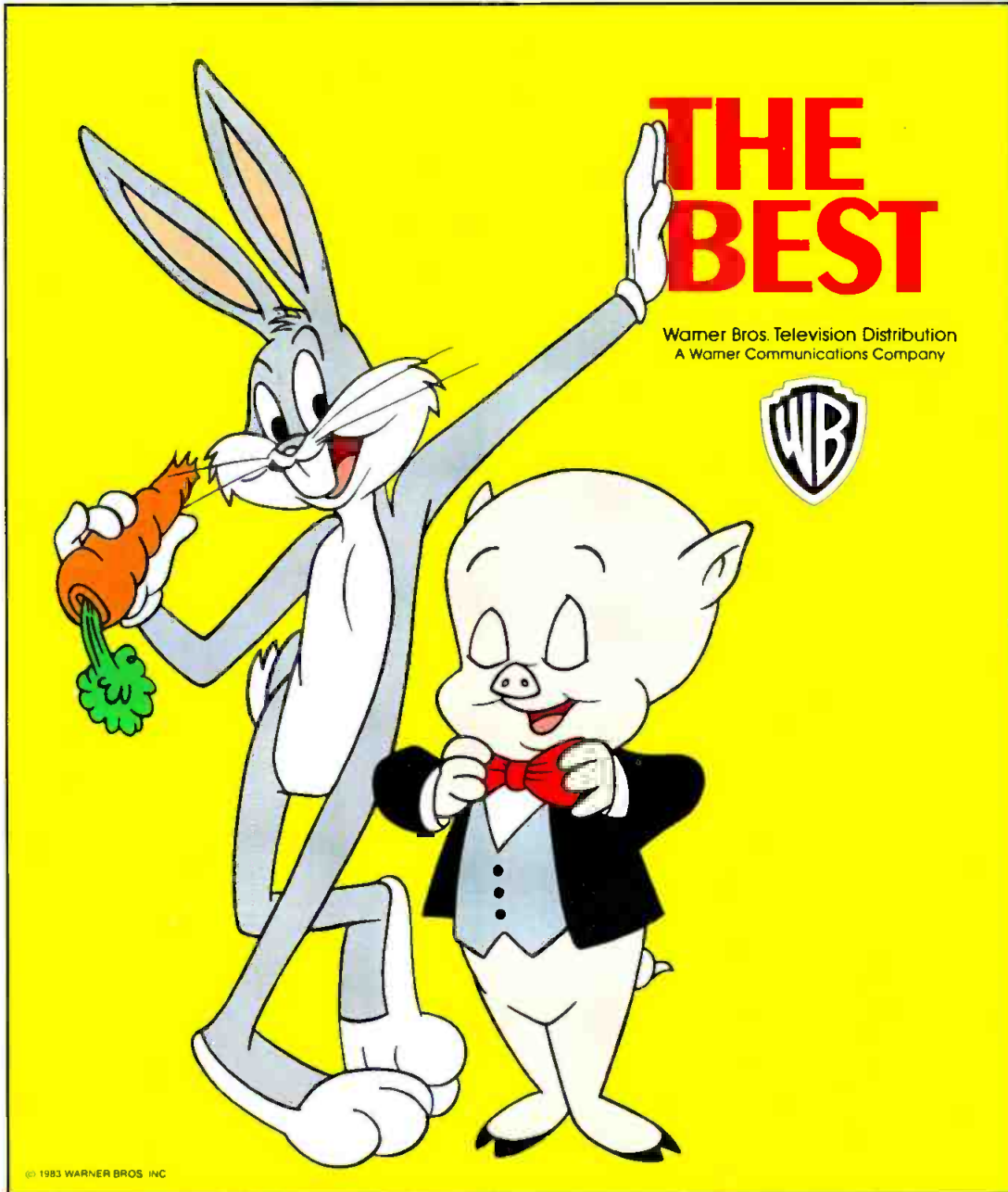


The Fifth Estate

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Broadcasting Mar 9



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56th Year 1987

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The plot thickens
Axe falls again
at CBS News



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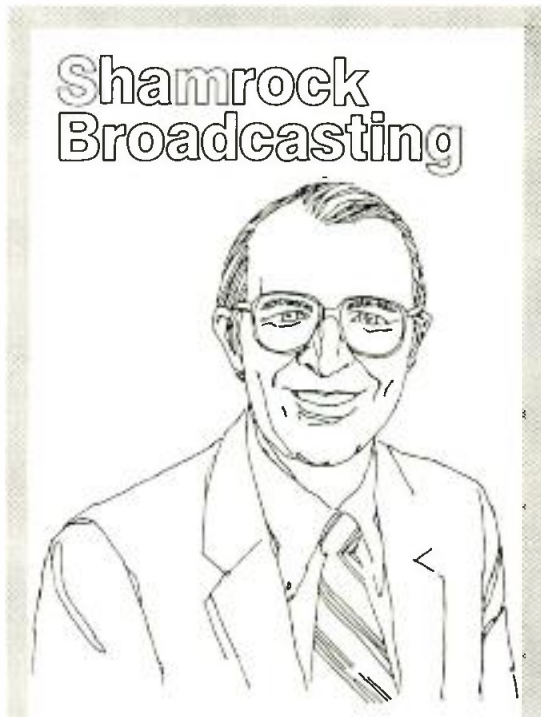
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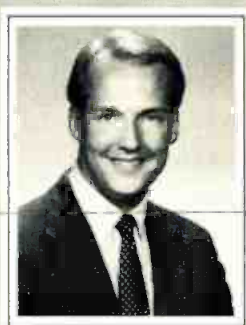
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Radio's Strategic Research Team

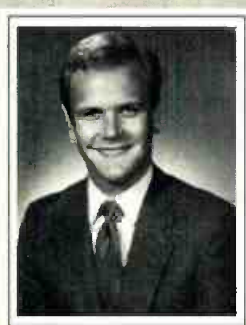
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1986 Sales & Closings

Dick Oppenheimer to George Duncan	\$38,000,000	GROUP Austin, TX / Baton Rouge, LA / Little Rock, AR / McAllen, TX
Alan Beck to John Gambling	\$25,000,000	WLIF (FM) Baltimore, MD
Jim and Jane Hall to Mac Tichenor	\$14,000,000	WOJO (FM) Chicago, IL
Jack Roth to Bob Duffy and Marty Greenberg	\$11,000,000	KONO/KITY San Antonio, TX
Sam Sitterle to John Hiatt	\$ 9,270,000	KAPE/KESI San Antonio, TX
Rob Dyson to James Morrell and John Kelly	\$ 7,500,000	WPTR/WFLY Albany, NY
Otto Schoepfle to Alan Beck	\$ 7,500,000	WELE (FM) Orlando, FL
Fred Godley to Al Kaneb	\$ 7,000,000	WHOM (FM) Mt. Washington, NH
Gery Swanson to Tom Stoner	\$ 7,000,000	WBYU (FM) New Orleans, LA
Tom Joyner to Kerby Confer	\$ 4,400,000	WHKY (FM) Charlotte, NC
Bill and Jim Glassman to Dennis Rooker and John Columbus	\$ 4,095,000	GROUP Wheeling, WV / Jackson, TN / Carbondale, McLeansboro, IL
Bill Dudley to Howard Schrott and Bob Beacham	\$ 2,825,000	WKCW/WDXZ Charleston, SC
Sy Goldman to Allan Roberts	\$ 2,700,000	WSYB/WRUT Rutland, VT



Tom Gammon



Craig Culp



Dan Gammon

AMERICOM



Radio Station Brokerage & Financing

Broadcasting Mar 9

Second thoughts on land-mobile reallocation Arsenal Holdings wins Viacom sweepstakes Numbers come down for CBS News cuts

TURNAROUND? □ Broadcasters seem to be making headway in shifting momentum in FCC's land-mobile inquiry. **PAGE 31.**

BUDGET BLUES □ Latest round of CBS News cuts to number 200 staffers and \$30 million. **PAGE 33.**

VIACOM WINNER □ Viacom board votes to accept \$3.4-billion buyout offer from Arsenal Holdings. **PAGE 34.**

COMPENSATION CURE □ CBS and affiliates resolve compensation problem: increase in commercial inventory in exchange for greater sensitivity to clearances. **PAGE 35.**

TCI DEFEAT □ Supreme Court upholds decision in Jefferson City, Mo.-TCI franchising case. **PAGE 39.**

GOING OVER □ House subcommittee reviews 1988 budget request from U.S. Information Agency. **PAGE 41.**

FUND RETRIEVAL □ Corporation for Public Broadcasting officials hear encouraging words from senators on getting authorization of funds administration seeks to cut. **PAGE 41.**

FAVORITISM □ Senator Pete Wilson (D-Calif.) says State Department has been inattentive to U.S. spectrum needs. **PAGE 40.**

CANADIAN CONTENT □ Canada wants to raise level of Canadian programming on CBC to 90%. **PAGE 43.**

RADIO GAINS □ RTNDA salary survey shows

greater increases for radio staffers than for television. **PAGE 50.**

STUDIED APPROACH □ Advertising Research Foundation conference finds attendees on the leading edge of today's dilemmas—people meters, research methodologies, and the like. **PAGE 51.**

ACQUISITION MINDED □ Home Shopping Network continues to shop for broadcast outlets for its programming. **PAGE 55.**

BLAIR BUY □ Sconnix buys eight Blair radio stations for \$152 million. **PAGE 56.**

PRODUCTION PURCHASE □ Telstar Corp. buys Golden West Television Productions for \$13.5 million. **PAGE 57.**

PEACE PIPE □ First Satellite Broadcasting and Communications Association convention is marked by greater harmony between cable programmers and backyard earth station dealers. **PAGE 58.**

NAB COUNTDOWN □ 'Broadcasters Serving Local America' will be theme of 65th NAB convention, set for later this month in Dallas. **PAGE 62.** Engineering conference of convention has been expanded to five days. **PAGE 64.**

VOICE OF CONSCIENCE □ FCC's newest commissioner, Patricia Diaz Dennis, believes the way to best serve the interests of women and minorities is to best serve the interests of all Americans. **PAGE 87.**

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One way out

Sometimes you can win by losing. That's attitude of elements in FCC and National Association of Broadcasters, who feel that threatened congressional codification of fairness doctrine might not be so bad. Such law would go to courts for challenge, they say, and might provide best chance yet for overturn as unconstitutional.

Medalist

Former Republican Senator from Arizona Barry Goldwater is front runner for National Association of Broadcasters' Grover Cobb award, to be presented at association's annual convention March 28-31 in Dallas. Award is "given to broadcaster or public servant who demonstrates unusual dedication to improving broadcastings's relationship with the federal government."

Comings, goings

It's not known whether Willard R. (Randy) Nichols, vice president, general counsel and secretary, Communications Satellite Corp., would accept FCC seat that will be vacated by Chairman Mark Fowler, even if it were offered. But some well placed Washington operators are promoting Nichols, former chief of staff to Fowler, for job.

For himself, Fowler is said to have heart set on employment that would include Albert Halprin, his Common Carrier Bureau chief.

Wiggler

Some details of deal Intelsat's former director general, Richard Colino, sought to cut with Intelsat in effort to head off possible civil suit have come to light. Colino, along with deputy director general, Jose L. Alegrrett, was dismissed in December after inquiry turned up apparent financial irregularities. Colino in that month is said to have offered to turn over to Intelsat \$300,000 he said he had available in cash. Source of money was not determined. And Colino's lawyers said offer did not constitute admission of wrongdoing. But Intelsat rejected offer. Its lawyers later turned up what they said was evidence indicating diversion of \$5 million of Intelsat money—more than two-thirds of which was said to have gone to benefit of Colino and Alegrrett (BROADCASTING, Feb. 23). Alegrrett satisfied Intelsat with offer to return \$1.1 million of \$1.5 million he was said to have

received from diverted funds.

Colino's lawyers pointed out that, if Intelsat did not accept \$300,000 before Dec. 31, Colino stood to pay 50% of it in income taxes and that Intelsat thus risked losing that much money if its ownership were ever determined. Agreement was reached to place money in escrow where it will remain until court rules on disposition, or Colino surrenders it, or agreement is reached with Intelsat.

Out of the pack

Top New York radio stations have new competitor, at least if latest Birch 12-plus monthly share trend is indication. In Birch Radio's New York January/February report to be released this week, Emmis Broadcasting's WQHT(FM), which switched from top 40/album-rock to blend of urban contemporary and contemporary hit songs in midsummer 1986, pulled 6.8 share—up from 5.3 in December/January and 1.8 in August/September—tying contemporary hit WHTZ(FM) for number-one spot. Arbitron still shows station somewhere in top third of pack; in latest New York monthly report (Arbitrends) for November/December/January, Emmis station is tied for 12th place with WABC(AM) at 3.3, 12-plus share.

Hill call

FCC contingent called on staffs of Senate and House Commerce Committees late last Friday to discuss land-mobile UHF proceeding. FCC asked to brief Hill staff earlier in week but canceled (see "Top of the Week"). Second request for meeting by FCC may have been motivated by Senate Communications Subcommittee's request for internal memorandums that appear to have cast doubt as to whether there is any need for UHF spectrum sharing plan.

Whose viewers?

Independent television is taking issue with Cabletelevision Advertising Bureau's new cable factbook. Association of Independent Television Stations President Preston Padden in meeting last Friday with CAB officials was said to have registered complaint that factbook has misrepresented independent television viewership. Factbook says 15% (13% for local signals and 2% for distant) of total viewing in all television households is to independents, but INTV says that it's actually 21%. INTV contends that 6% of viewing attributed by CAB to superstations among cable TV services (superstations,

satellite networks, pay services) belongs to independents because superstations are picked off air as well as cable. With that deduction, cable viewing would fall from 19% claimed for it by CAB to 13%.

Go sign

CBS/NAB-developed FMX system may be getting back on track. Highly touted technology to extend FM stereo broadcast range was derailed last year by problems in field testing and closing of CBS Technology Center, where research was conducted. Announcement of new industry funding is expected any day, with money going to continued research and promotion. NAB is also forming for-profit subsidiary, NAB Technologies, Inc., to handle its own patent rights on system. CBS has continued to support its FMX team in interim, moving operation intact from now-defunct Technology Center in Stamford, Conn., to other CBS facilities.

Against stream

Word is that CBS News magazine, *West 57th*, will get another shot on air in prime time within month, despite CBS News budget cutbacks. Program's executive producer, Andrew Lack, is gearing up for March debut, although he has not yet received official start date or time. In previous outings, show was given 10 p.m.-11 p.m. slot in midweek. Lack said last week he's hoping for 10 p.m. slot again.

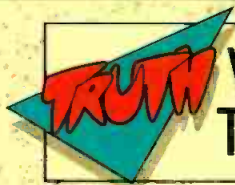
On market

Gillett Group is often rumored to be buyer of television stations, but Nashville-based media company may soon sell its WRLH-TV Richmond, Va., acquired last year from Times Mirror Co. in spin-off with WMAR-TV Baltimore after Times Mirror bought stations with other media properties of Baltimore's A.S. Abell Co. WRLH-TV is only independent in Gillett's 10-station television group.

Special special

NBC Radio News is planning what it calls one of its "most significant one-day programing efforts ever" for Sunday, April 26, when it presents live, three-hour, telephone call-in special on AIDS epidemic. Program, *The NBC Radio News National AIDS Call-In*, will air at 7 p.m. to 10 p.m. NYT from both New York and Washington. Serving as principal anchor will be NBC Radio News correspondent, Peter Laufer.

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Minneapolis	KSTP
St. Louis	KMOV
Denver	KMGH
Sacramento	KOVR
Phoenix	KTVK
Indianapolis	WISH
New Haven	WVIT

Chattanooga	WDE
Portland OR	KAT
San Diego	KGT
Orlando	WES
Kansas City	KMB
Milwaukee	WIS
Cincinnati	WLW
Nashville	WTV
Charlotte	WSO
New Orleans	WVU
Greenville	WSP
Buffalo	WIV
Raleigh	WTV
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Cherokee	WSLS
Honolulu	KITV
Medford Rapids	KCRG
Jackson	KVOA
Springfield	KSPR
Jackson	WAPT
Johnstown	WJAC
Tri-Cities	WJHL

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Las Vegas	KLAS
Waco	KXXV
El Paso	KCIK
Ft. Myers	WINK
Fargo	WDAY
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Charleston	WCSC
Montgomery	WKAB
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Amarillo	KFDA
Reno	KTVN
Boise	KIVI
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GI suit

General Instrument's ongoing campaign to protect the integrity of its Videocipher II scrambling system ensnared two well-known home satellite industry figures last week—Bob Cooper and Shaun Kenny.

GI filed suits against Cooper, Kenny and two accomplices in U.S. District Court in Miami, alleging that they violated federal copyright and antipiracy statutes and a Florida racketeering law in connection with a "Descrambling Summit" sponsored by Cooper last January.

In addition to various injunctions, the suit asks for statutory damages, court costs and punitive damages of "no less than \$5 million."

The filing of the suit coincided with the gathering of a large part of the home satellite industry at the Satellite Broadcasting and Communications Association's semiannual convention in Las Vegas.

Larry Dunham, executive vice president-general manager, GI's Videocipher division, told reporters at the SBCCA show about the suit at an informal briefing in a hotel suite. GI decided against a full-fledged press conference because "we didn't want a high profile," he said. "We want to accentuate the positive" at the show. (GI announced the filing of a similar suit against other individuals last January during the Consumer Electronics Show in Las Vegas.)

According to GI's latest counting, 119,353 dish owners have Videocipher II descrambler. Of that number, GI estimates, about 6,000 have been modified illegally to receive scrambled programing they have not been authorized to descramble. The modification is accomplished through the replacement of the original integrated circuits with so-called "pirate chips."

Few are better known in the still-young satellite television industry than Bob Cooper. He was an industry pioneer, promoting the use of C-band earth stations to receive cable and other programing in the late 1970's. He was also the promoter of trade shows of which last week's SCBA convention is a direct descendant. For several years, he has published *Coop's Satellite Digest*, a technically oriented trade magazine that has reported on efforts to break the Videocipher II system. Cooper is also a former cable operator and executive director of the Community Antenna Television Association.

Shaun Kenny is producer of *Boresight News*, an hour-long home satellite industry news and information broadcast to dish owners via satellite each Thursday evening. The show is, in essence, a video version of *Coop's Satellite Digest*. Last year, it provided lengthy taped reports on the scrambling hearings on Capitol Hill.

According to GI's 16-page complaint, Kenny and Cooper promoted and conducted last January the Descrambling Summit, a series of three seminars in Turks and Caicos Islands of the British West Indies that cost

\$1,500 per person to attend.

During the seminars, the complaint said, "attendees received...pirate chips from Cooper and purchased additional pirate chips from suppliers as arranged and promised by Cooper...all in furtherance of defendant's unlawful scheme to promote the distribution of such pirate chips for use and resale."

After the U.S. Customs Service seized pirate chips being brought into the country by people returning from the second seminar, the complaint said, Cooper "offered to assist attendees of the third...session in attempting to evade the Customs Service by using the mails or other means to bring the pirate chips into the United States."

The complaint also alleges that Cooper and Kenny imported pirate chips into the United States and that Kenny offered a service in which he encouraged "the sale and use of pirate chips by removing U-30 chips from Videocipher II descrambler units and installing in their place a socket suitable for a pirate chip."

Through an employee, Kenny said he would not comment on the suit until he consulted an attorney. Cooper, who lives in the British West Indies, could not be reached for comment.

The last word BROADCASTING heard from Cooper came last December in a story on the breach of Videocipher II's security (BROADCASTING, Dec. 22, 1986). Given the federal laws and the fact that "product is on the street in surprising quantity," Cooper said, "I can't believe somebody has not been grabbed by a federal agency and arraigned, that General Instrument or somebody has not initiated action."

HSN incentives

While the Home Shopping Network continues buying up television stations (see story, page 55), it is also doing its best to sign on new cable affiliates for its two services.

Last week, it unveiled a new stock option plan for cable operators that sign affiliation agreement for either or both of the HSN services prior to April 15. The inducement is available only to cable operators that did not take advantage of HSN's original plan last year.

Under the plan, cable operators that sign up for one service will receive options to buy \$10 worth of HSN stock for each subscriber they commit to receive the service for five years. Operators that go for both services will receive options to buy \$20 for each subscriber they commit for five years. The options will vest over five years at a rate of 20% a year.

"We expect to gain 10 million to 15 million with this offering," said HSN Chairman Roy Speer in a prepared statement. The 1986 stock-option promotion attracted 69 MSOs, he said. "Now as some the [other] shopping services begin to fold, HSN is clearly the

dominant home shopping service and the only reporting service operating at a profit," he said. "The uncommitted cable operators have a new opportunity to benefit from HSN's growth."

Speer also said that HSN has paid more than \$21 million in commissions to cable operators.

Seeing black

David Hall, vice president and general manager of The Nashville Network, said last week that TNN would be profitable for the first time in 1987. Speaking at a luncheon for the New York chapter of the National Academy of Television Arts and Sciences, Hall said that TNN has been "in the hole a substantial amount," and that it will "make a return on [its] investment" this year. The cable network has grown from some 350 annual hours of programing when it launched March 7, 1983, Hall said, to more than 2,000 hours of "original, cable-exclusive programing each year," with more than 30 million subscribing households.

In celebration of TNN's fourth anniversary in April, the network has planned 21 specials, supported by a \$1-million advertising campaign. Included are four new series: Gene Autry's *Melody Ranch Theater*, *Grand Ole Opry Live Backstage*, *Outdoor News Network* and *This Week in Country Music*. In addition, TNN will move its *Nashville Now* series for a week of live programing from Las Vegas during April.

Disney Home Companion

The Disney Channel has completed its agreement with Minnesota Public Radio to air the final 17 episodes (ending June 13) of *A Prairie Home Companion* with Garrison Keillor. Disney also has the option to repeat the episodes within a year. *PHC* will debut on the cable service March 7 at 9-10:30 p.m. (NYT/PT), with a program to be taped earlier that evening at the *PHC* home base at the World Theater in St. Paul, Minn. Disney also said that the Eastman Kodak Co., which is partially funding the *PHC* telecasts, will receive on-air credit before and after the program.

Pirate punishment

Home Box Office Inc., American Television & Communications Corp., ESPN and Southern Satellite Systems Inc. (the common carrier for WTBS-TV Atlanta) have obtained a court ruling that six Florida hotels and motels in the Orlando-Kissimmee area committed signal piracy, HBO said last week.

According to HBO, U.S. District Judge G. Kendall Sharp in U.S. District Court of the Middle District of Florida, Orlando division, found that the six hotels and motels, all controlled by Amir Khimani, were liable for "violations of Section 605/705 of the Cable Com-

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trademark infringement, unfair competition and Florida theft statute violation." The properties were found to have pirated the HBO signal in violation of the rights of HBO and the local cable operators, HBO said.

The court awarded HBO and its co-plaintiffs \$53,622.44 in damages, including an award of \$20,000 to HBO in statutory damages for copyright infringements by two of the properties, HBO said, adding that a "permanent injunction will be entered in a final judgment after issue of attorneys' fees and costs has been decided."

More exclusives for Showtime

Showtime/The Movie Channel Inc. has signed an agreement with Universal Pay Television Inc. for the exclusive U.S. pay TV rights to more than 200 movies. The agreement begins with titles available in the fall of 1987, and runs through 1993. Included are three new Universal movies: "Hail! Rock 'N' Roll," with Chuck Berry; "Women in Rock" with Tina Turner, The Pretenders, Pat Benatar, The Bangles and Whitney Houston, and "James Joyce's Women," with Fionnula Flanagan.

According to Fred Schneier, Showtime-TMC Inc. senior vice president of program acquisitions, program enterprises, the acquisition of the new titles "reaffirms" the company's policy of programming exclusivity and "further strengthens our avowed policy of approaching 100% differentiation for our networks in the near future, and does it with product which will support our prime time scheduling goals."

Reader celebration

Manhattan Cable TV and the Arts & Entertainment cable network will present videotapes of A&E programming based on literature to the New York Public Library video collection, in celebration of President Reagan's declaration of 1987 as the "year of the reader," A&E said last week. Among the tapes to be presented to the library are A&E's *Jane Eyre* series, the A&E-British Broadcasting Corp. co-production of *The Diary of Anne Frank*, *Oliver Twist*, *The Mozart Miracle*, *The Architecture of Frank Lloyd Wright*, *Long Day's Journey into Night*, *Portrait of Giselle* and *Joseph Papp: Rehearsing Hamlet*.

Musical Mardi Gras

MTV: Music Television went south last week, airing 28 hours of "Mardi Gras Madness" from New Orleans. Included in the mix was live coverage of the parades and music, a look at the traditional Mardi Gras balls, and special guest appearances by Stevie Ray Vaughn, *Miami Vice*'s Michael Talbot, the Fabulous Thunderbirds and Wierd Al Yankovic. Some New Orleans musicians—including Fats Domino, Allen Toussaint, Dr. John and the Neville Brothers—were also on hand to offer commentary on the festivities, MTV said. MTV VJ's Alan Hunter, Julie Brown and Mark Goodman telecast their shifts from a balcony overlooking Bourbon Street for four days, Feb. 28-March 3.

The Fifth Estate Broadcasting

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Business Briefly

TELEVISION

Cabot Corp. □ E-A-R Division of Cabot has launched test campaign in markets throughout country with flights extending over six months and ending in

August. Campaign is estimated to cost \$4 million at annualized rate and is designed to promote Serene Soft Foam ear plugs. This is first consumer advertising for product. Commercials

will be placed in early fringe and prime time. Target: women, 21-49. Agency: Smith/Greenland, New York.

Suncast Co. □ Lawn and garden tools will be spotlighted in two-week flight planned to start in late March in selected markets in Midwest. Fringe and sports periods will be used for commercials. Target: adults, 25-54. Agency: Hoffman-York Compton, Milwaukee.

Porsche Cars of North America □ Three-week flight is scheduled to kick off in mid-March in 29 markets including Miami, San Diego, Dallas and Houston. Commercials will appear in fringe, prime and sports segments. Target: men, 25-54. Agency: Chiat/Day, Los Angeles.

Pan American World Airways □ New campaign for Pan Am will be inaugurated this week in New York, Miami, Washington, San Francisco and Los Angeles, with Boston, Detroit, Philadelphia and Chicago being added week of March 23. Flights will be from three to six weeks. Commercials will be placed in prime, early and late fringe

AdVantage

One-from-three. Merger of three subsidiaries of Ted Bates Worldwide to create AC&R/DHB&Bess was completed last week. Consolidation of three New York-based agencies—Sawdon & Bess, AC&R Advertising and Diener/Hauserker—forms new firm with billings of about \$311 million and with 157 clients. Agencies have specific and different skills: Sawdon is specialist in retailing; AS&R has expertise in direct marketing and public relations, and Diener/Hauser is strongly represented in entertainment advertising and has offices in San Francisco, Los Angeles, San Diego and Fort Lauderdale, Fla. Bates itself was acquired last year by Saatchi & Saatchi and also owns Campbell-Mithun, Stern Walters/Earle Ludgin and William Esty Co., which now reports directly to Saatchi.

□

In high gear. Television advertising for cars and trucks rose by 22% in 1986 to \$2,072,986,400, according to special analysis made by Television Bureau of Advertising of Broadcast Advertisers Reports data. Network television amounted to \$824,921,100, up 11%. Spot television totaled \$1,248,065,300, up 30% from 1985. General Motors led auto and truck spenders with investment of \$398,191,100, up 10%, followed by Ford Motor, \$299,676,800, up 12%, and Chrysler Corp., \$161,034,800, up 2%. TVB noted that \$6,877,200 in auto/truck commercial television advertising placed on syndicated programs is not included because no comparable figure is available for 1985.



John McLaughlin fuels the fire while respected journalists Jack Germond, Morton Kondracke, and Robert Novak provide informative and often explosive opinions.

Join them all on the McLaughlin Group. It just might be the freshest, boldest, most incisive political show on the air.

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The McLaughlin Group

Made possible by a grant from GE.



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Top spenders. Procter & Gamble topped the Television Bureau of Advertising lists of leading national spot television and leading network television advertisers in 1986. P&G rang up \$451,529,500 in network spending and \$233,444,500 in spot.

TVB's compilation also shows the leading local spot TV advertiser in 1986 was PepsiCo Co., with \$130,890,400 and the leading local spot television product classification was restaurants and drive-ins with \$744,836,600. The top national spot television product group was food and food products, \$976,736,500, which also captured the honors in the network television products classification with \$1,523,419,000.

Behind P&G in national and regional spot television were Philip Morris Companies, \$132,181,500; PepsiCo., \$123,346,800; General Mills, \$117,210,200 and Toyota Motor Sales, \$90,284,900.

Trailing P&G in network television advertising expenditures were Philip Morris Companies, \$342,443,900; General Motors, \$233,786,000; Unilever, \$202,371,300 and McDonald's Corp., \$193,001,600.

Figures were compiled by TVB from Broadcast Advertisers Reports data.



Photography by GEOFFREY MONTAGU

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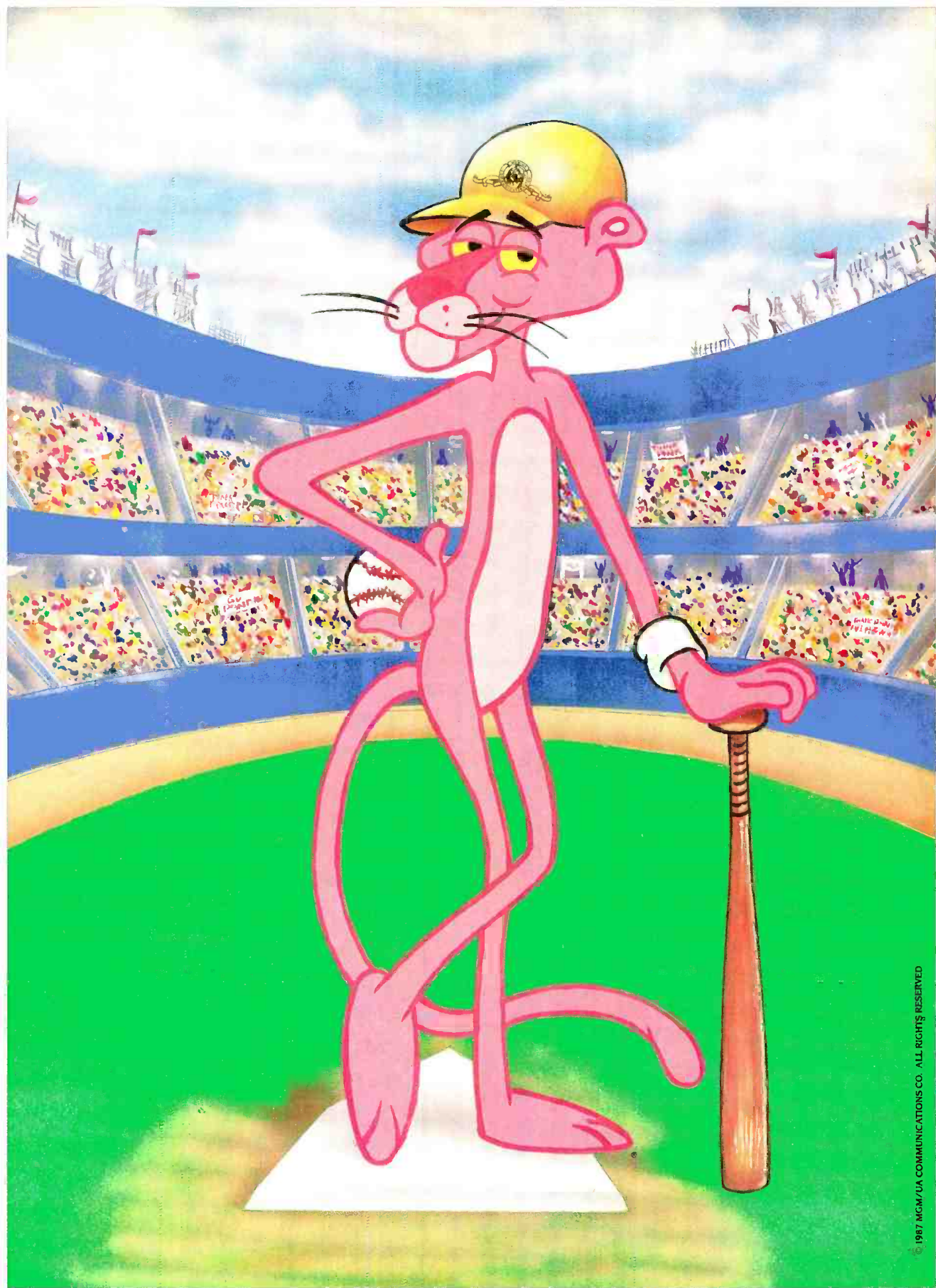
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MGM/UA Television Syndication

SOURCE: NSI-ROSP 80/81



and sports periods. Target: adults, 25-54. Agency: Wells, Rich, Greene, New York.

Mitsubishi □ New front-wheel drive car imported by Mitsubishi, Precis, is being promoted in nationwide campaign starting this week. Commercials, which will be scheduled in prime, early fringe and live sports programming, will be carried in 32 markets. Target: adults, 21-35. Agency: Grey Advertising, New York.

American Healthcare Services □ Firm specializing in health care services has begun flight in three markets and plans to advertise in as many as five markets

during March and April. Ads will run in all dayparts. Target: women, 18-49, adults, 35 and older. Agency: Stern/Monroe Advertising, Chicago.

RADIO

Honey Baked Ham □ One-week flight is set to run in New York and Boston in April, with expectation that second radio effort for two weeks will be scheduled in same markets in May. Commercials will be placed in all dayparts. Target: women 35-64. Agency: Smeltzer Communications, Alpharetta, Ga.

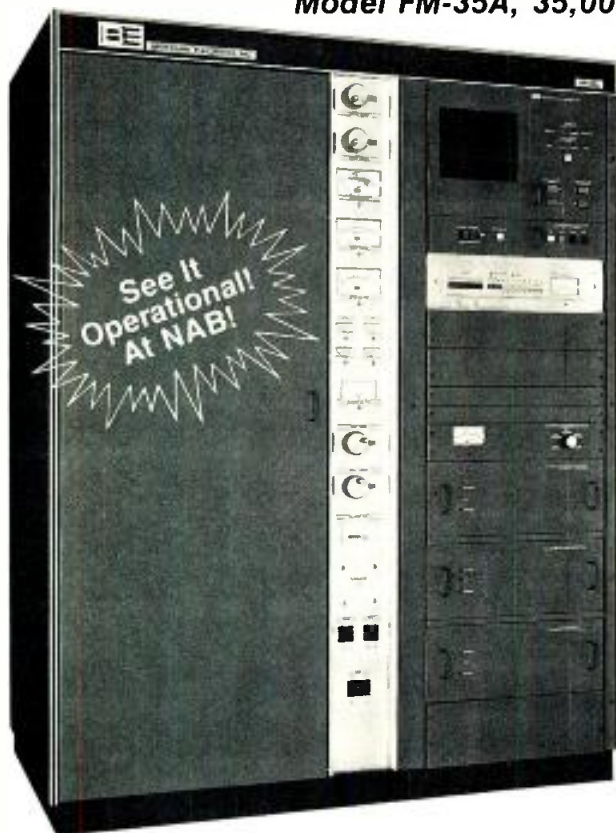
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Rep Report

KUBB-FM Modesto, Calif.: To Hillier, Newmark, Wechsler & Howard (no previous rep).

□

WAYV(FM) Atlantic City: To Katz Radio from Hillier, Newmark, Wechsler & Howard.

□

WRKL(AM) Pomona, N.Y.: To Katz Radio (no previous rep).

Just Pants Inc. □ Seller of men's and women's jeans will kick off three-week flight in late September in about 50 markets. Commercials will be carried in all dayparts. Target: men and women, 12-24. Agency: Cohen & Greenbaum, Chicago.

RADIO & TV

Conoco Motor Oil □ Spring-summer campaign in about 50 markets will be launched in May in markets including Dallas, Denver and Oklahoma City. Commercials will be placed in all dayparts. Target: adults, 25-49. Agency: Taylor Brown & Barnhill, Houston.



Reaching out. C&P Telephone, the Bell Atlantic company serving Maryland, Virginia, West Virginia and District of Columbia, will launch its first corporate advertising campaign this week to reach small businesses and residential customers.

The 10-city campaign will consist of five four-week flights throughout 1987 and commercials will be carried in all dayparts. Target: adults, 18 and older. Agency: Ketchum Advertising, Washington.

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SEPTEMBER '87!

ORION[®]

TELEVISION SYNDICATION

A children's TV commentary from Allen Banks, executive VP, media director, DFS Dorland, New York

The problem with kids these days is programers

Kids today simply cannot be trusted.

There once was a time when an adult could predict what kids liked—particularly when it came to television. All you had to do was start out with the premise that children love to watch television. Then you put shows on the air that were brightly colored and filled with animated characters that ran around doing all sorts of crazy but entertaining things. That formula always seemed to show up in the rating books with huge numbers of youngsters glued to their sets with as much rapture as their moms exhibited watching daytime and prime time soaps and their dads watching sports programs.

Times have changed and the unthinkable seems to be happening: According to both Arbitron and A.C. Nielsen, despite having *more* to watch, children appear to be watching *less* television this year than last. In November 1985, the average child viewed about 27¾ hours a week, up an hour and a half from 10 years earlier. But this past November, total viewing was down to 26¼ hours.

And ratings for children's shows were down even more. In November 1984, the average children, 2-11, rating for the top 20 syndicated animated programs airing primarily Monday through Friday was a 7.8.

In November 1985, we saw a drop to 7.0, and in November 1986, we were down to 5.8, a drop in two years of 25%.

The situation on Saturday morning at the networks doesn't seem much better. The networks' share of viewing was down 9% in 1986 from 1985, and the average kid rating was down 10% (11.6 to 10.4).

What the heck is going on? Isn't anything sacred anymore? Kids' ratings are supposed to go up, not down.

The easy answer is that the rating services screwed up again. "Nielsen and Arbitron don't know what they are doing"; "they changed the methodology"; "they messed up on the samples"; "the numbers will return to normal soon." The only problem with those answers is that both rating services are coming up with the same directional trend. It's too much of a coincidence for both of them to have blown it at the same time.

At least one network is saying its ratings are down because we had mild weather last fall compared to the year before: The weather was good, and the kids were outside and weren't watching TV. Do you buy it? I am not certain I do—seems to me the fall of 1985 was at least as warm as the fall of 1986.

So what's going on? I believe a lot of things.

First, we have a great amount of *fragmentation*—more stations on the air programing



Allen Banks is executive vice president, media director at DFS Dorland/ New York. He joined DFSD in 1964 as a media planner. He was named a vice president in 1970, a senior vice president in 1976 and the following year was named media director. In 1982 he was made executive vice president and was named to the board; in 1985 he was named to the executive committee.

to reach the same limited number of viewers. The child universe hasn't grown nearly as fast as the number of new stations that have entered the marketplace.

Second, syndicators are forced by advertisers to obtain 70% or better coverage of the U.S. to approximate national coverage. As a result, the syndicators add relatively weak stations to their lineups to reach needed coverage levels.

Third, the audience sees a lot of sameness—one robot show looks like another. No variety, everything is predictable even to the young child audience—which can't be taken for granted.

Fourth, over the past few years, one of the major inducements for a station to take a program was that a major toy line based on the program was going to be introduced with a large advertising budget to support it. The idea, of course, was that the advertising for the product would help give the show added visibility and vice versa. Is it possible that children, being as fickle and uncommitted to products as they are, simply lose interest in a program that they have been involved with as a play toy—a show and a toy whose characters they know well enough to be tiring of them?

Fifth, stations have been bouncing programs around on their schedules creating little opportunity for their audiences to develop a sustained pattern of viewing. Think back on how the networks hurt themselves when

they nervously moved their prime time schedules all over the place and the viewers had a devil of a time trying to determine what they wanted to see on a regular basis. I think that the same thing is happening to the kids.

Six, too many of the new shows ignored half of the audience universe by appealing primarily to boys and virtually ignoring the female segment.

Seven, total children viewing hours haven't decreased nearly as much as the ratings for individual programs, so if ratings are down on the commercial over-the-air programs, kids must be watching something else on television. Cable ratings for kids programing such as USA and Nickelodean and nonkids programing like CBN are up. Sitcoms like *Diff'rent Strokes*, *What's Happening* and *Gimme a Break* are generating kid viewing, and VCR's are in almost 50% of the homes. These are all combining to draw kids away from regular broadcast stations.

But I would be remiss if I didn't mention that there are programs that are working well and could work even better if stations put them in more appropriate time periods. You know them and know them well—they are programs that have been around for years—programs that were well written, had great animation, animation done in the U.S. where the stories were written, programs that played originally in movie theaters or in what has become prime access (7-8 p.m.) where the shows had to appeal to adults as well as kids.

Kids' ratings are down, but I think they can go up if the stations involved do three things:

- Make sure the programing people spend some time with the kids' schedule. Some programs work better as lead-ins to others; some appeal to both boys and girls, and some work better in the a.m. than the p.m.

- Don't commit themselves to every new show that comes to them. Shows can't all be well written or well produced. They sure as shooting aren't all going to work.

- Last but not least, don't be afraid to air a program that has been around for 20 years in a good time period. Kids who are between 2 and 11 years old don't know that it is an "old" show. I think the biggest problem we have is that programers at stations get tired of their programs before the viewers do.

Kids' programing has built many stations. No one finds a new station quicker than a child, and children will introduce stations to their parents. Children's programing forms the most viable counterprograming to news and talk shows, and we need it if we are to have an appropriate environment in which we can advertise many of our products.

There's nothing the matter with kids today that good programs in the right time periods won't fix.

Datebook

This week

March 9-11—"Racial Diversity-The Media: A Blueprint for Action," conference sponsored by *Institute for Journalism Education*. Westin hotel, Washington. Information: (415) 642-8288.

March 10—*International Radio and Television Society* "Second Tuesday" seminar, "The Future of Televised Sports." Panelists: Neal Pilson, CBS Sports and Broadcast Operations; Seth Abraham, HBO; Roger Werner, ESPN; Bryan Burns, Major League Baseball; Jerry Solomon, Busch Media Group, and Barry Frank, Trans World International. Viacom conference center, New York. Information: (212) 867-6650.

March 10—*Ohio Association of Broadcasters* Akron/Canton managers' meeting. Quaker Square, Akron, Ohio.

March 10—*National Association of Broadcasters* "group fly-in," open forum meeting for radio group chief executive officers and presidents. Westin O'Hare, Chicago. Information: (202) 429-5417.

March 10—Deadline for entries in *Center for New Television's* regional fellowship program, film and video production grants in Illinois, Indiana, Michigan and Ohio. Information: (312) 565-1787.

March 10—*Women in Cable, New York chapter*, meeting, "Cable Hardware Showcase." HBO Media Center, New York. Information: Beth Araton, (212) 661-6040.

March 10—"Public Relations and AIDS," seminar sponsored by *Center for Communication*. Harper & Row Publishers, New York. Information: (212) 930-4878.

■ **March 10**—*Virginia Public Radio Association* spring meeting. Holiday Inn South, Charlottesville, Va. Information: (703) 568-6221.

■ **March 10-11**—"Wall Street 1987—Takeover and Trading Questions and Bank and S&L Problems," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

March 10-13—*Audio Engineering Society* convention. Queen Elizabeth II conference center, London. Information: (212) 661-8528.

March 11—*American Women in Radio and Television, Washington chapter*, meeting, "Where Will the Jobs Be in 1997?" National Association of Broadcasters, Washington. Information: Lisa Tate, (202) 628-3544.

March 11—*Electronic Media Marketing Association* meeting. Yale Club, New York. Information: (203) 625-0101.

March 11—*National Academy of Television Arts and Sciences, New York chapter*, lunch featuring John Corporon, president, INN. Copacabana, New York.

■ **March 11**—"The New Fee Collection Program," brown bag lunch sponsored by *FCC Consumer Assistance and Small Business Division, Office of Congressional and Public Affairs*. FCC, Washington. Information: (202) 632-7000.

■ **March 11**—*International Television Association, St. Louis chapter*, panel discussion of shortcuts in video production. Christian Hospital Northeast, St. Louis. Information: Sarah Kendall, (314) 725-4334.

March 12—Deadline for entries in 26th annual Washington Emmy Awards, sponsored by *Washington chapter of National Academy of Television Arts and Sciences*. Information: Dianne Bruno, NATAS, 9405 Russell Road, Silver Spring, Md. 20910.

March 12—*Advertising Club of Greater Boston* luncheon, in conjunction with American Association of Advertising Agencies, featuring speaker Charlotte Beers, chairman, AAAA, and chairman/CEO. Tatham-Laird & Kudner. Sheraton-Boston hotel, Boston.

March 12—"The New Technologies: Describing the Alphabet Soup (DBS, SMATV, MDS, MSO)," seminar sponsored by *Center for Communication*. New York.

Information: (212) 930-4878.

March 12-13—*American Advertising Federation* spring government affairs conference. Keynote speaker: Warren Burger, retired chief justice of Supreme Court. Other speakers include Senator Ernest Hollings (D-S.C.) and Representative John Dingell (D-Mich.). Willard hotel, Washington. Information: (202) 898-0089.

March 12-15—*National Association of Black Owned Broadcasters* 11th annual spring broadcast management conference. Intercontinental hotel, New Orleans. Information: (202) 463-8970.

March 13—*Ohio Association of Broadcasters* Cleveland managers' meeting. Stouffers, Cleveland.

Also in March

March 15—Deadline for entries in 10th annual Home-town USA Video Festival sponsored by *National Federation of Local Cable Programmers and Fuji Photo Film's magnetic products division*. Awards are made to local origination productions "that address community needs, develop diverse community participation in the production process, challenge the conventional commercial television format and move viewers to look at television in a different way." Information: Julie Ormelchuck, NFLCP, 906 Pennsylvania Avenue, S.E., Washington 20003; (202) 544-7272.

March 15-16—*West Virginia Broadcasters Association* spring meeting. West Virginia Marriott hotel, Charleston, W.Va.

March 15-19—Nebraska Videodisk Workshop, sponsored by *Videodisk Design/Production Group of Nebraska ETV Network/University of Nebraska-Lincoln*. UN campus, Lincoln, Neb. Information: (402) 472-3611.

March 17—Presentation of 27th annual International Broadcasting Awards honoring "world's best television and radio commercials," sponsored by *Hollywood Radio and Television Society*. Century Plaza hotel, Los Angeles.

March 17-18—*New York State Broadcasters Association* sixth annual call on Congress. Capitol Hill, Washington.

■ **March 17-18**—*National Cable Forum* press tour, featuring cable network programming. Waldorf Astoria, New York.

March 18—*National Academy of Television Arts & Sciences, New York chapter*, luncheon featuring Bruce Christensen, president. Public Broadcasting Service. Copacabana, New York. Information: (212) 765-2450.

March 18—*New Jersey Public Broadcasting Authority* board of commissioners meeting. New Jersey Network, Trenton studio. Information: (609) 530-5252.

March 18-19—*Texas Association of Broadcasters* TV

Day. Austin, Tex.

March 19—*Television Bureau of Advertising* regional sales training conference. Airport Holiday Inn, Portland, Ore. Information: (212) 486-1111.

March 19—*International Radio and Television Society* newsmaker luncheon, featuring panel on "AIDS and the Mass Media." Panelists: George Dessart, CBS/Broadcast Group; Betty Hudson, NBC; Dr. Ruth Westheimer, host of *Dr. Ruth Show* on Lifetime Cable Network; Francis Martin, Chronicle Broadcasting Co., and Dr. Art Ulene, Lifetime and NBC. Waldorf-Astoria, New York.

March 20-21—*Radio-Television News Directors Association* region 12 meeting with Syracuse University. Syracuse, N.Y. Information: Brian Whittemore, (518) 381-4848.

March 20-21—Fourth annual Broadcasting-Taishoff seminar, sponsored by *Sigma Delta Chi Foundation*. Maison du Puy, New Orleans. Information: (312) 922-7424.

March 20-22—*Intercollegiate Broadcasting System* national convention. New York Penta hotel, New York. Information: Jeff Tellis, (914) 565-6710; Andy Moore, (803) 782-7413.

March 22-26—*Gannett Center for Media Studies* technology studies seminar. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

March 21—"Television Syndication: A Practical Guide to Business and Legal Issues," symposium sponsored by *Los Angeles County Bar Association, Intellectual Property and Unfair Competition Section*. Beverly Wilshire hotel, Los Angeles. Information: David Shall, (213) 468-4375.

■ **March 21**—"Making a Living as a Director," seminar sponsored by *New York University's School of Continuing Education*. NYU, New York. Information: (212) 598-2116.

■ **March 22-26**—*Gannett Center for Media Studies* technology studies seminar. Columbia University, New York. Information: (212) 280-8392.

■ **March 23**—Deadline for entries in 14th annual daytime Emmy awards, sponsored by *Academy of Television Arts and Sciences*. Information: Michael Llach, (818) 953-7575.

March 24—*American Women in Radio and Television* 12th annual National Commendation Awards luncheon. Waldorf-Astoria, New York.

March 24—*Federal Communications Bar Association* luncheon. Speaker: Tom Brokaw, NBC. Washington Marriott, Washington.

March 24—*Television Bureau of Advertising* regional sales training conference. Meriden, San Francisco. Information: (212) 486-1111.

March 24-26—"How States and Cities Are Coping as

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WILL KEEP YOU ...



Here's What Broadcasters Say About THE HARRIS CONNECTION:

VHF-TV

Joseph A. Carriere, President
Caprock Telecasting, Roswell, NM/Lubbock, TX:

"When a studio fire wiped us out, our Harris sales manager was on the scene in six hours and we were back on the air in 10 days!

Our VHF equipment from Harris gives us the best quality money can buy. And Harris really stands behind its products.

Over the years, Harris has treated us very well. Other manufacturers may make good equipment, but not all can give the kind of support we get from Harris."

KNOB, FM-RADIO

John R. Banoczi, General Manager
Anaheim, CA:

"When it came time to buy a 35 kW transmitter, we found that Harris had the right product with the right features at the right price — so we went with the Harris FM-35K.

Besides — Harris has an excellent reputation for backing and servicing the products it sells."

KCOB, AM-RADIO

John Carl, General Manager
Newton, IA:

"Our SX-1A, 1 kW AM transmitter performs as advertised. It gives us a stand-out presence on the dial — especially in our fringe areas.

And Harris's SunWatch has completely solved our PSA/PSSA power scheduling problems. I don't know how a station could do it otherwise.

When we've needed service, Harris has always come through."

WEAT, AM-RADIO

Bert Brown, Chief Engineer
West Palm Beach, FL:

"Most AM broadcasters who have upgraded their facilities in this part of the state have gone with Harris SX transmitters. As you are well aware, this is a lightning prone area of the country, and our SX-5A has performed well above our expectations in the area of maintenance and downtime.

We chose Harris for its professional service and support. I have a good rapport with Harris people."

WSTQ, FM-RADIO

Al Moll, General Manager
Streator, IL:

"Before we switched to Harris, we were barely on the air with a poor signal. Our FM-3.5K, 3.5 kW transmitter makes us a stand-out on the dial."

KHBS, UHF-TV

Don Vest, Director of Engineering
Sigma Broadcasting, Fort Smith, AR:

"KHBS is our first Harris installation, and I'm very glad I did it.

What impresses me most about Harris is the service and parts support. In 19 years of broadcasting, it's the most cooperative and helpful in the industry.

Harris knows how to treat its customers. Harris is going to win!"

WOMA, FM-RADIO

Dale Eggert, General Manager
Algoma, WI:

"Our FM-3.5K, 3.5 kW transmitter has operated flawlessly since our sign-on last November.

And our Harris representative not only helped us put our equipment package together, but stayed on duty after the sale to see that we met our critical air date!"

WKNO, VHF-TV

Pat Lane, Chief Engineer
Memphis, TN:

"Before I ordered our two new transmitters, I tested three service departments. Harris was the only one with an engineer on duty at 10:30 p.m., the Fourth of July. With the others I got a recording and an answering service.

What impresses me most about Harris is the attitude and the people."

Find out today how The Harris Connection can keep your station **ON THE AIR** . . .

. . . and we'll send you your free, full-color **ON THE AIR** poster. An up-to-the-minute symbol of our industry's rich tradition.

Just call us TOLL FREE at 1-800-4-HARRIS, ext. 3002. Or write: Harris Corporation, Broadcast Division, Marketing Department, P.O. Box 4290, Quincy, IL 62305. Our poster supply is limited, so act today.



Federal Funds Shrink," conference for journalists sponsored by *Washington Journalism Center*, Watergate hotel, Washington. Information: (202) 331-7977.

March 25—*Illinois Broadcasters Association* college seminar. Illinois State University, Normal, Ill.

March 25-27—*Virginia Cable Television Association* 21st annual convention. Homestead, Hot Springs, Va.

March 25-27—"Counseling Clients in the Entertainment Industry: Music, Film and Television and Theatrical Production and Financing," sponsored by *Practising Law Institute*, St. Moritz, New York. Information: (212) 765-5700.

March 25-28—*American Association of Advertising Agencies* annual convention. Boca Raton hotel and beach club, Boca Raton, Fla.

March 25-29—"Television and the New Video Technologies," sponsored by *Popular Culture Association*. Queen Elizabeth and LeChateau Champlain hotels, Montreal. Information: William Rugg, Oklahoma State University, School of Journalism and Broadcasting, Stillwater, Okla.

March 26—*Television Bureau of Advertising* regional sales training conference. Airport Hilton, Los Angeles. Information: (212) 486-1111.

March 26—*National Academy of Television Arts and Sciences*, *New York chapter*, luncheon featuring Michael Jay Solomon, member, office of the president. Lorimar-Telepictures, Copacabana, New York.

March 26—"An Evening about Public Broadcasting: How to Participate in PBS Programming," sponsored by *Academy of Television Arts and Sciences*, Directors Guild Theater, Los Angeles.

March 26-28—*Broadcast Education Association* annual convention. Loews Anatole hotel, Dallas. Information: Louisa Nielsen, (202) 429-5355.

March 26-28—*American Advertising Federation* ninth district conference. Sheraton Inn, St. Joseph, Mo.

March 27—Deadline for nominations for seventh annual Hugh Hefner First Amendment Awards, "honoring individuals who have been involved in the vigorous defense of First Amendment rights," sponsored by *Playboy Foundation*. Information: (312) 751-8000.

March 27-28—*National Federation of Local Cable Programmers*, *Southeast regional conference*, "Community Access: Playing for Keeps," North Carolina Association of Educators, Raleigh, N.C. Information: (919) 755-6278.

March 28—"A Conversation with Susan Stamberg (co-host of National Public Radio's *Sunday Morning Edition*)," one in series of lectures sponsored by *WETA-TV Washington*, WETA studios, Arlington. Information: (703) 998-2713.

■ **March 28**—*Association of Maximum Service Telecasters* membership meeting, held concurrent with NAB convention (see below), Dallas Convention Center, Dallas.

■ **March 30**—*Association of Maximum Service Telecasters* engineering breakfast, held concurrent with NAB convention (see below), Adolphus hotel, Dallas.

March 28-31—*National Association of Broadcasters* 65th annual convention. Dallas Convention Center, Dallas.

March 29-31—*Cabletelevision Advertising Bureau* sixth annual conference. Speakers include Trygve Myhren, ATC; Robert Clasen, Comcast Cable; Ted Turner, Turner Broadcasting System; Fred Vierra, United Cable Television Corp.; Ed Bleier, Warner Bros. Television; Kay Koplovitz, USA Network; Jerry Maglio, Daniels & Associates, and Lon Bencini, General Mills, Waldorf-Astoria, New York. Information: (212) 751-7770.

March 30-April 1—Council on Foundations 38th annual conference, including film and video festival. Atlanta. Information: (202) 466-6512.

March 31—*Television Bureau of Advertising* regional sales training conference. Airport Clarion, Denver. Information: (212) 486-1111.

March 31—*Broadcast Pioneers* annual breakfast, held during National Association of Broadcasters convention (see above), Loews Anatole, Dallas.

March 31—Deadline for entries in 1987 *International Radio Festival of New York*, worldwide competition for radio advertising and programming. Information: (914) 238-4481.

March 31—Deadline for entries in CEBA (Communications Excellence to Black Audiences) Awards, sponsored by *World Institute of Black Communications*.

Information: (212) 586-1771.

April

April 1—*National Academy of Television Arts and Sciences*, *New York chapter*, luncheon featuring Bob Shanks, executive producer, CBS's *The Morning Program*, Copacabana, New York. Information: (212) 765-2450.

April 1—Luncheon honoring newly elected members of Advertising Hall of Fame, Carl Nichols, Arthur Nielsen, Raymond Petersen and Robert Woodruff, sponsored by *American Advertising Federation* and hosted by *Wall Street Journal*, Waldorf-Astoria, New York.

April 1-5—*Alpha Epsilon Rho*, *National Broadcasting Society*, 45th annual convention. Clarion hotel, St. Louis.

April 2—*Television Bureau of Advertising* regional sales conference. Airport Hyatt Regency, Chicago.

April 3-4—Cable-Tec Expo, annual show sponsored by *Society of Cable Television Engineers*, Hyatt Orlando hotel, Kissimmee, Fla. Information: (301) 468-3210.

April 5-11—10th annual International Public Television Screening Conference (INPUT), hosted by *Spanish Radio and TV Corp. (R.T.V.E.)*, Manuel de Falla Centre, Granada, Spain. Information: Enrique Nicanor, (341) 218-22-76.

April 6-7—*National Association of State Radio Networks* meeting. Ponchatrairie hotel, Detroit. Information: (501) 225-6017.

April 7—*Television Bureau of Advertising* regional sales conference. Amlac East, Dallas.

April 7—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

April 7—*Women in Cable*, *New York chapter*, "cable month" salute. HBO Media Center, New York. Information: (212) 661-6040.

April 8—Ohio State Awards ceremony, National Press Club, Washington. Information: (614) 292-0185.

April 8—Satellite teleconference on role of media in

Major Meetings

March 25-28—*American Association of Advertising Agencies* annual convention. Boca Raton hotel and beach club, Boca Raton, Fla.

■ **March 28-31**—*National Association of Broadcasters* 65th annual convention. Dallas Convention Center. Future conventions: Las Vegas, April 9-12, 1988; Las Vegas, April 29-May 2, 1989; Atlanta, March 31-April 3, 1990; Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

March 29-31—*Cabletelevision Advertising Bureau* sixth annual conference. Waldorf-Astoria, New York.

April 1-5—*Alpha Epsilon Rho*, *National Broadcasting Society*, 45th annual convention. Clarion hotel, St. Louis. Information: (409) 294-3375.

April 21-27—23d annual *MIP-TV*, *Marches des International Programmes des Television*, international television program market. Palais des Festivals, Cannes, France.

April 26-29—*Broadcast Financial Management Association* annual meeting. Marriott Copley Place, Boston. Future meeting: April 17-20, 1988, Hyatt Regency, New Orleans, and April 9-12, 1989, Loews Anatole, Dallas.

April 26-29—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. Omni hotel, St. Louis.

April 29-May 3—*National Public Radio* annual public radio conference. Washington Hilton, Washington.

May 17-20—*National Cable Television Association* annual convention. Las Vegas Convention Center, Las Vegas. Future meeting: April 30-May 3, 1988, Los Angeles Convention Center.

May 17-20—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 31-June 2—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 6-9—*American Advertising Federation* annual convention. Buena Vista Palace hotel, Orlando, Fla.

June 9-11—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 10-13—*American Women in Radio and Television* 36th annual convention. Beverly Hilton, Los Angeles.

June 10-14—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 31st annual seminar. Peachtree Plaza, Atlanta; June 8-12, 1988, Bonaventure, Los Angeles, and June 21-25, 1989, Renaissance Center, Detroit.

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

Aug. 16-19—*Cable Television Administration and Marketing Society* 14th annual meeting. Fairmont hotel, San Francisco.

Aug. 30-Sept. 1—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta. Future meeting: Sept. 7-9, 1988.

Sept. 1-4—*Radio-Television News Directors Association* international conference. Orange County Convention Center, Orlando, Fla.

Sept. 9-12—Radio '87, sponsored by the *National Association of Broadcasters*. Anaheim Convention Center, Anaheim, Calif. Future meetings: Sept. 14-17, 1988, Washington; Sept. 13-16, 1989, New Orleans; Sept. 12-15, 1990, Boston, and Sept. 11-14 (tentative), 1991, San Francisco.

Oct. 6-8—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 18-21—*Association of National Advertisers* 78th annual convention. Hotel del Coronado, Coronado, Calif.

Oct. 30-Nov. 4—*Society of Motion Picture and Television Engineers* 129th technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles. Future conferences: Oct. 14-19, 1988, Jacob K. Javits Convention Center, New York, and Oct. 22-27, 1989, Los Angeles Convention Center.

Nov. 11-13—*Television Bureau of Advertising* 33d annual meeting. Atlanta Marriott.

Dec. 2-4—*Western Cable Show*, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Jan. 6-10, 1988—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles. Future convention: Jan. 4-8, 1989, Century Plaza, Los Angeles.

Jan. 23-26, 1988—*Radio Advertising Bureau's* Managing Sales Conference. Hyatt Regency, Atlanta.

Jan. 29-30, 1988—*Society of Motion Picture and Television Engineers* 22d annual television conference. Opryland hotel, Nashville. Future meeting: Feb. 3-4, 1989, St. Francis hotel, San Francisco.

Jan. 30-Feb. 3, 1988—*National Religious Broadcasters* 44th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington. Future meetings: Jan. 28-Feb. 1, 1989, and Jan. 27-31, 1990, both Sheraton Washington and Omni Shoreham, Washington.

Feb. 26-29, 1988—*NATPE International* 25th annual convention. George Brown Convention Center, Houston.

current U.S./USSR relations, produced by Center for Communication, hosted by ABC anchor Peter Jennings in U.S. and Vladimir Pozner in Soviet Union. Held in conjunction with *American Society of Newspaper Editors* convention. Masonic auditorium, San Francisco. Information: (212) 930-4878.

April 9—*Television Bureau of Advertising* regional sales conference. Marriott North, Columbus, Ohio.

April 9-10—Fourth annual minority career workshop, sponsored by *International Radio and Television Society*, Viacom Conference Center, New York. Information: (212) 867-6650.

April 10-11—10th annual Great Lakes Radio Conference, sponsored by *Specs Howard School of Broadcasting*, Central Michigan University, Michigan Association of Broadcasters and Alpha Epsilon Rho, CMU campus, Mt. Pleasant, Mich. Information: (517) 774-3851.

■ April 10-11—*Kentucky Cable Television Association* general membership meeting, Lake Cumberland State Park, near Jamestown, Ky. Information: Patsy Judd, (502) 864-5352.

April 10-12—*Oklahoma AP Broadcasters Association* annual convention, Marriott, Tulsa, Okla.

April 13—*Electronic Media Marketing Association* meeting, Yale Club, New York. Information: (203) 625-0101

■ April 13—"Sportscasting: Past and Present," roundtable discussion featuring sportscasters Curt Gowdy, Jack Brickhouse and Dick Enberg, sponsored by *American Sportscaster Association* and *Downtown Athletic Club of Orlando*, Radisson Plaza, Orlando, Fla. Information: (212) 227-8080.

April 14—*Television Bureau of Advertising* regional sales training conference, Sheraton Music City, Nashville

April 15—Deadline for entries in National Psychology Awards for Excellence in the Media, "to recognize and encourage outstanding, accurate coverage which increases public understanding of psychology," sponsored by *American Psychological Association* and *American Psychological Foundation*, Information: APA, 1200 17th Street, N.W., Washington, 20036.

■ April 15 Deadline for applications for fellowships sponsored by *Radio and Television News Directors Foundation*: Michele Clark Fellowship, Vada and Barney Oldfield Fellowship for National Defense Reporting and RTNDF Fellowship in Science and Health Reporting, Information: Ernie Schultz, RTNDF, 1717 K Street, N.W., Suite 615, Washington, 20006

April 16—*Federal Communications Bar Association* luncheon. Speaker: Supreme Court Justice Antonin Scalia. Washington Marriott, Washington.

April 16—*Television Bureau of Advertising* regional sales training conference, Westin Peachtree Plaza, Atlanta. Information: (212) 486-1111.

April 16—*National Association of Black Owned Broadcasters* third annual communications awards dinner, Sheraton Washington hotel, Washington. Information: Lynne Taylor, (202) 463-8970.

April 17—*National Committee on Films for Safety* 45th annual competition of films and videotapes that have as their objective "accident prevention in order to increase safety and health consciousness." Information: Christine Taylor, NCFS, 444 North Michigan Avenue, 28th Floor, Chicago 60611; (312) 527-4800.

April 17-18 Ninth annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group Inc.*, Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

April 21—*Television Bureau of Advertising* regional sales training conference, Americana, Albany, N.Y. Information: (212) 486-1111.

April 21—*Scripps Howard Foundation* National Journalism Awards banquet, Cincinnati. Information: (513) 977-3826

April 21—*International Radio and Television Society* newsmaker luncheon, Waldorf-Astoria, New York.

April 21-27—23d annual MIP-TV, *Marches des International Programmes des Television*, international program market Palais des Festivals, Cannes, France.

April 22—*National Academy of Television Arts & Sciences*, New York chapter, luncheon featuring Neal Pilson, president, CBS Sports and Broadcast Operations, Copacabana, New York. Information: (212) 765-2450.

April 22—*White House Correspondents' Association*

annual dinner, Washington Hilton, Washington.

April 22-24—*Electromagnetic Energy Policy Alliance* annual meeting and symposium, Westin hotel, Washington.

April 22-25—Fifth annual National Hispanic Media Conference, Los Angeles Hilton, Los Angeles. Information: (202) 783-6228.

April 23—*Television Bureau of Advertising* regional sales training conference, Dunfee City Line, Philadelphia. Information: (212) 486-1111

April 23—Presentation of fifth annual Lowell Thomas Award, for excellence in broadcast journalism, to David Brinkley, presented by *Marist College*, Poughkeepsie, N.Y. Helmsley Palace, New York.

April 23-24—*Indiana Broadcasters Association* spring meeting, Embassy Suites North, Indianapolis.

April 24-26—*Federal Communications Bar Association* annual seminar, Keynote speaker: FCC Commissioner James Quello, Wintergreen resort, Wintergreen, Va.

April 25—"A Conversation with David McCullough (host of WETA's *Smithsonian World*)," one in series of lectures sponsored by *WETA-TV Washington*, WETA studios, Arlington. Information: (703) 998-2713.

April 26-28—Technical workshop for public radio engineers, sponsored by *National Public Radio's representation division*, NPR headquarters, Washington.

April 26-29—*Broadcast Financial Management Association* 27th annual meeting, Marriott Copley Place, Boston. Information: (312) 296-0200.

April 26-29—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting, Omni hotel, St. Louis.

April 26-29—*American Public Radio* affiliates conference, Columbia Inn, Columbia, Md. Information: Diane Engler, (612) 293-5417

■ April 27-28—"First Amendment Values in Space: Freedom of Communications and the New Space Technologies," symposium sponsored by *Catholic University*, Washington, and funded by *Capital Cities Foundation of CapCities/ABC Inc.*, CU campus, Washington. Information: (202) 635-5600.

April 28—*Illinois Broadcasters Association* membership "phoneathon," Hilton hotel, Springfield, Ill.

April 28—"Religion and Politics in America Today," conference for journalists sponsored by *Washington Journalism Center*, Watergate hotel, Washington. Information: (202) 331-7977.

April 29—"How Television Is Transforming Politics," conference for journalists sponsored by *Washington Journalism Center*, Watergate hotel, Washington. Information: (202) 331-7977.

April 29-30—*Illinois Broadcasters Association* spring convention and awards banquet, Hilton hotel, Springfield, Ill.

April 29-May 2—*National Translator Association* annual convention, Winrock Inn, Albuquerque, N.M. Information: F.A. Bibeau, (505) 764-2441

April 29-May 3—*National Public Radio* annual public radio conference, Washington Hilton

May

May 5-6—*Ohio Association of Broadcasters* spring convention, Hotel Sofitel, Toledo.

May 6—*Broadcast Pioneers* George Foster Peabody luncheon, Plaza hotel, New York.

May 6—*New Jersey Public Broadcasting Authority* board of commissioners meeting, New Jersey Network, Trenton studio. Information: (609) 530-5252.

May 8-10—*Texas AP Broadcasters Association* 26th annual convention, Marriott Capitol, Austin, Texas.

May 9-16—27th Golden Rose of Montreux, television festival for light entertainment programming, Montreux, Switzerland. Information: (212) 223-0044.

May 12—*International Radio and Television Society* "Second Tuesday" seminar, Viacom Conference Center, New York. Information: (212) 867-6650.

May 12—*Electronic Media Marketing Association* meeting, Yale Club, New York. Information: (203) 625-0101.

May 12-14—*Florida Association of Broadcasters* legislative day Radisson hotel, Tallahassee, Fla.

May 13—*American Women in Radio and Television, Washington chapter*, meeting, "New Advances in Satellite Technology," National Association of Broadcasters, Washington.

May 14-15—*Kentucky Broadcasters Association* spring convention, Louisville, Ky.

May 16-23—Fourth International Festival of Comedy Films, sponsored by *Committee for Culture, Bulgarian Filmmakers Union, Committee for Television and Radio, Bulgarian Cinematography Corp.* and *House of Humor and Satire-Gabrovo*, Gabrovo, Bulgaria.

May 17-20—*National Cable Television Association* annual convention, Theme: "Television Serving America," Las Vegas Convention Center, Las Vegas.

May 17-20—*CBS-TV* annual affiliates meeting, Century Plaza, Los Angeles.

May 17-21—Nebraska basic videodisk design/production workshop, sponsored by *Nebraska ETV Network/University of Nebraska-Lincoln*, UN campus, Lincoln, Neb. Information: (402) 472-3611.

May 21—*Federal Communications Bar Association* luncheon. Speaker: Jack MacAllister, chairman and CEO, US West, Washington Marriott, Washington. Information: Patricia Reilly, (202) 429-7285.

May 21—*Illinois Broadcasters Association* sales seminar, Pere Marquette hotel, Peoria, Ill.

May 21—*International Radio and Television Society* newsmaker luncheon, Waldorf-Astoria, New York.

May 25-28—Canadian Satellite User Conference, sponsored by *Telesat Canada*, private commercial corporation which owns and operates Canada's Anik satellites. Theme: "Directions for the Future," Ottawa Congress Center, Ottawa, Canada. Information: (617) 727-0062.

May 26-27—"Gambling in America: Where Are the Lotteries Taking Us?" conference for journalists sponsored by *Washington Journalism Center*, Watergate

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hotel, Washington. Information: (202) 331-7977.

May 26-30—Fifth annual JCPenney-Missouri Television Workshop, sponsored by *University of Missouri-Columbia School of Journalism*. UM campus, Columbia, Mo. Information: (314) 882-7771.

May 27-29—*Prix Jeunesse Munchen*, children's television seminar. Bayerischer Rundfunk, Munich. Information: (089) 59-00-20-58.

May 27-30—*International Television Association* 19th annual international conference. Keynote speaker: Linda Ellerbee, co-host, ABC's *Our World*. Washington Hilton, Washington. Information: (214) 869-1112.

May 28-31—*NATPE Educational Foundation* management seminar for program executives. University of Colorado at Boulder, Boulder Colo. Information: (212) 949-8890.

May 30-June 1—Fourth annual ShowBiz Expo, exposition and conference for film and video professionals. Los Angeles Convention Center. Information: (213) 668-1811.

■ **May 30-June 2**—International Summer Consumer Electronics Show, sponsored by *Electronics Indus-*

tries Association. McCormick East, Chicago. Information: (202) 457-8700.

May 31-June 2—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June

June 4-7—*Missouri Broadcasters Association* spring meeting. Rock Lane Lodge, Branson, Mo.

■ **June 5-7**—*National Council for Families and Television* annual conference. Santa Barbara Hilton, Santa Barbara, Calif. Information: (213) 876-5959.

June 6-9—*American Advertising Federation* annual convention. Buena Vista Palace, Orlando, Fla.

June 10-14—31st annual Television Programing Conference. Disney World, Orlando, Fla. Information: (904) 432-8396.

June 7-13—*Eighth Banff Television Festival*. Banff, Alberta, Canada. Information: (403) 762-3060.

June 8-10—*NBC-TV* annual promotion executives conference. Peachtree Plaza. Atlanta.

Errata

Statement in Feb. 23 story on TV market revenue projections (page 51) that "By 1992 Los Angeles should have surpassed New York as the number-one market for local and spot television revenue" is misleading. **Los Angeles was number-one market in chart's 1986 column** as well as in 1992 projection.

June 9—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

June 9-11—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 10-13—*American Women in Radio and Television* 36th annual convention. Beverly Hilton, Los Angeles.

Open Mike

Call controversy

EDITOR: I don't mean to sound like an old broadcast geezer, upset because there are no good spark transmitters on the market anymore, or mad at the FCC for breaking their nice round figure tradition and giving AM stations those weird FM power levels like 4.2 kw. I'm even able to accept the end of the good old days when a sharp broadcaster could memorize the specific class "A" FM channel numbers, and could say, with finality, that the AM band ends with 1600 kc.

What does concern me, however, is the commission's recent proposal to modify its broadcast call sign rules so that "K" and "W" stations could be authorized in any part of the country, or, most dramatic, permitting non-commonly owned stations to use duplicate call letters. This type of deregulation could prove very confusing.

Perhaps the real issue here is whether or not the commission desires to continue regulating call letters. Personally, I hope that it does, and will do so with its present understandable and equitable system.

In terms of broadcast audiences, there is a "public interest consideration" in the existing call letter setup—which, for example, allow only one company (at a time) to operate broadcast outlet(s) designated WABC. If this type of proposed revamping were done by the Federal Trade Commission, every soft drink bottler in America would re-label their wares "Coca-Cola."

Should the proposed system, with its Pandora's box potential for a multiplicity of identical call lettered, non-commonly owned broadcast facilities, go into effect, I am afraid that in order to deliver an exclusive ID, an announcer might have to say: "This is WZZZ. . . You know, the WZZZ with green carpeting in the lobby, and the general manager who drives a '79 Chevy.—*Peter Hunn, Westport, N.Y.*

EDITOR: Your Feb. 16 editorial "When East was East" is right on target. The practice of

assigning K or W call signs depending on whether the station is east or west of the Mississippi is part and parcel of industry history which does no harm to the public interest or marketplace.

In other areas of our culture, such as historic buildings, our society has favored preservation efforts through favorable tax credits or zoning treatment. Perhaps the FCC should do likewise, at least to the extent of taking "historic preservation" into account with respect to a widely accepted tradition which is almost as old as broadcasting.—*Ramsey L. Woodworth, Wilkes, Artis, Hedrick & Lane, Washington.*

Editor's note: The K and W initial call sign letters were assigned to the U.S. by international agreement in 1912, and the Commerce Department, Federal Radio Commission and, finally, the Federal Communications Commission followed an unofficial policy of using the Mississippi River as the dividing line. In 1973, that policy became a commission rule, according to an FCC spokesperson.

Background check

EDITOR: Does it bother anybody else that not one person listed in your Feb. 23 article on candidates for Mark Fowler's FCC seat is a broadcaster?

Although it's obvious that much of the commission's work does not touch us directly, so much of what has been done recently would have turned out better if "one of us" had been there.—*Lindsay Wood Davis, general manager, WSV4(AM)-WQPO(FM) Harrisonburg, Va.*

AM battle plan

EDITOR: I am a lover of radio. All my life I've listened to the radio. When I was a teenager I was one of the first in my group to have an FM radio. The Fisher stereo decoder was an early purchase of mine. I bought a car in the 60's because it had FM stereo. Today

my car radio has both AM stereo modes and wide-band detector.

But I am saddened as I see AM slipping away. FM receivers have been improved many, many times in the past 25 years since stereo, but AM receivers have all but gotten worse. The lone Sony SRF-A100 is a ray of hope.

Unless the radios on which we now listen to AM radio are thrown away, the battle will be lost before the fight begins. AM stereo may not be the savior of AM radio but it has brought to light the need to put AM receivers on the same footing as FM receivers. Then the winner of the rating wars and advertising dollars will be put back in the managers' office where he (she) belongs. Third, AM radio does sound as good as FM. New radios for AM and FM should be continuous tuning without a switch that says AM or FM. The digital tuners of today switch from the top of the band to the bottom of the band and they could just as easily switch from 107.9 to 530 and from 1700 to 88.1. Finally, the audio can be made equal by installing sharp filters that automatically adjust the AM bandwidth based on signal level.

So until the broadcaster convinces the receiver makers to do what needs to be done there is no way AM will ever gain back an audience of even 50% of radio listeners.—*Mark J. Manucy, engineer, Baltimore.*

Equal time

EDITOR: Perhaps your "Progress report" editorial of Feb. 16 should take a look at the editorial just above it entitled, "A majority of one." That editorial states that Representative Dingell is set in concrete; he ranks the fairness doctrine just after the 10 Commandments in its permanence.

If more people observed God's fairness doctrine—the 10 Commandments—we wouldn't need condom advertising.—*Leon A. Anthony, Unicorn & Co. Productions, Milwaukee.*

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TOP OF THE WEEK

FCC's land-mobile UHF plan hitting stumbling blocks

Internal commission memos cast doubt on whether there is any need for switching spectrum to land mobile; NAB and AMST step up lobbying

The FCC's controversial proposal to permit additional land-mobile use of UHF TV spectrum has been tentatively scheduled for action at an open meeting March 19. Yet it appeared as of late last week that the proposed reallocation may not be the foregone conclusion generally expected.

Lobbying efforts by the National Association of Broadcasters and the Association of Maximum Service Telecasters appeared to be bearing fruit. Also apparently causing some second thoughts at the FCC last week was word that the contents of previously undisclosed internal memorandums on the subject—which appear to raise serious questions about a central assumption upon which the proposed spectrum reallocation is based—were being leaked.

An FCC source said internal memorandums from the agency's former Office of Science and Technology (now called the Office of Engineering and Technology) and Office of Plans and Policy were "critical" of a 1983 Private Radio Bureau report on the supposed future needs of land mobile. The PRB report, according to this source, served as a basis for the FCC's assumption that there is a need for more spectrum for land mobile. (One memo reportedly said that the PRB report overstated land-mobile needs by as much as 300%.)

This source said another internal document, this one authored by the agency's Field Operations Bureau in 1985, contained the results of an FOB monitoring study of land-mobile use in 10 of the largest markets. That report, which was said to have been shelved after the Private Radio Bureau criticized it privately, suggests that spectrum already licensed to land mobile in the top markets isn't being used or is "underused," the

source said.

It's not clear whether any of the commissioners were previously aware of the contents of the documents, but at least two—James Quello and Patricia Dennis—were left in the dark.

Jerald Fritz, chief of staff to Chairman Mark Fowler, said the chairman's office had no comment on the documents. He also said the documents were exempt from disclosure requirements under the Freedom of Information Act.

Whether the existence of the documents will be sufficient to persuade the commissioners that the proposed spectrum reallocation should be studied further remains to be seen. Yet it appears that the revelation that the papers exist may already have had some impact.

The FCC chairman's office, reportedly on the recommendation of Fritz, canceled appointments to brief the staffs of the Senate and House Commerce Committees on the

Opinions divided over 12 ghz as HDTV option

With prospects for UHF-band high-definition television services threatened by an FCC proposal to share that spectrum with private land-mobile radio (see story, this page), broadcasters are looking at a possible alternative for terrestrial HDTV—the 12 ghz microwave band.

Although the FCC allocated the band to direct-to-home broadcast satellite services in 1982, terrestrial broadcast interests believe the commission should now consider taking back a portion of the little-utilized spectrum for terrestrial purposes. And although there is no industry consensus that the microwave spectrum is actually usable for terrestrial HDTV, many agree the prospect merits study.

CBS, a one-time DBS applicant which also conducted the first domestic tests of 12 ghz terrestrial transmissions prior to the 1982 DBS allocations, again has emerged as a leading advocate of further study of the band. But it is not alone; a coalition of three dozen group broadcasters, Capcities/ABC, NBC and industry trade groups has also joined together to petition the FCC for a similar review (BROADCASTING, Feb. 23).

CBS and the coalition asked the commission to consider reserving up to 250 mhz—or half the 12.2-12.7 ghz DBS band—for possible terrestrial use, at the same time modifying current DBS authorizations. Such an allocation could provide up to 16 channels for local 12 ghz HDTV services and still leave future DBS services with 64 channels for nationwide services.

But microwave bands in general, while widely used by broadcasters, cable operators and others for high-quality, low-power, point-to-point relays, could have severe limits for traditional broadcasting. Chief among them, according to broadcast engineers, is the need for a line of sight between transmitters and receivers. One foliage, terrain or buildings in the way can absorb

or deflect much of the signal before it reaches its destination.

Other problems, engineers say, include the weakening effect that rain and snow can have on microwave signals, the current lack of high-power transmitter tubes and the inability because of signal losses to use higher towers to compensate for obstacles in the line of sight. Even in the best of conditions, some argue the 12 ghz transmission may be limited to a substantially smaller range than UHF or VHF transmitters and so require multiple transmitter sites to cover any given market.

"This band presently has drastic and possible insurmountable shortcomings...[and] many broadcasters feel that it will never be technically feasible to use it for terrestrial broadcasting," the broadcast coalition petition argued. "At best, substantial technical breakthroughs would be required to make this band usable for terrestrial broadcasting, and even then cost considerations might make this option wholly unfeasible."

CBS, although recognizing the band's current limits, was more positive about its prospects. The network's 1982 tests, conducted at Westinghouse's KPX-TV facilities in San Francisco, provided "promising" results, with "acceptable reception" at 70% of the test sites using only a low-power, 10 watt transmitter, CBS said in its filing. Good results were also reported for recent line-of-sight HDTV transmissions in the 13 ghz band conducted in Washington last January by the National Association of Broadcasters and the Association of Maximum Service Telecasters as part of more extensive tests of two-channel UHF HDTV transmission (BROADCASTING, Jan. 12).

CBS Director of Satellite Technology Jay Ramasastry told BROADCASTING last week, however, that much more extensive studies of propagation in the band need to be conducted, cov-

Continues on page 32.

issue last Thursday (March 5). The agency was supposed to be represented at those meetings by a contingent that included Dale Brown, special assistant to Fowler; James McKinney, Mass Media Bureau chief; Michael Fitch, Private Radio Bureau chief, and Thomas Stanley, FCC chief engineer. Said McKinney, before the appointments were canceled: "We understand that the broadcasters have been on the Hill as of late expressing their view of the situation, and we believe it important that the same people hear the commission staff's view."

Said Fritz of the decision to cancel: "We wanted to get all our information put together."

In the past, Commissioner Quello appeared to be the sole commissioner skeptical about the wisdom of the proposed reallocation. Yet sources suggested last week that his skepticism may be spreading. "There are concerns on the eighth floor [where the offices of the commissioners are located] about the real needs for spectrum and whether the channels available to land mobile are already being utilized," said one well placed FCC source. It was also being said that Chairman-designate Dennis Patrick, who is widely believed to have been an early champion of the proposed reallocation, is "open minded" about the proceeding's resolution. Chairman Mark Fowler recently told the House Appropriations Subcommittee he believed it "vital" to provide spectrum for land-mobile use (BROADCASTING, March 2).

One branch of the FCC's proposal is specifically targeted at eight areas. The other, a more tentative one, would permit full-power and low-power UHF TV operators on channels 50 through 59 to use their spectrum for land-mobile service—and, apparently, any other services imaginable—nationwide (BROADCASTING, June 3, 1985).

The specific proposal to reallocate spec-

trum would result in from two to six additional UHF TV channels being made available for land mobile in the eight major urban areas.

Proposed for reallocation are UHF channels 19, 27, 28, 33 and 34 in New York; channels 26 and 32 (or 32 and 36) and channels 42, 48, 60 and 66 in Los Angeles/San Diego; channels 41, 47, 64 and 68 in Chicago; channels 24, 28 (or 34 and 28) and 18 in San Francisco; channels 26 and 32 (or 42 and 46) in Philadelphia; channels 36 and 30 (or 39 and 35) in Baltimore/Washington; channels 41, 35 (or 63 and 69) and 16 in Houston, and channels 41, 35 (or 66 and 62) and 17 in Dallas.

The FCC also proposed to drop to 40 db from 50 db the co-channel protection ratio between the desired TV signal level and the undesired land-mobile signal level at a TV station's predicted grade B service contour. "This would permit a substantial amount of new private land mobile services with minimal impact on full-service TV," the FCC had originally said.

The NAB and AMST have been working for some time to persuade the FCC to drop the spectrum reallocation proposal. Broadcast lobbyists have been making the rounds at the commission and on Capitol Hill. And as of last week, it seemed they might be making some progress, gaining support on the Hill. Letters from the House and Senate urging the FCC to delay action on the proposal and to conduct a major inquiry into high-definition television are in the works (BROADCASTING, March 2).

Broadcasters contend that the commission's sharing proposal will cause interference to existing UHF stations. Plus, they feel the UHF spectrum should be saved for new broadcast technologies such as high-definition television. As one broadcast lobbyist put it: "We're fighting for the future of

HDTV."

For the most part, broadcasters have found the FCC to be unresponsive to their concerns, said NAB President Eddie Fritts. He said that Fowler assured Congress the agency will find the spectrum for HDTV services (BROADCASTING, March 2). However, Fritts said, NAB feels that's a "fallacious statement." Furthermore, land mobile has failed to demonstrate its need for the spectrum, particularly when "there are frequencies lying fallow in cities across the country," Fritts said.

Also disturbing for the association is a revenue raising proposal in the federal budget calling for auctions of nonbroadcast spectrum. NAB is suspicious of the FCC's support of the auctions and thinks it may be influencing the agency's position on the land-mobile issue. "We don't believe in selling the public interest to the highest bidder," Fritts said. Last month broadcasters petitioned the FCC to postpone indefinitely any decision on allocating UHF spectrum and for a major inquiry into the impact of HDTV on local broadcast services (BROADCASTING, Feb. 23).

"One of the worse things the FCC can do now is make a decision on land mobile without looking at HDTV and the questions it raises," said Greg DePriest, AMST vice president. But after last week's developments, broadcaster began to think they had gotten the FCC's attention. "They [the FCC] are starting to recognize that HDTV is not just a figment of our imagination," DePriest said. "It's my sense that land mobile is losing momentum and we are gaining," he added.

NAB began pitching HDTV some time ago. It held a demonstration of the new technology on Capitol Hill in January (BROADCASTING, Jan. 26). The issue was also raised during congressional visits made by the more than 250 broadcasters attending NAB's

ering a wider range of terrains and climates with different kinds of antennas, power amplifiers and receivers. The band "must be examined very carefully before it's thrown away," he said. "Nothing is a panacea, [but] people thought UHF not reliable at first."

Also agreeing that further study of the band is needed was the National Association of Broadcasters' senior vice president for science and technology, Tom Keller, who said 12 ghz HDTV is "something we're not going to write off...[although] there are some very interesting things to be overcome." Washington-based consulting engineer Jules Cohen, although "skeptical" of the band's potential, said last week, "We don't want the prospect of using 12 ghz to go out the window. It's the only good fallback position we have" if the FCC's UHF sharing proposal is approved.

CBS expects to submit a 12-18-month draft transmission test plan for 12 ghz this week to the all-industry technical standards body, the Advanced Television Systems Committee. At least one broadcaster, Otis Freeman, director of engineering for the Chicago-based Tribune Broadcasting, said last week Tribune may participate with CBS on any tests, using its facilities at KTLA-TV Los Angeles.

Among those opposed to a return of 12 ghz spectrum to terrestrial users are the half-dozen companies that have already been authorized by the FCC to provide satellite services in the band (although none are even close to beginning operation).

DBS permittee Hughes Communications, for instance, responded to the broadcasters' petitions with a letter to the FCC citing its opposition to proposals modifying existing band allocations, arguing "the use of the full 500 mhz of bandwidth is absolutely critical to the service offering being developed by [Hughes]." Bill Pritchard of DBS permittee Direct Broadcast Satellite Corp. called requests to reallocate the band a "thinly disguised business maneuver [which] would destroy DBS. Even a half-band [reallocation] would be a calamity."

Stanley S. Hubbard, whose United States Satellite Broadcasting Co. is among the most active of DBS permittees, but whose Hubbard Broadcasting was among the signers of the broadcast coalition's FCC petition, was pessimistic about prospects for 12 ghz terrestrial HDTV, or, for that matter, those of UHF HDTV. "It does not make sense," he told BROADCASTING. "The cost of transmitting is so horrendous. It's a pipe dream for broadcasters to think they can broadcast terrestrially [in either the 12 ghz or UHF bands]."

Hubbard was unconcerned, however, about any partial reallocation of the DBS band. "I am assured it would not hurt us" either in business terms or because of interference between the terrestrial and satellite signals. Hubbard, who argued that broadcasters should consider joining forces to reach viewers with HDTV by DBS, added: "The prospect of a [12 ghz] terrestrial service is not a threat to DBS. The DBS business is a direct threat to broadcasting."

State Leadership Conference two weeks ago in Washington.

In the Senate, Al Gore (D-Tenn.), a member of the Communications Subcommittee, was soliciting support among his colleagues for a letter which would voice concern that the "commission is about to take away from local broadcasters existing television spectrum in the UHF band which may be the only spectrum available for HDTV." The senators also think the agency should grant the broadcaster's request for a high-definition television inquiry.

"We take no position on the eventual outcome of the UHF allocation proceeding," the letter said. "But we believe it crucial for the commission to make that determination only after conscientiously and adequately assessing the prospects for a conversion to high quality television which is compatible with the current local broadcast system and the 130 million existing television receivers."

In the House, Representative Al Swift (D-Wash.) was also circulating a letter. As of late last week, Representatives Mike Synar (D-Okla.), Philip Sharp (D-Ind.), Ron Wyden (D-Ore.), Don Ritter (R-Pa.) and James Quillen (R-Tenn.) had signed the letter asking the FCC to begin an inquiry into the impact of new technologies, particularly

HDTV, on local, over-the-air television stations and "not act to assign UHF spectrum to other users until it knows how to deal with HDTV issues." Although not taking a position on the spectrum proceeding, the congressmen "are concerned that the commission is acting prematurely and may well be foreclosing the chance for stations to provide HDTV in the reasonably near future in a matter compatible with receivers being used today."

Despite that support, there is still a "split of opinion," according to one House source. Some members, it's said, feel allocation decisions should be handled by the FCC as the agency with the most expertise. Furthermore, Congress has already given direction in this area. A clause in the FCC's last authorizing legislation directed the commission to establish a plan to insure that the radio spectrum needs of local public safety authorities are considered. Then there are those who want to be "responsive to the concerns of HDTV," said a source.

Land mobile has its supporters on Capitol Hill too and they are not likely to sit idle if Congress intervenes in the matter. Both the White House and Congress were involved during the commission's consideration of the Los Angeles sheriff's department's request

for UHF spectrum for public safety communications (BROADCASTING, March 12, 1984).

"HDTV is just another red herring" used by broadcasters to kill the proposal, said Mike Meehan of Keller & Heckman and chairman of the Land Mobile Communications Council's drafting committee. Meehan said that the only HDTV system in development is in Japan and would not be feasible in the U.S. because it would require entirely new television receivers. (Since the Japanese hold the lead in HDTV technology, one source said some congressmen feel that promoting HDTV will "just add to the trade imbalance.")

The battle is likely to intensify. Like Meehan, Motorola's Leonard Kolsky says HDTV is a "subterfuge issue." He anticipates broadcasters will succeed in generating congressional pressure. But he thinks the FCC staff "generally feel this is a phony issue."

And, said Meehan, the LMCC will continue to "press its position on Capitol Hill and at the FCC. We're confident the FCC will go ahead with some form of land mobile sharing scheme," although he added he wouldn't be surprised if one of the commissioners asked for a postponement.

Axe falls at CBS News: \$30 million, 200 staffers cut

Major restructuring of news division to be 'painful,' says Stringer, but will 'save CBS News, not destroy it'

After almost a month of published reports and rumors of impending budget reductions, CBS News said last week it would cut \$30 million, lay off some 200 people and shut down three bureaus. CBS Chief Executive Officer Laurence Tisch approved the plan, which will mean extensive restructuring of the news division, primarily affecting television, rather than radio.

CBS News President Howard Stringer presented the proposal to Tisch last Wednesday (March 4) during a 90-minute meeting attended by Thomas Flanagan, a Coopers & Lybrand management consultant. Flanagan's role in the process, Stringer said, has been to "devise, arbitrate or umpire" the relationship between the operations and engineering division (COE) and news, "in terms of costs." (About \$35 million of CBS News's budget is paid to COE, Stringer said.)

In a six-paragraph memorandum to the news organization, the CBS News president told his staff the process of "streamlining and consolidating where possible... is continuing at a pace to avoid mistakes, and it will be completed shortly. There will be layoffs. They will be painful; no one at CBS News is idle, so we cannot pretend that the news division will be unaffected."

He added that "we believe that ultimately what we have done will save CBS News, not destroy it, and prepare it for the 1990's. But in our highly visible world, perceptions quickly become reality. The danger is, we



Washington (at left), as well as at the networks' O&O's involved in New York, Washington, Chicago and Los Angeles. Network management assumed duties of producing the programs affected.

Mona Mangan, chief negotiator for WGA, said in a statement last Monday that network demands include "insistence on hiring temporary employees to replace staff employees, the right to transfer the network operations to other areas in order to avoid the union contract, and allowing managers to be able to write, and on-the-air people to be able to write, for others besides themselves."

CBS said early last week that its proposals "are addressed to the basic and necessary issue of reducing operating costs and achieving a greater degree of flexibility in our local and network news operation. This is consistent with what has been taking place in all areas of CBS, and we are asking far less of the WGA group than we are of CBS management, for example." George Schweitzer, CBS/Broadcast Group vice president of communications and information, said CBS was "not out to do away with" or "minimalize" WGA's role.

Even as WGA members picketed their respective networks, others were preparing to show their solidarity. An anonymous memo dated March 4 urging a 24-hour March 9 walkout at CBS, circulated throughout that network in New York last week. It said in part that "Our aim on this 'No News is Good News Day' is to black out CBS News broadcast on television and radio."

Walking writers. The Federal Mediation and Conciliation Service met with representatives of the striking Writers Guild of America and representatives of Capital Cities/ABC and CBS last Thursday and Friday in New York, following the March 2 walkout of some 525 employees at the two networks, including some network O&O's. According to WGA spokesman, as of last Friday, there had been "some movement on both sides, but resolution on any of the major issues was not reached." Following several extensions of the contract talks beyond the midnight, March 1, deadline, employees went on strike at 6 a.m., March 2. Throughout last week picketers marched in front of CBS and ABC offices in New York and

can still destroy ourselves where others couldn't. That would surely be a greater tragedy."

In an effort to make CBS News more efficient, it will return to a "network first news system," under which no producer or correspondent is specifically assigned to work for only one broadcast. CBS News operated under "a net first" system until about four or five years ago. As Stringer explained it last week, however, the "net first" system envisioned under the new budget plan is "not quite the same as it used to be."

He said the system "was there at the dawn of broadcasting, when there were very few broadcasts. It used to be that correspondents worked on the first broadcast, hence the word 'first.' Every person in the bureau worked on whatever broadcast was next." CBS is bringing that back, he said, but it is also "centralizing the technical and the camera crews and the operations and the producers into one organization that we think will be more efficient and more responsible to all the broadcasts' needs. It's a question of pooling our resources for whatever broadcast needs them at the right time."

Stringer said he thinks such a system will "enhance" the *CBS Evening News* "in particular, because often enough, for instance, when a Saturday broadcast or a Sunday broadcast is preempted because of football or basketball, all those producers will be able to help out the *Evening News*." It's a matter of having more resources "to divert instantly," he said, leaving "the broadcasts themselves with the executive producers and senior producers concentrating on the editorial content and the way the show will be produced."

Although each program will still have its own senior producers and executive producers, under the restructuring, a CBS spokesperson said that of the approximately 1,220 employees now on the CBS News roster, about 15-20 correspondents and reporters will be among those laid off, as will "a number" of producers, associate producers, assignment editors, "per diem" employees and freelance people. (In late 1985, CBS News laid off 74 people, and another 70 in 1986.)

CBS's bureaus in Seattle, Warsaw and Bangkok will be phased out. There are no reporters in Seattle or Warsaw. Seattle has a producer and crew and is "really a sub bureau or satellite" of the CBS Los Angeles bureau, a CBS spokesperson said. Warsaw has about 15 people and Bangkok between five and eight.

Stringer said late last Thursday that the loss of reporters "ultimately will be accounted for by more appearances of the more well-known people."

As Stringer sees it, CBS News will not be damaged by the restructuring: "I think in the long term, it will be leaner, tougher and as feisty as ever. And I expect to stay on top." He said he "wouldn't have accepted this" if he didn't think CBS News could cut its resources and expect to remain a news leader. "It isn't going to be easy," he said, "and it's going to be very painful in the short term." CBS is "streamlining the process," Stringer said, saying the process was begun "with the feeling that the only way to do it fairly and in the long-term best interest of the news division was to rebuild it, as if from the ground up," and not to "go looking for names and go looking for people to lay off, but to decide how many people we needed."

Joan Richman, vice president and director of special events, was named vice president of news coverage, overseeing the reorganization. She trades jobs with David Buksbaum, formerly vice president of news coverage and operations, who will now oversee coverage of the 1988 elections.

As to which programs will be most affected by the staff reductions, Stringer said "it's fairly even." The CBS News budget of \$300 million is cut about 10%, "so that pretty much flows across the board," he said. "The *Morning News* will be cut, *60 Minutes* and *West 57th* will be cut. It's pretty much uniform because that's what happens when you start bottom up. . . . The superstructure that gets built on to any institution in time is dismantled," he said. Asked if any programs will be taken off the air, Stringer said, "We haven't made that decision yet. I don't know what the answer to that is." As to reports that *Nightwatch* may be canceled, Stringer said, "*Nightwatch* is still on the books."

Television viewers will not notice any changes in the CBS News programs appearing on their TV screens, Stringer said. "We are going to be as tough and as strong on the air as ever," he said. "I understand you're entitled to be skeptical. But I do believe that; otherwise I wouldn't have done this. I don't think the viewer will notice. I think we will improve ourselves as we go along."

Stringer said this will be the last of the budget cuts. "I think it's clear that with this kind of massive cut, we now have the ability to manage ourselves and bring it closer. . . in line with inflation over the years and so forth. Then, if we manage it as well as we've been managing in the last few months, I don't think we'll have any problem." □

Redstone's Arsenal to include Viacom

Theater chain owner wins fight for entertainment firm; outcome decided 170 days and \$700 million after management's initial LBO

Sumner Redstone won apparent control of Viacom International last Wednesday (March 4) when Viacom's board of directors signed a merger agreement with the Dedham, Mass.-based theater operator and investor. Still subject to a vote of shareholders, regulatory approval and a definitive financing arrangement, the deal imparts to Viacom a total value of \$3.4 billion. Arsenal Holdings, the name given to the corporate entity merging with Viacom, has already obtained a \$2.32-billion bank loan commitment to help complete various aspects of the merger. Redstone had acquired nearly 20% of Viacom before making his winning bid.

What the 63-year-old Redstone will obtain upon completion of the merger is a diversified media company that last year took in \$919 million in revenue and reported \$199 million in cash flow from basic and pay cable channels, cable systems, radio and television stations and a program distribution division. The company also has several equity investments, including 14% of Orion



Sumner Redstone

Pictures, of which Redstone already owns 6.4%. He said last week: "We have absolutely no intention or desire to sell off any of the significant assets of Viacom."

He also reportedly said it would be "pre-

mature" to discuss the future of Viacom's president and chief executive officer, Terrence Elkes. That remark may also apply to Viacom's chairman, Ralph Baruch. Many senior executives are said to have "golden parachutes." In addition a recent listing of management stockholdings suggest they would not be impoverished by the offer: Elkes "beneficially" owns 436,162 shares which, at \$53 each, are worth \$23.1 million. According to that same listing, Kenneth Gorman, executive vice president, would receive \$12.1 million; John Goddard, senior vice president and president of Viacom's cable division, \$4 million; Jules Haimovitz, president of Viacom's network group, \$3.7 million; George Castell, vice president of corporate development, \$4.8 million; Gordon Belt, vice president and chief financial officer, \$1.7 million; Ronald Lightstone, senior vice president, corporate and legal affairs, \$4.9 million; Paul M. Hughes, president of both Viacom's Entertainment and Broadcast Group, \$1.8 million. But their gain came at the cost of seeing their six-month-old leveraged buyout attempt aborted by last week's outcome.

Almost from the beginning Redstone indicated his displeasure with the proposed man-

agement LBO. However, it was not until one month ago that he made his own first offer, one that the board rejected on Feb. 10 in favor of the LBO group which called itself MCV Holdings. Since early February each side has raised its bid several times, with the stock market responding by bidding up Viacom shares \$10 in one month, to 51%, where it closed last Wednesday.

Lots of otherwise savvy people had earlier sold their Viacom stock in the low 40's because few thought the per-share value would ever rise to such levels. Many are now raising a question that has been often asked in recent bidding contests, whether the winner overbid. Management's attempts to match Redstone step for step seemed to indicate there is more going on than meets the eyes of outsiders. Redstone's actual cost for the company is lower, since he already owned 10% of the stock when the LBO surfaced and soon doubled his holdings at an average price of less than \$40 per share.

While management was ultimately able to offer more than \$11 above its initial bid, only \$1.50 of that increase was in cash, which left the cash portion of its final offer \$4.25 short of Arsenal's \$42.75. The other components of the winning offer include \$7.75 in exchangeable preferred stock in the surviving corporation. Existing shareholders would also receive roughly 20% of the surviving corporation's common stock; thus, Viacom will continue to be a publicly traded company.

Redstone's one-fifth ownership meant that he was bidding for 80% of Viacom while MCV was bidding for virtually the entire company. As a result, Redstone needed to raise less cash, and with a less "leveraged" bid could rely on lower-cost bank financing, whereas management's bid relied primarily on high-interest-rate debt securities. Thus the surviving entity under Redstone's bid was more valuable, although management's final offer proposed that the existing shareholders keep 45% of the company. Throughout the bidding competition, Arsenal's offer "mirrored" management's to make it easy to compare the two.

The six-month-old management bid had run into other stumbling blocks, some unforeseen. Midway into its bid, on Nov. 14, the insider trading scandal broke in full. MCV's key source of financing, junk bonds, figured prominently in the news, and fears that the high-yield takeover could be affected sent Viacom's stock down 2% in one day, to 38 1/4. Redstone at that time had not yet made his bid. The continuing investigation into insider trading may have left a mark on the offer.

Another problem, occurring earlier, took place at the FCC. Lawrence Secrest, an attorney with Redstone's FCC counsel, Johnson Wiley & Rein, said that it appeared Viacom had initially approached the commission with the intent of using a "short-form" application to transfer the broadcast licenses but found that "they may not have been able to do so." Being forced to use the long-form proposal put competing Redstone's bidders on more equal footing.

It was these delays, including the one in

October when the outside directors forced MCV to revise its offer twice, that forced management to give up hope of closing before year-end. A closing beyond the end of 1986 made the sale of assets significantly less profitable due to the tax law revision in late 1986. It was then forced further into the junk bond capital structure that Redstone was able to attack.

The idea that management's problems enabled Redstone to make his bid is incorrect, however, according to Richard Gallop, who made a quick transition from executive vice president of Coca-Cola's entertainment business sector to investment banker at Allen & Co., which, along with Merrill Lynch, helped represent Arsenal.

Gallop said that once management determined to go ahead with its offer in the fall, despite Redstone's objections, the latter was just as determined to make his, even though the first counterbid did not come until Feb. 2. "He and I talked just about a year ago," Gallop said, "at which time he noted that Viacom was a very attractive microcosm of

the nontheatrical entertainment universe, a perfect match to his company. . . . He has always felt that he would stay a substantial shareholder while it was an independent company, but when that became an impossibility, he would try to buy it."

Perhaps the ultimate explanation of Redstone's pursuit of Viacom was contained in the title of a recent *Business Week* article on the businessman: "Sumner Redstone's idea of a good time is hard-nosed bargaining."

The 63-year-old Redstone grew up in Boston and graduated from Harvard University in 1944. He served three years in the Army and afterward obtained a law degree, also from Harvard. Part of Redstone's subsequent legal experience was in Washington, both in private practice and as a special assistant to the U.S. attorney general. In 1954 he returned to Boston to help his father run a chain of drive-in movie theaters, which he expanded into traditional movie theaters and took over in 1967 as president. He is married with one son and one daughter, both lawyers. □

CBS's compensation cure: expand commercial inventory

Network, affiliates reach agreement to increase ad time; for affiliates, compensation remains unaltered; network gets message across on importance of program clearances

After a day-long meeting that ended around midnight last Tuesday, a group of CBS television affiliate executives succeeded in deterring the network from altering the existing structure of compensation payments to affiliated stations. At the same meeting, the network proposed, and the affiliate group endorsed, an expansion of prime time inventory next fall to give the network an additional three-and-a-half minutes and the affiliates an additional 90 seconds of time to sell per week. The network said that would put both it and its affiliate body at parity with NBC in the advertising inventory to be sold in prime time.

The affiliates will receive their additional time in the form of three 30-second spots. The programs where those spots will appear, network and affiliate executives said last week, will be selected from a small pool of shows that includes *60 Minutes*, *Murder, She Wrote*, *Dallas* and *Knots Landing*. The network said it would complete details on where it would expand its own inventory this week.

Both affiliates and the network expressed satisfaction at the resolution of the compensation issue. "What I find remarkable," said Phil Jones, vice president and general manager of KCTV(TV) Kansas City and chairman of the CBS-TVAffiliates Board, "is that they [the network] listened. They tried to come up with an alternative [to the existing compensation system] that addressed clearance problems, but recognized that it would be best to deal with it through traditional means and not change the system."

The network met with the affiliate board's economic study committee in Washington last Tuesday and proposed a revamping of the compensation payment structure. The network proposed to reduce compensation in prime time, where clearances are not a problem, and increase it in late night, tying the increases to improved clearances. Other dayparts were also included in the proposal, the focus being to tie payments more closely with clearances.

The network had signaled its intentions to affiliates at regional meetings last month and an affiliate board meeting in the Virgin Islands in January. "The network made a legitimate effort to address their [clearance] problems with the affiliates," said Jones. "The problem was [the network plan] was a little too complicated." He added that "we just came to the conclusion that this is a system that doesn't need changing. It's the right thing for the relationship."

Another CBS affiliate board member, Ben Tucker, executive vice president and general manager, KMST(TV) Monterey, Calif., also commended the network for its willingness to listen to affiliate arguments. "They came back from all three regional meetings hearing the same thing. That must have helped to convince them," he said.

On the network side, in addition to the extra inventory, it came out of last week's meeting with a belief that it had given the strongest message possible to affiliates that they have to clear certain dayparts—particularly late night and the game show segment of daytime. "There isn't anybody in the affiliate body who will not be more aware of how serious the proposal was" to tie compensation to clearances, said Tony Malara, senior vice president, distribution, CBS Television Network. The fact that such a plan was on the table, he said, should send a

"substantially weightier" message that clearances are a problem than the normal dialogue on the issue.

As to the network proposal itself, Malara said it contained three elements—reallocating compensation dollars, tying payments to daypart clearances and inventory expansion. "We were talking about a three-point plan," said Malara, "and had disagreement on two points." The affiliates, he said, "convinced us we'd be better off dealing with clearances through more traditional means and that now

was not the time to change a plan they think has served everyone well."

Whether the network's strong message to improve clearances gets results remains to be seen. There are problems, particularly for central time zone stations, as Jones, who operates in Kansas City, Mo., pointed out. "There is no early fringe time period to sell locally," he said, because network news and prime time cut into that. With his competitors in the market taking the late fringe time period, 10:30 p.m.-11:30 p.m., and pro-

gramming it locally, preempting or delaying the network late-night schedule, Jones said, he has to follow suit to remain competitive. But CBS's late-night problems are national in scope and are not focused in the Midwest. As the network spends more and more money on original program production, it sees top clearances as essential to get the best advertiser response. At the same time, the syndicators have targeted late-night as a prime opportunity to sell shows to independent and affiliate stations alike. □

NBC-TV sweeps to another win in February

Network takes eighth victory in a row, pulled by strong standard lineup

Largely on the strength of its regular programming, NBC won its eighth consecutive prime time sweep period by a margin of more than two rating points over CBS and close to four points over ABC. Analyses of the Nielsen Television Index data covering both the Arbitron (Feb. 4-March 3) and Nielsen (Feb. 5-March 4) sweep periods by both NBC and CBS project an NBC average of 18.6 rating/29 share, followed by CBS with a 16.4/25 and ABC with a 14.7/23. Market-by-market averages will vary, and those results won't be known until both rating services mail their local market books in the latter part of March.

NBC said its household delivery in the sweeps, an average 16,260,000 homes, was its highest ever in the sweeps. The network also said that CBS and ABC had their lowest February sweeps on record, a claim not disputed by those networks.

Regular series programming pretty much told the story of the February sweeps. According to CBS's analysis, NBC averaged an 18.0 rating, compared to CBS's 16.3 and ABC's 14.2. Compared to a year ago, NBC was flat in its regular series performance, while CBS and ABC were off, 3% and 4%, respectively. The three-network rating total during the sweeps was down a full point, to an average 49.6. The homes using television (HUT) numbers were also down, from 65.2% in February 1986 to 64.8% this time around. One complicating factor, however, has been the deterioration of Nielsen's NTI sample base. The useable sample is supposed to be 1,700 homes, but only 1,400 homes have been supplying usable data this year, as Nielsen has been putting most of its effort into installing its new people meter sample instead of maintaining the lame duck NTI sample.

NBC's lead in regular programming is even bigger if movies are included in the mix. Including movies, it averaged an 18.6 rating, compared to CBS's 15.9 and ABC's 14.1. Two footnotes: First, NBC sold what it billed as the mini-series, *The Two Mrs. Grenvilles*, as Sunday and Monday movies. Also, CBS hurt its own effort by earlier replacing its Sunday movie with two new midseason series, *Nothing is Easy*, and *Hard Copy*. It had been winning Sundays with its movie consistently, but without it during the sweeps



ABC's "Amerika"



CBS's "Manhattan"

it lost the night twice.

Generally, the three networks were much more competitive in special programming. NBC had the least of it—only 14 half-hours which averaged a 17.5/27. CBS had 34 half-hours which averaged a 17.9/30 and ABC had 45 half-hours which averaged a 17.0/26. In the movie category, however, NBC was dominant, taking four of the top five spots with *The Two Mrs. Grenvilles* (23.7/35 average for both parts), "The Karate Kid" (22.6/32), *Facts of Life Down Under* (21.4/32) and *Perry Mason: Case of the Lost Love* (21.3/33). ABC's "Romancing The Stone" was fifth with a 20.5/31.

CBS had the highest of the two mini-series during the sweeps, the eight-hour *I'll Take Manhattan*, which averaged a 22.9/35. ABC's 14½-hour *Amerika* averaged an 18.9/29, which was not what the network

had hoped for, but it did outperform two of the three mini-series that ran in the February 1986 sweeps: *Peter the Great* on NBC (17.7/27) and *Crossings* on CBS (16.6/25). *Manhattan* beat last February's best performer, *Sins*, which averaged a 20.6/31 for ABC.

In the specials category, CBS was hurt by the so-so performance of the Grammy Awards, which was the top-ranked special last year but placed fifth this year, due in part to NBC's counterprogramming of the theatrical film, "Places of the Heart," which gave NBC the night. The other top-five specials were *Miss USA Beauty Pageant* on CBS (22.7/34), *Carol Burnett Special* on ABC (20.9/35), *Bob Hope from Tahiti* on NBC (18.9/27) and *Barbara Walters Special* on ABC (18.7/30).

One area of dispute between CBS and NBC was how the networks performed on average in the 10:30-11 p.m. slot leading into local news periods. CBS claimed victory in delivering the biggest audience to the local news. CBS said that for all programs, Monday through Friday, it averaged a 16.8/28 share, beating NBC's average 16.3/27 and ABC's 14.7/25. Those numbers are for the 29-day period covered by both the Arbitron and Nielsen sweeps. NBC, however, said that during the Arbitron period, it tied CBS at 16.5 while ABC had a 14.9. In the Nielsen period, NBC said it averaged a 16.5, compared to CBS's 16.9 and ABC's 14.6.

In the evening news race, NBC emerged with a slight lead, averaging, by both networks' accounts, a 12.9/23, compared to a 12.6/22 for CBS and a 10.9/19 for ABC. Perhaps as important as the race was the 2.5 rating point fall-off for the three-network total from a year ago. NBC was about flat, while CBS was down more than a full point, and ABC was off by a point-and-a-half. CBS's vice president, research, David Poltrack suggested that might be explained by increased competition from national syndicated news services and more local news.

In daytime, CBS maintained its lead with an average 6.8 rating from 10 a.m. to 4 p.m. (several months ago it stopped programming the 4-4:30 p.m. period). ABC averaged a 5.7 rating and NBC a 5.0 from 10 a.m. to 4 p.m. NBC's car giveaway contest in the sweeps, challenged by the other two networks as a ratings distorter, did not produce the intended result. Compared to a year ago

the network's rating in daytime fell six-tenths of a point, while CBS was up one-tenth and ABC was down a full point.

As to what it means for the rest of the season, all concede that NBC will take the prime time race for the second year in row. According to Poltrack, NBC will probably win by a similar margin over CBS this year as last, as will CBS over third place ABC. That, he said, has led to an unprecedented amount of midseason program experimentation as the networks try to put as many of the shows in development on the air as possible before determining next season's lineup. The experimentation, he said, can be done relatively risk free since the season-rating outcome won't change much if at all. An added benefit for the affiliates, he said, is that the networks can rest some of the powerhouse current series in March and April and bring them back with fresh episodes in May for the next sweep period. That, he noted, should be good news for affiliates of all three networks. □

Grant given four months to reorganize

Grant Broadcasting gets judge's vote of confidence and 120-day reprieve; court to hear Viacom settlement; GBS must cut programing expenses 25%, begins to negotiate with syndicators.

The good news for Milt Grant is that for the time being he remains in charge of Grant Broadcasting System's three television stations. The bad news is that Grant has to submit a plan of reorganization in four months (July 1), and, in the meantime, boost the stations' cash flow, in part by negotiating a 25% program-cost reduction with some unhappy syndicators. This current status of the three-month-old Chapter 11 bankruptcy filings of WGB-TV Chicago, WGBS-TV Philadelphia and WBFS-TV Miami was contained in the cases' first opinions, issued last week by Judge David A. Scholl of the federal bankruptcy court in Philadelphia.

In general, Judge Scholl found the stations' current operators to be acceptable: "...the court has been extremely impressed by the candor, high morale, and the apparent high level of ability of these individuals, from Mr. Grant down to the individual station managers.... we believe that what is before us are debtors who are capable of effecting a successful reorganization."

The judge also expounded on his reasons for approving GBS's settlement with its second-largest programing creditor, Viacom International ("Top of the Week," March 2). He accepted GBS's contention that the Viacom product was "'unique'... products which tended to retain their value over a substantial period of time," and rejected the view of an expert witness for the creditors who characterized the same "evergreen"

product as "dated."

He also was not convinced by the criticism of GBS program purchasing for its extreme aggressiveness according to the testimony of Hal Christiansen, formerly executive vice president, Fox Television Stations. Judge Scholl said, "... we believe this to be a philosophical difference arising partly from Mr. Christiansen's experience in a larger, more conservative managerial environment."

The programers had contended that the GBS/Viacom arrangement represented a form of "block booking," since GBS was required to use 90% of the Viacom product—except for its option to drop programs at WGB-TV. "The patent frivolity of this argument should be readily apparent," said Judge Scholl "... There is no evidence that the debtors did not want to keep *all* [emphasis his] of the Viacom programing which they earlier purchased... or that they were required to purchase any particular program as a condition for their purchasing another, either in the initial negotiations or in making their choices as to which contracts to terminate."

The current value of the three GBS stations was disputed with two expert witnesses disagreeing by between \$25 million and \$35 million. Judge Scholl, in his opinion, sided with the testimony of Bruce Bishop Cheen of Paul Kagan & Associates, who said the stations were currently worth \$115 million.

Dudley Taft wants stations back

Members of his and Ingalls families join with Narragansett Capital Corp. in \$1.35-billion bid for TV-radio stations

The breakup of Taft Broadcasting Co. came one step closer to being last Thursday when a \$145-per-share merger agreement was proposed by Taft's vice chairman, Dudley Taft, and Narragansett Capital Corp., a Providence, R.I.-based venture capital firm. The joint bid, whose equity would be equally divided between Narragansett and members of the Taft and Ingalls families, intends to keep only Taft's television and radio properties. The stock market immediately indicated its displeasure with the amount offered, and by several hours after the announcement Taft's stock (TFB: NYSE) was trading at 153¼, indicating a higher bid was expected.

The Taft/Narragansett announcement indicated that both the Cincinnati-based Taft's cable and entertainment operations would subsequently be spun off, although John Nelson, a Narragansett managing director, told BROADCASTING: "We have not had any discussions with any parties." Taft recently purchased Wometco Cable in a joint venture with its largest (24.9%) shareholder, the Robert M. Bass Group (RMBG), which presumably might have right of first refusal on the other half.

Both RMBG and the second largest shareholder, Carl Lindner's American Financial Corp. (15.6%), were aware that the merger bid would be forthcoming. Nelson said: "It

and did not accept the views of Tony Hoffman of Union Bank of Los Angeles, who put them in a range of \$81 million-\$90 million. The difference is important since the note holders were trying to claim that their secured \$91-million interest was already "impaired." In part because of the valuation, the judge rejected for the time being the note holders' motion that they be allowed to assume control of the stations and sell them.

What will be decided in the near future is the appeal of the GBS/Viacom agreement. Earlier in the week, an appeals court judge, Louis C. Bechtle, denied the creditors' request that the agreement be stayed. The bankruptcy court will soon undertake the question of whether the programers should be paid in full for their programing.

Meanwhile Grant is faced with carrying out his projections to the court on programing costs and cash flow. Since the filing, the judge said, operating expenses have been cut by 11% at WGBS-TV Philadelphia; 13% at WBFS-TV Miami, and by 28% at WGB-TV Chicago. Much of any continuing reduction would come from renegotiating the program agreements with other syndicators, and some conversations between GBS and certain programers have already begun. E. Clive Anderson, an attorney for GBS, said that the negotiations will be carried out on an individual basis, because each programer has "different terms, different product, and is shown on different stations." □

is certainly not out of the blue.... We look to the support of all the shareholders, including the major blocks." Last Friday's announcement followed a previous Taft announcement that it might sell its entertainment division and several subsequent board meetings that prompted rumors of a possible liquidation of the company.

But informed sources said a piece-by-piece sale of the company's assets would not make sense, since taxes on the proceeds would be paid twice, first by the company and subsequently by the shareholders. By acquiring all of Taft's shares, the shareholders would only be taxed on their capital gains from the stock.

Narragansett has many Fifth Estate investments, including a recent purchase of KOVR(TV) Sacramento for \$104 million. It also has ownership interests in KHTT(AM)-KSJO(FM) San Jose, Calif.; WYNK-AM-FM Baton Rouge, and KAYI(FM) Muskogee, Okla. (Tulsa). In addition, Narragansett owns cable systems serving 300,000 subscribers.

Nelson said there are no crossownership problems between its media holdings and the seven affiliated television stations and 13 radio properties currently owned by Taft—excluding Taft's five independents already contracted to be sold to TVX Broadcast Group. However, Taft has grandfathered radio-TV combinations in Birmingham, Ala.; Cincinnati, and Kansas City, Mo., that might have to be broken up.

Although the vice chairman had already

informed the board of his proposal. the plan is of fairly recent vintage. Several weeks ago Taft had planned to leave the company and buy its WGHP-TV Greensboro, N.C., for \$55 million (BROADCASTING, Feb. 2). Taft and Narragansett officials visited the station several times during the past month. More recently, however, the larger plan developed.

Financing for the merger, which, multiplied by Taft's roughly 9.3 million shares

outstanding gives the offer a value of \$1.35 billion, would come primarily from bank loans, Nelson said. The bidders would contribute \$125 million in cash and stock—the family members currently own between 11% and 12% of the stock—and First Boston Corp. has provided a "highly confident" letter for the rest of the financing.

Some investors last Friday were indicating that the \$145 bid will not be the highest

offer for the company. By 1 p.m. the stock was trading at 153¼, up 20¾, on volume of 86,500 shares. Since the beginning of the week, the stock had traded between \$130 and \$135. One participant said that although Taft's "break-up" value could exceed \$145 per share, any purchaser would incur a steep capital gains tax on subsequent divestitures because many Taft properties have a low "tax basis." □

Burch's road to Intelsat candidacy

Washington lawyer participated in early discussions by U.S. officials on director general position and soon became group's choice for slot

To some, the U.S. decision to nominate a candidate for director general of Intelsat was a surprise. After the disaster that befell Richard Colino, the first American to head the global system, conventional wisdom had it that the U.S. would let the opportunity for making a nomination pass. But while the nomination of Washington lawyer and former FCC Chairman Dean Burch may represent a gamble, the decision emerged from a process in which representatives of key government agencies and industry, with support from Capitol Hill, worked in what was said to have been a harmonious fashion to develop U.S. strategy.

The result of the gamble will be known later this week. The Intelsat board of governors will assemble on Wednesday (March 11) for its 71st meeting and will interview the four candidates. The decision—in which the voting is weighted according to members' ownership of the global system—is expected to be made on Thursday or Friday. Whoever is elected to the six-year term will take office as soon as practicable after confirmation by an extraordinary Assembly of Parties, scheduled for April 1-3—at a time when the organization has been shaken by scandal and confronts the need to position itself to deal with the competition it will soon face, in the form of fiber optic undersea cable as well as separate international communications satellites. The meeting, is being viewed as one of the most important in Intelsat's 22-year history.

The director general race is coming down to the wire with none of the four candidates clearly in the lead. But the State Department was reporting out the word that the Burch candidacy "is picking up support." Indeed, some observers—neutral as well as partisans—were talking of the possibility of a Burch victory on an early ballot.

However, Finland's Pekka J. Tarjanne, director general of his country's Posts and Telecommunications, is also said to be "coming on strong," in the view of one source who is attempting to track the international contest. Tarjanne was expected to have support among some countries in Europe. Australia's John Hampton also has strength, at least in part because he enjoys the benefit of incumbency as acting director general. The fourth candidate in the race, Pedro Jorge Castelo Branco, head of Embratel, Brazil's

signatory to Intelsat, is thought by some to be aiming, realistically, at the job of deputy director general.

The director general's and deputy's positions opened up—with a roar—in December, when the board dismissed Colino and Jose L. Alegrett from those jobs in an investigation of apparent financial wrongdoing (BROADCASTING, Dec. 8, 1986) and named Hampton, the deputy director general for operations and development, acting director general. The investigation of the Colino-Alegrett matter, by outside counsel, is continuing. So is one by the U.S. attorney for the District of Columbia that could lead to criminal indictments.

The U.S. decision to nominate Burch emerged from an informal, loosely structured process that indicated the State Department's Ambassador Diana Lady Dougan, National Telecommunications and Information Administration's Albert Sikes and the FCC's Mark Fowler need not always be fractious in their relations with one another. Michael Gardner, a well-connected Washington attorney who headed President Reagan's FCC transition team in 1980 and served as chairman of the U.S. delegation to the International Telecommunication Union plenipotentiary conference, in Nairobi, Kenya, in 1982, coordinated the effort. (He had had experience; he had helped orchestrate support for Colino when the latter was running for the post four years ago.) One of the industry representatives whom Gardner invited to participate in the meetings—some were held in Fowler's office, others in Dougan's—was David Markey, former head of NTIA who is now Washington vice president of BellSouth. The other was Burch, who practices communications law as a partner in Pierson, Ball & Dowd. Markey and Burch were to provide private-sector flavor.

The group reportedly was considering two options—(1) find and nominate an American for the director general's post, or (2) support a representative of a developing country whose views would be compatible with the U.S.'s, and then press for the appointment of an American—NTIA's associate administrator, Frank Urbany, was the preference—for deputy. But at some point, it became evident to Gardner that Burch, who had headed the U.S. delegation to the Space WARC in 1985 and whose name, Dougan said, had surfaced in a survey State had made of industry officials for names of possible candidates, might be interested in the director general's post; he passed that information along to the group—and their delib-

erations were over.

For Burch is regarded as the kind of "superstar" the group was said to feel would be essential in an American candidate. He was President Nixon's choice, in 1969, to serve as chairman of the FCC. Later, he served as counselor to Nixon (through the worst of Watergate), was retained in that post by President Ford, and left the White House, his reputation intact, to enter private law practice with Pierson, Ball & Dowd. He is close to Vice President Bush. And he won praise for his performance as head of the U.S. delegation to the Space WARC. "He is," said Dougan, who had been canvassing industry and senior officials of foreign governments for names of possible candidates, "a man of integrity, with leadership qualities, a background in telecommunications and, as a result of the Space WARC, international experience."

Such enthusiasm is not limited to the three agencies directly involved. U.S. Information Agency Director Charles Z. Wick, who had kept informed of developments, has expressed his support of Burch, as have such key Democrats on Capitol Hill as Representative Dante Fascell (Fla.), chairman of the House Foreign Affairs Committee, and his counterpart in the Senate, Claiborne Pell of Rhode Island. The Communications Satellite Corp., U.S. signatory to Intelsat, has thrown itself into the Burch campaign with gusto, dispatching officials to capitals around the world to urge support for the American candidate.

Burch, too, has been crisscrossing the globe in his own behalf: he visited five European capitals last week. Still unknown—at least publicly—is the United Kingdom's position. The U.S. has been courting London assiduously: the U.K.'s 14% vote along with the U.S.'s 25% would constitute 39% of the voting strength on the board and put the U.S. in striking distance of the two-thirds needed for victory. At a minimum, the 39% would be sufficient to block any other candidate.

Burch has undertaken his mission in the knowledge he is perceived in many capitals as an advocate of the U.S. pro-competition policy—which many read as anti-Intelsat. He has maintained, in conversations with members of the Intelsat board, that he is "my own man." And some Americans who have seen him in one-on-one situations are impressed with what they say is his ability to disarm. "He's very candid and forthcoming," said one Comsat official. "We find a lot of receptivity to his candidacy." □

Supreme Court upholds \$36-million decision against TCI

It lets stand jury award and decision that country's largest MSO violated antitrust laws in trying to keep franchise from being awarded to competitor

Cable television systems are on notice they do not have a First Amendment right to retain a franchise in the face of a community's preference for a competitor's service. The Supreme Court last week let stand \$36 million in damages that a Jefferson City, Mo., jury awarded against Tele-Communications Inc. The jury found TCI had used illegal tactics in attempting to retain a franchise it was awarded in 1978. The winning plaintiff in the case is Central Telecommunications Inc.

TCI—the nation's largest cable television operator—was found to have violated the Sherman Antitrust Act in its efforts to deny Central access to the Jefferson City market and state civil damage laws in interfering with Central's expectation of winning the franchise (BROADCASTING, Sept. 1, 8, 1986). The U.S. Court of Appeals for the Eighth Circuit, in affirming the jury's decision, rejected TCI's contention that it has a First Amendment right to continue to operate the city's cable television system regardless of whether it has a franchise, and that, as a result, Central could not have been damaged when it lost the exclusive franchise (BROADCASTING, Sept. 1, 8, 1986).

TCI had been providing Jefferson City with cable service since 1973, when it began managing the system then owned by Athena Cablevision Corp. In 1978 it acquired the system and won a three-year franchise from the city. But before the franchise was to expire, the city council invited bids from other companies—and that is when the city's—and Central's—problems began. TCI did not respond to the invitation to bid; it said it had a First Amendment right to continue to serve the city and that, as a result, the city had no right to award an exclusive franchise to another system. The franchise was nominally nonexclusive, but, as a practical matter, the appeals court said, it was "exclusive."

TCI then engaged in a number of activities designed to preserve its franchise. Among other matters listed by the court, TCI's vice president and national director of franchising made what the city's cable consultant described as threats against his life and the lives of his family. And when the city council voted to grant Central's franchise bid, the mayor vetoed the ordinance. The mayor, according to the appeals court review, was among the city officials who had met privately with TCI regarding a franchise for the MSO. And when the council became locked, 5-5, on a motion to award the franchise to TCI, the mayor broke the tie by

voting for TCI.

Central filed suit, charging that TCI had illegally conspired with the mayor to retain its franchise in violation of the antitrust laws and had taken illegal actions to influence the franchisee-selection process. TCI argued that its activities were protected by the First Amendment's guarantee of a right to petition the government. It cited a court doctrine holding that such petitioning is protected even when the underlying motive is anti-competitive. But the judge at the trial, in instructions that the appeals court upheld, told the jury that the doctrine protects only "genuine" lobbying activities, not threats and coercion or "other unlawful acts."

TCI's lawyers, in petitioning the Supreme Court to review the case, repeated the principal argument it had made in the lower courts—that it was simply attempting to protect its First Amendment right to remain in the market. They said the Constitution prevents "winner-take-all political licensing process for the right of expression through the cable medium." TCI General Counsel John Draper would not return telephone calls on the Supreme Court's rejection of TCI's petition for review.

Last week, Central's lawyer, Lawrence Ward, said: "Just because you call yourself a First Amendment speaker doesn't mean you can do anything you want to keep your competition out. There's a limit to what the First

Amendment will protect." Furthermore, he said, the case "indicates cities have a right to get the best service for citizens at the best price." He also said the passage of Central's case through the courts reflects the courts' view that "cities have a right to put franchises out to bid and that when a cable system does not play fair, there can be problems for it down the road."

Central had a choice of collecting \$32.4 million—the amount to which the jury said it was entitled, after tripling, as prescribed by law, on the violation of the Sherman Act, or \$35.8 million, on violation of the state law. "I think we'll take all the money," Ward said.

The imposition of a damage award on TCI may not be the only—or even the most significant—aspect of the case. At the time the appeals court issued its decision, Ward noted that the decision marked the first time a claim that a particular city constituted a "natural monopoly" for cable television had been litigated to a conclusion before a judge and jury, and then affirmed by a court of appeals. Now the appeals court decision has been left undisturbed by the Supreme Court. The suggestion that cable systems enjoy a "natural monopoly" makes cable systems and their lawyers uneasy; for such a status is seen as opening the door to more government regulation than might otherwise be the case. □

Court mandates flat fees for ASCAP blanket licenses

Decision imposes \$60 million in interim fees for 1985-88 period; court also tells ASCAP to lower per-program fees

The U.S. District Court for the Southern District of New York, in an interim decision handed down Feb. 17, ruled out the use of a percentage-of-revenue formula by the American Society of Composers, Authors and Publishers in determining music license payments by television stations. In the decision, subject to change after a trial of the dispute, Magistrate Michael H. Dolinger said the percentage-of-revenue formula "appears not to be sufficiently related to an acceptable economic measure of value in a period when the stations' revenues are increasing rapidly." The trial is scheduled to begin May 5.

The magistrate also said ASCAP must offer a per-program music license fee as an alternative to the blanket license, and that the fee, in total, may be no more expensive than the blanket fee, except for administra-

tive costs, which ASCAP is entitled to pass along.

Dolinger ruled that broadcast stations will pay, for the interim period from April 1, 1985, through March 31, 1988, \$60 million annually under ASCAP's blanket music-license fee. The stations represented through the New York-based All-Industry Television Station Music License Committee had sought an annual payment closer to what the three broadcast networks pay, about \$27 million. The stations have been paying, under an earlier decision, about \$40 million annually.

As to the blanket license, Dolinger wrote in his opinion that "on balance, it appears that flat fee pricing [as opposed to a percentage-of-revenue formula] may well be more appropriate as a long-term arrangement since the 'value' of the rights acquired—expressed as the price that willing buyers and sellers would agree to in a competitive market—is not ordinarily a direct function of the station's revenues."

As to the size of the fee, the stations ar-

gued that the approximate \$27 million paid by the networks annually accurately reflects the value of the ASCAP music rights in a competitive market, because of the networks' ability to arrange readily for direct or source licensing for their own programs. But Dolinger said "an alternative interpretation, however, is that by virtue of the networks' ability to select the music in their program, the value to them of the blanket license is less than it is to the local stations, and thus they are less willing to pay what the local stations agreed to pay" under an earlier agreement. In setting the \$60-million figure, Dolinger admitted the fee was based upon a "somewhat arbitrary set of criteria." Under the old percentage-of-revenue formula, he noted, 1982 fees amounted to almost \$53 million, while under the same formula, the payments would have totalled \$70 million in 1985. Thus the compromise of \$60 million.

On the issue of the per-program alternative, the existing standard set the music license fee at 9% of the revenue derived from

the particular program, seven times the 1.42% of station revenues established for the blanket license. The underlying dispute on this issue, said Dolinger, is whether the consent decree governing ASCAP's per-program rates "requires economic equivalence [with the blanket license] for all stations or only for those that use almost no ASCAP music."

Dolinger ruled that since the consent decree "was designed to provide economically feasible alternatives, it is fair to read the provision as being of more general applicability." Therefore, Dolinger ruled that for the interim period, per-program fees are to be set "at such a level that if the station used it for all of its syndicated programming, the total per-program fees would equal the amount payable by the station for a blanket license."

The All-Industry Committee said it would seek clarification on several issues in the ruling, including getting an update on the base of stations that will be responsible for contributing the \$60-million pool, and how

locally produced programming should be treated under the decision. While the All-Industry Committee characterized the ruling last week as a "step in the right direction," it also believes legislation mandating source licensing is the ultimate solution. Source licensing would free stations entirely from separate music rights payments. Instead, producers and music copyright holders would negotiate a music license deal at the time of production. Two weeks ago, a source licensing bill was introduced in the House by Congressman Rick Boucher (D-Va.) (BROADCASTING, March 2).

ASCAP general counsel, Bernard Korman said he was pleased with that aspect of the court ruling upping station blanket payments to an annual \$60 million. He also said some issues still have to be worked out with the All-Industry Committee, such as determining the amount of administrative costs associated with per-program license arrangements that can be passed to stations. □

Appeals court asked to rule on constitutionality of fairness

Petitions from RTNDA, FCC and others argue that court was wrong to hold that district court was only forum for deciding constitutional question

The U.S. Court of Appeals in Washington has been asked to grant rehearing in the case in which a three-judge panel of that court held that it lacked jurisdiction to consider the argument that the FCC's failure to repeal the fairness doctrine—following an inquiry into that possibility—was unconstitutional. The panel, in its decision last January, said it could consider the nonconstitutional arguments made by critics of the doctrine—but that the constitutional argument "must" be considered by the U.S. district court (BROADCASTING, Jan. 19).

The petitions for rehearing were filed by both the FCC and the Radio-Television News Directors Association and nine media organizations with which it is allied. The panel based its view on the conclusion that the commission's Fairness Report, issued in August 1985, "did not alter the legal obligations imposed by the fairness doctrine." But the petitioners argue that the panel's holding that the district court is the only forum for airing the constitutional argument is in direct conflict with a number of other court decisions.

They cited, among others, the Supreme Court decision in *FCC v. ITT World Communications Inc.*, which, RTNDA noted, held that the appeals court has "exclusive jurisdiction to review all issues related to a final commission action." Contrary to that holding, RTNDA added, "the panel's decision would bifurcate review of the constitutional and nonconstitutional aspects of the commission's report between the district

court and court of appeals respectively." *ITT* did not involve a constitutional claim. But, RTNDA said, nothing in the opinion "suggests that its holding was limited to nonconstitutional claims." Indeed, it said that the Seventh and Ninth Circuit Courts of Appeals "have specifically required that such claims be litigated before the FCC rather than in District Court."

Furthermore, the commission—which has made clear its wish the courts would deal with the sensitive fairness doctrine issue—said the panel's "erroneous holding" has effects that "will extend far beyond litigation concerning the fairness doctrine." The commission said that its statutory assignment involves it in an industry concerned with basic freedoms of expression. As a result, it said, the panel's ruling requiring the filing of "constitutionally based facial challenges to existing rules and policies only in a district court creates unnecessary delay and uncertainty regarding judicial review of FCC actions in an important and sensitive area."

RTNDA and the commission, in their petitions, are seeking rehearing by the panel that heard the case but, as is customary, suggesting the "appropriateness" of rehearing by the full court.

The commission, in a separate filing, asked the court to defer briefing and oral argument on those issues on which it said it could rule—they deal with whether failure to repeal the doctrine was arbitrary and capricious—pending the court's action on the petitions for rehearing and the commission's action in a fairness doctrine case involving Meredith Corp.'s WTVH(TV) Syracuse, N.Y. The same panel involved in the *RTNDA* case remanded *Meredith* to the commission for a determination of the constitutionality of the doctrine in light of the Fairness Report. The court said the commission could avoid the constitutional question by concluding that, in light of that report, "it may not or should not enforce the doctrine because it is contrary to the public interest." The commission said its action on remand "could obviate the need for any briefing and oral argument" in the *RTNDA* case. □

State Department criticized over Canadian piracy

Senator Wilson, at subcommittee hearing, says State has been inattentive to U.S. spectrum needs

Senator Pete Wilson (R-Calif.) took advantage of a Senate Communications Subcommittee hearing on international telecommunications—it dealt largely with trade matters—to criticize the State Department last week for what he suggested was its greater concern for Canadian rather than American interests in connection with a spectrum allocation matter. But what seemed to trouble Wilson particularly was that the State Department was, he suggested, arguing Canada's case despite that country's policy of permitting its privately owned Canadian Satellite Communications Inc. (CanCom) to "pirate" American television signals.

Wilson is known as an ally of the motion picture industry, and of its long-standing concern over Canadian law permitting such "piracy." The inability of the U.S. government to persuade Canada to change that law, is his concern. "Why," he asked, "was the State Department helping Canada with its mobile satellite request? That agenda is separate from our own long-standing effort to reach a settlement of our theft complaint."

Wilson was addressing Ambassador Diana Lady Dougan, U.S. coordinator and director of State's Bureau of International Communications and Information Policy, and his reference was to an FCC proceeding last summer involving an allocation of reserve frequencies in the 800 mhz, or UHF, band. Canada was urging the commission to allocate a substantial share of the 36 mhz available to mobile satellite service. It was planning such a service, and a U.S. mobile satellite in another band would cause interference problems. What's more, the eco-

conomic and backup benefits of satellites in the same service would be lost. But the FCC eventually allocated 27 mhz in the L band—1500-1600 mhz—to mobile satellite service.

Indeed, Wilson suggested that the commission had been prepared to get tough if the State Department was not. He said "an unstated but clear reason" for the commission's failure to grant Canada's request "was the ongoing theft of TV signals." The commission's chief engineer, Thomas Stanley, who played a key role in the matter, said later that the Cancom issue had been discussed by those involved. But he said, "While I don't know what was in the commission's mind, it was not in mine. It was not even an issue."

The question of how the 800 mhz would be allocated provided the basis for a many-sided fight among spectrum users, and their allies on the commission. One of the bitterest battles pitted Canada and U.S. backers of mobile satellite technology against public safety organizations. Wilson, along with other members of Congress who had been lobbied by local police and fire departments, supported their arguments. And the commission decided the needs of public safety organizations were greater than the need for mobile satellite service in the 800 mhz band.

"Did State realize that granting Canada's mobile satellite request would hurt police, fire and other public safety agencies in the U.S.?" Wilson asked Dougan. She acknowledged that the department discussed Canada's request with the commission. But she said that was in accordance with a letter of understanding the two governments had signed in 1982. "We have been working with the FCC and with the Canadian government to try to accommodate what the Canadians believe was a good faith understanding that, if it were possible to find allocations in the 800 mhz band, the FCC will do so." The commission has entered talks with Canada on using 4 mhz still remaining in the band for mobile satellite service.

Wilson kept boring in. He charged that the State Department had not coordinated its efforts on the mobile satellite matter with the U.S. Trade Representative at the same time the U.S. was engaged in wide-ranging trade talks with Canada. Finally, he said, "The State Department seems to have been working harder for Canadian interests than American interests."

"I don't happen to have a striped-pants suit on," Dougan replied, "but I do believe the State Department has a clear record under this administration of working for U.S. interests." And as for the charge State had not worked with the trade representative, Dougan said that office was "aware" of the mobile satellite matter. But, she said, "that's been a technical and not a trade issue."

Although the hearing—the first conducted by the subcommittee's new chairman, Senator Daniel K. Inouye (D-Hawaii)—dealt mainly with telecommunications trade issues, U.S. involvement in international organizations was mentioned. A former FCC general counsel, Robert R. Bruce, now a partner in Debevoise & Plimpton, devoted a section of a lengthy statement on telecommunications policy matters to changes he said the International Telecommunications Satellite Organization would be required to

operate in the new "turbulent international environment" in which it finds itself.

He foresaw the need, for example, for Intelsat to move away from its system of averaging prices globally—out of concern for third world countries on low-income thin routes—to prices more closely related to costs, if it is to compete with fiber optic cables. He also suggested a separation of Intelsat's regulatory and operational responsibilities; he said that would "defuse" criticism that it uses its control over the coordination of separate systems with the global system to maintain its monopoly position in international communications satellite service. □

CPB hears encouraging words at Hill hearing

Bipartisan support emerges for appropriation of authorized funds President seeks to cut

Corporation for Public Broadcasting Chairman William Lee Hanley and CPB Acting President Donald Ledwig received encouragement last Tuesday (March 3) from the two congressional subcommittee members hearing testimony on CPB's FY 1990 appropriation.

Senator Lawton Chiles (D-Fla.), who chairs the Senate Subcommittee on Labor, Health and Human Services, Education and Related Agencies, said Congress "would really be going back on our commitment" if it failed to appropriate the \$254 million authorized for CPB for FY 1990. (The Reagan administration recommended cuts in already appropriated FY 1988 and 1989 money to provide a total of \$132 million for CPB in 1990 ["In Brief," Dec. 22, 1986].) Senator Lowell Weicker (R-Conn.), the ranking minority member of the committee, went so far as to say that members of Congress cannot "accept that we're doing our job as appropriators" because CPB's authorization level is too low.

In testimony, Hanley emphasized public broadcasting's need for federal funding. "This seed money is truly an investment in

leveraging the private sector economy to support five times the amount of CPB's original investment," he said. Such public television programs as the new children's math series, *Square One TV*, and the civil rights retrospective, *Eyes on the Prize*, received "important seed money" from CPB, Hanley said.

Ledwig, who has also served as CPB's vice president and treasurer since 1984, stressed the importance of maintaining CPB funding at the level authorized by Congress. "We are just now recovering," he said, from Congress's 1983 25% reduction in federal funding, "which resulted in no new American-produced series on national public television in the fall of 1985."

Asked what effect the proposed cuts would have on public broadcasting stations, Ledwig said the noncommercial system relies on funding being authorized in three-year intervals and appropriated two years in advance. CPB has already committed money to a new Program Challenge Fund ("In Brief," May 19, 1986), is participating in a literacy project and has brought talent such as former CBS newsmen Bill Moyers to public broadcasting, Ledwig said. He pointed out that the public broadcasting system will have to replace its satellite system by 1992 and has already begun planning for that added cost. In addition, the stations rely on CPB's community service grants, finding that "those funds are the building blocks they build their budgets on," he said.

According to Ledwig, the noncommercial system estimated that it actually will need \$307 million in FY 1990, but asked for less because it was aware that the national budget must be limited. Weicker, after pointing out that \$254 million would bring public broadcasting funding to only a 1982 service level when inflation is taken into account, described being eight years behind as "preposterous."

Senator Jay Rockefeller (D-W.Va.), whose wife, Sharon Percy Rockefeller, is a member of the CPB board, spoke briefly at the hearing. He said that nonnews commercial broadcasting "is not cutting it—it's getting worse" and said: "I just don't know of anything, Mr. Chairman, in terms of trying to restore this country to its competitive position...more important than having first-class public broadcasting." □

House scrutinizes USIA's '88 budget

Foreign Affairs subcommittee tells Wick that funds will probably have to be 'earmarked' differently and that Voice of America funds will most likely have to be reduced

It was not only the totals on which U.S. Information Agency Director Charles Z. Wick and members of a House Foreign Affairs subcommittee were at odds in a hearing on USIA's budget authorization request for fiscal year 1988. It was how whatever funds were authorized would be allocated. At one point, Representative Dan Mica (D-Fla.), chairman of the International Operations Subcommittee, said the subcommit-

tee might resort to "earmarking" the funds involved. One project likely to be hit is a favorite of Wick's—Worldnet, the international television service established in 1983 at his suggestion. It is one of the few programs in the budget that would be enhanced in 1988.

USIA, in the first five years of the Reagan administration, had been well treated by the administration and Congress. It grew rapidly. But, like all other agencies of government, it is finding the going tough in the era of Gramm-Rudman-Hollings. The administration is seeking \$941.9 million for the agency in 1988, an increase of \$94.9 million, and \$1,070.1 billion in 1989. But last

year, \$52 million in cuts forced a halt in the expansion. With funds available for the Voice of America, for instance, reduced from \$181 million to \$169 million, broadcast hours were cut almost 10%, 113 hours weekly. That was just for openers.

VOA Director Richard Carlson warned the subcommittee that, depending on the fate of a \$4.4-million supplemental request for 1987 and the 1988 budget request, "70 to 132 additional broadcast hours weekly may have to be cut." He also cited the possible disappearance of "entire language services" and reduction in the staff. "We project approximately 400 vacancies in VOA's U.S.-based operations staff by October of next year, a vacancy rate of 19%," he said. USIA would allocate \$183.3 million to the Voice in 1988, an increase of slightly more than \$14 million over the appropriation expected in 1987. But that would meet only price increases and other built-in costs, according to USIA figures.

Despite such horror stories, and the important role Wick said "public diplomacy" plays in the world today, Subcommittee Chairman Dan Mica (D-Fla.) and the ranking Republican, Representative Olympia Snowe of Maine, pointed out that Congress continues to face "greater budget restraints." The subcommittee would be hard pressed to meet USIA's request, they said. "We want to help you, but the bottom line is we're being asked to cut \$64 billion from the budget," Mica told Wick. The congressman expressed his frustration with the Reagan administration, noting its spokesmen ask Capitol Hill not to slash agency funds while at the same time the President calls for spending reductions. And Snowe said: "Frankly, I think it's going to be difficult to expand programs while maintaining the traditional programs." Indeed, she said justifying "any increase above the FY '87 level" will be difficult.

It was not only that difficulty that troubled the members. They were concerned also about the priorities set in the USIA budget. Mica, for instance, described VOA—after Carlson reported the cuts it would have to endure—"as one of the engines that pull this agency." And it was not just the big VOA



Moving experience. Americom Radio Brokers, Washington, held a reception and ribbon-cutting ceremony to celebrate its expansion into new offices. On hand were (l-r): FCC Commissioner Patricia Diaz Dennis, National Association of Broadcasters President Ed-die Fritts, Americom President Tom Gammon and FCC Chairman Mark Fowler. The new offices are at 1130 Connecticut Avenue, N.W., Suite 500, Washington 20036. Americom's phone number remains the same: (202) 737-9000.

picture. Mica and others were concerned about cuts in funds for VOA Europe, the small-bore service begun in 1985 as a means of reaching the post-World War II generation in Europe. Wick late last year was prepared to eliminate it entirely; he said it was not cost efficient. But after strong protests from Mica and the chairman of the parent Foreign Affairs Committee, Representative Dante Fascell (D-Fla.), Wick backed off. Since then, it has been reconfigured in an effort to reduce costs, and the service, for which \$4 million had once been assigned, is in the new USIA budget for less than \$2 million. (Fascell, when chairman of the subcommittee, in 1983, Mica recalled, had been assured by the VOA "that programs to our friends" would not be cut.) And Snowe was troubled by USIA plans to cut funds for its book programs.

"Now you can understand why we might talk about earmarking"—specifying how money authorized would be spent on specific programs, Mica told Carlson.

For while such programs were being cut, members noted, funds for Worldnet would be increased—from \$19,380,488 to

\$31,818,609. The increase would be divided about evenly between expanding existing service to Europe and Latin America and initiating new service to Southeast Asia, East Asia and Africa. Snowe wondered out loud about the values reflected in those decisions. Wick defended them. He insisted that, with Worldnet "we're getting the most for our resources." The director's enthusiasm for the service was underscored by a short film containing clips of Worldnet programs (including one on a meeting of the Mica subcommittee) that he presented during the hearing to illustrate the project's significance. "In the long run," he said, "this communications link-up between Western Europe and the U.S. may prove more important to the Alliance than the 'coupling' of the defense of the two continents by stationing American Pershing II and cruise missiles in Europe."

But the depth of concern on the subcommittee regarding the USIA budget priorities was not evident until the afternoon session, after Wick had departed and Representative Lawrence J. Smith (D-Fla.), who had not attended the morning session, appeared on the dais. He said Wick was attempting "to suck up money out of this agency" for Worldnet. Cutting funds for VOA, which he described as "the guts" of the organization, "so people can get on TV," Smith added, "is disgraceful"—and he promised to offer an amendment to eliminate Worldnet from the budget. "I think Worldnet is not a useful program," he said. Other subcommittee members did not flock to Smith's banner. But Mica agreed that "we will want to think about cutting Worldnet." He said the budget was "skewed" toward that service.

After hearing of that development, Wick made an appointment to call on Smith to discuss Worldnet. They will meet on Tuesday (March 10).

It wasn't only the USIA priorities that were a source of concern to the subcommittee. Mica vented uneasiness over the agency's inability to maintain a pace in spending funds appropriated for the VOA's multiyear, \$1.3-billion modernization and expansion program that matched Congress's ability to

Resilient service. VOA Europe is a project that U.S. Information Agency Director Charles Z. Wick helped bring into being and then, in a short time, soured on. Last year, he tried to kill it, after only a year of operation. But VOA Europe has proved a hardy plant. It has support in Congress, and, although accounting for an almost invisible portion of the USIA budget request, occupied a substantial portion of the House International Operations subcommittee hearing on the USIA authorization request (see page 41). And now a report on the service, which Wick requested, describes the resumption of broadcasting to Europe after 25 years as "an excellent idea" and recommends that it be continued.

The report—by Walter Roberts, a former official of both the USIA and the Board for International Broadcasting; Harold E. Engle, a retired foreign service officer with USIA, and Karl E. Stoltz, currently a USIA foreign service officer—also dismisses concerns, as expressed by Wick, that the service's audience is too small to warrant continuation. It says the necessary hard data are lacking and that, even if available, VOA Europe has not been in operation long enough for "a make-or-break judgment."

But the report is not entirely complimentary. It says the service sounds like an American radio station. The service, the report says, "may not be compatible with VOA's position as an international broadcaster." It recommends that VOA continue to study the kind of audience, content and format "best suited for VOA Europe."

Wick has his own ideas for improving its cost-effectiveness. Instead of paying for music programs, VOA would acquire them at no cost from American suppliers under a traditional barter arrangement: the programming would be provided with windows in which the suppliers and the stations could sell advertising.

make the funds available. Subcommittee staffers later noted, for instance, that of the funds appropriated in FY '86 for the project, \$142.1 million was left unobligated at the end of that year. An additional \$38 million was earmarked for modernization in the FY '87 appropriations. And now USIA is asking for \$90 million for that program in FY '88.

Mica suggested, as a possible solution, a stretch out of the program—but found no takers. Wick said VOA had been unable to keep up with the appropriations because negotiations with foreign governments for sites for the transmitters to be built have not proceeded as rapidly as expected. And neither Wick nor Edwin J. Feulner Jr., chairman of the U.S. Advisory Commission on Public Diplomacy, who appeared with the director,

found merit in a second suggestion Mica offered—that modernization funds be earmarked for other purposes. Feulner said that would disrupt the modernization project and increase costs down the line.

One issue that generated some heat, if not much light, involved the question of whether USIA was involved in the Iran-Contra scandal through its National Endowment for Democracy, a private, nonprofit organization established a few years ago to promote democratic institutions abroad. Reports of the activities of Lieutenant Colonel Oliver North, the former National Security Council aide who apparently played the principal role in the operation involving the sale of arms to Iran and the diversion of profits to the Nicaraguan rebels, referred to a "Project

Democracy." "Everything there indicates that there is no tie," said Mica. "If there is a tie, than NED has had it."

Both Wick and Feulner said there was no connection between NED and North's activities. But Mica asked Wick to look into the matter and to report to him on the findings.

On a related matter, Representative Peter Kostmayer (D-Pa.) asked about VOA coverage of the Iran-Contra affair. Was the story being reported objectively? Wick reported that VOA news coverage has been scrutinized by the press and that "nobody has been able to attack our objectivity." And in what seemed another boost for Worldnet, he said that service has carried stories on the Tower Commission report and that it will carry the upcoming congressional hearings. □

Programming

Canada wants to raise CBC's native program levels to 90%

Radio-TV commission also wants more prime time devoted to Canadian dramatic programs

Canada is continuing to demonstrate its determination to Canadianize its broadcasting service. The Canadian Radio-Television and Telecommunications Commission, in renewing the English and French television network licenses of the Canadian Broadcasting Corp., declared that one of the government's long-range objectives for the CBC is that the Canadian content levels of both networks rise to 90%. Another is that the English and French networks devote 10 hours a week in prime time (7 p.m.-11 p.m.) to Canadian drama.

The objectives are described as "long range" in view of the "financial constraints" the CRTC sees as making the swift achievement of them impossible. And the CRTC does not specify how long it expects to wait for the objectives to be realized. Current law specifies a minimum Canadian content of 60%. And the English and French networks now slightly exceed that minimum.

But the CRTC says that as a "first priority" for the five-year license term that begins on April 1, it expects the CBC to maintain its present averages of 22.5 and 22 hours each week of Canadian programming in prime time for the English and French networks, respectively, "and [to] increase these levels as funds become available." As for prime time drama during the coming license period, the CRTC expects the English and French networks to maintain, as a minimum, their existing weekly averages of such programming of five-and-a-half and seven hours, respectively.

Another long-term objective involves independent production. The CRTC said 50% of the programming on the English and French television networks—other than news, public affairs and sports—should come from Canadian independent producers. As for the

upcoming license period, the CRTC expects 40% of the programming to be obtained from Canadian sources. At present, CBC obtains 33% of its English programming and 36% of its French programming from Canadian independents. And in a directive evidently aimed at U.S. producers, the CRTC said that, for both the English and French networks, "the CBC should diversify its sources of foreign content immediately."

The CRTC spelled out its long-range and immediate expectations for the CBC in a report entitled "Current Realities, Future Challenges." The report was prepared following an eight-day public hearing—the first major public review of the national public television service since 1979. And, the CRTC says, the objectives should enable the CBC to meet its legislated mandate, which is spelled out in the Broadcasting Act and



The show is right. Celebrating the beginning of *The Price is Right's* 14th year and eighth month on CBS-TV were (l-r): host Bob Barker, Mark Goodson, whose company produces the show, and CBS's B. Donald (Bud) Grant. According to CBS the show has had the longest continuous run on one network of any daytime game show.

makes clear Parliament's intention that the CBC provide a national broadcasting service that is "predominantly Canadian in content and character."

The CRTC's report envisages a CBC even more of a government-dependent operation than at present. The government provided 80% of CBC's current \$881-million budget, and the CRTC called on the CBC to reduce its reliance on advertising as its government support increases "and its funding is approved on a longer-term basis." The report notes that, "as a government-supported broadcasting service competing against pri-

vate broadcasters for a limited pool of advertising dollars, the CBC is in a privileged position in the marketplace." The CRTC said it expects CBC to adjust its advertising rates—and the context indicates the CRTC expects that adjustment to be upward—"to competitive levels to increase total revenues." And in pursuit of that objective, CRTC said, CBC would be expected "to continue to schedule commercial-free programs."

But CRTC makes clear it is aware that increased government funding may not be easily obtained. It said that, "in light of cur-

rent financial constraints," CBC is expected to maximize other means of increasing revenues, "provided these means are clearly profitable." The CRTC noted that in 1985-86, miscellaneous revenue accounted for \$23 million of the CBC budget, CBC Enterprises, the corporation's marketing and promotional wing, generated half of that amount, largely through the sale of CBC programs to national and international broadcasters, and to the public, on videocassettes.

Besides the long-term objectives and current expectations, the CRTC has imposed

NBC on another winning streak

The prime time ratings for the 23d week of the season went to NBC as the network logged an 18.9 rating and a 29 share. CBS had a 17.1/26 and ABC a 12.9/20. More noteworthy was NBC's Tuesday night win, only the second time this season the network has taken that night. Tuesday's lineup on NBC was *Matlock* (22.0/31), from 8 to 9 p.m., and the theatrical movie, "Places in the Heart" (19.9/30), from 9 to 11:17 p.m. The two broadcasts netted NBC a 20.7/30.2 average for the evening.

NBC's Tuesday win was more impressive because it faced ABC's regular winning lineup, which scored a 15.8/30, and the Grammy Awards on CBS, which pulled in an 18.3/27 and ranked 25th for the week.

The weekly win was NBC's fifth straight and 20th overall for the season. Last year, week 23 also went to NBC, but just by a hair, 0.1 of a rating point. The network had a 17.4/28, against CBS's 17.3/27 and ABC's 13.5/21.

In addition to its traditional Thursday and Saturday wins, NBC won Monday, which the network has taken 10 times during the season. CBS came away with its usual Friday and Sunday wins. (CBS has lost Friday only three times, and those to NBC. Sunday has been taken away from CBS three times by NBC and once by ABC, the latter done with the opening episode of the mini-series, *Amerika*.) That left ABC with only a win on Wednesday.

On Monday, NBC aired *Bob Hope's Tahiti* special from 8 to 9 p.m. and pulled in an 18.9/27. CBS took the first hour of the evening with its lineup of *Kate and Allie* (19.0/27) and *My Sister Sam* (18.4/27). From 9 to 11 p.m., NBC broadcast a new Perry Mason movie, *Perry Mason: The Case of the Lost Love*, which scored a 21.3/33 for the two hours. ABC's Monday movie, *Love Among Thieves*, averaged a 13.2/21 from 9 to 11 p.m., while CBS's lineup of *Newhart* (19.3/28), *Cavanaughs* (15.8/24) and *Cagney and Lacey* (12.6/21), came up with a 15.1/23.5 average for the same two hours.

Wednesday's win by ABC was aided by the *Barbara Walters Spe-*

cial, which ran from 10 to 11 p.m. and pulled in an 18.7/30, just 0.2 of a rating point over CBS's *Equalizer* (18.5/30), also from 10 to 11 p.m. NBC's *St. Elsewhere* had a 12.5/20 for the same hour. ABC's *Dynasty* (16.9/25 and 34th for the week), from 9 to 10 p.m., lost to CBS's *Magnum, P.I.* (20.6/30 and ranked 13th). *Magnum's* special guest star in that episode was Frank Sinatra.

On Thursday, special reports by the three networks on the findings of the Tower Commission altered the evening lineups on CBS and NBC. ABC aired its report before prime time, while NBC dropped *Night Court* and moved *L.A. Law* back half an hour to begin at 9:30 p.m. NBC's special news report ran from 10:30 to 11 p.m. CBS's report ran for one hour, from 8 to 9 p.m. and came up with a 7.7/11 average. The move of *L.A. Law* was a good one. The program pulled in a 22.0/34, well above its season average of 17.3/29.

Friday went to CBS, which scored a 16.8/27.1 for the evening, besting NBC's 14.5/23.4 and ABC's 13.6/21.7. ABC's two-hour *Love Boat* special, from 9 to 11 p.m., came up with a 12.5/20.

NBC, with regular lineup, took Saturday with a 20.1/34.4 overall. The CBS movie *Pals* (11.1/19) beat out ABC's movie, "Supergirl," which scored an 8.6/15.

Sunday's win by CBS produced the second-highest evening average for that night this season, 27.3/40.8, topped only by CBS's Sunday of week 18, which scored a 39.1/56.9 with the broadcast of Super Bowl XXI and a *Hard Copy* special. Part one of the mini-series, *I'll Take Manhattan*, scored a 26.4/40 for the two hours from 9 to 11 p.m.

NBC's Sunday movie, from 9 to 11 p.m., was *The Dirty Dozen: Deadly Mission* and it scored an 18.5/28. ABC's three-hour movie, *Casanova*, pulled a 10.3/15.

For the week's evening news race, NBC won with a 13.0/22, edging CBS (12.7/22) and ABC (11.0/19). Last year the news numbers ran CBS 13.4/23, NBC 12.6/22 and ABC 11.6/20.

The HUT level (homes using television) stood at 65.0%, down slightly from week 22's 65.5% and from last year's 63.1%.

Rank □ Show □ Network □ Rating/Share

1.	Cosby Show	NBC	36.9/54
2.	Family Ties	NBC	35.4/51
3.	Murder, She Wrote	NBC	30.4/43
4.	Cheers	NBC	27.9/40
5.	I'll Take Manhattan, pt. 1	CBS	26.4/40
6.	60 Minutes	CBS	26.1/40
7.	Golden Girls	NBC	25.8/43
8.	L.A. Law	NBC	22.0/34
8.	Matlock	NBC	22.0/31
10.	Growing Pains	ABC	21.3/29
10.	Monday Night Movies	NBC	21.3/33
12.	Who's the Boss?	ABC	20.7/29
13.	Magnum P.I.	CBS	20.6/30
14.	Amen	NBC	20.3/34
14.	227	NBC	20.3/34
16.	Movie of the Week-Tues.	NBC	19.9/30
17.	Dallas	CBS	19.6/30
18.	Newhart	CBS	19.3/28
19.	Kate & Allie	CBS	19.0/27
20.	Bob Hope Special	NBC	18.9/27
21.	Barbara Walters Special	ABC	18.7/30
22.	Equalizer	CBS	18.5/30

Rank □ Show □ Network □ Rating/Share

22.	Sunday Night Movie	NBC	18.5/28
24.	My Sister Sam	CBS	18.4/27
25.	Grammy Awards	CBS	18.3/27
25.	Facts of Life	NBC	18.3/31
27.	Head of the Class	ABC	18.2/27
28.	Highway to Heaven	NBC	18.0/27
29.	Hunter	NBC	17.8/32
30.	Moonlighting	ABC	17.7/25
31.	Falcon Crest	CBS	17.4/29
32.	Perfect Strangers	ABC	17.2/26
32.	Miami Vice	NBC	17.2/27
34.	Dynasty	ABC	16.9/25
35.	MacGyver	ABC	15.8/23
35.	Mr. Belvedere	ABC	15.8/25
35.	Cavanaughs	CBS	15.8/24
38.	Webster	ABC	15.6/25
39.	20/20	ABC	15.0/25
40.	Valerie	NBC	14.6/20
41.	Easy Street	NBC	14.2/20
42.	Crime Story	NBC	13.9/23
43.	Gimme a Break	NBC	13.6/20
44.	Scarecrow & Mrs. King	CBS	13.4/22

Rank □ Show □ Network □ Rating/Share

45.	Our House	NBC	13.3/21
46.	Monday Night Movie	ABC	13.2/21
47.	Cagney & Lacey	CBS	12.6/21
48.	Love Boat Special	ABC	12.5/20
48.	Simon & Simon	CBS	12.5/18
48.	St. Elsewhere	NBC	12.5/20
51.	Stingray	NBC	12.4/20
52.	Colbys	ABC	12.0/18
53.	Tortellis	NBC	11.7/17
54.	Mike Hammer	CBS	11.5/17
55.	Saturday Movie	CBS	11.1/19
56.	Sidekicks	ABC	10.6/18
57.	Sunday Night Movie	ABC	10.3/15
58.	Outlaws	CBS	9.8/17
59.	Disney Sunday Movie	ABC	9.5/15
60.	Neil Diamond Special	CBS	9.3/15
61.	Sledge Hammer	ABC	9.1/15
62.	Jack & Mike	ABC	8.8/14
63.	Movie Special-Sat.	ABC	8.6/15
64.	News Special	CBS	7.7/11
65.	Our World	ABC	6.3/9

*indicates premiere episode

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Performance

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programming requirements that reflect CRTC concern regarding advertising to children and sex-role stereotyping. The CBC is required to adhere to its own code dealing with advertising to children under the age of 12.

What's more, the CBC will be barred from broadcasting commercial messages during any children-directed program or broadcast any child-directed commercial message between programs aimed at pre-school age

children. And the CBC is required to adhere to its current self-regulatory guidelines. The CRTC said both self-regulatory codes must meet the minimum standards in the codes of Canada's private broadcasters. □

Syndication Marketplace

Orion Television Syndication reports that the all-new version of *High Rollers* is a firm go for fall 1987 with clearances covering 40% of the country. The go-ahead, despite the low clearance percentage, is the result of securing WOR-TV New York and KHJ-TV Los Angeles. Orion Television Syndication President Scott Towle said the company still has a way to go with the show, but that the station lineup to date, during a "tough year," gives it a "solid base" to build on. Clearances include WMAQ-TV Chicago; KYW-TV Philadelphia; KXAS-TV Dallas; WSB-TV Atlanta; KMOV-TV St. Louis; KPNX-TV Mesa, Ariz. (Phoenix); WTNH-TV Hartford, Conn.; WESH-TV Orlando, Fla., and WWL-TV New Orleans. Sales of *High Rollers* are on a cash-plus-barter basis. Towle said most stations clearing the show will use it in early fringe and access, but that as sales picks up, more clearances will be on independents for late night.

Barris Program Sales, the syndication arm of Barris Industries, formerly Bel-Air Program Sales, reports that it has cleared *The New Newlywed Game* on WOR-TV New York. *Newlywed* now runs in the access slot on WNBC-TV in New York, but since the NBC stations committed to a first-run comedy checkerboard for next fall, the program's future there has been in doubt. *Newlywed*, now in its third year, has been renewed in 92 markets. Other clearances include KCOP(TV) Los Angeles and WMAQ-TV Chicago. Barris also reports that it has renewed *The All New Dating Game* on 79 stations, including WOR-TV, KCOP(TV) and WMAQ-TV. The show is in its second year of production.

Paramount reports that it has cleared the one-hour, late-night show, *Friday the 13th: the TV Series*, in 136 markets covering 90% of the country, including the Fox Television stations, for its debut next fall. The syndicator also reports clearing the first-run sitcom, *Marblehead Manor*, in 100 markets covering 79% of the country and *Star Trek: The Next Generation* on 120 stations covering 83% of the country. *Star Trek* clearances include WPIX(TV) New York, KCOP(TV) Los Angeles, WPWR-TV Chicago, WTAF-TV Philadelphia, KBHK-TV San Francisco, WCVB-TV Boston and WKBD-TV Detroit. The stations, most of which carry the original series, will combine the 26 new episodes of *Star Trek* with the 79 original episodes of the series to create *The Complete Star Trek*. Sales of *Star Trek: The Next Generation* are on a barter basis with seven minutes for Paramount and five minutes for stations.

MG/Perin reports that it has cleared *GLOW* (Gorgeous Ladies of Wrestling) in New York on WPIX(TV), joining some 30 other stations,

including KCOP(TV) Los Angeles that have recently cleared the one-hour wrestling show. The show, produced by Independent Network Inc. and sold on a cash basis, is now seen in 45 markets. Stations buying *GLOW* get 26 episodes for two runs.

Access Syndication reports that in the "first wave of clearances," its half-hour talk-show strip, *Getting in Touch*, has been cleared on KNBC(TV) Los Angeles; KRON-TV San Francisco; WJLA-TV Washington; KXAS-TV Dallas; WESH-TV Orlando, Fla.; KOB-TV Albuquerque, N.M., and WROC-TV Rochester, N.Y., among other stations. Produced by Malrite Communications Group, and distributed in conjunction with Baruch Television Group, the series is hosted by psychiatrist Dr. David Viscott. Barter distribution gives stations four minutes and Access two-and-a-half minutes.

SFM Entertainment has cleared *Sports Pros...& Cons*, a half-hour sports program hosted by Bob Trumpy that will premiere in April, on the NBC O&O's (with the exception of WMAQ-TV Chicago). *Sports Pros...& Cons* will consist of discussions of current topics in sports with the former Cincinnati Bengals tight end and current NBC-TV sportscaster, and two well-known sports personalities in each issue. The program will be shot at Runyon's in New York. Barter sales give stations four minutes and SFM four minutes. Along with the NBC O&O's, clearances include KPIX(TV) San Francisco, WDIV(TV) Detroit, KXAS-TV Dallas, KDKA-TV Pittsburgh and WCCO-TV Minneapolis. Stations will play the show either in late-night time periods or adjacent to sports. There will be 16 original programs and six repeats.

Group W Productions reports that Merlin Olsen has been signed to host *Lifekquest*, four one-hour health specials sponsored by Bristol-Myers. *Lifekquest* has now been cleared on 120 stations, covering roughly 90% of the country. Each of the four specials will be produced by one of the Group W stations. The first, airing in March, is called "The Hidden Addict," focusing on drug, alcohol, food or cigarette dependencies. Each special allows eight minutes for stations, and four minutes for Bristol-Myers. Recent additions to the *Lifekquest* station list are KSWO-TV Lawton, Okla.; WTLW-TV Lima, Ohio; KPMO-TV Fort Smith, Ark.; WSMV(TV) Nashville; WTEM(TV) Albany, N.Y.; KOLN-TV Lincoln, Neb.; WAND(TV) Decatur, Ill., and KOLD-TV Tucson, Ariz.

LBS Communications is selling RKO's 22d annual *Your Choice For the Films Awards*, a two-hour special, for a March 9-29 window. Hosted by Tim Conway and Jane Seymour, the pre-Academy Award program presents winners in six categories—best picture, best actor, best actress, best supporting actor, best supporting actress and best song. Barter distribution gives station 14 minutes and LBS 10.

D.L. Taffner/Limited reports that it has cleared *The Benny Hill Show*, now in its eighth season in the U.S., on nine more stations to bring its total to 101. The new stations are KVOS-TV Bellingham, Wash.; WJSK-TV Knoxville, Tenn.; WGMC-TV Binghamton, N.Y.; WPBT(TV) Miami; WFXT-TV Boston; WFLX(TV) West Palm Beach, Fla.; WXXA-TV Albany, N.Y.; WBAL-TV Baltimore, and WUPW(TV) Toledo, Ohio. Taffner also reports that it has cleared *Check it Out!* on 16 more stations to bring its station total to 43 stations.

Barry & Enright Productions has firmed both domestic and international sales of *Bumper Stumpers* and *Chain Letters*, two new half-hour game shows. The former has been sold as a 130 half-hour package to the USA Cable network and Global Television of Canada. In *Bumper Stumpers*, created by Wink Martindale and developed by Mark Smith, two couples try to decipher words or phrases appearing on vanity license plates. It is produced by B&E in association with Wink Martindale Enterprises. *Chain Letters* will be produced with the London-based Action Time Ltd., and is set to air on ITV, England's independent network later in 1987. It is created by Mark Smith. In the program, two couples try to derive new words by changing individual letters of a given word.



"GLOW" host David McLane with the California Doll and Olympia

Stay Tuned

ABC has scheduled two new comedies for March. *Harry*, with Alan Arkin (from Touchstone), debuted last Wednesday, March 4, at 8:30 p.m., as *Head of the Class* went on hiatus, scheduled to return later this season. *Class* has already been renewed for the 1987-88 season. On Friday, March 20, *The Charmings* will bow at 8:30 p.m., also for a limited run, temporarily replacing *Mr. Belvedere*, also due back later in the season. *Charmings*, a modern-day version of Snow White and Prince Charming, is from Embassy Television.

Producer David Wolper is producing five new mini-series in association with Warner Brothers Television. They include *Napoleon and Josephine: A Love Story* (six hours), scheduled to air on ABC next fall. Also being produced for ABC are *The Fall of Saigon* (four

hours), and the six-hour *The Acts of King Arthur and his Noble Knights*. In the top secret category is a mini-series project Wolper is working on for ABC, known only at this point as "Project X." The fifth project is entitled *Picasso*, based on a new book soon to be published about the artist.

PBS will broadcast a new National Geographic special, *Treasures from the Past*, at 8 p.m. on Wednesday, April 15. *Treasures* highlights five stories of "ruins returned to glory." Among the preserved treasures are a World War I Curtiss Jenny biplane, a czarist Russian palace and a turn-of-the-century carousel. The program is a co-production of the National Geographic Society and WOED-TV Pittsburgh. Richard Kiley will narrate.

New clearance tracking system to get fall test

AGB-developed service will be used by Orbis; system will monitor shows on indies as well as affiliates

AGB and Orbis Communications will jointly test a system that AGB has developed to monitor television station clearances when it begins its program ratings service next fall (BROADCASTING, Jan. 5). The system, called Linetrak, is similar to Nielsen's AMOL monitoring system in that programs will be tracked through codes inserted in the vertical blanking interval of the television signal. However, AGB has indicated it will monitor program clearances of independent stations as well as affiliates in each market; Nielsen monitors only affiliates.

According to Joseph Philport, president, AGB Television Research, the test will prob-

ably be conducted next month. Philport said it is being done to give syndicators an idea of how much it will cost to encode programs so that the AGB monitors (one per market) will be able to identify the distributor, program and episode for each syndicated show.

"We know the system works," said Philport, saying it has already successfully picked up the program codes in affiliate signals. "What we want to do is determine the size of the task and the cost and the labor involved in coding the programs." The test results are expected to provide syndicators with at least a basic idea of whether they can afford to encode their programs. The minimum investment—for the encoding and decoding equipment—is about \$10,000. Philport said client stations would not be charged an additional fee for the basic LineTrak service, although there will be a charge for optional custom services. LineTrak will be in the field when AGB launches its rating service next September, regardless of the test

results, said Philport.

At this point, Orbis is AGB's only announced syndication client, although Philport said he would like to have another signed by next month to participate in the test. Brian Byrne, Orbis executive vice president, advertiser sales, said that the availability of LineTrak was a primary reason for signing on with AGB. "We would encode our programs tomorrow if the Nielsen system allowed for an economically feasible method of verifying independent stations," he said.

Until now, Nielsen's program clearance monitoring has been limited to network programming on affiliates. However, a Nielsen spokeswoman said last week that the company has plans for a similar but separate system to monitor clearances of syndicated shows. At this point, Nielsen is not saying much about the service, except that the company hopes to launch it "some time next year," the spokeswoman said. □

Journalism

'Media Monitor' rates network treatment of 'Iragua' story

Nonprofit organization finds networks' treatment of story extensive and balanced; downside is 'negative spin' and reliance on unnamed sources

A new "rapid response media monitoring project" emerged in time to apply what it calls its "scientific analysis" to network coverage of the Iran/Contra story. The *Media Monitor*, a publication of the Center for Media and Public Affairs, a nonprofit organization based in Washington, found that the coverage has been "massive" and "relatively balanced."

The Center is run by social scientists Robert and Linda Lichter, who say the *Monitor* will analyze the coverage of breaking, con-

News news. The Associated Press has begun providing its APTV news service to the Univision-Spanish International Network. Univision currently has a nightly newscast at 11 p.m. (NYT) originating in Los Angeles and a 6:30 p.m. (NYT) newscast and weekend broadcasts originating in Miami, AP said. Jaime Davila, executive vice president of Univision Inc., said that Univision joined AP "because we are expanding our news coverage and we needed the best possible news resources at our fingertips."

□

United Press International and Standard Broadcasting Corp. Ltd. of Toronto have entered an agreement to provide "a new, full-service Canadian news wire for television and radio stations," UPI said. The new Standard Broadcast Wire will provide 24-hour news coverage of Canada and the world, delivered via satellite to broadcast clients throughout Canada's 12 provinces and territories, UPI said.

Both companies will share information, with UPI receiving "some payment" for the services it provides to Standard, including supplying international news and sports coverage, said Ken Whitehurst, UPI general executive and manager of Canada. The around-the-clock newsgathering and editing operation that will produce the Canadian wire will supplement UPI's own network of bureaus across Canada, according to Milton R. Benjamin, UPI president and editor. In addition, Standard and the UPI Radio Network also will share information.

The Standard Broadcast Wire will be linked directly with UPI's worldwide computer communications system, UPI said, adding that the service will be based on Dynatech Newstar systems already in use in the newsrooms at Standard Broadcasting's CFRB(AM)-CKFM-FM Toronto and CJAD(AM)-CJFM-FM Montreal.

Rape report. Two University of Iowa professors studying the effect of the media on rape trials conclude that coverage adds to victim trauma and impedes prosecution. Carolyn Stewart Dyer, associate professor of journalism, and Nancy Hauserman, associate professor of business, report in the June 1986 issue (volume 1, number 3) of *Sexual Coercion & Assault*, a journal for rape counselors, that fear of publicity is one of the main reasons an estimated 50%-90% of rape victims do not report the crime or press for prosecution. According to the article, of 43 states that permit electronic coverage in their courts, only 12 protect the victim's privacy to some extent.

Dyer and Hauserman found a lack of standards among the press in coverage of rapes. Even news operations that normally withhold a victim's name may release it under certain circumstances, they said, and although some states give victims the right to grant or withhold consent to electronic coverage of their trials, in many cases victims are not aware of that right.

Dyer called for changes in the legal system and in the media. The courts should give rape victims the right to refuse electronic coverage of their trials, she said, and "the news media need to consciously recognize and attend to the concerns of the rape victim, the bottom line being that they won't identify the victim without her consent." Dyer also suggested that the media send female reporters to question rape victims, who are often very sensitive about contact with men after they have been raped.

Sexual Coercion & Assault is published by CRU, 1605 17th Avenue, Seattle 98122.

troversial stories, in the form of regular reports intended to form "a factual basis for judgment."

As for the Iran/Contra story (or "Iragua crisis," as the *Monitor* sometimes refers to it), the Lichters reached these conclusions:

The television networks' coverage has been "massive." Beginning with the first story, on Nov. 4, the networks each night averaged 13 stories on the subject—or 38% of their available news time—until Nov. 25, when Attorney General Edwin Meese III announced the diversion of profits from the Iran arms sales to the rebels in Nicaragua. Then coverage jumped to an average of 20 stories a night, or 60% of the available news time. ABC alone ran 69 stories in the next nine days, almost eight per broadcast.

A majority of the stories—57% of them—cited unnamed sources. CBS cited such sources in seven out of 10 stories.

The airtime was "relatively balanced," with administration critics having a slight edge over supporters by a margin of 54% to 46% of the airtime given to sources. Key Republicans such as Secretary of State George Shultz, Secretary of Defense Caspar Weinberger and Senator David F. Durenberger (R-Minn.), who until the new Congress was organized in January was chairman of the Senate Select Committee on Intelligence, were found to be major sources—but they mainly criticized administration policy.

But whatever "spin" was found in the stories, it was generally negative. The study found that one story in four employed emotional or judgmental conclusions and that, in those cases, negative conclusions were eight times as frequent as positive ones.

The study also found that network newspeople covering the story rarely found reason to refer to Watergate before the Contra connection emerged. Watergate was mentioned in only one story (on ABC) before Nov. 25; after that date, Watergate was mentioned in one story out of seven—almost three times a night.

The Lichters' conclusion was that "both critics and defenders of the media may have overstated their case" in evaluating coverage of the Iran/Contra story. "The use of administration sources and balance between critics and supporters belie an image of unrelenting

attacks on President Reagan," they said. "But very heavy coverage, occasional negative spin, and frequent Watergate references after Nov. 25 contributed to a crisis atmosphere." The Lichters added another negative: "The networks' reliance on unnamed sources made it difficult for the public to assess the value and quality of the information conveyed." □

RTNDA survey shows gains in radio and TV news salaries

Radio pay rises 8% in 1986, TV pay 2%, but TV money still much bigger than radio

Salaries for radio news staffers increased 8% in 1986 over those of 1985, and TV news salaries rose 2%, according to the Radio-Television News Directors Association's annual survey of news directors.

The survey was conducted in summer 1986 by Vernon Stone, RTNDA's director of research services and professor at the school of journalism at the University of Missouri, Columbia. News directors at 434 commercial television stations and 362 radio stations responded to Stone's questionnaire.

Radio news salaries were "up impressively," Stone said in comments accompanying his figures in RTNDA's *Communicator*. The typical radio news director in 1986 earned a median \$16,900, an 8.3% increase over 1985. Radio anchors earned \$15,080, up 16%, while reporters were paid \$12,896, representing no change. The lowest paid member of a radio station's news staff received \$12,480, up 6.7%.

The media television news director salary was \$36,400 a year, up 2.9%. Other typical TV news salaries: assignment editors, \$23,140, up 4.7%; producers, \$18,460, up 1.4%, and camera operators, \$15,080, up .7%. TV anchor pay of \$26,000 and reporter pay of \$16,900 in 1986 were about the same as 1985. The lowest paid member of a TV

news staff matched radio's \$12,480, an increase of 5.7%.

According to Stone: "News salaries in both radio and television outpaced the cost of living. The consumer price index for urban wage earners and clerical workers went up only 1.2% from July 1985 to July 1986. The Bureau of Labor Statistics also reported that the average pay increase for all U.S. workers was 3.5% in the year ending Oct. 1, 1986."

As expected, the latest survey shows that stations in the largest markets have the biggest pay rolls. Radio news directors in major markets (population over one million) typically earned \$26,104, anchors \$18,512 and reporters \$17,056. That compared to \$19,500, \$16,120, and \$14,456, respectively, in large markets (population 250,000-one million); \$16,328, \$14,196, and \$11,492 in medium markets (population 50,000-250,000), and \$14,248, \$12,948, and \$10,452 in small markets (population under 50,000).

Differences in pay scales according to TV market size markets were also broad. The median news director salary in country's largest markets (ADI 1-25) was \$57,000 a year, compared to \$39,000 in a median-sized market, (ADI 51-100) and \$28,392 in the smallest markets (ADI 151-214). Corresponding figures for other members of TV news operations include: \$36,000, \$23,400, and \$18,200 for assignment editors; \$64,792, \$29,952, and \$18,096 for anchors; \$32,500, \$17,992, and \$14,144 for reporters; \$29,900, \$18,200, and \$15,600 for producers, and \$27,248, \$15,600, and \$11,648 for camera operators.

Regional differences were narrower, although radio news personnel in the West did received slightly higher pay than their counterparts in the rest of the country. The median pay for Western radio news directors was \$19,448, with anchors receiving \$15,652 and reporters \$15,600. The lowest radio news pay was in the Midwest, where salaries were a little lower than in the East and South. News directors there were paid \$15,600, anchors \$13,104 and reporters \$12,896. □

Ag beat. AP Network News has established a bureau at the U.S. Department of Agriculture (USDA), according to company officials. AP Agriculture Correspondent Thom Wilborn began broadcasting AP Network News reports live from the USDA on Feb. 17 at 11:25 a.m. NYT.

"Developments that come out of USDA are of direct local interest in markets all over the country. And stations have told us they want that kind of coverage," said John Reid, director of AP Broadcast Services.

In addition to the hourly, weekday AP "AgReports" over AP Network News, Wilborn will write the morning agriculture report transmitted over AP's high-speed NewsPower service, APTV and the traditional AP radio wires and will file reports for TV Direct, the nonexclusive video news service provided by AP and Conus Communications.

ARF focuses on changes in advertising environment

Profusion of media, uncertain consumer behavior and new research technology among topics at ARF's 33d annual conference

With the people meter redefining the relationship among rating services, advertisers and the networks, the Advertising Research Foundation finds itself trying to bridge the gaps separating all sides. That was evident at ARF's 33d annual conference last week in New York, where over 1,400 advertising executives and other media research professionals heard incoming ARF Chairman George S. Fabian, group senior vice president and director of research and planning, Backer & Spielvogel, describe the group's present concerns: "ARF today is heavily involved in such undertakings as assisting the industry in dealing with the transition to a people meter-based network TV rating system; helping to build a common understanding among research developers and users of the potential implications and value of single-source data...and more than a dozen other areas of current concern to marketers and researchers."

The more advertising changes, the more media research faces the same challenges, said Robert J. Coen, senior vice president, director of forecasting at McCann-Erickson, Worldwide; "When I came into the business nearly 40 years ago, there was a great deal of debate about radio rating methods and the Nielsen household radio set Audimeter was just gaining acceptance. Now we are conducting the same kind of debates about the people meter."

Still progress has changed research some, he said, noting that previous researchers were conducting "telephone coincidental measures at a time when large segments of the population could not be reached by a telephone call." Coen also said: "The original Nielsen sample did not have any representatives from the mountain time zone."

One constant, the McCann-Erickson senior vice president noted, is that changing needs in media research continue to be "more directly explained by changing national advertising practices"—as opposed to local advertising practices—because national budgets are "usually much larger and strategies are more complex." There are continuing research themes as well, such as "the missing links between [advertising] exposure and response...Media effectiveness measurements, quite similar to those of the early TV years, are beginning to reappear. Now they are much more expensive and more relevant to today's media options."

The research industry has some shortcomings at present, Coen said. "We need to develop credible data on co-op advertising, point-of-purchase advertising, and practical-



ly nothing is known about how different marketers use the mails for advertising." In the year 2037, media research will be influenced by "a far more complex media mix" and "global considerations," he said.

Changes in the demography of America were discussed by Rena Bartos, senior vice president, director of communications development, J. Walter Thompson Co., who said the new age groups, social values and marriage practices challenged the advertiser to change marketing practices.

Bartos said this country is moving toward a two-tier economy, characterized by a "shrinking middle class" a "disadvantaged underclass" and an "increasing amount of income concentrated among the upper third of households." Regarding the latter third, Bartos said, The Conference Board predicts its share of all earned income will be 67% by 1995: "This suggests that it is unrealistic to think of American consumers in terms of mass markets."

Another vanishing demographic "breed" was the "full-time homemaker," whom Bartos said now represented only 30% of all women. Instead she noted that more women are in two-paycheck homes where couples "share the decisions on how they are going to spend those paychecks, whether they are shopping for cars, making investments, or planning vacations." New social values also mean that planning and preparing meals, and shopping for foods, are now also the responsibility of husbands, as are other household chores.

These and other demographic changes, she said, "challenge the conventional wisdom about who is the best customer for our product or service."

The importance of the research department in a huge company was emphasized by the conference's keynote speaker, Roger A. Enrico, president and chief executive officer of the Pepsi-Cola Co. "We base our gut reactions on a constant flow of solid research," Enrico said, which, he added, "is how we keep an 89-year-old product contemporary, fresh, new, visible, exciting and important."

Pepsi's latest campaign theme, Enrico said, was helped by studies done by the company's director of research, John Almash: "He asked [focus groups]: What kind of person is Pepsi? What kind of person is Coke?" The study found Pepsi to be a more "forward-looking, youthful, energetic person—in contrast to a tradition-bound all-American Coke."

Similarly, Enrico said, researchers helped come up with the strategy for Slice, a fruit-juice-based soft drink, "a radical idea that

Passive presence. According to John Dimling, senior vice president, Nielsen Media Research, the company is exploring ways of adding a "passive component" to its people meter to verify that viewers are pushing the right buttons to record their presence when watching television. "Nielsen is committed to incorporating a passive component in our measurement system," Dimling told those attending a session at the Advertising Research Foundation's annual conference in New York.

He said company engineers have developed several techniques for passive measurement, including systems that use sonar and infrared heat sensing. Another measurement company, R.D. Percy & Co., several months ago announced it would launch a local service to measure commercial viewing later this year and would incorporate an infrared passive verification system. Nielsen's Dimling said that several of its passive devices have been "field tested," and "we will be developing plans for a large pilot test over the next few months." He said the company was soliciting advice from clients on how to proceed. "While we have some sense of what the passive component system will look like, we can't commit right now to exactly what that system will be," he said. "What we can commit to is that there will be a passive component," down the road.

Dimling also said that by September of 1988, the Nielsen people meter system will be reporting VCR playback of all programs. Currently, Nielsen monitors recording but not playback. AGB has indicated that it will also monitor VCR recording and playback when it launches in September. At the same session last week, Stephan Buck, chief executive officer, AGB Television Research, said that his company, in an effort to keep its sample base in line with the nation's viewing population, would maintain a 25,000-person "national enumeration survey." Buck said AGB would use the survey to track its sample base "on an ongoing basis."

seems simple in retrospect: Tell people what it is they are drinking. . . . When test groups knew they were getting (fruit) juice, they preferred Slice to all others." The consequences of the subsequent advertising campaign are, he said: "If Slice were an independent company, it would place in the top 200 of the *Fortune* 500 index."

After citing other examples, the Pepsi-Cola president and chief executive officer concluded that: "Research is the foundation upon which we make the high-speed, high-stakes decisions that keeps us on the leading edge."

In a Tuesday morning speech, Carl Spielvogel, chairman and chief executive officer of Backer & Spielvogel, explained how he first became interested in the general subject

of media: "during 1967, while having breakfast in Omaha, on a freezing wintry morning, with. . . Warren Buffett." The well-known investor had just bought stock in The Interpublic Group of Companies, where Spielvogel was executive vice president. "I got right to the point, and he responded: 'With personal selling disappearing from the marketplace each year, I view the media, advertising, and advertising agencies as becoming increasingly the last link between the manufacturer and the consumer.'"

That general theory, Spielvogel said, still holds true, despite technological change: "We should not confuse the volatility of the ways in which the media enter the household, with basically static consumer behavior in their approach to these media."

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Spelling out the fine points of advertising and marketing

Graham Phillips, chairman of Ogilvy & Mather U.S.A., lamented the decline of customer brand loyalty which he considered "the root problem" of many problems in advertising.

He maintained that a strong brand generates a consistent volume and revenue year after year because consumers like it. He said that brand names like American Express, IBM, Tide, Crest and Kraft "have virtually withstood the test of time and have proved virtually invincible."

He urged marketers to concentrate in the years ahead on re-establishing brand loyalty as a route to marketing success. He advocated marketing-advertising department teamwork and lean and small staffs capable of making speedy decisions.

John Webber, director of marketing research for General Foods Corp., envisions a shift in the future from mass marketing to "micro marketing" research. He added that "mass" marketing is not going to disappear immediately and there will be a period in which a mixture of "mass" and "micro" will co-exist.

The future of survey research was discussed by Frank D. Walker, chairman and chief executive officer of Walker Research Inc., and George Gallup Jr., co-chairman of the Gallup Organization. Walker set the background for the discussion by describing a symposium his firm had organized in the fall of 1985. He said the event was set up to appeal to senior marketing information executives and that as plans for the symposium proceeded, the organizers realized they had to identify a research universe that might offer significant insight into what the future held for the industry. The planner turned to Gallup who devised a direct mail survey of invitees to obtain their attitudes and opinions concerning the future of survey research.

Gallup said there were some "dire predictions" voiced by the senior marketing executives interviewed in the Walker/Gallup survey: "Interviewers will be a vanishing breed; opinions will be available only for a price; survey respondents, angered over fake surveys or poorly-designed surveys, will demand government intervention."

Gallup reported that although respondents believe there has been growing support of polling, there is a need, both in the U.S. and abroad, for a more widespread acceptance. As for the future, the survey indicated that most executives predict a greater use of survey research. Gallup said inexpensive data processing will make this possible.

The survey also pointed to a growth in international research, an expansion of market research into product categories other than mass-market ones and survey research with more emphasis on explaining behavior.

Gian Fulgoni, president and chief executive officer of Information Resources Inc., told ARF that in recent years there has been a swing by marketers to greater use of promotion and less of advertising. He explained this accent on promotion as the result of pressure for discounts from retailers and favorable sales results produced by promotions over the short term.

Stock Index

Closing Closing
Wed Wed
Mar 4 Feb 25
Net Percent P/E
Change Change Ratio (000,000)
Market
Capitali-
zation

BROADCASTING

N (CCB) Capital Cities/ABC	333	1/2	331		2	1/2		.75	33	5,364
N (CBS) CBS	159	3/4	160	3/4	-	1		- 0.62	30	3,745
O (CLCH) Clear Channel	13	3/4	13	3/4					19	40
O (INFTA) Infinity Broadcasting	16		15	3/4			1/4	1.58	84	167
O (JCOR) Jacor Commun.	7	1/8	7				1/8	1.78	40	40
O (LINB) LIN.	70	5/8	66	1/4		4	3/8	6.60	53	1,870
O (MALR) Mairite	11	3/8	11	1/2	-	1/8		- 1.08	13	95
O (MALRA) Mairite 'A'	10	5/8	10	5/8					15	44
O (OBCC) Olympic Broadcast	5	1/4	5	1/4						13
A (PR) Price Commun.	11	1/2	11	1/2						121
O (SCRIP) Scripps Howard	83		84	1/2	-	1	1/2	- 1.77	30	857
O (SUNN) SunGrcUp Inc.	2	3/4	3	1/4	-	1/2		- 15.38	27	4
N (TVXG) Taft	135	1/4	127			8	1/4	6.49	110	1,226
O (TVXG) TVX Broad. Group	9		8	1/2			1/2	5.88	37	52
O (UTVI) United Television	31	1/2	31				1/2	1.61	29	345

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	58		57	3/4		1/4	.43	29	667	
A (AAR) Adams Russell . . .	22	3/4	23	1/2	-	3/4	- 3.19	18	141	
A (AFP) Affiliated Pubs . . .	44	3/4	45		-	1/4	- 0.55	23	789	
O (ASTVE) Amer.Comm. & TV		1/16		1/16					4	
N (AFL) American Family . .	13	1/2	15	1/4	-	1	3/4	- 11.47	9	539
O (ACCMA) Assoc. Commun. .	28		28						267	
O (BMAC) Bus. Men's Assur. .	31	3/4	29		2	3/4	9.48	19	335	
N (CCN) Chris-Craft	25		20	3/4		4	1/4	20.48	11	163
N (DNB) Dun & Bradstreet. . .	123	5/8	125		-	1	3/8	- 1.10	30	9,397
O (DUCO) Durham Corp. . . .	43	1/2	42	3/4		3/4	1.75	11	247	
N (GCI) Gannett Co.	47		47					29	7,547	
N (GY) GenCorp	80	1/8	77	1/4		2	7/8	3.72	19	1,790
N (GCN) General Cinema . . .	54	1/4	55	1/2	-	1	1/4	- 2.25	22	1,975
O (GCOM) Gray Commun. . . .	211		208		3		1.44	36	104	
N (JP) Jefferson-Pilot	36	1/4	36	1/4				12	1,516	
O (JSON) Josephson Intl. . . .	13	1/2	14		-	1/2	- 3.57		63	
N (KRI) Knight-Ridder	55	1/2	54	1/4		1	1/4	2.30	25	3,116
N (LEE) Lee Enterprises	27	1/2	27	3/8		1/8	.45	22	696	
N (LC) Liberty	39	3/8	39	1/4		1/8	.31	16	397	
N (MHP) McGraw-Hill.	69	7/8	70	5/8	-	3/4	- 1.06	24	3,522	
A (MEGA) Media General	57		53	5/8	3	3/8	6.29	24	802	
N (MDP) Meredith Corp.	36	1/4	34	3/4		1	1/2	4.31	14	686
O (MMEDC) Multimedia	50	3/4	51		-	1/4	- 0.49	-461	557	
A (NYTA) New York Times . . .	45	1/2	47	1/2	-	2	- 4.21	30	3,681	
O (PARC) Park Commun.	28	3/4	28			3/4	2.67	27	396	
T (SKHQ) Selkirk	22	1/4	22	3/4	-	1	2	- 2.19	48	180
O (STAUF) Stauffer Commun. .	135		135					22	135	
A (TO) Tech/Ops Inc.	33	1/4	33	1/8		1/8	.37	6	72	
N (TMC) Times Mirror	85	1/4	81	1/2		3	3/4	4.60	25	5,495
O (TMC) TM Communications . .	2	1/4	2	3/8	-	1/8	- 5.26	11	17	
O (TPCC) TPC Commun.		1/16		1/8	-	1/16	- 50.00			
N (TRB) Tribune.	76	1/2	75	1/2		1	1.32	24	3,106	
A (TBS) Turner Bcstg.	18	7/8	18	5/8		1	1.34	42	411	
A (WPOB) Washington Post. .	186		186	7/8	-	7/8	- 0.46	23	2,417	

PROGRAMING

O (ALLT) All American TV . .	3	3/4	3	3/4					4	
O (BRRS) Barris Indus. . . .	17	1/2	17	3/8		1/8	.71	29	155	
O (CMCO) C.O.M.B..	21	1/8	20	7/8		1	1.19	35	243	
N (KO) Coca-Cola.	47		45	1/8		1	7/8	4.15	24	18,141
O (CLST) Color Systems. . .	15	1/4	14	1/2		3/4	5.17		10	
A (DEG) De Laurentis Ent..	13	1/4	12	1/2		3/4	6.00		126	
O (DCPI) dick clark prod. . .	7		7					12	8	
N (DIS) Disney	60		58	3/4		1	1/4	2.12	41	7,762
N (DJ) Dow Jones & Co.. . .	55		53	1/2		1	1/2	2.80	39	5,321
O (FNNI) Financial News. . .	13	7/8	14	1/8	-	1/4	- 1.76	231	153	
A (FE) Fries Entertain. . . .	5	1/2	5			1/2	10.00	10	28	
N (GW) Gulf + Western . . .	81	3/8	77			4	3/8	5.68	23	5,031
O (HRSI) Hal Roach	10	3/4	10	1/2		1/4	2.38		59	
A (HHH) Heritage Entertain..	9	1/2	8	1/2		1	11.76	10	26	
A (HSN) Home Shopping Net.	31		30	7/8		1/8	.40	70	1,197	
N (KWP) King World	22	3/8	18	7/8		3	1/2	18.54	42	687
O (LAUR) Laurel Entertainment	5	1/8	4	7/8		1/4	5.12	19	12	
A (LT) Lorimar-Telepictures .	20	3/8	20	1/4		1/8	.61	20	691	
N (MCA) MCA	47		43	1/4		3	3/4	8.67	21	3,669
N (MGM) MGM/UA Commun.	12	7/8	13		-	1/8	- 0.96		657	
A (NWP) New World Pictures	11	7/8	10	3/4		1	1/8	10.46	22	126
N (OPC) Orion Pictures . . .	17	3/4	17	1/8		5/8	3.64		169	
O (MOVE) Peregrine Entertain.	12	1/2	12	3/4	-	1/4	- 1.96		23	
N (PLA) Playboy Ent.. . . .	10	1/8	10	1/8					95	

Closing Closing
Wed Wed
Mar 4 Feb 25
Net Percent P/E
Change Change Ratio (000,000)
Market
Capitali-
zation

PROGRAMING

O (QVCN) QVC Network	18	1/2	16	3/4		1	3/4	10.44		121
O (RVCC) Reeves Commun.	10	3/4	10	7/8	-	1/8	- 1.14		134	
O (RPICA) Republic Pictures 'A'	9	3/4	8	3/8		3/8	4.00	69	28	
O (RPICB) Republic Pic. 'B'	10	1/4	9	3/4		1/2	5.12	73	7	
A (RHI) Robert Halmi	4	1/4	3	7/8		3/8	9.67	38	80	
O (SMNI) Sat. Music Net.	5	7/8	5	1/4		5/8	11.90		38	
N (WCI) Warner	31	5/8	30	7/8		3/4	2.42	21	3,902	
O (WWTW) Western World TV	1	3/8	1	1/2	-	1/8	- 8.33	8	1	
O (WONE) Westwood One	36	3/4	37		-	1/4	- 0.67	57	299	

SERVICE

O (BSIM) Burnup & Sims	4		3	7/8		1/8	3.22	-7	63	
O (CVSI) Compact Video	4		3	7/8		1/8	3.22	40	23	
N (CQ) Comsat	33	5/8	33	3/8		1/4	.74		609	
N (FCB) Foote Cone & B.	60	3/4	58	5/8		2	1/8	3.62	15	231
O (GREY) Grey Advertising	123		121			2		1.65	16	148
N (IPG) Interpublic Group	36	1/2	34	1/2		2		5.79	21	796
N (JWT) JWT Group	33		31	5/8		1	3/8	4.34	14	299
A (MOV) Movielab	6	3/4	6	3/4					11	
O (OGIL) Ogilvy Group	36	3/4	36			3/4	2.08	17	502	
O (OMCM) Omnicom Group	25	1/4	24	7/8		3/8	1.50	22	144	
O (SACHY) Saatchi & Saatchi	43	1/4	41	1/4		2		4.84	20	2,237
O (TLMTB) Telemation	3	1/8	3	1/8					12	14
A (TPO) TEMPO Enterprises	9		9						23	51
A (UNV) Unitel Video	8	7/8	8	7/8					19	

CABLE

A (ATN) Acton Corp.	2	5/8	2	3/4	-	1/8	- 4.54	-1	15	
A (ACN) Amer. Cablesystems	19	3/4	18			1	3/4	9.72	10	185
A (CVC) Cablevision Sys. 'A'	24	3/4	24	1/8		5/8	2.59	-7	519	
N (CNT) Centel Corp.	66		64	5/8		1	3/8	2.12	14	1,826
O (CCCOA) Century Commun.	20	1/2	20	1/2				410	397	
O (CMCSA) Comcast	22	5/8	22			5/8	2.84	30	481	
N (HCI) Heritage Commun.	33	7/8	33	3/4		1/8	.37	125	758	
O (JOIN) Jones Intercable	15		14	7/8		1/8	.84	36	195	
T (MHPQ) Maclean Hunter 'X'	19	5/8	19	1/2		1/8	.64	27	723	
O (RCCAA) Rogers Cab. Amer.	13	3/4	13	1/2		1/4	1.85		70	
O (TCAT) TCA Cable TV	22		20	1/2		1	1/2	7.31	37	237
O (TCOMA) Tele-Commun.	31		31	1/2	-	1/2	- 1.58	238	2,979	
N (TL) Time Inc.	87	5/8	87			5/8	.71	27	5,500	
O (UACIA) United Art. Commun.	23	1/2	23	5/8	-	1/8	- 0.52	111	965	
N (UCT) United Cable TV	33	5/8	32	3/4		7/8	2.67	84	819	
N (VIA) Viacom	51	3/8	47	1/2		3	7/8	8.15	49	1,760
N (WU) Western Union	3	7/8	3	3/4		1/8	3.33		94	

ELECTRONICS/MANUFACTURING

N (MMM) 3M.	126	7/8	127	1/2	-	5/8	- 0.49	20	14,595
N (ALD) Allied-Signal.	46	3/8	46			3/8	.81	-10	8,176
O (AMTV) AM Cable TV	1	3/8	1	5/8	-	1/4	-15.38	-1	4
N (ARV) Arvin Industries.	33	5/8	33	3/8		1/4	.74	14	543
O (CCBL) C-Cor Electronics.	9		8	3/4		1/4	2.85	-5	27
O (CATV) Cable TV Indus.	3		2	3/4		1/4	9.09	-15	9
A (CEC) Cetec	6	1/8	5	7/8		1/4	4.25	-9	12
A (CHY) Chyron.	6	7/8	7	1/4	-	3/8	- 5.17	32	69
A (CXC) CMX Corp..	1	7/8	1	3/4		1/8	7.14		9
A (COH) Cohu.	7	1/4	7	3/8	-	1/8	- 1.69	14	13
N (CAX) Conrac.	18		17	1/2		1/2	2.85	16	119
N (EK) Eastman Kodak.	76	7/8	78	3/8	- 1	1/2	- 1.91	65	17,366
O (ECIN) Elec Mis & Comm..	1	3/4	1	7/8	-	1/8	- 6.66		7
N (GRL) Gen. Instrument	27		24	3/4		2 1/4	9.09		874
N (GE) General Electric	105	3/4	102	3/4		3	2.91	20	48,219
N (HRS) Harris Corp..	37	7/8	37	3/8		1/2	1.33	25	1,524
N (MAL) M/A Com. Inc.	14	5/8	14	5/8					636
O (MCDY) Microdyne.	4	1/8	4	1/8				37	18
N (MOT) Motorola.	48	1/2	49		-	1/2	- 1.02	57	6,194
N (NPH) N.A. Philips	42		41	3/4		1/4	.59	17	1,215
N (OAK) Oak Industries	1	1/8	1			1/8	12.50		38
A (PPI) Pico Products	3	5/8	3	7/8	-	1/4	- 6.45		12
N (SFA) Sci-Atlanta.	15	3/8	15	1/4		1/8	.81	26	360
N (SNE) Sony Corp.	21	1/2	22		-	1/2	- 2.27	13	4,969
N (TEK) Tektronix.	39	1/8	39	3/4		5/8	- 1.57	12	765
N (VAR) Varian Assoc.	28	5/8	28	3/4	-	1/8	- 0.43	40	610
N (WX) Westinghouse	64	7/8	65		-	1/8	- 0.19	17	9,967
N (ZE) Zenith	23	3/8	23	5/8	-	1/4	- 1.05		54

RIDING GAIN

O N R A D I O

CBS's new age

"New age" music appears to be coming of age as a radio format. Last month Metropolitan Broadcasting's KMET(FM) Los Angeles switched from album rock to a "personality-free" new age/light jazz/soft rock format under the call KTWV ("Riding Gain," Feb. 23). And last week CBS Radio Programs, the program distributor for CBS Radio, revealed plans for a weekly two-hour new age music broadcast to be hosted by WIOQ(FM) Philadelphia personality Michael Tozzi.

The New Age will be produced for CBS by Denny Somach Productions, Havertown, Pa. (a Philadelphia suburb). "Interest [among radio listeners] in this particular type of music has steadily increased and now radio stations are searching for product to satisfy that interest," Somach said.

The New Age will be targeted for album rock and some adult contemporary stations. "It will be 100% compact disk produced," Somach said, adding that that the show will initially "de-emphasize" the host as a personality until the artists and music "become

Super totals. The NBC Radio Network audience for the New York Giants and Denver Broncos in Super Bowl XX came to an estimated 10.1 million listeners, 8% higher than last year's mark, according to NBC. That figure is based on a telephone recall study conducted on the day after the game by R. H. Bruskin Associates, a New Brunswick, N.J.-based market research firm.

Additionally, the AFC and NFC championship games were heard by an average 9.2 million listeners per game, an increase of approximately 5% over the previous year, said NBC.

more established." The new series will "back announce" each artist, song title and record label, he said. Among the record labels producing the music heard on the new CBS program are: Windham Hill, Private Music and CBS Masterworks.

Somach said he hopes most stations car-

rying NBC Radio Entertainment's *The Jazz Show With David Sanborn*, will also pick up the new CBS offering. (The NBC broadcast is carried by 123 stations.)

Frank Murphy, vice president of programming for the CBS Radio Networks, said that the new show, which is designed for weekend airplay, will be fed to stations Tuesday afternoon and Sunday morning—the latter a live feed.

Radio programming consultant Lee Abrams of Burkhart/Abrams/Douglas/Elliott & Associates, Atlanta, will also be working with CBS on the new series on song selection and research. (Abrams, an advocate of new age music as a programming vehicle, will soon launch a new age format over KSCO-FM Santa Cruz, Calif.) CBS's new age show is scheduled to be launched the week of March 30.

Country consensus

Country music has a very high popularity rating for all age brackets and both sexes.

That's one of the major findings of a Country Music Association attitudinal study conducted among 500 record buyers in 12 medium-to-major markets by Market Data Corp. of Chicago. Market Data President Bruce Miller, speaking at the Country Radio Seminar in Nashville (BROADCASTING, March 2), said 50% of the sample size "strongly like" country music. He added that 40% of noncountry record buyers said they listen to country radio stations.

The study also established soft rock as country radio's primary format competitor. Seventy percent of those surveyed, including country record buyers, "strongly relate" to soft rock, Miller said.

Recuperating King

Mutual Broadcasting and Cable News Network nighttime talk show host, Larry King, 54, was released from George Washington University hospital in Washington last Wednesday afternoon (March 4) after suffering a mild heart attack on Feb. 24. King, said a Mutual spokesman, is "responding well" to medication and treatment.

Asked whether King will be cutting back on his Mutual broadcast schedule—four hours live, each weeknight—in view of his heart ailment, the spokesman said the issue "has not been discussed." Filling in for King on Mutual last week was the network's *America in the Morning* host, Jim Bohannon, while entertainment reporter Rona Barrett hosted King's one-hour, nightly CNN show.

King is tentatively scheduled to return to both his radio and cable programs on Monday, March 23.



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Industry**

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Signing On

Heller Broadcasting, a newly-formed, New York-based radio program supplier, is readying a two-hour weekly show, *New Music Now*, for an early April debut. The new bartered program, designed for album-rock and contemporary hit stations, will highlight "progressive" and "new wave" artists, said series host Jack Zimmerman. "The playlist runs from Lou Reed through the Talking Heads," Zimmerman said. Heller Broadcasting was created by Robert Heller, a former advertising agency producer with AC&R Advertising, a subsidiary of Ted Bates Worldwide, which is now known as AC&R/DHB & Bess.

Edinburgh Rand, a Scottsdale, Ariz.-based radio program consultancy, has created two new formats: "Breezin'" and "New Attitude." "Breezin'" is described by company president Gary Guthrie as a "marriage of mass-appeal contemporary jazz and adult contemporary artists" such as George Benson, Steely Dan, Spyro Gyra, David Sanborn, Al Jarreau and Bob James. "Breezin'" now airs each weeknight on KZPS(FM) Dallas and on Sundays at WKLY(FM) Rochester, N.Y. Both stations program "classic hits" as their main fare. "New Attitude," said Guthrie, is a "female-oriented," upbeat contemporary sound featuring both single and album selections of performers such as Huey Lewis, Lionel Richie and Whitney Houston.

NBC Radio News will launch a daily (Monday through Sunday) feature of historical events for each day, beginning Wednesday, April

1. The series, which has a working title of *Today in History*, will run 60 seconds or less and will be fed at 6:20 a.m. NYT. It will be anchored by NBC News Correspondent Alan Walden.

Clayton Webster Corp., St. Louis, is producing a special edition of *The Comedy Show With Dick Cavett*, saluting the start of the baseball season, during the week of April 6. It will feature interviews with players and fans at Florida spring training camps in Tampa and St. Petersburg. The two-hour show airs on some 320 stations each week.

Pepsi-Cola USA, in conjunction with **James Paul Brown Entertainment**, Culver City, Calif.-based radio programming distributor, has launched *Pepsi Hitline USA*, a live, one-hour, satellite-delivered, weekly, call-in/artist interview show that airs Sunday at 11 p.m. NYT. The show, targeted primarily for contemporary hit stations, originates from both KPWR(FM) Los Angeles and WHTZ(FM) Newark, N.J. (New York). The program has two hosts: Brenda Ross, midday personality at KPWR, and Shadow P. Stevens, program director of WZLX(FM) New Orleans. "This represents our first-ever sole sponsorship of a syndicated radio show," said Michael Lorelli, senior vice president of marketing for Pepsi-Cola USA. The show, which premiered on 140 stations, is currently heard on some 150 stations covering 43 of the top 50 markets, including all of the top 15 markets. The series is being produced for James Paul Brown Entertainment by Jo Interrante and Rob Sisco of IS Inc., Mill Valley, Calif.

Business

Home Shopping Network's shopping spree

After purchasing eight stations and signing contracts for two more, company is considering using limited partnerships and joint ventures to be involved in more than 12 stations

Lloyd (Bud) Paxson has been traveling a lot in recent months. The president of the Home Shopping Network is still looking to buy more television stations, even though the company already owns eight, has contracts to buy an additional two and has options on two more. According to reliable sources, Paxson and other HSN officials have recently talked with the owners of KONG-TV Seattle and made an offer for a UHF station in Cincinnati. According to one company executive, it's possible that more than half of this year's revenue will be derived, not from cable subscribers, but from customers watching over-the-air signals.

With HSN's first station purchases last August came raised eyebrows over whether the new owner's "program-length commercials" were proper programming for a television station licensee—a controversy that has yet to die down. More pragmatically, some questioned whether the purchase of broadcasting facilities in the upper end of the UHF spectrum would provide the coverage or picture quality that would significantly increase the company's customer base. It was also said that by buying television stations, HSN would alienate the cable operators that provided over 90% of the teleshopping service's distribution. Finally, there was the issue of cost: Was HSN paying too much for its TV

stations?

While HSN undertook its strategy with sudden determination—signing eight contracts within 17 days—all three sellers to whom BROADCASTING talked said that Paxson was in no rush to sign the check, and that the negotiations that preceded the contract signing lasted, on average, eight to 10 weeks. Said one of the sellers: "We had an idea of how much money the station was worth, but Paxson came in with a much lower number and pointed out that while we might eventually get a better offer, he was ready to do a deal with real money. And he

was adamant about that number. At one point he walked out, and we didn't talk with each other for a couple of weeks. At the end we got a few other nonprice concessions from his side but he paid the sum he started out to." Robert E. McAllan, vice president, broadcasting, for Press Broadcasting, which sold WHSP(TV) Vineland, N.J. (Philadelphia), to HSN, and has given it an option on WMOD(TV) Melbourne Fla. (Orlando), relayed the same impression: "There was quite a bit of number crunching over several weeks before we came close to agreeing on a price."

In addition to paying for the stations'

Home Shopping's station selection

Station	Channel	Cost	Contract date	Seller
WHSE Newark, N.J.	(68)	\$27,000,000	7/31/86	Kohlberg Kravis Roberts
WHSI Smithtown, N.Y.	(67)	*		
WHSB Marlborough, Mass.	(66)	\$19,500,000	8/1/86	Channel 66 Associates L.P.
WHSW Baltimore	(24)	\$16,000,000	8/12/86	Family Media
WHSP Vineland, N.J.	(65)	\$23,500,000	8/15/86	Asbury Park Press
WQHS Cleveland	(61)	\$16,000,000	8/19/86	Channel Communications
WMOD Orlando, Fla.	(43)	\$5,500,000	9/3/86	Asbury Park Press
KHSH Alvin, Tex.	(67)	\$15,500,000	9/8/86	Four Star/Warburg Pincus
KPST Vallejo, Calif.	(66)	\$11,500,000	9/10/86	Pan Pacific TV
KHSC Ontario, Calif.	(46)	\$36,000,000	9/16/86	Santa Fe Communications
WEHS Aurora, Ill.	(60)	\$25,000,000	10/23/86	Metroweb
KLTV Irving, Tex.	(49)	\$16,200,000	2/18/87	CELA Inc.
WDEM Hollywood, Fla.	(69)	\$10,000,000	2/19/87	Whitco Broadcasting
		\$221,700,000		

* WHSI is satellite station that was purchased with WHSE. It does not count toward multiple ownership.

** Consideration for complete ownership, assuming HSN exercises option to buy. Option on WMOD is exercisable after two years.

"stick value"—the licenses, land and buildings—HSN also had to, in essence, pay the sellers to keep the stations' programming obligations since HSN refused to assume them.

More than one observer said it was beside the point whether HSN paid too much or struck a great deal for any of the properties it bought; several of Paxson's station purchases were either equal to or below recent prices for comparable UHF facilities in those same markets.

What is important, they said, is HSN's ownership of outlets—not subject to affiliation agreements—in 10 of the top 14 markets. And HSN accomplished this before its competitors and others fully realized the extent to which they would go into broadcasting. By this view it is perhaps also beside the point that HSN struck these deals at one of the more opportune times to purchase in recent years—with widespread doubts about independent's future; the FCC's must carry rules; last year's elimination of capital gains exclusion, and low interest rates.

Paxson may have used different arithmetic and ratios from those used by most broadcasters to arrive at his bid prices for the stations. Larry Gerbrandt, who writes a home shopping newsletter, figured the calculation this way: "HSN is generating revenue somewhere on the order of \$30 per home, with cash flow roughly 15% of that, or about \$4.50 per home. Meanwhile, they have been paying between \$8 and \$11 per home for the TV stations. If we average the purchases at say, \$10 per home, and divide by the \$4.50 cash flow, that comes out to a multiple of 2.2. Even if you are skeptical and think the signal will reach only half the viewers HSN claims, that is still a 4.4 multiple. When was the last time anyone bought a station for that kind of price?"

While asserting the success of the strategy, Gerbrandt is not sure HSN went into it voluntarily: "HSN did not start buying stations until CVN—the second largest tele-

shopping service half-owned by 18 major cable MSO's—was formed," he said. "The cable operators in effect went into competition with HSN, and HSN's growth in cable households came to a halt as a result. To keep on growing it had very little choice."

One report card on the acquisitions will arrive in the next few weeks, when the Clearwater, Fla.-based company's second-quarter results are issued. Of the station purchases already complete, most did not until close, or begin carrying the shopping channel, until well into the company's first quarter, ending Nov. 30, 1986.

However, the program is already a success, as judged by the standard of imitation-is-the-sincerest-form-of-flattery. The third-largest teleshopping service, QVC Network, recently sent a letter to its cable affiliates asking whether they would object to "supplemental broadcast transmission" of QVC in their markets. QVC Chairman Joseph M. Segel told BROADCASTING why the inquiry was made: "Several of our affiliates which have systems carrying HSN, said they were getting substantially larger checks in markets where the service was on UHF as well." The replies to the letter, sent a few weeks ago, he said, were positive, and QVC is now exploring its options. Those options, Segel said, include signing affiliate TV stations and/or setting up a master limited partnership to purchase stations.

With its announced purchase of an interest in the construction permit for WDEM(TV) Hollywood, Fla. (Miami), HSN is close to the FCC's 12-station ownership limit. One informed source indicated while HSN's interest in the station might increase, WDEM(TV) would be held as a limited partnership interest with its current minority ownership running the station. That would allow HSN to keep shopping. Some who have talked with Paxson and other HSN officials also indicate the company has talked about buying stations using limited partner-

ship interests that would not count against the ownership limit.

The FCC previously rejected Embassy Communications petition to deny HSN's purchase of WHSW(TV) Baltimore and WQHS(TV) Cleveland. Embassy, which had claimed teleshopping did not meet the "public interest" requirements of the FCC license, has since appealed the commission's decision and has been joined in that appeal by the United Church of Christ, represented by Henry Geller. Although the FCC has heretofore steadfastly avoided ruling on program format, the petitions are not being taken lightly by HSN, which has asked its FCC counsel, Dow Lohnes & Albertson, to survey the programming of the already acquired stations. In addition to three-minute hourly news updates, HSN stations currently run Sunday morning from 6:30 to 7 *Vegetable Soup One*, a children's show syndicated by the University of Nebraska, and from 7 to 10 a.m. religious and ethnic programming.

The possibility of Congress looking at station ownership by teleshopping services is not on the near-term agenda in either the House or Senate, according to staff members. However, Larry Irving, senior counsel for the House Telecommunications Subcommittee, said: "The issue has been raised by some members of the subcommittee." □

Sconnix buys eight Blair radio stations for \$152 million

Sale leaves Blair with only Spanish-language interests

Sconnix Broadcasting Corp., a 16-year-old Laconia, N.H.-based limited partnership that owns and operates eight radio stations, signed a definitive agreement last Tuesday to buy eight radio properties from John Blair & Co. for \$152 million cash. The deal is the second largest radio-only deal in history, trailing the \$285-million Metromedia management buyout in March 1986 (BROADCASTING, March 31, 1986.)

Sconnix made the winning bid for the Blair radio station group, which was put up for sale last fall, in late January ("In Brief," Feb. 2.) The bids were handled by the investment firm of Drexel Burnham Lambert, general partner with Reliance Capital Corp. in the Reliance Capital Group Ltd. Partnership (BROADCASTING, Nov. 24, 1986), Blair's new owner.

"With this transaction, all of John Blair's non-Spanish-language broadcast properties will be sold," said Henry Silverman, chief executive officer of Reliance Capital and John Blair, in a prepared statement. (Late last year, Reliance sold KOKH-TV Oklahoma City and KSBY-TV San Luis Obispo and KSBW-TV Salinas, both California, to Gillett Group Inc., for \$86 million.) "Our focus is now on Spanish-language television through our Telemundo Group, television and radio representation, and production and syndication of English and Spanish television pro-

BottomLine

Summertime news cure. It may not be until midsummer before current debate over 1987 earnings of CBS is resolved. Currently, wide range exists among securities analysts' estimates—roughly \$5 to \$9.50 earnings per share (EPS). Two key areas of uncertainty and disagreement are CBS/Records Group and television network. Regarding former, question is whether last year's record-breaking performance (helped by domestic release of Bruce Springsteen record set) can be repeated. Question of television network, according to analysts, largely hinges on fourth-quarter revenue that will be determined by upfront negotiations and subsequent scatter market. Among those less than enthusiastic were Oppenheimer & Co.'s Dennis McAlpine—who is estimating 1987 EPS of \$6. Predicting \$9 EPS estimate was Alan Gottesman, of L.F. Rothschild Unterberg Towbin, who said that possibility CBS network will lose money assumes "The ad environment would remain poor; the company would make no gains in competitive ratings, and programming costs would remain out of control. We are not willing to concede any of these points." Currently "neutral" is John Reidy of Drexel Burnham Lambert, who said that near term CBS should perform with, but not better than, stock market and is projecting \$7.25 EPS. Also at same number is Barry Kaplan of Goldman Sachs, who said that stock trading is already beginning to focus on 1988 numbers. By mid-July, upfront negotiations for network should have been largely completed, and CBS's second-quarter results should reflect record release by Michael Jackson. □

Going, going, gone. Closing of M.L. Media Partners was completed last Monday, March 2, raising \$188 million in equity. Limited partnership fund headed by I. Martin Pompadur and Elton H. Rule, and sold through Merrill Lynch, has already committed roughly half of equity in three purchases, which were also financed using debt: Cable TV Co. of Greater San Juan; KATC(TV) of Lafayette, La., and 18 West Coast cable franchises recently sold by Storer Cable. M.L. was largest nonreal estate partnership done by Merrill Lynch.

graming," Silverman said.

The eight stations sold are: WFLA(AM)-WPDS(FM) Tampa, Fla.; WIBC(AM)-WEAG(FM) Indianapolis; WHDH(AM)-WZOU(FM) Boston, and KVIL-AM-FM Dallas. Sconnix already owns an FM in Boston, WBOS, and Randall Odenal, one of Sconnix's three general partners, told BROADCASTING a decision will be made this month which will be sold.

Another of Sconnix's newly acquired Blair properties, KVIL-AM-FM Dallas, considered to be one of the most profitable radio station combos in the country, is being eyed by several other broadcasting groups. Odenal said if the stations were to be spun off, "it would be for the right price." (Sources said Sconnix has been talking to interested buyers.) That price is said to be about \$80 million to \$85 million.

In addition to WBOS, Sconnix owns WMXJ-FM Miami-Fort Lauderdale; KCKM(AM)-KFKF(FM) Kansas City, Kan., WMRZ(AM)-WLLR(FM) Quad Cities (Davenport, Iowa, and Rock Island and Moline, both Illinois), and WMRS(AM)-WLNH(FM) Laconia, N.H.

Odenal's other two partners are Scott McQueen and Ted Nixon. Financing for Sconnix's purchase of Blair's radio group is being handled by TA Associates, Boston. The transaction is expected to be completed this spring.

The facilities of the eight stations being sold are: WFLA(AM)-WPDS(FM) Tampa, 970 khz, 5 kw; 93.3 mhz, 100 kw, antenna 925 feet above average terrain. WIBC(AM)-WEAG(FM) Indianapolis, 1070 khz, 50 kw; 93.1 mhz, 50 kw, 990 feet. WHDH(AM)-WZOU(FM) Boston, 850 khz, 50 kw; 94.5 mhz, 5 kw, 1,140 feet. KVIL-AM-FM Dallas, 1150 khz, 1 kw; 103.7 mhz, 100 kw, 1,570 feet. □

Telstar makes multimedia moves

Golden West Television Productions purchased by pay TV operator; first effort to be entertainment news show with home shopping show in the works; it also wants to buy 22 radio stations

Telstar Corp. last week reached an agreement to purchase Golden West Television Productions, a 25-year-old production house that belonged to Gene Autry's entertainment conglomerate until 1983, from Sillerman-Magee Communications Management Corp. The companies would not disclose the purchase price, but the GWTP cash and securities deal was valued at \$13.5 million at the time a preliminary agreement was struck in October 1986 (BROADCASTING, Oct. 13, 1986).

"Adding [GWTP] to our entertainment group will greatly strengthen our marketing capabilities," said Richard S. Crawford, president and chief operating officer of Telstar, a pioneer in the satellite delivery of television programming to the lodging industry. Telstar operates a four-channel pay-per-view service, Telstar Channels, and the over-

the-air pay service, SelectTV, which it acquired in December for a reported \$15 million.

Telstar could also enter the radio station business within the next 90 days, the time required for the FCC to consider the application it submitted last week for the transfer of licenses belonging to Resort Broadcasters Inc. Resort operates 22 East Coast radio stations, a beach and resort guide publishing business and the USA Radio Network, which feeds college and professional sports, regional news and weather to 251 stations from Pennsylvania to South Carolina. If the FCC approves the \$71-million cash and securities deal, which Telstar reached with Resort last October (BROADCASTING, Oct. 6, 1986), it would represent the most stations sold by a single seller to a single buyer.

The Los Angeles-based media company plans to use GWTP to produce several pre-sold feature film and television projects, according to Joseph A. Corazzi, vice chairman and chief executive officer. As its first project, he said, GWTP, which owns more than 1,000 hours of television programming and has the rights to future production royalties from *People's Court*, *It's A Living* and several television movie packages, has entered a co-venture with SelectTV (another Telstar property) and *The Hollywood Reporter*.

The three companies will launch a six-

day-a-week, half-hour entertainment news magazine program on May 19. Titled *The Hollywood Reporter*, it will be similar to *Entertainment Tonight*. *THR* will emphasize a stronger news angle than *ET*, Corazzi said. The new program will initially appear on SelectTV, which has 190,000 subscribers in total—including 90,000 in Los Angeles—then move into international distribution and finally domestic syndication during the first quarter of 1988.

The introduction of a new, hard-edged entertainment program at a time when some major rep firms have proclaimed *ET* to be on its last legs does not concern Corazzi, who said preliminary research indicates there is enough interest in another such program.

GWTP also plans to introduce an overnight home shopping show titled *Video Shopping Mall* during the next month in conjunction with Access Syndication. It is not the same home shopping venture that Robert Silverman, chairman of Sillerman-Magee and now a majority owner of Telstar with 56% of its stock (TSTR-NASDAQ), had in mind when he initially balked at the \$13.5-million Telstar offer for GWTP last October. Silverman said at the time the price was inadequate because a proposed cable home shopping show could be "valued in the hundreds of millions." But that deal fell through in January, and work began to develop this latest home shopping endeavor. □

Fifth Estate Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
Heritage Communica- tions	Fourth	\$69,699	50	(\$6,621)	NM	(\$0.28)
	Year	\$192,739	22	(\$9,904)	NM	(\$0.50)
Infinity Broadcasting	Fourth	\$14,926	25	\$6,504	1201	\$0.08
	Year	\$46,077	11	(\$2,892)	NM	(\$0.41)
News Corp.	Second	\$837,143	36	\$87,599	22	\$0.32
TM Communications	Fourth	\$2,312	40	\$74	NM	\$0.01
	Year	\$11,772	47	\$1,691	4724	\$0.22
Times Mirror	Fourth	\$806,764	—	\$99,324	71	\$1.53
	Year	\$2,948,136	—	\$408,085	72	\$6.31
Twentieth Century Fox	Second	\$190,434	5	\$8,269	-30	NM
NM—Not meaningful						

Heritage attributed full-year and fourth-quarter loss primarily to "financing expenses and losses associated with the acquisition of Rollins Communications Inc., completed on Nov. 1, 1986." Cable television revenue in fourth quarter was \$29.6 million while operating cash flow was \$13.5 million. Full-year numbers were \$85 million and \$37.2 million, respectively. Broadcasting revenue for fourth quarter was \$7 million while operating cash flow was \$2.1 million. Results for full year were \$10.6 million and \$4.8 million, respectively. Total operating cash flow was \$19.9 million and \$50.4 million for fourth quarter and full year, respectively. ■ In previous year, **Infinity Broadcasting** had net income of \$1.7 million. Company said that operating cash flow was \$6.8 million in fourth quarter, and \$14.9 million for full year. Income number included \$4.2 million pre-tax gain on sale of KCBQ-AM-FM San Diego, and \$5 million early-debt retirement charge, net of \$1.8 million in tax benefits. Company said that excluding affects of divestiture, acquisitions and a "reduction in agency commission," net revenue for year was up 8%, "with the major increases occurring at the company's New York and Chicago radio stations." ■ **News Corp.** said U.S. operations represented 58% of revenue and 57% of operating profit. ■ **TM Communications** had net loss of \$12,956 in previous fourth quarter. Full-year earnings include \$1.5-million after tax gain from sale of radio-format subsidiary. ■ Net income for **Times Mirror** included gain of \$222.2 million, pre-tax, on sale of assets, including three television stations; interest in Las Vegas cable system, and the *Dallas Times Herald*. For broadcasting division, fourth quarter operating income was \$20.5 million on revenue of \$33.5 million, while numbers for full year were \$70.8 million on revenue of \$127.3 million. For cable division, fourth-quarter operating profit was \$5.2 million on revenue of \$52.6 million. For full year, numbers were \$36.6 million and \$242.9 million, respectively. ■ **Twentieth Century Fox** is subsidiary of News Corp. Ltd. Company said operating income in second quarter was \$30.4 million, up 22%. Income tax provision was \$10.5 million, compared to \$783,000 in previous year's second quarter.

Dish dealers, cable programmers make peace in Las Vegas

Harmony rules day at SBCA convention as both sides begin to work together

The home satellite industry convention at Bally's Grand Hotel in Las Vegas last week (March 2-4)—the first under the aegis of the newly formed Satellite Broadcasting and Communications Association—may prove, in retrospect, to have been a turning point for the industry, the show at which suppliers of backyard earth stations and programmers began working with instead of against each other.

"What a difference a year makes," said one cable programmer. "The cable programmers are falling all over themselves in trying to court the dish dealers because they realized that the dealers are the vital link between themselves and the dish owners. What the dealers say to the dish owners can make or break the sale of a subscription."

The same official noted the lack of acrimony that characterized the relationship between programmers and dealers after the programmers, led by HBO, began scrambling their services early last year. "There are no tomato stains or egg stains on our booth," he said.

The cooperative spirit that took the place of rotten tomatoes and eggs at last week's convention, which drew nearly 9,700 people from every facet of the business, took root late last year when the Satellite Television Industry Association (SPACE), which was founded by the home satellite equipment manufacturers, distributors and dealers that built the industry, decided to stop fighting scrambling and work with programmers in making sure that programming, once scrambled, was available to dish owners in convenient packages at reasonable prices.

SPACE began accepting cable programmers into its ranks and, late last year, merged with the Direct Broadcast Satellite Association, a group dedicated to the promotion of high-power Ku-band satellite broadcasting, to form SCBA.

The most ostensible display of the programmers' commitment to the home satellite industry was on the exhibit floor. There, Home Box Office, Showtime/The Movie Channel, CBN, Turner Broadcasting System, ESPN and other programmers set up booths alongside the hardware companies. But the commitment was also evident in the series of announcements they made concerning their home satellite marketing plans.

Following the convention, SBCA Vice President Jerry Fischette said many dealers came to the show with a lot of questions about the programmers' marketing plans and were surprised with how many answers they received. The dealers' antipathy toward the programmers is virtually gone, he said. The appearance of leading cable programmers at a



panel session drew a standing-room-only crowd of around 500, he said, and not one discordant note. The dealers "were blown away" by the programmers' apparent willingness to work with them, he said.

Not every dealer, of course, believes that working with programmers is the best way to insure the growth of the home satellite industry, which now encompasses between 1.5 million and 2 million homes with dishes. According to Fischette, some of the hardliners who have adopted SPACE's old position that government regulation is necessary to insure the availability of programming at reasonable prices met at the Dunes hotel to plot their own course.

Showtime/The Movie Channel announced that four more basic cable services—USA Network, Lifetime, CBN and Discovery Channel—had agreed to be parts of Showtime/TMC's basic package for the home satellite market, bringing the total to 11. Other services in the package: MTV, VH-1, Nickelodeon, The Nashville Network, CNN, CNN Headline News and ESPN.

At a programming panel, Tola Murphy-Baran, Showtime/The Movie Channel director of direct broadcast market development, also announced the retail pricing for the package: no more than \$7 a month for dish owners who subscribe to Showtime or The Movie Channel and no more than \$11 for those who don't. Showtime/TMC has been offering Showtime and the Movie Channel for \$10.95 per month each or \$16.95 a month for both.

In essence, dish owners will be able to receive Showtime, The Movie Channel and the 11 basic services for \$24—comparable to what a cable subscriber might pay for the same service.

At the show, Showtime/TMC also announced a new marketing and advertising campaign—"The sky's the limit"—designed to win new subscribers. Showtime/TMC

will try to involve dealers in the campaign with a sweepstakes in which entry forms will be available through dealers that sell Showtime/TMC subscriptions. Showtime/TMC will also provide dish dealers with advertising slicks and point-of-purchase displays.

Showtime/TMC spokeswoman Diane Frank said there was "a lot less hostility" directed at Showtime/TMC by the dish dealers at this show than at previous ones. Nonetheless, she said, the dealers still want to buy Showtime and The Movie Channel at a wholesale price and be more than mere sales agents for the pay programmer. "That ain't going to happen," she said.

Home Box Office had little new to report, but spokesman Alan Levy said it was kept busy answering questions about its dealer-rebate program. Under the program, dealers who sell a Videocipher II descrambler and year's subscriptions to HBO and Cinemax are entitled to a \$50 rebate from HBO. HBO and Cinemax retail for \$12.95 per month each or \$19.95 per month together. A year's subscription for the pair goes for \$179.55.

"This is not earthshaking," said Levy of the rebate program, "but it is necessary to drive TVRO hardware sales and to convince TVRO dealers to mention HBO and Cinemax in the showroom as opposed to others."

Unlike Frank, Levy said that the dealers are not as concerned about getting a lower price for HBO and Cinemax and becoming a full-fledged retailer of services as they were in the past. Most of the dealers that came into the HBO booth, he said, just wanted help in boosting sales of dishes and descramblers. The dish dealers, he said, are beginning to realize that retailing programming entails responsibilities they don't necessarily want—additional accounting and "a higher level of customer service."

Illustrative of the cooperative mood that prevailed at the convention was a deal announced last Monday by Turner Broadcast-

Satellite Footprints

Cable isn't everything. While General Instrument's Videocipher II system has become the de facto standard for the scrambling of cable programmers' satellite feeds, Scientific-Atlanta's B-MAC system seems to be well on its way to attaining the same status in the private satellite business.

According to John Lappington, general manager, satellite communications division, S-A has shipped some 15,000 B-MAC decoders for use in private satellite networks set up by corporations and other large institutions. For the most part, S-A doesn't deal directly with the end user but with "network integrators" such as Private Satellite Network, Videostar, Bonneville Satellite, General Motor's Electronic Data Systems, Satellite Conference Network and AT&T.

Lappington attributed the success of B-MAC to its still-inviolable security, which is of great importance because of the proprietary nature of much of the programming transmitted over the networks. (GI is working hard to resecure Videocipher II system after some video pirates figured out at least two different ways of modifying Videocipher II descramblers to receive programming they weren't authorized to receive.)

Lappington acknowledged that the superior security of B-MAC does not come inexpensively. The B-MAC decoders sell for around \$1,000 each, he said.

For private networks, Lappington said, S-A has also sold some 3,000 1.8-meter earth stations. Most of the dishes are designed to handle two-way data as well as video downlinks, he said.

Creating demand. GTE Spacenet, which provides broadcasters with satellite newsgathering services under the general heading of News Express, will sponsor a "round-table discussion" of the hows and whys of satellite newsgathering during the National Association of Broadcasters convention at the end of this month.

The gathering, which will feature several news directors experienced in the use of satellite news vehicles (SNV's), is scheduled for Sunday, March 29, from 6:30 to 9 p.m. at the Crescent Court hotel, Dallas. Slated to participate: John Spain, WBRZ-TV Baton Rouge; Greg James, KSL-TV Salt Lake City; Joe Duke, WWL-TV New Orleans; Jim Topping, KTRK-TV Houston, and Daryl Ewalt, KAKE-TV Wichita, Kan.

GTE is bullish about the market for SNV's and its News Express services, which support the SNV owners. According to Rick Boyland, manager, occasional-use transponder services, GTE believes that the number of SNV's will almost double this year. There are about 80 units on the road now, he said, and another 60 or 70 will be purchased this year.

Papal audience. Newsfeed, Group W's satellite news exchange service, has signed up the Roman Catholic Church as the first customer for its month-old trans-Atlantic feed, which is being distributed in Europe by Transworld, Paris. According to a Newsfeed spokeswoman, the Vatican plans to use Newsfeed for Telenova, a Milan television station. It will begin receiving the service April 1, she said.

For customers on this side of the Atlantic, the spokeswoman said, Newsfeed has hired news consultant Jeff McCracken. As a field services representative, McCracken will visit stations for a day or two at Newsfeed's expense to help stations use the Newsfeed and Entertainment Report services. The Entertainment Report, Newsfeed's companion service, features stories and video covering entertainment industry.

Reshuffle. Communications Satellite Corp., awaiting regulatory approval to complete its merger with Contel Corp., has reorganized yet again—this time into two divisions and three units.

The World Systems Division, of which Bruce Crockett will be president, will comprise Comsat's regulated Intelsat and Inmarsat businesses. The Information Services Division, of which Joel Alper will be president, will be composed of Comsat General Corp., Amplicon, Comsat Technology Products, Comsat Government Systems and Comsat Technical Services.

The three discrete operating units (and their heads): Comsat Video Enterprises (David Beddow), Comsat International Communications Inc. (William Taylor) and Comsat Laboratories (John Evans).

Robert Kinzie, who had been president of the communications services division, was named senior vice president, ventures. He will direct the marketing of two satellite birds and the Comstar capacity and SBS I and assist in bringing the Comsat-Contel merger to

fruition. Boards and shareholders of both corporations have approved the merger.

Satellite salvager. Instead of building and launching the planned Ku band satellite system, Comsat has decided to acquire aging Ku band satellites and rejuvenate them using its proprietary "Comsat maneuver."

By allowing satellites to drift north and south in their geostationary orbits, Comsat's maneuver saves on-board fuel and, as a result, extends the design life of birds. The drawback is that it requires special and relatively costly earth stations that can track the satellites as they drift.

Comsat has struck a deal with MCI Communications to take over the seven-year-old SBS I during the second quarter of 1987 and the six-year-old SBS II in the spring of 1988. Comsat plans to locate the two 10-transponder Ku band satellites along with its two aging C band satellites, Comstar II and Comstar IV, at 101 degrees west longitude if the FCC gives it temporary use of the slot.

Comsat has also announced that it has acquired a third Ku band satellite for operation at 134 degrees, but that it will be "some years" before it assumes control of the bird. Comsat did not reveal the name of the satellite and asked the FCC not to divulge it.

Comsat would not talk about the financial details of any of the "acquisitions" and it offered no substantive details on what it plans to do with all the Ku band capacity.

Scrambling date. All CBS-TV satellite program feeds should be invisible to home satellite dish owners by next summer, the target date the network has set to begin scrambling its entire satellite program schedule, according to David White, CBS Operations and Engineering Division's vice president of TV transmission facilities.

The network, which announced it would use the VideoCipher I encryption system in 1985 (BROADCASTING, Sept. 23, 1985), began scrambling several of its East Coast feeds more than a year ago. The continuing expansion of the scrambling program is dependant upon the completion of technical capability for CBS's new C-band satellite network, White said.

First with the second. While the commercial broadcast networks are still getting used to their first-generation satellite networks for program distribution, the Public Broadcasting Service has begun planning for its second-generation network.

PBS has budgeted \$363,000 in fiscal 1988 and nearly \$700,000 in fiscal 1989 to take the first steps toward the implementation of a new satellite network in 1992. PBS's existing C-band satellite network has been in place since 1978.

In the first two years, most the money will be used for salaries and outside consultants and researchers. The PBS "satellite replacement office" is headed by Neil Mahrer.

PBS's immediate task is to determine the needs of the member stations through surveys and get some idea of the technical options available through discussions with the satellite operators. Mahrer's office is to make a report at PBS's annual meeting in April.

At this point, PBS seems to have come to no decision on the fundamental question of whether the new system should be C band or Ku band. In one report, it listed the estimated costs of various system options at both C band and Ku band.

According to that report, for any given system option, going Ku band was seen as twice as costly as sticking with C band. For instance, a system comprising five transponders, eight uplinks and 200 downlinks would cost between \$52 million \$82 million at C band, while the same system on Ku band would cost between \$80 million and \$161 million.

Much of the disparity stems from the costs of the satellite segment. According to the report, the estimated cost of a Ku band transponder in the 1990's is expected to be \$1.5 million-\$3 million compared to \$1 million-\$1.5 million for a comparable C band slot.

PBS cost estimates should be of interest to cable programmers who are trying to decide between Ku and C band for programming distribution in the 1990's. Viacom and Hughes Communications, the operator of the Galaxy C band satellite system, are pushing C band. Home Box Office and RCA Americom, which have formed a joint venture to launch two Ku satellites in the early 1990's, are, of course, trying to sell Ku band.



ing System; Houston Tracker Systems, a home satellite equipment manufacturer, and Echosphere Corp., a major hardware distributor.

According to Marty Lafferty, TBS vice president of direct broadcast sales, under contract with Houston Tracker and Echosphere, TBS put together a package of 21 channels that Houston Tracker and Echosphere will offer free for a year to buyers of their new C-band/Ku-band satellite receivers featuring built-in Videocipher II descramblers.

The services that the so-called "integrated receiver/decoders" or IRD's will be pre-authorized to receive for a year after purchase,

include CNN, CNN Headline News, Black Entertainment Television, CBN, Country Music Television, Hit Video USA, Tempo Television and 13 superstations.

From the consumers' perspective, the offering may not be as attractive as it looks at first glance. Some of the basic cable services included in the package are not yet scrambled and not expected to be scrambled for many months.

Aside from the Houston Tracker-Echosphere deal, TBS is trying to obtain the rights to as many services as it can so it can offer them a la carte or in various combinations to dish owners, Lafferty said. Right now, he said, TBS holds the rights to its own two services,

CNN and CNN Headline News, and CBN. TBS is charging \$15 a year for CBN; \$25 a year for CNN and CNN Headline News, and \$34.99 a year for all three. TBS's goal is to offer a wide variety of services, selling the complete package for around \$99, he said.

Also at the show, TBS announced that it would take over the transmission and handle the home satellite marketing of X*Press Exchange and X*Press Executive, alphanumeric information services for owners of personal computers. According to Lafferty, TBS will transmit the X*Press data to cable systems and dish owners via satellite along with CNN and CNN Headline News. The Videocipher II scrambling system provides for a data channel in each signal, he said.

Judging from a recent survey of the 60,000 dish owners who subscribe to the TBS services, Lafferty said, about 25% of all dish owners also own personal computers, making them potential X*Press customers. TBS is offering the consumer-oriented X*Press Exchange to subscribers of CNN/CNN Headline at no additional charge, he said, and X*Press, a more sophisticated and extensive service, for \$19.95 a month. X*Press Information Services is a joint venture of Tele-Communications Inc. and McGraw-Hill.

Despite some unsettled legal questions, at least three companies at the convention were trying to interest the home satellite market in their packages of broadcast signals—Satellite Broadcast Networks, Netlink USA and United Video.

Satellite Broadcast Networks, whose package includes ABC-owned WABC-TV New York, CBS-owned WBBM-TV Chicago and WXIA-TV Atlanta, an NBC affiliate, announced at the convention that it had begun on March 2 fixed-key scrambling of the three signals, which it is selling for \$50 a year, \$90 for two years or \$130 for three years.

SBN also confirmed that Gannett Co., the owner of WXIA-TV, had joined Capital Cities/ABC and CBS, the owners of WABC-TV and WBBM-TV, respectively, in trying to block SBN from selling the signals to dish owners by suing SBN for violations of the Copyright Act of 1976. "It's the latest parlor game," said SBN's Executive Vice President Ann Kirschner, "Let's sue SBN or, as it's otherwise known, Trivial Pursuit."

Kirschner said she and other company officials were encouraged by the dish dealers and distributors who stopped by the SBN booth to say they supported SBN completely in its legal battle with the broadcasters. "They know we are fighting... for them as well for ourselves," she said.

Netlink USA's package includes KUSA-TV, KCNC-TV, KMGH-TV, KRMA-TV and KDVR(TV), all Denver, and KSPN, a low power station serving Aspen, Colo. At the show, it announced that all six signals would be scrambled later this month and that the six-channel package would be available to dish owners for \$6.95 a month.

Netlink USA also issued a press release, announcing that Western Tele-Communications Inc., a microwave common carrier affiliated with Tele-Communications Inc., had acquired a 40% interest in the company for an undisclosed price. The other principals

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Gordon Rock, a Kirkland, Wash.-based cable operator, and Craig McCaw, chairman and chief executive officer, McCaw Communications, who together founded the company late last year. Rock is also president of the company.

United Video is marketing an already-scrambled, three-signal package—WGN-TV Chicago, KTVT(TV) Dallas-Fort Worth and WPIX(TV) New York—as “Superstar Connection” and selling it to dish owners for \$36 for one year and \$75 for three years.

At the convention, Eastern Microwave

announced that it was making WOR-TV New York, a cable superstation that has been scrambled for a year, available to dish owners. The signal, it said, would be marketed to dish owners through United Video as part of its Superstar Connection package.

The SBN, Netlink USA and United Video packages as well as Tempo Enterprises, WTBS(TV) Atlanta and Eastern Microwave’s WOR-TV were all included in the package that TBS put together for Houston Tracker and Echosphere. All the signals are also available to cable systems. □

in Owosso and has no other broadcast interests. **Buyer** is owned by Russell Balch, formerly attorney with Washington communications law firm of Fly, Shuebruk, Gaugine, Boros & Braun, now practicing in Ann Arbor, Mich. WOAP is daytimer on 1080 khz with 1 kw. WOAP-FM is on 103.9 mhz with 3 kw and antenna 255 feet above average terrain. *Broker: Chapman Associates.*

KKBH(FM) Victoria (Port Lavaca) Tex. □ Sold by Crossroads Broadcasting Inc. to Mike Hambrick for \$630,000. **Seller** is owned by John Sharp and Dudley D. McDougal, who have no other broadcast interests. **Buyer** is anchor at WPXI(TV) Pittsburgh. KKBH is on 93.3 mhz with 100 kw and antenna 750 feet above average terrain. *Broker: Norman Fischer & Associates.*

KREL(AM) Henderson, Nev. □ Sold by Consolidated Broadcasting Corp. to KREL Inc. for \$500,000. **Seller** is owned by Ralph D. Calvin and family. It has no other broadcast interests. **Buyer** is principally owned by Robert J. Blum, station’s general manager. KREL is daytimer on 1280 khz with 5 kw.

WXVQ(AM) Deland, Fla. □ Sold by St. John’s Valley Corp. to WXVQ Inc. for \$325,000. **Seller** is owned by H. Douglas Lee, who has no other broadcast interests. **Buyer** is owned by Carl M. Adams. It also owns KNCY-AM-FM Nebraska City, Neb.; WSVF(AM)-KTZA(FM) Artesia, N.M.; WZTN(AM) Montgomery, Ala., and WHAP(AM) Hopewell, Va. WXVQ is on 1490 khz with 1 kw day and 250 w.

KGVO(AM) Missoula, Mont. □ Sold by Pega-

Changing Hands

PROPOSED

WLOS(TV) Asheville, N.C. □ Sold by WBC Broadcasting Corp. to Anchor Media for \$50 million. **Seller** is New York-based group of seven TV’s owned by investment firm, Kohlberg Kravis Roberts Co., which acquired WLOS in takeover of Wometco company. **Buyer** is St. Petersburg, Fla.-based group of three AM’s and three FM’s principally owned by former Gulf Broadcasting president, Alan Henry. WLOS is ABC affiliate on channel 13 with 170 kw visual, 19.6 kw aural and antenna 2,804 feet above average terrain.

WDKW(AM)-WSGM(FM) Staunton, Va. □ Sold by Shenandoah Valley Broadcasting Co. to Clark Broadcasting Co. for \$2,330,000. **Seller** is headed by Patsy E. Miller, president. It has no other broadcast interests. **Buyer** is owned by Jim Clark. It also owns WCEI-AM-FM Easton, Md., and WOVU-FM Ocean View, Del. WDKW is on 900 khz full time in stereo with 1 kw. WSGM is on 93.5 mhz with 2.35 kw and antenna 350 feet above average terrain. *Broker: Blackburn & Co.*

KEEE(AM)-KJCS(FM) Nacogdoches, Tex. □ Sold by R&H Broadcasting Inc. to Multi-com Broadcasting Inc. for \$1,948,000. **Seller** is owned by Jimmy Rucker and Robert Hill, who have no other broadcast interests. **Buyer** is owned by Carolyn G. Vance, her son, William, and Ben D. Downs. It also owns KTAM(AM)-KORA(FM) Bryan, Tex. KEEE is on 1230 khz full time with 1 kw. KJCS is on 103.3 mhz with 100 kw and antenna 500 feet above average terrain. *Broker: Mitchell Associates.*

KINY(AM)-KSUP(FM) Juneau, Alaska □ Sold by KINY Associates to Alaska-Juneau Communications Inc. for \$1,350,000. **Seller** is owned by Charles Gray, Edward W. Christiansen, Earl R. Reilly and Kenneth L. Wiley. It has no other broadcast interests. **Buyer** is owned by Dennis W. Egan, who was general manager and had interest in KJNO(AM)-KTKU(FM) Juneau. KINY is on 800 khz full time with 5 kw. KSUP is on 106.3 mhz with 3 kw and antenna 988 feet below average terrain.

WDST(FM) Woodstock, N.Y. □ Sold by Woodstock Communications to Pinnacle Too Communications Inc. for \$1,120,000. **Seller** is principally owned by Jerome and Sasha Gillman. It has no other broadcast interests. **Buyer** is owned by Richard Landy, who also owns WKNY(AM) Kingston, N.Y. WDST is on 100.1 mhz with 3 kw and antenna 305.6 feet above average terrain.

WUNI(AM)-WZMM(FM) Wheeling, W.Va. □ Sold by Jarit Ltd., debtor-in-possession, to Wheeling Radio Co. for \$925,000 and assumption of liabilities. **Seller** is Cleveland-based limited partnership headed by James Rogers. It has no other broadcast interests. **Buyer** is limited partnership headed by Burbach Broadcasting Co., general partner. Burbach is Pittsburgh-based group of three AM’s and four FM’s headed by John Laubach, Robert Burstein and Larry Garrett. WUNI is daytimer on 1600 khz with 5 kw. WZMM is on 107.5 mhz with 11 kw and antenna 907 feet above average terrain. *Broker: Richard A. Foreman Associates.*

WOAP-AM-FM Owosso, Mich. □ Sold by Owosso Broadcasting Co. to Michigan Radio Group Ltd. Partnership for \$750,000. **Seller** is principally owned by George T. Campbell and family. It publishes *Argus Press*

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sus Broadcasting Inc. to Robert C. Massey for \$300,000. **Seller** is Chicago-based group of two AM's, one FM and four TV's, owned by Christopher Brennan and seven others. **Buyer** also has interest in KLYQ-AM-FM Hamilton, Mont. KGVO is on 1290 khz full time with 5 kw.

KCLG(AM) Washington, Utah □ Sold by Tri-State Broadcasting Inc. to Red Rock Broad-

casting Inc. for \$275,000. **Seller** is headed by Stephen Rupp, trustee. It has no other broadcast interests. **Buyer** is owned by Harold Hickman, head of broadcasting department at Northern Arizona University. KCLG is on 1240 khz with 10 kw day and 250 w night. **Broker: Chapman Associates.**

For other proposed and approved sales see "For the Record," page 70.

NAB bears down on 65th convention

'Broadcasters Serving Local America' will be theme; some 40 congressmen, all FCC commissioners slated to attend

In less than three weeks, up to 40,000 broadcasters are due in Dallas as the National Association of Broadcasters convenes its 65th annual meeting (March 28-31). They'll take part in a convention program packed with workshops and panel sessions exploring a host of industry issues. This year NAB is recognizing broadcasting's service to the public through its convention theme, "Broadcasters Serving Local America." Convention attendees also may spend time in the exhibition hall where approximately 700 companies will display the latest in broadcast technology.

For radio, the convention gets under way Saturday, March 28, with several management panels, including a daytimers forum and a session featuring representatives of

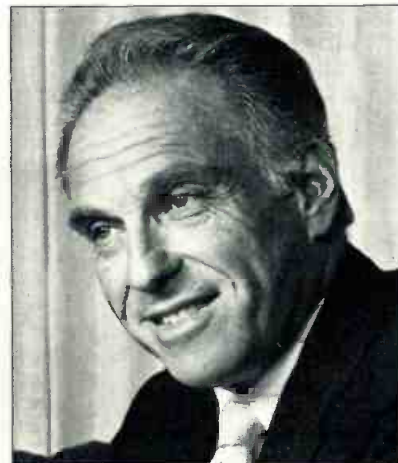
Arbitron Ratings, Birch Radio and McNair Anderson, the established radio ratings service in Australia. Also on Saturday, NAB is holding 11 of what it calls "one-to-one sessions," intended to give broadcasters an opportunity to consult with the experts on programming, research, regulatory and technical matters, among others.

Convention activities formally kick off Saturday afternoon at 2:30 p.m. with an opening celebration featuring a "state of the industry" address by association President Eddie Fritts. (Also planned is a video presentation highlighting broadcasters' service to local America.) Following Fritts' remarks will be the presentation of NAB's Distinguished Service Award (the association's highest honor) to Martin Umansky, former president and general manager of KAKE-TV Wichita, Kan.

Sunday morning, March 29, a panel on "Drug Abuse in America" is scheduled with Sally Jessy Raphael as moderator and par-

ticipants: Gene Anderson, U.S. attorney, western district, Seattle; Joseph P. Riley Jr., president of the U.S. Conference of Mayors and mayor of Charleston, S.C.; Thomas L. Goodgame, Westinghouse Broadcasting, and entertainer Larry Gatlin of the Gatlin Brothers.

Another Sunday session sponsored by



Anchor sets sail. The end of last year saw the sudden arrival of a new group owner, Anchor Media. Within recent months it has purchased KRQX(AM)-KZEW(FM) Dallas for \$20 million; KORK(AM)-KYRK(FM) Las Vegas for \$3.3 million and, most recently WLOS(TV) Asheville, N.C., for \$50 million (see "Changing Hands," page 61). Also included in the group is KRKE-AM-FM Albuquerque, N.M., bought last summer for \$2.9 million.

Behind the new company is long-time station operator, Alan Henry (above), former president of Gulf Broadcast Group before Gulf was sold to Taft Broadcasting Corp., and, as limited partners, the Robert M. Bass Group, currently the major shareholder in Taft Broadcasting. Anchor is talking with Morgan Stanley & Co. about doing a "wrap-around" financing for its separate purchases, selling enough subordinated debt to give it room for still more purchases.

That the company has the appetite for more broadcasting properties is established by its near purchase of WTVJ(TV) Miami, along with WLOS(TV), for which it placed a bid with Wometco Broadcasting, the owner of both stations. A General Electric/NBC bid at the last moment robbed Anchor of WTVJ(TV). Henry said Anchor would now be looking for another major-market radio purchase as well as a TV station, in markets 30 through 50. At that time he said the company would pause so that it would not get "...too busy to cover the bases intelligently."

Helping Henry cover the bases is a small corporate staff, including Patrick Murphy, vice president of finance; David McNamee, vice president of radio, and Lynn Cater, administrative assistant. Anchor is headquartered in St. Petersburg, Fla.

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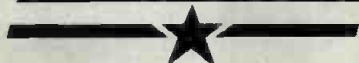
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NAB and the National Broadcast Association for Community Affairs will focus on why "Community Service Makes Good Business Sense," and includes Westinghouse's Goodgame as moderator, Senator Larry Pressler (R-S.D.); Joe Shamwell of WACR-AM-FM Columbus, Miss.; Norma Phillips of Mothers Against Drunk Driving; NBACA President Donna Gettens of WCVB-TV Boston, and Henry Osborne of WRC-TV Washington.

As for radio management sessions planned Sunday, MegaRadio with consultant Jim Hooker "explains the management strategies used by successful station turnaround artists." And radio operators can take a look forward with NAB's John Abel who has prepared "Gazing into the Crystal Ball: The Radio Station Manager's Technological Guide to the Future."

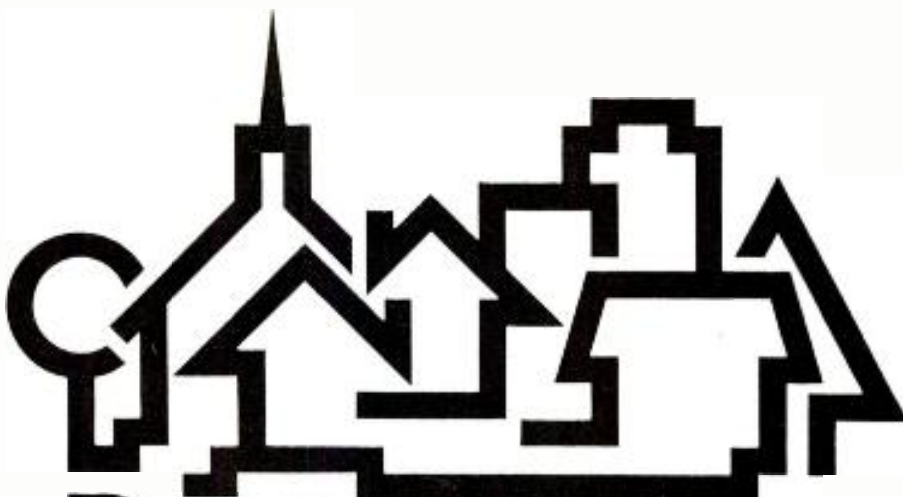
The television agenda for Sunday offers a panel on the international programming marketplace, moderated by William Baker of Westinghouse Broadcasting, with panelists Bert Cohen, Worldvision Enterprises, Colin Davis of MCA TV and Roy Gibbs of Lionheart Television.

And the Television Information Office will reveal the results of the 1987 TIO/Roper Report which examines the public's attitudes toward television. Television station values will be discussed by another panel featuring: Peter Desnoes of Burnham Broadcasting; I. Martin Pompadur, Television Station Partners/ML Media Partners; Erwin Krasnow, Verner, Liipfert, Bernhard, McPherson & Hand, and Frederic Seegal, Shearson Lehman Brothers.

On Monday morning, March 30, an examination of tax reform and its effects on broadcasting will be examined. Later on, FCC Mass Media Bureau Chief Jim McKinney appears on a panel. Television broadcasters can choose from a series of sessions on Monday including: "The New World of Broadcasting," which looks at local sales development, "Getting Along with Your Cable Operator," and "People Meters: A New Look at the Television Audience." Panelists Dan Gold of Knight-Ridder Broadcasting, Harold Protter of Gaylord Broadcasting, Warren Hoppel of Scripps-Howard, and Dr. Masao Sugimoto, Japan Broadcasting Corp., (NHK) will discuss high-definition television. Spot advertising will be the focus of a Television Bureau of Advertising panel Monday afternoon.

Radio holds its luncheon Monday with keynoter Marshall Loeb, commentator and managing editor of *Fortune Magazine*. Also during lunch, Gordon McLendon, Robert Todd Storz (both posthumously) and Robert Trout will be inducted into the Radio Hall of Fame. Highlights of Monday's radio agenda include an overview on obscenity, indecency, libel, and other issues that radio news, talk and personality shows face. A session on the "Do's and Don'ts of Radio License Renewals" is slated. Radio sales is a topic for Tuesday's Radio Advertising Bureau panel.

FCC Chairman Mark Fowler will address the convention Tuesday morning. (FCC Commissioners Dennis Patrick [chairman-designate], James Quello, Mimi Dawson, and Patricia Diaz Dennis are also attending the convention. They'll



BROADCASTERS

Serving Local America

appear on a panel with Al Sikes, head of the National Telecommunications and Information Administration.) Fowler's remarks will be followed by a discussion on condom advertising by moderator J. Spencer Kinard, KSL-TV Salt Lake City; Ralph Daniels, NBC; Sturges Dorrance, KING-TV Seattle, and Anthony Iezzi, Cleveland Catholic Diocese, Cleveland.

On Tuesday, Larry Speakes, former White House deputy press secretary, now with Merrill Lynch & Co., is speaking at the television luncheon. Television operators may also participate in a Tuesday afternoon session concerning legal strategies for gaining cable carriage. The convention closes Tuesday evening with a gala dinner with entertainer Ray Charles.

More than 40 congressmen, mostly members of the House and Senate Commerce and Judiciary Committees, are expected to attend the meeting. They'll be involved in nu-

merous panel discussions including one on the fairness doctrine with Senate Commerce Committee Chairman Ernest Hollings (D-S.C.), Senators Charles Grassley and Richard Shelby (D-Ala.), and Representatives Henry Hyde (R-Ill.), Bruce Morrison (D-Conn.) and Larry Smith (D-Fla.). "Advertising—A Legal Product and a Truthful Message" is the title of another congressional session featuring Senator J. James Exon (D-Neb.) and Representatives Tom Bliley (R-Va.), Norman Lent (R-N.Y.), ranking minority member on the House Energy and Commerce Committee, Harold Rogers (R-Ky.), and Mike Synar (D-Okla.).

Television music licensing reform will be debated by Senators Dennis DeConcini (D-Ariz.), chairman of the Senate Copyright Subcommittee; Senators Howell Heflin (D-Ala.) and Strom Thurmond (D-S.C.), and Representatives Rick Boucher (D-Va.), Mike DeWine (R-Ohio) and Romano Maz-

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zoli (D-Ky.). About 18 members are attending an "invitation-only" breakfast Monday morning. They include: Representatives Jim Bates (D-Calif.), Howard Berman (D-Calif.), John Bryant (D-Tex.), Cardiss Collins (D-Ill.), Jim Cooper (D-Tenn.), Wayne Dowdy (D-Miss.), Dennis Eckart (D-Ohio), Jack Fields (R-Tex.), Dan Glickman (D-Kan.), Tom Luken (D-Ohio), Dan Lungren (R-Calif.), Howard Nielson (R-Utah), Mike Oxley (R-Ohio), Bill Richardson (D-N.M.), Matthew Rinaldo (R-N.J.), ranking minority member on the Telecommunications Subcommittee, Don Ritter (R-Pa.), Patricia Schroeder (D-Colo.), Gerry Sikorski (D-Minn.), Al Swift (D-Wash.) and Tom Tauke (R-Iowa).

In other convention activities, the Broad-

Symbiosis. The Mahlman Co., Bronxville, N.Y.-based radio station broker, has agreed to act as the radio brokerage arm of the New York investment banking firm of Bear Stearns & Co.

Mahlman also will seek out financing opportunities, not only for acquisitions, but also for mergers and public debt offerings for Bear Stearns.

In a letter to clients, Bob Mahlman, president of The Mahlman Co., said Stearns has made a "substantial commitment to radio financing" and offers a "whole range of services."

cast Education Association three-day meet-

ing convenes Wednesday March 25.

On Friday, March 27, the NAB/ABA Communications Law Forum is being held.

The Association of Maximum Service Telecasters is meeting Saturday, March 28, at 11 a.m., and the Society of Broadcast Engineers holds its annual membership meeting at 5 p.m. Saturday.

A syndicators luncheon is slated for Monday, March 30, at 11:45 a.m. and ham radio operators are holding a reception at 5:30 Monday.

On Tuesday, March 31, the Broadcast Pioneers breakfast is scheduled at 7:35 a.m.

Saturday, March 28, the exhibition hall opens and the association's 41st annual engineering conference begins March 27 (see story below). □

NAB expands engineering conference to five days

More than 80 hours of papers planned for annual meeting in Dallas March 27-31

The National Association of Broadcasters is once again planning to expand its annual engineering conference, this year to encompass more than 120 technical papers and panels in 20 radio and television sessions on topics ranging from AM improvement to high-definition TV production.

The conference, held in conjunction with the association's annual convention in Dallas March 28-31, will also stretch to five days

for the first time this year, opening Friday, March 27, one day before the convention's official start.

Some 150 industry representatives will present offerings during the nearly 80 hours of technical programs, with participants including equipment manufacturers and service suppliers, broadcasters and network engineers, consultants, researchers and government officials such as the FCC's Mass Media Bureau Chief James McKinney and FCC Chief Engineer Thomas Stanley.

Concurrent with the technical proceedings is the convention's annual equipment

exhibition, this year drawing approximately 700 companies and opening Saturday, March 28.

Also scheduled is an engineering luncheon on Sunday, March 29, to honor the 1987 NAB engineering achievement award winner, Renville McMann, Jr., former vice president of advanced TV research and the CBS Technology Center before the facility was closed last fall. U.S. representative Don Ritter (R-Pa.) is the scheduled luncheon speaker.

Radio sessions during the conference cover AM improvement, radio broadcast engineering, station maintenance, AM-FM allocations, radio production, new technology and the digital studio. The TV program includes sessions on cameras and recorders, audio, graphics, system maintenance, HDTV production, advanced TV systems, UHF-TV transmission, TV engineering and new technology.

A series of special technical sessions will cover satellite systems, studio construction and acoustics, environmental issues, broadcast auxiliary and a closing FCC engineers forum.

The engineering program opens Friday with an all-day session for radio engineers on AM improvement, including opening remarks by the FCC's McKinney. Dominating the program are considerations of AM preemphasis standards by the NAB-supported National Radio Systems Committee, with papers on the subject scheduled from John Marino of NewCity Communications and consulting engineer Harrison Klein. The five-and-a-half-hour session will close with a panel on implementing the recommended standard, participants including Michael Rau of the NAB, Robert Orban and others.

Other AM improvement talks scheduled are from Capcities/ABC's Alan Parnau on broadbanding AM antennas and Leonard Kahn on AM theory and measurement.

For TV engineers, cameras and recorders are the subject of Friday's opening TV session, with talks from NBC on using the M-II tape format for station automation, and CBS on the half-inch video cart systems used in their new hard news center. Representatives of Philips Research and Broadcast Television Systems also discuss CCD broadcast cam-

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The TV program continues Friday afternoon with a program on trends in TV audio. Reports are scheduled from NBC's Randy Hoffner and Charlie Jablonski, as well as representatives of CBS, Dolby Labs and Wegener. Closing out the afternoon will be a demonstration of surround-sound stereo technology, following a paper on the technology by a former Audio Engineering Society president, Robert Schulein of Shure Brothers.

TV graphics are the opening TV topic Saturday, with reports on graphics animation facilities at CBS, sports graphics at NBC and sports and election graphics at ABC-TV, as well as talks on developments in weather graphics and on selecting broadcast graphics systems.

A five-hour radio broadcast engineering session is also scheduled Saturday, highlighted by reports on a just-formed NAB FM transmission subcommittee, an update on the FMX improved FM transmission system and nine other papers covering both FM and AM technologies.

Sunday's conference program is among the heaviest in the five-day schedule, with four special engineering sessions, radio and TV sessions and four evening workshops.

An all-day program on HDTV production is scheduled, with efforts in the field by the Canadian Broadcasting Corp. and producers at Rebo Association of New York and Studio Captain Video in Paris highlighting the six-and-a-half-hour, two-part session. Representatives from the NAB and the Association of Maximum Service Telecasters will also review the groups' terrestrial HDTV transmission tests earlier this year, and a spokesman from Japan's national broadcaster NHK will review that company's plans for HDTV.

Covering developments in HDTV cameras and recorders, film-to-tape transfers, special effects and graphic paint systems during the session will be representatives of equipment manufacturers Sony, Rank-Cintel, Ultimatte and Quantel.

A Sunday afternoon program on satellite systems examines mobile newsgathering issues such as systems design, FCC compliance and communications systems with speakers from NBC, CBS, Conus, Andrew Corp. and GTE Spacenet, while other fixed and C-band satellite issues will be covered by representatives of Capcities/ABC and Group W. Closing the satellite session will be a panel moderated by CBS-TV's Jay Ramasastry, with participants from GTE, RCA, Scientific-Atlanta, Western Union and Satellite Transmission Systems.

Two maintenance sessions are also included on Sunday morning's program, with a talk to the radio group by FCC Field Operations Bureau Chief Richard Smith. Two hour-and-a-half-long panels with both broadcast and equipment manufacturer representatives are scheduled.

Sunday's program also includes an afternoon session on studio construction and acoustics and evening workshops on radio frequency radiation regulation compliance, AM antenna systems, advanced TV systems and contract engineers.

Monday's conference schedule is also heavy, with half-a-dozen radio, TV and spe-

cial engineering sessions throughout the day. Morning radio programs include a session on AM-FM allocations with State Department spokesman Richard Schrum and FCC's William Hassinger, and a radio production session with papers from stations in Boston, Houston and Tampa, Fla.

Advanced television systems are on the agenda Monday morning, with reports on terrestrial HDTV transmission from William Glenn of the New York Institute of Technology and Ben Crutchfield of the NAB, and other papers from Advanced Television Systems Committee Executive Director Robert Hopkins, an NHK spokesman and Yves Faroudja of Faroudja Labs.

A Monday afternoon session on UHF-TV transmission systems will be highlighted by talks on new klystron technology from Comark, klystron research from Varian, and papers on other UHF transmission developments from Townsend, Dielectric Communications and Andrew Corp.

Broadcast auxiliary is the subject of a special engineering session Monday afternoon, with speakers covering a variety of radio studio-to-transmitter link technologies. Closing the session is a panel on radio and TV frequency coordination with Jerry Plennons of Outlet Broadcasting moderating and panelists Thomas Stanley of the FCC, Lyn Heiges of CBS Engineering in Washington, Richard Rudman of KFWB(AM) Los Angeles and Gerry Dalton of KKDA(AM) Dallas.

A second special session scheduled for Monday will cover environmental concerns for broadcasters, such as PCB's in broadcast

facilities, RF radiation exposure, tower icing and lightning damage. An hour-long panel discussion is also planned.

Radio new technology and the digital radio studio are topics for a pair of radio sessions on Tuesday morning, with speakers covering cart machines, audio routing, radio newsgathering, studio automation and digital audio recording.

TV topics on Tuesday are to be covered in a TV engineering and new technology session, featuring discussions on remote control cameras, the use of digital component video systems in existing plants, fiber optic developments, and new antenna and transmitter technology.

Closing the engineering session on Tuesday afternoon will be the FCC engineers question-and-answer forum. Chaired by Otis Freeman of Tribune Broadcasting, the panel will include FCC Mass Media Bureau Chief McKinney, FCC Office of Engineering and Technology Chief Engineer Thomas Stanley and Field Operations Bureau Chief Smith, as well as the FCC's Bill Hassinger, Robert Cleveland and James Wells.

Among other activities scheduled are a new technology demonstration area sponsored by NAB's Science and Technology Department and including such subjects as the NRSC AM radio standard, FMX and HDTV transmission and display, and a ham radio operators reception at the nearby Hyatt Regency hotel on Monday evening.

A bound volume of the conference papers will also be available from NAB for \$35, as will be tapes of the sessions. □

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TELECASTINGS



Pledge programming

Public television's March pledge period, Festival '87, will feature 11 new specials, five returning specials and 12 episodes of ongoing series. The Public Broadcasting Service will feed its programming March 7-22, but stations are not obligated to carry programs at the times they are fed. All airtimes are Eastern. New programs are listed below.

■ *Of Thee We Sing*, hosted by Mike Farrell, is a collection of public television clips that demonstrate the musical, comedic and dramatic variety of America, from San Franciscans singing Handel's "Messiah" to Little Leaguers playing baseball, on Monday March 9, from 8 to 8:52 p.m.

■ *Wall Street Week's* Louis Rukeyser returns with a second special on investment strategies under the new tax law, *The 1987 Louis Rukeyser Investment Primer*, Thursday, March 12, from 8 to 8:50 p.m.

■ Contemporary stars of the country music industry, including Loretta Lynn and Willie Nelson, pay tribute to such past stars



"Minnelli on Minnelli"

as Bob Wills and his Original Texas Playboys, Merle Travis and Patsy Cline, on *Country Music Legends*, airing Saturday, March 14, from 8 to 11 p.m.

■ Mini-documentaries about five companies that excel in fulfilling customer obligations are tied together by management writer/researcher Tom Peters in *The Power of Excellence With Tom Peters: The Forgotten Customer*, Monday, March 16, from 9 to 10:20 p.m.

■ Actress and singer Liza Minnelli recounts her father's career in *Minnelli on Minnelli: Liza Remembers Vincente and His Films*, airing Wednesday, March 18, from 8 to 9:20 p.m.

■ Bill Cosby and Debbie Allen host *Celebrating a Jazz Master: Thelonious Sphere Monk*, featuring musicians David Amram, Dizzy Gillespie, Herbie Hancock, Gerry Mulligan and Wynton, Branford and Ellis Marsalis, on Wednesday, March 18, from 9:30 to 11 p.m.

■ Pronghorn fawns, bighorn lambs and caribou calves are among the young animals featured on *The Best of Wild America: The*

Babies, Thursday, March 19, from 8 at 9:20 p.m.

■ The career of the veteran of ballroom music, Lawrence Welk, is traced through interviews with former cast members and clips from *The Lawrence Welk Show* in *Lawrence Welk: Television's Music Man*, airing Saturday, March 21, from 7:30 to 8:53 p.m.

■ Stars will sing the famous songs of composer Henry Mancini in a Saturday, March 21, tribute, *Mancini and Friends*, from 9 to 10:50 p.m.

■ *A Musical Toast: The Stars Shine on Public Television* is the final festival special, a three-hour presentation of Broadway, popular and classical music featuring well-known singers, musicians and conductors, Sunday, March 22, at 8 p.m.

Sun City

The Making of Sun City, the antiapartheid documentary rejected last fall by the Public Broadcasting Service because it was produced by people it featured (BROADCASTING, Nov. 10, 1986), will air independently on at least five PBS affiliates. The first to air the program was WNYC-TV New York, on Jan. 21. The show has since been OK'd by WNET(TV) New York; WHYY-TV Wilmington, Del. (Philadelphia); KOED(TV) San Francisco, and KBDI-TV Denver, and is being considered by a "half-dozen" others. The documentary has been aired by two cable services, Black Entertainment Television and MTV.

Moving up

Close to half of all the households nationwide own VCR's, according to surveys by Arbitron and Nielsen. According to the former, about 42% of all TV households nationwide own videocassette recorders, while The Nielsen Station Index estimates that VCR penetration has reached 43.5%.

HSN in NAB

Home Shopping Network's station group, Silver King Broadcasting, is joining National Association of Broadcasters as of March 1. Group includes nine stations: KHSC-TV Ontario, Calif.; KHSH-TV Alvin, Tex.; WEHS-TV Aurora, Ill.; WHSE-TV Newark, N.J.; WHSI-TV Long Island, N.Y.; WHSH-TV Marlborough, Mass.; WHSP-TV Vineland, N.J.; WHSW-TV Baltimore, and WQHS-TV Cleveland.

European TV guide

Ogilvy & Mather has published a 50-page guide to European television, including in-depth information and audience data on new satellite and terrestrial channels in 16 European countries.

The book, compiled as part of the international media company's pan-European me-



"Country Music Legends"



R.A. Marshall & Co.
Media Investment Analysts & Brokers

Bob Marshall's booklet, "Negotiating Strategies under the 1986 Tax Act" will be available at our hospitality suite in the Loews Anatole during the NAB Convention. Appointments preferred.

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dia planning and buying service by directors in Paris, London and Frankfurt, provides a discussion of new channels and their delivery through cable, master antenna systems and satellite dishes, as well as country-by-country developments in terrestrial delivery.

The guide also provides detailed data on the audiences for each of 65 satellite and terrestrial channels and the advertising minutes each carries per day.

Future developments in satellite channels are reviewed in the book, with charts showing planned launch dates and the signal footprints of high-power direct broadcast satellites, as well as low-power and medium-power satellites.

In addition to current country-by-country data on TV set penetration, information is provided on TV households connected to cable or receiving satellite channels. Penetration of video recorders and teletext-videotext services is also shown.

Copies of the guide are available for 20 English pounds from Ogilvy and Mather's London office (phone: 01-836-2466).

L.A. museum

Organizers of the Museum of Broadcasting's fourth Annual Television Festival, which began its two-and-a-half week run Wednesday (March 4) at the Los Angeles County Museum of Art, say the public's interest in television has grown since the festival began. The program has become the largest event of its kind, with all 11 presentations at the county museum's 600-seat Leo Bing Theater sold out in advance.

Educational help. Alpha Epsilon Rho (AERho), the national broadcasting society representing broadcasting students and professionals associated with 110 American colleges and universities, is co-sponsoring two new scholarships.

As "incentives to AERho [student] members to pursue studies and activities that will eventually lead them into a management track," AERho national advisory board member Jhan Hiber is sponsoring "Management Masters" scholarships.

Also, AERho and The Ennes Foundation of the Society of Broadcast Engineers now offer an annual scholarship of \$1,000, open to any currently enrolled student with a "career interest" in "broadcast technology and engineering." Applications must be filed by March 10, and can be obtained from AERho National Office, Sam Houston State University, Box 2207, Huntsville, Tex. 77341; (409) 294-3375.

The festival, which runs through March 21, includes screenings from the television work of Barbra Streisand and Woody Allen, the specials of the late comic Ernie Kovacs, the television debut of Humphrey Bogart, and a retrospective on Rocky and Bullwinkle. Lucille Ball will lead a seminar on her television career, and personalities associated with some renowned shows will discuss the programs and their careers, evalu-

ate characters and answer questions from the audience. Among those on hand for the presentations will be Bruce Willis, Cybil Shepard, Mary Martin, Jamie Lee Curtis, Norman Lear, Carl Reiner, Jack Lemmon, Steven Bochco, Nanette Fabray and Dinah Shore. In addition, a night will be set aside to mark the 40th anniversary of KTLA(TV) Los Angeles.

"This is the first time each program will have one or more of the people critically involved with it at a presentation," said Bob Batscha, president of the Museum of Broadcasting, which regularly holds similar presentations on a much smaller scale at its home base in New York. Another first at this year's Los Angeles festival, he said, is that two currently running shows—*Moonlighting* and *L.A. Law*—are featured.

Since big names from the television industry have attended the festival in previous years, Batscha said the larger-than-expected turnout means "people are more interested in television than they have been in the past."

Down under

A West German comedy sketch showing a crowd raining women's underwear down on Iran's Ayatollah Khomeini has caused a political dispute in the Netherlands, according to a Associated Press report.

The 14-second sketch, which first aired on West German television in late February, was later cut from a Dutch television program at the request of the Netherlands' foreign minister, after he was warned by Hol-

Sillerman-Magee

The principals of Sillerman-Magee will be at the NAB to discuss equity and subordinated debt investments for communications transactions.

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Amerika, the days after. Despite widespread expressions of concern in advance of the airing of ABC's mini-series, *Amerika*, the 14½ hours depicting an America 10 years after a Soviet takeover had no measurable effect on American attitudes regarding the matters critics feared it would—the Soviet Union, the United Nations or U.S.-Soviet relations. On the basis of before-and-after surveys that he conducted, Professor William Adams of George Washington University said "critics of both the left and the right were wrong. It takes more than television mini-series to shift long-standing opinions on fundamental issues." The survey indicated that, among U.S. adults who watched at least six hours of the program, changes in opinions of Soviet motives, of the likelihood and severity of a Soviet occupation, or of a willingness to fight a war rather than accept Soviet rule were statistically insignificant. The survey also showed viewers divided on whether the Soviet occupation of America, as portrayed by ABC, was too harsh or too kind. Almost half of the viewers surveyed (45%) said the portrayal was "accurate." The remainder split down the middle on whether ABC made life under Soviet occupation look better or worse than it really would be.

land's ambassador to Iran the broadcast could endanger Dutch citizens in that country, AP said.

A large number of Dutch viewers later called the station, protesting the deletion of the clip, AP added.

Career questions

NATPE, the Radio-Television News Directors Association and the International Radio and Television Society have commissioned the Roper Organization to conduct a study to determine whether college students are adequately prepared for careers in radio and TV. The study, to be conducted primarily in small and middle markets where most entry-level hiring occurs, will survey general managers and the heads of news, sales, programming and promotion departments. The Gannett Foundation has provided additional funding for the project, which Roper expects to complete by next spring.

On tour

Lorimar Telepictures Corp. announced a joint venture with Golden Images Inc. The new division, Lorimar Presents, will produce live touring shows to cross-promote the company's children's programs. The division will be headed by Steve Goldberg, owner and president of Golden Images. Goldberg is a former record producer and

agent for such as acts as Alvin and the Chipmunks. Goldberg help engineer the sale of off-network rights of *Alvin and the Chipmunks* to Telepictures. Lorimar Presents will kick off with a 50-city live show opening at the Philadelphia Civic Center next fall. The show will feature characters from series including *Gumby*, *Silverhawks*, *Thundercats* and *The Comic Strip*.

In-house

Kelly Entertainment Co., a subsidiary of Kelly Broadcasting, owner of NBC-affiliate KCRA-TV Sacramento, Calif., and independent KCPQ(TV) Seattle, has opened its doors to ideas from independent producers for syndication. KE President Larry Lynch said that the new syndication company has the financing to continue operation for five years.

KE has its own production facility at KCRA-TV, which it said allows it to produce series more inexpensively than in Hollywood. The company's first program is *TV Lite*, a one-hour talk/comedy show that airs at 1-2 p.m. on KCRA-TV.

Lynch, former director of first-run syndication at Columbia Pictures Television, said that Kelly hopes to put *TV Lite* into syndication for fall 1988 by the end of this year.

Lynch said the production move stems from a desire by Kelly owners Bob and Jon Kelly "to control our own destiny" in syndi-

cation programming costs.

Lynch said that the Sacramento production facility is staffed by 25 people. Syndication offices in Sacramento, New York, Chicago and a "Southeastern city" are anticipated to be set up by the end of this year.

Return to Philadelphia

The Public Broadcasting Service's proposed 90-part series on the constitutional convention of 1787, *Moyers: Report from Philadelphia* (formerly titled *Moyers: Philadelphia Journal*), is on the noncommercial agenda again. Former CBS newsmen Bill Moyers, who had withdrawn his proposal for the series after PBS affiliates were unable to agree on how to fit the programs into the national schedule ("In Brief," Feb. 16), announced last Monday (March 2) that *Report from Philadelphia* will be underwritten by Paine Webber and available to member stations for multiple airings weekdays between May 18 and Sept. 18. Stations will be given the option of choosing when to air the three-minute segments, to be produced by Public Affairs Television Inc. (Moyers's New York production company) and Alvin H. Perlmutter Inc., also New York. The series will be co-presented by WNET(TV) New York and WHYY-TV Wilmington, Del. (Philadelphia).

Stringing together

WLKY-TV Louisville, Ky., is organizing "Channel 32 Newswatchers," a network of home videotape camera-wielding stringers, to provide the station with emergency-situation news footage.

"We will always depend upon our own team of professional reporters and photographers," said the station's news director, Tom Becherer, but the stringer network will provide "the potential to have footage impossible to get otherwise," particularly in situations where the stringer can reach an event more quickly than a WLKY-TV crew.

The proliferation of home video equipment makes this an idea whose time has come, according to Becherer.

AFTRA in L.A.

The American Federation of Television and Radio Artists' national executive secretary, John C. Hall, announced the opening of a new, West Coast office, sharing its address with the union's Los Angeles local: AFTRA, 6922 Hollywood Boulevard, Hollywood, Calif. 90028; (213) 461-8111.

Hall expects to devote almost half his time to working out of the Hollywood office, where AFTRA's first national organizer, Stan Farber, will oversee services to members and "organize new [members], especially in the singer category."

Treasure hunt

The Museum of Broadcasting has enlisted Fuji Photo Film U.S.A. to help advertise the museum's search for lost television programs. Among the shows on the museum's most-wanted list: Super Bowl I, coverage of the opening of the 1939 World's Fair, which MOB said marked the beginning of commercial broadcasting, and pilots for *All in the Family*.



Freedom honored. Freedom Newspapers' WRGB-TV Schenectady, N.Y., received the 24th annual Golden Mike award from the Broadcast Pioneers during ceremonies at New York's Plaza hotel. Accepting the award for WRGB-TV, the first television station to receive the honor, was D. Robert Segal, president of Freedom Newspapers. At left is James J. Delmonico, president of the Broadcast Pioneers.

Harris, Allied alliance

Harris Corp.'s Broadcast Division has reached a joint sales-marketing agreement with Allied Broadcast Equipment covering domestic sales of radio transmission and studio gear.

The agreement, announced last Monday after several months of negotiations, allows Allied, a Richmond, Ind.-based audio equipment distributor, to market Harris AM and FM transmitters, with Harris continuing to handle sales of the products. Allied can also market, sell and service Harris radio products including audio consoles, remote control AM antenna couplers, phasors and studio-to-transmitter microwave links.

Harris, in turn, will represent Allied-distributed audio product lines from more than 230 equipment manufacturers. The Quincy, Ill.-based manufacturer already offers customers studio audio equipment lines from approximately 140 other manufacturers.

Gary Thursby, vice president of marketing for Harris Broadcast, said the agreement with Allied would allow the company to offer a "higher level of service and quicker response" to customers, and would capitalize on the "strengths" of both Harris's product base and Allied's "exceptionally good" sales force.

The two companies' combined sales force currently numbers 28, he said, with 15 from Allied and 13 from Harris, which is now adding sales staff in the Southwest and Northwest regions. No sales staff layoffs or major organizational changes are expected as a result of the agreement.

Thursby added that Harris is "bullish" on 1987, he said, but attributed it largely to industry concerns over new tax laws.

Expected to boost Harris's efforts in the broadcast field will be several product introductions at the upcoming National Association of Broadcasters' annual equipment exhibit in Dallas March 27-31. The new gear includes a 25 kw FM transmitter, 10 kw AM transmitter, a UHF external-klystron-cavity transmitter and a 950 mhz aural STL-TSL system.

Harris has not explored similar joint marketing arrangements for its TV product line with Allied or other distributors, Thursby said.

Allied was formed in 1974 by owner Roy M. Ridge, president, and has branches in Atlanta, Chicago, Dallas, Los Angeles and Seattle.

Fiber for CNN

Cable News Network will use a fiber optic supertrunk with 80-channel capacity to connect its new CNN Center headquarters in Atlanta with current studios on Techwood Drive, three miles away.

The link is expected to be operational as early as April 10, with the new center scheduled to open later this spring. The fiber cable and terminal equipment are being leased from Southern Bell.

According to Tony Seaton, chief engineer

for special projects, the 24-hour cable news service will initially use 50 video channels, with 38 from Techwood Drive to CNN Center and 12 from CNN Center to Techwood Drive. Another 100 audio channels, paired for stereo audio and other multichannel applications, will also be used.

CNN will install a frequency domain multiplexing system developed and supplied by Pirelli Optronics Systems Corp. of Meriden, Conn., allowing for 10 channels to be transmitted on each individual fiber of the six-fiber link, he explained.

Seaton said CNN chose fiber in part to avoid using telephone landlines which go over and under a major downtown expressway between the two facilities. One of the two separate fiber paths used by CNN goes around the nearby Georgia Tech campus, the other crosses the expressway.

Although Seaton did not say what the project would cost CNN, he said the link would be less expensive than normal video loops and would have better video quality.

Lab layoffs

RCA's David Sarnoff Research Center will have eliminated up to 325 jobs by the time it completes its merger with Stanford Research Institute April 1.

The research facility, commonly called RCA Labs, is being donated to the nonprofit SRI by RCA's parent company, General Electric, and must undergo a 25% downsizing prior to the merger (BROADCASTING, Feb. 9 and Feb. 16).

Since the February announcement, 285 of the lab's 1,200 employees have accepted voluntary layoffs and another 90 people were laid off by the center. According to a spokesman, some of those leaving essential functions will be replaced, bringing eventual job cuts to 325.

The company said it will provide both groups with severance payments of one week's pay for each year of service, up to 20 years, and two week's pay for each year beyond 20 years, up to a maximum of 52 weeks. An as-yet-undetermined number will be eligible for retirement under RCA's pension plan.

Among senior television researchers accepting voluntary retirement are Kerns Powers, staff vice president, communications research; Dalton Pritchard, fellow (a ranking scientist), and Bernard Lechner, senior staff scientist.

Powers, 62, said he had planned to retire in late 1987, but moved up the date to qualify for the RCA pension plan. A 36-year lab veteran, Powers worked with Ray Kell on dot sequential color television and Kell's team during development of today's NTSC color television system.

Active in industry standards work as former chairman for the Society of Motion Picture and Television Engineers' New Technology standards committee, Powers is currently chairman of the improved NTSC technology group of the Advanced Television Systems Committee. He will probably

have to step down from the post, however, at ATSC meetings in Washington this week.

"The labs will have lost many of its senior experienced people, but will still have a vital research program," added Powers, who said he hopes to remain a part-time consultant to the facility.

Bettering radio

Radio industry engineers have met twice in recent weeks to continue work on improving the quality of both AM and FM broadcast services.

The National Radio Systems Committee, an all-industry group sponsored by the National Association of Broadcasters and the Electronics Industries Association, decided at a meeting in Washington to develop an RF emission specification complementing the voluntary AM preemphasis audio standard established by the group last year and accommodating transmitter instabilities and modulation artifacts.

According to NAB's Michael Rau, the RF specifications will take a year to develop, although the NRSC's preemphasis proposal can be implemented by AM stations without waiting for the completion of the committee's RF analyses and field transmitter measurements.

An NAB project to develop improved AM antennas is also a step closer to go-ahead, according to Rau. The association has received approval to construct an antenna designed by engineering consultant Richard Biby in Loudon County, Va., outside Washington, after county officials had earlier rejected the proposal. Construction of the test facility should begin this summer.

The Biby antenna, along with an antenna designed by Ogden Prestholdt of the Washington consulting firm of A.D. Ring & Associates and due for construction in the Washington suburb of Beltsville, Md., may help decrease interference-causing AM skywave patterns.

Also meeting in Washington was the recently formed NAB Engineering Advisory subcommittee on FM transmission. Discussed during the day-long meeting, according to Rau, were modifications to FMX, the CBS-developed extended FM transmission system that would eliminate multipath interference problems. Also discussed was a proposal by Clear Channel Communications allowing upgrades by Class A FM's.

Engineers representing Capcities/ABC, Gannett, Susquehanna, Greater Media, Newcity Communications and Clear Channel Communications attended.

Northwest territory

Sony Broadcast has formed a new Northwestern sales region, based in San Jose, Calif. Managing the region, which covers Washington, Oregon, Idaho, Montana, Wyoming, Alaska, northern Nevada and northern California, will be Chris Golson, who joined Sony two years ago as a monitor product manager.

For the Record

As compiled by BROADCASTING, Feb. 26 through March 4, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

■ WMML(AM) Mobile, Ala. (1410 khz; 5 kw-U)—Seeks transfer of control from Lonnie M. (Mel) Tillis to Douglas Eason for \$250,000. Seller is entertainer Mel Tillis, who has no other broadcast interests. Buyer has no other broadcast interests. Filed Feb. 24.

■ KINY(AM)-KSUP(FM) Juneau, Alaska (AM: 800 khz; 5 kw-U; FM: 106.3 mhz; 3 kw; HAAT: minus 988 ft.)—Seeks assignment of license from KINY Associates to Alaska-Juneau Communications Inc. for \$1,350,000. Seller is owned by Charles Gray, Edward W. Christiansen, Earl R. Reilly and Kenneth L. Wiley. It has no other broadcast interests. Buyer is owned by Dennis W. Egan, who was general

manager and had interest in KJNO(AM)-KTKU(FM) Juneau. Filed Feb. 24.

■ KPAL(AM) (formerly KAUL) North Little Rock and KAUL(FM) (formerly KKBE) Sheridan, both Arkansas (AM: 1380 khz; 5 kw-U; FM: 102.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks transfer of control of Ainsley Communications Corp. to Bell Equities Inc. for assumption of liabilities. Seller is owned by William Henslee and his wife, Katherine, and Stephen Wilson and his wife, Lynn. It also owns KKDI(AM) Sheridan, Ark. Buyer is owned by Melvyn Bell, who has no other broadcast interests. Filed Feb. 24.

■ WXVQ(AM) Deland, Fla. (1490 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from St. John's Valley Corp. to WXVQ Inc. for \$325,000. Seller is owned by H. Douglas Lee, who has no other broadcast interests. Buyer is owned by Carl M. Adams. It also owns KNCY-AM-FM Nebraska City, Neb.; WSVF(AM)-KTZA(FM) Artesia, N.M.; WZTN(AM) Montgomery, Ala., and WHAP(AM) Hopewell, Va. Filed Feb. 24.

■ WWOZ(AM) Jacksonville, Fla. (1280 khz; 5 kw-D)—Seeks assignment of license from Willis & Sons Inc. to Darrel Spann for \$275,000. Seller is owned by Levi Willis, who owns Norfolk, Va.-based group of 11 AM's and six FM's. Buyer has no other broadcast interests. His father, Pervis Spann owns three AM's. Filed Feb. 26.

■ WRXR(FM) Chicago (95.5 mhz; 6 kw; HAAT: 1,160 ft.)—Seeks assignment of license from Flint Chicago Associates Inc. to Pyramid West Associates Ltd. Partnership for \$15 million. Seller is owned by Arthur Shadek and his wife, Katherine. It has no other broadcast interests. Buyer is Medford, Mass.-based group of five AM's and five FM's headed by Richard M. Balsbaugh. Filed Feb. 25.

■ KQIS-FM Clarinda, Iowa (106.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Midlands Communications Inc. to G.O. Radio Ltd. for \$139,500. Seller is owned by Don Eckles, who has no other broadcast interests.

Buyer is owned by Glenn Olsen, who also owns KQWC-AM-FM Webster City, and KSIB(AM)-KITR(FM) Creston, both Iowa; KDON-AM-FM Windom, Minn., and WKEL-AM-FM Kewanee, Ill. Filed Feb. 25.

■ KDMC(FM) Dyersville, Iowa (99.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Diversified Media Corp. to Marcom of Iowa Inc. for \$1. Seller is owned by Charles P. Hilliard, who has no other broadcast interests. Buyer is owned by Kerby Confer and Donald Alt. Filed Feb. 25.

■ KRIB(AM) Mason City, Iowa (1490 khz; 1 kw-U)—Seeks assignment of license from Radio Communications of Mason City Inc. to Boyd Communications Inc. for \$300,000. Seller is principally owned by C. Kenneth Kjeldseth. It has no other broadcast interests. Buyer is owned by Russell C. Boyd and his brother, Edward, who have no other broadcast interests. Filed Feb. 25.

■ KGVO(AM) Missoula, Mont. (1290 khz; 5 kw-U)—Seeks transfer of control of Pegasus Broadcasting Inc. to Robert C. Massey for \$300,000. Seller is Chicago-based group of two AM's, one FM and four TV's, owned by Christopher Brennan and seven others. Buyer also has interest in KLYQ-AM-FM Hamilton, Mont. Filed Feb. 20.

■ KREL(AM) Henderson, Nev. (1280 khz; 5 kw-D)—Seeks assignment of license from Consolidated Broadcasting Corp. to KREL Inc. for \$500,000. Seller is owned by Ralph D. Calvin and family. It has no other broadcast interests. Buyer is owned by Douglas R. Prince; his wife, Jane, and Robert J. Blum. Blum is station's general manager. Filed Mar. 2.

■ WDSF(FM) Woodstock, N.Y. (100.1 mhz; 3 kw; HAAT: 305.6 ft.)—Seeks transfer of control of Woodstock Communications to Pinnacle Too Communications Inc. for \$1,120,000. Seller is principally owned by Jerome and Sasha Gillman. It has no other broadcast interests. Buyer is owned by Richard Landy, who also owns WKNY(AM) Kingston, N.Y. Filed Feb. 20.

■ WLOS(TV) Asheville, N.C. (ch. 13; ABC; ERP vis. 170 kw, aur. 19.6 kw; HAAT: 2,804 ft.)—Seeks transfer of control from WBC Broadcasting Corp. to Anchor Media for \$50 million. Seller is New York-based group of seven TV's owned by investment firm, Kohlberg Kravis Roberts Co. Buyer is new group of one AM, two FM's and one TV principally owned by Alan Henry and David Paul McNamara. Filed Feb. 20.

■ KWSK(AM) Wishek, N.D. (1300 khz; 500 w-D)—Seeks assignment of license from Wishek Broadcasting Inc. to R&R Radio Inc. for \$20,000 and assumption of liabilities. Seller is owned by Clark C. Gaebel and Gordie Ulmer, who have no other broadcast interests. Buyer is owned by Richard R. Flacksbarth and Richard D. Tyner. Flacksbarth owns KMAV-AM-FM Mayville, N.D. Filed Feb. 24.

■ KKSD(FM) Gregory, S.D. (101.5 mhz; 100 kw; HAAT: 650 ft.)—Seeks assignment of license from KKSD Radio Inc. to Wisconsin Voice of Christian Youth for \$255,000. Seller is headed by C.E. Bradshaw. It has no other broadcast interests. Buyer is nonprofit corporation headed by Virgil Wuthrich. It is Milwaukee-based group of three FM's and two TV's. Filed Feb. 26.

■ WBDX(AM) White Bluff, Tenn. (1030 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from White Bluff Communications Inc. to Bernie Bishop Broadcasting and Advertising Co. for \$160,000. Seller is owned by Bob Hudson, William Gurd and his wife, Ann. It also owns WFYZ(TV) Murfreesboro and WQSI(AM) Portland, both Tennessee. Buyer is owned by Bernie Bishop, who has no other broadcast interests. Filed Feb. 26.

■ KCKR(FM) Crockett, Tex. (93.5 mhz; 3 kw; HAAT: 223 ft.)—Seeks assignment of license from Norman Fischer to B.S.T. Broadcasting Inc. for \$190,000. Seller is receiver for ASK Broadcasting Inc., which has no other broadcast interests. Buyer is owned by Jim Mattox and eight others. It has no other broadcast interests. Filed Feb. 19.

■ KLTJ-TV Irving, Tex. (ch. 49; ERP vis. 2,750 kw, 275 kw aur.; HAAT: 1,200 ft.)—Seeks assignment of license from CELA Ltd. to Silver King Broadcasting of Dallas for \$16.25 million. Seller is owned by Eldred Thomas, who has no other broadcast interests. Buyer is subsidiary of Home Shopping Network, publicly owned, Clearwater, Fla.-based group of 10 TV's headed by Roy Speer, chairman. Filed Feb. 19.

■ WGTB(FM) Richlands, Va. (105.5 mhz; 450 w; HAAT:

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800 ft.)—Seeks transfer of control of High Knob Broadcasters Inc., debtor-in-possession, to The Brown Family Group for assumption of liabilities. Seller has no other broadcast interests. Buyer is owned by Laurence R. Brown and family. It also owns WKGG(AM) Saltville, Va. Filed Feb. 26.

■ WMVP(AM)-WBGK(FM) Milwaukee (AM: 1290 kHz; 5 kw-U; FM: 95.7 mhz; 34 kw; HAAT: 610 ft.)—Seeks assignment of license from American Family Corp. to Fairwest Communications Inc. for \$4.4 million. Seller is subsidiary of Amos Press, Sydney, Ohio-based publisher headed by J. Oliver Amos. Buyer is owned by brothers, George and Reg Johns and William Yde. It is former owner of WZPL(FM) Indianapolis and KKCW(FM) Portland, Ore., and at present has no other broadcast interests. Filed Feb. 24.

New Stations

New FM's

■ *Richmond, Ind.—Xavier University seeks 89.3 mhz; 4.2 kw; HAAT: 188.3 ft. Address: 3800 Victory Parkway, Cincinnati 45207. Principal is educational institution headed by Rev. Albert Diullo, S.J., president. It also owns WVXU-FM Cincinnati. Filed Feb. 17.

■ Belzoni, Miss.—Larry R. Scott seeks 92.9 mhz; 3 kw; HAAT: 296 ft. Address: 1605 Carlisle Dr. E., Mobile, Ala. 36618. Principal has no other broadcast interests. Filed Feb. 26.

■ Webster, N.Y.—Karen E. Younginger seeks 102.7 mhz; 3 kw; HAAT: 170.5 ft. Address: 48 S.W. 10th Ave., Boca Raton, Fla. 33432. Principal has no other broadcast interests. Filed Feb. 20.

■ Minot, N.D.—Faith Broadcasting Inc. seeks 106.9 mhz; 3 kw; HAAT: 184.5 ft. Address: 214 Souris Dr., 58701. Principal is owned by Richard B. Leavitt, who has no other broadcast interests. Filed Feb. 24.

■ *Oklahoma City—Community Family Broadcasting Inc. seeks 90.9 mhz; 50 kw; HAAT: 17.5 ft. Address: 1084 E. 28th St., Independence, Mo. 64052. Principal is owned by Richard P. Bott and family. It has no other broadcast interests. Filed Feb. 18.

■ Huntington, W.Va.—Jerry Swink seeks 101.9 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 8234, Jacksonville, Tex. 75766. Principal has no other broadcast interests. Filed Feb. 26.

■ Huntington, W.Va.—Huntington Broadcasting Corp. seeks 101.9 mhz; 3 kw; HAAT: 328 ft. Address: Route 3, Box 515, 75949. Principal is owned by Robert Dale Tindle

and Lonnie Wayne Etheridge, who have no other broadcast interests. Filed Feb. 24.

New TV

■ Flagstaff, Ariz.—G&D Communications Inc. seeks ch. 9; ERP vis. 1 kw; aur. 100 w.; HAAT: 328 ft. Address: 1627 Eye St. NW, Suite 550, Washington 20006. Principal Ronald I. Dozoretz, Jordan H. Goldman and Nancy Cherry. It has no other broadcast interests. Filed Feb. 24.

Facilities Changes

Applications

AM's

Accepted

■ KPTO (890 kHz) Citrus Heights, Calif.—Seeks MP to change TL and make changes in ant. sys. Filed March 2.

■ WAYR (550 kHz) Orange Park, Fla.—Seeks CP to make changes in ant. sys. and change TL. Filed March 2.

FM's

Tendered

■ KXO-FM (107.5 mhz) El Centro, Calif.—Seeks CP to change ERP to 25.5 kw. Filed March 2.

■ WORZ (101.9 mhz) Daytona Beach, Fla.—Seeks mod. of CP to change HAAT to 1,584 ft. Filed March 2.

■ WWVO (93.5 mhz) Hartford City, Ind.—Seeks CP to change TL and change HAAT to 328 ft. Filed March 2.

■ WYST-FM (92.3 mhz) Baltimore—Seeks CP to make changes in ant. sys. Filed March 2.

■ KMZU (101.1 mhz) Carrollton, Mo.—Seeks CP to change TL; change ERP to 100 kw and change HAAT to 989.5 ft. Filed March 2.

■ KIRK (103.7 mhz) Lebanon, Mo.—Seeks CP to change HAAT to 984 ft. Filed March 2.

■ KFGO (101.9 mhz) Fargo, N.D.—Seeks CP to change HAAT to 986 ft. Filed March 2.

■ KTZA (92.9 mhz) Artesia, N.M.—Seeks CP to change ERP to 100 kw. Filed March 2.

■ KBEZ (92.9 mhz) Tulsa, Okla.—Seeks CP to change TL and change HAAT to 1,317.5 ft. Filed March 2.

■ WHGM (103.9 mhz) Bellwood, Pa.—Seeks mod. of CP to change SL. Filed March 2.

■ *WQOX (88.5 mhz) Memphis—Seeks CP to change ERP to 30 kw and change HAAT to 429.7 ft. Filed March 2.

Accepted

■ WDRM (102.1 mhz) Decatur, Ala.—Seeks CP to change HAAT to 977.4 ft.

■ WAHR (99.1 Mhz) Huntsville, Ala.—Seeks CP to change TL and change HAAT to 985 ft. Filed Feb. 26.

■ KJOK (93.1 mhz) Yuma, Ariz.—Seeks CP to change TL; change ERP to 64 kw and change HAAT to 1,246.7 ft. Filed March 2.

■ KFIN (107.9 mhz) Jonesboro, Ark.—Seeks CP to change TL; change ERP to 97.67 kw; change HAAT to 1,020 ft. and make changes in ant. sys. Filed March 2.

■ KJBR (101.9 mhz) Jonesboro, Ark.—Seeks CP to change TL and change HAAT to 1,059.4 ft. Filed March 2.

■ KAMS (95.1 mhz) Mammoth Springs, Ark.—Seeks CP to change TL; change ERP to 100 kw and change HAAT to 650 ft. Filed Feb. 26.

■ KZRO (104.3 mhz) Marshall, Ark.—Seeks CP to change HAAT to 1,016.8 ft. Filed Feb. 26.

■ KTEI (105.5 mhz) Pigott, Ark.—Seeks mod. of CP to move SL. Filed Feb. 26.

■ KADL (94.9 mhz) Pine Bluff, Ark.—Seeks mod. of CP to change HAAT to 1,843.4 ft. Filed March 2.

■ KRBQ (102.7 mhz) Red Bluff, Calif.—Seeks CP to change TL; change ERP to 3.24 kw and change HAAT to 1,745 ft. Filed Feb. 26.

■ KCOL-FM (107.9 mhz) Fort Collins, Colo.—Seeks CP to change HAAT to 1,066 ft. Filed Feb. 26.

■ WRUF-FM (103.7 mhz) Gainesville, Fla.—Seeks CP to change TL; change HAAT to 1,900 ft. and make changes in ant. sys. Filed March 2.

■ WBYZ (94.5 mhz) Baxley, Ga.—Seeks CP to change TL; change HAAT to 1,020 ft. and make changes in ant. sys. Filed March 2.

■ WACL-FM (103.3 mhz) Waycross, Ga.—Seeks CP to

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Service	On Air	CP's	Total *
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Commercial FM	3,946	418	4,364
Educational FM	1,263	173	1,436
Total Radio	10,076	761	10,837
FM translators	1,115	766	1,881
Commercial VHF TV	546	23	569
Commercial UHF TV	454	222	676
Educational VHF TV	110	3	113
Educational UHF TV	187	25	212
Total TV	1,297	273	1,570
VHF LPTV	247	74	321
UHF LPTV	163	136	299
Total LPTV	410	210	620
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
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.

change TL and change HAAT to 1,072 ft. Filed March 2.

■ KZBA (98.3 mhz) Boone, Iowa—Seeks CP to change HAAT to 1,082.4 ft. Filed Feb. 26.

■ KGLS (93.1 mhz) Pratt, Kan.—Seeks CP to change TL; change HAAT to 1,039.7 ft. and make changes in ant. sys. Filed March 2.

■ KEYN-FM (103.7 mhz) Wichita, Kan.—Seeks CP to change TL; change HAAT to 1,033.2 ft. and make changes in ant. sys. Filed March 2.

■ WKHQ-FM (105.9 mhz) Charlevoix, La.—Seeks CP to change HAAT to 1,001 ft. Filed Feb. 26.

■ KJJB (105.5 mhz) Eunice, La.—Seeks CP to change TL; change ERP to 1.24 kw; change HAAT to 506.9 ft. and make changes in ant. sys. Filed March 2.

■ KBIU (103.7 mhz) Lake Charles, La.—Seeks CP to change TL and change HAAT to 985.25 ft. Filed Feb. 26.

■ KHLA (99.5 mhz) Lake Charles, La.—Seeks CP to change TL and change HAAT to 985.25 ft. Filed Feb. 26.

■ WQUE-FM (93.3 mhz) New Orleans—Seeks CP to change TL and change HAAT to 1,000 ft. Filed Feb. 26.

■ KKKZ (107.5 mhz) Ruston, La.—Seeks CP to change TL; change ERP to 97.7 kw and change HAAT to 1,066 ft. Filed March 2.

■ WCXU (97.7 mhz) Caribou, Me.—Seeks mod. of CP to make changes in ant. sys.

■ WYST (92.3 mhz) Baltimore—Seeks CP to change ERP to 37 kw and change HAAT to 570 ft. and make changes in ant. sys. Filed March 2.

■ WHFM (93.1 mhz) Springfield, Mass.—Seeks CP to change ERP to 12 kw. Filed March 2.

■ KAN-FM (95.9 mhz) Bethany, Mo.—Seeks CP to change freq. to 95.5 mhz; change ERP to 26.4 kw and change HAAT to 357.5 ft. Filed March 2.

■ KTMO (98.9 mhz) Kennett, Mo.—Seeks CP to change TL; change HAAT to 993.9 ft. and make changes in ant. sys. Filed Feb. 27.

TV's

Accepted

■ WNPL-TV (ch. 46) Naples, Fla.—Seeks MP to change

HAAT to 1,200 ft.; change TL and make changes in ant. sys. Filed Feb. 26.

■ KOMO-TV (ch. 4) Seattle—Seeks CP to change HAAT to 1,151.3 ft. Filed Feb. 26.

Call Letters

Applications

Call	Sought by
New TV	
KTMW	MWT Ltd., Salt Lake City
Existing AM's	
KYBG	KLSC Century Denver Broadcasting Corp., Aurora, Colo.
KAPE	KKPE W. Russell Withers, Cape Girardeau, Mo.
Existing FM	
WKIT	WTPS-FM Pro Marketing Inc., Muncy, Pa.

Grants

Call	Sought by
New AM's	
WAUG	Saint Augustines College, New Hope, N.C.
WRGM	GSM Media Corp., Ontario, Ohio
KXXT	P&R Productions Ltd., Kerrville, Tex.
New FM's	
KBCU	Bethel College, North Newton, Kan.
KLFC	Vision Ministries Inc., Branson, Mo.
Existing AM's	
WZBQ	WJRD GMC Broadcasting Co., Tuscaloosa, Ala.
KMET	KGUD KOLA Inc., Banning, Calif.
WROT	WPDO Metroplex Communications, Jacksonville, Fla.
WTKS	WHTT KISS Ltd. Partnership, Buffalo, N.Y.
WXKL	WSBL Lee Broadcasting Group, Sanford, N.C.
WMQX	WAIR Evergreen Radio Group Inc., Winston-Salem, N.C.
KCHL	KAPE Vision Communications, San Antonio, Tex.
KHOS	KVRN Foster Communications Co., Sonora, Tex.
WLKD	WLKS Courtoise Broadcasting of Wisconsin, Waupun, Tex.
KAJR	KZTA Big Bang Inc., Yakima, Wash.
Existing FM's	
WZBQ-FM	WZBQ Sis Sound Inc., Jasper, Ala.
WORX-FM	WCJC Dubois County Broadcasting Inc., Madison, Ind.
KOOO	KBAO Barnco, Onawa, Iowa
KLDZ	KJUS Harley L. Lampman and L. Lee Thomas, Lincoln, Neb.
WCNJ	WVRM WVRM Inc., Hazlet, N.J.
WOXT	WOXT WEBQ Radio Inc., Oswego, N.Y.
WOMX-FM	WSEZ Evergreen Radio Group Inc., Winston-Salem, N.C.
KOVC-FM	KFRM Ingstad Broadcasting Inc., Valley City, N.D.
WMGL	WFXR Castal Radio, Ravenel, S.C.
WWRB	WLRO-FM, REBS Nashville Inc., Franklin, Tenn.
KHOS-FM	KHOS Foster Communications Co., Sonora, Tex.
KMMX	KESI Vision Communications, San Antonio, Tex.
WHBT	WRKR-FM Columbia Theatre Co., Racine, Wis.

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Sales manager, FM in beautiful Missouri college town has opening for crackerjack sales manager. Budding chain. Opportunity for promotion to GM of other station under consideration. Send complete resume, references and salary information. Admiral Broadcasting Corporation, 8229 Maryland Avenue, St. Louis, MO 63105.

Tired of the cold, and/or urban grind? We are seeking work-loving account executive, with management potential to take list with good potential. Lakes, hills, small communities, near Austin. Send resume and cover letter to: Eddy Weems, KHLB-AM/FM, Drawer 639, Marble Falls, TX 78654.

National sales rep. Prestigious and established radio research and program consulting firm. Send resume to Box R-70.

Account executive WALK FM/AM, Long Island's #1 station, is expanding its sales staff. If you're an established pro with a minimum of 3 years radio sales experience send resume to Barbara Ravinett, Local Sales Manager, WALK FM/AM, P.O. Box 230, Patchogue, NY 11772 EOE.

Sales manager: Sarasota's new FM CHR. Great top 100 Florida market. Perfect career opportunity for a successful salesperson ready for first management shot. Box R-65.

Sales professional for established and growing AM/FM combo located between Chicago and Milwaukee. News-info-talk AM. Burkhardt/Abrams programmed CHR FM. Compensation plan tied to commission structure of up to 25%. Guarantees to appropriate person. \$65,899.03, \$56,222.99, \$36,649.75, \$71,392.62 was earned by some of our sales professionals in 1986. Seeking an experienced pro to take over a good list. Excellent career opportunity. Send resume to WKRS/WXLC Radio, 3250 Belvidere Road, Waukegan, IL 60085, or call Roger Kaplan, President, at 312-336-7900. Equal opportunity employer.

HELP WANTED ANNOUNCERS

Part-time/ relief announcers needed for New York FM radio station. Big band/ standards experience preferable combo. Box Q-72.

Chicago based home shopping show looking for Top-40 DJ to move up to television. Must be able to describe and sell merchandise. Send audio or video demo, include picture. Shopping Place, P.O. Box 590, Deerfield, IL 60015. EOE.

Wanted announcer/ technician for northern California radio station. Consultant available when needed. P.O. Box 205, Merrill, Oregon 97633.

Legendary midwestern major seeking strong, experienced basketball and football play-by-play announcer with and opinion and a personality to join a great sports department. We carry the pros! Resume with references and salary history to: Box R-34. E.O.E.

Full and P/T announcers needed for present/future openings. Must be good adult communicator. Top stations in resort area. Good salary/benefits. Tape/resume - WGMD P.O. Box 530, Rehoboth Beach, DE 19971 Attn: Dan.

N.E. CHR has rare fulltime opening for dedicated professional team player. Rush T&R to Bob Dayton, WSPK, Box 1703, Poughkeepsie, NY 12601. No calls. EOE.

Full time air personality: South Florida - fresh inspiration. Black gospel format, salary, insurance, other benefits. If you're a dull person, don't apply. Send tape and resume to: Joe Flores, P.D. WMBM Radio, 814 First Street, Miami Beach, FL 33139. M/F EOE.

Easy listening announcer with great pipes. Tape and resume to Patrick Wilson, WQMC, Box 498, Charlottesville, VA 22902. EOE.

Announcer/producer. Radio announcer needed by top ranked NPR affiliate KXPR, Sacramento. Host classical and jazz shows. Familiarity with both forms of music, composers and performers a must. Must be willing to work weekends and evenings. Send demo and 3 references to: KXPR Search, 3416 American River Drive, Suite B, Sacramento, CA 95864. Deadline is March 20. \$15-18 K plus benefits.

HELP WANTED TECHNICAL

Chief engineer, AM station. Substantial directional antenna experience necessary. Immediate opening. San Jose, California. Contact: Gene Hogan 408-244-1430.

HELP WANTED NEWS

News reporter: Small market AM/ FM combo seeks aggressive, self-starter for entry level position. Experience a plus. Send tape, resume, salary requirements to Chuck Van Cure, WLOI/ WCOE, 902 1/2 Lincolnway, LaPorte, IN 46350. 219-362-5290.

News reporter for AM/ FM combo S.E. NY state. Experience in radio news a must. Contact: News Director, WBNR/ WSPK, Box 1703, Poughkeepsie, NY 12601.

A/C WCFR news anchor/reporter and air personality. If you're community minded, send T & R to Bob Flint, WCFR, P.O. Box 800, Springfield, VT 05156. EOE.

News director/anchor. Excellent writing and leadership skills a must. Manage 5 person news and sports staff, supervise interns, anchor mid-day newscast including two-one hour newscasts. We are small market station with a major market emphasis on news-talk. Tape and resume to: WKRS/WXLC Radio, 3250 Belvidere Road, Waukegan, IL 60085.

If you love news...let's talk. AM powerhouse in beautiful Fairfield County looking for afternoon drive anchor to also cover meetings. Grow with us: Tapes & resumes to: Judy Cutright, WREF, P.O. Box 1085, Ridgefield, CT 06877.

This is a great news job. News-anchor/co-host of an afternoon drive news block in a southeast top 50 market. Strong on-air delivery plus quick wit is a must. Box R-58.

WBSM, is southeastern Massachusetts' news and information leader and we're looking for one experienced, aggressive and bright news-hawk to complete the best news team in town. Excellent financial and lifestyle opportunities with SAGE Broadcasting, come grow with our group. Send tape & resume immediately to Marc Bernier, WBSM, 220 Union Street, New Bedford, MA 02740 EOE M/F

Producer for award winning news department. Must have three years professional experience in radio news with emphasis on news production, authoritative presentation, and enterprising journalistic skills. Be able to make a significant contribution to the WAER news department. This is a demanding, multi-faceted position with very competitive salary and benefits. Submit letter, resume, and non-returnable cassette containing examples to: Rick Mattioni, Office of Human Resources, Skytop, Syracuse, NY 13244. Hurry. Deadline March 18. Affirmative action/EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

News: Talk leader in northeast medium market seeks experienced talk host/ program director to grow with our major new group. Excellent compensation, opportunity and lifestyle for the right moderator/ programmer. EOE. M/ F. Box R-3.

Production director for central Pennsylvania powerhouse stations WKOK AM and WOKX FM. Must assume full responsibility for commercial production with emphasis on quality control. Excellent voice, production skills and command of English language required. Send resume, sample of work (including one straight voice spot), and salary requirement to: Joseph McGranaghan, Executive Vice President, Sunbury Broadcasting Corporation, P.O. Box 1070, Sunbury, PA 17801. Equal opportunity employer. M/ F.

A mature AM/ FM station in Florida Panhandle needs experienced program/ music director with the ability and talent to do morning show. Growing market with tremendous opportunity. Format CHR or AC background. Salary negotiable. Send resume and tapes to P.O. Box 10, Ft. Walton Bch., FL 32549.

WKSU/Public relations and marketing coordinator. Act as caretaker of the station's image -- through promotional events, advertising, media relations, marketing and other methods of securing public and corporate attention. Act as in-house publicity consultant and coordinator for station's publications and printing requirements. Degree in journalism, public relations, or related field desired. Prior applicable professional experience desired. Deadline for application is March 23, 1987. Send resume and three letters of reference to: Search Committee-PRMC, WKSU, Kent State University, Kent, OH 44242. Kent State University is an equal opportunity employer.

WKSU/Assistant Director of development - membership. Responsibilities include implementation of on-air fundraising by planning strategies to produce a schedule of year-round on-air fundraising activities to encourage new, renewed, and additional support from the listening audience to meet specific dollar goals as established by the director of development. Bachelor's degree in related field or applicable experience in fundraising with radio or TV production skills is required. Salary: \$20,000. Deadline for application is March 23, 1987. Send resume and three letters of reference to: Search Committee-ADM, WKSU, Kent State University, Kent, OH 44242. Kent State University is an equal opportunity employer.

A mature AM/ FM station in Florida panhandle needs experienced program/ music director with the ability and talent to do morning show. Growing market with tremendous opportunity. Format CHR or AC background. Salary negotiable. Send resume and tapes to P.O. Box 10, Ft. Walton Bch., FL 32549.

SITUATIONS WANTED MANAGEMENT

Temporary general manager, anywhere. All market sizes, experienced, qualified, bonded. Not just baby sitter. Take that trip, have the operation. I'll put out the fire, hold the fort till the troops come. Call Charlie. 901-377-6379. Charlie Trub, Box 28627, Memphis, TN 38128.

#1 GM for large radio chain wants bigger challenge and sunshine. Write Box O-90 for complete details.

Interim management. completed Carolina project. Immediately available for transitional management during station transfer, bankruptcy; start-ups; temporary service anywhere. Fifty years experience - not retired. Call Charles E. Seebeck, "always working." Staunton, VA. 24 hour phone 703-885-4850.

Gen. mgr. Major market sales, marketing, promotions, programming, people skills, motivation, revenue producer/increased cash flow, cost cutting, bottom line oriented. Box R-57.

Radio is my first love: with ten years experience. I'm ready to become your general manager. Experience in advertising, programming, public relations, promotions. Let's get together and make money for your station. Box R-7.

Experienced GM with proven track record of management and turnaround, looking for opportunity with group and chance of ownership. Let's talk bottom line. Box R-30.

SITUATIONS WANTED SALES

6-years experience in sales and sales management! aggressive young, sales professional seeks new opportunity. Box R-39.

SITUATIONS WANTED ANNOUNCERS

Six-year veteran sportscaster looking for new pbp opportunities. College basketball, football, soccer experience. Also MISL, NBA on TV Box R-19.

Annrc: 18 years experience. Seeks fulltime on-air position. Country, MOR or Oldies format. D.C. or Northern Virginia area. Call Ed for T&R. 703-799-0739. Salary negotiable.

Experienced professional! Now doing country sign-on in midwest metro fringe. Available to Country, MOR, or Adult full service operation! Versatile and affordable. Box R-26.

South Florida, easy listening, 24 years experience, announcer, PD. Neil Sher, Hollandale Apts., 20F Clifton Park, NY 12065. 518-383-0239.

Talent being wasted. Can do sports. Worked all shifts and formats. 4 1/2 YR. Vet. Prefer South. Box R-54.

SITUATIONS WANTED TECHNICAL

Philadelphia. Top quality chief engineer at 50kw AM/FM in northeast market seeks to relocate. Ownership change makes me reluctantly consider move. Reply confidentially to Box R-49.

Award winning division one college football and basketball sportscaster seeks free-lance work this spring and summer or full-time sports opportunity. Call Bob 717-523-0236.

Sports producer: Veteran major market producer seeks position with remote sports production unit. 16 years broadcast background. Major league experience. Proven track record & solid references. 301-377-4722.

SITUATIONS WANTED NEWS

National award winning radio journalist seeks news director position top 40 market, or anchor position top 10. Prefer full service format. 12 years experience in medium and major markets includes reporting, anchoring, staff supervision. All regions considered. Box R-28.

Hungry, hard working, highly referenced radio sportscaster available for a position. 7 years call in host; Division I basketball + football pbp experience. Baseball pbp. Sportcasts. Commentaries. Team player. Please call Jon at 318-474-6418 or 433-1641.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

Information and entertainment my forte! Country, MOR or adult full service formats my specialty! Desire airshift, production, programming or operations combo! Box R-1.

Experienced medium market programmer and morning personality available. Six years P.D. Seven years mornings. B.B.A and M.B.A. Good ratings/ bottom line oriented. J.R. Greeley 314-474-6259.

Top notch programmer. Multi-format background. Proven winner. Take charge attitude. Ability to lead and motivate staff. Box R-67.

Radio producer: 19 year New York market veteran available for full time, part time or vacation relief work. Call 201-677-3189.

MISCELLANEOUS

Our monthly idea-letters have it all -- "Newsbeat" for story tips; "Feedback" for promotions, contests, talk, and more! Since 1966. 3-month trial, \$15. Newsfeatures, Box 14183, St. Louis, MO 63178.

TELEVISION

HELP WANTED MANAGEMENT

TV Station manager: Chicago. Must have independent TV start-up hands-on experience and strong sales orientation. Demonstrated leadership and the ability to select and motivate key personnel. Incentive and excellent salary. Send resume and salary history in confidence to: Personnel, P.O. Box 446, Orinda, CA 94563.

National sales manager: WOKR-13 seeking aggressive person with a creative approach. National experience preferred. Opportunity to join outstanding ABC affiliate, group owned. Contact: Kent Beckwith, WOKR-13, P.O. Box L, Rochester, NY 14623. Tel: 716-334-8700. EOE.

HELP WANTED SALES

Account executive. Strong aggressive affiliate seeking an experienced sales professional. We market our station: we don't just sell spots. You must have solid TV sales and presentation skills, plus experience in the use of tools such as consumer research, lifestyles data, AID, and other support tools. Qualified and seriously interested applicants write Local Sales Manager, P.O. Box 2658, Norfolk, VA 23501. EOE. M/F.

TV sales rep needed to handle major list at southeast network affiliate station. Minimum 3 years Media sales desired. Send letters and resumes to: Sandy Rodgers, P.O. Box 12, Richmond, VA 23201.

Midwest CBS television affiliate has regional account executive position open. Major established list. Must have minimum of 3 years broadcast sales experience and strong background in dealing with agencies and negotiations. Send resume to: Dave Bailey, GM, WTHI-TV, 918 Ohio St., Terre Haute, IN 47808. Phone 812-232-9481 EOE.

General sales manager position available in one of the midwest's most progressive and growing cities. Applicants must be an aggressive leader possessing experience in national/local sales, and will be responsible for a local staff plus a regional office. This is a growth opportunity in an "up and coming" station and broadcast group. Send reply to General Manager, KSFY-TV, 300 North Dakota Avenue, Sioux Falls, SD 57102. EOE.

Leading top sixty market Sunbelt independent in attractive market seeks addition to local staff. Concentration on more difficult agency and direct accounts. Management position possible. Competitive salary, excellent professional and personal environment. Confidential inquiries guaranteed. Address General Sales Manager, Tulsa 23, P.O. Box 33223, Tulsa, OK 74153. No phone calls.

Senior account executive. Excellent opportunity for experienced sales professional in the video production industry. Must have active contacts and knowledge of leads to pursue in the Baltimore/Washington area. Good draw, great commission. Call Gerard Ferri, Atlantic Video 703—823-2800.

HELP WANTED TECHNICAL

Expanding NYC post facility seeking chief engineer. Responsible for daily operations, troubleshooting, maintenance, knowledge to component level. Familiar w/CMX, ADO, GVG. Salary commensurate w/exp. Good oppy/nice people. Box Q-9.

Transmitter supervisor. 3 years high power UHF experience required. Studio maintenance experience preferred. Connecticut's leading independent. Pay commensurate with experience. EOE. Call Charles Allen 203—575-2020.

Chief engineer. CBS, Greenville, Mississippi. Good company and benefits. If you are number 2 but feel you should be number 1, this is your opportunity. Reply to Joe Macione, WXYT, 3015 E. Reed, Greenville, MS, or call 601—334-1500. EOE.

Engineering supervisor: Compact modern Christian Television station seeking capable hands-on engineer to maintain Townsend 60Kw UHF transmitter and studio equipment in pleasant Northern California surroundings. Please send resume and salary requirements to Rev. Kenny Foreman, KLXV-TV Box 5252, San Jose, CA 95150.

Assistant chief wanted for southwest medium market affiliate. Needed skills: cameras, videotape, maintenance. Must be able to motivate shop crew of 4 plus take charge of construction projects. Interviews are possible at NAB. Resumes to Box R-9.

Transmitter engineer needed for Southwest UHF affiliate. RCA stereo transmitter plant in very pleasant surroundings. Must be a take charge person, capable of keeping the whole plant functioning. Microwave STL & ENG plus satellite receive experience needed, but not mandatory. Interviews at NAB. Reply Box R-10.

Chief engineer with growth potential and good technical know-how for Gulf Coast VHF. EOE. Box R-23.

Qualified TV maintenance engineer: WPCQ-TV has an immediate opening for a qualified maintenance engineer. 3/4 inch tape machine experience highly desirable. Must have sound background in electronics and component level troubleshooting. Applicant must be familiar with all aspects of television operations. Send resume to: Rick Anderson, WPCQ-TV, P.O. Box 18665, Charlotte, NC 28218. EOE.

Wanted: chief engineer for sunbelt market. WTLV-TV, Jacksonville, FL. Individual should have communication skills ability to work with and manage people as well as creative technical expertise. EOE. Send resume to: Linda Rios Brook, P.O. Box TV12, Jacksonville, FL 32231.

Master control operator: KRIV-TV, Fox Television, Houston, TX is seeking a qualified master control operator. Must have minimum 2 years prior MCR experience. FCC license or SBE certification required. Send resume to: KRIV-TV, P.O. Box 22810, Houston, TX 77227, Attn: Wendell Wyborny, VP/Chief Engineer, EOE.

WRCB-TV has immediate opening for a TV engineer. Must be experienced in all areas of operation, maintenance and repair of broadcast equipment. FCC license required. No phone calls. Send resume to: Ed Aslinger, WRCB, 900 Whitehall Rd., Chattanooga, TN 37405. An equal opportunity employer.

VT editor. International television news agency in New York. 1" BVU 800s, & convergence exp. Satellite knowledge a plus. Some maintenance experience or willingness to learn. Salary history & resume to Box R-61.

Engineers. Maintenance engineer needed at small market network UHF. Duties include repair of 3/4" and 1" video tape machines. Knowledge of other station equipment and TX helpful. Excellent pay and benefits. EOE. Send resume and salary history to Box R-72.

Maintenance engineer. International television news agency in New York. Sony BVU 800s. 1" C format Ampex VPRs, computer editors, microwave, fiber optics. Editing capabilities a plus. Resume & salary to Box R-62.

Assistant chief engineer: KRIV-TV, Fox Television, is seeking qualified assistant chief engineer. Must have minimum of 5 years television broadcast experience. Must have supervisory experience and be familiar with studio equipment, maintenance and UHF transmitter. Must also have good communication and budgeting skills. FCC license and SBE certificate required. Send resume to: KRIV-TV, P.O. Box 22810, Houston, TX 77227, Attn: Wendell Wyborny, VP/CE.

TV chief transmission engineer: Supervises operation and maintenance of 5 TV transmitters interconnected by a ten-unit microwave system, plans equipment upgrades and replacements, and coordinates implementation of projected technical improvements. The successful candidate should have at least two years of maintenance related technical experience in TV broadcasting. BS/EE degree. Salary range \$21,502-\$33,930; exact placement depends on experience. Send letter of application, resume, three references and salary history to: AETN Personnel Office, P.O. Box 1250, Conway, AR 72032. AETN is an AA/EOE.

Chief engineer: Network affiliated VHF station is looking for hands-on chief engineer to work with excellent staff in all areas of transmitter, studio, production and news repair, maintenance and planning. Must be highly motivated, enjoy a challenge and want to be part of growing station. Send resume to General Manager, P.O. Box 1101, Bangor, ME 04401.

Engineer, FCC license required, previous engineering experience. Send resume: WTVQ-TV, Box 5590, Lexington, KY 40555. No phone calls. Equal opportunity employer.

HELP WANTED NEWS

Anchor: We're looking for a strong anchor to join our team. Successful candidate will also report 3 days a week. If you're a strong, comfortable communicator, then let's talk. Top 40's market. Send resume to Box Q-63. EOE, M/F.

Reporter with minimum 2 years experience wanted for 30 member news team in fast growing sunbelt market. Ability to anchor a plus. Send resume to Box R-24. EOE.

News producer. Sunbelt net affil looking for talented news producer with 1-2 years experience. Excellent writing skills, editing and good news judgement. Box R-11. EOE.

News producer. News organization in fast growing sunbelt market seeks beginning producer with news judgement, writing and editing skills. Send resume to Box R-12. EOE.

Reporter qualified to handle general news assignments plus weekend sports and/or weather. South Texas VHF. EOE. Box R-27.

Meteorologist must be good communicator with experience in computer graphics. A good opportunity to join the market news leader. Send tape and resume to Bill Huffman, News Director, WVVA-TV, Rt. 460 Bypass, Bluefield, WV 24701. EOE/MF.

Photographer/reporter: Join an aggressive staff of young professionals. Desire, imagination, and dedication are what we're after. Send tape and resume to Bill Huffman, News Director, WVVA-TV Route 460 Bypass, Bluefield, WV 24701. EOE/MF.

Sunbelt meteorologist. Dominant, progressive CBS affiliate in fast-growing capital city seeking experienced broadcast meteorologist. Degree in meteorology or atmospheric sciences, or AMS seal of approval a must. Looking for strong personality/communicator. Send resume, tape, salary requirements to Mike Rucker, POB 3048, Tallahassee, FL 32315. 904-893-6804 after 6:30PM.

10:00 producer. Number-one rated CBS affiliate seeks experienced new producer. Writing skills a must. Resumes attention News Director, P.O. Box 7528, Waco, TX 76714-7528.

News producer: Outstanding writing and producing skills a must, along with ability to report live from the field. Experience and knowledge of demographics necessary. EOE. Send resume and salary requirements (no phone calls) to Charles Tornell, ND, WREX-TV, P.O. Box 530, Rockford, IL 61105.

Assignment editor. WFSB, a Post-Newsweek station, seeking organized, creative, energetic person to coordinate assignment desk coverage. Job includes dispatching and coordinating reporters and photographers and determining the importance of all potential news stories and how they will be developed and followed-up for use on the air. 2-3 years experience on an assignment desk required. College degree desirable. WEEKEND SPORTS ANCHOR/ SPORTS REPORTER. WFSB, a Post-Newsweek station, seeking a sports anchor/reporter. Will be responsible for anchoring weekend sportscasts and doing sports related reporting during the week. Applicant should have at least two years experience in news or sports related reporting/anchoring and possess strong television broadcast writing skills. College degree preferred. Send resume to: Mark Efron, News Director, WFSB, 3 Constitution Plaza, Hartford, CT 06115. EOE.

Television anchor and daily reporter for Honolulu network affiliate. Strong reporting skills and proven track record as anchor. Tape, resume and salary requirement to P.O. Box 22609, Honolulu, HI 96822. EOE.

Looking for a challenge? Network affiliate seeks creative, organized promotion director. Must be able to plan and manage all station promotions and advertising. 2-3 years experience required. Send tape, resume and salary history to WKBN-TV, 3930 Sunset Blvd., Youngstown, OH 44501. EOE.

New news operation needs experienced weekend anchor/reporter. State of the art equipment including computerized newsroom. Women and minorities are encouraged to apply. Send tape/resume to Bob Totten, KTKA-TV, Box 2229, Topeka, KS 66601.

General assignment news reporter: for top 50 East Coast market. Minimum 18 months television news experience and college degree required. Send tape, resume, references and salary requirements to: News Director, 801 Wavy St., Portsmouth, VA 23704. No phone calls accepted. We are an affirmative action/equal opportunity employer.

Number one NBC affiliate needs hard working street reporter, fill-in weekend anchor, weathercasting a possibility. Minimum 1 to 2 years commercial experience. Equal opportunity employer. Tape and resume to: John Speciale, News Director, P.O. Box 860, Erie, PA 16512.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Leading Southwest independent with expanding local commercial production department is looking for creative director-writers with ability and experience in working with low budget advertisers. Salary \$20,000 - \$25,000 range. Applicants will be asked to submit sample commercial copy and/or videotape at a later date. Box Q-80.

Copywriter to develop creative promotion and commercial copy from storyboard to finished video. Gulf Coast VHF. EOE. Box R-25.

Promotions manager: WTHI-TV, Terre Haute, IN is seeking a creative person to plan and manage the promotions of news as well as local station promotions. Must have three years experience in promotions. Department of 4 people. Will be some programming duties. Send resume to Dave Bailey, GM, WTHI-TV, 918 Ohio St., Terre Haute, IN 47808. Phone 812-232-9481 EOE.

Director/editor, KLAS-TV, Las Vegas CBS affiliate. Minimum three years of commercial client directing a must. Capable of directing/switching half hour newscast. GV17007J switcher or comparable experience required. Vidifont Vexperience preferred. Belief in total client service a must. Send resume and tape to Martine Vetter, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114. EOE, M/F.

Chief director/assistant production manager, top 70 market-Sunbelt. The successful candidate will be responsible for training, evaluation, and supervising other directors and will serve as the primary director of evening newscasts. Responsibilities as assistant production manager include scheduling and supervising the evening production and operations staff and working directly with the production manager in all other facets of the department. Excellent directing skills, good people skills and a background in all phases of production and operations are a must for this job. Minimum five years experience in commercial television. Send resume and salary requirements to Box R-44. EEO.

Media production specialist II, TV production manager. Equiv. to 4 yr degree, 2 yrs production exp; hands-on type, minimum 5 yrs exp with full range of broadcast/industrial video equip preferred. Starting salary 26.5K Closing date: 4/1/87. Apply Personnel Office, Cal Poly, San Luis Obispo, CA 93407. 805-546-2236. AA/EOE/Title IX/Rehabilitation Act of 1973 employer.

Television director, 2 years directing experience with fast paced newscasts and demonstrated expertise in commercial production & special programming. Candidate should be energetic, creative, possess people skills and be management oriented. Knowledge of 1" computerized editing, ESS, DVE and Vidifont V helpful. Send resume and tape to Production Manager, WISC, 7025 Raymond Rd., Madison, WI 53711. EOE, M/F.

Promotion/underwriting producer. Public television station in 43rd market is looking for a producer to spearhead its growing underwriting and promotional efforts. Must have experience in conceiving, writing and producing both promotion and underwriting spots. Knowledge of ADO/ESS and other state-of-the-art production equipment and techniques is an asset. Starting salary \$16,000. Send resumes only to Personnel, WITF Communications Center, P.O. Box 2954, Harrisburg, PA 17105. EOE.

Public relations/promotions director. Raycom Sports Network is seeking creative, organized, hard-working individual with extensive knowledge of collegiate sports, PR, and broadcasting to plan and implement public relations activities. Must be capable of coordinating several projects simultaneously, and work well with top management. Will interact with sports and trade press, produce monthly newsletter, work with advertising agency for printed sales and promotion materials, and supervise on-air promotion production. Send resume and salary requirements to Jim Duncan, Raycom Sports, P.O. Box 33367, Charlotte, NC 28233.

Program director for top 20 indy. Send resume, salary requirements to GM, KDVR, 100 Speer Blvd., Denver, CO 80203.

Promotion director for public TV. Seeking experienced professional including on-air, print and other media. College degree, 3 years experience in promotion, and strong writing skills are minimum requirements. Salary minimum \$17,900 depending upon experience PTV experience a plus. Send resume to: Gordon Lawrence, Station Manager, WFUM-TV28, The University of Michigan-Flint, Flint, MI 48502. EOE. Application deadline March 27.

Medium market station looking for aggressive take charge producer-director with minimum three years directing experience. Position calls for experience in commercial production with emphasis on news directing. EOE. Send resume and salary requirements to Box R-69.

Supervisory television production specialist. The Food and Drug Administration is looking for an energetic and talented individual to fill the position of chief, media and training development branch. The position is a GM-13 supervisory television production specialist position with a starting salary of \$38,727. The branch chief is responsible for the first-line management of the FDA's video production services and a staff of television production, training and information specialists. Candidates will be evaluated on their demonstrated experience and abilities in the following areas: Minimum of six years video production experience including scriptwriting, studio and location production, and editing. Experience in supervising a group of video production specialists. Demonstrated exceptional interpersonal communication skills. Experience with 1" and Betacam equipment. Experience in the production of public service announcements, educational and informational programs; and a working knowledge of good engineering practices is a definite plus. An SF 171, Application for Federal Employment should be sent to DHHS/PHS/FDA Division of Human Resources Management (HFA-408) Food and Drug Administration, Parklawn Building, 5600 Fishers Lane, Rockville, MD 20857. For further information, please call Mr. Jack Underdonk on 301-443-1616. To ensure full consideration, applications should be received by April 17, 1987. An equal opportunity employer.

#1 station needs photographer. Must have one year experience. Station emphasis on good shooters. Send resume and tape with first letter to: Jon Janes, News Director, KWQC-TV, 805 Brady St., Davenport, IA 52808. *

Northern California post house seeks experienced animation and graphic artist. Must have experience using the Dubner CBGII and paint box. Must be "client oriented". Send resume to Cal Image, 3034 Gold Canal Dr., Suite B, Rancho Cordova, CA 95670 or 916-638-8383.

Videographer/editor. Southern California leader seeks imaginative videographer for program/magazine segment production. If you can field produce as well as shoot/cut for others and have a flair for hot, contemporary video, send the resume and reel that prove it. Jack White, Production Manager, KGTV, San Diego, CA 92102.

Research analyst: Blair Entertainment, a division of John Blair & Co., is seeking a research analyst with 1 year of experience in TV ratings, knowledge of both Arbitron and Nielsen rating services, computer experience, the ability to perform tracking and analysis and good writing skills. Send resumes to: Doug Lanham, Human Resources, P-10, John Blair & Co., 1290 Avenue of the Americas, New York, NY 10104. An equal opportunity employer, M/F.

PANORAMA is the nation's longest-running locally produced talk show and the only "live" talk show in Washington, DC. PANORAMA seeks host/hostess to match. Candidates need "live" audience experience and should be able to handle topics ranging from women's issues and entertainment to politics and breaking news. PANORAMA needs a warm, dynamic, people-oriented host/hostess with major market experience. Send resume and tape to: Rosemary Reed, Executive Producer, WTTG-TV, 5151 Wisconsin Ave., NW, Washington, DC 20016. No phone calls. EOE, M/F.

SITUATIONS WANTED MANAGEMENT

GSM/LSM/NSM: Indy specialist with over 10 years experience in local and national sales and management. Proven track record in training and motivating sales people (ran training program for major rep firm) Am able to help sales force reach their maximum and in turn, the goals of the station. Seek management opportunity that will utilize my full potential. Affiliates will find my indy sales experience a plus also. Call Tom at 404-843-0041.

Currently manager of program operations at number one network O&O. Seeking position as director or manager of station operations. MBA: management, ten years commercial TV experience. Market size not as important as potential for advancement. Box R-56.

Experienced GM/ GSM presently employed small market network affiliate but station being sold. Small to medium market background, start up experience, hard working bottom liner. Great track record and references. Box R-32.

Looking to be general manager. Presently employed as general sales manager, ready to move up. Over 6 years as GSM at affiliate. Record selling 18 years experience includes NSM, LSM, LCL SLS rep. Box Q-66.

General sales manager: experienced in every area of television management with outstanding achievement with affiliate-indy station sales and major rep firm-seeks general sales management assignment that matches qualifications and potential. Extensive experience working/supervising all areas of television sales management with major companies. Presently employed. Reply Box R-64.

General manager or station manager: 30 year broadcast professional. Experienced in every area of television management as ASST. GM, ST MGR, NSM, PD and ENG at affiliates and indy. Prefer medium or small market. Available immediately. Reply Box R-66.

SITUATIONS WANTED NEWS

Meteorologist, with AMS seal and plenty of Monday-Friday experience at network affiliate, seeking position in larger market. 912-598-0071.

Talented, experienced, hardworking sportscaster, looking for a job in a medium size market. Experience in anchoring, reporting, and editing. Call Ron 412-221-4338.

Knowledgeable entertainment editor/film critic, versatile general assignment reporter. Currently employed. Many awards. Want to move to upper medium or large market. Box R-6.

Seeking to break in on-air. Black male can shoot, edit. Anchor potential. Columbia masters. Solid print experience. Tape. Marvin Greene, 301-997-1475.

News anchor, Experienced, young and ambitious. Proficient editing, camera experience. Communications and journalism degree. Will relocate for right situation, market size not important. News/sports combo fine. For tape/resume call Wayne 617-643-0469.

Meteorologist seeking position in medium or major Sunbelt market. Ten years experience all size markets. AMS seal, Masters degree meteorology. Box R-55.

Reporter/weathercaster. Five years radio experience. Want to move into television news or weather. Good writing, shooting and editing skills. Great references. Video tape and resume available. Call 303-542-0034.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Creative, take-charge producer, five years experience producing game shows, music, variety, sports and live events. Seeks challenging position in warm climate. Reply R-29.

Asking HL79E owners consider my experience and equipment BVW25 Jlabs good sound supporting your shoots. Wynne Service Co., 84 Bluff Avenue, Rowayton, CT 06853. 203-838-6067.

Want to relocate to Los Angeles? I want to do the same to the Midwest. Let's get together and try to arrange a job-trade! I'm a network middle manager, Broadcast Standards, with twelve years of administrative, creative and production experience. Salary range: \$40-50K, negotiable. Write to Box R-50.

Versatile, energetic production specialist available. 7 years experience in top 20 market. Live shows & elaborate post production. Diverse skills: writing & producing, directing, studio manager, lighting, photographer, Chyron, editing, ENG truck operator. Looking for challenging position. Relocation acceptable in permanent position or freelance. Glenn 303-477-4251.

MISCELLANEOUS

Entry-level opportunities nationwide. News, sports, production, sales, promotion, public relations. Media Marketing, P.O. Box 1476-PD, Palm Harbor, FL 34273-1476. 813-786-3603.

Primo People is looking for weathercasters. Solid credentials and experience are paramount. Send resume to Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Three graduate assistants (TV station manager, radio station manager and news director) will be available Sept. 1, 1987. Each position requires 20 hours per week. Assistant will receive \$400 per month plus a partial-to-full tuition waiver. Inquire with Director of Broadcasting, Pepperdine University, Malibu, CA 90265. 213-456-4211. Application deadline; April 1.

HELP WANTED INSTRUCTION

The University of Wyoming Department of journalism and Telecommunications is currently accepting applications for the position of assistant professor of telecommunications. This tenure track position will start September, 1987. Responsibilities include teaching introductory as well as advanced courses in broadcast production, international broadcasting and mass media. Will teach writing courses in the area of broadcast and direct internships and master's degree theses. A Ph.D. or equivalent is required, the appointee must have a strong commitment to research. The person filling this position should possess both theoretical and strong practical background in radio and television production. The University of Wyoming is located in Laramie, a community of about 25,000 situated within a few miles of two scenic mountain ranges in southeast Wyoming. The community offers recreational and cultural opportunities and the surrounding Medicine Bow National Forest offers excellent outdoor recreational choices. Send application letter, vita, references and other supporting materials to: Frederic Homer, Acting Department Head, Journalism and Telecommunication, University of Wyoming, Box 3904, University Station, Laramie, WY 82071. Application deadline is March 20, 1987. The University of Wyoming is an affirmative action equal opportunity employer.

Full-time instructor of communications (Radio & TV). Commercial radio & TV experience required and teaching experience preferred. Send resume: Personnel Director, Alvin Community College, 3110 Mustang Road, Alvin, TX 77511, 713-331-6111. E.O.E.

Radio-TV dept. chair and station manager. Tenure track, 12-mo., available June 1, 1987. Master's degree required, Ph.D. preferred. Experience in promotion, communication, dealing effectively with students. Will supervise radio-TV program includes WAJC-FM, a 24 hour National Public Radio station plus some teaching. Send letter, vita and recommendations to: Dr. Richard D. Osborne, Chairman Search Committee, Jordan College of Fine Arts, Butler University, 4600 Sunset Avenue, Indianapolis, IN 46208. Butler University is an equal opportunity affirmative action employer.

Graduate assistantships at Southern Illinois University - Carbondale in radio-television M.A. program available Summer, 1987, 30 hour thesis/ non-thesis program, \$7,500 stipends (\$625/month x 12, plus tuition waivers. Call 618-536-7555.

University theatre and dance department seeks experienced television theory and production teacher for full-time tenure track position beginning Fall, 1987. Department of Theatre, CSU, Fullerton, CA 92634, 714-773-3628. Deadline: 4-1-87. Affirmative action, equal opportunity. Title IX employer.

Broadcasting. Indiana State University seeks an assistant/associate professor to teach broadcast programming, and TV production. Other courses depending upon specialties. Tenure-track. Salary upper \$20's. Good fringe benefits. Ph.D. or near. Experience expected. Commitment to research, scholarship and/or creative activity expected. Send letter of application, vita, 3 letters of reference, evidence of teaching effectiveness: to Dan Millar, Department of Communications, Indiana State University, Terre Haute, IN 47809. Materials received after March 20, 1987 cannot be guaranteed consideration. AA/EOE.

Graduate assistantship, teaching RTV production. Professional broadcast experience preferred. Nine months, \$5,800, reduced fees, 20 hour/week, starting August 1987. Requires acceptance into department's Masters program. Send letter and resume to Paul Prince, Department of Journalism, Kansas University, Manhattan, KS 66506. Deadline April 15. EO/AA employer.

HELP WANTED SALES

Immediate sales positions. Western broadcast audio equipment manufacturer has openings in various sales positions. Background and experience in selling radio broadcast equipment and direct sales telemarketing capability are needed. Equal opportunity employer. Send resume and salary history to Box Q-83.

Regional manager: Due to an internal promotion, the NAB is seeking a regional manager for its Mid-Atlantic region. In this position, you will provide NAB with new members from the region, serve existing members and provide liaison with state associations. The successful candidate will have understanding of the broadcasting business, telemarketing and sales experience. Please send resume, with salary history to Ann Miller, Personnel Director, NAB, 1771 N St. N.W. Washington, D.C. 20036. An EOE M/F.

HELP WANTED TECHNICAL

Engineer, audio production engineer for major mid-town sound studio specializing in corporate and agency multi-media, radio and video soundtracks. Must be familiar with state-of-the-art equipment, current music and SFX libraries. No rock-n-rollers please! Send resume, product demo, and salary requirements to: Jeff Berman, SoundHound, Inc., 45 West 45th Street, New York, NY 10036. No phone calls, please.

HELP WANTED NEWS

Internships: Spend six months interning with crack professional journalists in the Illinois statehouse pressroom as part of Sangamon State University's one-year MA Public Affairs Reporting program. Tuition waivers and \$2,640 stipends during internship. Applications due by April 1. Contact Bill Miller, PAC 429a, SSU, Springfield, IL 62794-9243. 217-786-6535.

Experienced journalist wanted to direct activities and programs of the Society of Professional Journalists. Sigma Delta Chi. Will supervise and coordinate Chicago headquarters and 313 professional and campus chapters nationwide. Must be able to inspire support within and outside the Society and act as spokesperson to the public. Must be knowledgeable about journalism issues. Will serve as publisher of The Quill and treasurer of the Sigma Delta Chi Foundation. Management experience required and familiarity with fund-raising and membership development desirable. Salary: \$60,000 to \$70,000. Send letter of application, resume and references to Search Committee Chairman, Robert Lewis, 2000 Pennsylvania Ave. N.W., Suite 3900, Washington, D.C. 20006. Deadline for application is April 24.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Director of programming and development needed by SECA to plan, develop and manage program-related services and activities for its 60+ members and affiliates, and serve as programing liaison to other regional and national organizations. Salary and benefits commensurate with education and experience. Candidate should send resume by March 31, 1987 to: President, Southern Educational Communications Association, P.O. Box 50,008, Columbia, SC 29250 AA/EOE.

RADIO AND TV PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo. P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

EMPLOYMENT SERVICES

Government jobs \$16,040 - \$59,230/yr. Now hiring. Call 805-687-6000. Ext. R-7833 for current federal list.

Disgusted? Is finding a job becoming a full time job? For our "How to Get a Job in Media" booklet send \$5.00 to Career Resources, P.O. Box 361, Chappaqua, NY 10514.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash-highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 303-665-3767.

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

FM antenna (S): Will buy used FM broadcast antenna(s) any make-any model - call 806-372-4518.

Cash paid for your old tube type 6GC Microwave equipment and hardware. 315-683-5669.

FOR SALE EQUIPMENT

AM and FM transmitter —used, excellent condition. Guaranteed. Financing available. Transcom 215-884-0888.

Harris SX-1, 1KW AM, 1985, mint group up in power, Transcom Corp. 215-884-0888.

25KW FM—Harris FM 25K(1986), Harris FM25K(1983), CCA 25000DS(1972) CSI 25000E(1978) 20KW FM-CCA 20000D(1973). Transcom Corp. 215-884-0888. Telex 910-240-3856.

5KW FMElcom Bauer 605B (1984), **3KW Fm-CCA 3000DS (1968) 5KW-RCA FM5B(1963)**2.5KW FM Sparta 602A(1977), Collins 831D2(1980), ITA 1000c(1965), Transcom Corp. 215-884-0888. Telex 910-240-3856.**

50KW AM Continental 317B (1984), RCA BTA 50H10KW AM-RCA BTA10H on air**5KW AM-RCA BTA5TI(1965), Collins 21E(1964)**1KW Am GatesBCIT-(1963)**Collins 250G, Transcom Corp. 215-884-0888. Telex 910-240-3856.**

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303-665-3767.

Silverline UHF transmitters new, best price, latest technology. 30kw, 60kw redundant, 120kw, 240kw. Bill Kitchen, Television Technology 303-465-4141.

New RCA 60kw UHF transmitter. RCA closeout. Fast delivery. Price: \$325,000 - includes tubes. Bill Kitchen, Quality Media. 303-665-3767.

Excellent equipment! UHF-VHF transmitters: 110 KW, 55 KW, 30 KW - used: 1 KW AM, 5 yrs old - perfect! Grass Valley 950/955 sync, 1400-12 switcher Laird 3615A; antennas - TX line; much more! Call Ray LaRue 813-685-2938.

Sound ideas sound effects library! Over 4,000 sound effects at 15 I.P.S. stereo! Toned voice slates for easy access. Cross-reference catalogs. Call Wilson Tennant, William Cook Adv., 800-523-6028.

Bargain: excellent condition: Collins 5kw FM transmitter with new exciter & final - \$8000 firm. 601-563-4664.

Used 30kw UHF Ampex transmitter mid band. Partial owner financing possible. Also 1kw EMCEE transmitter. Bogner BU24 antenna. Call 203-668-1423.

Hitachi FP-Z-31 camera systems. (4) Less 50 hours use, 2-ENG, 2 studio. Complete with 15:1 lens, CCU's, cable, mounting, etc. \$29,900 package. Maze Broadcast. 1-205-956-2227.

SMC automation system: Nearly new ESP-2 with CRT. Five carousels, two 721 players, four Otari AR5100 decks. Contact 806-372-4518 for details and pricing.

Maze Broadcast, Inc. will be in booth 107 at NAB. Come by and let's discuss your used equipment needs.

Sony BVE-200/500 3/4" editing system. Reconditioned. \$3500 Paltex ABR-1 AB editor for 5850's \$4500. Maze Broadcast, Inc. 205-956-2227.

RCA TTU-60 UHF transmitter, stainless G-7 936' tower and 1000' 6 1/8" transmission line. Will sell as package or piece mil. Maze Broadcast, Inc. 205-956-2227.

RCA TP-66 16mm Telecine refurbished \$11,995: RCA FR-35B 35mm telecine low hours \$16,000: RCATP-7B slide Telecine \$4,500: Eastman PD-1 multiplexer \$2,500: GE 240 camera \$2,000: RCA TK-27 & 28's: accepting film cameras, editing, and other film gear as part trade. International Cinema Equipment, 6750 NE 4th Ct. Miami, FL 33138 305-756-0699. TLX 522071.

Ampex ADO-3000 perspective & rotation effects system interfaced to and including CMX-3400 editing, VPR-2 & 3's. Still store, and much more. Price range one half to 1 million. Serious inquiries only. Maze Broadcast. 205-956-2227.

Over 100 AM-FM trans. in stock. Welcome to our city "Dallas" for NAB. Come see our inventory. Y'all come ya hear! Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248 214-630-3600 new #214-276-9725.

CRL AM 4 mono system 3 years old \$1600. Harris BC-10H AM transmitter...with 5kw cutback. Available in April compeller 9 months old. Spartamaton automation controller as is \$300 Belar FM RF amp \$275. Contact Jim Saunders 516-283-9550 6 am to noon weekdays.

3/4" evaluated videotape! Guaranteed to look and work as new. Prices: Field mini KCS-20 minute cassettes \$6.99, 30 minutes \$8.99, 60 minutes \$11.99. Elcon are wrapped and delivered free! Master broadcast quality at half the price. Hundreds of thousands sold to professional users. To order call Carpel Video Inc. collect 301-845-8888 or toll free 800-238-4300.

3 Ampex ACR - 225B fresh from Ampex factory re-furb. Includes carts, parts, full Tektronix monitor bridge. Ready to go on air. Two available as is without factory re-furb, but fully operational. Video Brokers 305-851-4595

Sony 1100 "1" VTR rack mount with Dolby audio, time code reader, BVT 2000 & dynamic tracking. Very clean, just out of Sony. Video Brokers 305-851-4595

Sony BVU 820 looks new, low hours. \$14,000. Video Brokers 305-851-4595

Grass Valley 1600 - 7K with E-MEM. Very clean. Immediately available. Video Brokers 305-851-4595

3 Sony BVP 300 cameras in studio configuration with CCU's camera cable, studio view finder, 17:1 zooms and studio pedestals. \$15,000 each. Video Brokers 305-851-4595

For sale: 85 Sony 3/4" VCR's-consisting of: 51 BVU200, 5 BVU100, 8 BVU50, 19 VO2860A, 3 VO2600; 6 Ikegami HL77 cameras and 6 RCA TK76 cameras; 25 miscellaneous color monitors, 4 CV5520 TBC, 1 associated environmental chamber, 777 pieces of miscellaneous Kliegl, Colortran and Century studio lighting equipment. For further information contact Rick Melamed, ABC-TV, 212-887-4981.

Harris 9001 automation system. 9999 event memory, 2 instacarts, 1-M/1-S, 1 st. Go-cart, 4 reels, plus lots more. Loaded for bear. Bob Tesch, KIX Communications 405-765-5491.

Sony BVU 110, Sony 800 BVE 3-machine controller with interface boards, Sony BVU with TC, Harris 540 TBC. 502-895-6757.

Two RCA TR800 type VTR's, full consoles, all extras, excellent condition, also VR1200's and miscellaneous. D. Zulli. 213-466-5441.

Radio and TV equipment, all new, best pricing! ADC, AMP, Amphenol, Andrew, Anvil, audio cable, Audio Technica, Audio Pak, Belar, Belden, Beyer, Cabbage Cases, Cablewave, Cambridge, Canare, Cine 60, ClearCom, Comark, Comprehensive, Conrac, Crosspoint Latch, Crown, Datatek, Dielectric, Dynatech, Electro Voice, Electrohome, Farrtronics, Fedelpac, For. A. Gentner RF, Hedco, Ikegami, ITE, Jampro, JBL, Kings, Laird, Leader, Lenco, Luxo, M/A-Com, Magni, Marti, Mathey, Microtime, 3-M, Moseley, O'Connor, Panasonic, Peter Lisand, Porta-Brace, Porta-Pattern, Q-TV, QSI, Quickset, Revox, RTS, Scala, Sennheiser, Sierra Video, Sigma, Sony, Strantron, Tascam, TFT, Tektronix, Telemet, Telescript, Telex, TFT, Vertex, Videotek, Vinten, Wiko, Winsted, Ziemark, and more! National Television Systems, 800-531-5143, 800-252-8286.

RADIO

Help Wanted Management

GENERAL SALES MANAGER



This proven sales professional should have a minimum of 5 years successful sales management experience working a top 20 market. The individual must be an "on the street" sales type and have a strong direct sales background. Contact Steven Dinetz, Executive VP, TK Communications, 5217 Ross Ave., Dallas, TX 75206. KLUV is owned and operated by TK Communications, Inc., an equal opportunity employer.

MANAGERS

Pacifica is now accepting applications for manager positions at KPFA-FM (Berkeley) & WBAI-FM (NYC). \$25-27,500/year. Extensive experience required in community radio or arts administration, or management of progressive organizations. Write Executive Director, Pacifica Foundation, 2207 Shattuck Ave., Berkeley, CA 94704.

Help Wanted Technical

RADIO PRODUCTION TECHNICIAN

Great job in pleasant surroundings for detail oriented technical person with audiophile interests to assemble music formats on tape as well as maintain and troubleshoot state-of-the-art studio. Other technical and format development projects likely from East Coast base for person who believes in audio excellence. EOE, M/F.

BOX R-36

Situations Wanted Announcers

SPORTS TALK HOST

Major league baseball broadcaster available. From your station or my office. Spring training is underway. Let's make a deal. Steve Shannon 212-789-1530 Suite 1903.

TELEVISION

Help Wanted Programing, Production, Others

PRODUCERS

We currently have 2 positions available for Producers:

- Candidate with a minimum 4 years experience as a Field Producer and excellent creative writing skills. Will produce local magazine-style features and hour-long specials.
- Candidate with a minimum 4 years experience as Producer and excellent writing skills required. Will produce and host weekly half-hour current affairs studio show, magazine-style pieces and hour-long specials — either studio or documentary.

Submit resume including salary requirements and tape in confidence to: Personnel Manager

WQED
4802 Fifth Avenue
Pittsburgh, PA 15213

An Equal Opportunity Employer

ASSISTANT PROGRAM DIRECTOR

CBN Cable Network, with headquarters in Virginia Beach, VA, seeks an Assistant Program Director. Will interact with syndicators in the research and acquisition of programs. Will also be responsible for the development and implementation of programing strategies for all day-parts. Requires BA or BS in Communications or Business. Minimum 2 years programing experience with a major market independent television station preferred. If you desire to become an integral part of a committed team, send letter and resume to:

Employment Department - Box P
Christian Broadcasting Network, Inc.
CBN Center
Virginia Beach, VA 23463

Help Wanted Management

CREATIVE SERVICES DIRECTOR

State Capital, music mecca, college town, sunny south sounds good? Nashville needs a marketing opportunity for #2 in large market or smaller market manager ready for a move up. Must have 3-5 years experience in TV promotion. Strong conceptual & writing skills a must. EOE. M/F. Rush resume & tape to: David Earnhardt, Operations Manager, WTVF/Channel 5, 474 James Robertson Pkwy., Nashville, TN 37219.

GENERAL MANAGER

For 3rd Independent TV in top 30 market. June 1 target date for on air. Experienced in all phases of Independent operations. Ability to assemble, control and sell low programing budget is a key. Send full resume, salary requirements, and availability to: Box R-60.

PROGRAM MANAGER

Top fifty group owned NBC affiliate in Midwest; prefer candidates with 3-5 years experience; responsibilities include research, program negotiation, budgeting, public file, FCC reports, license renewal, overseeing public affairs, production and film departments. Send resume to Box R-35. EOE, M/F.

Help Wanted Technical

CAMERA ENGINEER

One of the world's leading manufacturers of broadcast video equipment is increasing its product support team for computerized cameras. This is an opportunity for growth and advancement for an individual who has experience with today's camera technology. Product knowledge, competitive comparisons, on-site operation/maintenance training and technical sale support makes this a challenging and diversified position.

If you have this unusual combination of technical knowledge and a people oriented personality, please send your resume to:

Fred Scott
Director of Engineering
Hitachi Denshi America
175 Crossways Park West
Woodbury, New York 11797

Help Wanted Sales

Facilities Sales

International television news agency needs Marketing Representative in their New York office.

Sell technical facilities (crew, editing, studio, satellite transmissions) located in New York and Washington offices bureaus worldwide to the U.S. Broadcaster industry.

Send resume & salary history to Box R-63.

Help Wanted Sales Continued

SALES MANAGER #1 Market in H.H. Income

WLIG-TV—Long Island's only commercial TV station—seeks an experienced sales manager to direct its expanding sales force. Responsible for hiring, training and day-to-day management of sales effort. Ind. experience a plus. Excellent growth position with salary, bonus, car and full company benefits. Send resume with salary history to:

Marv Chauvin, GM
WLIG-TV, P.O. Box 84, Woodbury, NY 11797. EOE

Help Wanted News

SENIOR REPORTER

Senior Reporter/Bureau Chief needed for Capitol Office. Candidate must have a solid background in broadcast journalism with at least 5 years experience in television reporting. Must have smooth, attractive on-air presentation, strong writing skills for broadcast talent, familiarity with TV production techniques and proven administrative skills. Salary commensurate with experience. Send resume and salary requirements in confidence to:

Box R-40

An Equal Opportunity Employer

Help Wanted News Continued

McHugh and Hoffman, Inc. is looking for broadcast professionals to fill the following positions at our client stations:

LARGE MARKET NEWS ANCHOR

Must have 5+ years experience as anchor, along with solid reporting credentials.

MEDIUM MARKET NEWS ANCHOR

Must have 3+ years line producing experience, strong writing and editorial judgement, good people skills. SNG experience a plus.

SEND RESUME AND TAPES TO:

McHugh and Hoffman, Inc.
4009 Chain Bridge Road
Fairfax, Virginia 22030

Situations Wanted Programing, Production, Others

REAL GUY

is about to call it quits on TV but doesn't want to. Are you an owner, GM, PD or producer who remembers the promise of television but has seen it swept away by Kens, Barbies, and other clones? Youngish male talent with major market experience seeks trend-setting gambler who'd give Kovacs a break. had he come calling today. Do it now. Box R-45.

ALLIED FIELDS

Help Wanted Technical

Help Wanted Sales

BROADCAST EQUIPMENT SALES

Rank Cintel, the world's leading manufacturer of telecine and advanced, electronics imaging products is expanding its sales efforts in the United States. Aggressive sales professionals with active client leads are needed to augment existing sales force.

- Experience in broadcast sales necessary.
- Excellent salary, commission and benefits for the right candidate.
- This is a position with long-term growth potential.

Apply in confidence to:

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260 North Route 303
West Nyack, New York 10994
(914) 353-1914

An Equal Opportunity Employer



Rank Cintel

Help Wanted News:

Needed now:

Anchors
 Reporters
 Director
 Producer
 Photographers
 Anchor/Reporter
 Meteorologist/Weather Person
 Assignment Editor
 Sports Anchor/Reporter

Must be strong and ready to go, 2-3 years experience, no beginners. An EOE station.

Send tapes and resume to:

NEWS
 PO Box 52995
 Atlanta, GA 30355

PROFESSIONAL AUDIO SUSTAINING ENGINEER

SONY Corporation of America is a leading manufacturer of equipment for the professional analog and digital recording industry. Our current expansion has created a position for an engineer experienced in the support of audio recording and mixing systems.

The individual we seek should have a BSEE or equivalent and at least 6 years of professional audio equipment technical support or experience in the audio industry. Responsibilities of this position include extensive interface with the field support organization and liaison with design groups in Japan. Direct customer support is also an important function of this position.

This position is based at San Jose, California in the Sustaining Engineering Support Group.

We offer an excellent compensation and fringe benefits package and the opportunity to work with an industry leader in a growth environment.

For prompt confidential consideration, please send your resume to: SONY COMMUNICATIONS PRODUCTS COMPANY, HUMAN RESOURCES DEPARTMENT, 677 RIVER OAKS PARKWAY, SAN JOSE, CALIFORNIA 95134. We are pleased to be an equal opportunity employer M/F/H/V.

SONY
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Help Wanted Technical Continued

MEDIA TECHNICAL SUPERVISOR

WSI Corporation, the nation's leading source of real-time weather, sports data and graphics, is seeking a special individual to oversee the technical operations of our fast-paced media business line.

Extensive experience with PC-based operating system, especially MS DOS, and weather graphics hardware such as Colorgraphics and Aurora systems. You'll oversee technical support for WSI's 200+ television, radio and cable clients worldwide, coordinate and interface with hardware vendors, assist in new product development and serve as lead troubleshooter.

If you have at least 2 years of experience with broadcast weather data, delivery and display system and are looking for a new challenge, forward your resume to: Nancy Ciampa, WSI Corporation, 41 North Road, Bedford, MA 01730 or call 617-275-5300.



WSI Corporation

An equal opportunity employer

Employment Services

JOB HUNTING?

If you need a job, you need Medioline. We give you job listings in news, weather, sports, production, programming, promotion, engineering and sales. For \$37.50 you get a daily report for 6 weeks. **1-800-237-8073** (In Missouri 314-442-3364). Medioline, P.O. Box 10167, Columbia, MO 65205-4002.



Consultants

COST-CONSCIOUS?

Contact

BROADCAST MEDIA LEGAL SERVICES

a service of McCabe & Allen

FOR IMMEDIATE LEGAL ASSISTANCE CALL

1-800-433-2636

(In Virginia, call 703-361-6907)

QUALITY, FLAT FEE LEGAL SERVICES

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ROCKY MOUNTAINS

AM/FM serving three counties. Real estate included. Asking \$200,000 with down payment of \$50,000. Contact:

GREG MERRILL
(801) 753-8090



Hogan - Feldmann, Inc.
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P.O. Box 136
Encino, California 91426
Area Code (818) 988-3201

Help Wanted Programing, Production, Others

WANTED!

Talented
Computer
Graphic
Artist for



Chyron, a leader in video graphics, is looking for an experienced video graphic artist to work in-house creating high-quality computer generated art work. Send resume and slides to:
L. Mincer Chyron Video Products Division
265 Spagnoli Road, Melville, N.Y. 11747

CHYRON

Wanted to Buy Stations

Investor group headed by aggressive radio professionals looking for FM's or AM/FM combos. Will consider small to medium markets, emphasis on resort areas. We expect reasonable cashflow multiples. Good management in place a plus. Contact Don Durden, U.S. Communicorp, St. Louis Court, 6885 Phelan Blvd., Beaumont, Texas 77706, 409-866-9839.

For Sale Stations

- Daytimer northern Michigan resort area. Covers 17,000 Good real estate. \$110,000. Terms.
- Class C 100,000 watt ERP plus powerful AM. North Dakota city \$3.2 million
- Many AM, FM and TVs for sale nationwide. Call to get on our mailing list.
- Buying or selling? See us at NAB by appointment only. Loews Anatole Hotel

Business Broker Associates
615-756-7635, 24 hours.

SHOWCASE TOP 5 MARKET DAYTIMER OUTSTANDING SIGNAL \$1.1M TERMS

Call Jack Satterfield, Gammon & Ninowski
Media Investments, Inc. 215-525-8767.

MEDIA BROKERS • APPRAISERS

Put my over 30 years of service to work for you

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SHERWOOD INC

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SYNDICATOR

Position available for syndicator to syndicate new game show.

EXCELLENT PAY & BENEFITS.

In house operation.

SEND RESUME TO:

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Radio & TV Programing

ATTENTION SYNDICATORS

Our national sports mag. TV show, needs you. We have the financial strength to produce for you. Call 415-742-5768 (SF).

The Holt Corporation

WOULD YOU GO TO A TOOTHLESS DENTIST?

And...would you ever have your radio station appraised by an "expert" who had never owned a radio station?

The Holt Corporation has been one of the industry's largest and most active appraisal firms for a quarter of a century...serving thousands of broadcasters throughout the nation with reliable appraisals of assets and Fair Market Value.

Holt has also been a multiple station owner for over 20 years, currently operating 10 AM and FM stations. We work in the real world...we don't just appraise stations...we own and operate them!

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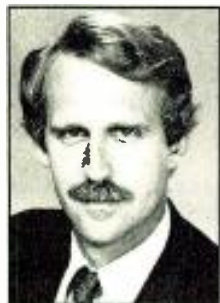
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word each. Phone number with area code or zip code
counts as one word each.

Fates & Fortunes

Media

John Axten, VP, ABC Radio Networks, New York, named senior VP.



Axten



Conley

Christopher J. Conley, president and managing general partner, Conley & Associates, Pelham Manor, N.Y., joins ML Media Partners, owner of cable systems and KATC(TV) Lafayette, La., as president and chief operating officer, ML Media Cable TV and senior VP, Media Management Partners and RH Media Management, limited partners in ML Media.

Henry G. Gramberg Jr., general sales manager, WRIF(FM) Detroit, joins WNIC(AM)-WMTG(FM) there as VP and general manager.

Leigh Earle, general sales manager, WFBC-AM-FM Greenville, S.C., named VP and general manager.

Carl Gardner, operations manager, KEX(AM) Portland, Ore., named station manager.

Earl Devanny, former new product finance manager, Digital Equipment Corp., Mass., joins Warner Cable Communications Inc., Dublin, Ohio, as manager, business planning. **Brenda H. McCoy**, human resources administrator, Warner Cable, named manager, human resources administration.

Lynn Fontana, director, educational activities, noncommercial WETA-FM-TV Washington, named VP, educational activities.

James A. Stewart, with Viacom Cable, Nashville, named vice president, Insight Communications, New York-based cable MSO with systems in Utah, Texas, Indiana, Kentucky and Virginia.

Timothy W. Evard, VP, marketing, Paragon Communications, Tampa Bay, Fla., joint venture of American Television & Communications Corp. and Houston Industries, named director, marketing, strategy and planning ATC, Englewood, Colo.

Tonia Lynn Black-Gold, news assignment editor, WPCQ-TV Charlotte, N.C., named operations manager there.

Evelyn Keller, director, programing, WKRN-TV Nashville, named director, station affairs.

Dick Gove, promotion manager, WMTW-TV Poland Springs, Me., named operations manager.

Diane Bliss, director, station development, noncommercial WTVS(TV) Detroit, named VP, director, national program marketing, non-commercial WQED(TV) Pittsburgh, joins WTVS as VP, marketing and project development.

Sabrina Anthunandan, recent graduate, Arizona State University, Tempe, joins KUTP(TV) Phoenix as traffic assistant.

Marketing

Lou Severine, VP and director of sales, ABC Radio Networks, New York, named senior VP and director of sales.



Severine



Angelillo

Thomas A. Angelillo, from Bozell, Jacobs, Kenyon & Eckhardt, New York, joins Bergelt Litchfield Inc. there as senior VP and management supervisor.

Peter J. Keenan, VP, secretary and treasurer, Lewis, Gilman & Kynett Inc., Philadelphia, to senior VP, finance and administration.

Jerry Stahl, president, Grey Advertising, Minneapolis, joins Carmichael-Lynch there as senior VP and management supervisor.

Ian Brookbanks, head of Vector International, Houston, joins Dawson, Johns & Black, Chicago, as VP and account director.

Appointments at Ingalls, Quinn & Johnson Inc., Boston: **Bob Kiel**, account supervisor, to VP and account supervisor; **Sarah Flagg**, assistant media planner, to media planner; **Deborah Jones** and **Carole Collins Alexander**, assistant account managers, to account managers; **Heidi Smith**, assistant account executive, Rossin, Greenberg, Seronick & Hill, Boston, to assistant account executive.

Bruce Orr and **Ed Westbury**, VP's and account supervisors, Tracy-Locke Inc., Dallas, named VP's and management supervisors.

Appointments at Harrington, Richter & Parsons Inc.: **Bruce Mello**, sales manager, New York, to VP and group manager; **Ken Freedman** and **Betty Zarro**, account executives, New York, to team sales managers; **Jody Berry**, account executive, KOFY(TV) San Francisco, **Bonnie Chesin**, account executive, Blair Television, New York, **Kevin Harlan**, account executive, KMOV(TV) St. Louis, **Scott Heffner**, from ITS, New York, and **Susan Pope**, account executive, Katz Communications, New York, to account executives, New

York; **Bob MacKay**, national sales manager, WDSU-TV New Orleans, to account executive, Los Angeles; **Jack Donahue**, account executive, WGBO-TV Joliet, Ill., to account executive, Chicago; **Ava Gluck**, account executive, WBOS(FM) Brookline, Mass., to account executive, Boston; **Bill Young**, account executive, Blair Television, Cleveland, to account executive, Cleveland; **Ron Schruttt**, account executive, WFIS(TV) Tampa, Fla., to account executive, Atlanta.

Appointments at regional offices, Group W Radio Sales: **Michelle Jennings**, assistant New York sales manager, to VP and assistant manager, Eastern region; **Laurie Angotti**, senior research analyst, Select Radio, New York, to research manager, New York; **Joe Leoce**, **Caryn Jacoby**, and **Rich Landesman**, account executives, Select Radio, New York, to account executives, New York; **John Coulter**, regional manager, Hillier, Newmark, Wechsler & Howard, Chicago, to VP and Chicago regional manager; **Cathleen Brennan**, account executive, Weiss & Powell, Chicago, and **Sharon Greenblatt**, account executive, WRXR(FM) Chicago, to account executives, Chicago; **Rick Fromme**, Southwest regional manager, Select Radio, Dallas, to VP and Dallas regional manager; **Jill Craw-**



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ford, account executive, Select Radio, Dallas, to account executive, Dallas; **Bob Jones**, account executive, Select Radio, Atlanta, to VP and Atlanta regional manager; **Denise Kolkmeier**, general sales manager, WCXI-AM-FM Detroit, to VP and Detroit regional manager; **Larry Piatti**, from WBZZ(FM) Pittsburgh, to VP and San Francisco regional manager; **Brenda Holland**, sales manager, Select Radio, Los Angeles, to VP and Los Angeles regional manager; **Drew Pape**, account executive, Select Radio, Los Angeles, to account executive, Los Angeles; **Peggy Foley**, account executive, Blair Radio, Philadelphia, to account executive and Philadelphia territory specialist; **Ben Lord**, manager, Select Radio, Boston, to account executive and Boston territory specialist. Appointed account executives, Group W Television Sales, New York: **Paula Gigante**, director, affiliate relations, NBC-TV, New York; **Benjamin Newman**, account executive, MMT, New York; **Russell Postell**, from Group W's WBZ-TV Boston, and **Jonathan White**, account executive, TeleRep, New York.

Dennis Begley, account executive, CBS Radio Representatives, Philadelphia, named sales manager.

Liz Conlin and **Jon Katov**, account executives, W.B. Doner & Co., Detroit, named account supervisors.

Appointments at McAdams & Ong Inc., Philadelphia: **Mitchell Loss**, account services coordinator, to business development manager/new business coordinator; **Vanessa Graham**, word processor, to account services coordinator; **Kenneth R. Cills**, media and traffic assistant, to assistant buyer/planner.

Larry McHugh, account executive, Seltel, Chicago, joins TeleRep there as member of sales staff.

Steven E. Levin, media supervisor, Simons Michelson Zieve, Detroit, joins Blair Radio there as account executive.

Joseph Collins, local sales manager, KCBS-TV Los Angeles, named general sales manager.

Bill Stanley, general/local sales manager, WTVQ-TV Lexington, Ky., joins WITN-TV Washington, N.C., as general sales manager.

Donna Calvert-Smith, general sales manager, KMSS-TV Shreveport, La., joins WLFL-TV Raleigh, N.C., in same capacity.

Thomas P. Minninger, account executive, WRIF(FM) Detroit, named local sales manager.

Stan Reynolds, account executive, WBMW(FM) Manassas, Va., named local sales manager.

Jake Demmin, co-op advertising director, Curt Gowdy Broadcasting, Lawrence, Mass., joins WLKW-FM Providence, R.I., as co-op manager.

Doug Tangeman, sales manager, WABC(AM) New York, joins KFWM(AM) Los Angeles, as account executive.

Dave Porepp, major accounts supervisor, Des Moines (Iowa) Register, joins KCCI(AM) Des Moines, as account executive.

Dave Frank, from WMTV(TV) Madison, Wis., joins WTVD(TV) Durham, N.C., as account executive.

New boss for BBC. British Broadcasting Corp. veteran Michael Checkland is the network's new director general. The BBC's Board of Governors named Checkland chief executive Feb. 26, filling the post left vacant in January after former head Alasdair Milne resigned under pressure (BROADCASTING, Feb. 2 and Feb. 9).

Checkland, deputy director general of BBC since mid-1985, takes over the top job with the service facing increasing financial constraints, competitive shifts in the U.K. media market and political pressures on its programming, all of which reportedly contributed to Milne's departure.

Although Checkland, who turns 50 next week, has spent most of his 22 years on the network's financial side, he took pains at a London press briefing the day after his appointment to cite his experience with program management, the traditional breeding ground for BBC's director general.

Other candidates interviewed by the BBC governors included BBC-TV Director of Programs Michael Grade, BBC Radio Managing Director Brian Wenham, Britain's Channel Four chief executive Jeremy Isaacs and David Dimbleby, son of popular British TV and radio personality Richard Dimbleby.

Bill Lipp, from WSJT(TV) Vineland, N.J., joins WPMT(TV) York, Pa., as account executive.

Grove Thomas, from KGHL(AM)-KIDX(FM) Seguin, Tex., joins KKYX(AM)-KLLS-FM San Antonio, Tex., as account executive.

Programing

Mark H. Cohen, executive VP, ABC Television Network Group and VP, Capital Cities/ABC Inc., New York, adds responsibilities for all daytime, early morning and children's programming.



Cohen



Harrison

Vance Harrison, VP, Midwest sales, United Stations Radio Networks, Chicago, named senior VP, Midwest sales. **Christina Wilson**, director, Midwest sales, United Stations Programming Network, named VP, Chicago sales, radio networks. **Ted Jakubiak**, account executive, radio networks, named account executive, programming network, Chicago.

Les Garland, senior VP, programming, MTV Networks Inc., New York, joins Quantum Media Inc. there as executive VP and president, music division. He will be responsible

for all recorded music operations and be involved in TV production.

Tom Tardio, VP, administration and controls, Coca-Cola Telecommunication Inc.'s Columbia Pictures Television, Burbank, Calif., named VP, strategic planning, Coca-Cola Telecommunication Inc. **Meade Camp**, VP, Southern region, Coca-Cola Telecommunication Inc.'s Columbia/Embassy Communications, Atlanta, named VP, Southeastern and Western regions, Los Angeles.

Paulo de Oliveira, director, original programming, West Coast, Home Box Office, joins The Disney Channel, Burbank, Calif., as VP, program development.

Howard Baker, former U.S. Senator (R-Tenn.) and recently appointed chief of staff, White House, Washington, resigned from board of directors, MCA Inc., New York.

Richard Sigler, VP, legal and business affairs, Hanna-Barbera Productions Inc., Hollywood, named VP and general manager. **Don Mirisch**, president, Mirisch Video Co., Los Angeles, joins Hanna-Barbera as VP, business affairs and administration.

Hal Geer, VP and executive producer, Warner Brothers Cartoons, New York, retires after 24 years with Warner Brothers Studios.

Peter Marino, director, program development, Tribune Entertainment Co., Chicago, named VP, program development.

Joseph C. Tirinato, president and CEO, Southbrook Television Distribution Corp., New York, subsidiary of Southbrook International Television Co., London, resigns. He will continue as nonexclusive consultant to company.

Jean MacCurdy, VP, children's programming, Hanna-Barbera Productions Inc., Hollywood, joins Marvel Productions Ltd., Van Nuys, Calif., as VP, production.

Steve Knowles, director, perennial Midwest sales, Lorimar Domestic Distribution, Chicago, named VP, perennial Midwest sales.

Fred Nolting, VP, post-production operations, MGM/UA Entertainment Co., Beverly Hills, Calif., named VP, post-production, United Artists Pictures Inc.

Brian J. Pussilano, VP and general manager, WHTT(FM) Boston, joins USTV, Los Angeles, TV producer and distributor, as VP, Eastern division sales, Boston. **Kent J. Fredericks**, senior account executive, ABC Radio, Los Angeles, joins USTV there as VP, Western division sales.

Kristine Eubanks, VP, Columbia Pictures, New York, joins Reiss Media Enterprises Inc. there as VP, business planning. Appointments at Reiss Media's Request Television, New York-based pay-per-view service: **Stanford Berizzi**, affiliate marketing manager, Group W Satellite Communications, New York, to manager, affiliate relations, Northeast region; **James Cofer**, account manager, PRISM, Philadelphia cable service, to manager, affiliate services, Northeast region; **Daniel Savage**, senior account executive, Edelman Public Relations, New York, to manager, sales planning and administration. **Terry Taylor**, marketing/sales manager, Western region, Showtime/The Movie Channel, Los Angeles, joins Request Television there as

manager, affiliate services, Western region.

Rosemary L. Duggins, manager, broadcast services, Hill & Knowlton, Washington, joins Audio/TV Features, TV and radio program distributor, as VP and manager, Washington operations.

Lynn S. Gardner, director, TV and radio department, The Solomon Organization, New York, production company, named VP.

Brett E. Miller, senior acquisition analyst, Daniels & Associates, Denver, joins Vanir Communications Inc., San Bernardino, Calif., production company, as president.

Morgan Gendel, staff reporter, *Los Angeles Times*, joins NBC Entertainment, Los Angeles, as manager, current drama programs.

Dick Newton, creative services director, Group W's *PM Magazine*, Los Angeles, named director, creative services, Group W's new talk show, *The Wil Shriner Show*. Appointments at sales department, Group W Productions: **Rick Shae**, central division manager, Chicago, to Southwest regional manager, Dallas; **Patricia Brown**, account executive, Blair Television, Chicago, to Midwest manager; **Steven Parker**, VP and Midwest manager, affiliate relations, ABC-TV, Chicago, to Eastern division manager; **Chris Lancey**, research analyst, Group W Productions, Chicago, to account executive; **Marlynda Salas**, account executive, Columbia Pictures Television, Chicago, to account executive.

George Conte, controller, business affairs, Marvel Productions Ltd., Van Nuys, Calif., joins C.B. Distribution Co., Los Angeles, distributor of syndicated *Carol Burnett and Friends*, as director, administration.

Philip Marella Jr., manager of financial planning, ABC-TV, New York, joins Worldvision Enterprises there as director of business affairs.

Laurie Lennard, talent coordinator, NBC-TV's *Late Night with David Letterman*, New York, has formed own personal management company, ELK Management.

Anne Clay, director of development, Apple-down Productions, Los Angeles, joins Vicam, Westport, Conn.-based video production company, in same capacity.

Tom Sedarski, from Rohrs Television, Midwest representative of Victory Television, joins WW Entertainment as director of Midwest sales.

Greg McElroy, West Coast sales executive, NBC Radio Network, Los Angeles, joins Teleprograms, Hollywood-based radio production and syndication company, as general sales manager.

Catherine Morrow, from Blair Entertainment, New York, joins M&M Syndications Inc. there as member of syndication sales staff.

Sonny West, air personality, KCBQ-AM-FM San Diego, named assistant program director. **Laura Wilkinson**, air personality, KCBQ-AM-FM, named music director.

JoAnn Urofsky, jazz director, West Virginia Public Radio, joins WAER(FM) Syracuse, N.Y., as program director.

Steve Day, air personality, KSFR(FM) Santa Monica, Calif., named program director.

George Eisenhower, booth announcer at KDKA-TV Pittsburgh for past 38 years, retires. He is succeeded by **David Crawford**, freelance announcer.

News and Public Affairs

Jed Duvall, correspondent, ABC News's *Nightline*, Washington, named anchor. ABC's *World News This Morning* and *Good Morning America*. **Gary Bender**, play-by-play announcer, CBS Sports, New York, joins ABC Sports in same capacity. **Bobby Unser**, professional race car driver, joins ABC Sports as racing commentator.



Duvall



Tomlinson



O'Brien

James F. Tomlinson, treasurer, Associated Press, New York, named assistant to Louis D. Boccardi, AP president and general manager. **Patrick T. O'Brien**, director, strategic planning and budgeting, adds duties as treasurer. Elected to Associated Press Broadcasters board, Washington: **Robert Morse**, president, WHAS-TV Louisville, Ky., president; **Robert C. McKee Jr.**, president, WPRW(AM) Manassas, Va., president-elect; **Ed Bell**, news director, WHDH(AM) Boston, radio VP; **Jerry Danziger**, VP, KOB-TV Albuquerque, N.M., television VP. **Barry Renfrew**, bureau chief, Islamabad, Pakistan, named bureau chief, Seoul, South Korea. He will help plan AP coverage of

1988 Seoul Olympics. **Bryan Wilder**, editor, world services desk, New York, replaces Renfrew in Pakistan.

Erik Sorenson, executive producer and news director, KCBS-TV Los Angeles, joins KTTV(TV) there as news director.

Cokie Roberts, reporter, National Public Radio, Washington, joins *The MacNeill/Lehrer NewsHour* there as congressional correspondent in newly formed Capitol Hill unit. **James A. Trengrove**, producer, noncommercial WTTW(TV) Chicago, joins Capitol Hill unit as producer. **Kenan Block**, Washington-based reporter, *The MacNeill/Lehrer NewsHour*, named associate producer, Capitol Hill unit.

John M. Altenbern, chief assignment editor, KSTP-TV St. Paul, Minn., joins KGAN(TV) Cedar Rapids, Iowa, as news director.

Appointments at Visnews International, New York-based TV news service: **Chris Travers**, producer, Visnews, Washington, to Washington bureau chief; **Bryn Freedman**, freelance reporter, to producer, Washington; **Bruce Kennedy**, news writer, Visnews, New York, to producer, Japan and Pacific satellite feeds; **Daniel Rivkin**, from WOR(AM) New York, to news writer, Visnews, New York.

T. Swift Lockard, independent consultant, joins United Press International, Los Angeles, as West Coast regional sales manager.

Bill McCreary, anchor and producer, WNYW(TV) New York, named VP of station and executive producer, *The McCreary Report*, weekly public affairs program to premiere April 19.

Technology

Frank M. Drendel, executive VP, General Instrument Corp., New York, manufacturer of cable TV equipment, named to board of directors.

Charles J. Gaydos, VP, marketing and sales, Thomson-CSF Broadcast Inc., Stamford, Conn., joins Panasonic Broadcast Systems, Secaucus, N.J., as national sales manager.

William C. Benison, former VP, sales, Vitalink, San Francisco, joins Modulation Asso-

End of era. National Association of Broadcasters' convention exhibit director, Ed Gayou, will retire June 30 after running the industry's largest equipment show for 32 years.

Succeeding Gayou will be Richard L. Dobson, Jr., former associate director of conferences for the American Federation of Information Processing Societies (AFIPS), who will set up an in-house exhibit office and report to Hank Roeder, NAB vice president, conventions and meetings.

Gayou has run the association's annual spring exhibit from his offices in St. Louis since 1956, when 26 exhibitors filled a 12,000-square foot exhibit hall in Chicago. This year's show in Dallas March 27-31 will count close to 700 exhibitors covering approximately 265,000 square feet. The exhibit is regularly among the top 20 largest trade shows in the country.

The growth of the yearly exhibition, which brings in a significant portion of NAB's annual revenue, has been both a blessing and a bane to Gayou, who in recent years has borne the brunt of exhibitor complaints over booth allocations and exhibit hall services, at the same time the show was becoming an increasingly important asset to the association.

Dobson will oversee planning and staging of the spring equipment exhibit, as well as that of the fall radio convention, NAB said, with his first convention the 1988 show in Las Vegas. Roeder said Dobson's past responsibilities have included management of AFIPS' 380,000 square foot electronics exhibits.

Dobson had been with AFIPS for four years, and previously worked for a Washington-based convention management consulting firm, NAB said.

ciates Inc., Mountain View, Calif., manufacturer of satellite broadcast and data distribution equipment, as president and CEO.

John McClimont, international sales manager, Conrac, Covina, Calif., manufacturer of video display monitors, named sales manager, broadcasting.

Karl H. Horn, executive VP, Zenith Electronics Corp., and president of Zenith's computer graphics systems and components group, Glenview, Ill., retires. He will continue with company as consultant. During 22 years with Zenith, Horn has also worked in color picture tube division, consumer product division and research and engineering division.

Earl G. Langenberg, VP, engineering, Rogers Cablesystems of America, San Antonio, Tex., and **David M. Pangrac**, VP, engineering, Kansas City, Mo., division, American Television & Communications Corp., named directors, engineering, ATC, Englewood, Colo.

Jim Brown, manager of service and resale business systems, Harris Corp., Quincy, Ill., named broadcast division sales/marketing support administration manager.

Promotion and PR

Christopher J. Smith, from Anderson, Benjamin. Read & Haney, Washington, consultancy, joins United Press International there as director, corporate public relations.

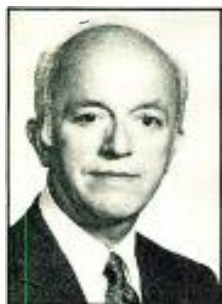
Jerry Franz and **Pattie Yu Hussein**, senior associates, Doremus Porter Novelli, Washington, public relations firm, named VP's. **Nina Feldman**, **Robert Porter** and **Stephanie Sampson**, associates, named senior associates.

David Highet, head of Granada Television's Studio Centre, Liverpool, England, named head of public relations and press, Granada Television.

Lee Hunt, director, on-air promotion, Lifetime Cabletelevision, New York, joins MTV Networks Inc.'s VH-1, New York, as creative director.

Sherry Hodge, senior producer, WNEV-TV Boston, named director of advertising and promotion there.

Allied Fields



Huse

Edwin Huse, regional manager, mid-Atlantic states, National Association of Broadcasters, Washington, named VP, radio administration.

Franklin Mills, VP, human resources, Information Resources Inc., Chicago, joins Nielsen Marketing Research, Northbrook,

Ill., as VP, human resource planning and development.

William M. Whetzel, former senior VP, Henry Ansbacher Inc., New York, joins Kidder, Peabody & Co., New York, investment bank-

er, as VP, media and entertainment group.

Ekke Schnabel, chief international officer, RCA/Ariola, New York, joins Broadcast Music Inc. there as VP, international division.

Jim Faircloth, former VP and general manager, Western division, Storer Communications, Phoenix, joins Hardesty, Puckett, Queen & Co., Topeka, Kan., communications brokerage and investment banking group, as senior VP.

Lena Horne, singer and actress, to be given Pied Piper Award by American Society of Composers, Authors & Publishers for outstanding contributions to music industry. Past honorees include Frank Sinatra and Fred Astaire. Award will be presented March 18 during salute to Horne at Sheraton Grand hotel, Washington.

Elected VP's by North American Telecommunications Association, Washington: **Carrie King Downs**, Business Telephone Systems Inc., Norcross, Ga.; **William Obermayer**, North Supply Co., Industrial Airport, Kan.; **Chester Lytel Sr.**, Communications Diversified, Albuquerque, N.M.; **William Dwyer**, TIE/Communications Inc., Shelton, Conn.

Jeff Miller, director, acquisitions and legal affairs, C4 Media Corp., Washington, multiple cable system operator, joins Charles Greene Associates, Atlanta, communications brokerage, as VP.

Officers elected by Louisiana Association of Broadcasters, Baton Rouge: **Manuel Broussard**, WGGZ(FM)-WAFB-TV Baton Rouge, president; **Hugh Roche**, KNOE-TV Monroe, president-elect; **Eric Anderson**, WNOE-AM-FM New Orleans, radio VP; **Cyril Vetter**, WRBT(TV) Baton Rouge, television VP; **Gene Dickerson**, KWKH-AM-FM Shreveport, immediate past president.

Officers elected by Wisconsin Broadcasters Association, Platteville: **James Schuh**, WXYQ (AM)-WSPT(FM) Stevens Point, president; **Wayne Godsey**, WISN-TV Milwaukee, television VP; **Jack Hackman**, WDLB(AM)-WLJY(FM) Marshfield, radio VP; **Don Seehafter**, WQMT (AM)-WQTC(FM) Manitowoc, secretary; **Roger Utnemer**, WERL(AM)-WRJO(FM) Eagle River, treasurer; **Lee Davis Jr.**, WCUB(AM)-WLTU(FM) Manitowoc, immediate past president.

Tony Salmon, head of information services, Central Television, Birmingham, England, joins Intelsat, Washington, as director, management information systems.

Stuart Gray, VP, research, Showtime/The Movie Channel Inc., New York, joins Norman Hecht, president of Norman Hecht Inc., Hicksville, N.Y. Company will be renamed Hecht/Gray & Associates and will specialize in research and consulting for broadcast, cable and other media.

Ron Demer, director and senior VP, Phoenix Cable Inc., Atlanta financing company specializing in cable industry, named VP of parent, Phoenix American Inc., San Rafael, Calif.

Deaths

Danny Kaye (born David Daniel Kaminsky), 74, movie and TV entertainer, died March 3 of heart failure associated with hepatitis and

internal bleeding at Cedars Sinai Medical Center, Los Angeles. Star of stage and movies since early 1940's, Kaye hosted his own variety show, *The Danny Kaye Show*, on CBS-TV in 1963-67. In early 1980's he starred in *Skokie*, dramatization of events surrounding neo-Nazi march through town with large Jewish population, Skokie, Ill., during 1970's. Kaye was also widely honored for his efforts in behalf of UNICEF, United Nations organization that aids children. He is survived by wife, Sylvia Fine, who was also his artistic collaborator, and daughter.



Kaye



Herman

Abe Mitchell Herman, 81, attorney who represented Carter Publications, former owner, *Star-Telegram* and WBAP-AM-FM-TV Fort Worth, died Feb. 3 of stroke at at Harris hospital, Fort Worth. Herman began life-long career with *Star-Telegram* soon after graduating with law degree from University of Texas in 1928. During his years there he became authority on libel and slander laws. In 1940, he was one of three lawyers representing American Newspaper Publishers Association during legal battles with FCC to ban crossownership of radio stations and newspapers. He represented Carter Publications, during sale of *Star-Telegram* and WBAP-AM-FM to Capital Cities Communications and WBAP-TV to LIN Broadcasting in 1973. He is survived by his wife, Sarah, and two sons.

Ted Minsky, 70, president, Alden Television, owner of KTZZ-TV Seattle, died Feb. 24 of cancer at his home in Los Angeles. He is survived by his wife, Billy, two sons and daughter.

Leslie S. Larned, 73, retired VP, engineering, Mutual Radio, died during heart bypass operation at hospital in Centerport, R.I. Larned started as engineer at WNYC(AM) New York in 1936 and later became master control supervisor there. In 1941-44 he was chief, engineering operations, WOR(AM) New York. He joined Mutual in 1945 and served as VP there until his retirement in 1973. He is survived by wife, Lois, and son.

Richard Cox, 63, TV director, NBC's WRC-TV Washington, died March 1 of heart attack at Georgetown University Hospital, Washington. During 26-year career at WRC-TV Cox directed live NBC broadcasts from Washington including *Christmas at the National Cathedral*, *Meet the Press* and *Huntley-Brinkley Report*. He is survived by wife, Martha, and daughter.

Edmond Lembreton, 73, retired Washington-based reporter, Associated Press, who directed AP's House of Representatives staff in 1970's, died Feb. 28 of cancer at Touro Infirmary, New Orleans. He is survived by wife and two daughters.

FCC's Patricia Diaz Dennis: Following her own drummer

Patricia Diaz Dennis, the FCC's newest commissioner, isn't living up to some expectations.

Dennis, 40, is a Democrat and proud of her Mexican-American heritage. Yet she balks at the suggestion that minorities and women should be her special constituents. "I think I serve the Hispanic and female communities best by performing this job as best I can and by being as well-rounded a commissioner as possible," she says. "My oath of office is to uphold the Constitution for all Americans, and not just certain segments of America."

She's also clearly uncomfortable with a perception that has her a sure vote for FCC Chairman-designate Dennis Patrick. She and Patrick are close philosophically, yet she says the two have had their disagreements. Maybe the perception is only there, she says, because she tries to resolve differences in private. "I'm not going to disagree for disagreement's sake," she says.

Behind the scenes, she has reportedly demonstrated that she's no pushover. Her "tests of will" with the chairman of the National Labor Relations Board, where she served immediately before arriving at the FCC, are noted. She also has shown a willingness to make her point at the FCC. "I have seen her take on a Dennis Patrick and win," says one well-placed FCC source.

Her regulatory philosophy appears similar to Chairman Mark Fowler's. "Generally, my philosophy is that public interest is best defined by the American public," she says. "However, certainly when a market cannot or is unwilling to meet the public interest, then government must intervene."

She also identifies herself as a strong supporter of the First Amendment, so strong it can work to the disadvantage of certain industry interests. By some accounts, for example, she is as big an enemy of must-carry rules on cable as can be found at the agency. "I'm going to apply the First Amendment consistently," she says.

Dennis has come a long way. Her father was a U.S. Army paratrooper; her mother, a clerk-typist. And Dennis, who, thanks to the Army, spent some of her childhood in Chile and some in Japan, was the first of the Diazes to attend college.

Dennis, both a cheerleader and honors student in high school, made it to college, originally the San Francisco College for Women, on a scholarship. She participated in a "work-study" program there, and even cleaned houses on the weekends "to earn spending money." She spent her junior year at the University of North Carolina, married, then graduated from the University of California at Los Angeles in 1970 with a degree in English literature. At the time, she aspired



PATRICIA DIAZ DENNIS—FCC commissioner; b. Oct. 2, 1946; AB, English literature, University of California at Los Angeles, 1970; JD, Loyola University of Los Angeles School of Law, 1973; attorney, Paul, Hastings, Janofsky & Walker, Los Angeles, 1973-1976; attorney, Pacific Lighting Corp., Los Angeles, 1976-1978; assistant general attorney, ABC, Los Angeles, 1978-1983; member, National Labor Relations Board, 1983-1986; present position since June 1986; m. Michael J. Dennis, Aug. 3, 1968; children—Ashley, 12; Geoffrey, 9, and Alicia, 2.

to a graduate degree and a teaching position at a junior college. But her husband, Michael, a lawyer himself whom she had met at a "mixer" at Stanford University, encouraged her to apply to law school. "I had never known a lawyer personally before," she says. "They were not in the same economic strata as my folks; as a result, I had never thought about law."

Yet the law and Dennis took to each other. And, after receiving her JD from Loyola University of Los Angeles in 1973, she went to work as an attorney for the law firm of Paul, Hastings, Janofsky & Walker in Los Angeles. She stayed there until 1976, when, in hopes of working more predictable hours, she became a lawyer for the Pacific Lighting Corp., a holding company for a California utility that also had an agricultural subsidiary. Dennis lasted there about a year and a half. Representing management in labor negotiations with the United Farm Workers could be "emotionally difficult," she says, because some of the union representatives, some of whom spoke only Spanish, got personal and would question whether she wasn't on the wrong side of the bargaining table. "I guess those are the sorts of experiences that toughen you," she says.

A headhunter took her away from all that by recruiting her as an attorney for ABC's West Coast offices in 1978. "I had a wonder-

ful five years there," says Dennis.

In 1983, Dennis began serving the Reagan administration as an NLRB member. She says she had no "sugar daddy or big daddy here in Washington" greasing the skids. Instead, her connection was made, literally, through a friend of a friend of a friend who knew someone in the White House personnel office. "They were looking for a Democrat and a woman," she says. "It really is a testament to democracy. The fact that someone like me was able to walk into the White House and then take on such an important public responsibility is a testament to how wonderful it is. In no other country could somebody like me have achieved this kind of job."

Among the reasons Dennis cites for accepting the NLRB post was to "correct" what she thought was a "decided imbalance" in NLRB cases favoring labor unions.

In November 1985, with her NLRB term set to expire the following August, the White House personnel office asked whether she would be interested in filling a seat vacated by former FCC Commissioner Henry Rivera. "I decided to throw my hat in the ring," she says. "I wanted to continue serving the President, and I thought it would be a wonderful opportunity to be able to do that in a field that was dynamic and changing and is fundamentally so important to our society at large. We're dealing with issues of the infrastructure of our society here."

With, by some reports, the not-so-invisible hand of Patrick, a former White House aide, offering support, she got the FCC assignment, which expires in June 1989, and started as a commissioner last June.

While at the commission, Dennis has learned firsthand what can be involved in failing to live up to someone else's expectations. At hearings on a controversial FCC proceeding some believe is aimed at doing away with preferential policies for females and minorities, Representative Mickey Leland (D-Tex.), a black, called Dennis a "twofer," a disparaging expression referring to female minorities hired to fill EEO quotas (BROADCASTING, Oct. 6, 1986).

She did not respond to the insult. And some observers believe she came out of the hearing looking a lot better than the congressman.

That she's no rubber stamp for Patrick would appear to be supported by the recent record. She has voiced concern about the wisdom and legality of an FCC proposal to reinstate syndicated exclusivity rules, a pet project of Patrick's (BROADCASTING, Feb. 16). She also has publicly questioned an FCC proposal to eliminate the rule limiting assignment of call letters beginning with K to stations west of the Mississippi River and those with W to stations east of the river (BROADCASTING, March 2).

If she isn't living up to everyone's expectations, maybe she's living up to her own. ■

Viacom did not receive bids last week in two more markets it was trying to clear for **The Cosby Show**—San Diego (reserve price \$16,500) and Lincoln, Neb. (\$2,000). Viacom also did not receive bids in third market, Tampa, in late January. Viacom president of domestic distribution, Joe Zaleski, has said in past that company expected it would not receive bids in as many as 50 markets. Viacom also closed three more markets by end of last week—Harte-Hanks ABC affiliate, WLTW(TV) Jacksonville, Fla. (where reserve price was \$10,000); Pulitzer Broadcasting's ABC affiliate, KETV(TV) Omaha (\$4,400), and Cox Broadcasting's ABC affiliate, WSOC-TV Charlotte, N.C. (\$14,300). Viacom plans to close deals by end of next week in Springfield, Ill.; Richmond, Va.; Eugene, Ore.; Columbia, S.C.; Spokane, Wash.; Norfolk, Va.; and Augusta, Ga. Presentations will be made in Boston, Providence, R.I.; Memphis; Madison, Wis.; and Peoria, Ill.

Netcom, Burbank, Calif.-based satellite services company, filed for protection from creditors under **Chapter 11 of federal bankruptcy**

CPB board kills plans for content analysis. *Following almost a year of debate and much opposition from the noncommercial system, the board of the Corporation for Public Broadcasting decided last Friday (March 6) to table plans for conducting "content analysis" of public television programming. The move was recommended unanimously the day before by three of the five members of the board's Mission and Goals Committee (committee Chairman Richard Brookhiser and board member Dan Brenner were not present), and was adopted unanimously by the six-member board the next day.*

In its draft resolution, the committee advised CPB management to "forgo any further pursuit of using social science research to evaluate objectivity and balance in CPB funded programming" but asked that management "monitor the work and results of the [Public Broadcasting Service] Special Committee on Programming Policies and Procedures" and report back to the board following the release of PBS's report. The committee gave three reasons for abandoning its proposed study: (1) None of the six proposals received "were able to meet entirely the needs of CPB as described in the [request for proposals]" and none "would produce findings useful to CPB in evaluating CPB-funded programming." (2) None were able to "define or measure sufficiently the concept of 'objectivity and balance' to provide an authoritative conclusion about the application of that standard or how it fits in the context of all of the obligations imposed on CPB by the Public Broadcasting Act." (3) All were "too expensive for the limited value received as a result of the studies."

Board member Howard Gutin, a member of the Mission and Goals Committee, said CPB staff members had expressed doubts about whether the analysis was "doable" and had predicted that it would be two years before a study could even begin. In addition, funds had not been budgeted for content analysis. "I don't think we can afford to buy a pig in a poke," Gutin said.

PBS President Bruce Christensen said he was pleased with the decision, and added: "Clearly, we share the corporation's objective in assuring that public television not become the captive of any political viewpoint."

First proposed in May 1986 by social scientists Robert and Linda Lichter (BROADCASTING, May 26, 1986), content analysis drew the attention of members of Congress and the ire of the public television community, and was described by board member Sharon Rockefeller as "the most controversial and heated" issue to face the CPB board in years (BROADCASTING, Nov. 17, 1986).

But with the reaching of a consensus on the issue last week, board member Gutin said he sees for the first time "an air of real collegiality" on the characteristically discordant board, and NAPTS President Fannon said that "there is a good feeling about moving forward again together now."

Union statement. *The union representing several hundred NBC newswriters last week issued a statement on the Writers Guild of America strike, arguing union employees are being "faced with an all-out attack on organized labor in the broadcast industry by all three networks" and calling for "complete solidarity" with the strike WGA workers (see "Top of the Week"). Members were urged "to express full support and assistance" for the striking writers at CBS and Capcities/ABC, although they are contractually precluded from honoring WGA's picket lines.*

Talks between NBC and the National Association of Broadcast Employees and Technicians, which represents a total of 2,800 NBC employees including newswriters, began in San Diego last week, although negotiations on the NBC newswriters' contracts have been postponed by the company's request to March 16-17, a union official said.

laws. According to Netcom Chairman and CEO Bill Tillson, decision to reorganize company under Chapter 11 or dissolve it under Chapter 7 will be made in few weeks. Roots of Netcom's financial troubles go back three or four years when Netcom signed long-term leases for satellite capacity, Tillson said. When bottom subsequently fell out of satellite transponder market, he said, Netcom was stuck with overpriced satellite time. "It put us in a very negative position," he said.

Knight-Ridder Broadcasting President Daniel Gold will chair **National Association of Broadcasters' new high-definition TV task force.** Also named to committee last week was NAB board member Harold Protter, vice president and general manager of Gaylord Broadcasting's WWTW(TV) Milwaukee, who some expected would head group. Other board members in group, which is to raise up to \$1 million to explore technologies for compatible HDTV broadcasting, are Leavitt Pope, president of WPXI Inc., and William Moll, president of broadcasting and entertainment, Harte-Hanks Communications. Post-Newsweek Stations President Joel Chasemir is also member, as are Tom Paro, president of Association of Maximum Service Telecasters; James Ebel of KOLN-TV Lincoln Neb., and Warren Williamson of WKBN-TV Youngstown, Ohio. Engineering members are Joseph Flaherty, CBS/Broadcast Group, and Otis Freeman, director of engineering for Tribune Broadcasting. NAB's Dick Hollands and Tom Keller will act as staff liaisons. Group is hoping to meet in early April.

ABC News President Boone Arledge met with staffs of 20/20 and Our World for about half hour on day after **Av Westin**, ABC vice president for programing development and executive producer of those two programs, was relieved indefinitely of his duties (BROADCASTING, March 2). Talks between Arledge and Westin are said to be continuing to work out problems following Westin's widely distributed 18-page memo criticizing network's newsgathering operations during "days of affluence." According to one who attended meeting (which was described as "very open, frank" discussion), while Arledge did not give time limit or any guarantees there was "every indication" that he hoped Westin could return when things calmed down. It was not discussed at the meeting whether he would return to ABC in same capacity. **20/20** co anchor, Barbara Walters, said in statement following Westin's departure that "it is unfortunate, but we understand and we hope that Av will be back with us soon as our producer."

Democratic and Republican members of **House Telecommunications Subcommittee** expressed **interest in seeing FCC act expeditiously on its must-carry proceeding**, in letter slated to be sent to commission. Letter underscores agency's must-carry decision should not stray far from industry compromise on issue. "The must-carry principles set forth in that accord are sound and were monitored by Congress in their development. Any proposed deviations should, and will, be subject to close scrutiny." Moreover letter takes note of A/B switch proposal saying that it "provides an incomplete transition to a fully competitive video marketplace. Original draft of letter included sentence recommending "compu-

sory license and other restrictions on open competition must be removed." However, Hill source reported that cable, "went bananas," over sentence and National Association of Broadcasters was said to have "relayed that concern" and suggested that reference to compulsory license be pulled out. But other controversial element of letter which notes: "Public stations are being dropped from cable systems at an alarming rate," reportedly remained. Also writing agency were Representatives Hamilton Fish (R-N.Y.) and Carlos Moorhead (D-Calif.), who urged FCC to resolve must-carry issue "as soon as possible," and stated belief that industry compromise is "sensible solution."

ABC last week began airing public service announcement on AIDS. Thirty-second spot presents Surgeon General C. Everett Koop saying: "The best protection against the infection right now, barring abstinence, is the use of a condom. A condom should be used during sexual relations from start to finish with anyone who you are not absolutely sure is free of the AIDS virus." PSA was developed by American Foundation for AIDS Research in cooperation with ABC and will air regularly on network in all dayparts (BROADCASTING, March 2).

NBC sent AIDS-related PSA's via closed circuit to its five O&O's and 206 affiliated stations last week. Spots, in 10-, 15-, 20- and 30-second lengths, feature Surgeon General C. Everett Koop promoting condoms as most effective prevention of spread of AIDS. "While the NBC Television Network continues its longstanding policy that condoms are not acceptable as product advertisements or public service announcements," network said in prepared statement, "we believe that individual stations, including the NBC Television Stations, should make their own decisions about accepting the advertising in their local markets."

National spot radio's 1986 sluggish pace continued in January with billings up only marginally over January 1986. According to data to be released this week by Radio Expenditure Reports, Mamaronck, N.Y.-based firm that collects sales figures from national radio rep companies, January business rose 1.1% to \$38,575,100.

Glitch in new software package being tested by **National Weather Service** regional offices around country last week caused number of **simulated test warnings** to be sent inadvertently to some clients, including AP and UPI, and on to radio and TV stations. One test said tornado had destroyed Rockford, Ill., and that tornado threatened Dodge City, Kan. Number of stations reported warnings, prompting anxious listener phone calls and later retractions. Said one news director about being "burned" by warning: "We have to trust the National Weather Service bulletins, but now it won't be so easy." Service has halted testing until problem can be resolved.

Senator Paul Simon (D-Ill.) is preparing to reintroduce his **television violence bill** this week. Under measure, nation's broadcasters, ca-

Friendly advice. A voluntary one-third pay cut by CBS News's 12 highest salaried staffers would go far to avert the network "tragedy now being enacted," former CBS News President Fred W. Friendly said last week. He told a Boston conference on television ethics that when "highly overpaid, big foot" anchors stand by while CBS News is in "mortal danger," it can be called "harvest of greed." Friendly said the proposed cuts of 200 news staffers is a "sign of panic." The one-third pay cut Friendly suggested would save \$5 million to \$7 million and therefore would save a sizable number of lower paid positions, he said.

Friendly said his ideal job today would be news director of a large-market television station because "the heydays of the networks are over. The air time is with the stations." He said that while network news is limited to 22 minutes an evening, some stations air as much as two hours a night.

WARC nears end. The U.S. late last week was said to be close to seeing what officials said would be a satisfactory conclusion of the second and concluding session of the World Administration Conference on planning use of the shortwave (HF) band. A substantial number of details remained to be cleaned up before the scheduled adjournment of the five-week session, on Saturday (March 7). But, as of Thursday, at least, it appeared that the developed countries had succeeded in blocking efforts of some Third World countries, led by Algeria, to establish a computer-based planning system.

The conference was headed only for approval of a further trial of such a system—but in little-used upper bands. The popular and heavily used 6 mhz and 7 mhz bands would not be involved. And there was no chance a future WARC could consider implementation of a computer-based plan until at least 1992, if then. Such a result would permit the U.S.'s Voice of America and Radio Free Europe to proceed with their programs of modernizing and expanding their networks of shortwave transmitters.

The result being shaped at week's end was a compromise that involved testing—with new software—in portions of six bands between 11 mhz and 26 mhz, a total of 1250 khz out of a total pool of 3130 khz, and testing, as well, of a modified version of the procedures currently used for assigning frequencies. Countries file requirements with the International Frequency Registration Board, and work out incompatibilities with other countries involved. And that system would continue during the testing period. The results of the testing, according to agreements being worked out, would be reported to a future WARC. Because of the time that would be required to make the necessary improvements in the software—assuming they can be made—and the bureaucratic procedures involved in setting up a WARC, officials estimate it would be at least 1992 before one could be held.

Leonard Marks, the Washington attorney who headed the U.S. delegation to the second session, as he did the first, will report on the conference this week. He is scheduled to testify before the House International Operations Subcommittee on Thursday.

ble operators and Hollywood production community would be exempt from antitrust laws so they could draft and implement standards to suppress television violence.

As expected, **Capital Cities/ABC last week formally asked FCC to postpone deadline for company's divestment of seven of its radio stations** until six months after resolution of pending rulemaking that may result in repeal of FCC's bar on creation or acquisition of radio-TV crossownerships (BROADCASTING, Jan. 19). Capcities is supposed to sell seven radio stations, which are located in markets where it also owns TV's, because it lost grandfathered protection when its licenses changed hands in Capcities/ABC merger. Without relief, Capcities, which was given 18 months to divest, would have to sell stations by July 3.

King World Productions Chairman Roger King was arrested and charged with theft of taxicab, strong-arm robbery and possession of cocaine in Fort Lauderdale, Fla., on Feb. 21, according to local police spokesman. King reportedly was picked up at suburban nightclub by cab, and following altercation with driver, drove off alone in cab. At time of arrest, King allegedly possessed three bags of cocaine. King was later released from Broward county jail on \$7,000 bond. King World statement on incident acknowledged arrest, saying, "It is a private matter that is being handled by his personal attorney. It in no way involved the company or its businesses."

CBS Chairman William Paley was recuperating at home last week following recent **hospitalization** for pneumonia.

Editorials

One C is for communications

As reported in this week's story on the FCC's troublesome proposal to give away additional UHF TV channels to land mobile, several previously buried agency studies have at last come to light, no thanks to the chairman's office (or to Jerry Fritz, Fowler's chief lieutenant and a leading candidate to succeed him as a commissioner). They raise serious questions about fundamental rationales for the proposed reallocation and even more serious questions about why they were interred so long.

When pressed, Fritz's position was that the chairman's office has no comment and that the documents in question are exempt from the disclosure requirements of the Freedom of Information Act. It was a response in keeping with his longtime policy of shielding commission workings from the light of day.

Unfortunately, Fritz is not alone in preferring to keep the agency's cards close to the vest. The desire of many at the FCC to operate in a vacuum has become all too apparent in recent times, even though such inbred operations can spawn deficient policy. Witness, among other things, an increase in the number of items voted on in circulation (that is, outside public view) and a decline in the number of "sunshine" sessions (those held under the rules of the so-called sunshine act).

A recent case in point is the agency's proposal to delete the so-called K-W rule that has traditionally assigned call letters to the western and eastern halves of the country. Had anyone at the FCC bothered to poll a passerby before committing such a gratuitous and unpopular proposal to paper, the agency might have spared itself an embarrassment—and the industry might have been spared the expense of having to file formal comments to tell the agency the obvious.

Still another example, of even greater consequence, was the agency's adoption of the A/B switch aspects of its must-carry rules, without having bothered to get public comment—an omission for which the agency has since paid dearly in terms of political heat and which it may have to retract in part on reconsideration.

The sort of vacuum evident in the land-mobile case strikes us as dangerous. Several if not all of the agency's commissioners—who were expected to vote on the issue March 19—were deprived of agency-generated data that appears injurious to the reallocation proposal. Not only does the right hand deserve to know what the left is up to at 1919 M Street, but both should be open to the public at large.

Save tomorrow, too

"Too much money has undone network news," said ABC News Vice President Av Westin in a memo. Words to warm the hearts of corporate executives looking for baggage to throw over the side, if not so welcome to those news professionals whose monograms are on those bags. The circumstances surrounding the Westin memo (BROADCASTING, March 2) virtually assured his own undoing—he was subsequently suspended—but insured that his message would reach attentive ears at his network and elsewhere. Over on 52d Street, for example, where Laurence Tisch last week cut CBS's news budget by some \$30 million.

Belts are being tightened everywhere on the broadcast side of the Fifth Estate, and news departments cannot claim immunity—CBS's latest retrenchment marks the third major cut there in the past two years, while new managements at NBC and ABC are taking similarly hard looks at their bottom lines. Whether Westin

is correct in suggesting that news departments operate better on less, the current fiscal climate dictates that network news *will* have to operate on leaner rations. This generation's news hero may be that news executive who can strike the best bargain between Caesar and the demands of his profession.

Four words of warning to the networks, however: Use those scalpels wisely. It has taken decades to assemble the talent and technology that have made America's electronic journalism the world's finest. If network news budgets have grown, so too have the expectations of the viewing public. Nostalgic evocations of bygone days notwithstanding, the audience will accept no less than it's getting. Indeed, the future belongs to those who provide even more.

Doing what comes naturally

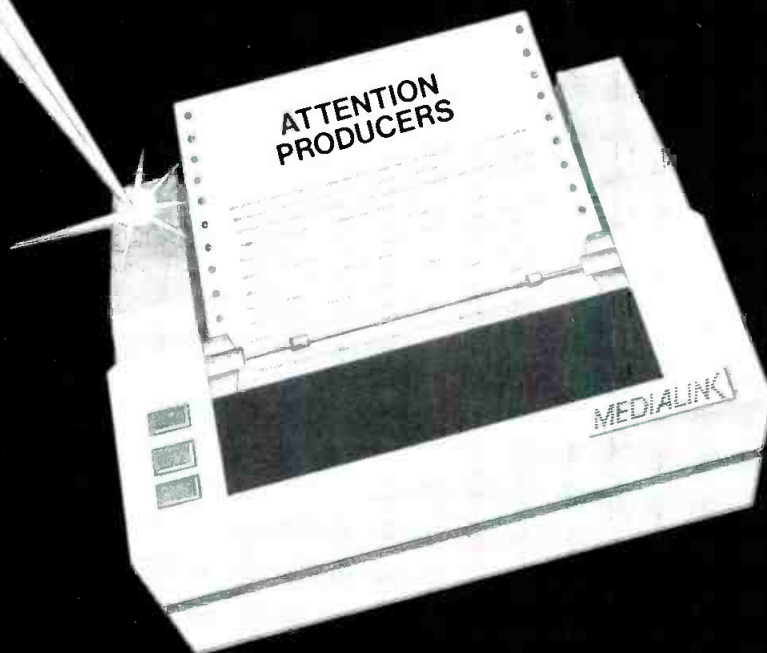
The distinct signs of an evolving marketplace in the distribution of satellite programming to owners of satellite earth stations were evident in Las Vegas last week. At the first convention of the new Satellite Broadcasting and Communications Association, suppliers of programs and suppliers of backyard dishes not only were talking to each other; they were doing business. It was a belated recognition that the two are logical partners in a distribution system that, as it matures, will no doubt include other elements.

The developments in Las Vegas last week confirm the expectations circulated last August by Tim Wirth, then chairman of the House Telecommunications Subcommittee, but largely ignored by colleagues who wanted their names or their votes on legislation inserting the government in the process of descrambling scrambled television signals. Wirth suggested that legislation was premature. At the time, however, many congressmen had been terrorized by constituent dish owners (organized by dish dealers) into believing that political death waited at the November polls for anyone favoring a free market in television satellite feeds. There may have been deaths, but for other causes. Still, the fear persists, and the legislation keeps coming.

Perhaps it will abate if the dish dealers, who have raised alarms in volume ridiculously disproportionate to their presence in the body politic, are indeed beginning to get the word that they have a useful and remunerative place in the delivery of scrambled programming. Linking the sale of program services to the sale of the descramblers needed to receive them is an act of elementary marketing. It needs only to be refined by the establishment of prices that the traffic will bear. The process is developing, let it be noted on the Hill, without instructions from Washington.



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