solicitation), but three in four choose to switch channels rather than watch religious programs.

In its next step, an examination of the relationship between religious programs on TV and the local churches, the study found "no support" for the charge that television ministries have caused or at least contributed to the erosion of mainline church membership, financial contributions and general participation. That, it said, is the feeling of both viewers of religious programming and frequent church-goers. Survey respondents cited a need for "personal closeness to members" of one's local church as one reason for local church attendance as opposed to a lesser such feeling about TV ministries. The study's findings noted that not only was there no conflict between syndicated religious TV programs and more traditional forms of worship, but respondents "see them as complementary and mutually reinforcing activities rather than as substitutes for one another."

However, the report said, "the world presented and the world view expressed on the television ministries may compete more with commercial television than with mainline religion."

As for the "messages of religious television," the research team concluded that the contents of evangelical and mainline reli-

New, continuous TV ratings system will debut in fall

'PeopleMeter' to be tested in Boston with funding coming from broadcasters, networks and advertisers

Believing that the television industry and its advertisers need immediate, continuous ratings to measure viewer loyalty and intensity, Europe's largest market research company will initiate its U.S. 'PeopleMeter' test in Boston next fall.

Richard Hallwood, of London-based AGB Research, claims push-button meters on television sets and individual codes for each household member will help networks, cable MSO's and ad agencies determine "who's watching what with what loyalty." The precise demographic information will enable advertisers to draw up long-term budgets.

Hallwood told the New England Broadcasting Association that PeopleMeters will be introduced in Boston for an eight-month trial, with funding and input from major networks, cable operators and advertisers. He said the research is sponsored by ABC, CBS, Post-Newsweek Stations, HBO, USA

Cable Network and 11 of the largest advertising agencies, including Benton & Bowles and J. Walter Thompson.

Norman Hecht, president and chief executive officer of the firm's American affiliate, AGB TV Research Inc., headquartered in Hicksville, N.Y., told BROADCASTING that the firm is "within inches of raising \$700,000" from the industry. He hopes the industry will contribute the \$1 million of the \$2.5 million cost of the test.

Hecht said that ABC and CBS are contributing \$200,000 each; the advertising agencies are contributing between \$7,500 and \$16,000 each. AGB has just started calling on advertisers, Hecht said, and he added that the Gillette Co. has decided to contribute \$25,000.

AGB is measuring TV audiences in 12 countries, and using PeopleMeters in eight of them, including Italy and Ireland. Hallwood said the system has a 92%-96% accuracy rate and costs \$900 a household a year to operate in Great Britain.

AGB is working on the assumption that the 1980's will see a transition from cost-per-thousand to cost-per-buyer ad buying. It

hopes to measure the distinction between programs that merely provide a backdrop for the viewer and those watched intently. PeopleMeters, Hallwood maintained, can pinpoint individuals' viewing habits week-to-week, and even let them rate TV films on a one-to-10 scale.

The firm will test its service with 400 Boston-area meters, in hopes of providing a national service by 1988. It will share its progress, or lack of it, with clients because, Hallwood said, "we have to keep an open book to be accepted."

Questions AGB feels have to be answered include signup rates, panelists' turnover and audience composition.

Hallwood contends it's much easier to push a button than to fill out a rating diary. He concedes that "we don't know what's going to happen in this [Boston] test. We'll have to play it by ear and by touch, and go where our market takes us."

Does that mean AGB is prepared to mount a serious challenge to A.C. Nielsen and Arbitron? "We just want a little spreading" of the audience measurement fees, said Hallwood with a smile. □

gious programs do not present as much contrast as has been supposed. "Discussion of political issues occurs in over half of both television ministry and mainline programs (but only one-third of general prime time TV programs)," it said. "The TV ministries are more likely than mainline church programs to ask for money, with the prominent television ministries making the more numerous requests and asking for greater amounts."

Social and moral issues were found to be discussed slightly more on the prominent TV ministries while religious and theological issues were not broached with "any great frequency."

With regard to participants in religious programs, the report said men outnumber

women by a considerable margin, women are generally younger than men, and minorities—especially minority women and Hispanics—are underrepresented. It was also pointed out that women are "rarely, if ever, in the role of the clergy and rarely quote the Bible."

The report offered these audience profiles: "Heavy viewers of religious programs are more likely than nonviewers to describe themselves as conservatives, oppose a nuclear freeze, favor tougher laws against pornography and report voting in the last general election. Heavy viewers of television tend to describe themselves as political moderates, are more likely to favor a nuclear freeze, are not as concerned with pornogra-

phy (or with the 'moral climate'), and are far less likely to say that they voted in a general election."

The Annenberg research team included George Gerbner, Larry Gross, Stewart Hoover, Michael Morgan and Nancy Signorielli. Also participating were Harry E. Cotugno of the Gallup Organization with Robert Wuthnow of Princeton University.

The project was initiated by the Communications Commission of the National Council of Churches and the National Religious Broadcasters. Originally, it was intended to get a clearer understanding of the nationally syndicated religious broadcasts and was later enlarged to deal with all religious television. □

ABC and CBS tie in final ratings week

Powered by a 50 share delivered by the 56th annual Academy Awards as well as victories on four nights and four of the top 10 shows, ABC was able to tie with CBS in the prime time ratings for the 29th and final week of the 1983-84 season. It was also a week that saw *60 Minutes*, which featured a never-before-seen exclusive interview with former President Richard Nixon, knocked out of its top 10 perch to position number 12 and turning in its second worst performance of the season with a 20.1/33.

For the week ended April 15, ABC recorded a 17.5 rating and a 28.6 share of all television homes, compared with CBS's 17.5/28.5 and NBC's 12.8/20.8. For the season (Sept. 26, 1983-April 15, 1984), CBS had an average of 18.1 rating, 5% ahead of ABC's 17.2 and 21% ahead of NBC's 14.9 (see "Top of the Week," this issue).

ABC had four of the top 10 shows, while CBS took five and NBC one. ABC won Monday, Wednesday, Saturday and Sunday, while CBS took Thursday and Friday and was even able to wrestle Tuesday from NBC because of the good performance recorded by part two of its miniseries, *George Washington*.

NBC took second place three nights of the week, while ABC and CBS split second place twice each. Third place fell to NBC four times, ABC twice, and CBS once.

CBS led in the early evening network news, recording a 12.2 rating compared with 10.5 on ABC and 10.0 on NBC.

The week of April 9-15, day by day:

■ Monday. ABC was victorious this night due to a Barbara Walters special (22/34) and the 56th annual Academy Awards (30.3/50), which, respectively, ranked as the fifth and first shows of the week. ABC averaged 28.5/43.1 and CBS had to take backseat to NBC which came in second with its *TV Bloopers and Practical Jokes* (17.7/26) and the NBC Monday night movie, "Damnation Alley" (14.4/22).

■ Tuesday. The second part of CBS's *George Washington* mini-

series pushed that network into first place for the night, traditionally an NBC slot this past season. But NBC put up a tough fight with reruns of its regular lineup—*A Team*, *Riptide* and *Remington Steele*—which brought the network into second place with an average 17/27.2, slightly under CBS's average for the night of 17.7/28.5. CBS's new *American Parade*, on its third outing, pulled 11.6/18, its best performance yet but still 85th out of 101 ranked programs for the week.

■ Wednesday. CBS took the evening based solely on the strength of the third part of *George Washington*, which ran at 8-11 p.m. and averaged 20.7/33. ABC made a strong showing at 9-10 p.m., when *Dynasty* recorded a 21.6/32, making it the sixth-ranked program of the week.

■ Thursday. CBS came in first with an average 20.3/33.4 based on reruns of its regular lineup. NBC came in second with an average 13.6/22.6, and its premiere of *Duck Factory* drew a 13.8/22, a lead-in that didn't help that network from slipping into third place in the 10-11 p.m. slot with a rerun of *Hill Street Blues*.

■ Friday. CBS took this night with an average 19.7/34.1, sweeping each half-hour after 9 p.m. with original episodes of *Dallas* and *Falcon Crest*. *Dallas*, at 24.9/41, was the highest rated regular series of the week. ABC took the 8-9 p.m. slot with reruns of *Benson* (14.6/26) and *Webster* (16.3/27) against a repeat of *Dukes of Hazzard* (13.7/24).

■ Saturday. ABC won the evening with a repeat of a special two-hour *Love Boat* (15.4/27), but CBS again demonstrated its new foothold in the 10-11 p.m. slot with *Mike Hammer* (15/29), outperforming *Fantasy Island* (13.4/26) on ABC and *Yellow Rose* on NBC (8.7/17).

■ Sunday. CBS, the traditional winner, took a back seat to ABC which carried the night with the four-hour-plus Cecil B. DeMille classic, "Ten Commandments" (21.4/34). It was the seventh-ranked program of the week. NBC's repeat of the first part of *Jesus of Nazareth* averaged 12.2/19 in the 9-11 p.m. slot. □

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Academy Awards	ABC	30.3/50	23.	Cheers	NBC	15.5/24	45.	Bugs Bunny Easter Special	CBS	12.5/22
2.	Dallas	CBS	24.9/41	24.	Riptide	NBC	15.5/24	46.	Diffrent Strokes	NBC	12.4/22
3.	Simon & Simon	CBS	22.9/36	25.	Love Boat	ABC	15.4/27	47.	Real People	NBC	12.3/19
4.	A Team	NBC	22.3/34	25.	20/20	ABC	15.4/27	48.	Jesus of Nazareth part I	NBC	12.2/19
5.	Barbara Walters Special	ABC	22.0/34	27.	Foulups, Bleeps & Blunders	ABC	15.2/24	49.	Hart To Hart	ABC	12.1/21
6.	Dynasty	ABC	21.6/38	28.	Family Ties	NBC	15.1/24	50.	Hill Street Blues	NBC	11.8/21
7.	The Ten Commandments	ABC	21.4/34	29.	Domestic Life	CBS	15.1/23	50.	People Are Funny	NBC	11.8/21
8.	Magnum P.I.	CBS	21.0/34	30.	Mike Hammer	CBS	15.0/29	52.	Jennifer Slept Here	NBC	11.7/21
9.	George Washington, part II	CBS	20.8/34	31.	Scarecrow & Mrs. King	CBS	14.9/22	53.	That's Incredible	ABC	11.7/19
10.	George Washington, part III	CBS	20.7/33	32.	Benson	ABC	14.8/26	54.	American Parade	CBS	11.6/18
11.	Falcon Crest	CBS	20.5/37	33.	Damnation Alley	NBC	14.4/22	55.	Matt Houston	ABC	10.8/20
12.	60 Minutes	CBS	20.1/33	34.	Facts of Life	NBC	14.2/21	56.	TV's Greatest Bloopers	NBC	10.7/19
13.	TV's Bloopers, Practical Jokes	NBC	17.7/26	35.	Shaping Up	ABC	14.0/22	57.	Two Marriages	ABC	10.7/17
14.	Fall Guy	ABC	17.5/28	36.	a.k.a. Pablo	ABC	14.0/21	58.	Mama's Family	NBC	10.6/19
15.	Hotel	ABC	17.2/29	37.	Gimme A Break	NBC	13.8/23	59.	Knight Rider	NBC	10.5/17
16.	Alice	CBS	17.2/26	38.	Duck Factory	NBC	13.8/22	60.	St. Elsewhere	NBC	10.3/17
17.	Diana	CBS	17.0/30	39.	Dukes of Hazzard	CBS	13.7/24	61.	Master	NBC	10.2/18
18.	Three's Company	ABC	16.5/25	40.	Fantasy Island	ABC	13.4/26	62.	Masquerade	ABC	8.9/15
19.	Jeffersons	CBS	16.5/24	41.	Airwolf	CBS	13.4/24	63.	Yellow Rose	NBC	8.7/17
20.	Webster	ABC	16.3/27	42.	Double Trouble	NBC	13.4/20	64.	Rather Murphy	NBC	6.5/11
21.	Trapper John, M.D.	ABC	15.8/26	43.	Remington Steele	NBC	13.3/24				
22.	Suzanne Pleshette Show	CBS	15.6/24	44.	Still the Beaver	CBS	12.6/19				

*Indicates premiere episode

New PPV system set for test

World Video has built mini-cable system in Rochester to experiment with new software and addressable decoders

A company that has developed a new and still secret addressable decoder and a pay-per-view software package mixing entertainment and business has constructed a mini-cable system in Rochester, N. Y., as a testing ground. The mini-cable system runs parallel to a small section of the main system franchised by the city and cost \$500,000 to build. The main cable system is owned by American Television and Communications Corp. the Time Inc.-owned MSO.

The company behind the project is World Video Library Inc., based in Fort Worth and headed by a former IBM and Tandy Corp. executive, John Ratliff. In addition to so-called "smart" decoders (containing some computer functions), the WVL system contains PPV programming and management software packages as well as a computer-driven headend unit that delivers digitized program signals to authorized subscribers and keeps track of customer bills.

WVL has been "debugging" its product on its test system in anticipation of marketing it to the cable industry, according to Ratliff.

But debugging isn't the only purpose for the Rochester test. WVL has commissioned a Los Angeles-based marketing research firm, ASI, to monitor the PPV usage of some 400 Rochester households that will participate in a field test of the WVL system. Roughly half of those households, said Ratliff, will be ATC cable subscribers, and thus, for the duration of the test, will be wired with two cable systems. Subscribers can switch back and forth between them by flicking a switch on the back of the television set. The other half of WVL's test sample will be composed of noncabled households. WVL will use the ASI data to market the new system, Ratliff said.

The WVL mini-cable system passes 1,000 homes in Rochester, over a 12-mile course, but is rigged to simulate a 35-mile cable path to test the strength of the signal transmitted by the computer headend equipment.

The technology behind the system is still a closely guarded secret, said Ratliff, whose company developed it. Engineers from outside companies (including potential clients) have been invited to inspect and evaluate the system but have been asked to sign forms pledging not to divulge any of the technology.

The decoder, with 54-channel capacity and known as the TM-1, is in some ways "actually a computer terminal," said Ratliff. It lets the subscriber, via an upstream telephone link (the boxes have a built-in modem), order up any PPV program in the schedule for viewing at the top of any hour, 24 hours a day. The digitized signal is scrambled to prevent piracy. But with patents still pending, Ratliff declines to discuss the tech-

nology that drives the scrambling system.

WVL will begin marketing the new product in earnest at the National Cable Television Association convention in June in Las Vegas. The Rochester-based Sykes Data-tronics will manufacture the hardware. The cost of the entire package will vary from system to system, depending on size and a system's particular needs, but the decoders will be priced "competitively" with those already on the market, said Ratliff—perhaps in the \$150 range.

Due to the severe winter in Rochester, construction of the mini-cable plant was delayed, and so far fewer than 100 of the test households are wired. All 400 homes should be hooked up by the end of May, with the test lasting several months.

Ratliff's marketing philosophy assumes that a significant number of basic cable subscribers who "will never sign up for a monthly pay service but who will pay on impulse for quality programs" of their choice. And WVL claims to have attracted the interest of the major Hollywood studios, which see PPV as a potentially lucrative rev-

enue stream. WVL has agreements with Columbia, 20th Century-Fox, Universal, MGM/UA, Paramount and Warner Bros., for the showing of some films in a window that will give WVL the product "four to seven months before it is sold to pay-TV systems," according to Gerry D. Jordan, the company's vice president of programing, however, the films shown during the test may not all fall into that category. Current offerings in the Rochester test include Columbia's "Tootsie"; MGM's "Octopussy"; Paramount's "Flashdance," "Staying Alive" and "48 Hours"; "Psycho II" from Universal and "Superman III" from Warner Bros.

The studios, said Ratliff, have been "very supportive." The agreements with the studios, he said, are "basically revenue-sharing deals with some upfront costs [incurred by WVL]." As a rule, he added, PPV revenues would be divided, with operators getting half and WVL and the studios splitting the remaining half. Ratliff figures the setup will work to everyone's benefit if WVL subscribers take, on average, between \$8 and \$12 of PPV offerings every month. □

MIP 84



Establishing a beachhead in Cannes

The world's buyers and sellers of TV programming gather in France for 20th MIP festival

As certain as the horde of college students descend on Fort Lauderdale for their spring break, more than 6,500 registrants are expected to converge on the French Riviera in Cannes this week to attend the 20th Marche Internationale des Programmes de Television at the Palais des Festivals. This is a substantial increase over last year, when 5,000 delegates from 107 countries crowded into the 100,000-square-foot exhibition hall for six days of buying and selling.

This year is expected to be even grander than the previous. According to MIP-TV projections, the market will feature at least 22,000 programs and representatives from at least 112 countries. More than 300 television organizations and networks, from Argentina to Zimbabwe, will be shopping the Palais for product.

By most accounts, MIP is the pre-eminent

international television market, the one event that should not be missed if a distributor is serious about selling programs abroad. There are other international markets, distributors note, but MIP is the only one that dedicates itself exclusively to the business of broadcast and cable television programing and does not mix in ancillary business.

"It's the most important buyer/seller market for international television," explained Michael Jay Solomon, chairman of Telepictures Corp., which sells programing to more than 80 countries. Jerry Wexler, president of NBC Enterprises, described MIP as "the most concentrated market. During one week all the international buyers and sellers are in the same place at the same time."

Superlatives aside, MIP is characterized as an ardent business climate which last year generated, by some accounts, over \$550 million in sales. Paul Rich, vice president of worldwide sales at Metromedia Producers Corp., said that last year Metromedia did

\$20 million in sales, in part due to a four-year deal for *Dynasty* clinched at MIP with one of the commercial Italian networks. Rich said that *Dynasty* is Metromedia's most popular foreign product and appears on more than 100 regional networks in 73 countries. And Paramount, which showcased *Winds of War* at last year's MIP, reportedly wrote over \$12 million in sales of that mini-series there. At present, 48 countries have bought *Winds of War*. This year Paramount will introduce *The Jesse Owens Story* to the foreign market, a mini-series that will have its U.S. run this summer.

Don Taffner, president of D.L. Taffner Ltd., said his firm has been trying to eliminate the overlap and cut down on trips to foreign markets. But MIP—along with Monte Carlo and NATPE—is one he believes is too important to miss because of the large number of buyers attending. Taffner said that distributors are keeping their eyes on the markets that, as in the past, are expected to be the big buyers: Canada, the United Kingdom, Australia, Germany and Japan. "If you've got those, you've got 80% of your sales," he said.

Italy is frequently mentioned by distributors as the newest member of the dominant buyers club. According to Telepictures's Solomon, more than 400 television stations have gone on the air there in the past five years, on top of the Italian government's RAI network. Solomon also cited smaller markets such as Malaysia and Singapore that

have recently become active buyers.

Whenever there's a gathering of international program producers and distributors, there's bound to be talk of co-productions. John Eger, senior vice president of CBS World Enterprises, said that for the first time CBS will be "aggressively" looking for co-production opportunities and is "anxious to acquire properties that are in script." Perhaps to show just how aggressive, going to MIP for the first time this year will be James Rosenfield, senior executive vice president of the CBS/Broadcast Group, and Neil Derrough, president of the CBS Television Stations division. Eger said he wasn't much interested in acquiring completed properties, however.

Richard Iotti of Sacis, the distribution arm of RAI, described co-productions as "our daily bread." RAI is a co-producer of *The Last Days of Pompeii*, the upcoming mini-series on ABC. "This is a market where we sign contracts," Iotti observed, "you can imagine that the L.A. buyer who shows up here is a man of substance. . . ." Iotti said that the principal product Sacis is taking to MIP is mini-series, because of their universal appeal.

What programing appeals to foreign markets is sometimes a problem for American distributors. According to NBC's Wexler, one of the reasons mini-series are so popular among foreign buyers is that "they can be scheduled without a long-term commitment." Another problem, he noted, is content—few foreign markets are as liberal as the U.S. regarding sensitive social and political issues.

An example of program discrimination based on content was the Operation Prime Time mini-series, *A Woman Called Golda*. Bruce Gordon, president of international distribution for Paramount Television Group, said that although it was picked up by 70 markets around the world, it was never bought by the Japanese "because of problems with its Arab content." He also said that such subjects as hijacking and kidnapping—the stuff of many prime time U.S. network movies-of-the-week—are taboo in many foreign markets. Also, "for a long time the censors in Malaysia would reject any programing that had men in long hair."

Another kind of American programing that doesn't "travel well"—programs that don't translate outside their originating market—are sitcoms. One industry executive from a major studio noted that the humor in the storyline of *Mork and Mindy*, with Mork's invented language, isn't funny to viewers outside the U.S. But other sitcoms have storylines that do translate in overseas markets. Chris Egolf, director of international sales at Embassy Telecommunications, said that *Diff'rent Strokes* is in 72 foreign markets and is that syndicator's top selling property abroad. He said *Facts of Life* is in 50 foreign markets, and *The Jeffersons* in 46. There's even an interest in *a.k.a. Pablo*, which despite weak network ratings, Egolf said, has caught the interest of the Italian, Latin and South American markets.

"Overt sex and violence," explained Solomon, "doesn't go anywhere." The attitudes of governments vary dramatically, he said,

and pointed out that Scandinavia is "probably the worst" in banning violence from the screen, while in the Middle East "you can't show any cleavage." And in those countries that practice some program censorship, Solomon said there is no loosening.

Paramount's Gordon explained that sometimes a program's title cannot translate literally into another language. In the case of *Mission Impossible*, for example, Gordon said the Japanese language could not translate it. Instead, he said, in Japanese, the show was retitled *The Best of Spies*. □

MIP exhibitors

The following is a list of exhibitors on the floor at the Palais. An asterisk denotes a product new to the market.

ABC Pictures International 2.20/4.19
1330 Avenue of the Americas, New York 10019

The Littles (21)*, Who Will Love My Children*, My Mother's Secret Life*, Amazons*, The Jericho Mile*, Jacqueline Bouvier Kennedy*. **Staff:** Jack Singer, Joe Levinsohn.

ABC Video Enterprises 2.20/4.19
1330 Avenue of the Americas, New York 10019

Fiction, documentary, drama, music, sports for cable and home video. **Staff:** Herb Granath, Archie Purvis, June Shelley, Roann Rubin.

Adler Video Marketing 22.16
6804 Poplar Pl., Suite 203, McLean, Va., 22101

America's Music* (8), Athletic Institute, Reggae Sunsplash. **Staff:** Larry Adler.

Alfred Haber 9.12
321 Commercial Ave., Palisades Park, N.J. 07650

Here's TV Entertainment, All-Star Party for Frank Sinatra, Sheena Easton... Act One, Cheryl Ladd Fascinated, Buddy Holly Story, Shirley MacLaine... Illusions, Anne Murray's Caribbean Cruise, Disco Magic, The Forum Presents, Tom Jones, Kimberly Jim, Anne Murray's Winter Carnival from Quebec, Julio Iglesias, Billy Joel Live from Long Island, Perry Como's Christmas in New York plus 42 musical variety specials including those from Cheryl Ladd, Perry Como, Kenny Rogers. **Staff:** Alfred Haber, Martha Strauss.

American National Enterprises 3.24/5.23
106 W. 2950 South, Salt Lake City 84115

Rainbow Family Theater (12), Eagle I (10), The American Diary (6), The Eaglet (10), Heroes and Heroines (15)*, Fitz and Lily, Beasts, Bimini Code, My Old Man. **Staff:** Rip Coalson, Rockee Simanatis, June Hatch.

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ATA Trading Corp. 14.18
505 Eighth Ave., New York 10018

Bandera Enterprises 14.20
Box 1107, Studio City, Calif. 91604

Thrillmaker Sports (60). **Staff:** Don Flagg, Helen Mazeika-Flagg.

BBC Enterprises 17.04/19.01
Woodlands, 80 Wood Ln., London W12 0TT

The Living Planet*, The Invisible Man*, All the World's a Stage*, Moonfleet*, River Journeys*, Diana*, Garden of Inheritance*, Freud*, Triumph of the West*, Three of a Kind*, District Nurse*, Diversions*. **Staff:** Bryon Parkin, Roy Gibbs, John Harrison, John Kelly, Ray Stiles, Sheila Hamilton.

Cannon International 18.16/20.15
6464 Sunset Blvd., Suite 1150, Hollywood, Calif. 90028

Cascom 10.25
707 18th Ave. South, Nashville 37203

CBC Enterprises 4.28/6.31
Box 500, Station A, Toronto M5W 1E6

Gentle Sinners, Indigo, Riel, Many Moods of Buffy Sainte-Marie, Poivre et Sel, Leontyne Price Sings Noel, Hand & Eye (7), Wayne & Shuster (80), Chataouqua Girl, Parole Dance, Empire (6). **Staff:** Guy Mazzeo, Paul Cadieux, Dennis O'Neill, Martha Burke-Hennessy, Pierre Laflamme, Peter Lord, Lana Iny.

CBN Syndication 16.17
CBN Center, Virginia Beach, Va. 23463

Don't Ask Me, Ask God. **Staff:** Steve Newton, Burton Katzelnick.

CBS World Enterprises 1.20/3.19
51 W. 52d St., New York 10019

American Parade*, Faces of Culture (26)*, Coast to Coast*, 1984 Revisited*, The Plane that Fell from the Sky*, The Adventure Series*, Camera Three*, Music America*, 60 Minutes, CBS Reports, movies of the week, NCAA football, basketball. **Staff:** Jim Rosenfield, Neil Derrough, John Eger.

Centerpoint 3.08
Box 911, 9000 E. Church St., Brentwood, Tenn. 37027

Talent for Murder, Aftermath, US Festival, Cocaine Blues, Sentimental Journey. **Staff:** David Sifford, Werner Michel, Bill Ellis.

Children's Television Workshop 7.11
One Lincoln Pl., New York 10023

Sesame Street, Electric Company, 3-2-1 Contact.

Cinema Releasing Corp. Carlton
120 El Camino Dr., Suite 110, Beverly Hills, Calif. 90212

House of the Dead, Poor White Trash Part II, Blood Song, Miss Casino Comedy

Show, The Bandits, The Bees, Adam and Eve, Love Ya Florence Nightingale, Demonoid, Blood Sabbath, Las Vegas/Las Vegas, Last Porno Flick, Legend of the Sea Wolf, Get Rita, Runaway Nightmare, Bummer, Afternoon Delights, Three Way Weekend, ABC's of Sex and Love, Doll's Head, Jan & Dean in Concert. **Staff:** Steve Goodman.

Comworld International 19.20
Box 1788, Provo, Utah 84603

Columbia Pictures International no booth
711 Fifth Ave., New York 10022

Blue Thunder, Mickey Spillane's Mike Hammer, The First Olympics—Athens 1896, Last Days of Pompeii, Robert Kennedy and His Times, Partners in Crime, Passions. **Staff:** Brian McGrath, Tim Vignoles.

William F. Cooke
Television Programs 13.22/15.17
696 Yonge St., Toronto, Ont. M4Y 2A7

In Session*, Bourbon Street Parade, Nashville Swing. **Staff:** William Cooke, Clifford Wilson.

Cori & Orient 11.19
2049 Century Park East, Suite 1200, Los Angeles 90067

Jack Holborn (6)*, Camel Boy*, Wildrose*, Conquest (6)*, Kolmanskop. **Staff:** Marie Hoy, Chris Smith, Judith Bland, Louise Rimoldi, Tom Kanamaru.

Coronet/Perspective 16.21

CS Associates 14.25
4 Hidden Rd., Weston, Mass. 02193

Frontline*, World of Cooking (11)*, Finders Keepers*, Nanook of the North*, World of Tomorrow*, Vietnam Requiem, Discover, The Navigators, Fragile Mountain, China Free Fall, Ghosts of Cape Horn, Running Fence, Rodin: The Gates of Hell, C. Soutine, Keith Jarrett in Concert, Doobie Brothers Concert, Karen Akers Sings, Tom Rush: A New Year, Community of Living Things (15), White Heron, Classic Cartoons (84), Following the Tundra Wolf, Whales That Wouldn't Die, Flight to Survival, Manimals, Salmon on the Run, First Family, Hopi: Songs of the Fourth World, Great Violin Mystery, Search for Solutions, Chaplin Mutual Shorts. **Staff:** Charles Schuerhoff.

Ralph C. Ellis 13.22/15.17
1231 Yonge St., Suite 300, Toronto M4T 2T8

Profiles of Nature (26)*, Double Play*, Canwest Theater*, Images of Galapagos*, Red Baron*, Taming of the Canadian West*, Wild Canada, North to the Top of the World, Audubon Wildlife Theater (78), Wildlife Cinema (26), To the Wild Country (10), Cities (13), Portraits of Power (26), Third Testament (6), Al Oeming: Man of the Month (13), Stationary Ark (13), Ark on the Move (13), Birth in the Family, An Ark for Our Time, Dostoevsky

1821-1881, Karen Kain Ballerina, Lynn Seymour in a Class of Her Own, From Russia...Bruno Gerussi. **Staff:** Ralph C. Ellis, R. Stephen Ellis.

Embassy Telecommunications 14.10/
16.09

1901 Avenue of the Stars, Suite 666, Los Angeles 90067

A.K.A. Pablo* (7), Double Trouble* (8), Hearts Sounds*, The Magical World of Gigi* (52), A Doctor's Story, Diff'rent Strokes (142), One Day at a Time (207), Jeffersons (231), Sanford & Son (136), Good Times (133), Maude (141), Professionals, Mary Hartman Mary Hartman (260), John McEnroe... The Rites of Passage, Entertainer of the Year, New Ones II, Silver Spoons (44), Gloria (21), Square Pegs (20), Facts of Life (98), Archie Bunker's Place (96), Andy Williams Christmas Special, The Wave, Please Don't Hit Me Mom, Stepping Out: The Debolts Grow Up, Upon this Rock, The Rock Show, Sultans of Soul, Grace Kelly Story, Eleanor First Lady of the World, Invasion of Privacy, Norman Lear & Alex Haley's Palmerstown, But It's Not My Fault, Facts of Life Goes to Paris, Band on the Run, Crystal Eyes, All That Glitters (65), All's Fair (24), Highcliffe Manor (6), In the Beginning (9), Joe's World. **Staff:** Gary Lieberthal, Ron Brown, Chris Egoif.

Enter-Tel 14.24
25200 Chagrin Blvd., Beachwood, Ohio 44122

Euramco International
Box 5434, Beverly Hills, Calif. 90210

The City the Forgot About Christmas (4)*, The Hideout, The Fugitive, Yeshua, This is the Life, Stableboy's Christmas, Journey into Yesterday...Unchallenged Frontiers, I Go Pogo, Kid Gloves, Blue N.I.E.T.Z., Mark of Zorro, The Accident, On the Shoulder of Giants, New Zoo Revue (195).

Fairhill Entertainment 9.32
8920 Wilshire Blvd., Suite 424, Beverly Hills, Calif. 90211

Filmation 13.28/15.21
18107 Sherman Way, Reseda, Calif. 91335

Fat Albert (50)*, The Lone Ranger (22)*, Blackstar (13)*, Hero High (13)*, Shazam (12)*, Zorro (13)*, He-Man and Masters of the Universe (65), Waldo Kitty (13), Mission: Magic (16), Wacky & Packy (16), Snow White Christmas, U.S. of Archie (16), M*U*S*H (23), Fat Albert specials, Fraidy Cat (12), Ghost Busters (15), Shari Show (24), Isis (22), Ark II (15), Guest of Honor (9). **Staff:** Lou Scheimer, Jay Scheimer, Erika Scheimer, Alice Donenfeld, Edward Ballerini, Patricia Ryan, Ira Epstein, Margaret Saal, Barbara D'Arroux.

Filmtel 4.07
4800 S. Sepulveda, Culver City, Calif. 90230

An Appointment with Dr. Joyce Brothers

(65), Grand Old Opry (182), Magic Magic (26), Peter Lupus Body Shop (165), Richard Simmons Show (175), Ramon Bravo's Living Sea (26), Hopalong Cassidy (54), Connie Martinson Talks Books, Celebration Continues, Everest North Wall, Fantasy Film World of Ray Harryhausen, Gamines, Made in Hollywood, Marilyn... In Search of the Dream, Miller High Life Supercross Finals, Peugeot Pro Ski Tour National Finals, UK Breakout, The Appointment, AWOL, Beyond Evil, The Bog, The Compix Package, Expose, Fait Accompli, From Africa with Love, Funny Money, Got It Made, Graduation Day, Hardcore, Hopalong Cassidy, Let's Get Laid, Music Machine, Poleroy Package, Princess and the Magic Frog, Whale of a Tale. **Staff:** Andrzej Krakowski, Ard Jacobs, Richard Glasser, Don Getz, Hela Engelmann.

Four Star/Gold Key 21-18
19770 Bahama St., Northridge, Calif. 91324

Getaways*, Quest, The Making of..., Rainbow World of Nature (4), Dazzle-dancing, Odyssey (10), Poseidon Adventures, Open House Theater (26), Stanley's Smog-Less Steamer (39), America Screams, Big Valley (112), Lohman & Barkley (26), Magic Magic Magic, Portrait (12), World Championship of Magic, Bixby's Wonderful World of Magic (26), Boomerang (172), Boomerang Specials (3), Monty Nash (14), Music Box, Portrait: The New Breed, Target the Impossible (78), Thrillseekers (52), Towards the Year 2000 (26), Big Country (39), Champions (39), Full Contact Karate (33), The Good Life (65), Music World (56), Odyssey (15), From the Bitter End (6), Signs of the Zodiac (12), Starlost Quintology (5), Poseidon Files (15), Glen Campbell Show (12), Animal Express (130), Last of the Wild (78), Mysteries, Myths and Legends (5), Our Incredible World, Sha Na Na (39), Portrait of a Legend, America's Top 10, Camp Wilderness (78), Bigfoot and Wild-boy (12), Abbott & Costello Cartoons (156), Lidsville (17), Amazing World (4). **Staff:** David LaFollette.

Fox/Lorber Associates 11.32
79 Madison Ave., New York 10016

The New Show (13)*, Steve Martin's Best Show Ever*, Steve Martin's Comedy is Not Pretty*, The Rutles, Paul Simon Special, Beach Boys, Nancy Wilson: A Very Special Concert, Great Pleasure Hunt*, Waterworld (52)*, Moore Report*, King...Montgomery to Memphis, Legacy of a Dream, Declassified: The Plot to Kill President Kennedy. **Staff:** Richard Lorber, Olivia King Canter.

Sandy Frank Film Syndication 7.38
645 Madison Ave., New York 10022

Ships, Battle of the Planets, You Asked For It (150). **Staff:** Sandy Frank, George Blaug, Phil Mendez.

Fremantle 12.12
660 Madison Ave., New York 10021

Loving*, Special People*, The Cradle Will Fall*, The Tripods*, Say Amen Somebody, musical variety specials, Family Theater (60), Swiss Family Robinson (26), Adventures of Black Beauty (52), Fugitive Samurai (79), Hopalong Cassidy (52), Woobinda, Animal Doctor (39), Sophisticated Gents (4), Baker Street Boys (4), Nana (6), One Last Ride (5), Niko (6), Joey and Redhawk (5), Special People, Kid From Nowhere, New Candid Camera (130), Candid Camera specials (3), National Geographic Specials (43), El Matador, The Titans (13), Ryan's Hope, Take Kerr (260), Kidsworld (250), Romper Room, Standby...Lights!Camera!Action! (12), Against the Odds (26), Reggie Jackson's World of Sports (18), Pinwheel (26), Livewire (55), Wild Rides, Arcade (40), Working (30), Tip Top (25), Mr. Wizard's World (26), Kids' Write (17), What Will They Think of Next? (130), You Can't Do That on Television (52), Curious George (104), Clangers (26), Noggin (6), Bagpuss (13), Ivor the Engine (20), children's specials (14), The Price is Right, Card Sharks, I've Got a Secret, Password Plus, Family Feud, Blockbusters, Beat the Clock, To Tell the Truth, Match Game, Now You See It, Child's Play, Jeopardy, Concentration, Better Sex, Tattletales, What's My Line?, What's Your Sign?, Wheel of Fortune, Babble, Go, Everything's Relative, plus other music, dance, sports and feature programming. **Staff:** Paul Talbot, Harriette Schwarz, Julie Zulueta.

Gilson International 3.16
15250 Ventura Blvd., Suite 1111, Sherman Oaks, Calif. 91403

Hill Street Blues, Remington Steele, St. Elsewhere, Newhart, Last Resort, MTM Variety, Paris, White Shadow, WKRP in Cincinnati, Carlton Your Doorman, Boy Who Drank Too Much, Critical List, Fighting Back, First You Cry, In Defense of Kids, Nowhere to Run, Something for Joey, Thornwell, Vampire, The Duck Factory. **Staff:** Frederick Gilson, Anne Stewart Page.

Global Video Communications 5.14

Granada Television International 20.02
1211 Avenue of the Americas, Suite 3468, New York 10020

Adventures of Sherlock Holmes*, Jewel in the Crown*, The Road to 1984*, Ebony Tower*, War of the Springing Tiger*, Seven Deadly Sins*, King Lear, A Flame to the Phoenix, Chessgame, A Brother's Tale, Heroin, Pop Goes Christmas, Pop Explosion, Pop Explosion Number Two, Brass, Foxy Lady. **Staff:** Barrie Heads, Patrick Rickenberg, Vivien Wallace, Wendy Stebbings, Bill Allan, Marisa Leccarovi, Avril Fenton, Patricia Feinberg, Bryan Lowe.

Golden West 5.28
5800 Sunset Blvd., Los Angeles 90028

National Lampoon Hot Flashes*, The Second Annual American Video Awards*, 12th Annual Science Fiction Film Awards*, Being with John F. Kennedy, The Great Weight Loss Challenge*, Made in Hollywood*, Crumpet Corners*, Gene Autry Classics, Woman to Woman, Annual Hollywood Christmas Parade*, 1984 Coors International Bicycle Classic plus (from Multimedia) Donahue, Music City USA, Young People's Specials, America Comes Alive, Bobby & Sarah, Story Songs and Stars, The Many Worlds of Ray Charles, Another Evening with the Statler Brothers, Fourth Annual Music City News Top Country Hits. **Staff:** Bruce Johansen, Robin Silverman.

Samuel Goldwyn 2.27

Image West Ltd. 5.27
11846 Ventura Blvd., Studio City, Calif. 91604

Los Angeles Summer Olympic Games, TV production library. **Staff:** Ed Marzola.

Interama 22.03
301 W. 53d St., New York 10019

Silas Marner, Best Friends, Just So Stories, La Operacion, Jean Renoir films. **Staff:** Nicole Jouve.

International Media Associates 9.31

ITC Entertainment 2.35
17 Great Cumberland Place, London W1A 1AG

Let Them Live (26)*, The Slavs (10)*, Obsessive Love, feature film package (18)*. **Staff:** Bernard Kingham, David Llewellyn-Jones, Tony Lytle, Vickie Gubbay, David Withers, Anne Wallbank, Veronica Greening, Peter Holmes A Court, Armando Nunez, Francesco de Crescenzo, Irma Caruso.

Jo Jones & King 3.12
10 W. 33d St., New York 10001

Queen, Styx, Big Country, Tears for Fears, Siouxsie and the Banshees. **Staff:** Jo Manuel, Judith Jones, Cynthia King, Lisa Lee.

JPD Entertainment 3.20
27520 Hawthorne Blvd., Suite 205, Rolling Hills Estates, Calif. 90274

M.A. Kempner 21.28
4699 N. Federal Hwy., Suite 102, Pompano Beach, Fla. 33064

Telephone Poll, TV POWWW! **Staff:** Marvin Kempner, Daniel Kempner, Robert Elder.

King Features Entertainment 3.14/5.13
235 E. 45th St., New York 10017

The Performers* (30), Nova* (7), Enterprise* (8), Popeye, Evening at Pops, Nova, Genesis Project, Vic Braden's Tennis for the Future, Flash Gordon, Blondie Enterprise, Beetle Bailey, Beatles, TV Time Capsule, Julia Child, World, Hearst

Reports, Bonaventure Travel Shows, Under Sail, Great Adventures, Erica. **Staff:** Bruce Paisner, William Miller, Samuel Gang, Adrian Caddy, Nicola Dent.

Alan Landsburg Productions 16.17
11811 W. Olympic Blvd., Los Angeles 90064

That's Incredible (22)*, Kate & Allie (6)*, Chances Are*, Strange but True (24)*, Life's Most Embarrassing Moments*. **Staff:** Stan Golden.

Library Special Effects 4.25

London Weekend Television 23.06
Seymour News House, Wigmore St., London W1H 9PE

Mapp and Lucia (5), Blue Money, Me and My Girls (13), Bottle Boys (13), Struggle (6), Jesus the Evidence, Trial of Richard III. **Staff:** Vic Gardiner, Richard Leworthy, Simon Willock, Pat Coelho, Laura Beggs, Richard Price, Bob Shay, Peter Tomlinson, Sara Langton, Peter McNally, Michael Crawford, Mark Whitney, Madeline Warburg.

Lorimar Television 3.04/5.03
3970 Overland Ave., Culver City, Calif. 90230

Falcon Crest (68), Knots Landing (100), Suzanne Pleshette is Maggie Briggs (6)*, Two Marriages*, Lace*, The Sky's No Limit, Time Capsule: The 1932 Los Angeles Olympic Games, Uncommon Love*, Why Me?*, Winter of our Discontent*. **Staff:** Ken Page, Ray Lewis, Victoria Laughlin, Stephen Cornish, Don Sipes, Joanne Asfour, Bernie Weitzman.

MCA 11.2/13.01
100 Universal City Pl., Universal City, Calif. 91608

Gimme a Break, Woody Woodpecker & Friends, The A-Team, Magnum, Simon & Simon, Knight Rider, Road to Los Angeles, Airwolf*, Four Seasons*, Domestic Life*, Legmen*, Foulups Bleeps and Blunders*, Puttin' on the Hits*, Donkey Kong and Donkey Kong Jr., other feature films, movies and world premieres. **Staff:** Bob Bramson, Colin Davis.

Metromedia Producers Corp. 5.17
5 TV Pl., Needham Br., Needham, Mass. 02192

On Stage America, Dynasty (118), Charlie's Angels (115), Vega\$ (68), Seduction of Gina*, License to Kill*, Awakening of Candra*, Choices of the Heart*, Hard Knox*, Squaring the Circle*, Intimate Agony*, Her Life as a Man*, When She Says No*, Fantasy Island (132), Starsky & Hutch (92), Family (86), Expedition Danger (26), Strike Force (19), S.W.A.T. (37), Movin On (44), Dusty's Trail (26), Chopper One (13), Assassins Among Us, Godunov: The World to Dance In, Command Performance, Gauvain the Savage, Little Gloria...Happy at Last, The Kennedys, ara Dane, Evergreen, The Dakota, The

Flying Doctors, Firehouse (13), Here We Go Again (13), Primus (26). **Staff:** Robert Bennett, Paul Rich, Susan Bender, Karen Marino.

MGM/UA 7.04/9.01
1350 Avenue of the Americas, New York 10019

Fame, Gabriela* (132), Goodbye Mr. Chips*, George Washington*, We Got It Made*, Kids Inc.*, Don Kirshner's Crazy Nights*, Thicke of the Night*, For Love and Honor*, Empire*, Cutter to Houston* (9), The Citadel, CHiPs (138), Gavilan (10), Seven Brides for Seven Brothers (22), McClain's Law (16), Flamingo Road (37), Chicago Story (13), Courtship of Eddie's Father (73), Medical Center (170), Please Don't Eat the Daisies (58), Gilligan's Island (98), Patty Duke Show (104), Rat Patrol (58), How the West Was Won, Lucan (11), French Atlantic Affair, Sean, Studs Lonigan, G.E. Monograms (9), Dakari (89), Then Came Bronson (26), Man/Girl from U.N.C.L.E. (128), Logan's Run (14), 1983 International Emmy Awards*, Thanks Heavens for Maurice Chevalier*, Tim Sawyer*, Bette Davis: The Benevolent Volcano*, James Bond: The First 21 Years, Separate Tables, Barretts of Wimpole Street, Making of Rocky III, Kids from Fame, James Cagney: That Yankee Doodle Dandy, Magic of the Stars, World of Mother Teresa, World of Entertainment, Something About Amelia*, Casey Stengel, Cowboy, Cry for the Strangers, Deadly Lessons, Dear Liar, Death of a Centerfold, Fantasies, Farrell for the People, For Lovers Only, Happy Endings*, Hear No Evil, I Take These Men, I Want To Live, I Was a Mail Order Bride, Incident at Crestridge, Johnny Belinda, Journey's End, Love Tapes*, Marian Rose White, Paper Dolls, Sins of the Past*, This House Possessed, Witness for the Prosecution, Women of San Quentin*, New Adventures of Gilligan*, Banjo the Woodpile Cat, The Yearling (52), The Yearling (52), Pink Panther (226), Pandamonium (13), Meatballs & Spaghetti (13), Tom & Jerry (308), Gilligan's Planet (13), MGM/105 cartoon library (105), Bugs Bunny & The Warner Bros. cartoon library (327), Popeye (234), MGM, UA and Warner Bros Pre-48 motion picture libraries. **Staff:** Lawrence Gershman, Joseph Tirinato, Sheryl Hardy, Bill Wells, Jean Viana, Howard Karshan, Lynden Perry, Michelle Prince.

NBC International 2.05
30 Rockefeller Pl., New York 10020

Celebrity, Princess Daisy, Rage of Angels, Wait Till Your Mother Gets Home, Father Murphy, Swing It Again, Marvelous Machines...Expendable People, Assault on Big Brother...Regulating the Regulators, Second Thoughts on Being Single, SportsWorld, Major League Baseball, major football bowl games, college basketball. **Staff:** Jerome Wexler, Mike Perez, Eric Stanley.

National Film Board of Canada 12.19
Box 6100, Station A, Montreal, Que. H3C 3H5

War Series, Captive Minds: Hypnosis and Beyond, No More Hibakusha, Narcissus, Not Far from Bolgatanga, Beirut—Not Enough Death To Go Round, Prisoners of Debt: Inside the Global Banking Crisis. **Staff:** Jacques Bensimon, Lynne Williams, Jean-Marc Garand, Marie-Therese Fornara, Jarvis Stoddart, Hannah Kelson.

National Telefilm Associates 3.23
12636 Beatrice St., Los Angeles 90066

Accidental Family (16), Animal Secrets (24), Bill Cosby (52), Captain Nice (15), Car 54 Where Are You? (60), Dr. Kildare (58), Get Smart (138), Golddiggers (22), Hero (16), H.R. Pufnstuf (17), My World and Welcome To It (26), New Adventures of Huck Finn (20), T.H.E. Cat (26), Victory at Sea (26), Bonanza (430), Cameo Theater (26), Dean Martin (260), Dr. Kildare (142), Flip Wilson (96), High Chaparral (98), I Spy (82), Laramie (124), Laredo (56), My Friend Tony (16), Theater of Stars (53), The Champions (118), Horror (35), John Wayne Classic Westerns (30), Mystery/suspense (393), Nostalgic musicals (47), Nostalgic Westerns (455), Paramount Short Subjects (500), Republic Serials (81), Roy Rogers' Great Movie Cowboys (26), Science Fiction Theater (34), Hot Dog (46), All About Me, Annie The Woman in the Life of a Man, Hans Brinker and the Silver Skates, Heidi, Super Plastic Elastic Goggles, Betty Boop (100), George Pal Puppets (42), Gumby (22), Little Lulu (26), Max Fleischer Color Classics (35), Noveltoons (43). **Staff:** Aubrey Groskopf, Arthur Gross, Bernard Shaw, Panos Spyropoulos.

Network Distribuidora de Films 9.16

New York Times Syndication 23.07
200 Park Ave., New York 10166

The Golden Link, Torch of Champions, Olympic Champions, Glittering Crowns, Princess, H.R.H. Prince Charles, The Western, Academy Awards Preview '84. **Staff:** Sam Summerlin, Paul Gendelman, Ted Harbert, Karin Ravone.

On the Air/Bregin Film Corp. 25.09
160 E. 56th St., New York 10022

Your Choice for the Films Awards*, Soap Opera Awards*, Television and the Presidency*, America Remembers JFK, 784 Days that Changes America, Kimba (52), Unknown War (20). **Staff:** Fred Weiner, Mark Goldman.

Ontario Group 13.22/15.17
307 Davenport Rd., Toronto M5R 1K5

Deserters, I Am a Hotel, Kids of Degrassi Street (14), Devil's Lake Concerts (9), Mr. Microchip (13), Somewhere the Trumpets are Sounding. **Staff:** Isme Bennie.

Orion Pictures International 9.08
1875 Century Park East, Los Angeles 90067

Blood of Others, Louisiana, Vanguard.
Staff: Edward K. Cooper, Kristie Smith, Richard Rosenblum, John O'Brien, Ernst Goldschmidt, David Lamping, Susan Cahill.

Paramount 12.02/14.01
One Gulf + Western Pl., New York 10023

Jesse Owens Story*, Return to Eden*, Riptide*, Hardcastle and McCormick*, Miss Universe*, Winds of War, Smiley's People, Inside the Third Reich, Entertainment Concerts, Rock of the 80's, Miss U.S.A./Miss Teen USA, Cheers, Family Ties, Webster, Entertainment This Week (156), Solid Gold (187), A Town Like Alice, Evita Peron, Shogun, All the Way Home, Barefoot in the Park, Odd Couple, Plaza Suite, Rainmaker, Greatest American Hero (42), Happy Days (255), Joannie Loves Chachi (17), Laverne & Shirley (178), Madame's Place (150), New Odd Couple (13), Powers of Matthew Star (22), Quest (8), Star of the Family (13), Taxi (110), Hans Christian Andersen (52), Kum Kum (26), Mork & Mindy (95), Nero Wolfe (14), Patrol Boat (26), Star Trek (79), Jacksons (12). **Staff:** Rich Frank, Bruce Gordon, Joseph Lucas, Peter Cary, Malcolm Vaughan, Jean Pullen, Malcolm Orme, George Mooratoff, Ramon Perez, Patrick Stambaugh.

Pearson International 14.28
6330 San Vicente Blvd., Suite 301, Los Angeles 90048**Radio Caracas Television** 4.15
6850 Coral Way, Suite 404, Miami 33155

Days of Infamy, Survival, Amor Gitano, Bienvenida Esperanza, Marisela, Leonela, Senor Cine I, El Dia del Juicio, Pension Oea, El Show de Lopez, El Show de Charytin, Fantastico International, Amigos, Pobrecito el Payaso, Cuentos de Terror, Musical Fantasies, Federrico, Inimaginable imaginacion. **Staff:** Jorge Valera, Ken Campbell.

Rank Film
127 Wardour St., London W1V 4AD

Ronald Searle cartoons, 500 feature films. **Staff:** Chris Towle, Keith Bailey.

Reelways 14.27
25 E. 77th St., New York 10021

Angel and the Badman, At War with the Army, Becky Sharp, Bowery Midnight, Cabinet of Dr. Caligari, Call It Murder, Dreams That Money Can Buy, Eternally Yours, Glory at Sea, Green Hell, Hi-De-Ho, His Girl Friday, Hurricane Express (12), It's a Wonderful Life, Man on the Eiffel Tower, Of Human Bondage, The Outlaw, Sound of Laughter, Stage Door Canteen, The Stranger, That Uncertain Feeling, Tillie's Punctured Romance, A Doonesbury Special, The Hat, Sig, Moonbird, Of Stars and Men, Everybody Rides the Carousel, The Hole, Voyage to Next, Tender Game, Of Men and Demons, Har-

lem Wednesday, Second Chance Sea, Mr. Hipp Goes to Town. **Staff:** Shirley Johnston, Heidi Klaimitz.

Romano Film Group
Box 5434, Beverly Hills, Calif. 90210
Staff: Renato Romano, Melissa Wohl.**Silverbach-Lazarus Group** 5.09
9911 W. Pico Blvd., Los Angeles 90035

Explore* (13), Best Christmas Pageant Ever*, Terror*, Member of the Wedding, Oldest Living Graduate, Britannica Films Phenomenal World (22), Faerie Tale Theater (26), Glenda Jackson's The Princess and the Goblin. **Staff:** Alan Silverbach, Herb Lazarus, Jim Phillips, Nicole Wonica.

D.L. Taffner 22.02/24.01
31 W. 56th St., New York 10019

Born Beautiful, Living Proof, A Case of Libel, Refuge, Silent Reach, series, children's programs, documentaries, made for television movies. **Staff:** Donald Taffner, John Fitzgerald, Charles Faizon.

Telepictures 8.20/10.19
One Dag Hammarskjold Pl., New York 10017

A.D.—Anno Domini*, Second Sight: A Love Story*, Buffalo Bill, The Dollmaker, Eureka Stockade, Flight of Dragons, Wind in the Willows, Not Necessarily the News, Lorne Greene's New Wilderness, Dick Clark Variety Specials, Burnett "Discovers" Domingo, The Challenge, The Golden Moment, The Glitter Dome, The Coneheads, Princess Grace Remembered, Rock Music Specials, Coward of the County, Not Just Another Affair, Love Connection, Newscope, Sins of Dorian Gray, Littlest Hobo, Luciano Pavarotti at Viareggio, Mysterious Powers of Man. **Staff:** Michael Solomon, Michael Garin, David Salzman, James Moloshok, Stuart Graber, Jeffrey Schlesinger, Michelle Kearney, Josh Elbaum, Joan Robbins.

Thames Television International 22.02,24.01
149 Tottenham Court Rd., London W1P 9LL

Garfield on the Town*, Here Comes Garfield*, Three's Company (171), Fresh Fields*, American Caesar*, Crime Inc.*, Schindler*, The Coral Island (9), Chocky (6)*, Cinderella, Dangermouse, Wind in the Willows* (27), Talking Parcel, Pied Piper of Hamelin, Saigon—Year of the Cat*. **Staff:** Bryan Cowgill, Mike Phillips, R. Miron, Charles Butler, Ann Hazell, D. Davies, P. Gallington, J. Lawrence, T. Friswell, S. Hickmott, M. Scholfield, L. March, D.L. Taffner, L. O'Shea, M. Callaghan.

Tomwil International 9.20
649 Westbourne Dr., Suite 201, Los Angeles 90069

A Decade of Thrills*, Rape: Face to Face*, Diagnosis: Aids*, A Feeling for France*, Beyond Blindness-Patty Duke Astin*, On Borrowed Time*, John Laws*

World*, Pat Collins-The Hip Hypnotist*, A Bit of Madness*, Olympics Go West*. **Staff:** James Rokos, Wilda Rokos.

Trans World International 2-25
One Erieview Pl., Suite 1300, Cleveland 44114

1988 Calgary winter Olympics, 1988 Seoul summer Olympics*, Wimbledon Lawn Tennis Championships, British Open Golf, U.S. Open Tennis, U.S. Open Golf, Masters Golf, Australian Open Tennis, NFL Games and Films, NCAA Basketball, World Professional Figure Skating, Nobel Awards, Miss World Beauty Contest, World Championship of Women's Golf, U.S. Pro Cycling Championships, U.S. Clay Court Tennis Championships, Virginia Slims Tennis Championships, Fifth Avenue Mile, NASL Soccer, World Match Play Championship, Men's and Women's Body Building, FIS World Skiing Championship, World Triathlon Championship, Sarajevo '84 (10), Pushing the Limits (10), The Racers (26), International Powerboat Grand Prix* (10), Jalbert Ski Films (6), Going With the Wind, The Superstars, Battle of the Network Stars (11), The Superteams, Stuntman Challenge, Fittest of Them All, World Superstars, World's Strongest Men, Hall & Oates Rock and Soul Show, World Modern Dance Championship, 10CC Video, Battle of the Bands, Night Beat News, Superted, Wil Cwac Cwac, Wild Heritage, Hunter and the Hunted, Petrov and Philby: The Hedgehog and the Fox, Greatest Moments of the Football World Cup, A View of Soviet Sport, Panic on Page One. **Staff:** Michael Halstead, Richard Dorfman, Eric Drossart, Buzz Hornett.

TV Ontario 19.15
Box 200, Station Q, Toronto M4T 2T1

Vista (7), Today's Special (77), Polka Dot Door (35), Bits and Bytes (12). **Staff:** Howard Krosnick, Inta Janovskis, Bob Switzer, Antoinette MacDonald, Stan Fox, Don Torney.

Twentieth Century-Fox 13.12
10201 W. Pico Blvd., Los Angeles 90035

My Cousin Rachel, Blood Fued, Heart of Steel, Helen Keller...The Miracle Continues, Fox Mystery Theater (13), After-MASH (22), M*A*S*H (255), Condo (13), It's Not Easy (7), 9 to 5 (33), Open All Night (12), Animated Adventure Series (68), Trauma Center (12), Automan (12), Best of the Midnight Special (52), Emerald Point N.A.S. (22), Fall Guy (67), Manimal (7), Masquerade (12), Paper Chase: The Second Year (19), Roots of Rock 'n' Roll (6), Trapper John (110), Valley of the Dolls, Rules of Marriage, Anatomy of an Illness, Sentimental Journey, Pygmalion, Bus Stop, Heart of Steel, The Who Concert, Classic Creatures: Return of the Jedi, From Star Wars to Jedi: The Making of a Saga, Olympiad, Numero Uno (13), Olympic Minutes, Fox Movietone News

(26), Charlie Chan (34), Mr. Moto (9), Shirley Temple Theater (20), Laurel & Hardy (6). **Staff:** Stephen Roberts, Robert Morin, William Saunders, Gilles Meunier, Michael Doury, Peter Broome, Goro Uzaki, Gustavo Montaudon, Elie Wahba.

UPITN 7.30

The Cities (30), technical facilities. **Staff:** K.A. Coyte, N. Quin, J.H. Lofts, R. Howes, T.M. Gallacher, D.M. Simmons, Y. Durra, J.B. Humi.

U.S. Information Agency 9.24

U.S. Public Broadcasting 12.26, 14.25

U.S. public television programs. **Staff:** David Brugger, Susan Stone.

Vestron 16.22

Viacom International 7.14/9.13/5.18/7.15

1211 Avenue of the Americas, New York 10036

Oh Madeline* (19), The Master* (13), Master of the Game*, Edison Twins* (26), Amanda's, Ace Crawford Private Eye, The Pope and His Vatican, The Executioner's Song, Travels with Benji, Man from U.N.C.L.E.—The 15 Years Later Affair, Cable Health Network, International Sport Challenges, East of Eden, Enola Gay, Playing For Time, Bizarre, Spy, Hawaii Five-O, Lou Grant, I'm A Big Girl Now, American Dream, Concrete Cowboys, Greatest Heroes of the Bible, A Man Called Sloane, Devlin Connection, Terrytoons, Mighty Mouse/Heckle & Jeckle, News From Zoos, Nurse, Twilight Zone, Body Human, Cannon, Cantinflas, Grover Washington in Concert, Helter Skelter, United Nations Day Concert. **Staff:** Willard Block, Kenneth Gorman, Bud Getzler, Jules Haimovitz, Paul Lefcovich, Jim Marrinan, Gerald Adler, Jiro Sugimaya, Peter Press, Benigno Nosti, Peter Pawsey.

Video Tape Co. 16.19

Visnews Limited 8.12

Cumberland Ave., London NW10 7EH

Lawrence of Arabia, Century, Chile special, Rock Steady, Who Are the Russians, History of World Sport, international news daily and sport news, newsfilm library, news location crews and services, video, film and satellite facilities, co-production, satellite distribution. **Staff:** Peter Marshall, Frances Whitehead, Santhi Ross, Paul Binsted, Peter Lamb, Roger Beck, Nick Hutton, Pam Turner, David Wratten, John Milman, Julian Dinsell, Geraldine Easter, Bernadette Drury.

Warner Bros.

4000 Warner Blvd., Burbank, Calif. 91522

Dukes of Hazzard, Hotel, Matt Houston, Scarecrow and Mrs. King, Yellow Rose, Mississippi, Waltons, New Adventures of Wonder Woman, Kung Fu, Casablanca,

Wizards and Warriors, Harry O, Bret Maverick, Tarzan, Life on Earth, Night Court, Alice, Goodnight Beantown, Welcome Back Kotter, Private Benjamin, Love Sidney, At Ease, Superman, Thorn Birds, V, Mystic Warrior, Bare Essence, Roots, Roots: The Next Generations, Moviola, Scruples, Pearl, Warner Bros. cartoons, Bugs Bunny animated specials, Rubik the Amazing Cube, The Dukes, Superfriends, Tarzan: Lord of the Jungle, international features volume (31). **Staff:** Charles McGregor, Mauro Sardi, William Hart, Ed Donaldson, Bill Seiler, John Louis, John Laing, John Bryan, Gary Cozen, Paul Simon, Ken Fournier, John Chickering, Dee Eulberg, Dan McRae, Erwin Markisch, Joe Kivlehan, Louis Marino.

Western World Television 13.26/15.21

10490 Santa Monica Blvd., Los Angeles 90025

Together Again* (130), War and Man* (7), Dead Wrong*, A Prisoner Without a Name Cell Without a Number, Hot (260), Survive* (6), The Africans* (9), PM Magazine (300), He-Man & Masters of the Universe (65), Search for Alexander, Wagner (10), Risking It All (26), specials, variety music programs, animation, All Creatures Great and Small (41), Another Bouquet (7), Aphrodite Inheritance (8), Beau Geste (8), Blakes Seven (52), Boney (26), Bouquet of Barbed Wire (7), The Brothers Year I and II (49 and 43), Castaways (13), Commanders (7), Diggers (13), Dr. Who (98), Duchess of Duke Street (31), Enemy at the Door (26), Fair Stood the Wind for France (4), Fall of Eagles (13), Gentle Touch (26), Kessler (6), Kidnapped (13), Levkas Man (6), Lillie (13), Love for Lydia (13), Lucky Fellar (13), Malice Aforethought (4), Onedin Line, Oppenheimer (7), Outsiders (13), Penmarric (12), Professionals (57), Rush (13), Secret Army (42), Secret Life of Edgar Briggs (13), Settlers (13), Shoestring (21), Smuggler (13), Sons and Lovers (7), Survivors (38), Tales of Klondike (70), Target (17), Tenko (10), Thomas and Sarah (13), Tom Brown's School Days (8), Dick Turpin (26), Tycoon (13), Upstairs Downstairs (68), War and Man (7), We the Accused (5), Westgate (26), Who Pays the Ferryman (8), features (32), The Borgias (10), Churchill and the Generals, Dead Wrong, Hot (260), Lady of the Camelias, Royal Romance of Charles & Diana, Search for Alexander, Suez, Wagner (10), Anna Karenina (10), Crime and Punishment (4), David Copperfield (6), Elizabeth (6), Great Expectations (13), Heidi (6), Horseman Riding By (13), Ivanhoe (5), Jane Eyre (5), Last of the Mohicans (13), Legend of King Arthur (8), Little Lord Fauntelroy (6), Little Women (9), Madam Bovary (4), Marie Curie (5), Master of the Ballantrae (6), Mayor of Casterbridge (7), Merchant of Venice, Mill on the Floss (4), Nicholas Nickleby (6), Old Curiosity Shop (5), Pallisers (26), Pride and Prejudice (5), Prince and the Pauper (6), Rebecca

(4), Robin Hood (6), Sense and Sensibility (4), Shakespeare (18), Six Wives of Henry VIII (6), Sonas and Lovers (4), Tale of Two Cities (4), Voyage of Charles Darwin (7), War and Peace (20), Wuthering Heights (5), family specials and series (22), documentaries (48), animation (11), music box series (23), classical music and opera (18). **Staff:** Robert Springer, Julio Gonzalez-Reyes, Belinda Menendez, Richard Weighill, Susan Clark.

Worldvision 24.02,26.01

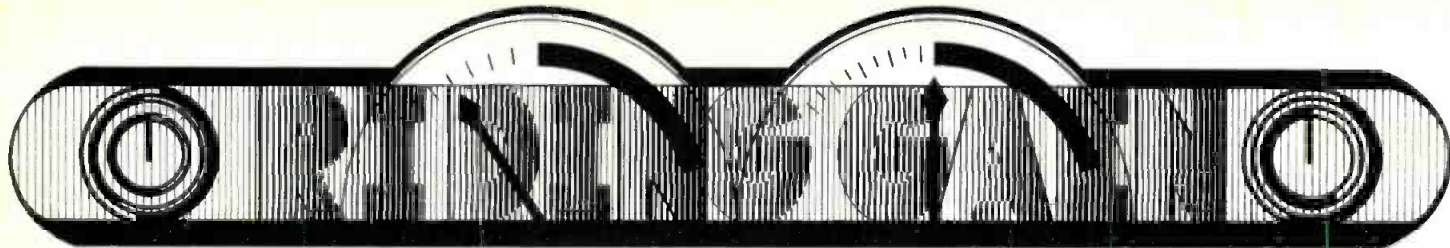
660 Madison Ave., New York 10021

September Gun*, The Ladies*, Happy*, When Your Lover Leaves*, Fantastic World of D.C. Collins*, AFI—Life Achievement Award/Lillian Gish*, Little House on the Prairie, Reincarnation, Russian Festival of Music and Dance, Dallas, Love Boat, General Hospital, One Life to Live, All My Children, Monchhichis (13), The Miskitts (13), Pitfall (7), Puppy's Further Adventures (8), New Scooby & Scrappy Doo (13), Shirt Tales (10), Pac Man (8), Richie Rich, Little Rascals, The Smurfs (35), Beni, Zax and the Alien Prince (13), Going Bananas (13), Mr. T, An Act of Love: Patricia Neal Story, Worldvision dramatic specials (10), Holocaust, Against the Wind, Ordeal of Patty Hearst, Trial of Lee Harvey Oswald, Last Nazi, AFI—10th Anniversary Salute to the Greatest Films, Paragon features (55), Prime I, II, III, IV (84), Selznick Classics (22), Hanna-Barbera/Ruby-Spears, Caspar the Friendly Ghost, holiday specials (16), Eight Is Enough, Kaz, Project UFO, The Andros Targets, Spencer's Pilots, Man From Atlantis, Married: The First Year, Pruitts of Southampton, Doris Day Show (128), Hunter, Mod Squad (124), The Invaders (43), The Fugitive (120), The Next Step Beyond, Thunder (12), Garrison's Gorillas (26), Cowboy in Africa (26). **Staff:** Bert Cohen, Eugene Moss, Michael Kiwe, Brian Rhys-Jones, William Peck, Mary Demangeat, Mex Hartmann, Rolande Cousin, Andrea Migliori, Dan Willis.

Ziv International Carlton hotel

600 N. Sepulveda Blvd., Los Angeles 90049

Death Valley Days (169)*, You Show of Shows (65)*, Clutch Cargo (52)*, Man from Buttonwillow*, Les Miserables*, George Burns in Concert*, Red Skelton/Part I and II*, Gumby (130), Space Angel (260), Spunky and Tadpole (150), Captain Nemo (78), Fables of the Green Forest (52), King Arthur (52), Captain Future (52), Angel (50), Candy Candy (65), Captain Harlock (42), Little Lulu (26), Tales of La Mancha (23), Robot Festival (130), Animators Film Library, Peter Cottontail, Silent Night, Children of the World (52), Men of Destiny (130), Milestones of the Century (358), Villa Alegre (260), Bal du Moulin Rouge (2), Crystal Gayle in Concert, Musical Telescriptions (844), Freeze Frame (52), Tom Jones Live in Las Vegas, feature films (200). **Staff:** Irv Holender, Alan Letz, Scott Schwimer.



Going along

Arbitron indicated last week that it will comply with a mediation panel recommendation to reissue its fall 1983 radio ratings books for San Francisco and San Jose (BROADCASTING, Jan. 30 and April 16). The mediation panel, established under the auspices of the Electronic Media Rating Council, urged the reissue because of the "unique circumstances" surrounding the call letter changes of three stations in the San Francisco market just two days before the fall rating period ended. The ratings service, to the objection of a number of broadcasters in the markets, reported the stations' ratings performances using the new call letters. KYA(AM) was bought by Bonneville Broadcasting, which changed the station's format from oldies to easy listening and its call letters to KOIT(AM), matching those of its co-owned KOIT(FM). Objections were raised that, as issued, the book would allow Bonneville to sell an easy listening KOIT(AM) format based on the actual performance of the oldies formatted KYA(AM). Arbitron said it would reissue the books with the old call letters in place for those two stations and that the suffix FM would be deleted from Bonneville's KOIT(FM) for those books as well.

Radio's bird

Independent radio program suppliers and occasional distributors will soon have greatly expanded access to digital audio transmission via satellite as a result of an agreement reached among RCA, Westwood One

and IDB Communications Group Ltd., a Los Angeles-based provider of satellite radio services.

Under the terms of the agreement, RCA is devoting an entire transponder on its Satcom I-R satellite to digital audio transmission, and IDB will provide uplink services from a facility under construction in Culver City, Calif. Westwood One, an independent producer and distributor of radio programs, has contracted for the first four of 19 audio channels that will become available through the agreement. Jeff Sudikoff, IDB president, said his firm has orders in excess of \$50,000 per month for the new distribution service. He predicted the system would be particularly attractive to independent program suppliers, which will be able to lease time on an hourly basis.

IDB will be marketing occasional satellite capacity to program producers and radio stations. In addition, the facility under construction will be capable of transmitting text and data to radio stations that have appropriate terminals. Sudikoff said he expects the uplink and interface facilities to be fully operational by late June. Other uplinks to the RCA transponder will be available through IDB from other parts of the U.S.

"We will continue to actively investigate new ways to apply digital technology in information distribution and commercial traffic distribution," said Sudikoff, whose company has provided satellite distribution services to a number of radio networks, syndicators, local stations and The White House.

Double duty

Westwood One, Culver City, Calif.-based radio program supplier, will satellite-deliver, via Satcom I-R, two stereo simulcasts on the night of April 28. A recorded Culture Club concert will be presented on more than 100 contemporary hit radio formatted stations simultaneously with its broadcast over Home Box Office, while the Hagar/Schon/Aaronson/Shrieve band is transmitted to more than 50 album-rock stations as it airs on MTV.

'Helpline'

As an extension of its services to member stations, the Radio Advertising Bureau (RAB) has established a toll-free phone number designed to increase member access to sales tools, research data and RAB's member service staff. The new "RAB Helpline" is 1-800-232-3131.

Met net

Mutual Broadcasting plans to distribute, via Westar IV, the live Saturday afternoon broadcasts of the New York Metropolitan Opera, starting with its next season, which begins Dec. 1. The radio network has signed a deal with both the Metropolitan Opera and Texaco, sponsors of the series for the past 44 years.

The agreement calls for Mutual to transmit the performances to 135 commercial and noncommercial stations. Mutual will supply receive-only earth stations for any of the 135 stations, regardless of affiliation, that do not have the necessary satellite reception equipment, said John Kircher, director of fine arts programming for Mutual. "The majority of these 135 stations are commercial outlets," Kircher noted.

Playback

Syndicate, It, a Burbank, Calif.-based radio program production subsidiary of the Sheridan Broadcasting Network, will begin next month to offer stations two-minute daily vignettes next month called *Olympic Dreams*. The features will highlight black athletes of the summer Olympics in Los Angeles, said Toni Jones, director of station relations for syndicated productions. The series is to run for 13 weeks.

And last weekend (April 20-21), a two-hour special tribute to the late Marvin Gaye was slated to air on approximately 70 stations across the country.

□

Due to what ABC describes as positive station response, its FM network is repeating *Ringo's Yellow Submarine... A Voyage Through The Beatles Majic*—25 one-hour weekly broadcasts featuring stories and music of the Beatles hosted by the group's drummer, Ringo Starr. The shows, which first ran in 1983, will air in May and June.



Classics from Carnegie. AT&T is investing \$1 million to bring the one-hour *AT&T Presents Carnegie Hall Tonight* weekly radio series to listeners across the country. The broadcasts began in early April on 175 commercial and National Public Radio stations. Among the artists to appear will be violinist Isaac Stern, pianist Andre Watts, singers Marilyn Horne and Sherrill Milnes and the Julliard String Quartet. N W Ayer is AT&T's agency. Pictured at a reception for the program are (l-r): Charles Croce, Ayer's vice president of cultural communications; John Rubinstein, actor/composer and host of the program, and James L. Brunson, AT&T's vice president for corporate advertising.

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Predicting new media futures

Arden conference addresses competition and potential of emerging technologies

A hundred industry specialists gathered in Harriman, N.Y., to examine "Rivalry Among Video Transmission Media: Assessment and Implications." An informal title could have been, "The More It Changes, The More It Stays the Same," in answer to questions of how multiple ownership, the fairness doctrine and other long-standing controversies would affect video delivery systems, some of which are barely off the drawing board.

The conference was jointly sponsored by the Research Program in Telecommunications Policy of the Columbia Business School and the nonprofit Friederich Naumann Foundation, which is funded by the West German government. At Arden House, the mansion previously belonging to the former New York governor, Averell Harriman, the participants discussed the competition among, and potential of, such industries as broadcasting, cable, DBS, MMDS, VCR's, SMATV and the rest of the "alphabet soup," as it was called.

Forecasting the market for newer technologies, Jane Henry, an independent consultant whose clients have included Time Inc.'s Video Group, projected that by 1992 about 13 million homes (40% of the households not passed by cable) would be likely to subscribe to MMDS, STV, SMATV, LPTV, DBS or a time-delay recording service such as ABC's TeleFirst. She noted: "When you add up the number of subscribers that each of the services think they will get, you come up with a number that is totally fantastic" and said the market is currently about three million subscribers.

Henry said "Multichannel MDS, with a projected six to seven million subscribers, may be the most successful of the new ser-

vices to be launched within the next few years." She added that it will be "very cheap to launch and can be priced much lower than DBS." She thought by 1992 SMATV would have three million to four million subscribers, compared to an estimated 600,000 currently. She said the industry's prospects are good, "especially when they get programming



Henry



Noam

from DBS or MMDS," which will "make it easier to wire small buildings, which today isn't feasible." Henry's SMATV projections count subscribers twice where the feed originates from DBS or MMDS.

The Bronxville, N.Y.-based consultant forecast that DBS would have five million to six million subscribers by 1992, but ventured that there would be no high-powered DBS. "High-powered DBS estimates are \$350 million at the lowest, and they would probably have to spend more like \$500 million before turning on the first subscriber." She said such a high capital investment would give DBS little pricing flexibility with which to compete against other services. Walter Baer, director of advanced technology at the Times Mirror Co., noted that although high-powered DBS brings with it the promise of high-definition television, "there is a lot that can be done with current technology, such as digital chip sets, to improve picture quality without going to high tech. I

really question how much of a market there is going to be for HDTV."

Others at the conference hesitated to make projections. Stuart Brotman, president of Communication Strategies Inc., a Cambridge, Mass.-based consulting firm whose clients have included the National Association of Broadcasters, A&M Records and the Oakland Athletics baseball team, noted that despite best efforts to guess what the future marketplace would look like, very often what is seen as a "big battle" is "skewed by an unknown factor." He gave as an example that what was supposed to have been a big battle between videodisks and videocassettes was "skewed" by the unforeseen factor of videocassette rentals.

The opening paper was presented Friday night by former FCC General Counsel Henry Geller, who is now director of the Washington Center for Public Policy Research. Geller focused on a variety of regulatory topics, including the commission's licensing of new media. He said that "the commission really wants to get out of regulating pay programming. With the new video it is almost entirely unregulated, if you are the customer rather than the common carrier." He noted that DBS operators were allowed to choose either customer or common carrier status, or both, and added that "the FCC's laissez-faire, 'pick-em' policy of licensing will undoubtedly continue."

Arguing that the commission doesn't have a strategy for dealing with the emerging market of new systems, Michael Botein, director of the Communications Media Center at New York Law School, accused the FCC of "sliding in the back door, because no one has really thought about it. What happens when one company ends up owning every MDS, DBS or other channel in town? The commission doesn't have such a great record on divestiture." He noted that because alien ownership rules apply only to broadcasters and common carriers, "somebody like Rupert Murdoch could own every MDS channel except the common carrier channel."

The Arden House conference had a sizable international contingent, including representatives from HAVAS Group, a French, state-owned advertising holding company; J.B. Cowie, head, long-range and strategic studies division at British Telecom, and Helmut Schaefer, member of the West German Bundestag (parliament). Eli Noam, director of the Research Program in Telecommunications and Information Policy, the conference organizer and a specialist on European communications policy, said that there are "very politicized" debates taking place across the Atlantic. "Some are worried about the private sector changing the status quo of countries where governments previously dominated with two or three channels."

VCR use in the U.S. was the topic of a paper presented by Jonathan D. Levy and Peter K. Pitsch, economist and chief, re-

Puerto Rican presentation. Temporary power increases won't provide a permanent solution to interference to Puerto Rican broadcast operations, but negotiations can. So the commission is pursuing the latter course, FCC Chairman Mark Fowler said in a speech to the Puerto Rican Broadcasters Association in San Juan. The commission already has held discussions with the Dominican Republic and has "received strong assurances from its representatives that it will take all necessary action to abide by all agreements and eliminate interference to Puerto Rico," he said. Members of the FCC's treaty staff also plan to meet with the Venezuelan director general of telecommunications this month and will send a delegation of technical experts to both Venezuela and Colombia in May or June to discuss possible restraints on their stations—and possible power increases for Puerto Rican stations, he said. "Part of the problem... is that some developing countries in this region lack the technical expertise to implement standards to protect other countries from interference," Fowler said. "We really think it's largely a matter of negotiation with and assisting offending countries in dealing with the widespread problems their interference poses." Fowler also said the FCC's Mass Media Bureau has spent "considerable" time looking into Puerto Rico's "serious" shortage of broadcast auxiliary frequencies, particularly for studio-to-transmitter links. Fowler said the commission hoped to resolve that problem by summer. "We have looked with particular interest into the use of STLs in the 942-947 mhz range," he said.

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- * **KAIT-TV**, Jonesboro, Arkansas from Herrreich Broadcasting Stations, Inc. to Channel Communications for \$23,000,000.
- * **WWLI(FM)**, Gainesville, Georgia (Atlanta) from John Jacobs and James A. Dunlap to Katz Broadcasting Company for \$5,500,000.
- **WLCS(AM)/WQXY(FM)**, Baton Rouge, Louisiana and **KQXY(FM)**, Beaumont, Texas from Air Waves, Inc. to Richard Oppenheimer and others for \$4,100,000.
- **WTGI(FM)**, Hammond, Louisiana (Baton Rouge) from Tangi Broadcasting, Inc. to Tom Joyner and others for \$1,800,000.
- **WJQY(FM)**, Chickasaw, Alabama (Mobile) from Phillips Radio, Inc. to EJM Broadcasting for \$923,000.

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spectively, at the FCC's Office of Plans and Policy. A study they recently completed suggested that television homes without cable were more likely to have VCR's than homes with cable. As David M. Rice, also with the Communications Media Center at New York Law School, noted, pay cable channels run theatrical features at frequent intervals, lessening the need for the time-shifting benefits of VCR's.

Others at the conference included John Redpath, HBO senior vice president and general counsel; former FCC Commissioner Stephen Sharp; Paul Fagan, chief economist

and special projects manager, American Society of Composers, Authors and Publishers, and Charles Firestone, director, communications law program, UCLA School of Law.

It was often remarked that events are rapidly altering the marketplace, that projections of just a year or two earlier are now clearly in error, and that data from the year before cannot be a guide to the year after. One of the participants noted that a book issued from a telecommunications conference last year was out of date by the time it was published. □

tevant and Wolf also have interests in KGMS(AM) Sacramento and KSFM(FM) Woodland, both Calif. Buyer is owned by Stuart W. Epperson (50%) and Edward G. Atsinger (50%). Epperson owns KAKC(AM)-KCFO(FM), Tulsa, Okla., and KDAR(FM) Oxnard, Calif. Atsinger and his father, Edward, own KGFT(FM) Carpinteria, Calif. Epperson and Atsinger also have controlling interest in KSLR(AM) San Antonio, Tex. WRFD(AM) Columbus-Worthington, Ohio, WEZE(AM) Boston, WNYM(AM) New York and KGBA(FM) Holtville, Calif. Epperson's wife, Nancy and Atsinger (her brother) have 80% interest in permittee for new FM in Los Angeles. KFAX(AM) is on 1100 khz with 50 kw full time.

KFXM(AM) San Bernardino and KDUO Riverside, Calif. □ Sold by KFXM Broadcasting Co. to Henry Broadcasting Inc. for \$5 million cash. Seller is owned by Ruth Tullis McHenry (55%), John P. Hearne and his former wife, Genevieve Hearne (45% jointly held). They have no other broadcast interests. Buyer is owned by Charlton H. Buckley who owns KTYE(AM)-KRCK(FM) Portland, Ore., and KVOD(FM) Denver. KFXM is on 590 khz with 1 kw full time. KDUO(FM) is on 97.5 mhz with 72 kw and antenna 1,755 feet above average terrain. Broker: Chapman Associates.

WWAC-TV Atlantic City □ Sold by Frank J. Siracusa and others to Riggs Financial Corp. of Va. after seller defaulted on \$3.2 million loan from Riggs National Bank of Washington D.C. Seller is owned by 14 shareholders. Buyer is major bank in Washington. Its chairman, Joe L. Allbritton, independently owns WJLA-TV Washington; WSET-TV Lynchburg, Va.; WCIV(TV) Charlestown, S.C.; KTUL-TV Tulsa, Okla. and KATV(TV) Little Rock, Ark. WWAC-TV is independent on channel 53 with 55 kw visual, 6.2 kw aural, and antenna 307 feet above average terrain.

KUTI(AM)-KXDD-FM Yakima, KOTY(AM) Kennewick and KHWK-FM Richland, all Wash. □ Sold by KUTI Communications to investment group headed by Victor Ives, general partner for \$2.1 million. Sellers are Don Heinen, president, and Loal Smith and Clarence Jenson, retired lumbermen, who have no other broadcast interests. Buyer Ives, with other investors, runs KMIK(FM) Portland, Ore. He is also host of syndicated *Golden Age of Radio Theatre*. KUTI is daytimer on 980 khz with 5 kw. KXDD is on 104.1 mhz with 61 kw and antenna 840 feet above average terrain. KOTY is on 1340 khz with 1 kw day and 250 w night. KHWK-FM is on 106.5 mhz with 25 kw and antenna minus 44 feet above average terrain. Broker: William A. Exline Inc.

WKTM(FM) North Charleston, S.C. □ Sold by KTM Broadcasting Corp to WDOD of Chattanooga Inc. for \$2.84 million, comprising \$850,000 cash, \$100,000 noncompete agreement and assumption of previous \$200,000 noncompete, plus \$150,000 for management plus \$40,000 assumption of accounts payable plus \$1,500,000 in 32 separate promissory notes. Seller is owned by Carl Marcocci, president, and wife, Betty Lou. They sold WAZE(AM) Tampa, Fla., two years ago ("Changing Hands," April 26, 1982) for \$975,000 cash. Buyer is owned by

Changing Hands

PROPOSED

WFTS(TV) Tampa-St. Petersburg, Fla. □ Sold by Family Television Inc. to Capital Cities Communications Inc. for approximately \$30 million. Seller is owned by Ian (Sandy) Wheeler (10%) and 12 local investors. Wheeler has applications for new FM in Lexington, Ky., and new TV in Tampa. Other sellers have no other broadcast interests. Buyer is publicly traded, New York-based group owner of six AM's, six FM's and six TV's, publishing concerns and cable systems, Thomas S. Murphy, chairman. WFTS(TV) is on channel 28 with 2,950 kw visual and 300 kw aural and antenna 1,045 feet above ground. Broker: Gammon & Ninowski Media Associates.

KTAB-TV Abilene, Tex. □ Sold by Big Country Television Co. to International Broadcasting

Corp. for \$9 million, comprising \$7 million cash and \$2 million note. Seller is principally owned by William Terry (50%) and 11 others. They have no other broadcast interests. Buyer is publicly traded, over-the-counter company, headed by Thomas K. Scallen (15.1%). International Broadcasting is producer of TV programs and arena shows and has no other broadcast interests. KTAB-TV is CBS-TV affiliate on channel 32 with 2,051 kw visual and 610 kw aural and antenna 851 feet above average terrain.

KFAX(AM) San Francisco □ Sold by Argonaut Broadcasting Co. to Salem Broadcasting Co. for \$8,500,000 cash including \$400,000 noncompete agreement. Seller is owned by Alexander J. Krisik (25.125%); A. Judson Sturtevant, president, (15.45%); Theodore J. Wolf (14%), and five others. Krisik, Stur-

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Bahakel Communications Ltd., solely owned by Cy N. Bahakel. Bahakel owns six AM's, five FM's, seven TV's and cable systems in West Virginia. WKTM is on 102.5 mhz with 100 kw and antenna 666 feet above average terrain.

WTID(FM) Suffolk, Va. □ Seventy-three percent of licensee, Voice of the People, by John Laurino to John L. Sinclair for \$1,995,000, comprising \$300,000 cash, \$1,650,000 note. **Seller**, who will retain 3% interest in WTID, also owns WYAL(AM) Scotland Neck, N.C. Minority stockholders in WTID include Michael H. Bader and William J. Potts, Washington communications lawyers. **Buyer** owns WCUL(AM)-WLFQ(FM) Crawfordsville, Ind., and is principal owner of WANT(AM) Richmond, Va. and WNIS(AM) Portsmouth, Va. WTID is on 106.9 mhz with 100 kw and antenna 964 feet above average terrain.

KWHW(AM) Altus, Okla. □ Sold by KWHW Radio Inc. to Altus Radio Inc. for \$1,216,000, comprising \$400,000 cash and \$816,000 note including noncompete agreement. **Seller** is owned by Hugh Garnett and family (80%) and George Wilburn (20%). They have no other broadcast interests. **Buyer** is owned by Galen O. Gilbert (84%) and Jimmy K. Young (16%). Gilbert holds controlling interest in KBTN(AM) Neosho, Mo.; KXEO(AM)-KWWR-FM Mexico, Mo.; KTXJ(AM)-KWYX(FM) Jasper, Tex.; KDXE(FM) Sulphur Springs, Tex., and KYFM-FM Bartlesville, Okla. Young holds minority interest in Mexico and Jasper stations. KWHW is on 1450 khz with 1 kw day and 250 w night.

WXAL(AM)-WNAN(FM) Demopolis, Ala. □ Sold by William and Nan S. Jordan to Edmonds Ridgon Broadcasting Co. Inc. for \$450,000, comprising \$50,000 cash and \$400,000 note. **Sellers** have no other broadcast interests. **Buyer** is owned by Ben D. Ridgon (50%) and Robert H. Edmonds (50%). Ridgon and wife, Betty, own WBIB(AM) Centreville, Ala. Edmonds is investor. WXAL is on 1400 khz with 1 kw day and 250 w night. WNAN is on 106.3 mhz with 3 kw and antenna 300 feet above average terrain.

KHBM-AM-FM Monticello, Ark. □ Sold by Andres Broadcasting Co. to Midway Broadcasting Co. for \$400,000, comprising \$65,000 cash and \$335,000 note. **Seller** is owned by Cloyd H. Andres (75%) and his mother, Sulie (25%). They have no other

Quarterly report. Figures released by station broker, Chapman Associates, show that the number of radio stations sold in the first quarter of 1984 increased 10% over number compiled during the same period last year. The average price of the 120 radio stations sold, \$1,150,811, was 12% higher. The study showed that the regions of the U.S. with the largest increase in trading activity were the Southeast, Rocky Mountain states, and New England. John Emory, president of Chapman, said the six states with the most sales were (in order): Florida, North Carolina, South Carolina, California, Pennsylvania and Kentucky.

broadcast interests. **Buyer** is owned by Truman J. Hamilton, local retailer; his wife, Mary; Raymond O. Dawson Jr., chief engineer at the stations, and his wife, Carol (25% each). They have no other broadcast interests. KHBM is on 1430 khz with 1 kw. KHBM-FM is on 93.5 mhz with 3 kw and antenna 340 feet above average terrain.

KSMM(AM) Shakopee, Minn. □ Sold by Progress Valley Broadcasters Inc. to GFI Broadcasting Inc. for \$325,000, comprising \$50,000 cash and \$275,000 note. **Sellers**, George J. McCarthy and Robert Chebalier, have no other broadcast interests. **Buyer** is owned by local group: Marilou Thibault, public relations, president (18.6%); Raymond, Voss design consultant, and his wife, Lois computer teacher (31.4% jointly); Wayne Kaplan, media representative for Northern States Power Co., and his wife, Lynne, insurance business (24.3% jointly), and Susan P. MacKay (25.7%), division manager at Northwestern Bell. They have no other broadcast interests. KSMM is daytimer on 1530 khz with 500 w.

WRTT(AM) Vernon, Conn. □ Sold by Tolland County Broadcasting Inc. to Radio-Television-Tele-Communications Inc. for \$250,000, comprising \$105,000 cash and \$145,000 note. **Seller** is owned by Edward F. Perry (70%), Tom Schnyt (20%), program director at WGGB-TV Springfield, Mass., and Bruce Blanchard (10%), station manager of WTCC-FM Springfield. Perry owns 80% of WATD-FM Marshfield, Mass., and is applicant for new AM in Falmouth, Mass. He

also owns 50% of applicant for new FM in Amherst, Mass. **Buyer** is principally owned by Lee R. Tyrol (55%), general manager at WRTT, who has no other broadcast interests. WRTT is on 1170 khz with 1 kw day.

WCRR(AM) Cornwall, N.Y. □ Sold by Mid-Hudson Valley Broadcasting Inc. to Hudson Valley Broadcasting Corp. for \$250,000, comprising \$75,000 cash and remainder in note. **Seller** is owned by Richard Matta (45%), Paul Benz Jr. (45%) and six others. They have no other broadcast interests. **Buyer** is owned by Victor S. Goldberg (50%) and his son, Danny (50%). Victor Goldberg is president of textiles firm. Daniel Goldberg is president of Gold Mountain Records and contemporary music consultant to 20th Century-Fox. They have no other broadcast interests. WCCR is daytimer on 1170 khz with 1 kw day.

CABLE

Western Ohio Cablevision Inc., Bryan, Ohio. □ Sold by Gilmore Broadcasting Corp. to Heritage Communications Inc. **Seller** is Kalamazoo, Mich.-based cable MSO and broadcast group owner, wholly owned by James S. Gilmore Jr. **Buyer** is 20th ranked cable MSO, based in Des Moines, Iowa, and headed by James M. Hoak Jr., president. It serves over 370,000 subscribers with 120 systems in 12 states. Western Ohio cablevision serves 16 communities around Bryan, passing 22,000 homes and serving 13,000 subscribers with 375 miles of plant, has 30-channel capacity and offer four pay services.

April 10, 1984

Westinghouse Broadcasting & Cable, Inc.

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Time up. First-quarter revenue at Time Inc. increased by 15% to \$694 million. Income from continuing operations (\$44 million) was double that of 1983's first quarter. Net income was also \$44 million for quarter, and earnings per share were 67 cents. Revenue for Time Inc.'s Video Group, which includes HBO, Cinemax and cable MSO, American Television and Communications, increased 23% to \$304.9 million. Video Group contributed 37% of total revenue in first quarter of 1982, 41% at same time last year, and 44% in just announced quarter. Although increase of 13% in operating income of Video Group was one-third of 38% company average, profit margin for group at 18% was more than double that for either Books or Magazine Groups. Company plans to decrease board size from 23 to 21. One of three Time Inc. board members leaving is Thomas J. Watson Jr., chairman emeritus of IBM. New member being nominated is John R. Opel, IBM's current chairman and chief executive officer.

□

Motorola rolling. Motorola Inc. reported first quarter earnings of \$78 million. Sales totaled \$1.26 billion, 33% increase over same period one year ago. Schaumburg, Ill.-based company reported sales of communications equipment divisions increased 25%, and cited strong demand for paging and cellular telephone equipment.

□

LIN record. LIN Broadcasting Corp., New York-based group owner, recorded net income of \$4,556,000 in first quarter, ending March 31, compared to \$3,942,000 at same time last year, 16% increase. Revenue increased 35% to \$27,980,000 and earnings per share of 21 cents increased 17%. Company said operations of recently purchased WISN-TV Indianapolis and WANE-TV Fort Wayne, Ind., were incorporated into results as of their Feb. 29 purchase date.

□

Number five. Telepictures Corp. reported that year-end earnings and revenue increased for fifth straight year. Sales of New York-based producer and syndicator increased 53% to \$71,135,000 and earnings increased 37% to \$6,057,100. Earnings per primary share increased 24% to 93 cents. As of Dec. 31, 1983, company had outstanding \$39,400,000 in sales agreements or orders which it could not recognize in financial statement until license period began or sales are delivered. Telepictures has also received additional sales of \$33,900,000 in 1984.

Public needs to know more about business of broadcast journalism, says RTNDA's Adler

"We don't explain what we do and we don't fight back when we're criticized. We have to do both."

That was the message that Lou Adler, president-elect of the Radio-Television News Directors Association, delivered to a regional conference of his group and the Society of Professional Journalists, Sigma Delta Chi.

Adler, news director of WOR-AM New York, told the New Haven, Conn., meeting that broadcasters should "educate the public about what we do and how we do it, and search for exposure outside our business."

To this end, he hopes RTNDA can convince some network to produce a "super-documentary" on press freedom, asking "If we don't do it, who will?"

Maintaining that "we want protection that can only come from laws," Adler said broadcasters should look at political lobbying "not as demeaning but as part of the system." Broadcasters should "use the power that our critics say we have," said Adler. "We've reached the limit of impartiality. If we don't act to protect ourselves, we've got a lot to lose."

Adler said that too many broadcasters are "ACE: arrogant, complacent and elitist." He called the National News Council, which recently folded because of lack of funding and media support (BROADCASTING, March 26), "an idea whose time has not yet come," and said that there has to be some such "ombudsman the public will accept that has some power. The alternative is government regulation, which none of us wants."

Adler said that "We can't cofer the public's trust on ourselves—we have to earn it." Veteran broadcasting executive and consultant Al Primo told the meeting that stations can boost ratings only by improving their product.

"Our customers' problems are always that the other guy's covering the news better or that the other guy's reporters are better," said the head of Primo Newsservice.

So to Primo, "the future of television is the past: basic journalism values. The only thing that changes is the technology, and it's a dreadful mistake to think that that changes those basics."

On the subject of political coverage, CBS White House correspondent Bill Plante defended networks' state-by-state calls of national elections ("We shouldn't be in the role of censoring") and colleague Roger Mudd's tough interview with Democratic presidential hopeful Gary Hart. ("All the candidates deserve the tightest frisk we can give them.")

To a questioner, however, he said that "a lot of the white press is afraid of being branded racist if they're too tough on [Democratic presidential candidate] Jesse Jackson," and that "a lot of the coverage of Jackson has been much too kid-glove." □

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Broadcasters support nonteletext uses for vertical blanking interval

Proposed FCC rulemaking would permit paging and utility load management

The FCC's proposal to permit TV stations to transmit nonteletext services on the vertical blanking interval (VBI) has drawn support from broadcasters in comments at the commission.

In its notice of proposed rulemaking, the FCC noted that its order authorizing teletext had been limited to permitting the transmission of textual and graphic data intended for display on viewing screens. The proposed change would permit the VBI to be used for paging, utility load management or any other communication in a digital or analog mode.

ABC, in its comments, generally supported the commission's proposal. "The contemplated regulatory framework for such authorization wisely allows maximum licensee discretion," ABC said. "Licensees may use their VBI capacity for a wide range of services, including presently authorized teletext and newly proposed paging. They may lease their VBI capacity to others, who would provide the service. And common carrier regulation will only apply to data transmission services which are, by choice, offered on a common carrier basis."

The National Association of Broadcasters said that, to insure that the proposal would lead to the delivery of the widest possible range of services, the FCC should forbear from common carrier regulation and preempt state regulation. It also said the commission should prevent cable systems from stripping VBI offerings from must-carry signals, "at least to the extent that those offerings are part of or related to main channel programming."

CBS said the FCC should designate teletext in its technical rules as a primary service "vis-a-vis the new proposed data transmission services." It also said VBI data transmission services should be subject to the condition that they not interfere with a licensee's regular broadcast transmission or activate teletext decoders. CBS also thought the commission should issue a further notice of proposed rulemaking looking toward permitting licensees to transmit VBI service on all 525 lines of their signals during periods when they otherwise, because of little viewership, would go off the air. "This proposal would be a most efficient use of the spectrum in that licensees would be able to offer valuable data transmission services to the public rather than going off the air, as they might otherwise do," CBS said.

Added the Public Broadcasting Service: "The existing restriction on the use of the vertical interval limits public television's

ability to market data services to the business community for general revenue raising purposes—an activity which has been encouraged by both Congress and the commission."

A group of TV licensees—including Forward Communications Corp., Guaranty Broadcasting Corp. and John H. Phipps Broadcasting Stations Inc.—also supported the commission's proposals. "As a general matter, cable systems should be required to carry VBI transmissions," they said. "And the commission should make clear that the new discretionary authorization also applies to television translator stations."

Cosmos Broadcasting Corp. said the FCC should refrain from imposing "duplicative and burdensome regulations and reporting requirements" on licensees using the VBI. "Cosmos urges the FCC to adopt a regulatory environment that allows licensees to exercise their own judgment and discretion with respect to the kinds and levels of service to provide," Cosmos said.

Tribune Broadcasting Co. said the mar-

ketplace should govern the services to be offered on the VBI. "While this may result in some increase in competition for traditional providers of some communications services, we submit that such competition serves the public interest."

Gerald A. Rosander, San Diego county superintendent of schools, recommended the FCC consider permitting licensees of the instructional television fixed service to use VBI's for data transmission "as a means of extending, diversifying and improving the efficiency of spectrum utilization and to assist in meeting the growing need to deliver data transmission to students and classrooms in the nation's public schools."

Financial News Network—which transmits, via satellite, business and financial news to cable systems and some UHF television stations—said the commission should "broaden its must-carry rule to a degree that must-carry status be accorded the entire service provided by a program supplier such as FNN to a television licensee."

Gill Industries, a cable operator, however, said cable systems should not be required to carry any data transmission services on the VBI. "The underlying purpose of the mandatory carriage rules will not be furthered by

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requiring carriage of data transmission services," it said.

Cybernetic Data Products Inc., a producer of light-emitting-diode-based electronic message screens, said it was concerned that use of the VBI not be dominated by services that are also available on other frequencies, such as paging. "The commission should monitor the development of VBI services to insure their widest possible use," it said. □

Daytimers request further relief from FCC

Any further power increases for AM daytimers during post-sunset authorizations will have to come from Congress, not the FCC. So said Gregg Skall, general counsel of the Daytime Broadcasters Association, last week.

In its reconsideration order aimed at giving daytimers a bit more power during post-sunset authorizations (BROADCASTING, April 16), the FCC made the "trade-offs" the DBA sought for daytimers operating on Class III regional channels, Skall said at a field hearing on S. 880, the daytimer relief bill, in Sioux Falls, S.D., on Saturday (April 14). But the DBA doesn't think the proper trade-offs were made for daytimers operating post-sunset on Class II clear channels.

"DBA hoped the commission would

adopt a preference for local service over distant skywave service for just the two-hour transitional periods around sunrise and sunset to enable daytimers to better serve their local communities," Skall said. "The commission instead reaffirmed the commitment . . . to protect the skywave service of the clear channel stations. Given the FCC's commitment to protect the clear channel stations out to their 750-mile radius, it is not surprising that the commission wasn't able to do more to help the daytimers.

Skall said the DBA appreciated the time and effort the commission has devoted to the daytimers' plight. Nonetheless, the organization believes two additional changes in the FCC rules—ones that are proposed in S. 880—will improve the lot of daytimers without affecting the current operations of full-time AM stations. First, he said, the FCC should abolish rule 73.37(e)—which Skall said requires any radio broadcaster who wants to expand his hours of operation to show that the area in which he is licensed does not already have available adequate broadcast service and that there is not an FM broadcast channel available for assignment to that community.

Skall added the commission has not yet acted on an almost four-year-old petition by the National Radio Broadcasters Association aimed at getting rid of that rule. "If the FCC will not act, Congress must," he said.

The other relief sought: a change in FCC rules to give daytimers preferences in comparative proceedings when applying for full-time AM or FM licenses. □

Executive branch response endorsing Intelsat competition plan expected soon

David Markey, head of the Commerce Department's National Telecommunications and Information Administration, last week went far toward confirming reports regarding executive branch recommendations to the White House on the position the U.S. should take concerning the authorization of international telecommunications satellite systems that would compete with Intelsat. Whether the International Telecommunications Satellite Organization "will continue to be the sole provider [of such systems]," Markey said in remarks to a luncheon gathering of the National Conference of Black Lawyers, "is a serious question."

He noted that regional systems abroad are being coordinated with Intelsat, and added, "I personally doubt we'll deny the benefits of regional systems to American businesses." Time will tell, he said, whether Intelsat and the Communications Satellite Corp., the U.S. link to Intelsat, will respond to competitive pressures on behalf of their customers.

The Commerce and State Departments four weeks ago filed recommendations with the White House regarding nonIntelsat service (BROADCASTING, April 2). State's documents included a report of the Senior Interagency Group on communication and information. And the documents agreed that the U.S. should grant conditional authorizations to systems seeking to provide international telecommunications satellite service linking the U.S. and foreign points. Markey said the White House response—either in the form of a presidential determination of national policy or of instructions to Commerce, might come "very soon." The President left on Thursday for the West Coast from where he will depart for his China trip on April 24. However, the communications system available to the President would allow him to act at any time.

Markey also suggested that the President might not have the final word in the matter. He predicted the issue would generate litigation, and said, "the decision will ultimately be made by the courts."

As for the reported turf war involving Commerce and State over the question of international telecommunications policy, Markey said, in response to a question, that the departments "work well on issues." He cited the high frequency World Administrative Radio Conference, concluded earlier this year, and the Space WARC, to be held next year. "This," he said, regarding the development of policy concerning the establishment of nonIntelsat systems, "was one of the issues we couldn't resolve."

But he did not leave the subject without making Commerce's claim for authority. "We think under the executive order [establishing NTIA]," he said, that "the secretary of Commerce has primary responsibility in this area." □



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Stock Index

Closing Closing
Wed Wed
April 11 April 4
Net Percent P/E
Change Change Ratio (000,000)
Market
Capitali-
zation

BROADCASTING

N ABC	58 3/4	59 1/4	-	1/2	-	.84	11	1,723
N Capital Cities	151	140 1/8	+ 10	7/8	+	7.76	18	2,024
N CBS	71 7/8	69 1/4	+ 2	5/8	+	3.79	11	2,133
N Cox	47	47 1/4	-	1/4	-	.52	17	1,331
A Gross Telecast	70	70 1/2	-	1/2	-	.70	16	56
O Gulf Broadcasting	8 3/8	8 1/2						
O LIN	19 1/8	18 3/4	+	3/8	+	2.00	18	401
O Mairite Commun.	8 1/2	9	-	1/2	-	5.55	7	72
N Metromedia	39	38 7/8	+	1/8	+	.32	33	1,090
O Orion Broadcast		1/16					0	7
O Price Commun.	6 7/8	6 7/8					0	22
O Scripps-Howard	26 1/4	26	+	1/4	+	.96	15	271
N Storer	32 7/8	31 5/8	+ 1	1/4	+	3.95	19	539
O Sungroup Inc.	5 3/4	5 1/2	+	1/4	+	4.54	3	4
N Taft	59	61	-	2	-	3.27	14	537
O United Television	14 1/4	13	+ 1	1/4	+	9.61	20	158

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams Russell	16 7/8	16 1/2	+	3/8	+	2.27	15	102
A Affiliated Pubs.	40 3/4	39 3/4	+ 1			2.51	16	330
N American Family	16 7/8	15 1/2	+ 1	3/8	+	8.87	9	276
O Assoc. Commun.	9 7/8	10 1/4	-	3/8	-	3.65	0	47
N A.H. Belo	38 1/2	36 7/8	+ 1	5/8	+	4.40	12	439
N John Blair	28 1/2	28 1/4	+	1/4	+	.88	12	225
N Chris-Craft	26	25 1/2	+	1/2	+	1.96	31	165
N Cowles	32 1/2	31 1/4	+ 1	1/4	+	4.00	31	129
N Gannett Co.	36 1/2	38 1/4	- 1	3/4	-	4.57	23	4,381
N General Tire	32 1/2	32 1/2	+	3/8	+	1.16	11	698
O Gray Commun.	58	58					13	29
N Harte-Hanks	29 3/8	29 1/4	+	1/8	+	.42	18	644
N Insilco Corp.	16 7/8	15	+ 1	7/8	+	12.50	8	286
N Jefferson-Pilot	43 1/4	42	+ 1	1/4	+	2.97	10	919
O Josephson Intl.	10 1/4	10 5/8	-	3/8	-	3.52	7	50
N Knight-Ridder	24 3/8	22 5/8	+ 1	3/4	+	7.73	14	1,594
N Lee Enterprises	22 7/8	22 1/4	+	5/8	+	2.80	14	307
N Liberty	24 1/2	22 5/8	+ 1	7/8	+	8.28	14	245
N McGraw-Hill	40 5/8	37 5/8	+ 3			7.97	17	2,036
A Media General	53 1/2	53 1/2					10	372
N Meredith	42 1/4	43	-	3/4	-	1.74	12	397
O Multimedia	34 3/4	33 3/4	+ 1			2.96	16	578
A New York Times	26 3/4	27	-	1/4	-	.92	6	1,044
O Park Commun.	22 1/2	19 1/2	+ 3			15.38	19	207
A Post Corp.	60 3/4	60 1/2	+	1/4	+	.41	22	111
N Rollins	19 1/2	19 1/2					24	505
N Schering-Plough	36 1/8	34 3/4	+ 1	3/8	+	3.95	11	1,824
T Selkirk	14 1/8	14 1/8					31	115
O Stauffer Commun.	52	52					13	52
A Tech Operations	36 7/8	35 5/8	+ 1	1/4	+	3.50	16	34
N Times Mirror	36	35	+ 1			2.85	14	4,944
N Tribune	25 7/8	25 5/8	+	1/4	+	.97	12	1,060
O Turner Bcstg.	24 3/4	25 1/4	-	1/2	-	1.98	71	505
A Washington Post	70 3/4	67	+ 3	3/4	+	5.59	16	1,003
N Wometco	46 3/8	45 7/8	-	1/2	-	1.09	28	650

SERVICE

O BBDO Inc.	38 1/2	35 1/2	+ 3			8.45	13	247
O Compact Video	5 5/8	5 1/2	+	1/8	+	2.27	26	22
N Comsat	25 3/8	25	+	3/8	+	1.50	8	457
O Doyle Dane B.	16	16 3/4	-	3/4	-	4.47	13	97
N Foote Cone & B	47 3/4	46 1/4	+ 1	1/2	+	3.24	12	139
O Grey Advertising	110	110					9	65
N Interpublic Group	29	27 1/2	+ 1	1/2	+	5.45	6	310
N JWT Group	34	32 1/4	+ 1	3/4	+	5.42	12	201
A MovieLab	5 1/4	5 1/2	-	1/4	-	4.54	5	9
O A.C. Nielsen	29 3/4	30 1/4	-	1/2	-	1.65	14	668
O Ogilvy & Mather	45 3/4	45 3/4					14	205
O Sat. Syn Syst.	9 3/4	9 1/4	+	1/2	+	5.40	21	56
O Telematlon	5 1/4	5 1/4					5	6
O TPC Commun	3/4	5/8	+	1/8	+	20.00	1	2
A Unitel Video	7	7 7/8	-	7/8	-	11.11	10	15
N Western Union	23 1/8	24	-	7/8	-	3.64	10	556

Closing Closing
Wed Wed
April 11 April 4
Net Percent P/E
Change Change Ratio (000,000)
Market
Capitali-
zation

PROGRAMMING

O Barris Indus	4 5/8	5	-	3/8	-	7.50	24	26
N Coca-Cola	54	55 3/8	+	3/8	+	.69	13	7,351
N Disney	62 1/4	64 1/8	- 1	7/8	-	2.92	23	2,152
N Dow Jones & Co.	40	36 3/4	+ 3	1/4	+	8.84	22	2,563
O Four Star	6 3/4	6 3/4					7	5
N Gulf + Western	33 7/8	32 1/4	+ 1	5/8	+	5.03	10	2,620
O Robert Halmi	3 3/8	3	+	3/8	+	12.50	68	57
O Lorimar	24	23 1/4	+	3/4	+	3.22	14	123
N MCA	41 1/4	43	- 1	3/4	-	4.06	13	1,988
N MGM/UA Ent.	15 3/8	15 3/4	-	3/8	-	2.38	27	764
N Orion	10	10					11	93
O Reeves Commun.	6 1/2	6 1/4	+	1/4	+	4.00	10	81
O Telepictures	14 3/8	15 3/4	- 1	3/8	-	8.73	24	94
O Video Corp.	13 3/8	13 3/4	-	3/8	-	2.72	25	23
N Warner	21 5/8	22 5/8	- 1			4.41	3	1,414
A Wrather	43 1/4	44 1/2	- 1			2.25	47	97

CABLE

A Acton Corp.	8	7 7/8	+	1/8	+	1.58	28	44
O AEL	27	27					20	55
O AM Cable TV	3	3 5/8	-	5/8	-	17.24	15	11
N American Express	28 1/8	28 1/2	-	3/8	-	1.31	11	5,987
N Anixter Brothers	18 3/8	18 1/2	-	1/8	-	.67	26	334
O Burnup & Sims	6 1/2	5 7/8	+	5/8	+	10.63	7	58
O Cardiff Commun.	4 7/8	7/8	+ 4			457.1	88	4
O Comcast	19 1/4	18 1/2	+	3/4	+	4.05	18	158
N Gen. Instrument	25	24 3/4	+	1/4	+	1.01	19	787
N Heritage Commun.	19 3/4	20	-	1/4	-	1.25	40	146
T Maclean Hunter X	17 1/4	17 1/4					24	636
A Pico Products	8 3/4	8 1/2	+	1/4	+	2.94	28	25
O Rogers	6 3/8	6 3/4	-	3/8	-	5.55	8	141
O TCA Cable TV	11 3/4	12 1/4	-	1/2	-	4.08	24	78
O Tele-Commun.	16 1/8	15 3/4	+	3/8	+	2.38	16	694
N Time Inc.	36	42	- 6			14.28	14	2,114
O Tocom	2 1/4	2 3/8	-	1/8	-	5.26	2	18
N United Cable TV	23 3/4	24 3/4	- 1			4.04	16	262
N Viacom	30 1/2	29 5/8	+	7/8	+	2.95	18	391

ELECTRONICS/MANUFACTURING

N Arvin Industries	22	22 3/4	-	3/4	-	3.29	9	166
O C-Cor Electronics	9 3/4	10	-	1/4	-	2.50	9	34
O Cable TV Indus.	3 1/8	3 1/4	-	1/8	-	3.84	16	9
A Cetec	7	7 1/8	-	1/8	-	1.75	13	15
O Chyron	15	14 3/4	+	1/4	+	1.69	21	92
A Cohu	8	7 1/2	+	1/2	+	6.66	18	14
N Conrac	16 3/8	17 1/8	-	3/4	-	4.37	14	100
N Eastman Kodak	61 1/8	60 1/2	+	5/8	+	1.03	15	10,120
O Elec Mls & Comm.	8 1/2	8 3/4	-	1/4	-	2.85	26	25
N General Electric	54 1/2	51 7/8	+ 2	5/8	+	5.06	12	24,754
O Geotel-Telemet	1 1/8	1 3/4	-	5/8	-	35.71	16	3
N Harris Corp.	30 3/4	29 1/4	+ 1	1/2	+	5.12	17	1,214
N M/A Com. Inc.	16	14 1/4	+ 1	3/4	+	12.28	53	690
O Microdyne	8 1/4	7 1/8	+ 1	1/8	+	15.78	27	38
N 3M	72	71 1/8	+	7/8	+	1.23	13	8,451
N Motorola	115 3/4	110 5/8	+ 5	1/8	+	4.63	18	4,545
N N.A. Phillips	33	32 1/4	+	3/4	+	2.32	5	473
N Oak Industries	4 7/8	3 7/8	+ 1			25.80	1	80
A Orrox Corp.	3 3/4	3 3/4					4	9
N RCA	34 1/8	32 7/8	+ 1	1/4	+	3.80	16	2,787
N Rockwell Intl.	25	24 1/8	+	7/8	+	3.62	10	3,862
A RSC Industries	6 1/4	6	+	1/4	+	4.16	78	21
N Sci-Atlanta	10	10					500	239
N Signal Cos.	28 5/8	28 1/2	+	1/8	+	.43	29	251
N Sony Corp.	16 1/2	16 1/2					30	3,810
N Tektronix	63	61 1/4	+ 1	3/4	+	2.85	25	1,207
A Texscan	11 3/4	12 1/4	-	1/2	-	4.08	13	74
N Varian Assoc.	41	39 1/4	+ 1	3/4	+	4.45	20	878
N Westinghouse	45 3/4	43 5/8	+ 2	1/8	+	4.87	9	4,006
N Zenith	29 5/8	26 3/4	+ 2	7/8	+	10.74	12	648
Standard & Poor's 400	180.08	175.50	+	4.58	+			2.61

T-Toronto, A-American, N-N.Y. and O-OTC. Bid Prices and Common A Stock used unless otherwise noted. Some bid prices supplied by Shearson/American Express, Washington. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share for

the previous 12 months as published by Standard & Poors or as obtained by Broadcasting's own research. Footnotes: P/E ratios for Gulf Broadcasting were unavailable.

TELECASTINGS

In the marketplace

Four CBS-owned-and-operated stations have renewed 20th Century-Fox's weekly half-hour, *Dance Fever*. Stations picking it up for its seventh season are WBBM-TV Chicago; KMOX-TV St. Louis; WCAU-TV Philadelphia, and KCBS-TV Los Angeles. In addition, Tribune Broadcasting's WPXI-TV New York renewed... Western World Television has sold 26 episodes of its action/adventure series, *Risking It All*, to a mix of affiliate, independent and public stations. The station lineup includes WJLA-TV Washington; KOVR-TV Stockton, Calif.; KFMB-TV San Diego; WXXA-TV Albany, N.Y.; KIRO-TV Seattle, and KOLR-TV Springfield, Mo. Public stations that have signed on include WPBT-TV Miami; WGTW-TV Atlanta, and WYES-TV New Orleans... Harmony Gold Ltd., distributor of foreign language-dubbed versions of Japanese cartoons and TV series, has set up a U.S. subsidiary called Harmony Gold U.S.A. Inc. The newly formed company is distributing four feature length titles: "Little Women," "20,000 Leagues Under the Sea," "Call of the Wild" and "Frankenstein." Local Program Network, the weekly 80-90-minute

satellite-delivered news and feature magazine, has now grown to a group of 24 stations. Recent stations to join LPN are WESH-TV Daytona Beach, Fla.; WBTW-TV Charlotte, N.C.; WFDG-TV New Bedford, Mass.; KSL-TV Salt Lake City, KAKE-TV Wichita, Kan.; KGGM-TV Albuquerque, N.M.; WFRV-TV Green Bay, Wis.; KGUN-TV Tucson, Ariz.; WCTV-TV Tallahassee, Fla., and WWNY-TV Carthage, N.Y... Group W Productions' animated strip, *He-Man and Masters of the Universe*, has reached 142 markets representing 87% coverage. The latest stations to buy the children's show include WXMI-TV Grand Rapids, Mich.; KVIA-TV El Paso, Tex.; WRBT-TV Baton Rouge, La.; WSEE-TV Erie, Pa.; KSFY-TV Sioux Falls, S.D.; KARD-TV Monroe, La.; WMGC-TV Birmingham, Ala.; WOLO-TV Columbia, S.C., and KXX-TV Victoria, Tex... Multimedia-owned KSDK-TV St. Louis is producing a half-hour talk show strip called *Sally Jessy Raphael*, named after the show's host. Raphael, who is also heard on over 200 NBC Radio Network stations each night from 10 p.m. to midnight, has been doing the KSDK show since last October. The program is being distributed by Multimedia's syndication arm, which also distributes *Donahue*. So far,

three stations have signed to begin broadcasting *Raphael* on April 30: WPXI-TV Pittsburgh; WNEM-TV Bay City, Mich., and KREM-TV Spokane, Wash. In addition, stations in Flint and Grand Rapids, both Michigan, are to begin carrying it in June. According to KSDK general manager William L. Bolster, *Raphael* ranked second in its 10 a.m. time period in the February Arbitron book with a 5 rating.

More for 'Breakaway'

Storer Communications has renewed *Breakaway*, the one-hour entertainment/news series in which it is an equity partner, for a second year on its stations in Cleveland, Atlanta, San Diego and Milwaukee. Storer follows Metromedia in announcing support for a second year of the first-run strip (BROADCASTING, April 16). "We are pleased and proud that the two largest equity partners have expressed their confidence in us through their renewals," said Alan Bennett, president of The Bennett Group. The Bennett Group and Imero Fiorentino Associates produce *Breakaway* in association with the Metromedia Television Stations.

BROADCASTING 1984 — AND BEYOND

As Perceived By

- | | |
|--------------------------------|--------------------------------|
| I The Regulators | IV The Programmers, |
| II The Investors | The Producers, |
| III The Marketers | The Purchasers |
| (Separate Radio & TV Sessions) | (Separate Radio & TV Sessions) |

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New game

NBC-TV will add *Scrabble*, a new half-hour game show based on the popular board game, to its daytime schedule beginning Monday, July 2, from 11:30 a.m. to noon NYT. The program, hosted by Chuck Woolery and produced by Reg Grundy Productions, will replace *Dream House*, which is being canceled.

Child abuse week

Group W's WBZ-TV Boston and the Massachusetts Society for Prevention of Cruelty to Children collaborated to produce a week-long series of special programs on sexual abuse of children. From April 8 to 13, WBZ-TV dedicated six of its locally programed periods to the subject of child abuse and culminated the series with a prime time network pre-emption written and produced especially for children. The prime time special, titled *This Secret Should Be Told*, featured puppets that told the story of a friend who had a "secret." The secret—sexual abuse—was then discussed by the puppets in terms that children could understand. The puppets were manipulated by Susan Linn, a Newton, Mass., child therapist recognized for her work with puppets in helping children relate their child abuse experiences. The half-hour special (Thursday, 8-8:30 p.m.) drew a 9.4/15 in the overnight ratings, reported Barry Schulman, program manager at WBZ-TV. That was considerably less than the 13.6/22 pulled by *Gimme A Break* in that period the

week before, "but we didn't do this for the ratings," Schulman said. Schulman also said that, unlike many prime time programs on the subject that have appeared on the networks recently, the WBZ-TV production was made expressly for children and was "not for adults only."

WBZ-TV also gave over other locally produced periods to the topic, including those periods that usually feature senior citizen, Hispanic/Latino and religious issues.

During the broadcast of *This Secret Should Be Told*, WBZ-TV flashed a crawl of the telephone number for the "child-at-risk" hotline operated by the Massachusetts Department of Social Services. The MDSS would not release figures, but during the two hours following the special broadcast (8:30-10:30), when four hotlines were left open, it received a "busier than normal" load of callers. The spokesman said callers included children, parents and adults. Among the children, the callers were divided into those seeking more information and those reporting instances of abuse. And many of the adults who called, the spokesman added, said that they were abused as children and wanted to know where they could get counseling.

Language lesson

MacNeil-Lehrer-Gannett Productions and the BBC have confirmed plans to produce an eight-hour mini-series for PBS, *The Amazing American Language*, to be aired in early 1986. The series, with major underwriting from General Foods Fund, will be hosted by Robert MacNeil and written by MacNeil and

Robert McCrun. The program will examine the "origin, development and future of the English language."

Affiliate urging

In an article that appeared in the *New York Times* last week, Daniel Ritchie, chairman and chief executive officer of Westinghouse Broadcasting & Cable, wrote affiliates ought to urge their networks to quit projecting winners in political elections before the polls close. "Local stations form the networks' most important constituency," Ritchie wrote. "The networks need to hear from their own membership that premature reporting of exit-poll information on election day is unacceptable."

Ritchie said that Group W's six affiliated TV stations (three NBC, two CBS and one ABC) adopted a policy last month of not reporting the results of exit polls conducted locally until after the polls close. He said the company's radio stations, including three all-news stations, adopted the same policy. Ritchie said a responsible solution to the current exit poll controversy might result from "grass-roots industry support for self-prohibition" of early projection reporting. He added that the networks, "contrary to popular belief," are not insensitive to the "questions concerning their role in the American political process." But network initiatives to address the situation, he said, "cannot advance unsupported. They require and merit a show of solidarity among television's own precinct workers: its station people. . . . Beyond that, it is vitally important to the con-

tinued health and well-being of our society that the powerful affiliate bloc play a more active role in shaping future programming policy for television."

'One on One'

The Local Program Network, a consortium of 24 television stations that exchange locally produced news stories, next month will test a new service designed to give local stations an exclusive shot at interviewing major newsmakers. Called One-on-One Exclusive, the service will give news reporters in local markets the opportunity to interview, live via satellite, leading news figures not always available to local stations, according to Jim Hayden, LPN project manager.

Hayden said that 19 of the 24 LPN stations have signed up for the experiment, which is expected to run into the summer. Hayden said that LPN stations will be divided into teams of about six, and each will be allotted six to eight minutes in the one-hour interview. Each team will have a different interview subject, but the tapes will be exchanged and stations will be permitted to use them.

"It is just a test," Hayden emphasized, and plans call for each team to get a half-dozen interviews. A \$600 charge will be added to the stations' LPN fee, Hayden said. The experiment will be coordinated from WCCO-TV Minneapolis. Hayden said he's attempting to line up 25 major newsmakers, including the President, but none have committed to date.



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As compiled by BROADCASTING, April 9 through April 13, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

Applications

AM's

■ **Widfield, Colo.**—Marvin G. Schwartz seeks 820 khz, 1 kw-D. Address: 21777 Ventura Blvd., Woodland Hills, Calif. 91364. Schwartz is sole owner. He is also a partner (50.01%) in Dithot Broadcasting, with Charles Boles and wife, Susan (49.99%), which owns KWGH(AM) Big Lake Tex. Filed April 5.

FM's

■ ***Glendale, Calif.**—National Association for Broadcast Entertainment and Education seeks 88.3 mhz, 100 w, HAAT: 654 ft. Address: 570 N. Plymouth, Los Angeles 90004. Applicant is nonprofit public benefit corporation for purpose of operating noncommercial educational broadcasting station for helping and training handicapped and disabled in broadcast industry. Headed by Dick Dorwart and six others. Filed April 9.

■ **Carlsbad, N.M.**—Carlsbad Radio Ltd. seeks 104.1 mhz, 100 kw, HAAT: 877.6 ft. Address: 3007 N. Palo Alto, Carlsbad, N.M. 88220. Partnership of Richard E. Pettitt, general partner (10%) and Fred C. Stone, limited partner (90%). It has no other broadcast interests. Filed April 6.

■ **Blountville, Tenn.**—Blountville Educational Association Inc. seeks 88.5 mhz, 470 watts, HAAT: 210 ft. Address: P.O. Box 889, Blacksburg, Va. Applicant is nonprofit corporation for educational radio headed by Virginia L. Baker, retired educator. Baker is director and stockholder in

WKGM Inc., Smithfield, Va., licensee of WGIC(AM)-WBZI(FM) Xenia, Ohio, and WESR(AM)-(FM) Onley, Va. and director of Claremont Educational Network Inc. which is applicant for new educational FM at Claremont, N.C. Filed April 4.

■ ***Midland, Tex.**—Criswell Center for Biblical Studies seeks 90.1 mhz, 2.9 kw, HAAT: 336 ft. Address: 525 N. Ervay, Dallas, Tex. Nonprofit corporation for educational radio headed by Ed Rawls, local architect. It has no other broadcast interests. Filed April 6.

■ ***Wichita Falls, Tex.**—Christian Service Home seeks 91.9 mhz, 100 w, HAAT: 1,660 ft. Address: P.O. Box 3175, Wichita Falls, Tex. Nonprofit corporation for educational radio headed by Jim B. Smith, executive director. It has no other broadcast interests. Filed April 6.

TV

■ **Cleveland, Tenn.**—Richard Towe and Darrel Silvey seek channel 53, ERP vis: 5000 kw, aur: 500 kw, HAAT: 207.9 ft. ant. ht. above ground: 273 ft. Address: P.O. Box 22815, Chattanooga 37422. Partnership of Silvey (50%) and Towe (50%). Applicants have no other broadcast interests. Filed April 6.

Actions

AM's

■ **Bakersfield, Calif.**—Central California Broadcasting Inc. dismissed app. for 107.1 mhz, 1.68 kw, HAAT: 406 ft. Action April 4.

■ ***Colton, Calif.**—Colton Educational Broadcasting Foundation returned app. for 88.1 mhz, 387 kw, HAAT: minus 239 ft. Action March 29.

■ ***Glendale, Calif.**—National Association for Broadcast Entertainment and Education returned app. for 88.3 mhz, 100 kw HAAT: 654 ft. Action March 8.

■ **Marco, Fla.**—Minority Women in Broadcasting returned app. for 92.7 mhz, 3 kw, HAAT: 288.56. Action March 12.

■ **Hilo, Hawaii**—Big Island Broadcasting returned app. for 100.3 mhz, 100 kw, HAAT: minus 439.3 ft. Action March 16.

■ **Harwich Port, Mass.**—Helen Janowiak Broadcasting dismissed app. for 93.5 mhz, 3 kw and HAAT: 346.38 ft. Action March 12.

■ ***Lancaster, N.Y.**—Family Stations Inc. dismissed app. for 90.7 mhz, 0.843 kw, HAAT: 100 ft. Action March 21.

■ ***Oklahoma City**—Oklahoma City Counseling Center Inc. returned app. for 89.3 mhz, 1 kw, HAAT: 304.59 ft. Action March 12.

■ ***Baker, Ore.**—Charity Educational Broadcasting Foundation app. returned for 91.3 mhz, 100 w, HAAT: 1,823 ft. Action March 29.

■ ***Grants Pass, Ore.**—Patricia Ann Silva Educational

Broadcasting Foundation returned app. for 90.9 mhz, 100 w, HAAT: 2,135 ft. Action March 29.

■ ***Brownfield, Tex.**—Brownfield Educational Broadcasting Foundation returned app. for 91.5 mhz, 383 kw, HAAT: 117 ft. Action March 26.

■ **Superior, Wis.**—Dan Mahoney granted ch. 40, 1,000 kw vis., 100 kw aur., HAAT: 532.08 ft.; ant. height above ground 244.2 ft. Address: 8 Arlington St., Auburn, Mass. 01501. Principal is also applicant for new TV's at Lake Worth, Fla.; Las Vegas; Waikuku, Wis., and Mobile, Ala. Action March 16.

Ownership changes

Applications

■ **WXAL(AM) and WNAN(FM) Demopolis, Ala.** (1400 khz; 1 kw-D, 250 w-N, FM: 106.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks transfer of control of Demopolis Broadcasting Co. from William and Nan S. Jordan (100% before; none after) to Edmonds Ridgon Broadcasting Co. Inc. (none before; 100% after) for \$450,000, comprising \$50,000 cash and \$400,000 note. Seller, William Jordan owns 51.25%, and wife Nan owns 48.75% of station. They have no other broadcast interests. Buyer is owned by Ben D. Ridgon (50%) and Robert H. Edmonds (50%). Ridgon is owner (80%) with wife, Betty (20%), of Ridgon Broadcasting Co. Inc. licensee of WBIB(AM) Centreville, Ala. Filed April 9.

■ **WGYV(AM) Greenville, Ala.**—Seeks transfer of control of Butler Broadcasters Inc. from Robert W. Gallaher (33% before; none after) to Millard V. Oakley (33.33% before; 66.66% after) for \$31,978.13. Seller is leaving for health reasons. Buyer is also owned by Terry Golden (33.33%). This is contemporaneous with sale of WKYN(AM) (see below). Filed April 10.

■ **WKXN(AM) Greenville, Ala.**—Seeks transfer of control of WKYN Inc. from Robert W. Gallaher (20% before; none after) to Millard V. Oakley (35% before; 55% after) for \$12,500 cash. Buyer is owned by Gallaher (20%), Oakley (35%), William T. Golden (25%), Walter R. Siler (10%) and Charles E. Whiteaker (10%). They have no other broadcast interests. Contemporaneous with sale of WGYU(AM) (see above). Filed April 10.

■ **KHBM-AM-FM Monticello, Ark.**—Seeks assignment of license from Andres Broadcasting Co. to Midway Broadcasting Co. for \$400,000, comprising \$65,000 cash and \$335,000 note. Seller is owned by Sulie H. Andres (25%) and her son, Cloyd (75%). They have no other broadcast interests. Buyer is owned by Truman J. Hamilton, local retailer; his wife, Mary; Raymond O. Dawson Jr., chief engineer at the stations, and his wife, Carol (25% each). They have no other broadcast interests. Filed April 9.

■ **KFAX(AM) San Francisco**—Seeks assignment of license from Argonaut Broadcasting Co. to Salem Broadcasting Co. for \$6,300,000 cash and \$400,000 noncompete agreement. Seller is owned by privately held company, A. Judson Sturtevant, president (15.45%), principal stockholder Alexander J. Krisik (25.125%) and six others each holding less than 15%. In addition, KGMS(AM) Sacramento and KSFM(FM) Woodland are owned by Krisik (51.05%); Theodore J. Wolf, retired broadcaster (29.02%); Sturtevant (10%), and Herbert Dustin (9.93%). Buyer is owned by Stuart W. Epperson (50%) and Edward G. Atsinger (50%). Epperson owns (100%) KAKC(AM), KCFO(FM) Tulsa, and part interest in KSLR(AM) San Antonio (50%), WRFD(AM) Columbus-Worthington (50%), WEZE(AM) Boston (47%) and KGBA(FM) Holtville, Calif. (37%), his wife, Nancy, has 30% interest in corporation which owns 80% of New Inspiration Broadcasting Co. per- mittee for new FM in Los Angeles. In addition, his relatives (brothers and sisters) have extensive holdings numbering eight AM's and two FM's in Virginia and North Carolina. Atsinger is sole owner of KDAR(FM) Oxnard, and has part interest in WEZE (47%), KGBA (37%), WRFD (50%), KLSR (50%), WNYM(AM) New York (50%), and KGFT(FM) Carpinteria, Calif. (60%), his father owns the other 40% of KGFT. He also holds 30% each of corporation which owns 80% of New Inspiration Broadcasting Co. His sister Carol Prenter owns CP for new FM in Rosamond, Calif. Filed April 12.

**NAB
1984**

**EDWIN TORNBORG
& COMPANY, INC.**

Hospitality Suite
MGM GRAND

- **WRTT(AM)** Vernon, Conn.—Seeks assignment of license from Tolland County Broadcasting Inc. to Radio-Television-Tele-Communications Inc. for \$250,000, comprising \$105,000 cash and \$145,000 note. Seller is owned by Edward F. Perry (70%), Tom Schnyt (20%), program director at WGGB-TV Springfield, Mass., and Bruce Blanchard (10%), station manager of WTCC-FM Springfield. Perry owns 80% of Marshfield Broadcasting licensee of WATD-FM Marshfield, Mass., and applicant for new AM in Falmouth, Mass. He also owns 50% of Hampshire County Broadcasting Inc. applicant for new FM in Amherst, Mass. Buyer is owned by Lee R. Tyrol (55%), general manager at WRTT, and Joanne Faucher (45%). Filed April 12.
- **WSUX-AM-FM** Seaford, Del.—Seeks transfer of control of Beach Broadcasting Inc. from Charles K. Hodge (40% before; none after) to Don A. Crisp (30% before; 70% after) for stock transfer. Seller now owns (40%) of Beach Broadcasting Inc., with Don Crisp (30%), and brother Bill Crisp (30%), general manager of WSUX-AM-FM. In addition he owns (40%) of Burley Broadcasting Inc., licensee of WSMG(AM) Greenville, Tenn., with Don Crisp (40%) and Darrel Bryan (20%), general manager of WSMG(AM). After transfer, Hodge will own 80% of Burley Broadcasters Inc. (see below) and Crisp will own 70% of Beach Broadcasting Inc. Buyer, in addition to the above interests, is also owner (33.33%) of C-B Radio Inc., licensee of WBEJ(AM) Elizabethton, Tenn., with Bill Crisp (33.33%) and Darrel Bryan (33.33%). Hodge is in construction business. Don Crisp is affiliate manager for Satellite Music Network. Filed April 10.
- **WPIC(AM)** Lake Wales, Fla.—Seeks assignment of license from WPIC Inc. to Ayers Broadcasting Corp. for \$480,000, comprising \$50,000 cash and the remainder in note, noncompete agreement included. Seller is solely owned by Salter Broadcasting Co., principal stockholder is the trustee of the estate of Russell G. Salter, Arlene R. Salter. It also owns WKKD-AM-FM Aurora, Ill.; WRWC(FM) Rockton, Ill., and WBEL(AM) South Beloit, Ill. Buyer is owned by Frank Ayers (51%) and Lenville R. Hall (49%). Ayers also owns 90% of South Marion County Communications Inc. licensee for new AM in Belleview, Fla. Filed April 12.
- **WFTV(TV)** Orlando, Fla.—Seeks assignment of license from Channel Nine of Orlando to SFN Florida Broadcasting Co. for \$125,000,000 cash. Seller is joint venture of Mid-Florida Television Corp. (28.33%), TV 9 Inc. (28.33%), Comint Corp. (28.33%), Central Nine Corp. (5%) and Florida Heartland Television Inc. (10%). Mid-Florida Television Corp. is principally owned by Joseph L. Brechner (51.63%), president, and is licensee of WKFI(AM) and WSWO(FM) Wilmington, Ohio. Brechner and Mid-Florida Television Corp. are general partners in Delmarva Broadcast Service Limited Partnership, licensee of WDMT(TV) Salisbury, Md. A trust created under the will of Harris H. Thomson, shareholder (14%) in Mid-Florida Television Corp., holds a majority of stock in KEZY Radio Inc., licensee of KEZY-AM-FM Anaheim, Calif. James C. Robinson, president and shareholder (12%) of Comint Corp., is member of Board of Directors of Florida Central East Coast Educational Television Inc. licensee of *WMFE-TV Orlando, Fla. Comint has no other broadcast interests. Florida Heartland Television is owned by J. Douglas Gay (12.5%), Jean A. Bell, William A. Bell and Thomas G. Bell trustees of H. Guthrie Bell shareholder (12.5%) Harry C. Barfield (2%). Gay is also owner (52.88%) of WLEX-TV Inc. licensee of WLEX-TV Lexington, Ky. WCOV(AM) and WCOV-TV Montgomery, Ala., with trustees of H. Guthrie Bell (24.48%), Barfield (1.66%), W.A. Bell and T.G. Bell (1.77% each). Buyer is wholly owned subsidiary of SFN Companies Inc. It is newly created entity that has not engaged in any substantive business activities. In separate transaction SFN Companies purchased Western Broadcasting Co. (see "For The Record" July 28, 1980) owner of WAPA-TV San Juan, P.R.; WJBF(TV) Augusta, Ga.; WTVM(TV) Columbus, Ga.; KCAP(AM)-FM Helena, Mont.; KGVO(AM) Missoula, Mont., and WBC was liquidated. SFN Companies Inc. is a publicly held corporation headed by John R. Purcell, chairman. SFN Florida Broadcasting Co. has no other broadcast interests. Filed April 6.
- **WSUN(AM)** St. Petersburg, Fla.—Seeks assignment of license from Plough Broadcasting Co. to Taft Television and Radio Co. Inc. for \$7,600,000 cash. Seller is wholly owned by Schering-Plough Corp. and is in the process of disposing of its broadcast interests. It is licensee of five AM stations and six FM stations and has filed application for assignment of license of WJJD(AM) and WJEZ(FM) Chicago to Infinity Broadcasting Corp. of Illinois ("For The Record," March 26). Buyer is Cincinnati-based group broadcaster with other major interests. Assignment of license is contingent on sale of WDAE(AM) Tampa. Filed April 9.
- **WBBT(AM)** Lyons, Ga.—Seeks transfer of control of WBBT Inc. from Charles W. McCall (50% before; none after) to James A. Johnson (50% before; 100% after) for \$10,000 plus relief of responsibility for outstanding debts of \$60,000. Seller and buyer are local bankers, neither have any other broadcast interests. Filed April 10.
- **WVWN-AM** Vienna, Ga. (1550 khz, 1 kw-D)—Seeks assignment of license from Nelcom Inc. to Dooley-Crisp Communications Inc. for \$200,000. Seller has gone into receivership and has no other broadcast interests. Buyer is solely owned by Jack Powers, owner of a local grocery store. It has no other broadcast interests. Filed April 3.
- **WSZE-AM-FM** Saipan, C.M. (Guam)—Seeks assignment of license from Micronesian Broadcasting Corp. to Inter-Island Communications Inc. for \$77,898.91, comprising \$10,000 cash, remainder in note. Seller is principally owned by H.S. Killgore (52.3%). It also owns KMPG(AM) Hollister, Calif. Buyer is owned by Edward H. Poppe (42.4%), David L. Price (19.1%), Jerry S. Oberheim (16.9%), Armand Pinard (9.3%) and six others each owning less than 3%. It is also licensee of KSTO(FM) Agana, Guam. Filed April 6.
- **WAWK-AM-FM** Kendallville, Ind. (AM: 1140 khz, 250 w-D; FM: 93.3 mhz, 37 kw [H], 6 kw [V], HAAT: 275 ft.)—Seeks assignment of license from Noble-Dekalb Broadcasting Co. to Empire Communications Inc. for \$650,000, comprising \$130,000 cash and \$520,000 note. Seller is owned by Fred A. Manahan, who has no other broadcast interests. Buyer is owned by Paul E. Ruse; his wife, Myrtle; their five children (69.81%); David Hoppe (14.16%), and four others (less than 10% each). None have other broadcast interests. Ruse and his wife last year sold their 62% interest in WTVB(AM)-WNWN(FM) Coldwater, Mich. ("For The Record," June 27, 1983). Hoppe will be general manager of WAWK-FM. Filed March 30.
- **WTRX(AM)** Flint, Mich.—Seeks assignment of license from Mid-America Media Inc. to Getz Communications Inc. for \$1,350,000 cash and \$250,000 noncompete agreement. Seller is wholly owned subsidiary of Mid-America Audio Video Inc. multiple system operator of four FM stations, five AM stations and two cable franchises. Buyer is newly formed corporation owned by Lawrence D. Getz (70%) and his wife, Margaret (30%). Getz is former general manager of WELI(AM) New Haven, Conn. He has no other broadcast interests. Filed April 9.
- **WLAJ-TV** Lansing, Mich.—Seeks transfer of control of Benko Broadcasting Co. from Robert P. Benko and brother George (100% before; 30% after) to Chase Television Corp. (none before; 70% after) for agreement to pay 70% of FCC filing costs for CP application not to exceed \$70,000. Seller also owns Sanilac Inc. licensee of WMIC(AM) and WTUG-FM Sandusky, Mich. Buyer is owned (100%) by R. Charles McLavy. It is licensee of WUGO(AM) and WKLH(FM) St. Johns, Mich. McLavy is also shareholder in Channel 33, Ltd. applicant for new TV on ch. 33, San Luis Obispo. Filed April 11.
- **KSMN(AM)** Shakopee, Minn.—Seeks assignment of license from Progress Valley Broadcasters Inc. to GFJ Broadcasting Inc. for \$325,000, comprising \$50,000 cash and \$275,000 note. Seller is principally owned by George J. McCarthy (52%) general contractor, Robert Chebalier (37.4%) developer and travel agent. They have no other broadcast interests. Buyer is owned by Marilou Thibault, president (18.6%), Raymond Voss and his wife, Lois (31.4% jointly held), Wayne Kaplan and his wife, Lynne (24.3% jointly held), and Susan P. MacKay (25.7%). They have no other broadcast interests. Filed April 6.
- **KLSM(AM)** Springfield, Mo.—Seeks transfer of control of Dixon Broadcasting Co. from Revcom. Inc. (57.2% before; none after) to Larry D. Campbell (42.8% before; 100% after) for \$110,000 cash. Seller is owned by Bruce E. Thiebauth (60%) and Sam L. Amenta (40%). They have no other broadcast interests. Buyer owns 80% of Ladco Communications Inc. licensee of KTOZ(FM) Marshfield, Mo. He has no other broadcast interests. Filed April 6.
- **KOOO(AM)** Omaha—Seeks assignment of license from Richard Marshall Capital Corp. to MediaOmaha Ltd. Partnership for \$400,000, comprising \$10,000 cash and \$390,000 note including noncompete. Seller is owned by Sherry Sanders (49%), Ernest McRae (11%) and Media Financial Corp. (40%), which is group of 13 investors headed by Dick Ostberg, president. It recently sold KSTR(AM) Grand Junction, Colo. Sanders's husband, Mack Sanders, is group owner of four AM's and two FM's, and was previous owner of KOOO(AM)-KESY(FM), which he held in 1977 to Centennial Communications Inc. Centennial recently, as debtor-in-possession, sold station to its current licensee for \$3 million ("For The Record," March 7, 1983). Sherry Sanders is also applicant for new FM at Russellville, Ala. McRae is also 40% owner of KSWN(AM) McCook, Neb., and KFNF(FM) Oberlin, Kan. Buyer is equally owned by Jayne Ann Woods and John W. Biddinger. Woods is 25% owner of CP for new AM at Cross City, Fla. Her husband, Frank A., who is also 26% owner of CP at Cross City, is also director and 5% owner of Knoxville, Tenn.-based group owner, Sun-Group, and is 49% owner of WTBP(AM) Parsons, Tenn., and WTBB(FM) Bonifay, Fla. Biddinger is president of Biddinger Capital Corp., Indianapolis-based private venture capital firm. Filed April 12.
- **WCRR(AM)** Cornwall, N.Y.—Seeks assignment of license from Mid-Hudson Valley Broadcasting Inc. to Hudson Valley Broadcasting Corp. for \$250,000, comprising \$75,000 cash and remainder in note. Seller is owned by Richard Matta (45%), Paul Benz Jr. (45%) and six others holding less than 10%. Buyer is owned by Victor S. Goldberg (50%) and his son, Danny (50%). They have no other broadcast interests.
- **WHLI(AM)-WKJY(FM)** Hempstead N.Y.—Seeks assignment of license from Williams Broadcasting Inc. to Metrocomco Inc. for \$5,275,000, comprising \$5 million cash, \$250,000 five-year owner's note and \$25,000 consultancy. Seller is principally owned by Robert L. Williams (69.5%) and C.J. Lawrence, New York-based investment banking firm (26.1%). Williams is also president of LWB Corp. which owns WKAP(AM) Allentown, Pa.; WLAG-(AM)-WJYF(FM) La Grange, Ga., and 33.3% of WJYA(AM) Marietta (Atlanta), Ga. It is buying other two-thirds of WJYA(AM) (see below). Others have no broadcast interests. Buyer is owned by Jim Moyer, Ted Julian and General Publishing Limited (18.52% each) and Walter Curley, Dave Pitcher, David Kirschenbaum and Kevin Kennedy (11.11% each). They also own, in same percentages, WBRL(AM) Berlin, N.H. Moyer, chairman of Metrocomco, is N.Y.-based attorney. Julian is Long Island-based publisher. Kurley, president of Metrocomco, is South Yarmouth, Mass., publisher/consultant. Pitcher is Washington attorney. Kirschenbaum is New York investment banker. Kennedy is Connecticut engineer. Filed April 6.
- **WSSG(AM)** Goldsboro, N.C.—Seeks transfer of control of Creative Broadcasting Co. from Ronald W. Griffin (33.33% before; none after) to Willie and cousin, G. Brantley Strickland (66.66% before; 33.33% after), for \$20,000 cash. Seller is leaving the industry. Buyer has no other broadcast interests. Filed April 10.
- **KWHW(AM)** Altus, Okla.—Seeks assignment of license from KWHW Radio Inc. to Altus Radio Inc. for \$1,216,000, comprising \$400,000 cash and \$816,000 note including noncompete agreement. Seller is owned by George Wilburn (20%) and Hugh Garnett and family (80%). No other broadcast interests. Buyer is owned by Galen O. Gilbert (84%) and Jimmy K. Young (16%). Gilbert holds controlling interest in KBTN(AM) Neosho and KXEO(AM)-KWWR(FM) Mexico, both Missouri; KTXJ(AM)-KWYX(FM) Jasper and KDXE(FM) Sulphur Springs, both Texas, and KYFM(FM) Bartlesville, Okla., Young holds minority interest in Mexico and Jasper stations. Filed April 11.
- **WKTM(FM)** North Charleston, S.C.—(102.5 mhz, 100 kw HAAT 666 ft.) Seeks assignment of license from KTM Broadcasting Corp to WDOD of Chattanooga Inc. for \$2.84 million, comprising \$850,000 cash, \$100,000 noncompete and assumption of previous \$200,000 noncompete, plus \$150,000 for management plus \$40,000 assumption of accounts payable plus \$1,500,000 in 32 separate promissory notes. Seller is owned by Carl Marocco, president, and wife, Betty Lou Marocco (100%), president. He and wife own parent corporation, 3 Rivers Communications Inc., which sold WAZE(AM) Tampa two years ago for \$975,000 cash. Buyer is owned (100%) by Bahakel Communications Ltd., Cy N. Bahakel president and sole owner. Bahakel is sole owner of companies licensed to operate WDOD(AM)-(FM) Chattanooga; WLBG(AM)-(FM) Bowling Green, Ky.; WABG(AM) Greenwood, Miss.; WWOD(AM) and WKZZ-FM Lynchburg, Va.; KXEL(AM) and KCNB-FM Waterloo, Iowa; WKIN(AM) and WZXY-FM Kingsport, Tenn.; WOLO-TV Columbia S.C.; WABG-TV Greenwood, Miss.; WBBJ-TV Jackson, Tenn.; WRSP-TV Springfield, Ill.; WKAB-TV Montgomery, Ala.; WCCB-TV Charlotte, N.C., and WBAK-TV Terre Haute, Ind. Bahakel also owns (100%) Nesbe Cable/Satellite Communications Inc., which owns cable systems in Bedford, Appomattox, Crewe, Blackstone and Campbell county, all Virginia, and Oceana and Wyoming county, both West Virginia. No other member of Bahakel Communications and its subsidiaries has any other broadcast ownership interests. Filed April 9.
- **WSMG(AM)** Greenville, Tenn.—Seeks transfer of control of Burley Broadcasters Inc. from Don Crisp (40% before; none after) to Charles K. Hodge (40% before; 80% after) for stock transfer. See above. Filed April 10.
- **KTAB-TV** Abilene, Tex.—Seeks transfer of control of KTAB-TV from Big Country Television Co. to International Broadcasting Corp. for \$9,000,000, comprising \$7,000,000 cash and \$2,000,000 note. Seller is principally owned by William Terry (50%) and 11 others each owning 5% or less. Buyer is privately held company with 2,052 stockholders holding approximately 80% of shares. It is headed by principal stockholder Thomas K. Scallen (15.1%). He has no other broadcast interests. Filed April 4.
- **WTID(FM)** Suffolk, Va.—Seeks transfer of control from Voice of the People Inc. from John Laurino (76% before; 3% after) to John L. Sinclair (none before; 73% after) for \$1,995,000, comprising \$300,000 cash, \$1,650,000 note. Seller owns WYAL(AM) Scotland Neck,

N.C. Buyer is sole owner of WCUL Inc.; WCUL(AM)-WLFQ(FM) Crawfordsville, Ind.; 78% of Old Dominion Broadcasting Co. Inc., licensee of WANT(AM) Richmond, Va., and 57%, with Old Dominion (43%), of Honey Radio Inc. licensee of WNIS(AM) Portsmouth, Va. Voice of the People is owned by Laurino and Sinclair, Michael H. Bader (9%), Larry D. Summerville (1.92%), William J. Potts (9%) and four others owning less than 2%. Summerville and wife, Joan, own 90%, and Bader, and his wife, Mary, own 10% of The Pennsylvania Radioroad Co. licensee of WGLL(FM) Mercersburg, Pa. Filed April 12.

■ WHLX(FM) Bethlehem, W. Va.—Seeks transfer of control of Bethlehem Radio Inc. from Raymond Schreiber (100% before; none after) to Neil B. Fondas (none before; 100% after) for \$21,116.97 assumption of debts and \$21,116.97 cash. Seller is local retail merchant. Buyer and seller have no other broadcast interests. Filed April 9.

Actions

■ WEIB(FM)[CP] Marco, Fla. (101.1 mhz)—Granted assignment of permit from Delton Broadcasting Co. to Alpine Broadcasting Corp. for \$95,000. Sale also is concurrent with 10-year lease of transmitter site for \$120,000. Seller is headed by Frank E. Mackle Jr. Buyer is owned by Norm Alpert. Neither has other broadcast interests. Action March 30.

■ WDZL(TV) Miami (ch. 39; 5,000 kw vis., 500 kw aur., HAAT: 735 ft.; ant. 733 ft. above ground)—Granted transfer of control of 39 Broadcasting Ltd. from Howard R. Conant (49.875% before; none after) and Contemporary Television Broadcasting Inc. (28.5% before; none after) to Odyssey Partners (none before; 78.375% after) for contribution of at least \$4,389,000 and promissory note for \$6,583,500 due four years after closing. Remainder of station is owned by Susan M. Jaramillo, general manager (16.625%), and William Lincoln (5%). Both will keep interest and position but Jaramillo's interest will change from general partner to limited partner. Buyer is New York investment company owned by Leon Levy, Jack Nash and Lester Pollack, general partners, and approximately 50 limited partners. It has minority interest in general partner of MSO, Essex Cable Group, in WPMT-TV York, Pa., and in WTSB(TV) Albany, Ga. It is co-partner in Arlington county (Va.) cable system. Odyssey

and its principals are majority owners of WTXX(TV) Waterbury, Conn. Action April 14.

■ WGRA(AM) Cairo, Ga. (790 khz, 1 kw-D)—Granted assignment of license from Grady Mitchell Broadcasting Co. Inc. to Lovett Broadcasting Enterprises Inc. for \$450,000, comprising \$30,000 cash and \$420,000 note. Seller is majority owned by William O. and Allen H. Woodall, brothers. William Woodall also owns WGAF(AM) Valdosta, Ga. Each Woodall also owns one-third of WSMY(AM) Weldon (Roanoke Rapids) and WPTM(FM) Roanoke Rapids, both North Carolina. Buyer is owned by Luther Wendell Lovett, station's general manager. Action April 5.

■ WWTO-TV(CP) La Salle, Ill. (ch. 35; 93.3 kw vis., 9.3 kw aur.; HAAT: 410 ft.; granted May 19, 1983)—Granted assignment of license from Word TV Inc. to Tri-State Christian TV for \$27,000. Seller is equally owned by Henry Dietrich Jr., Ken Von Behren, Earl Kennell and William Stuart (25% each). None has other broadcast interests. Buyer is nonprofit corporation headed by Garth Concoe. It also recently bought WAQP(TV)[CP] Saginaw, Mich., for \$50,000 ("For the Record," Jan. 2) and has bought, subject to FCC approval, WDDD-TV Marion, Ill., for \$1.2 million ("For the Record," Sept. 12, 1983). Action April 4.

■ WQVR-FM(CP) Versailles, Ind. (103.1 mhz, 890 w, HAAT: 507 ft.)—Granted assignment of license from Jean L. Ruh to Owen Valley Broadcasters Inc. for \$10. Seller is wife of buyer's majority owner. Buyer is owned by Henry B. Ruh, husband of seller (67%), and Robert M. Petranoff (30%). Petranoff is also 10% owner of Indiana Communications, licensee of WBWB(FM) Bloomington, Ind. Action April 6.

■ WTSP(TV) Ashland, Ky. (ch. 61; 229 kw vis., 22.9 kw aur., HAAT: 410 ft., ant. height above ground 285 ft.)—Granted assignment of license from Tri-State Family Broadcasting to Sturvan Enterprises Inc. for 2,500 shares of stock in buyer, assumption of current liabilities not to exceed \$1,450,000, and future liabilities. Seller is headed by John Alley, president, who also is president of applicant for new noncommercial FM at Proctorville, Ohio. Seller also includes Claude Messinger (49.68%), who will own 12.65% of buyer. Buyer is group of 13 investors including Ralph

Sturgill, president, and Robert Vanhous Sr. (37.5% each). Action April 3.

■ WEBC(AM)-WGGR(FM) Duluth, Minn. (560 khz, 5 kw-U; FM: 105.1 mhz, 100 kw, HAAT: 750 ft.)—Granted assignment of license from Midwest Radio Co. of Duluth Inc. to Northland Broadcasting Co. for \$2 million, comprising \$500,000 cash and \$1.5-million seller's note. Seller is principally owned by brothers, Larry and James Lakoduk. It also owns KQBR(AM) Brainerd, Minn., and sold, to same buyer, KQWB-FM Moorehead, Minn., and KQWB(AM) Fargo, N.D., for \$5 million ("For the Record," April 16). Buyer is owned by Alan R. Brill, head of Evansville, Ind.-based newspaper publisher that also owns WYNT(AM)-WPVA-FM Colonial Heights (Petersburg), Va.; KLIK(AM) KTXV(FM) Jefferson, City, Mo., and WHUM(AM) Reading, Pa. Brill also has 10% interest in Worrell Broadcasting Inc., licensee of WHSV-TV Harrisonburg, Va., and WIFR-TV Freeport (Rockford), Ill. Action March 30.

■ KXLF(AM) Butte, Mont. (1370 khz, 5 kw-U)—Granted assignment of license from Garryowen Butte Radio Inc. to Mountain Sky Broadcasting Inc. for \$130,000. Seller is 83% owned by Joseph S. Sample. He has also sold KXLF-TV Butte, KTVQ-TV Billings, KRTV-TV Great Falls and KPAX-TV Missoula, all Montana, subject to FCC approval, for \$18.9 million ("For the Record," Nov. 28, 1983). Buyer is owned by John Raymond (30%) and Sunbrook Broadcasting Inc. Sunbrook already owns 49% of co-located KQUY(FM) and has bought remaining 51%, subject to FCC approval, for \$223,000 ("For the Record," Feb. 27). It is owned by Larry Roberts and Alan Cooper (33% each), and Cooper's brother, Edward Cooper (17%), and his wife, Barbara McIntyre (16%). It also recently bought KCSJ(AM) Pueblo, Colo., for \$700,000 ("For the Record," July 4, 1983). Action April 5.

■ KLTE(FM) Oklahoma City (101.9 mhz, 100 kw, HAAT: 457 ft.)—Granted assignment of license from KLTE Broadcasting Inc. to Mel Wheeler Inc. for \$3.15 million cash. Seller is majority owned by Clint Murchison Jr., who is part owner of Dallas Cowboys football team. Murchison also has interest in subscription TV companies. Other owners include Kenneth L. Dowe, president. Seller bought station five years ago for \$970,000. Buyer is owned by Mel Wheeler and his family. It also owns WSLC(AM)-WSLQ(FM) Roanoke, Va., and KDNT(AM) Denton and KDNG-FM Gainesville, both Texas, and last year bought WSIL-TV Harrisburg, Ill., and KPOB-TV Poplar Bluff, Mo., for \$6.6 million ("Changing Hands," June 6, 1983). It owns 80% of KSRD Radio Co., which sold KSRD(FM) Seward (Lincoln), Neb., for \$864,000 ("Changing Hands," Dec. 12, 1983). Action April 6.

■ WQTW(AM) Latrobe, Pa. (1570 khz, 1 kw-D)—Granted assignment of license from Robert H. Stone, trustee, to L. Stanley Wall for \$66,000. Sale is conditioned upon approval in bankruptcy court. Seller took over from previous licensee, Regency Broadcasting Corp., which filed for bankruptcy in court for Western District of Pa. (Case 83-207). Buyer also owns WLSW(FM) Scottsdale, Pa. Action March 28.

■ WKGN(AM) Knoxville, Tenn. (1340 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Group Y Communications Corp. to Sharon Broadcasting Corp. for \$475,000, comprising \$125,000 cash and \$350,000 seller's note. Seller is group of Denver-based investors including Samuel J. Yacovazzi (40%), Edward A. Kearney (3%) and James B. Wallace (6.75%), who have minority interest in applicant for new FM at Evergreen, Colo. It bought station three years ago for \$300,000 ("Changing Hands," July 15, 1981). Others have no other broadcast interests. Buyer is owned by Alvin R. Umans, Robert L. Haag and Howard N. Gilbert (20% each), by Avis Cohn Primack and Samuel Feigenbaum (15% each), and by Frederick C. Jacob (10%). It also owns WGUY(AM) Charlotte, Mich., and WYGR(AM) Wyoming, Mich. Buyers are also majority owners of WGLY(FM) Goulds, Fla. Umans, Haag and Gilbert also are majority owners of mutually exclusive applicant with WSNS(TV) Chicago. Action March 28.

■ WHAL(AM)-WYCC(FM) Shelbyville, Tenn. (1400 khz, 1 kw-D, 250 w-N; FM: 102.9 mhz, 100 kw, HAAT: 510 ft.)—Granted transfer of control of Shelbyville Broadcasting Corp. from Thomas H. Strawn Jr. (85% before; none after) to RRR Broadcasting Inc. for \$69,000. "Transfer is made in lieu of (bank) foreclosure." Seller purchased stations five years ago for \$600,000 ("For the Record," July 30, 1979). Buyer is owned by Ronnie Wallace, who has no other broadcast interests. Action April 9.

■ KJCH(AM) Cleveland, Tex. (1410 khz, 1 kw-U)—Granted assignment of license from Cleveland Broadcasting Service to Cleveland Broadcasting Co. for approximately \$344,000, comprising \$125,000 cash, \$34,000 seller's note and assumption of \$185,000 in bank notes. Seller is owned by Thomas F. McDaniel and his wife, Ann, who have no other broadcast interests. They bought station five years ago for \$255,000 ("Changing Hands," May 14, 1979). Buyer is owned by L. Giles Rusk, who is Houston-based attorney. He has no other broadcast interests. Action April 5.

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In contest

■ Commission denied request by Turner Broadcasting Systems Inc. to initiate rulemaking considering elimination of cable television mandatory local television broadcast signal carriage rules. FCC claimed growth in cable subscribership and growth in system channel capacity have made carriage less burdensome and impact of noncarriage more significant for local broadcast station operations, supporting continuation rather than elimination of rules.

■ Miami-Fort Lauderdale, Fla.—Chief, Common Carrier Bureau, dismissed motion for clarification by Cell-Tel Network that asked Bureau to vacate two orders dismissing amendments and to clarify Bureau standards regarding *de minimis* extensions in Miami Metropolitan Statistical Area. (CC 83-661). MO&O adopted April 5.

■ Augusta, Ga., and Clearwater, S.C.—ALJ, Edward Luton, granted motion by Wavelengths Inc. and dismissed with prejudice its app. for FM at Augusta. (MM 83-1025-1029). Order adopted March 30.

■ New York—Denied Brent Buell and others review of Sept. 6, 1983, staff ruling denying fairness complaint against WCBS-TV New York. (FCC 84-117). MO&O adopted March 29.

■ Omaha—ALJ, John H. Conlin, granted app. of Pappas Telecasting Inc. for new UHF on channel 42 at Omaha and denied competing app. of Christian Broadcasting of the Midlands Inc. for same facility. (BC 81-178-9). Initial decision issued March 29.

■ Dallas-Fort Worth—Granted joint petition by LIN Cellular Communications Corp. and D/FW Signal Inc. for approval of agreement; dismissed D/FW's app. for new cellular system to operate on frequency block A in Domestic Public Cellular Telecommunications Service at Dallas-Fort Worth. (CC 83-945). MO&O adopted March 22.

Et cetera

■ Until it has considered petitions to adopt new channel plan for 18 ghz band, commission will not accept applications for new broadcast, cable television relay, common carrier or private operational-fixed microwave operations on frequencies between 17,700 mhz and 19,700 mhz, except for timely filed app.'s mutually exclusive with app.'s submitted on or before April 5.

■ In order to facilitate more efficient use of available spectrum, commission is proposing to amend parts 2 and 74 of rules by: (a) splitting UHF channels at 450 mhz where permissible bandwidth is 50 khz or more and splitting VHF channels at 153 and 161 mhz where permissible bandwidth is 30 khz or more, and (b) allowing use of Amplitude Compandored Sideband (ASCB) or other narrowband technologies on almost all currently assignable frequencies.

■ Bureau, terminated existing annual rates of \$3.60 or \$5.36 for each pole attachment arising out of agreements between Georgia Power Co. and Cablevision of Augusta Inc., Jefferson Cable Television Corp., Alert Cable TV Inc., Wometco Cable TV of Fayette County Inc. and Group W/Westinghouse Broadcasting and Cable Inc., and substituted \$2.66 annual rate, ordering Georgia Power to make refunds with interest. MO&O adopted March 29.

■ FCC began rulemaking on applicability of satellite procurement rules and need to retain them, based on conclusion that public interest would be served by modification of earth station ownership policy to permit individual carrier ownership.

■ FCC issued report on integrated services digital networks, which are designed to provide telecommunications and information services by sending electrical signals in digital rather than analog form. (FCC 84-131). Adopted March 30.

Facilities changes

AM applications

Tendered

■ KDFN (1500 khz) Doniphan, Mo.—Seeks CP to change power to 2.5 kw-D, 1 kw-N; change TL and make changes in ant. sys. App. April 16.

■ WKLM (980 khz) Leland, N.C.—Seeks MP to change SL. App. April 12.

■ KTCI (1450 khz) Gonzales, Tex.—Seeks CP to increase

power to 1 kw. App. April 16.

■ KTOL (1500 khz) Lacey, Wash.—Seeks CP to change freq. App. April 12.

■ KQEU (920 khz) Olympia, Wash.—Seeks CP to increase power to 5 kw and change to DA-2. App. April 16.

Accepted

■ KURM (790 khz) Rogers, Ark.—Seeks MP to make changes in nighttime tower ant. sys. and change daytime TL. App. April 13.

■ KAFY (550 khz) Bakersfield, Calif.—Seeks MP to make changes in nighttime D-A pattern. App. April 16.

■ WTTR (1470 khz) Westminster, Md.—Seeks MP to reduce RMS and augment nighttime standard pattern. App. April 13.

■ WKQW (1120 khz) Oil City, Pa.—Seeks MP to make changes in ant. sys. App. April 13.

■ WQBX (710 khz) Christiansburg, Va.—Seeks MP to make changes in 10 kw daytime radiation pattern. App. April 13.

■ KIBG (1550 khz) St. Stephens, Wyo.—Seeks MP to change TL. App. April 13.

FM applications

Tendered

■ KNTC-FM (95.3 mhz) Falls City, Neb.—Seeks mod. of CP to change TL; change HAAT to 970 ft. and make changes in ant. sys. App. April 16.

■ KKCW (103.3 mhz) Beaverton, Ore.—Seeks mod. of CP to change ERP to 95 kw. App. April 11.

■ WEAI (100.5 mhz) Jacksonville, Tenn.—Seeks CP to change ERP to 50 kw and HAAT to 322 ft. App. April 12.

Accepted

■ KOTR (94.3 mhz) Cambria, Calif.—Seeks mod. of CP to change TL and change HAAT to 328 ft. App. April 13.

■ KKUS (98.1 mhz) San Luis Obispo, Calif.—Seeks CP to make changes in ant. sys. App. April 12.

■ WKJL (94.3 mhz) Elgin, Ill.—Seeks CP to change HAAT to 328 ft. App. April 13.

■ WRBS (95.1 mhz) Baltimore—Seeks mod. of CP to change HAAT to 500 ft. App. April 12.

Summary of broadcasting as of February 29, 1984

Service	On Air	CP's	Total*
Commercial AM	4,740	170	4,910
Commercial FM	3,551	418	3,969
Educational FM	1,140	173	1,313
Total Radio	9,431	761	10,192
FM translators	789	444	1,233
Commercial VHF TV	535	23	558
Commercial UHF TV	340	222	562
Educational VHF TV	111	3	114
Educational UHF TV	173	25	198
Total TV	1,159	273	1,432
VHF LPTV	192	74	266
UHF LPTV	71	136	207
Total LPTV	263	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ WGTF (96.3 mhz) Nantucket, Mass.—Seeks CP to change ERP to 50 kw. App. April 12.

■ KIDS (98.3 mhz) Palmyra, Mo.—Seeks CP to change ERP to 2.4 kw. App. April 13.

■ WJSO-FM (99.3 mhz) Elizabethton, N.J.—Seeks mod. of CP to move SL outside city of license

■ WITO (107.1 mhz) Ironton, Ohio—Seeks CP to change TL and change HAAT to 275 ft. App. April 16.

■ KZAM (95.3 mhz) Creswell, Ore.—Seeks mod. of CP to change TL; change ERP to 1.5 kw and change HAAT to 400 ft.

■ WPRO-FM (92.3 mhz) Providence, R.I.—Seeks CP to change ERP to 43 kw; change HAAT to 533 ft. and make changes in ant. sys. App. April 16

■ WFRM (98.3 mhz) Menomonee Falls, Wis.—Seeks mod. of CP to change ERP to 3.0 kw. App. April 13.

TV applications

Accepted

■ KTIE (ch. 63) Oxnard, Calif.—Seeks MP to change to ERP vis. 3435 kw, aur. 515 kw; change HAAT to 1,802 ft. and change TL. App. April 16.

■ KXLT (ch. 47) Rochester, Mich.—Seeks MP to change to ERP vis. 45.6 kw, aur. 4.56 kw and change HAAT to 340 ft. App. April 16.

■ *KOED-TV (ch. 11) Tulsa, Okla.—Seeks CP to replace exp. CP. App. April 11.

■ KLMG-TV (ch. 51) Longview, Tex.—Seeks MP to change ERP to vis. 3097 kw; aur. 309.7 kw; change HAAT to 1,249 ft.; change TL and make changes in ant. sys. App. April 11.

AM action

■ KYOR (1590 khz) Sun Valley, Nev.—Granted app. for MP to change main SL. Action April 10.

FM actions

■ WMGX (93.1 mhz) Portland, Me.—Granted app. for mod. of CP to change TL; change ERP to 50 kw and change HAAT to 467 ft. Action April 6.

■ WGRD-FM (97.9 mhz) Grand Rapids, Mich.—Granted app. for CP to change ERP to 30 kw; change HAAT to 590 ft. and make changes in ant. sys. Action April 4.

■ KPBM-FM (94.5 mhz) Poplar Bluff, Mont.—Returned app. for CP to change ERP to 100 kw and change HAAT to 1,005 ft. Action April 10.

■ WGTZ (92.9 mhz) Eaton, Ohio—Returned app. for mod. of CP to change TL; change ERP to 31.6 kw; change HAAT to 600 ft. and make changes in ant. sys. Action April 10.

■ KAIT-FM (100.5 mhz) Oklahoma City, Okla.—Granted app. for CP to change TL; change HAAT to 1,188 ft. and make changes in ant. sys. Action April 11.

■ KLUP (97.9 mhz) Poteau, Okla.—Returned app. for CP to change TL and make changes in ant. sys. Action April 10.

■ WRFE Aguada, P.R.—Granted CP to change ERP to 3 kw and make changes in ant. sys. Action April 10.

■ KIPR-FM (99.5 mhz) Diboli, Tex.—Granted app. for CP to change TL; change ERP to 100 kw; change HAAT 521.93 ft. and make changes in ant. sys. Action April 9.

■ KAUA (95.9 mhz) Freer, Tex.—Granted app. for mod. of CP to change ERP to 190 w and change HAAT to 466 ft. Action April 5.

■ KNIF (95.3 mhz) Gilmer, Tex.—Granted app. for CP to change TL; change ERP to 1 kw; change HAAT to 500 ft. and change TPO. Action April 9.

■ KNMK (95.3 mhz) McKinney, Tex.—Granted app. for CP to change HAAT to 163 ft. Action April 9.

■ WBDY-FM (106.3 mhz) Bluefield, Va.—Granted app. for CP to change TL; change ERP to .22 kw; change HAAT to 1,122 ft. and make changes in ant. sys. Action April 11.

■ WWSP (89.9 mhz) Stevens Point, Wis.—Granted app. for CP to change TL; change ERP to 3.61 kw; change HAAT to 232 ft.; change class of station to class C and make changes in ant. sys. Action April 10.

TV action

■ WGTR-TV (ch. 66) Marlborough, Mass.—Granted app. for mod. of CP to change to ERP vis. 2950 kw, aur. 295 kw; change HAAT to 1,463 ft.; change TL and make changes in ant. sys. Action April 10.

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General manager. Experienced (hands-on) manager (sales-oriented) in small (AM-FM) market - hill country - central Texas. Demonstrate success in this market, move up to top 75 mkt. within 2 years. Excellent salary and opportunity. Reply Box P-156.

HELP WANTED SALES

Sales manager wanted. Black format FM in Carolina: medium market, high rates and ratings. Send resume with salary history, references, and cover letter selling us on you: a creative sales leader and people motivator! EOE. Write Box P-84.

WDSR/WSRK, Oneonta, NY, seeking hard-working aggressive salespeople. Come live in pleasant college town where radio is a respected profession. Resumes: Box 649, Oneonta, NY 13820.

Account executive for Providence market. Two years experience and proven local sales abilities needed for New England's fastest growing FM station. Call Sales Manager, 401-596-7728.

Sales manager for AM-FM combo in the beautiful Ozarks. The person we're seeking must be people-oriented, aggressive, experienced, and possess a strong desire to succeed. Excellent earning potential for the right person. EOE. Write Box P-135.

Sunny southern California, unique single-station market needs two sales pros. Minimum three years experience in broadcast sales. We have the product if you have the desire. EOE. Applications to Jerry Hartline, P.O. Box 1076, Hemet, CA 92343.

Account executive for small market station 20 miles from Ft. Worth. Good list available. Need energetic example to demonstrate successful consultant selling for developing sales team. Send resume and letter indicating earnings history and goals. Jean Griffin, Box 219, Weatherford, TX 76086. EOE.

New FM in Sunbelt wants top drawer, energetic, selling sales manager, CRMC preferred. Newspaper only real competition in this resort and retirement market of 50 thou. population. Base plus override plus possible perks. Applicant must be promotional minded street seller with keen agency knowledge extremis. Send letter, resume, references. Tell me, sell me. Box P-140. We own this market. Only real salespeople, willing to work hard, need apply. EOE.

WMMW Meriden needs radio sales people for our expanding station. Experience in direct sales or marketing degree. Send resume to 21 Colony Street, Meriden, CT 06450. EOE.

KNRY Radio on California's central coast has an immediate opening in its sales department for an experienced account executive with management potential. Send resume to Marsha Hanson, Personnel Manager, KNRY Radio 1240, P.O. Box 2108, Monterey, CA 93940.

HELP WANTED ANNOUNCERS

Mid-Atlantic medium market leader looking for a great performer with programming experience. See "come live, work and grow with us" display ad this issue.

Humorous entertaining morning personality for #1 rated Indiana FM. Large market sound in a small market. Our staffers are pros from larger markets who enjoy the ambiance of our community and the creative atmosphere of our CHR formatted station. Compensation based on talent. Send tape and resume to: Tom Andrews, Mgr., WLKI Radio, North Wayne Plaza, Angola, IN 46703.

Kentucky rocker needs combination air talent/versatile production wizard. We're looking for a strong voice. \$18-22K. EOE. Resume to Box P-76.

Air talent, broadcasting, radio-TV engineering. Many openings. Join our team now. Tape and resume: Mr Anthony, 305-425-5052.

Announcer-salesperson. Air shift plus some sales duties. Mail resume (no calls) to WMJS, Box 547, Prince Frederick, MD 20678.

Worth more than you make? We appreciate good people and pay to prove it. Experienced announcers and production experts apply. Operations Manager, P.O. Box 509, Antigo WI 54409.

Leading east Texas AM-FM combo is offering top pay for top talent. Seeking resumes for articulate air communicator, senior sales executive, and bookkeeper. Dudley Waller, KEBE/KOOI, P.O. Box 1648, Jacksonville, TX 75766. EOE.

Morning personality needed. Bright, up-tempo, good on remotes. Top 50 market, Sunbelt, oldies rock. Tape, resume, salary requirements to Phil Valentine, WCOG, Box 8009, Greensboro, NC 27419. No calls.

Modern country AM/FM looking for talented air people. Sports/engineering combos especially. Send tape/resume to WPED, Box 697, Crozet, VA 22932. EOE.

Jock/sports combo! PBP. Small market leader, northern New England, wants your enthusiasm now! EOE/MF. Resume to Box P-148.

Eastern Michigan University. Staff announcer. To produce and host a locally oriented "Morning Edition" news program (Monday-Friday, 6:00 A.M. - 9:00 A.M.). This position requires a solid background in news gathering, writing, and announcing, plus the ability to assist in the training of others in all aspects of radio news. Applicants should also possess strong interviewing skills. Minimum qualifications: Bachelor's degree in liberal arts area or the equivalent combination of education and experience; one to three years on-the-air news experience; demonstrated competency in electronic journalism. Salary range: \$17,213 - \$24,787, plus excellent fringe benefits. Deadline date for the receipt of completed applications is May 25, 1984. Audition tape should be sent to Arthur Timko, Station Manager, WEMU, 426 King Hall, Eastern Michigan University, Ypsilanti, MI 48197. In order to be considered for the position, a standard application may be obtained from and must be returned by the above stated deadline date to: Eastern Michigan University, Personnel Office, 310 King Hall, Ypsilanti, MI 48197. 313-487-3430. Affirmative action/equal opportunity employer and educational institution.

Announcer with experience in commercial production. Also, read news working Satellite Music Network. Must write copy. Saginaw market. WRCI, Midland, MI 48640. Equal opportunity employer.

HELP WANTED TECHNICAL

WKFM Syracuse has immediate opening for take charge chief engineer. Call Al Makkay, 315-487-1500.

KBEZ-Tulsa, OK, has immediate opening for chief engineer. Must be strong on audio, preventive maintenance, digital and RF. Harris 9000 automation and Harris-50K transmitter. Send resume to Jim Van Sickle, KBEZ, P.O. Box 93, Tulsa OK 74104. EOE.

Chief engineer needed for top rated AM stereo/FM stereo stations in Palm Springs, California. Applicant must be strong on audio, studio maintenance, directional AM, STL and RPU systems. Send resume and salary requirements to Joe Tourletot, KDES Radio, P.O. Box KDES, Palm Springs, CA 92263.

Chief engineer for Detroit metro area 50,000 watt FM. Must have experience in transmitter and state of the art audio systems. Contact Jerry Kupfer, Director of Engineering, 212-661-3344.

Maintenance engineer/board operator/staff announcer. Part-time evenings and weekends. Previous experience and first class license preferred. EOE. Call L. Migala afternoons: 312-282-6700.

The Village Companies, a communications company with radio holdings in Wilmington, Burlington, and Chapel Hill, North Carolina, is currently looking for engineers. First class license or equivalent and a desire to grow. Send resume to Engineer, The Village Companies, Box 3300, Chapel Hill, NC 27514. EOE.

Radio engineer: for AM and FM station, experienced in studio and transmitter maintenance preferred. Send resume to Herb Petrie, 500 B. Forman Bldg., Midtown Plaza, Rochester, NY 14604.

FM station engineer. FM station engineer for 100kw FM stereo with STL, KPLZ, Seattle. Immediate opening, full-charge, hands-on engineer. Self-starter, 1st/general license, references. Top pay and benefits. Contact Clark, 206-223-5703.

Group owner seeks engineer. AM-FM stations, Merrill, Wisconsin and Ironwood, Michigan. Must have directional experience. Call 715-536-6262; 906-932-2411.

HELP WANTED NEWS

Top regional news station accepting applications for future openings. Must have experience in gathering, writing, and airing news and meeting tight deadlines. Send tape and resume to ND, WCTC, Box 100, New Brunswick, NJ 08903. No calls. Prefer applicants from Mid-Atlantic states.

News director. After six years, we have an opening. ND does morning shift and must be able to entertainingly interplay with jocks on both AM and FM. Send tape, resume and salary needs to Jim Lord Chaplin, GM, WIRA/WOVV, Box 3032, Fort Pierce, FL 33448. We are an equal opportunity employer.

Colorado Rocky Mountain AM/FM looking for experienced news director. 100KW FM/regional AM. Management and reporting skills needed. True professional. Tape and resume to Pat Ralston, 660 Rood Ave., Grand Junction, CO 81501. EOE.

WDEL, Wilmington, Delaware's information leader seeks an experienced, mature sounding morning news anchor/personality who is able to converse with listeners in a credible way. Good pay and benefits for stable pro interested in staying a while. T/R to: Bob Mercer, 2727 Shipley Rd., Wilm., DE 19803.

News director. SE small market radio station. If you can gather and write with energy, send resume in confidence to Box P-123. AA/EOE.

Sportscaster — if you can write, anchor and do play-by-play, and do all three at a very high level of performance, we offer the opportunity to be a part of one of the most aggressive sports departments in medium market radio. Send resume and cover letter explaining what you do well to Box P-134.

News director for Texas station serving county of 50,000 in umbrella of major market. Responsibilities include gathering, writing and delivering local news. Resume to Box P-143.

Now accepting applications for reporter/anchor position at central NY #1 adult rated ARB, WIBX/WIBQ. News/talk/sports format; on air since 1925 and a 50-year CBS affiliate. If you have at least two years' experience as a reporter and anchor, possess an outstanding delivery, and would like to work with a top notch staff and equipment to match, send tape, resume, salary requirements to WIBX/WIBQ, P.O. Box 950, Utica, NY 13503. EEO.

PAC 10 play-by-play announcer wanted. 1984/85 season. Applications are now being accepted for a play-by-play broadcaster for University of Oregon football and basketball broadcasts. The University of Oregon is in the Pac 10 conference and anyone seeking this position must be willing to relocate to Eugene, Oregon. All applicants must have at least 3 years of play-by-play experience in football and basketball and be able to do an on-air shift. The season will start in September 1984 with football. All applications must be received no later than Thursday, May 31, 1984, and must have a tape of past play-by-play football and basketball broadcasts with the application. Please submit salary requirements. Send resume to Chuck Chackel, KUGN Radio, 4222 Commerce, Eugene, OR 97402.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Operations mgr./air personality. New 100,000 watt country FM. Norfolk, VA market. Tapes and resumes C/O General Manager, Box 10306, Norfolk, VA 23513.

Wanted: detail-oriented operations manager to help build AM/FM combo in beautiful Western city into a winner. Minimum five years experience. Please include written programming philosophy, current salary, resume to Box P-103.

Program director needed for successful full-time news/talk radio station. Top 100 market, with highly successful news history. Need take-charge PD to direct news, talk, & promotions. Send resume to Box P-110.

SITUATIONS WANTED MANAGEMENT

Aggressive, creative, take charge 20 year broadcaster seeking GM position, Northeast. Experienced all departments; last 12 years as GSM recruiting, training, motivating, & selling national/regional/local. Cost conscious, profit oriented, community involved. Any size market considered. Box P-51.

18 years successful management, sales and production. Medium markets preferred. MBA degree. Employed. Box P-22.

Experienced GM. Proven success in sales, programming & profits. Currently employed in top 100 market. Mid 40s. Box P-77.

Looking for a partner? \$20K and/or GSM credentials to invest in GM/GSM opportunity. Prefer turnaround or start-up, Great Lakes/Midwest. Will consider all. Prompt reply. Currently owner of successful ad agency. Box P-85.

Attention station owners/group owners. General manager with 21 years of successful management all markets. Looking for an opportunity and challenge. Expertise includes: leadership, motivation, programming. High achiever of goals and profit oriented. Strong sales development ability. Excellent credentials. Box P-111.

Money making manager — 20 years success. Small to large markets. Box P-118.

General manager - with experience, skills, abilities, credentials leading highly successful, profitable multiple market operations. Seeks large market or group opportunity. Box P-119.

Operations/sales manager with PBP, 8 yrs., qualified. Will make you money for \$30,000 yr. Box P-120.

Veteran news-program director with major-market experience thinks it's time to move into station management. Understands sales, adept at budgeting, demographics-oriented, and thoroughly enjoys guiding beginners. Willing to start small for big results. Box P-125.

Creative, enthusiastic general manager, 15 years major market, available for interviews at NAB Convention, Las Vegas. If you need dedication, maturity and desire to win, contact Dick Poe, 612-823-3314, or during convention, call me at Sundance Hotel, 382-6111, Las Vegas.

Successful Op. mgr./PD seeks GM position in medium/small market. 15 yr. major market experience in administration, programming, sales & promotion. Proven major market winner! Box P-164.

SITUATIONS WANTED SALES

Promotions & co-op sales. 3 years experience dealer group co-op promotions, develop & sell co-op and special promotions, co-op sales training for staff. Portfolio upon interview. Valerie, 914-735-8710; 914-425-9400.

SITUATIONS WANTED ANNOUNCERS

Female announcer seeking Indiana employment. Have Columbia School of Broadcasting training. Call Ruth Bull, 317-643-7956.

Ambitious, BA degree, college radio-4 yrs. Age 34. Entry level ok, NE USA only Gary, 609-825-9687.

Conn. broadcast school grad. Young man with college radio experience in news, sports, DJ. Co-operative, dedicated, seeking opportunity to grow with small station. Willing to work anytime, any place. For tape and resume, call Steve, 203-624-0682.

Experienced. Professional attitude. Want to learn sales, but also want to announce. Don Brinkley, 414-284-6983.

Attractive. Personable. Trained by professionals. Want to learn all phases. Diligent. Dependable. Terry Catalan, 414-964-9562.

Over 5 yrs. experience in rock, country, MOR. Some play-by-play, good production. Seeking solid organization with opportunity to grow. Box P-142.

Announcer/sportscaster. Seven years experience, know A/C format. Southern Rockies. West Coast leave messages. 303-651-1167.

Talk show host available immediately! Major market experience. Keen mind, good listener, topical, humorous, inventive, with great voice. Can produce own show. Call Bruce, PAC Radio, 216-261-4871.

SITUATIONS WANTED TECHNICAL

Broadcast engineer/consultant looking to re-locate to southern California or similar area. Specializing in RF/power systems and instrumentation/test systems. Want challenging position possibly leading into management. 1st phone, etc. Please contact James Mc Nally, 505-982-8571, or 501 San Antonio St., Santa Fe, NM 87501. Will also be at NAB.

SITUATIONS WANTED NEWS

Ambitious sportscaster with experience can provide expert PBP in football, baseball, basketball, & hockey, including interview work & sportscasting. If interested, call Mike Kelly, 312-652-2452.

Award-winning PBP, sportscaster, news writer. 9 years experience. Ed Lewis, 714-630-8316.

Experienced news anchor seeks Twin Cities market. Excellent organizer and voice. Angelo, 212-338-8328, between 6 PM and 8 PM EST.

Experienced news reporter/anchor seeks medium or major market slot. Strong writing skills. ND experience. Good references. Call Larry, 619-322-0051; 327-5002.

Ranked #1 in preseason, postseason, any season poll! Sportscaster with plenty on the ball ready for medium market or better. Dynamic, entertaining PBP. Inventive features. I outthrust them all! Barry, 505-437-2824, after 2PM MT.

Professional seeking sports position. Energetic, knowledgeable, personable. Play-by-play experience also. Andy, 305-763-1686.

Major market drive-time sportscaster with ten years collegiate football, basketball, and hockey play-by-play experience. Looking for challenging position. I will relocate and have outstanding references. Call Alan, 617-894-6392.

Connecticut operations manager seeking energetic news environment. SU grad with strong news background eager to resume full-time editing/producing duties. George, 203-748-5750, mornings.

Newscaster - news director - reporter. 5 years experience. Solid anchor, writer, reporter. Prefer Midwest. Jeff, 815-863-9173.

Top-notch, sophisticated PBP all sports. Looking for medium market station with solid sports commitment. Oldies expert can combo with board work. Currently working. Write Box P-117.

Young, energetic, talented female seeks news position with dedicated staff. Am not a novice. Interested in station in East. Good anchor voice. Box P-121.

Available now. ND/producer/anchor/editor/writer/reporter/political correspondent. Network and New York references. ND for talker? Assistant ND for all-news? Producer? Personality? Combination? Box P-129.

NFL PBP announcer seeks free lance radio major college football. Five years major college experience. Box P-133.

Where's the anchor-reporter? Proven recognition, ratings in news and sports. Looking for challenge in larger market. If interested, call Mike, 904-763-8927.

News reporter position wanted. Have one year experience, 6 months in medium market, 6 months in major market. Have experience in political reporting. Write to: Michael Carl, P.O. Box 843, Angleton, TX 77515; or call: 409-849-8293.

Woman news announcer wants job. Articulate, authoritative voice. Bright personality. 4 yrs. radio continuity exper. Mature, graduate broadcasting school. Serious worker. Fran Van, 219-931-2196.

Sports enthusiast has what it takes to succeed. Needs chance to show it. Seeks entry level position. Honest, hardworking, dependable. Confidence, desire is real. Prefer NY, will go anywhere. Money no object. I live for sports; it is in my blood. Give me my chance to bleed. Contact Mike Pagano, 23 Steep Hill Road, Nanuet, NY 10954. 914-623-4083.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Programming professional: 10 years experience. A/C, CHR, country. Profit oriented, people motivator, promotion and marketing knowhow. Degree, first phone. Thom Davis, 512-723-0600.

Change your format to America's great popular music like music of your life but with more sophisticated recordings and watch your ratings rise. I have in my collection of 20,000 LPs all of the music of your life plus the swinging jazz music of the '20s, '30s and '40s. It appeals to all ages and I know how to put it together. Need one powerful AM or FM station. Contact Robert Mossman, 905 Broadway (5th fl.), Kansas City, MO 64105. 816-221-8130.

Can we talk? Or news/talk? Experienced virgin programmer to lift sagging numbers/create from scratch. Network/major market background. I've worked with the best and I'm ready to become one. Box P-130.

TELEVISION

HELP WANTED MANAGEMENT

General manager. Good opportunity to operate an AM-FM-TV combination; for a thriving broadcast group. While top management experience is preferred, it is not mandatory. This is an excellent opportunity for the right person with assistant general manager's experience and strong sales background to advance to general manager in mid America. Send full resume to Box P-58. An equal opportunity employer, M/F.

Division vice president. Publishing company expanding into television offers extraordinary opportunity for the experienced and successful professional: put six full-service CP's on the air. Oversee installation, recruit personnel, plan local operations and corporate back-up, establish program networking and business functions; 24-month schedule in Western U.S. markets. Equity participation kicker. Reply in confidence: Matlock Communications, P.O. Box 328, Eagle, ID 83616.

Business manager - position requires at least three years broadcast management and accounting background. Budgeting, capital projections, EDP, union contracts, EEOC and personnel administration experience a must. CPA or MBA a plus. Send resume/salary requirement to: Don Saraceno, General Mgr., KCRA-TV, 310 Tenth St., Sacramento, CA 95814-0794. EOE, M/F.

New TV station affiliated with JPD and INN serving Greenville, Texas and surrounding area seeks a professional general manager. Staff of 23 in place. If you are a highly successful general manager or general station manager with proven sales, community relations, news, budgeting and administration ability, send resume to Bill Heymon, Channel 18 TV, PO Box 837, Cumby, TX 75433. EOE, M/F.

Local sales manager. New Midwest independent seeks experienced motivator to lead local sales staff. Salary open, excellent fringes. Resume, salary history, sales philosophy to Box P-154. EOE.

Associate director of television and WHA-station manager, University of Wisconsin-Extension, Madison, Wisconsin. Primarily responsible for administration of all broadcast and non-broadcast television activities of the extension telecommunications division. Bachelor's degree in communications (radio-television-journalism) or related area of study required, Master's degree preferred. Minimum of five years' work experience in a senior administrative capacity within public television. Demonstrated knowledge and/or experience in: personal management; television program development; production and supervision; public television program acquisition and scheduling process; fund raising and development; FCC rules and regulations; fiscal management; TV engineering operations, and equipment; and policies and procedures of university institutions. Demonstrated written and oral communication skills. Evidence of successful leadership experience and supervision of a comprehensive television broadcast/production center. Experience in working with community groups. Deadline for applications: May 30, 1984. Minimum salary: \$44,000. For application information: John A. Price, Associate Director, Marketing & Development, The University of Wisconsin-Extension, Telecommunications Division, 821 University Avenue, Madison, WI 53706. 608-263-2133. AA/EOE.

HELP WANTED SALES

Account executive - WJKS-TV. Group owned NBC affiliate serving the Jacksonville, FL market. Qualifications must include 3-5 years of television sales experience with a proven record of excellence. College degree preferred. Apply in writing to Eddie Rhyne, Local Sales Manager, WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216. EOE, M/F. No calls, please.

Local sales manager: need experienced television AE to generate new business, train, direct local sales staff. Must carry account list and have some experience dealing with agencies. Send complete resume with references to Fred Prociase, GSM, WTSG-TV, Box 4050, Albany, GA 31708. EOE.

Director of retail for TvB in New York. Strong retail background important; television sales or marketing, a plus. Job requires good communication skills, knowledge of co-op and retail. Position involves calls on retailers, public speeches at retail conventions, serving as retail resource with TvB sales staff. Some travel involved; must relocate to New York. Resumes and salary requirements to Bob Baker, TvB, 485 Lexington Avenue, NYC 10017.

Sales mgr. Hands-on manager in small market SW. Demonstrate success in this market, move up to top 50 mkt. within two yrs. Excellent salary and benefits with multi-operator. Send resume to P.O. Box 27206, Houston, TX 77027.

Vice president sales required for new, expanding national television broadcast and cable network. Responsible for the sale of commercial spot time. Must have extensive and established contacts with both agencies and clients, together with a far-reaching background in television operations. Knowledge of the computer industry, or contacts with computer companies, important. Must have managerial skills and be able to meet goals. Compensation based on experience. Send resume to Sales, Discovery International Inc., c/o James Mietus, 12401 West Olympic Blvd., Los Angeles, CA 90064. 213-820-2900. Prefer southern California residents.

National sales manager. WSOC-TV, a Cox station in the 32nd market, an ABC affiliate, has opening for national sales manager. Station and rep. experience preferred. Send resume to: Jerry Pelletier, General Sales Manager, P.O. Box 34665, Charlotte, NC 28234. An equal opportunity employer, M/F. 704-335-4717.

HELP WANTED TECHNICAL

Assistant chief engineer for independent religious UHF television station. Must have experience in troubleshooting and maintenance of all types of broadcast equipment. Resume to John Elliott, Chief Engineer, WTJC-TV, PO Box 26, Dayton, OH 45401. EOE.

TV maintenance engineer needed for local VHF station. Must have maintenance experience with Sony 3/4" and 1" videotape equipment, good background in solid state/digital electronics, and good technical knowledge of all studio equipment. Reply with resume to: Gene Gildow, WTKR-TV, 720 Boush St., Norfolk, VA 23510. 804-446-1330. EOE.

Alaska Bush public broadcast TV & AM station has an opening for a maintenance engineer. FCC general license and 2 years TV broadcast maintenance experience. Salary in mid \$20's. DOE. Housing option, great benefits. Contact Chief Engineer, KYUK, P.O. Box 468, Bethel, AK 99559. 907-543-3131. EOE. Closing date: May 25th, 1984.

Operations engineer. The fastest growing independent station in the exciting Dallas-Ft Worth market is looking for a full time operations engineer. Must be experienced in technical directing and video tape operation. Operational experience with Grass Valley 1600 master control switcher; TCR-100 cart machine; TK-28 film island; Sony 1100-1" tape machines; and TR-600 Quad machines. 2-3 years and FCC license preferred. Send resumes to: KTXA-TV, Dept. E, 1712 East Randol Mill Rd., Arlington, TX 76011. An equal opportunity employer, M/F.

KAVT-TV/FM is seeking chief engineer for 1.2 megawatt public TV station on channel 15 and 100 watt city wide FM public radio station in Austin, Minnesota. Candidate must be experienced in studio, transmitter, microwave and design. FCC general license and five years technical administration required. Responsibilities will include staff selection and supervision. Construction of facilities, budget administration, operation and maintenance of stations. Send resume to Barry Baker, General Manager, KAVT, 1900 8th Ave., NW, Austin, MN 55912. Excellent fringe benefits. AA/EOE.

Maintenance engineer- Must have six years broadcasting experience including work on UHF transmitter, all video tape formats, microwave, field and studio cameras, switchers, etc. Enjoy good salary and benefits with a growing independent station. Send resume and salary requirements to: Randy Davis, WGNQ-TV, Suite 2912, ITM Bldg., New Orleans, LA 70130. A Tribune Broadcasting station.

Chief engineer. Want to be part of the management team in a small market VHF CBS affiliate on the northern coast of California? \$20,000 to \$25,000. Call Don King, 707-443-3123, or send resume to KIEM-TV, 5650 S. Broadway, Eureka, CA 95501.

Take charge chief engineer for public UHF TV facility in Midwest. Professional with state-of-the-art experience and leadership ability needed to supervise full time engineers and to continue building program. Will organize department and oversee all engineering work and projects. 2-4 years technical training or equivalent in electronic engineering related to TV broadcast equipment plus 4-5 years broadcast engineering experience required. General class radio telephone license required. Salary open. Excellent benefit package. Application deadline 5/22/84. Send resume to Box P-131. An equal opportunity/affirmative action employer.

Chief engineer. Jacksonville, FL division of Florida Production Center has a career opportunity for a quality-oriented high achiever. Design and maintenance skills required. Excellent benefits. Competitive salary commensurate with experience. Contact Tony Kennedy, Vice President, 150 Riverside Avenue, Jacksonville, FL 32202. 904-354-7000.

Operating technician: education: high school or equivalent. Experience: in same or related field preferred. Must have knowledge of electronics and must possess FCC license. Will maintain FCC logs for, and operate, main and auxiliary transmitters. For interview, contact Richard Kihn, Chief Engineer, 409-892-6622.

Television broadcast maintenance engineer - Top 20 VHF network affiliate, southeast, is seeking a transmitter/studio maintenance engineer. Applicant must have had at least five years experience with TV transmitters and studio equipment. Duties require extensive weekend and overnight work. Qualified applicants should send complete resume to Box P-155. EOE.

HELP WANTED NEWS

Talented, experienced weathercaster/reporter or reporter/weathercaster needed. Rush tape and resume to Mike Krasner, News Director, WSMW-TV, Parker Road, Shrewsbury, MA 01545. EOE/M/F.

Executive news producer. KWTW-9, the CBS affiliate in Oklahoma City, is looking for an executive news producer. Successful candidate must have 4 years prior related TV experience including newscast producing and a B.A. degree or equivalent education. Must be able to work with and motivate a large staff of aggressive news professionals. Must understand modern TV news production techniques including digital video effects. Prior management experience helpful. Work includes supervising production of daily newscasts and specials. Send resume to: Billye Gavitt, KWTW, PO Box 14159, Oklahoma City, OK 73113. EOEM-F.

WSPA-TV has an opening for a general assignment reporter. If you have two years' experience and are ready to move up, send your resume and audition tape to: Manager of Personnel, WSPA-TV, P.O. Box 1717, Spartanburg, SC 29304. Tapes will be returned. EEO.

Denver's strong independent. KWGN-TV, is re-building its news operation and has immediate openings for weather anchor, weekend anchor/reporter and general assignment reporter. Weather anchor should be a meteorologist, have considerable experience in computer graphics, with on-air flair and personality. Weekend anchor and reporter will both have excellent writing and production skills. Send resume and tape to Don Shafer, News Director, KWGN-TV, P.O. Box 5222, Englewood, CO 80155. A Tribune Broadcasting station. EOE.

Director/newscasts. We're looking for leadership skills and a positive attitude along with the ability to direct a top rated, fast paced news show. Experience, talent and enthusiasm required in this Southeast medium market network affiliate. Resume to Box P-98. EOE.

Strong (hand-on) mgr. well organized and capable of leading bright young people in medium mkt. SW. Demonstrate success in this mkt., move up to top 50 mkt. within 2 years. Excellent salary and benefits with multi-operator. Send resume to PO Box 1867, Fort Smith, AR 72902. Attn:Jo Edgell.

News producer. Number one station in top 40's market is seeking the best. If you are a highly motivated producer who can write well, then apply. If you have solid news judgment and can manage people well, then apply. We're looking for quality aggressive people now! EOE/M-F. Resumes to Box P-109.

ENG photographer/editor for Washington news bureau. Will shoot & assist in editing stories for client stations. Experience required, degree preferred. Send resume, tape & salary requirements to Lou Prato, Me-dill News Service, 1333 F St., NW, Suite 200, Washington, DC 20004-1195

Weekend co-anchor/weeknight reporter. Excellent reporting, writing and production skills needed. Knowledge of producing and weather a plus. Minimum of two years reporting experience preferred. Send resume, video tape and salary requirements to: Steven D. Hammel, News Director, WSTM-TV, 1030 James Street, Syracuse, NY 13203. WSTM-TV is an equal opportunity employer.

Ready to move up? Send tapes/resumes to Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870. 203-637-0044.

Weekend anchor/reporter. Must have two years experience, strong writing ability and knowledge of producing. Send tape and resume to Jim Holland, News Director, WTVH-TV, 980 James St., Syracuse, NY 13203. No phone calls. We are an equal opportunity employer.

Assignments editor-dominant Sunbelt TV news operation has an opening for an assignments editor. Three years prior news experience and journalism degree or equivalent required. Prior assignments experience preferred. Resumes to Human Resources Department, WRAL-TV, P.O. Box 12000, Raleigh, NC 27605. EOE/MF.

Network affiliate, Northeast, is looking for a general assignment reporter. Individual must have a minimum of two years broadcast news experience. Degree in journalism preferred and have good writing skills. WHEC-TV is an equal opportunity employer. T&R: WHEC-TV, 191 East Ave., Rochester, NY 14604.

Consumer unit writer/producer for major market network affiliate. Previous experience essential. Journalist strong on enterprise, research, writing, and production. Equal opportunity employer. Resume and written listing of recent stories to Box P-137.

Network affiliate, Northeast, looking for an air meteorologist to handle weekend news programs. Must be polished, articulate and knowledgeable of the latest state of the art television weather presentation. We are #1 in news and want a meteorologist with the same commitment. We are an equal opportunity employer. T&R: WHEC-TV, 191 East Ave., Rochester, NY 14604.

TV anchor/reporter, news/informational magazine program. Top ten market. Must have strong writing skills. Must have extensive producing, interviewing, and video tape production skills. Please send complete resume/tape to Ed Jones, 4001 Brandywine St, NW, Wash., DC 20016. AA/EOE.

Photographer/editor. Creativity a must. Minimum two years experience. Top 40 market station with state of the art equipment and strong commitment to News. Send tape and resume to Gary Long, V. P./News, KOCO-TV, P.O. Box 14555, Okla. City, OK 73113. An equal opportunity employer.

Anchor: Our #1 rated news team needs co-host to complement our male anchor for prime weeknight newscasts. We are the fastest growing news organization in the state's second largest metro area. College degree, on-air and reporting or producing experience required. PM experience will be considered. Send resume and tape to News Director, WJBF-TV, P.O. Box 1404, Augusta, GA 30903.

News director/anchor. If you have good news promotion and on-air skills, show strong news judgement and don't mind working in a small market, please send resume and references to Box P-150.

Executive producer: Must have creative producing skills and be an effective manager. Minimum 3 years experience as producer and manager. 70's market. Send resumes to Box P-153. EOE.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

TV hosts. Male or female, daily magazine format. Top 30 market, West Coast. Need skills in writing, editing, producing. Experienced only. Send tape & resume to: TV Magazine, 5670 Wilshire Blvd., Suite 2180, Los Angeles, CA 90036. No phone calls. EOE.

Director/announcer/copywriter. We're seeking a director with experience, talent, and enthusiasm; a producer skilled in location and studio tape production and equally talented on camera. Whatever it takes to produce a selling commercial from concept to completion, you'll have the freedom to create. Join our award winning staff in a unique Southeast medium market. Resume to Box P-97. EOE.

Florida production company needs hot directors, staff/freelance. Send reel to Bob Gordon, Production Associates, 5456 Crenshaw, Tampa, FL 33614. 813-884-3000.

Producer/director/editor is needed in the exciting Dallas-Ft. Worth market. If you can motivate your crew, and work with any client; if you can edit with an Orrox 340X CMX; if you can direct multi-camera studio and single camera film style shoots; if you are ready to work with a small group of dedicated production professionals building a top notch production facility, then send us your reel and resume ASAP to: KTXA, 21 Productions, Dept. P, 1712 East Randol Mill Rd., Arlington, TX 76011. An equal opportunity employer.

We need an experienced television director for a fast-paced, highly technical newscast. ABC affiliated, four-station network. Grass Valley 1600 switcher. Salary commensurate with experience. Equal opportunity employer. Contact Lisa Guill, Production Manager, P.O. Box 220, Kearney, NE 68847, or phone: 308-743-2494.

Associate producer/director. Responsible for directing and producing programs for statewide Nebraska ETV network. Requires Bachelors in journalism or broadcast journalism with one year experience in television production or equivalent. \$17,971 minimum/annual. Deadline: May 16. Apply to: Paul E. Few, University Television, Box 83111, Lincoln, NE 68501. AA/EOE.

Station clearance position. Person experienced in television station clearances required for new, expanding national television broadcast and cable operation. Responsible for developing and maintaining broadcast and cable affiliates for information-oriented programming. Must have extensive experience and top-level contacts with UHF and VHF stations and cable systems nation-wide. Competitive salary, based on experience. Send resume to Station Clearance, Discovery International Inc., c/o James Mietus, 12401 West Olympic Blvd., Los Angeles, CA 90064. 213-820-2900. Prefer southern California residents.

Executive writer/producer. Aggressive promotion department has immediate opening for experienced writer/producer. Must have strong creative skills and proven production performance in entertainment, image and spot news promotion. Good career visibility and growth potential. Requires: BA in journalism or equivalent and 1 1/2 years minimum prior TV promotion or related experience. Send tape and resume to: Vikki Riggs, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. EOE/MF.

Senior producer/director- Southeastern public television station is seeking qualified applicants for senior producer/director. Applicants must have at least 3 years experience as producer/director, proficient in studio directing, remote work and supervisory skills. Opportunity for producer/director to move up and work in pleasant environment. Send resume to Box P-122. Deadline 5-7-84.

Production manager. Dominant #1 station in midwest has immediate opening for a creative, organized leader to head up growing and well equipped production operation. Applicants should have a minimum of 2 years management experience plus a solid background in producing and directing commercials and live remotes. Send resume to Box P-146. EOE.

Production photographer/ Minimum 2 years of EFP experience required and 1" video tape editing skills necessary. Successful candidate will work with commercial clients, public affairs and promotion department, and serve as back-up director. Send 3/4" demo tape and resume to Irv Johnson, Production Manager, KOTV, P.O. Box 6, Tulsa, OK 74101. MF, EOE.

Producer/director. Well equipped Midwest affiliate seeks applicants for position of commercial producer/director. Applicants should have minimum of 2 years remote and studio producing/directing experience. Send resume to Box P-147. EOE.

Television program director - KRBK-TV 31 is seeking an experienced television program director. Person must have independent television experience and will be responsible for seeking, purchasing, and scheduling programming. Send resume to: Michael A. Fisher, VP & GM, KRBK-TV, 500 Media Place, Sacramento, CA 95815. EOE/MF.

SITUATIONS WANTED MANAGEMENT

General sales manager looking for new challenges. Highly respected in the industry, with excellent references. Box P-88.

SITUATIONS WANTED TECHNICAL

Broadcast engineer/consultant looking to re-locate to southern California or similar area. Specializing in RF/power systems and instrumentation/test systems. Want challenging position possibly leading into management. 1st phone, etc. Please contact James McNally 505-982-8571, or 501 SanAntonio St., Santa Fe, NM 87501. Will also be at NAB.

SITUATIONS WANTED NEWS

ENG photographer, editor, videotape operator seeks full-time position. Call Charles Rakestraw. 615-272-4625.

Professional seeking sports position. Energetic, knowledgeable, personable. Play-by-play experience also. Andy, 305-763-1686.

Reporter with two years bureau experience looking for right team. Report, edit and shoot. First class license. Will relocate, immediately. Lon, 319-351-3027.

Award winning ENG photographer/editor. Over 10 years experience, 50-hour + weeks. Extensive travel. Top 20 experience. Print journalism background. Degree. Reply Box P-79.

Sports. Ten years radio and TV experience. Looking for medium-large market serious about sports. Wanting long-term commitment. Box P-87.

Attractive American Indian female seeks position in top twenty market. Five years experience in all aspects of TV news (anchor/reporter/producer). Desires on-air position that presents a challenge. Box P-93.

Talented, creative, very energetic female has paid her dues in small market and wants to move to major market. Six solid years of experience (anchor/reporter/producer/editor and photog.). Warm, friendly on air presentation. Box P-94.

Meteorologist: Navy experience. AMS member. Looking for beginning TV on-air position. Available May 28. Call Joe, 601-679-5530.

Harrisburg, PA, sports personality. Four years radio experience looking for first television break. Conversational, knows sports. P.O. Box 15336, Harrisburg, PA 17105.

Career minded-former CNN. Valuable training in thousands of newscasts, top references, education, local radio anchor/writer. Versatile. Box P-128.

Young, experienced, cool-under-pressure news and sports writer/producer from radio wants to make the switch to TV behind the scenes, particularly in the Sunbelt and/or top 40 market. Love to work the early morning shift. Call Roy, 504-482-8338.

Reporter. 6 years experience. M.A. Strong writing and editing skills. Hosted news magazine. Will relocate. Box P-149.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Newhouse graduate with MBA and two years professional TV experience seeks production/management position. 203-838-6148.

College graduate, 3 yrs. major market announcing experience, desires entry level job in TV production. Box P-78.

College grad with major market internship seeking entry level production position. Good writing skills; creative production approach. Tom, 913-357-0912.

Experienced programmer seeks new challenge. Heavy background in free vee, pay, international pay and DBS. Startups a specialty. Larry, 516-796-3006.

Engineer experienced in television operations seeks assistant editor position in production house. Thorough knowledge of teleproduction equipment, recently completed extensive training on CMX 340X. Willing to relocate. John Rollo, 716-244-7705.

Creative director/producer seeks position with variable formats. Have successfully produced all formats; would love "music video" opportunity. Laura, 606-431-1830.

CABLE

HELP WANTED PROGRAMING PRODUCTION, OTHERS

Production specialist: talented, self-starter with supervisory potential needed to produce commercials and programs for state-of-the-art cable system. Experience and creative ability in 3/4" video production, commercial insertion, knowledge of equipment maintenance necessary. Must work well with people and long hours if necessary. Sales experience helpful. Send resume /salary requirements to: Regina Donnelly, Packet Productions, P.O. Box 350, Princeton, NJ 08542, or call 609-924-3244. An equal opportunity employer.

ALLIED FIELDS

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Media specialist/videographer in audiovisual center. Responsible for producing, directing, shooting, editing 3/4" videotape productions, multi-image production assistance and simple maintenance of audiovisual equipment. Reports to the director of audiovisual center. Qualifications: undergraduate degree in radio-TV, communications, or equivalent in experience. Training and experience in one or more of the following areas: microcomputer programming, graphic production, electronics, audio engineering, multi-image production, photography, or audiovisual repair and maintenance. Salary: \$12,000 plus excellent fringe benefits, twelve month appointment. Available July 1, 1984. Send resume and three names of references to Dr. Myra Macon, P.O. Box 3282, Delta State University, Cleveland, MS 38733, by May 25, 1984. EOE, M/F.

HELP WANTED INSTRUCTION

University of Montana requests applications for two positions. — Director, telecommunications center. Administer the center and coordinate all phases of television production for state and regional distribution. Five years professional experience required. Radio production experience desirable. M.A. preferred. Send letter of application, resume with names and addresses of three references to W. Michael Easton, Vice-President, University Relations, University of Montana, Missoula, MT 59812. — Chairman, Department of radio-television. Requires teaching in, and professional and administrative leadership of, an accredited radio-television program. Requires significant experience and demonstrated competence as a broadcast journalist. Administrative ability required. Master's degree and teaching experience at the college level desirable. Send letter of application and summary of education and experience, names of three references to Charles E. Hood, Dean, School of Journalism, University of Montana, Missoula, MT 59812. Deadline for applications: May 1, 1984.

Journalism position available. September, 1984. Ph.D. preferred. Tenure track. Three years minimum teaching experience plus three years work in newspaper and/or magazine writing/reporting. Teaching includes courses in human communication, news writing and reporting methods, feature articles, law/ethics, and public relations. Deadline for applications: May 15, 1984. Send letter to Dr. David Palmer, Dean, Mercyhurst College, Glenwood Hills, Erie, PA 16546. AA/EEO.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash—highest prices. We desperately need UHF transmitters, transmission lines, studio equipment. Call Bill Kitchen, Quality Media, 404-324-1271.

Wanted: 2.5 KW AM transmitter. Good condition. Vernon Baker, 703-552-4252, P.O. Box 889, Blacksburg, VA 24060.

Production van wanted. Wanted:(1) 16' mobile van with dual power generators and separate air conditioning units. We are interested in either an equipped or unequipped demo or used vehicle. If you own or know someone willing to sell such a van, please write to Kompas/Biel & Associates, P.O. Box 25510, Milwaukee, WI 53225.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Quality broadcast equipment: AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Corp., 813-685-2938. TWX 810-876-0628 Celco.

Transmitters-UHF-VHF-FM—new and used. Call Quality Media, 404-324-1271.

Studio equipment—new and used. Hundreds of items available. VTR's, switchers, cameras. Call Quality Media, 404-324-1271.

Turn-key construction—we build new TV stations fast and cost effectively. Quality Media, 404-324-1271.

AM Harris MW-1A—mint; also Bauer 707 1KW, Gates 250GY. Call M. Cooper, 215-379-6585.

FM Collins 830G2 20KW w/z2; also Gates 1 KW FM-1C, CCA 10KW w/40E. All are excellent; M. Cooper, 215-379-6585.

Copper - broadcasting's largest stock of strap, soft-drawn wire, ground screen, flyscreen. All sizes. 317-962-8596, ask for copper sales.

VHF transmitters, RCA "F" line, like new. Available now. Ch 4, will work on all lo-band channels. Bill Kitchen, Quality Media Corp., 404-324-1271.

Harris 9001 stereo automation machine. Two years old. Excellent. Four Otari 1/4" tape decks, three single play cart decks (mono), three carousel RAS cart machines (mono), two stereo network source cards, one stereo studio source card, complete automatic logging system. CRT control, documentation. Priced to sell! Available immediately. Installation, training available. 716-425-2850.

150 foot Rohn self standing tower, SSV 11n base. One year old. Contact Jeff Dale, 308-381-8434.

Videocassettes, 3/4" Sony KCS-20's \$6.99. Perfect for on-location recording. Broadcast quality guaranteed! Low pass tape. Chyron evaluated, recycled, de-labeled, degaussed. All lengths and sizes available. Free, fast delivery. Carpel Video, Inc. Call collect, 202-296-8059.

RCATK-76C ENG cameras. Very good condition. Four each. \$3800 each or less if you want two or more. Contact M.D. Smith, WAAY-TV, P.O. Box 2555, Huntsville, AL 35804. 205-533-3131.

For lease (short or long term or lease-purchase) remote truck. Four camera, 1" type-C, full audio, RTS PL and IFB, TEK monitoring. Gear well-maintained in excellent operating condition. Equipment list and details contact Box P-90.

New equipment in unopened shipping containers. Includes Grass 300 switcher, CMX editor, ADM audio console, etc. Call Clyde Parker, WOKR, 716-334-8700, for listing and information.

58 AM/FM transmitters in stock for immediate delivery. All spares, inst. books, recent FCC proof, crystal for your freq. AM: 6-50kw, 5-10kw, 12-5kw, 4-2.5kw, 6-1kw. FM: 1-25kw, 4-20kw, 7-10kw, 4-5kw, 6-3kw, 3-1kw. All powers, all prices, all working, all our inventory. RCA, Continental, Collins, Harris, CSI, CCA, GE, Bauer. World leader in AM/FM transmitters. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600. R.E. Witkovski, owner.

TCR-100A. Clean & well maintained. SPU, editor, diagnostics, spares & 1850 carts. 319-398-8403, Alliss or Kruse.

GE PE400 Color cameras. 4 available. Contact Hugh Cleland, WCNY-TV, 315-457-0440.

Expert installation of radio station RF equipment and new or renovation of existing studios. Fine Tuning Associates, Inc., 804-628-5315.

Video recorder. Sony BVU-50 3/4" portable VTR with Sony CG-110 time code generator. Package includes leatherette case, 2 VTR batteries. \$2500 or best offer. Contact: National Video Industries, 15 West 17 Street, NY, NY 10011. 212-691-1300.

Video recorders. Five RCATR-4-3 Quads. Demonstrable working condition. New replacement heads good for newer models. 212-990-6161, TV center.

New broadcast equipment: Buying equipment? Get their best deal. Then get our best. Pianelli Broadcast Assoc., Inc., 2422 Wilton Drive, Ft. Lauderdale, FL 33305. 305-561-2477.

Complete jig set up to build towers. 12"-66" face. Revolving jig for final welding. Leg jig for flanges. Computer generated structural drawings incl. for all sizes. \$20,000 value. Bids welcome. Call 918-540-2435 bus; 918-542-5770 res.

1976 Jet Ranger 206B SN1960 N10ED 1600TT. New compressor, paint, leather interior, KX170, KMA20, KT76A, KR86, RNAV, DME, stereo, factory S.A.S. like new, low time. 404-482-7081.

Recycled 3/4" Videocassettes—top quality & 10 day MBG. 60's-\$6.95; 50's-\$5.75; mini 20's-\$5.96. 212-843-6839.

Quality used and new audio/video switching and distribution equipment. ADC 2104-10 with Chroma Keyer. Like new. \$4500. Omicron 1x8 audio-video distribution amplifiers, Omicron 10x1, 20x1 audio-video distribution switchers, Hitachi HR-200E 1" video tape recorder. New. \$45,000. Call S. English, 805-928-8626.

Harris MWD 10 KW AM transmitter consisting of dual MW 5 transmitters plus combiner. \$50,000. Will sell MW 5 separately. \$26,000 each. Don Gowens, 803-242-4660.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

MISCELLANEOUS

Jingles, high tech, logos, station of the '80's package, low cost. Kauffman Creative Services, RD 3 Box 570, Palmyra, PA 17078.

"Break Into Broadcasting". New booklet tells how. Send \$4.95 to Coastline Publications, Box 2477, Ventnor, NJ 08406.

CONSULTANTS

Can't land the big job? News coach can help. Complete analysis of video, audio tape. Box 1502, Kalamazoo, MI 49005.

INSTRUCTION

Earn \$800+ week! Get your FCC general radiotelephone license. Fast, inexpensive! Electronics Home Study. Free details. Command, D-126, Box 2223, San Francisco, CA 94126.

RADIO

Help Wanted Announcers

COME LIVE, WORK, AND GROW WITH US

Mid-Atlantic medium market full service leader for contemporary adults needs a mature entertainer for a major daypart. If you can have fun on the air, build a love affair with our audience, and share life in our community, then we can offer you a stable company, state-of-the-art facilities, good pay, and one of the best benefit packages in the business. Programming ability is a plus. Send a resume and other appropriate written materials to Box P-81. EOE/MF.

Help Wanted Technical

BROADCAST TECHNICIAN NEEDED

for Washington-based network. Extensive experience with modern audio equipment & low-power RF gear necessary. Familiarity with teico & other telecommunications practices helpful. Job involves hands-on installation & equipment repair, as well as planning, production, & remote work. Some travel likely. Write Box P-136.

Help Wanted Sales

SATELLITE MUSIC NETWORK OFFERS UNLIMITED OPPORTUNITY FOR QUALIFIED APPLICANT

If you did not make at least \$50,000 this year, you could be in the wrong position. Satellite Music Network offers unlimited financial rewards to aggressive sales personnel who are self-motivated, willing to travel, & have a strong affinity for the radio industry. If you have a working knowledge of radio management, would like to call on station owners & GMs, & want to make **MONEY**, call 800—527-4892 today for details & an appointment.

ACCOUNT EXECUTIVE WTIC-FM

Seeks aggressive, innovative salesperson to light a fire in the Hartford market. Experience not necessary, just a tremendous desire to win. Opportunities with this company are unlimited. Please send your resume to: Gary Zenobi, Sales Manager, WTIC-FM, 1 Financial Plaza, Hartford, CT 06103. EOE, M/F.

OWNER WANTS TO RETIRE

Looking for sales manager. Must have strong sales background with creative sales ideas, street competition, regional and national background, must carry list. Proven past record requested. Central PA. AM-FM stations. Possible future ownership. EOE. Send resume to Box P-138.

Help Wanted Management

STATION MANAGER KSCS

Dallas - Ft. Worth. Highly rated country format needs a boss who's strong on sales with at least two years of successful sales management. Send resume to: Warren Polash, President, One Broadcast Hill, Ft. Worth, TX 76103. No phone calls. A Capital Cities station and an equal opportunity employer.

Situations Wanted Announcers

MAKE THE MOST OF YOUR MORNINGS

Let this act open your market's eyes. It's unique, it's compatible, it's a step ahead. If you're willing to win, this is your road map to success. Medium to large markets, call 609—737-1421.

Situations Wanted News

ALL NEWS

News/talk stations: Lacking vitality? Direction and goals? You need this veteran news-programmer. Twelve years' experience as news director and PD. Goal-oriented. Major-market experience. Box P-126.

Situations Wanted Management

MEET ME AT THE NAB

Successful, bottom line, general manager with 10 year stable track record seeks similar position in top 100 markets. Proficient in finance, marketing, sales, programming and personnel management. For interview, contact Randolph Millar, Las Vegas Hilton.

PERSONNEL DIRECTOR

Successful 13 yrs. broadcast mgmt., group, combo. Top of class, personnel school. As USN personnel classifier, interviewed, tested, assigned naval personnel. Full knowledge EEO guidelines, reports, & Fed./state labor law. Never an unempl. comp. chargeback. Analyzed, purchased, administered numerous hospital plans. Very successful broadcast hiring, minimum turnover. Know broadcaster's personnel needs. Prefer sm./med., SE. Box P-145.

BROADCASTER WITH 15 YEARS

Experience & venture capital seeks position as operations or general manager, with an eye towards future purchase. Call John Adams, 316—685-7585.

TELEVISION

Help Wanted Programing, Production, Others

MAKING NEW WAVES

WXXV-ch 25, Gulfport, Mississippi, new state of the art installation, seeking UHF trained GSM, broadcast trained controller, production director, skilled computer supervisor, chief engineer, and operations manager. Professionals only need apply. No phone calls unless you know me personally. Robert I. RatCliff, President, WXXV-ch 25, 601—494-8327. P.O. Box 777, 310 East Westbrook St., West Point, MS 39773. WXXV-ch 25 is an equal opportunity employer. All applications will be kept confidential.

TALK SHOW HOST

WBZ-TV, Boston, is looking for America's most dynamic talker!! After 4 years, our host is leaving and we want a person who can handle all kinds of topics, including heavy and controversial ones. This is Boston's number-one locally-produced talk show and number one in its time period, and we want to keep it there. Send tape and resume to Barry Schulman, Program Manager, WBZ-TV, 1170 Soldiers Field Road, Boston MA 02134. Tape is required, and no phone calls please! WBZ-TV is an equal opportunity employer.

ARTIST

all phases of on-air and print work. Newspaper, sales brochures, set design and alteration, 35mm print and slides and photostat. Knowledge of electronic graphics preferred. Must be organized and self motivated. Resume and samples to Michael Walenta, Production Manager, KTVV, P.O. Box 490, Austin TX 78767. EOE.

Help Wanted Programing, Production, Others Continued

Programming Consultant Katz Television Continental

Katz Television Continental is expanding its programming department and has an immediate opening for a professional and enthusiastic Station Specialist.

If you have a proven track record in programming medium to smaller market TV stations, and/or program research, can recommend and schedule programs, and advise on promotion and news, send resume (no calls please) to Gary Lico, Vice President Programming, Katz Television Continental, One Dag Hammarskjold Plaza, New York, NY 10017.

Katz Television is an Equal Opportunity Employer.

KATZ TELEVISION CONTINENTAL
A DIVISION OF KATZ COMMUNICATION INC



Katz. The best.

FORMER NETWORK TV NEWS PRODUCER

is sought for a very lucrative (\$75K+ minimum) NY-based freelance position as a consultant to a small, high-powered TV publicity firm with national clients and contacts. We are a group of former producers doing TV publicity to high journalistic standards. We require the same commitment plus a good working relationship with the most influential contacts at the network TV news level. Work at home year-round, on your own schedule. Send resume plus general outlines of areas of media influence to:

PRIMETIME
112 PFEIFFER ST. SUITE 1
SAN FRANCISCO, CA 94133

PRODUCTION MANAGER

Top 10 market network affiliate needs an experienced leader to manage production staff and studio/tech operations for a very active local station. 5 years minimum directing/production manager experience necessary. Equal opp. emp. Send resumes only to Box P-157.

Help Wanted News

ANCHOR

Midwest medium market looking for strong anchor for early and late news. Should be mature, experienced journalist. Send resume to Box P-115. EOE.

Engineers

Broadcast Systems Engineers

At NBC, we depend on talented technical professionals to keep us at the edge of broadcast technology. Constant upgrading of our current facilities, plus active construction of new studio facilities has created the need for top-flight Broadcast Systems Engineers at our West Coast Burbank operations.

The successful candidates will become immediately involved in the design, implementation, and coordination of new Broadcast facilities at NBC, including:

- Studio Control Rooms
- Videotape recording facilities
- Videotape Editing facilities
- Video Switchers
- Audio Mixers
- Communications
- Plant Timing & Signal Distribution
- Film
- Engineering Support Projects

Selected candidates will have a minimum 3-5 years significant experience in electronic maintenance of broadcast equipment and facilities, along with a demonstrated design background. BSEE or equivalent experience.

If you are a truly qualified Broadcast Systems Engineer, and are now seeking the challenge of a career, then you cannot pass up this opportunity. To apply at NBC, a progressive industry leader with a stimulating work environment, send your resume to:

NATIONAL BROADCASTING COMPANY
Employment Department BSE
3000 W. Alameda Ave. • Burbank, CA 91523
 Equal Opportunity Employer



TELEVISION ENGINEERS

Cable News Network, the leading news system in satellite communications, has career opportunities for engineers with management experience. A complete knowledge of ENG and TV systems is required. These positions demand considerable amounts of national and international travel. Turner Broadcasting System offers an excellent benefit and compensation program. EOE. Send resumes and inquiries to:

Jim Brown, Engineering
Turner Broadcasting System, Inc.
1050 Techwood Drive
Atlanta, GA 30318

VIDEO CHIEF ENGINEER

Full service teleproduction facility seeks engineer experienced in 1", 3/4", Beta-cam VTRs, cameras and editing system maintenance and repair. R & D background helpful. Managerial experience a must. Salary commensurate with experience. Contact: Allen Goldman, National Video Industries, 15 W. 17 Street, NYC 10011, 212-691-1300.

Help Wanted Management

PROMOTION MANAGER

The person we need must have excellent creative, writing and production abilities, both print and on-air. Must be able to administer people and a budget. Midwest network affiliate. **Experienced only, please.** Resume to Box P-107. EOE.

Situations Wanted News

NEWS WRITER

Recent University of Minnesota honors grad with Master's degree in broadcast journalism seeks entry-level position in TV news, preferably as news writer. A fellowship recipient experienced in rewriting wire copy and writing and editing videotaped news stories televised on university's cable television news programs. Will relocate. Contact John Sterling, 60 Seaman Ave., NY NY 10034, or call 212-567-3075.

CLOSING WASHINGTON BUREAU

for national TV show makes several professionals immediately available: bureau chief; anchor-reporter-producer; camera person-editor; assistant producer-researcher. Willing to relocate. Call 703-425-8628.

For Fast Action Use
BROADCASTING'S
Classified Advertising



ELECTRONIC JOURNALISM EDITOR

National Broadcasting Company in Washington, DC, is seeking a TV EJ editor with at least 3 years' experience. Knowledge of sports editing & familiarity with BVE 800 editing system & AC-20 effects package required. Excellent salary & fringe benefits package.

Please forward resumes in confidence to: Alan Baumgardner, National Broadcasting Company, 4001 Nebraska Avenue, NW, Washington, DC 20016.



NBC

Equal opportunity employer, M/F.

ENGINEERING POSITIONS

(1) **Engineering supervisor** - at least 5 yrs. TV studio operations experience, strong knowledge of TV plant systems. We're seeking an innovator who communicates well & motivates people effectively. Excellent opportunity to join dynamic leader in the broadcasting industry. (2) **Maintenance technician** - in addition to previous major market experience in repairing/maintaining TV field & studio production equipment, this job requires knowledge of solid state & digital electronic theory. Successful candidate will have good understanding of TV studio operations & track record of performance excellence. FCC license required. (3) **Studio operator** - must have at least 1 yr.'s experience as technical director/switcher for medium to major market TV news operation. Videotape experience a plus. FCC license required. Resumes to Human Resources Mgr., KPX, 855 Battery St., San Francisco, CA 94111. A Group W station & an EOE.

TECHNICAL SUPERVISOR

The University of Vermont, Dept. of Vermont ETV, is seeking a qualified individual to perform the duties of technical supervisor. Job duties will include supervising all technical operations of Vermont ETV studio and remote production facilities. Qualifications: Associate's degree in electrical engineering with 5 years experience in broadcasting and 3 years experience in broadcast equipment maintenance is required. General class radio telephone license required, as will be a probationary period. Apply by May 7, 1984, to University of Vermont Employment Office, 237 Waterman Building, Burlington, VT 05405. When submitting application material, please include Social Security number and refer to job #2926. An affirmative action/equal opportunity employer.

ALLIED FIELDS

Help Wanted Sales

Continued growth due to broadcaster acceptance of BMX and ABX consoles, TOMCAT tape machines and custom studio systems, requires immediate consideration of candidates for the following position:

REGIONAL SALES MANAGER-AUDIO

Position requires pleasant, skilled communicator and professional sales experienced candidate. Technical and user expertise in broadcast audio equipment and facilities essential. This is a long-term position and requires excellent telephone skills and up to 20% travel. Customers to be served are in broadcasting.

Technical sales support, sales administration and secretarial services will be provided. Position will be responsible for customer inquiry and solicitation.

This position will report to Sales Manager and be based in San Diego. Resumes should contain educational and vocational experience, as well as financial history and requirements.

Please visit our booth #113 at the NAB for consideration.



PACIFIC RECORDERS & ENGINEERING CORPORATION
2070 Las Palmas Drive - Carlsbad, CA 92008 - 619-438-3911 - Telex 181777

Help Wanted Management

DIRECTOR

Telecommunications division, Univ. of Wisconsin extension, U of W system, Madison, WI. Director of Telecommunications is 1 of 3 principal divisional administrators & chief administrative officer for WHA Radio/TV, Extension Library Services, Instructional Communications Systems & Photographic Media Center. The Telecom Dir. reports to the UW Chancellor. Qualifications include minimum Master's degree, academic accomplishment to meet tenure standards preferred; faculty rank &/or experience at major higher education institution desirable; minimum 10 yrs. top executive mgmt. experience in telecomm. administration; demonstrated experience & commitment to the extension of university resources via diverse media delivery systems; proven record of significant fiscal & organizational development; proven ability to develop & increase institutional, community & financial support of telecomm. activities; superior interpersonal relations & written/oral communications skills. Minimum salary \$55K. Appointment available 9-1-84. Nominations & applications should be received by 5-11, & completed resumes received by 5-25. As soon as possible after closing date, a search & screen committee will meet to evaluate applicants' credentials. Candidates selected as finalists will be notified regarding their schedules for interviews. Send all correspondence to Lawrence Dickerson, Chair, Search/Screen Committee, 503 Extension Bldg., 432 N. Lake St., Madison, WI 53706. UW-Extension is an AA/EOE & encourages applications from/nominations of women & minority group members.

SALES MANAGER

CARTRIDGE MACHINES AND AUDIO PRODUCTS

Outstanding opportunity to assume full responsibility for merchandising and marketing cartridge machine and audio console product lines in the U.S. and Canada. This new position reports to VP Marketing. Distribution is primarily through distributor/dealer organization.

Candidates must have strong interest in cart machine performance and application. Also ability to develop and to execute programs to increase sales and market share. BS degree required.

Excellent company benefits includes profit sharing plan. For interview at NAB convention, call Curt Kring, VP Marketing. After NAB, send resume in confidence to Director of Personnel.



BROADCAST ELECTRONICS INC.

4100 NORTH 24TH STREET, P.O. BOX 3606
QUINCY, IL 62305. PHONE (217) 224-9600

BROADCAST EQUIPMENT SALES

Expansion of the product line means we need more Salesmen with an Engineering background to sell switches, automation and digital effects.

Prefer sales experience to the T.V. broadcast industry.

Send resume to National Sales Manager and/or see us at NAB.

Gordon Peters
VITAL INDUSTRIES, INC.
P.O. Box 912
Arlington, TX 76010

VITAL INDUSTRIES, INC.

3109 Northwest 53rd Avenue
Gainesville, Florida 32601

Situations Wanted Management

LAW SCHOOL GRADUATE

December J. D. seeks challenging position in practice or broadcast management. Over 10 years experience incl. radio/TV engineering and FCC. Reply, in confidence, if requested, to 1914 Covey Trace, LaGrange, KY 40031.

Help Wanted Technical

FIELD ENGINEERS

The Sony Broadcast Company, a world leader in professional broadcast TV equipment, has highly visible opportunities in Los Angeles, Atlanta, New York, & Chicago for qualified engineers. Successful candidates should have 5 yrs. experience in TV operations with emphasis on installing, maintaining, & servicing a wide range of sophisticated microprocessor-based broadcast equipment. A BSEE or equivalent experience is preferred.

Sony offers a competitive starting salary, excellent benefits including matched savings, profit sharing & dental plans. For prompt consideration, send resume, including preferred location, & salary requirements to:

BOX P-152

We are pleased to be an equal opportunity employer, M/F/H/V.

SONY®

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms International
300 Zeeb Road, Dept. P.R., Ann Arbor, MI 48106

ENGINEERS

If you are the type of person who would enjoy the challenge of designing a wide variety of television systems and facilities - and seeing them through to completion - and, if you would like to be part of the team that has become the leader in its field, then, please come see us at NAB!

AFA is the nation's dynamic leader in television systems engineering. Our projects include mobile units, production and post-production centers, teleconferencing and corporate video facilities, and a wide range of video systems. Our client list includes all major TV networks and many of the most prestigious facilities and corporations in the country. Our rapid growth has dictated the need for additional project engineers who will be responsible for project design, implementation, and testing. Candidates should have experience with state-of-the-art audio, video, and communications systems, including cameras, videotape, switching systems, computerized editors and digital equipment.

We are a growth-oriented company offering a very unique working atmosphere.

SEE US AT NAB — BOOTH #1609 — OR SEND RESUME AND SALARY REQUIREMENTS TO TOM CANAVAN:

A.F. ASSOCIATES, INC.
100 Stonehurst Court
Northvale, NJ 07647



For Sale Equipment

FOR SALE

3 Ikegami HL-79 cameras and accessories. Excellent condition. Best offer. Panavideo, Howard Goldsmith, 212-725-2211

40 FT PHILLIPS REMOTE UNIT

- 5 CAMERA CHAINS with LENSES
- HS 100 SLO-MO
- CHYRON III B
- NORELCO AUDIO 16X8
- CDL SWITCHER
- MONITORS, DA's, etc.

WRITE BOX P-124.

Employment Service

10,000 RADIO-TV JOBS

The most complete & current radio/TV job publication published in America. Beware of imitators! Year after year, thousands of broadcasters find employment through us. Up to 98% of nationwide openings published weekly, over 10,000 yearly. All market sizes, all formats. Openings for DJ's, PD's, salespeople, news, production, 1 wk. computer list, \$6. Special bonus: 6 consecutive wks., only \$14.95 — you save \$21! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108. Money back guarantee!**

RADIO PERSONNEL NEEDED

The past several weeks, NATIONAL has received job orders from radio stations in California, Florida, Texas, Michigan, Tennessee, Virginia, Nebraska, Indiana, New York, Arizona, Pennsylvania, Massachusetts, to name just a few. Radio stations in more than 25 different states, looking for announcers, news people, programmers, and sales people. These jobs are for all size markets. If you are looking to make a change, now is the time. NATIONAL, THE NATION'S LEADING RADIO PLACEMENT SERVICE, places our registrants from coast to coast. For complete information and registration form, enclose \$1 postage and handling to:

**NATIONAL BROADCAST
TALENT COORDINATORS
DEPT. B, P.O. BOX 20551
BIRMINGHAM, AL 35216
ACT NOW: 205-822-9144**

Miscellaneous

FOR SALE

Full-day, individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements among the topics. Find out how to buy your next or first station through my personal experience. Mr. Robin B. Martin, President, Deer River Broadcasting Group, 645 Madison Ave., NY, NY 10022. 212-980-3886.

MUSIC TELEVISION

WLXI-TV high-power UHF, Greensboro, NC, signed on March 5, 1984, featuring all video music and live veesays 19 hours a day. Station has enjoyed excellent advertiser & viewer response. We have learned that many others are planning similar stations, both full & low power. If you have an interest in music television, let's meet at the NAB! Call WLXI-TV, 919-855-5610, for more information and meet us in Las Vegas. Gary S. Smithwick, Pres., WLXI-TV Harrell Powell, Jr., VP, WLXI-TV Mort L. Nasair, broadcast consultant.

Consultants

RADIO DATA SERVICES

PROGRAM CONSULTANTS

Why leave the worries of programming your station to inexperienced personnel? Let our programming veterans of Dallas, Wash., D.C., Balto., Clev., and K.C. do it for you! On-air and sales promotions a specialty that will insure a professional, saleable sound. All formats. All markets.

202-822-3141.

Contact: Radio Data Services
1710 Connecticut Ave. NW
Washington, D.C. 20009

RESULTS

We'll help you search for the right station at the right price, then select a winning management team to hit the ground running toward future profits. We offer 30 years of radio/TV experience, 12 as owners.

**JAMES HARDEN
HARDEN & ASSOCIATES
213-598-2107**

Wanted to Buy Stations

TELEVISION CP's WANTED

Group owner seeks to purchase full power television construction permits or new station start-ups. Joint venture financing or full buy-out. Broker inquiries welcome. Contact Thomas Bonomo, V.P. Acquisitions.

ORION BROADCAST GROUP, INC.
44 Montgomery St.
Suite 500
San Francisco, CA 94104
415-989-4016

**Wanted to Buy Stations
Continued**

**PUBLIC COMMUNICATIONS
COMPANY**

with solid cash flow is looking for first radio station. Must be historically and financially proven property in Sunbelt. Prefer AM/FM combo with growth potential. Write Box P-82.

For Sale Stations

**BUYERS
SELLERS of
MEDIA
PROPERTIES**

"I will be available for confidential consultation during the NAB Convention in Las Vegas. I invite you to call on me in Suite 1330-31 in the Las Vegas Hilton."

Milton Q. Ford

Specializing In Sunbelt Properties

**MILTON Q. FORD
& ASSOCIATES
MEDIA BROKERS**

White Station Tower • 5050 Poplar Ave.
Memphis, TN 38157 • 901/787-7980

For Sale Stations Continued



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

STATION

CONTACT

CA	Metro	FM	\$5,000K	Sold	Ray Stanfield	(818) 366-2554
CA	Major	FM	\$2,300K	\$1,300K	Ray Stanfield	(818) 366-2554
NE	Metro	AM/FM	\$2,600K	Terms	Bill Lochman	(816) 254-6899
TX	Metro	AM/FM	\$6,100K	Cash	Bill Whitley	(214) 680-2807
CA	Metro	AM/FM	\$5,000K	Sold	Elliot Evers	(818) 366-2554
IL	Metro	FM	\$2,500K	Sold	Bob Thorburn	(404) 458-9226
TX	Metro	AM/FM	\$2,250K	\$600K	Bill Whitley	(214) 680-2807
MI	Medium	AM/FM	\$2,100K	\$630K	Peter Stromquist	(312) 580-5778
AK	Medium	FM	\$2,000K	Terms	Elliot Evers	(818) 366-2554
NC	Coastal	AM/FM	\$1,600K	\$500K	Mitt Younts	(804) 355-8702
PA	Metro	FM	\$1,500K	Terms	Warren Gregory	(203) 364-5659
MT	Metro	AM/FM	\$1,260K	Sold	Greg Merrill	(801) 753-8090
TX	Medium	AM/FM	\$1,200K	Sold	Bill Whitley	(214) 680-2807
OR	Medium	AM	\$1,200K	\$400K	Jim Mergen	(818) 366-2554
MS	Metro	AM/FMcp	\$930K	Cash	Mitt Younts	(804) 355-8702
FL	Metro	AM	\$900K	Sold	Randy Jeffery	(305) 295-2572
OK	Metro	AM/FM	\$825K	Sold	Corky Cartwright	(303) 740-2224
SC	Medium	AM/FM	\$795K	\$150K	Brian Cobb	(404) 458-9226
MT	Small	AM/FM	\$795K	\$125K	David LaFrance	(303) 534-3040
FL	Small	FM	\$750K	Sold	Bill Cate	(904) 893-6471
MS	Metro	AM/FM	\$735K	\$225K	Ernie Pearce	(615) 373-8315
CO	Small	AM/FM	\$700K	\$200K	Bill Lochman	(816) 254-6899
MT	Medium	FM	\$825K	\$125K	Greg Merrill	(801) 753-8090
PA	Small	FM	\$595K	Sold	Warren Gregory	(203) 364-5659
FL	Small	AM	\$480K	Sold	Randy Jeffery	(305) 295-2572
OH	Small	AM/FM	\$375K	Terms	Ernie Pearce	(615) 373-8315

Be sure to stop by and see us at NAB - Suite 15-121 - Las Vegas Hilton and the MGM Grand - Suite 5510.



**Wilkins
and Associates
Media Brokers**

FL	FM	\$600,000	30%
NC	AM	\$1,200,000	15%
LA	AM	\$500,000	20%
NJ	AM	\$800,000	30%
SC	AM	\$230,000	20%
IN	AM/FM	\$500,000	20%
GA	AM	\$425,000	30%
CO	FM	\$30,000	downpayment
AL	AM	\$25,000	downpayment
MI	AM	\$35,000	downpayment
MO	FM	\$50,000	downpayment

P. O. Box 1714

Spartanburg, SC 29304 803/585-4638

**BPWEST
BROADCAST PROPERTIES WEST**

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Regional Specialist - 13 Western States

Bill Simpson

Chester Coleman

Seattle

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206-283-2656

415-441-3378

Chuck Kinney

San Diego

619-728-8018

221 First Avenue West/Seattle, WA 98119

NAB Convention Headquarters
Las Vegas Sands
702-773-5000

**Horton
& Associates**



MEDIA BROKERS / APPRAISERS

N.A.B. CONVENTION

Las Vegas Hilton — North Tower

Hospitality Suite

Jack Aldworth — Bill Cook — Mel Stone

Keith Horton

Woodland Park • Box 948 • Elmira, N.Y. 14902

607-733-7138

**Bill Exline
Andy McClure**

NAB address:

**Las Vegas Hilton
Suite 26-121
702-732-5111**

William A. Exline, Inc.

4340 REDWOOD HWY • SUITE F-121

SAN RAFAEL, CALIFORNIA 94903

(415) 479-3484

MEDIA BROKERS — CONSULTANTS

MIDWEST AM/FM

Outstanding combo with great upside. AM is fulltime and programming "oldies". FM is class C and has great growth potential. Priced attractively at \$2,250,000 which is approximately twice gross. Includes valuable real estate. Substantial economies can be instituted by a new owner. Present owner needs a cash buyer. Box P-160.

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

STAN RAYMOND & ASSOCIATES, INC.

Broadcast Brokers & Consultants

LET'S TALK

You are cordially invited to visit the Stan Raymond & Associates hospitality suite, Las Vegas Hilton, during the NAB — to have a confidential talk about buying or selling a broadcast property. LET OUR 35 YEARS' EXPERIENCE WORK FOR YOU. Call for appointment.

**1819 PEACHTREE RD., NE, SUITE 606
ATLANTA, GA 30309
404-351-0555**

**SEE YOU
AT THE NAB!
REGGIE MARTIN
ASSOCIATES**

Reggie Martin Ron Jones
Marge Martin

**Specializing in Florida
& the Southeast
Hilton Suite 26-121**



R.A. Marshall & Co.

**Media Investment Analysts & Brokers
Bob Marshall, President**

We look forward to seeing you at the NAB. Join us in our hospitality suite. Las Vegas Hilton.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252
809 Corey Creek · El Paso, Texas 79912 915-581-1038

PA RADIO STATION

1000 watt fulltime. Country western. Price: \$900,000; 50% down. \$350,000 yearly gross. Owner retiring. Principals only. We have other listings. Frank Ventresca International, 3146 Bristol Rd., Warrington, PA 18976. 215-345-4747 24 hours.

Several CATV systems available (IA, IL, KY, WV). Eastern AMs (NC, TN). Have buyers for class C FMs. UHF TVs available, large markets. Full in house consulting & engineering. All FCC filings handled promptly.

**WAYNE CAMPBELL
NATIONAL MEDIA BROKERS
PO BOX 4275
LYNCHBURG, VA 24502
804-239-3502**

NAB

**LAS VEGAS HILTON
JACK FELDMANN — ART HOGAN**

Hogan - Feldmann, Inc.

MEDIA BROKERS · CONSULTANTS
SERVING SINCE 1953
16255 Ventura Boulevard, Suite 219
Encino, California 91436
Area Code 213 986-3201

**A TELEVISION STATION
AT A
RADIO STATION PRICE**

We've suffered through most of the growing pains, making way for you to reap the benefits. Unlimited potential for this under-developed LPTV station, located in Oklahoma. Three colleges and 376,380 persons are located within station's Arbitron coverage area. Eight acres of real estate included. Facilities are less than one year old. Minimal staff is now in place. Affiliated with two programming networks. Substantial tax benefits for existing broadcaster or media company. Won't stay on the market long. Inquire at P.O. Box 18, Ponca City, OK 74602.

CAROLINA GOODIE

Pay for this station out of earnings! Excellent revenue producing station. Productive, expanding market. Valuable property, fine equipment. Price: \$1,160,000

**Ron Jones
REGGIE MARTIN & ASSOCIATE
804-758-4214**

BANK DISTRESS SALE

Opportunity for serious minded broadcaster/investor in desirable top 75 market. Full time 5000 watt AM (good dial position) and powerful FM. Retail sales in market exceed \$3 billion. Annual combined revenues approximate \$800,000 with significant growth opportunities. \$2.3 million selling price - firm. Inquiries must be accompanied by recent audited financial statements or bank references and listings of broadcast facilities owned or operated. Box P-80.

VIDEO/FILM STUDIO

In heart of Hollywood. 213-467-6272. 2 large sound stages, offices, video control and editing rooms. Complete set shop, parking lot, cameras-VTR-CMX. \$2,950,000. Including real estate and equipment. Assume excellent financing with reasonable down.

WALKER MEDIA & MANAGEMENT INC

Sunbelt daytimer, \$117,000, good terms. Midwest AM/FM, \$1,950,000, terms, includes valuable real estate. Sunbelt AM/FM, \$1,600,000, terms, includes valuable real estate. Texas daytimer, \$115,000, terms.

John F. Hurlbut, Pres., PO Box 1845, Holmes Beach, FL 33509. 813-778-3617. David E. Hurlbut, VP, Box 533, Mt. Carmel, IL 62863. 618-263-3380.

MIDWEST AM/FM

Fulltime AM/class C FM. Quality operation in excellent small market. Good profit and cash flow history. Price \$1,250,000. First time offered. Will consider stock from media group. Write Box P-108.

Dan Hayslett

a associates, inc.
dh *Media Brokers*
RADIO, TV, and CATV
(214) 691-2076

11311 N. Central Expressway · Dallas, Texas

**NAB
CONVENTION
HDQTRS.**

Las Vegas Hilton
Suite 310

**RALPH E. MEADOR
MEDIA BROKER
PO BOX 36
LEXINGTON, MO 64067
816-259-2544**

AT THE NAB MGM GRAND

H.B. La Rue
Media Broker

RADIO-TV-CATV-
APPRAISALS

■ West Coast: 44 Montgomery St., 5th floor, San Francisco, CA 94104. 415—434-1750.

■ Atlanta Office: 6600 Powers Ferry Rd., Suite 205, Atlanta, GA 30339. 404—956-0673. Harold W. Gore, VP.

■ East Coast: 500 E. 77th St., Suite 1909, New York, NY 10021. 212—288-0737.

TOP 30 MARKET

Est. AM with 50,000 watt CP.
\$950,000. Write Box P-127.

TEXAS FM

Class A serving 300,000+ population. Has all new equipment & is profitable. Full price \$595,000; \$80,000 down, balance payable over 10 yrs. By owner. Write Box P-132.

For Sale Stations Continued

WANTED

Construction permit or radio station in large market. Up to \$600,000 cash. Call Janet or Thelma, 417—723-8310.

MIDWEST

College town of over 30,000. Heart of agri-business area. Good equipment, great potential, many extras. \$375,000. Possible 50% terms. Proof of industry and financial qualifications required with response. Write Box P-144.

EASTERN PA DAYTIMER

Medium market with valuable real estate. \$525,000, with \$100,000 down, 12% interest. Owner retiring. Write Box P-151.

OKLAHOMA

Daytime AM with preliminary study for nighttime. Only commercial station serving county of 51,000. Lots of growth room for sales-savvy operator. Excellent equipment. Includes valuable real estate, \$475,000, some terms. Southwestern Media Associates, Box 64658, Lubbock, TX 79464. NAB: Contact Bob Clark, Caesars Palace.

SUNBELT

2,500 watt AM. Good growth potential. Owner selling. \$200,000. Principals only. Box P-158.

RESORT AREA

Class A FM. Medium Sunbelt market. Unlimited potential for aggressive broadcaster. Priced \$1.2 million, creative terms. No brokers, please. Box P-159.

NETWORK AFFILIATED TV

Station is in "second" fifty market. Currently profitable with under 25% of market revenues in three station market. Owner looking for cash buyer. Market billing in the \$25,000,000 range. Box P-161.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms
International

300 North Zeeb Road,
Dept. P.R., Ann Arbor,
MI 48106

For Fast Action Use BROADCASTING'S Classified Advertising

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number),

c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

Rates: Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Media

James Moroney Jr., president and chief executive officer, A.H. Belo Corp., Dallas, elected to additional post of chairman, succeeding **Joe Dealey**, who will retire at end of year. Dealey remains director and consultant to firm.



Moroney



Small

Appointments, Mid America Media, Kankakee, Ill.: **Leslie Small**, senior VP, president of broadcast division, to president of Mid America, succeeding his mother, **Reva Small**, who remains chairman of board; **Harley Park**, VP, finance, to executive VP and chief financial officer; **Susanne Bergeron**, corporate secretary, assumes additional duties as executive VP, corporate development.

Anthony Cassara, president, KTLA(TV) Los Angeles, has officially assumed duties of president of Wometco Broadcasting Co. Inc. ("Closed Circuit, March 19), following finalization of Wometco Enterprises leveraged buyout by Kohlberg, Kravis & Roberts (BROADCASTING, April 16), which also engineered KTLA purchase last year. **Alan E. Peris**, vice president and general manager, WPLG(TV) Miami, joins Wometco Broadcasting's WTVJ(TV) Miami as VP and general manager, succeeding **Morton Cohn**, who is retiring. In addition, **William Brazzil**, senior VP, broadcasting division, for Wometco Enterprises before takeover, will relinquish operational responsibilities, while retaining title of senior VP and remaining consultant to firm.

Roger Ogden, VP and general manager, KCNC-TV Denver, named president.

Appointments, Cablevision Systems Corp., Woodbury, N.J.: **Barry O'Leary**, to VP and chief financial officer; **Robert Sullivan**, to VP, enterprises; **Varian Ayers**, from Sotheby Parke Bernet, New York, to VP, human resources; **Robert Lemle**, associate general counsel, to VP and general counsel; **Peter Sulick**, from Arthur Anderson, New York, to controller; **Byron Jarvis**, former president, Sammons Communications, to general manager, metro operations, and **Rusty McCormack**, general manager, Long Island operations, assumes additional responsibilities for operations in Bergen County, Bayonne and Yonkers.

Dan Bates, VP and station manager, KSLA-TV Shreveport, La., named VP and general man-

ager, succeeding **Winston Linam**, president and general manager, who becomes VP, government affairs for station.

John Soller, VP and general manager, Taft-owned WGR(AM) Buffalo, N.Y., named VP and general manager, co-owned WKRC(AM) Cincinnati, succeeding **Harold Calvin**, named VP, sales, Taft Radio (see "Marketing," below). **Richard Aaron**, general sales manager, WGR, succeeds Soller.

Michael O'Shea, general manager, KUBE(FM) Seattle, named VP of licensee, First Media of Washington.

Frank Detillo, station manager, WXFL(TV) Tampa-St. Petersburg, Fla., named VP and general manager.

Tim Williams, national sales manager, WINZ-AM-FM Miami, joins WLP(AM) Pinellas Park, Fla., as general manager.

J. Richard Lamb, VP, national radio sales, Arbitron, New York, joins WBYU(FM) New Orleans as general manager.

Terry Sams, program director, WJBF(TV) Augusta, Ga., named general manager.

Dennis Brown, air personality, WFTM-AM-FM Maysville, Ky., joins WKKN-AM-FM Vanceburg, Ky., as general manager.

Billy Oxley, senior VP, distribution, National Public Radio, Washington, resigns.

Mark Keown, national sales manager and local sales manager, WSOC-TV Charlotte, N.C., joins WECA(TV) Tallahassee, Fla., as general manager.

Bob Baldrice, general manager, WSBR(AM) Boca Raton, Fla., retires.

Darrell Wells, general manager, Cox Cable, Saranac Lake, N.Y., named general manager of Cox Cable, Warner Robins, Ga.

Tom Clark, program director and air personality, WSCQ(FM) Columbia, S.C., named station manager.

Tim Calcara, sales manager, KTOF-FM Cedar Rapids, Iowa, named station manager.

Rick Prusator, station manager, KOUR(AM) Independence, Iowa, joins KYNT(AM)-KKYA(FM) Yankton, S.D., in same capacity.

Tom Holt, station manager, WZID(FM) Manchester, N.H., named operations manager.

Robert Miller, management trainee, Group W Cable, and former general manager, KATZ(AM) St. Louis-WZEN(FM) Alton, Ill., named general manager of Group W's Tallahassee, Fla., cable system.

Ellen Filipiak, business manager, United Cable Television of Michigan, serving communities of Riverview, Woodhaven, Gibraltar, Trenton and Lincoln Park, named operations analyst for United Cable Television, Denver.

Kevan Fight, VP and division manager, communications lending division, National Bank of Cleveland, joins Malrite Communications there as VP, finance, and chief financial offi-

cer for firm.

Marketing



Cooper

Appointments, Young & Rubicam, New York: **R. John Cooper**, general counsel, video group, Time Inc., New York, to senior VP, general counsel, corporate secretary and member of board of directors; **Dennis Hewitt**, VP and assistant treasurer, to senior VP, corporate; **Brian Dillon**, senior VP, to group creative director, and **Donald Easdon** and **Lee Kovel**, VP's, to associate creative directors.

James Cannon, senior VP, BBDO, New York, named chief financial officer, BBDO International. Named VP's, BBDO, New York: **David Frankel**, associate director of TV production; **Karen Olshan**, manager of corporate research, and **Vincent Taschetti** and **Ronald Taylor**, associate group heads.

Rita Winters and **Keith Rabedeau**, creative di-



When Sherlee Barish is asked to fill an executive position or a news talent opening at a television station, you can bet her candidate is the best you can find. She not only attracts the most successful candidates, she also has the greatest expertise in finding and recruiting the top person. More than 1,000 past placements prove it.

BROADCAST PERSONNEL, INC.
Experts in Executive Placement
200 WEST 57 STREET
NEW YORK, NY 10019
(212) 977-3580

rectors, Tatham, Laird & Kudner, Chicago, elected partners of firm.

Patrice Dermody, manager of corporate department of media and programing; **Niland Mortimer**, senior account executive, and **Cynthia Verrone**, associate research director, Needham, Harper & Steers, New York, named VP's.

Walter Burek, senior VP, group creative director, N W Ayer, New York, joins McCaffrey & McCall there as senior VP, associate creative director.

Cliff Freeman, senior VP, associate creative director, Dancer Fitzgerald Sample, New York, named creative director.

Brian Palmer, VP, manager of market research services, Kenyon & Eckhardt, Detroit, elected senior VP, director of forward planning.

Arthur Wilen, executive VP, Marschalk Co., New York, joins parent, Interpublic Group of Companies there, as senior VP, development and professional services.

Greg Rathjen, VP, manager of marketing research services, D'Arcy MacManus Masius, Chicago, named director of research.

David Crocker, executive VP and chief operating officer, Dial Media, Cranston, R.I., named president, succeeding **Edward Valenti**, named chairman of board.

Harold Calvin, VP and general manager, Taft-owned WKRC(AM) Cincinnati, named VP, sales, Taft Radio there.

Bob Lobdell, senior VP and assistant to presi-

dent, Blair Radio, New York, joins Republic Radio Sales (formerly RKO Radio Sales), there, as VP, marketing. **Bill McHale**, executive VP, Selcom Radio, New York, joins Republic Radio Sales as VP, stations. Rep firm was purchased by Katz Communications and is now part of Katz Radio Group (BROADCASTING, April 2).

Francisco Palmieri, from office of community relations, Yale University, New Haven, Conn., joins Abramson Associates, Washington, as research analyst. **Joan Berlin**, director of promotion, WAVA(FM) Arlington, Va., joins Abramson Associates as account executive.

David Crawford, from Blair Television, Chicago, joins Minneapolis office as account executive.

Ron Dobson, account executive, network sales, NBC-TV, New York, named VP, participating program sales, succeeding Joan Leahy, named VP, network advertiser relations (see "Promotion and PR," below).

Russ Barnes, senior marketing executive, American Television and Communications's Austin, Tex., cable system, joins Fralix Inc., marketing and public relations firm there, as VP.

David Mering, account executive, Wade Advertising, Sacramento, Calif., named VP.

Fran Paikoff, media coordinator, Christopher Thomas Associates, Northport, N.Y., advertising agency, named media director.

Amy Nakai, assistant planner, broadcast, Creswell, Munsell, Fultz & Zirbel, Cedar

Rapids, Iowa, joins Sive Associates, Cincinnati, as media assistant.

Micheline James, from Sandy Frank Film Syndication, New York, joins Blair Entertainment there as administrative coordinator.

Fritz Mills, account executive, Katz Communications, Chicago, joins UPI Media there as director of national sales.

Susan Rose, from J. Walter Thompson, New York, joins Geer, DuBois Inc. there as art director.

Gary Lewis, account executive, Blair Radio, New York, named director of new sales training program.

Dina Oliver, from Arnold & Co., Boston, joins Quinn & Johnson there as assistant controller.

Mike Blair, creative director, Gurasich, Spence, Darilek & McClure, Houston, named executive producer.

Don Drilling, local sales manager, KJEO(TV) Fresno, Calif., named general sales manager.

Robert Tole, regional sales manager, WMGX(FM) Portland, Me., joins co-owned WZID(FM) Manchester, N.H., as general sales manager.

Ned Paddock, manager of sports sales, WOR-TV New York, joins WLWT(TV) Cincinnati as director of sales.

Fred Murr, general sales manager, WHOO(AM) Orlando, Fla., joins WCH(AM) Louisville, Ky., in same capacity.

Jon Michael Olsen, media consultant to WJMF(FM) Grand Rapids, Mich., named sales manager.

Ray Gusky, general sales manager, WAMO(AM) Pittsburgh, joins WPNT(FM) there as sales manager.

Richard Hammond, regional account executive, WRLH-TV Richmond, Va., named national sales manager.

Bill Straus, account executive, KBZT(FM) San Diego, named national sales manager.

Bob Bugle, account executive, WHTX(FM) Pittsburgh, named local sales manager, co-owned WTAE(AM) there.

Mark Gardner, account executive, WJBF(TV), Augusta, Ga., named local sales manager.

James Loftus, retail sales manager, WUSL(FM) Philadelphia, named local sales manager.

Kathy Dabney, traffic supervisor, WPTY-TV Memphis, named traffic manager.

Cheryl Caraballo, from WKSS(FM) Hartford-Meriden, Conn., joins WPOP(AM) Hartford-WIOF(FM) Waterbury, Conn., as account executive.

Marvin Burke, VP, Midwest sales, United Stations, New York, joins WCXI-AM-FM Detroit as account executive.

Programing

Herb Fischer, VP, marketing and sales, Sound Video Unlimited, La Jolla, Calif., joins Key Video, division of CBS/Fox Video there, as VP and general manager.

Joe Wizan, president, 20th Century-Fox Pro-

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ductions, Los Angeles, named to board of directors, 20th Century-Fox Film Corp.



Seeger

Named vice presidents, Showtime/The Movie Channel in New York: **Michael Seeger**, director, operations and production services; **Reva Melniker**, director, sales administration, and **Howard Bryks**, director, business information services.

E. Jamie Schloss, VP, business affairs and administration, Warner Brothers Television Distribution, Los Angeles, joins Western-World Television there as VP, business affairs and finance. **Leo Jacob**, assistant controller, Westinghouse Broadcasting & Cable, Pittsburgh, joins Western-World Television, Los Angeles, as controller.

Carl Lindemann Jr., VP and assistant to president, CBS Sports, New York, takes early retirement. He joined CBS Sports in June 1978 after 15 years with NBC, where he was VP, sports.

Jan Dyer, chief financial officer, Photo-Sonics, Burbank, Calif., joins Embassy Home Entertainment, Los Angeles, as VP and controller.

Milo Rodich, VP, MSO relations, Cabledata, Los Angeles, joins Disney Channel, Burbank, Calif., as VP, national accounts. **Rebecca Ruthven**, director, national accounts, Rainbow Programming Services, New York, joins Disney Channel there as Eastern regional manager.

Bruce Sallan, executive producer, ABC Entertainment, Los Angeles, named VP, motion pictures for television. **David McCann**, director of post production, ABC Motion Pictures and ABC Circle Films, Los Angeles, named VP, post production, ABC Motion Pictures and ABC Entertainment.

Appointments, Home Box Office, New York: **Tom Woodbury**, associate counsel, sales and marketing, to chief counsel; **Linda Bogin**, counsel, network operations and corporate development, to chief counsel, and **Bob Ger-rard**, associate counsel, sales and marketing, to senior counsel.

Susan Bender, director of Latin American sales and director of sales administration, Metromedia Producers Corp., Boston, named director, international sales. **Karen Marino**, manager, sales administration, Metromedia Producers Corp., succeeds Bender as director of sales administration.

Stephen Fields, VP, finance and administration, Spotlight pay cable television service, Los Angeles, joins Paramount Television Domestic Distribution there as VP, finance.

Tom Rudnick, account executive, Mutual Broadcasting System, New York, joins Westwood One there as account executive.

Farrell Meisel, program manager, WCIX-TV Miami, joins Media General Broadcast Group, Tampa, Fla., as director of programming, responsible for WFLX-TV Tampa-St. Petersburg, Fla.; WJKS-TV Jacksonville, Fla.; WCBF-TV Charleston, S.C., and Media General Cable, Fairfax, Va.

James McCann, general sales manager, WXNE-TV Boston, joins MCA TV, New York, as director of advertiser sales, first-run and off-network advertiser-supported product.

Joe Patrick, program director, WNOE(AM) New Orleans, joins KCBQ(AM) San Diego in same capacity.

Tim Edwards, from KRPM(FM) Tacoma, Wash., joins KNBQ(FM) there as production director and air personality.

Ricka Raiford, station operations manager, WPTY-TV Memphis, named program director.

Ted Sohler, air personality, WPNT(FM) Pittsburgh, named program director.

Lee Shannon, music director, KWKH(AM) Shreveport, La., named program director.

William Paul Morton, director of programming, Southern Connecticut Cablevision, Bridgeport, Conn., assumes additional responsibilities as director of programming for co-owned Cablevision of Connecticut.

Julian Fowles, independent producer and attorney, Los Angeles, joins KCET(TV) there as executive producer, specials and short series.

Margaret Mercer, music programmer, WNCN(FM) New York, joins WQXR-AM-FM there as associate director of music programming.

Simeon Smith, from WKYC-TV Cleveland, joins KOB-TV Albuquerque, N.M., and its satellite, KOB(TV) Farmington, N.M., as sports director.

John Ramsey, physician, Salt Lake City, joins KTVX(TV) there as host, *For Your Health*.

News and Public Affairs

Ed Hirsch, producer, *World News Tonight*, ABC News, New York, named senior producer, news coverage, ABC News there. **Karen Burnes**, producer, *20/20*, New York, named Washington correspondent, investigative unit, *World News Tonight*.

Meredith Stark, manager of affiliate services, CBS News, New York, named director of affiliate services.

Shannon LeHere, anchor-producer, WASH(FM) Washington, named news director.

Karen Adams, from KOAM-TV Pittsburg, Kan., joins WMDT(TV) Salisbury, Md., as

news director.

Bob Kirk, co-anchor, 11 p.m. news, WTVH(TV) Syracuse, N.Y., assumes additional duties as producer of newscast and of special projects for both 6 and 11 p.m. news.

Rebecca Force, assignment editor, KEZI-TV Eugene, Ore., assumes additional responsibilities as assistant news director. **Bob Zagorin**, reporter, KEZI-TV, named senior reporter.

Ken Chambers, anchor-reporter, KWGN-TV Denver, joins Cable News Network, Atlanta, as anchor.

Warren Moran, from KHVH(AM) Honolulu, joins KSDO(AM) San Diego as weekend news anchor.

Jerry Fannin, weekend anchor-reporter, KETV(TV) Omaha, named weeknight field anchor.

Sherry Stoneking, from WANB-AM-FM Waynesburg, Pa., joins WWVA(AM)-WOVK(FM) Wheeling, W.Va., as anchor reporter.

Nick Clooney, managing editor and anchor, WKRC-TV Cincinnati, joins KNBC(TV) Los Angeles as 5 and 11 p.m. anchor.

Appointments, WLS-TV Chicago: **Roger Ebert**, writer and host, *Movie News*, ABC Radio, and co-host, *At the Movies*, syndicated by Tribune Entertainment, to film critic; **Linda Yu**, from WMAQ-TV Chicago, to anchor, and **Keith Bromery**, from WMAQ-TV, to reporter.

Penny Griego, from KGGM-TV Albuquerque, N.M., joins KCNC-TV Denver as reporter. **Dave Sebastian**, producer-reporter, KING-TV Seattle, joins KCNC-TV as western bureau reporter.

Ann Edwards, anchor-reporter, WTVO(TV) Rockford, Ill., joins WKBW-TV Buffalo, N.Y., as reporter.

Jim Larsen, from WTVT(TV) Tampa-St. Petersburg, Fla., and **Jacqueline Bales**, from KTVN(TV) Reno, join WTSP-TV Tampa-St. Petersburg as reporters.

Bob McLain, weather anchor, WRTV(TV) Indianapolis, named chief meteorologist.

Scott Ginger, from WOI-TV Ames, Iowa, joins KTIV(TV) Sioux City, Iowa, as news photographer.

Bob Grier, from KOCO-TV Oklahoma City, joins KYTV(TV) Springfield, Mo., as ENG news photographer.

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John Gallos, from KOAM-TV Pittsburg, Kan., joins WLYH-TV Lancaster, Pa., as weather anchor.

Technology

Lynne Williams, from Fox/Lorber Associates, Los Angeles, joins CBS-TV there as managing editor, Extravision teletext service.

Martin Rubin, division VP, industrial electronics services, RCA Service Co., Cherry Hill, N.J., joins Satellite Television Corp., Washington, as VP, subscriber services.

Ricardo Diaz, from Technology Management Division, Booz, Allen & Hamilton, Cleveland, joins Harris Corp., Melbourne, Fla., as VP, manufacturing programs.

Paula Horne, from Scripps-Howard's *TV Watch*, cable program guide, Atlanta, joins Mycro-Tek there as sales representative. **Fred Godwin**, from Savin Corp., Wilmington, Del., joins Mycro-Tek, Philadelphia, as sales representative.

Paul Krueger, manager, manufacturing services, magnetic tape division, Ampex Corp., Redwood City, Calif., named manager of market support, audio-video systems division. **Michael Wilke**, sales representative, magnetic tape division, Ampex, Chicago, named product manager, one-inch and two-inch professional videotape, magnetic tape division.

Craig Simon, regional director, affiliate relations, NBC Radio Network, New York, named director, operations and engineering.

Stephen Crook, senior project engineer, Jerrold Division, General Instrument, Hatboro, Pa., joins AM Cable TV Industries, Quakertown, Pa., in same capacity.

Lee Lindbloom, networking specialist, Sat-Serv, Washington, named marketing and program production specialist.

Michael Abney, from Warner Amex Cable Communications, Columbus, Ohio, joins Pyramid Video, Washington, as assistant general manager.

D.K. Hart, chief engineer, KOKH-TV Oklahoma City, named VP of licensee, Blair Broadcasting of Oklahoma.

Promotion and PR

Carol Fleisher, executive VP, television, Hanson & Schwam Public Relations, Los Angeles, joins ABC Broadcast Group there in newly created position of director of series public relations.

Appointments, Hill & Knowlton, Chicago: **Robert Stone**, VP, media relations and editorial services, to senior VP; **James McHugh**, director of financial services, national division, to VP, and **Robert Doughty**, manager of public relations, Wilson Foods, Oklahoma City, to account executive.

Joan Leahy, VP, participating program sales, NBC-TV, New York, named VP, network advertiser relations.

Gordon Hellman, VP, advertising, promotion and publicity, Warner Brothers Television Distribution, Los Angeles, has formed Hell-



Award. Dr. Gerald Murphy (third from left), president of the American Cancer Society, presents National Honor Citation to Georgia Association of Broadcasters for its work with the Georgia division of the society. Pictured are (l-r): Wesley Johnson, president, American Cancer Society, Georgia division; Bill Sanders, executive VP, Georgia Association of Broadcasters; Murphy; John Lauer, president, GAB, and general manager, WGST(AM)-WPCH(FM) Atlanta; Larry Lowenstein, chairman, Public Information Committee, ACS, Georgia division, and Steve Vaughn, executive VP, ACS, Georgia division.

man Marketing Services, Los Angeles-based creative and production services agency.

Ellen Cooper, manager, program and affiliate publicity, Showtime/The Movie Channel, New York, named director of consumer public relations. **Tola Murphy-Baran**, manager of business and trade publications, Showtime/The Movie Channel, named director, industry public relations.

Steven Ellis, from Earle Palmer Brown, Bethesda, Md., joins RKO General, New York, as VP, corporate Communications.

Jeanne Reinhart, from Celanese Chemical Co., Dallas, joins Viacom International, New York, as corporate communications associate.

Andrea Mangino-Montoni, from May D&F department stores, Denver, joins KPKE(FM) there as head of promotion department.

Maryse Najar, freelance public relations consultant, Los Angeles, joins KCBS-TV there as publicist.

Darlene Chan, member of promotion department, KTXH(TV) Houston, named promotion assistant.

Allied Fields

Robert A. Chaisson, managing director, ABC Talkradio, New York, since 1982, and previously, director of network development, ABC Radio Networks, has formed own broadcast brokerage firm, Robert A. Chaisson Inc., 50 Locust Ave., New Canaan, Conn. 06840.

Fran Maine, assistant for personnel and administration, National Association of Broadcasters, Washington, named to newly created post of director of personnel. **Robert Yadon**, assistant professor, University of Oklahoma's School of Journalism, joins NAB's television department in newly created position of director of operations.

Michael Keenan, from Stan Merritt Advertising, New York, joins Media General Broadcast Services, Memphis, as account manager, media sales.

Terrence Leahy, attorney, Wilmer, Cutler & Pickering, Washington, joins Mintz, Levin, Cohn, Glovsky & Popeo there as attorney, specializing in communications.

Carl Reynolds, national sales manager, ID library division, Media General Broadcast Services, Memphis, named manager, station merchandise and corporate travel sales departments.

John Wicklein, associate director for news and public affairs programs, Corporation for Public Broadcasting, Washington, named Kiplinger Professor at Ohio State University School of Journalism.

Arlene Francis, co-host, weekly public affairs series, *The Prime of Your Life*, WNBC-TV New York, and long-time radio and television personality, named Broadcaster of the Year by International Radio and Television Society, New York.

Elected officers, Ohio Cable Television Association, Columbus, Ohio: **Patrick Deville**, Buckeye Cablevision Inc./The Cable System, Toledo, president; **David Wilson**, Viacom Cablevision, Warrensville Heights, vice president, and **Dana Webb**, Continental Cablevision of Northeast Ohio, Bay Village, secretary-treasurer.

Deaths

Fred Wacker, 57, vice president, finance, and treasurer, Corporation for Public Broadcasting, Washington, died of heart attack April 14 at Arlington (Va.) hospital. He is survived by his wife, Louise, and three daughters.

Carl Cannon, 69, former station relations contact representative, NBC, New York, died of heart attack March 5 at his home in Suffolk, N.Y. Cannon began his career at NBC as page in 1934. He was also promotion manager at WSMB(AM) New Orleans. He is survived by his wife, Angelica, and two daughters.

Joseph K. Marshall, 64, VP and marketing consultant and former VP and general sales manager, KFRC(AM) San Francisco, died of cancer April 15 at his home in Mill Valley, Calif. He is survived by his wife, Shirley, son and daughter.

United's Verbitsky: leading by example

Among the successful radio entrepreneurs today, Nicholas Verbitsky, president of The United Stations, ranks high on the list. The 37-year-old Fifth Estater is a persuasive salesman with a fiercely competitive spirit that has helped establish his company's strong position in the competitive field of radio program production and distribution.

The United Stations was launched on Sept. 7, 1981, with a staff of four—the founding partners—and concepts for producing long-form radio programming. The company now employs 35, has opened a sales office in Los Angeles and is marketing five long-form programs. According to Verbitsky, 1984 net billings will triple those of 1983.

The company's fortunes can be attributed, in part, to Verbitsky's no-nonsense, hands-on approach to business. "He's a good leader because he leads by example," says Verbitsky's former colleague, Bob Duffy, now chairman of The Christal Co.

Verbitsky's broadcast career can be traced to his freshman year at St. John's University, Jamaica, N.Y., when, as a marketing major, he applied for a job at J. Walter Thompson. "I became the night watchman on the media buying floor for \$1.50 an hour," he says. In the ensuing college years, he would work in several different departments of the advertising agency as a trainee.

Upon graduation—and after a six-month stint in basic training with the Marine Corps Reserve—he became an assistant buyer in Thompson's media department.

It was during Verbitsky's tenure at Thompson that he decided to pursue radio advertising sales. "I was responsible for buying local radio and television time for individual Ford dealer groups nationwide," he says. "After working both sides of the fence—radio and television—I decided I liked radio sales better." Why did he prefer radio? In part, he says, because at the time the medium required more creative buying than television. "Besides, the people selling radio seemed to have a lot more fun."

Verbitsky got a job as account executive with Robert E. Eastman Co. (now Eastman Radio). That was in 1968.

"It was the most demanding company in the radio business at the time," Verbitsky says, recalling sessions each morning called "whizzers," where Eastman management would quiz its salespeople. "I commuted to and from work each day and never read a newspaper," he says. "I just studied."

After two years at Eastman, he decided it was time to get some local station sales experience—as an account executive at all-news WCBS(AM) New York.

With national and local sales experience under his belt, Verbitsky decided his next move should be to radio sales management.



Nicholas John Verbitsky—president, The United Stations, New York; b. Aug. 21, 1946, Brooklyn, N.Y.; BBA, St. John's University, Jamaica, N.Y., 1966; assistant buyer/media department, J. Walter Thompson, New York, 1967-68; account executive, Robert E. Eastman & Co. (now Eastman Radio), New York, 1968-70; account executive, WCBS(AM) New York 1970-73; sales manager, The Christal Co., New York, 1973-74; general sales manager, WHN(AM) New York, 1975-77; station manager, WHN(AM) 1977-78; vice president and general manager, WHN(AM), 1978-80; senior vice president, operations & stations, Mutual Broadcasting System, 1980-81; present position since September, 1981; m. Bonnie Abdellour, Nov. 7, 1981; children (by previous marriage)—Nicholas III, 14 and Paul, 12.

His opportunity came during the fall of 1973, when Bob Duffy, then senior vice president of Eastman Co., left to become vice president and general sales manager of Christal, the radio representative firm then owned by Cox Communications. The first move Duffy made was to hire Verbitsky as his New York sales manager.

In 1975, Verbitsky decided to return to local station sales. He joined country-formatted WHN(AM) New York, then owned by Storer Broadcasting, as general sales manager. This was one of Verbitsky's biggest challenges. "The country format was going through a difficult time, image-wise, in the New York market," says Verbitsky. The station brought in Dale Pon, sales manager, WPLJ(FM) New York, to head its advertising efforts and Ed Salamon, program director, WEEP(AM) Pittsburgh, as program director. The result, says Verbitsky, was a steady rise in station revenues.

Verbitsky was eventually promoted to station manager and in December 1978 became vice president and general manager. Storer, however, decided to sell its radio properties, and WHN was purchased by Mutual in March 1980. Verbitsky stayed on as senior vice president, operations and stations for Mutual, in addition to his station post. It was in

that role for Mutual that the idea for United Stations began to germinate.

Mutual produced a number of music specials and, when those proved successful with advertisers, decided to "contemporize" its music programming, says Verbitsky.

During the October 1980 National Radio Broadcasters Association convention in Los Angeles, Verbitsky recalls, Mutual proposed to Dick Clark, the radio and television personality, the possibility of his hosting a weekly contemporary music countdown program. *Dick Clark's National Music Survey* debuted over Mutual in May 1981.

The Clark show was a "phenomenal success," says Verbitsky, "and Ed Salamon, Frank Murphy [then vice president, station relations for Mutual] and I wanted to expand program offerings even further. We thought the competition would beat us in a lot of different areas if we didn't move on concepts we had been developing." Mutual did not want to move as quickly, he says.

In the summer of 1981, Clark and Verbitsky talked about the possibility of forming a company that would not only produce long-form radio programming but would also deliver a 24-hour country music network to stations via satellite. "That summer we decided that there was definitely a marketplace for what we wanted to do," says Verbitsky. Thus, the United Stations was formed in September 1981 by Clark, Verbitsky, Salamon and Murphy—all of whom have equity in the company.

The company first put a large measure of its efforts into the development of the 24-hour, satellite-delivered country network. "After putting a considerable amount of energy and money into this concept [satellite delivered programming], we decided it was probably before its time," notes Verbitsky.

While other new satellite-delivered radio networks were being planned, United Stations decided to focus its efforts on long-form disk-delivered programming. The first such offering was the three-hour *Weekly Country Music Countdown*, launched in December 1981. This was followed by *Dick Clark's Rock & Roll Remembers*, *The Great Sounds* and *Solid Gold Country*. In addition, last December, United Stations made a deal with KILS(AM) Los Angeles air personality to market *Rick Dees Weekly Top 40*.

What's on the drawing board for United Stations? "We are going to move into some Monday-to-Friday, long-form programming," says Verbitsky. The company is currently examining three projects, two in the talk field and one in music. Verbitsky also acknowledges that satellite-delivered live programming is in the company's future.

As for the future of long-form radio programming, Verbitsky says the production of good national weekly programs is only in the embryo stage. "There's a lot of enthusiasm for these shows at the advertising level," he says. And Verbitsky should know: "I'm out on the streets every day making sales calls." ■

Largest revenue-producing broadcasting operation, **ABC**, led its parent company to **first quarter, 26% increase in revenue** over same period last year. Broadcasting operating profits increased by like percentage (excluding ABC's January sale of KGO-FM San Francisco) to \$57 million, helping company to nearly double net earnings to \$23,862,000 on revenue of \$836,659,000. Behind improved earnings were ABC's five owned-and-operated stations, which, benefitting from Olympic sales, reportedly contributed bulk of increase in operating profits. On negative side, Video Enterprises, even without losses from now-sold Satellite News Channel, erased nearly \$10 million from company's operating profits. Those losses came mostly from ABC Inc.'s partnership in two advertiser-supported cable networks, Daytime and Arts & Entertainment, and in Tele-First (time-delay recording) experiment in Chicago. **ABC Radio operated at loss**, although its performance improved over first quarter of last year, according to Joseph Fitzgerald, director of investor relations.

According to Cincinnati cable official, signs were looking positive last week that enough of city's surrounding suburban communities would go along with plan to enter binding arbitration agreement with **Warner Amex Cable** in tiff over rate hikes, which went into effect April 1 as scheduled. Some 30 suburbs outside Cincinnati are also franchised to WA, and city now says it has 13 firm commitments and six probable commitments to arbitration. Most of town councils involved, however, don't meet until first or second week of May when they can officially approve arbitration concept. Currently, all revenues that WA is getting from increases that went into effect in April are being put into escrow account. If arbitration proceeding gets off ground, and city wins, that money (less whatever rate is approved) would go back to subscribers. If WA were to win, company would keep money. Final decision on whether to go with arbitration is now pushed back to second week of May or thereabouts. If WA balks, due to lack of suburban community support, city will sue to have rate hikes thrown out.

FCC is unlikely to act on network syndication and financial interest proceeding this year, **FCC Chairman Mark Fowler** told more than 20 reporters at brown bag lunch last Friday (April 20). But Fowler said he hoped commission would get to issue in 1985. He said commission wasn't bowing to pressure from Congress. Instead, there was "general sense" that commission wanted to move on to other things. And "frankly, some of the commissioners don't want me to bring it up," he said. Fowler also said he had "serious reservations" about whether commission should give TV stereo must-carry status. He added that he and Representative Mickey Leland (D-Tex.) had made plans to work together to try to establish federal fund to help minorities buy stations.

Ted Bates Advertising, New York, describes **1983-84 year** as one in which "situation comedy hit the skids" and has been supplanted by



Tale of two cities. Donald Wear Jr., CBS Inc. vice president for Washington affairs since November 1981, has been named vice president-policy for CBS/Broadcast Group, reporting to group President Gene Janowski. Wear will begin commuting to New York several days weekly in anticipation of early move; he is succeeding Roger Colloff,

named two weeks ago as VP-general manager for WCBS-TV New York. There's no replacement in sight for Washington post, and no evident hurry to fill it. Wear served as special assistant to then FCC Chairman Richard E. Wiley in mid-1970's, later was NBC's European counsel and then served both abroad and domestically in NBC Sports posts.

Strike update. The National Association of Broadcasters' plans to hold its annual meeting in Las Vegas (April 29-May 2) have not be altered despite the breakdown in talks between striking Las Vegas hotel employees and management negotiators. The talks between the groups collapsed after an extensive nine-hour bargaining session last Thursday. Some observers felt, however, a resolution might still be reached before the NAB meets. According to sources there, half the hotels have settled with the unions and have resumed normal operations. The Hilton, where NAB's convention is being headquartered, has not reached agreement with the unions, however. There are reports of limited maid service at some of the struck facilities and some restaurants are closed. Overall the disruption in services was characterized as "minimal."

adventure/mystery comedy. In report evaluating season and looking ahead to 1984-85, Bates says sitcoms are being replaced by shows such as *Scarecrow and Mrs. King*, *The A-Team*, *Remington Steele*, *The Fall Guy*, *Simon and Simon*, *Dukes of Hazzard* and *Hardcastle and McCormick*. Bates estimates more than one-third of 66 series now on the air will be gone by next fall. Examining pilot for next season, Bates singles out group at each network likely to make fall schedule. At ABC, they are *Mr. Mom*, *Off the Rack*, *Finder of Lost Loves*, *Jessie*, *Midas Valley*, *Paper Dolls* and *Venue*. Leading pilots at CBS are *Crazy Like a Fox*, *Dreams, E.R.*, *Summer*, *Used Cars*, *Cover Up*, *House Detective* and *Murder She Wrote*. Bates cites these promising pilots at NBC: *All Together*, *Help*, *High School USA*, *P.O.P.*, *T.L.C.*, *Berrenger's*, *Double Barrel*, *Fifty Fifty* and *Miami Vice*.

NBC last Wednesday (April 18) obtained exclusive interview with Libyan leader Muammar Qaddafi, carried live on Today show from Tripoli shortly after 8 a.m. Qaddafi granted interview on condition two-way transmissions be set up so he could see *Today* host Bryant Gumbel as interview was conducted. Qaddafi also caught glimpse of Gumbel interviewing actress Joan Collins just before his own interview was scheduled, as well as weatherman Willard Scott, dressed as Easter bunny, doing weather forecast live from Herald Square in New York. Qaddafi said machine gun fire from Libyan embassy in London that killed British policewoman last week was in response to attack on embassy by British police forces. Interview lasted more than seven minutes.

Four new animated half-hour series will be introduced on **ABC TV's Saturday morning children's TV program schedule** on Sept 15. Making their debut will be *Broots* (9-9:30 a.m.), futuristic series starring robots; *Turbo Teens* (9:30-10 a.m.), comedy/mystery starring teen-age boy; *Dragon's Lair* (10-10:30 a.m.), based on popular video game and *Wolfman's KMT* (Kid's Music Television) from 10:30-11 a.m.), story of group of youngsters running music video station. Interspersed between programs are several educational instructional shows including three-minute *Kid Fit* exercise segments and *The One Minute Computer Course*.

According to winter Arbitron book, urban contemporary **WRKS(FM) New York** has unseated contemporary hit **WHTZ-FM** Newark, N.J., as number one station in New York market. Top 40 rocker **KIIS(FM)**, and **MOR/talk WGN(AM)** maintained their top spots in Los Angeles and Chicago, respectively.

FCC Mass Media Bureau announced last week it is sending out authorizations that will permit **Class IV AM stations** that operate with 1 kw during day and with nondirectional antennas to **quadruple their nighttime power**. There is one major catch: stations can't increase their nighttime powers yet. Ongoing negotiations with **Mexico** must be completed first. After that, FCC will announce when nighttime power increases can be implemented. Unless licensees receiving authorizations object to power increases, their licenses will be modified to specify higher nighttime powers. **Class IV stations** operating with directional antennas—or less than 1 kw day—will have to apply for increases.

Canadian Radio-Television & Telecommunications Commission has authorized importation by cable system operators there of **17 U.S. basic cable program services.** Among those not on list were ESPN, MTV, USA Cable Network and Lifetime. In same ruling, commission authorized start-up of two specialty Canadian services—one sports channel and one music video channel—which is why ESPN and MTV were not authorized for importation. CRTC had previously ruled it would not authorize importing of such general entertainment services as independent TV stations which would compete with Canadian television. Thus, it was not unexpected that none of four U.S. independent superstations would not be authorized. Lifetime and another health-oriented U.S. cable service, Hospital Satellite Network, may be considered at later date, proposed Canadian health network is not able to come up with financing necessary for launch. U.S. services approved for importation were AP Newswire and Dow Jones, two text services; Arts and Entertainment; Biznet and Financial News Network; CNN and CNN Headline News; C-SPAN; Country Music Television and Nashville Network; Learning Channel; Reuters Newswire; Silent Network; University Channel; UPI Custom Cable; Professional Education Network and Weather Channel. Proposals for religious services are being considered by several groups, which is why WGN and other U.S.-based religious cable services were not authorized.

Washington Broadcast Services Co. has signed exclusive one-year (with renewal option) **agreement with McHugh & Hoffman Inc.,** Washington-based news consultant, to sell latter's **Talentbank** 1984 talent audition system to television stations nationwide. WBC's five owned and operated stations have signed on as first buyers of Talentbank '84 service. Service is designed for stations looking for new on-air talent, and includes audition library of videocassettes with some 3,000 TV news personalities taped during February sweeps. Tapes include on-air clips of news anchors, reporters, sportscasters and weathercasters from network affiliates in top-100 stations as well as from CNN and CNN Headline News, ESPN and The Weather Channel and various syndicated talk/interview and magazine programs. Stations signing up pay one-year subscription fee which varies according to market size and other factors. Clips have been cross referenced in computer

What's in a name: The Krasnow approach to FCC policy □ *Former National Association of Broadcasters General Counsel Erwin Krasnow, in his first week of private communications law practice with Verner, Liipfert, Bernhard and McPherson, told the Kentucky Broadcasters Association last Thursday (April 19) there was a still better way to deregulate broadcasting. "Reregulation under Chairman [Richard E.] Wiley was a tepid approach to deregulation, primarily consisting of a renumbering and reordering of FCC rules and regulations," Krasnow said. "Deregulation under Chairman [Charles D.] Ferris was actually 'deregulation with strings attached'—namely, fewer regulations as the quid pro quo for restructuring the broadcasting industry by means of stricter multiple ownership restrictions and the encouragement of new services without proper concern for their interference potential," he continued. And "Unreregulation, under Chairman [Mark] Fowler, comes close but still misses in achieving a form of regulation which retains the Communications Act's emphasis on localism and the FCC's role as the traffic cop of the airwaves."*

Krasnow then posed his own alternative: what he calls "ABC-Deregulation." As he described it to the KBA, that would be a deregulation philosophy that would emphasize a return to the basics of government regulation. "Under ABC-Deregulation," Krasnow said, "the FCC would establish technical standards for AM stereo and teletext, would continue to be the arbiter of requests for call signs that might confuse the public, would reject proposals such as FM self-certification and technical deregulation which undermine the integrity of spectrum usage, would establish clear comparative renewal standards and would take effective measures to assure UHF comparability."



Native American station. Principals of the Native American Communications Corp. (NACC) were on hand in Washington last week to receive what FCC said was the first construction permit for a commercial TV station to be owned and operated by American Indians. The permit is for a new TV on channel 45 in Lincoln, Neb. L-r: FCC Chairman Mark Fowler; Wallace Coffey, NACC chairman; Chris Spotted Eagle, NACC secretary-treasurer, and Frank Blythe, NACC president and chief executive officer.

data bank so that stations can order, for example, specific group of audition tapes, such as all those featuring Midwest female anchors commanding salary of between \$30,000 and \$50,000. Within 48 hours of order, said Paul Siegel, executive vice president, LBS, station will receive composite tape with 90-second segments of all personalities in audition group requested. Donna Barris, manager, LBS Communications, will head up company's marketing effort behind Talentbank 1984.

U.S. Court of Appeals in Washington has **affirmed FCC in grant of construction permit to Channel 19 Inc. for television station** on channel 19 in **Cleveland.** Cleveland Television Corp., which had filed mutually exclusive application for facility, had appealed commission decision, declaring it should have been given credit on basis of diversification of ownership of mass media. Challenger cited ownership of radio stations in Cleveland by owners of nonvoting preferred stock of Channel 19. However, commission said such ownership should not be counted against applicant, and court agreed.

FM translator applications filed with FCC that are not "substantially complete"—and those that propose operation in violation of rules without appropriate waiver request, including sufficient public interest showing—will be returned. In public notice, FCC also said commission staff no longer will advise translator applicants of deficiencies and omissions in their applications. Public notice, citing allegations of violations of FM translator rules, also provided highlights of some of appropriate rules and policies.

First quarter net income slipped at Comsat, from \$12.6 million last year to \$12.4 million. **Operating revenue fell** from \$108.4 million to \$105.2 million. Washington-based company experienced costs from planned DBS operation, Satellite Television Co. Losses also continue at Satellite Business Systems, in which Comsat is partner. SBS recently laid off 14% of work force. First quarter earnings per share was 68 cents.

Pickets were withdrawn from entrances to **Financial News Network** April 13 following indications strike by members of National Association of Broadcast Employees and Technicians against Santa Monica, Calif., business program service, might be near end. FNN President Paul Steinle said last week effort by federal mediator to bring settlement in month-long strike were edging two sides closer to agreement.

Official word is expected shortly that **WBEN-AM-FM Buffalo, N.Y., has been sold** by Algonquin Broadcasting Corp. to station president and general manager Larry Levite for **\$7.5-\$8 million.** Serving as brokers for transaction are Blackburn & Co. and The Mahlman Co.

Editorials

False alarms

As a warm-up to action on a larger matter, repeal or repair of its seven-seven-seven rule for multiple ownerships of broadcasting stations, the FCC has eliminated another encrustation on its books. To the displeasure of admirers of the pointless status quo, the commission killed its regional concentration rule, which had prohibited common ownership of three stations if two were within 100 miles of the third and if any primary service contour overlapped another (BROADCASTING, April 16). About time.

Commissioner Henry Rivera dissented. His statement was still in preparation last week, but it will no doubt reflect the party line of the fading "citizen movement" that any relaxation of the commission's ownership standards will frustrate the hopes of minorities to acquire broadcast properties. In the same week that the commission dumped its regional concentration rule, the Rev. Everett C. Parker was back in his old pulpit. Elimination of the rule of sevens, he told a gathering of other figures from the past, would "bar minorities forever from any significant share" in broadcast ownership. Parker darkly sees "a wild scramble by a few of the richest broadcasters to gobble up most of the existing stations and to gain domination over the bulk of viewers and listeners."

That kind of talk provides its own rebuttal.

The rule limiting AM and FM ownership to seven stations in each service has been on the books for more than 30 years and the seven-station TV limit for nearly 30. There is utterly no evidence that the limitations have either advanced or inhibited the entry of minorities into broadcast ownership. Whatever the reasons for the scarcity of minorities among proprietors, they are not to be found in the FCC's multiple ownership rules.

It is equally fatuous to say that repeal of the rules would lead to immediate concentrations of ownership. In the long history of government-imposed ceilings, only two companies, Metromedia and Park Communications, have succeeded in filling their allowable portfolios, and at the moment Park is alone. Where is the Everett Parker bogey of the "richest" getting richer? Among the publicly traded broadcast groups, Park ranks about 35th in size. Thirty-four with resources larger than Park's, some vastly larger, have been unable to find enough suitable properties to reach the ceilings that the FCC allows.

The reason, of course, is that the market sets its own restrictions on broadcast ownership. It is reasonable to assume that if the FCC's rules were repealed, some owners would enlarge their holdings beyond present limits. But as the price of entry to the bigger markets escalates, a real-world limit is imposed. That economic fact would be unchanged if all rules now on the books disappeared.

The numbers game at the commission has been senseless from the beginning. It is now also obsolete.

Who's in charge?

It wasn't much of an event, as Washington events go: 30 or so people gathered for a grandly named forum on telecommunications at George Washington University. But it provided an instructive insight into the arrogance of senior staff members who have all but taken over Capitol Hill.

Featured were Tom Rogers, majority counsel to the House Telecommunications Subcommittee, and Tom Cohen, minority counsel to the Senate Commerce Committee. Rogers is in the driver's seat; his boss, Timothy Wirth (D-Colo.), is chairman of

the subcommittee. Cohen, for the moment, is in decline. The Senate Commerce Committee is under the control of the Republican chairman from Oregon, Bob Packwood. Cohen talks, however, as though the Republican presence were a temporary aberration.

The subject was the FCC's inquiry into the reasonableness and pertinence of the fairness doctrine (BROADCASTING, April 16). Let the commissioners "mess around with it [the doctrine]," Cohen said, and "they'll be in trouble." Rogers, alluding to the views of the FCC's general counsel, who thinks the doctrine is wrong, called it the "Bruce Fein memorial inquiry." Both Cohen and Rogers agreed that the Congress would make the FCC keep its hands off fairness, just as it forced the commission to retreat from its proposed repeal or modification of the television network financial interest and syndication rules and from the imposition of access charges on telephone users.

Maybe Rogers and Cohen can make good their threats. Some of their bosses are already on record, encouraged perhaps by staff advisories, in opposition to the FCC's inquiry. Those bosses also are fond of reminding the FCC that it is a creature of Congress, as the late Sam Rayburn, who had a hand in drafting the Communications Act of 1934, used to say.

But there comes a time when the FCC must defend its turf. If at the end of its inquiry it decides that it can liberalize its fairness doctrine in a way that will withstand appeals in the courts, it must muster the political courage to do so. Otherwise it will lose title to its other designation as an independent agency.

Really big show

The equipment exhibition at the National Association of Broadcasters convention in Las Vegas next week promises to dazzle the eye and send the most sophisticated engineer away in awe. About 700 exhibitors will occupy 300,000 square feet of space in and adjacent to the Las Vegas Convention Center, a wonderland of space age technology.

At last year's convention, with 600 exhibitors on hand, it stretched human endurance to tour the whole display. This year it may require glucose and oxygen. The reassuring element is that the strike that has hit Las Vegas hotels does not involve the exhibition site. If the strikers are still out when the NAB arrives, the Convention Center may be the only place in town with normal service.



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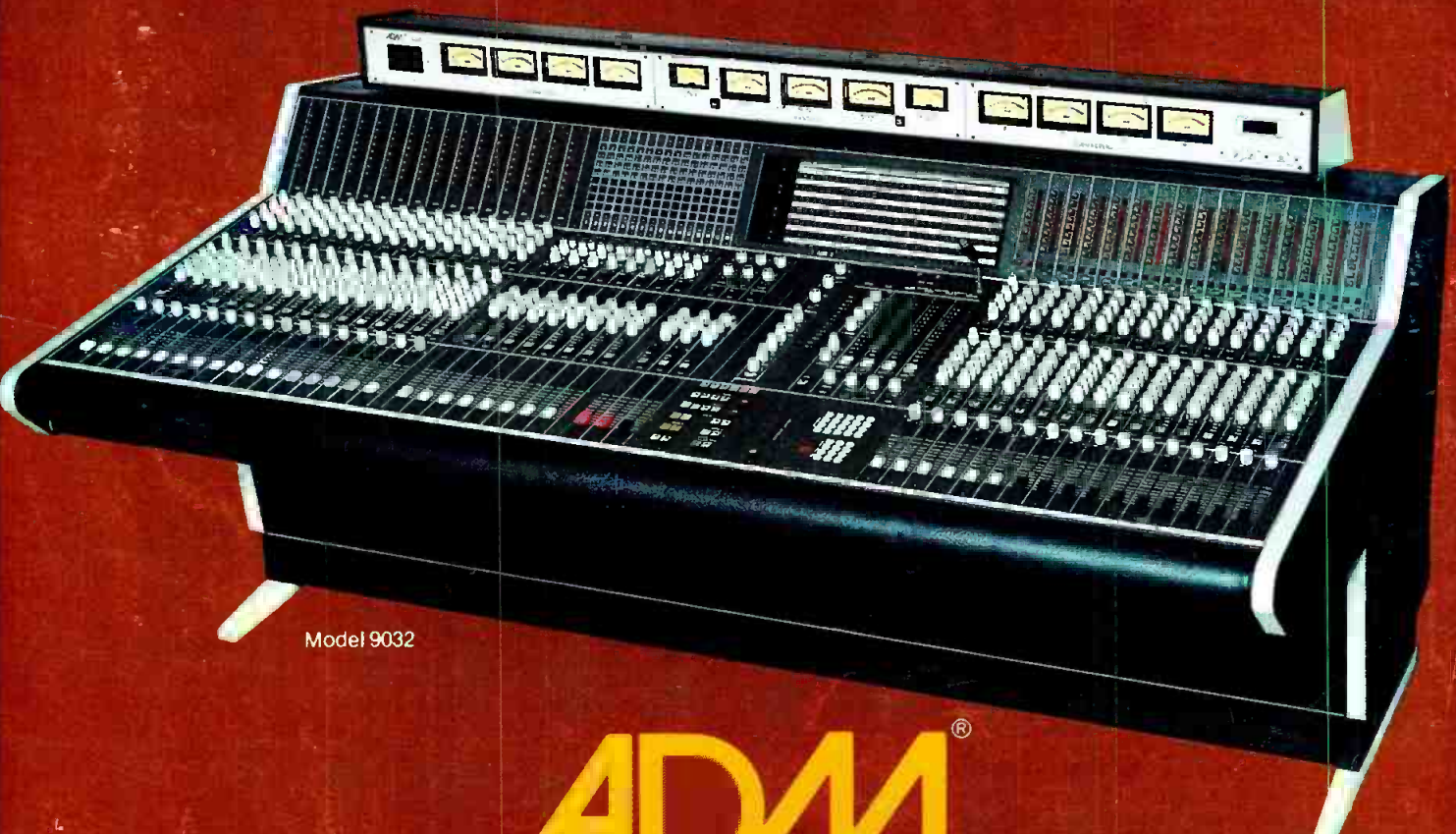


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