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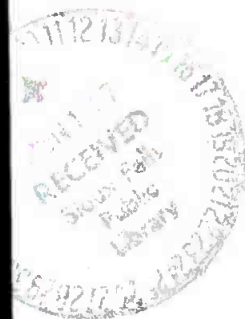
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- **Entertainment Executive of the Year**, Norman Pattiz (1986)—*Executive Magazine*.
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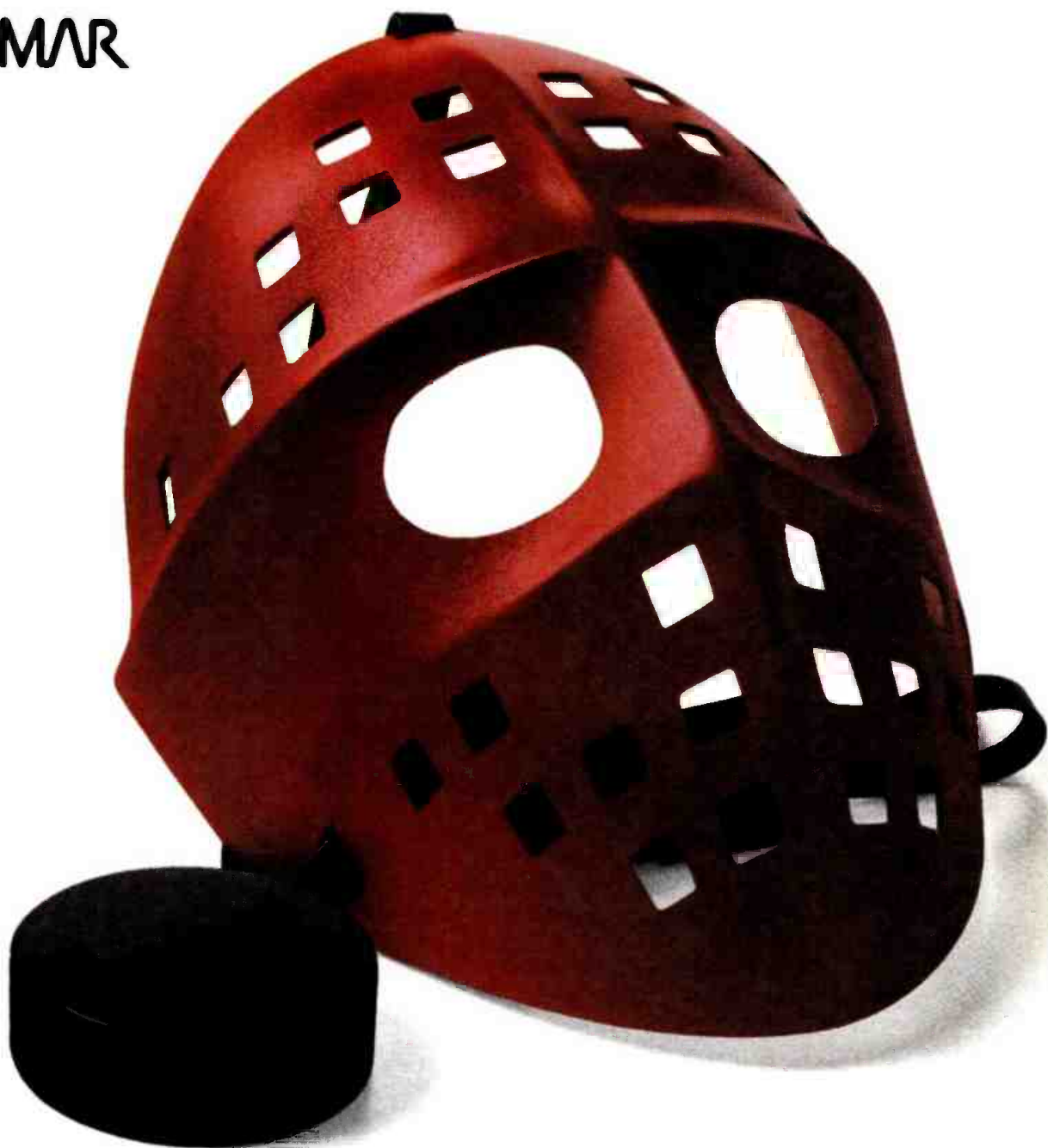
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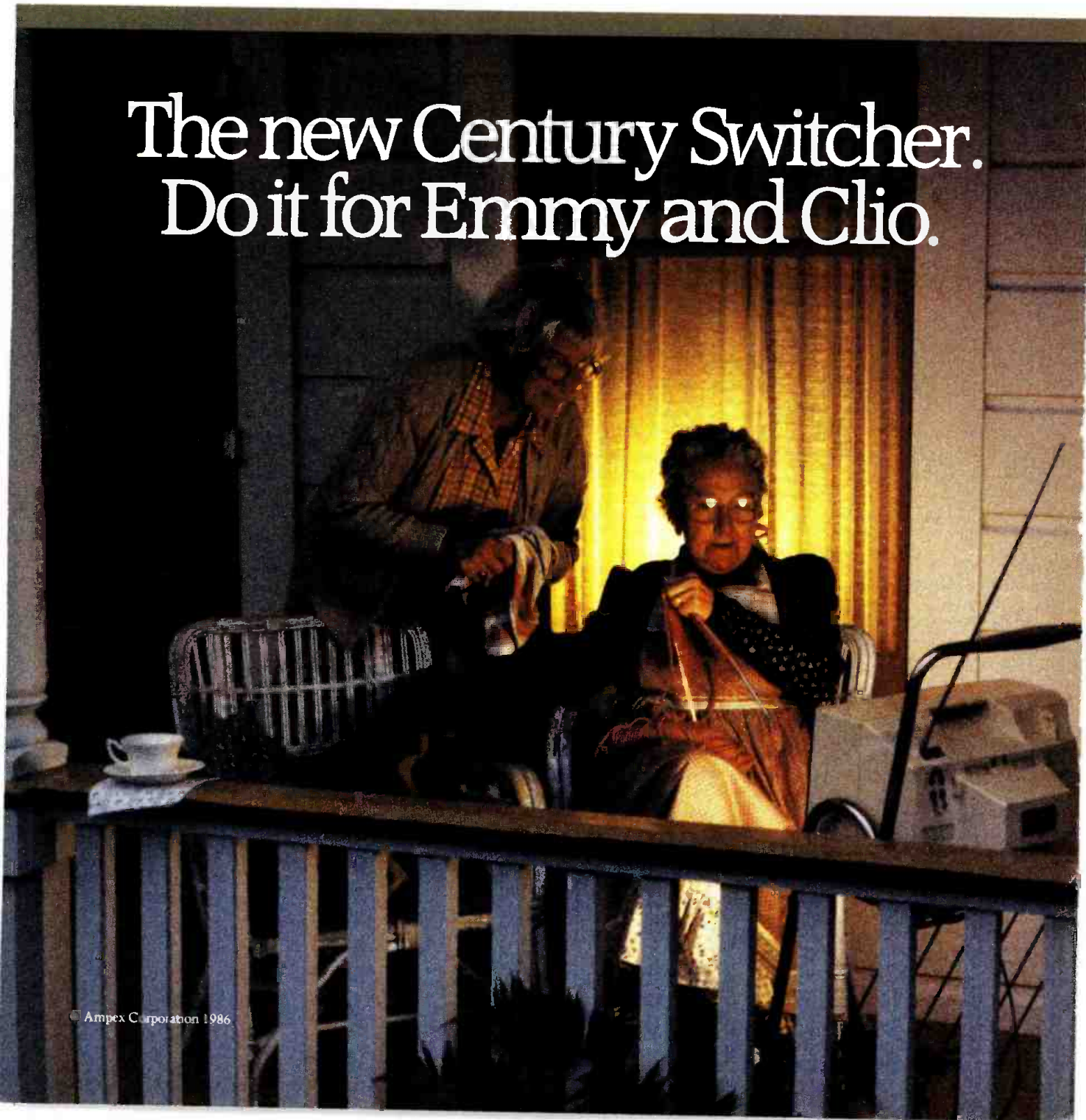
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Broadcasting Jun 8

NAB has second thoughts on FCC syndex rulemaking House passes fairness doctrine bill Advancing on Montreux TV symposium

CHESS MOVE □ NAB may withdraw its support for FCC rulemaking on reinstating syndicated exclusivity rules, fearing that cable and Hollywood would make a deal on compulsory license that would imperil must carry. Washington reaction is vigorous to violent. **PAGE 31.**

FAIRNESS STEAMROLLER □ House passes fairness doctrine legislation, 302-102; bill moves on to the White House. **PAGE 33.**

BRIGHTON BEGINNINGS □ Leading proponents of European satellite television industry meet in Brighton, England, to review progress and project future growth. **PAGE 37.**

PACE SETTER □ NBC affiliates concerns are few and far between as network basks in glow of prime time victory. **PAGE 40.**

OLYMPIC MOCKUP □ NBC is finishing work on technical components of summer Olympic coverage in Seoul and keeping eye on political situation there. **PAGE 45.**

POSITIONING DRIVE □ KCET(TV) Los Angeles, unhappy with plans by cable systems to move its channel position, appeals to viewers in hopes of bringing pressure to bear. **PAGE 46.**

SHARPER IMAGE □ Some 2,200 broadcast marketing and promotion and design executives are expected this week in Atlanta for the annual BPME & BDA convention. **PAGE 48.**

ADVANCE NOTICE □ Grant Tinker, FCC Commissioner Patricia Diaz Dennis among speakers at AWRT convention. **PAGE 50.**

TAXING SITUATION □ Attendees at American Advertising Federation convention in Orlando, Fla., expected to lobby against state's new ad tax. **PAGE 52.**

SORTING OUT □ FCC gets an earful on its indecency standards. **PAGE 53.**

PREFERENTIAL CHOICE □ Commenters' views vary on FCC's new policy on minority/women preferences. **PAGE 54.**

WRAPPING UP □ Syndication sales season drawing to a close, as most fall lineups are set. **PAGE 56.**

BUSINESS BEAT □ Analysis of business and economic reporting points up room for improvement. **PAGE 62.**

MONTREUX BOUND □ HDTV, DBS, CCD and cable among the top topics for discussion at 15th International Television Symposium in Montreux, Switzerland. **PAGE 65.**

RED RAIN □ FCC gets complaint from Florida broadcaster over powerful Radio Moscow signal emanating from Havana. **PAGE 68.**

PRIME CHOICE □ Throughout Jerry Lindauer's career in the cable business, the ex-Marine has been selected to carry his company's standard. **PAGE 87.**

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RKO nearing deals?

New sense of optimism appears to be permeating settlement negotiations for RKO General Inc.'s stations. One key source even speculated that there's now "good chance" that comprehensive settlement may be had. Source said parties were close to understandings for WHBQ-TV Memphis and WRKO(AM)-WROR(FM) Boston, and settlement for latter was expected to be ready for filing with FCC this week. Discussions were also said to be "hot and heavy" for WGMS-AM-FM Washington and WOR(AM)-WRKS(FM) New York. Source attributed change in climate both to RKO's commitment to settling and sense that remaining parties are wearing out.

Side effect

Zenith Electronics has sold about 100,000 top-of-line digital television sets since introducing first model year ago, despite top-of-line retail prices. According to Zenith, digital video-processing circuitry not only improves picture but also permits reception of teletext services. And, according to some cable engineers, circuitry may provide another unintended and, as far as they're concerned, unwanted feature—unauthorized descrambling of cable services. According to cable engineers, digital sets are apparently able to descramble signals scrambled by certain sync-suppression systems in wide use by cable systems. They first noticed phenomenon at NCTA convention in Las Vegas last month where digital sets in Zenith Cable's booth unscrambled signals fed into convention center by local operator, Prime Cable.

Tit for tat

Representative Al Swift (D-Wash.) was reported late last week to be close to completing draft of bill dealing with broadcast comparative renewals, issue that looms large on National Association of Broadcasters' legislative agenda. It would protect broadcasters against challenge from competitor at renewal time but would require them to be responsive to needs and interests of their service area in "meritorious" fashion. They would also be required to maintain record of public service programming, possibly more record than at present. One major issue left to be resolved is whether FCC would continue to rely on postcard renewals and petitions to deny as means of determining public interest service of television stations or on audit of service of relatively small

percentage of stations. (Swift does not seem to be contemplating change in case of radio.)

Representatives of broadcast industry who have met with Swift want to retain present system; audit, they say, would turn clock back to time commission employed programing percentages in reviewing renewals. Public interest lawyers, like Henry Geller and Andy Schwartzman, are urging use of random audit. When drafted, bill will probably contain equal employment opportunity section favored by Representative Mickey Leland (D-Tex.). Less certain is whether Swift will include his antitrafficking legislation or leave it in form of separate bill. Representative Tom Tauke (R-Iowa), author of own renewal bill, was reviewing Swift's last weekend with eye to reaching consensus.

Return of Tom Snyder

ABC Radio is expected shortly to announce that television news and talk personality Tom Snyder will host national call-in talk show, beginning in July. Program, according to sources, would be offered to all ABC radio affiliates and would air Monday through Friday at 10 p.m.-1 a.m. NYT. It would probably originate from ABC Radio's Los Angeles studios. Snyder is under contract with ABC for work at KABC-TV Los Angeles, although he has not been on air there for some time.

Just in case

House Telecommunications Subcommittee has reportedly still not determined whether to invite any witnesses from FCC for June 17 hearings on legislation to resurrect antitrafficking rule, which required broadcaster to hold station for three years before selling. FCC Mass Media Bureau, however, is reportedly attempting to generate "reliable" data on change in rate of station transfers since its abolition of rules. But bureau, which reportedly has made number of computer runs for data, is reportedly not satisfied with completeness of data.

Bench strength

Fox Broadcasting now has several projects in development for use as backups or new shows. Among those projects are *Family Man*, produced by Earl Pomerantz (former writer of *The Cosby Show*) in association with Universal Television, and *Women in Prison*, about female inmates in Beverly Hills jail. FBC president Jamie

Kellner also said last week that he has interest in picking up *Tour of Duty*-type show for Fox (*Tour*, about group of soldiers in Vietnam, was recently ordered for fall schedule by CBS).

Capital gain

Price of Forward Communications' five TV stations, assuming they are sold, will likely be comfortably above \$95 million paid for group by Wesray Capital Corp. in late 1984. How much above depends on winning bid's multiple of cash flow—said to be just shy of \$9 million for year just ended March 31, and projected to be million dollars higher in current year. Growth of revenue for five-TV-station group—said to be just over \$25 million for just completed year—has averaged about 5%, compounded, over past three years, with average held down by economic and other problems at KOSA-TV Odessa, Tex. While Wesray may get capital gains, one observer suggested that during just completed year current owner may have lost money on cash basis, due largely to interest costs of roughly \$6.5 million.

New face

Sumner Redstone, expected to take over reins of Viacom International this week, will make formal cable debut at Cable Television Administration and Marketing Society conference Aug. 16-19 in San Francisco. He'll be joined at session examining cable's "competitive edge" by more familiar cable faces: Trygve Myhren, chairman and chief executive officer, American Television & Communications; Stewart Blair, president, United Artists Communications, and Dennis Leibowitz, of Donaldson, Lufkin & Jenrette.

On hold

Quietly, Monitor-Plus, Nielsen's proposed commercial tracking service, which was to have begun operation at beginning of this year, has been put off until beginning of 1988 at earliest. Marketing executive for company declined to explain difficulties holding up proposed computerized service. Meanwhile incumbent service, Broadcast Advertisers Reports, operates without chief operating officer. Former president, Jerry Grady, oversees companion operation, Radio TV Reports. BAR's two executive vice presidents, Robert J. Landman and Pro Sherman, now report directly to Rick Aurichio, president of Arbitron, which recently bought BAR.

Moving on

After 16 years at Turner Broadcasting System Inc., Gerald Hogan announced last week he would leave the company to pursue his own entrepreneurial ambitions, which are not in cable, but in broadcasting.

Hogan will disengage slowly from TBS, remaining as president of Turner Broadcasting Sales Inc. until a successor has been named and continuing on the executive committee until the end of the year. But, by August or September, he said, he'll be spending a good deal of his time establishing his own broadcasting company.

Backed with private capital, Hogan said he'll be shopping for network-affiliate television stations in medium-sized markets (which he defines as those between the 85th and 130th markets). For such stations, he said, he'll expect to pay between \$15 million and \$40 million.

Despite his years in cable, Hogan said he prefers to put his time and money in broadcasting because running a television station is a "more creative process" than running a cable system. He said he believes the type of station he has targeted are still undervalued and can be made more profitable through more efficient operation. Among the things he has learned "at the feet of the master"—Ted Turner—over the years, he said, is how to run an operation economically.

Hogan said he'll put some of his own money into his venture, but that the bulk of the equity will come from investors he has been lining up. He declined to mention any names. Will Hogan ask Turner to kick in some money? "That's a good question."

Getting serious about pirates

The Cable Communications Policy Act of 1984 can be an effective weapon in cable's ongoing fight against system pirates.

According to the National Cable Television Association, a Milwaukee man faces up to two years in jail and \$50,000 in fines following his conviction by a federal district

court jury in Milwaukee on two counts of cable piracy under the Cable Act anti-piracy provision. Richard A. Gardner is scheduled to appear for sentencing on July 14.

Gardner's May 22 conviction for the sale and distribution of pirate decoders is the first decoder case brought under the act to go to a jury, said Jeremy Stern, director of the Office of Cable Signal Theft, a joint venture of NCTA and the Motion Picture Association of America. Four other men have pleaded guilty to piracy charges brought under the Cable Act or some lesser charge, he said. The most severe penalty dished out was a nine-month jail term, he said.

Citing court records, NCTA said Gardner purchased Sylvania converters/decoders, modified them to descramble pay services offered by Warner Cable in Milwaukee and offered them for sale. Users of the pirate decoders could save up to \$78 a month in pay cable subscription fees, NCTA said.

In its release announcing the conviction, NCTA quoted Assistant U.S. Attorney James L. Santelle: "We think this case is important not simply because this particular defendant was engaged in clearly illegal conduct, but also because it sends a message to the Milwaukee community, the state of Wisconsin, and perhaps the entire country that... any sort of cable piracy will not be tolerated and will be subject to criminal prosecution."

Grassroots session

The National Academy of Cable Programming has scheduled what it hopes will be the first of many meetings for local cable programmers—June 26 at the Sheraton Meadowlands hotel in East Rutherford, N.J.

The program comprises a reception and lunch followed by a speech by Ralph Baruch, chairman of Viacom International and the NACP, and a panel session addressing the question: "How Does Local Programming Fit in the Big Picture of Improving Cable Television's Image?" The panelists: Pamela Hammond, vice president, programming and marketing, Vision Cable Communications

Inc.; Richard Holcomb, senior vice president, American Television & Communications Corp.; John James, program manager, Syracuse NewChannels; Lenny Melamedas, director of studio operations, U/A-Columbia Cablevision, and Philip Patterson, president, Suburban Cablevision.

NACP spokesman Jim Boyle said that if the East Rutherford meeting goes well, NACP will schedule similar ones in other cities.

Lifetime variety

Lifetime cable network plans to introduce a new variety show, *Way Off Broadway Starring Joy Behar*, beginning next September. The program, which Lifetime described as a mixture of comedy, music, "new talent and off-beat conversation," with segments tied together with animation, film and video shorts, will be taped in New York before a studio audience. It will be hosted by comedian Joy Behar and will air Monday through Saturday at 9 p.m. (NYT).

According to its executive producer, David Liu, *Way Off Broadway* "will present a mix of the newest and best in entertainment, often drawing on the talents of the 'new vaudevillians'—performers who are on the cutting edge of today's variety artists." He added that although the program has a host, band and performers, it "is not a show with lots of feathers, sequins and glitz. Our presentation will be daring and lively, couched in a nontraditional setting, dramatically lit and shot with a highly graphic look."

Charles Gingold, Lifetime programming vice president, said the addition of *Way Off Broadway* to Lifetime's schedule shows the cable network's "commitment to distinctive original programming for cable. We believe that variety is a format that deserves to be revisited," he said, adding that "Joy is an up-and-coming talent who is not only perfect for this show, but is exactly right for Lifetime's audience of contemporary women."

Good to go

North Coast Cable, which owns the cable franchise for Cleveland, announced that General Electric Credit Co. has agreed to finance the construction of a 60-channel system with a \$59.5-million loan commitment.

With the GE line of credit, North Coast expects to begin construction this summer and hook up the first subscriber in the fall. When completed the system will pass more than 200,000 homes.

Viacom is a minority owner of North Coast, and prospective operator of the Cleveland system. According to North Coast, Viacom will provide up to \$10 million "to cover cash shortfalls."

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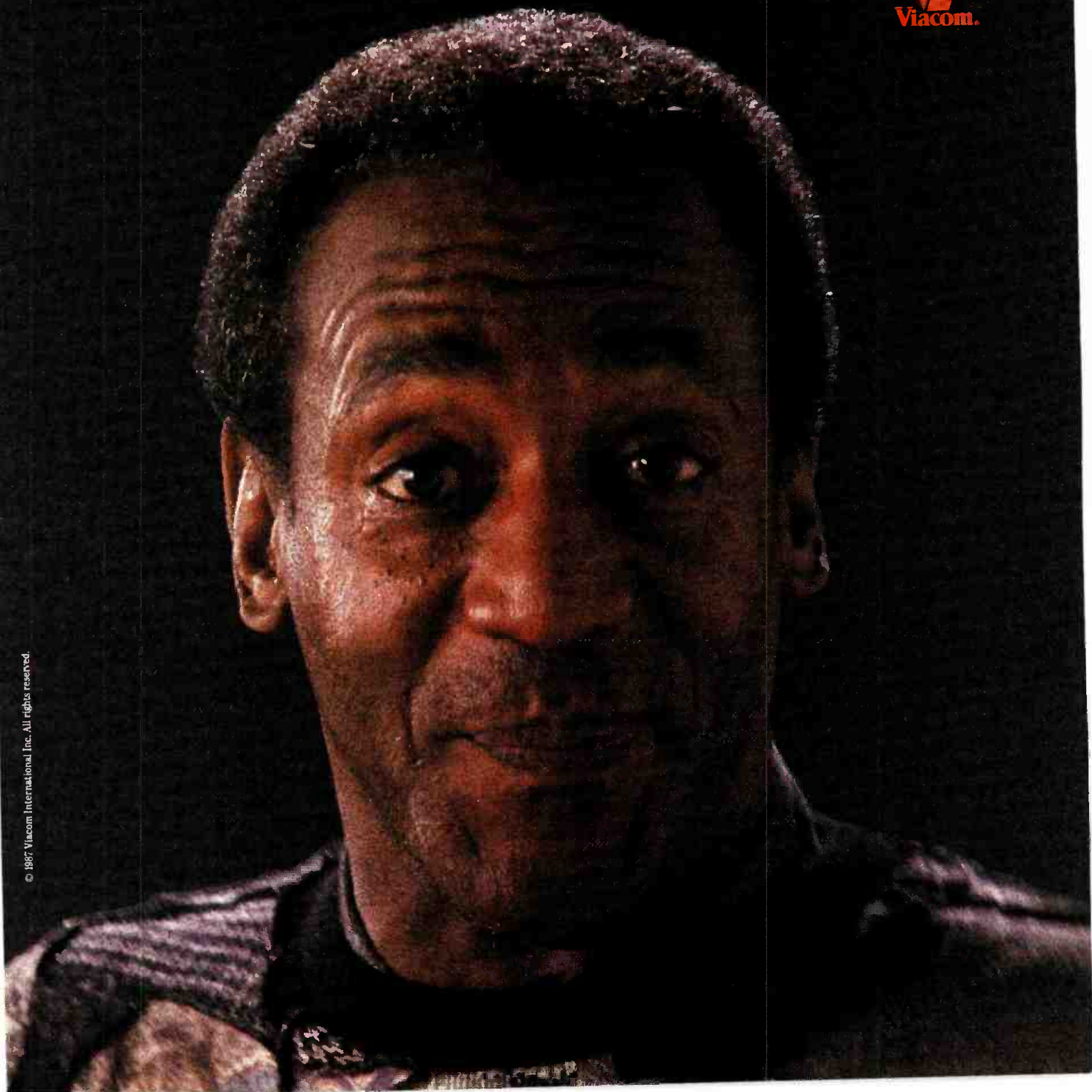
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the 1,100-mile system and maintain the fiber optic links that will interconnect the systems' hubs.

In a sense, North Coast's system is an "overbuild." Metropolitan Cablevision Inc. has been operating a multichannel multi-point distribution service, a so-called "wireless cable" system in the city, offering consumers 12 channels of cable programming including Viacom's Showtime for \$18.95 a month. Metropolitan signals cover the entire city and some suburban areas.

Cookie cameo

Home Box Office Inc. and Nabisco Brands Inc. have launched a joint 10-week promotion that offers consumers of Nabisco's Almost Home cookies a chance to win a cameo role in an HBO Pictures film, a week's vacation with their family at the film site and \$10,000.

HBO said that more than 6,000 other prizes will be offered in the "Bring it Home with HBO and Almost Home" instant win-

ner game, including 50 first prizes of free HBO service for a year (valued at \$250, HBO said), 1,000 second prizes of an HBO FM travel radio, and 5,000 third prizes of a free package of Almost Home cookies. The cookie packages carrying stickers promoting the sweepstakes began appearing last week on grocery and supermarket shelves in about 3,000 stores selling Nabisco products, HBO said. The stores will stock the packages through Sept. 30. HBO said it will also provide an 800 number on the game card for people wanting more information on how to subscribe to HBO.

Equipment update

American Cablesystems Corp. may be spending \$38 million to \$40 million over the next three years to develop full pay-per-view capabilities at two of its suburban Los Angeles systems, purchasing up to 500,000 Zenith two-way addressable cable decoders.

The MSO will use the Zenith PM-Pulse system to replace existing decoders at its Covina and Corona, both California, operations, which it purchased last August and will take over in July. The Zenith system has headend addressability, can support up to 32 tiers of programming and uses a Zenith proprietary RF scrambling technique dubbed PROCESS (phase reversal of carrier-encrypted sync suppression).

Times Mirror Cable Television has also announced a purchase of the Zenith PM addressable systems, with an initial installation of 9,000 PM decoders in the MSO's 33,000-subscriber Lafayette, Ind., system.

□

Continental Cablevision will purchase \$8.3 million of Scientific-Atlanta addressable set-top terminals and other cable subscriber products for its California systems in Fresno, Tulare and Yuba City. The purchase includes S-A's model 8580 terminal, remote control devices and a System Manager IV control system.

□

Galaxy Cablevision has ordered 25,000 converters and other cable gear from Tocom Division of General Instrument. The equipment, intended for systems in Texas and Louisiana, includes seven Micro-ACS addressable control systems, 22 remote hub controllers and the model 5503-VIP converters with remote control.

□

General Instrument plans to spend \$4 million to expand Videocipher decoder production capacity at its Puerto Rico plant and to initiate production at a second GI facility. The company says it will increase production to as many as 100,000 units per month by the end of September, and by that time forecasts it will have shipped 400,000 decoder units to distributors and other manufacturers since January 1986.

□

Pioneer has opened a new 12,000-square-foot office facility at its Upper Saddle River, N.J., headquarters to operate its cable equipment and industrial laser disk divisions. According to the company, the move of the two divisions into a single headquarters will allow it to explore crossover applications, such as its new home music video project, an experimental cable video "jukebox" system using laser disk recordings.



Battle line. The Discovery Channel was to present Yorkshire Television's two-hour documentary, *The Falklands War—The Untold Story*, yesterday (June 7) at 8 p.m. Interviews with participants and footage of the invasion and battle offer a picture of the conflict from both sides: British and Argentinian.

Above, at a screening of clips from the program (l-r): Geoff Brownlee, controller of corporate affairs, Yorkshire Television; Suzanne Hayes, senior vice president, programming, Discovery; Michael Bilton, co-producer, *The Falklands War—The Untold Story*, Yorkshire Television; John S. Hendricks, chairman and chief executive officer, Discovery; and John Willis, controller of documentaries and public affairs, Yorkshire.

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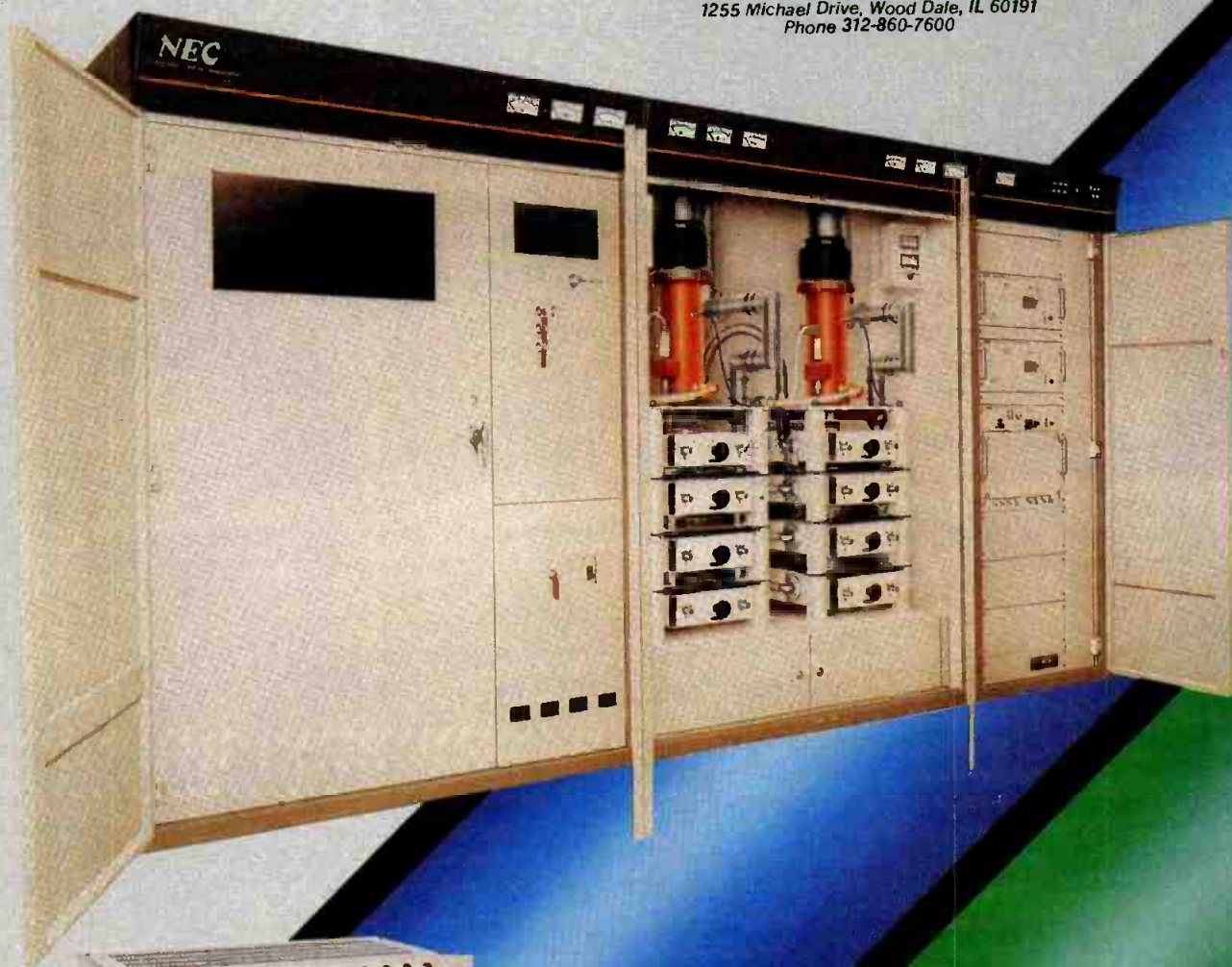
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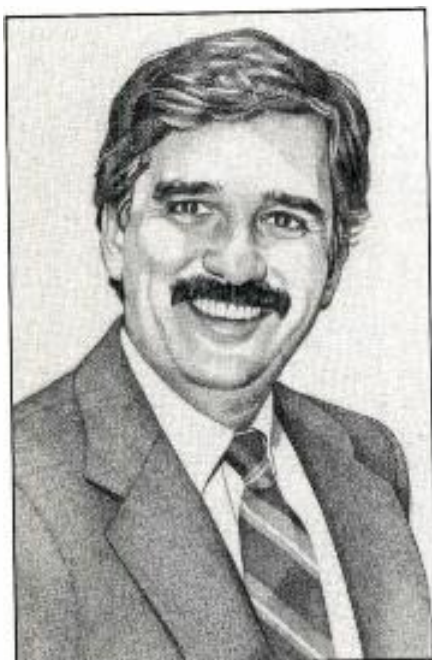
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Independent Team*
Chicago
With Blair 5 years



Business Briefly

TELEVISION

Lykes Meats □ Campaign is scheduled to begin in late June and continue through summer in close to 20 markets, including Tampa and Orlando, both Florida. Commercials will be shown in all dayparts. Target: adults, 25-54. Agency: Beber, Silverstein & Partners, Miami.

Regis Inc. □ Regis beauty salons will inaugurate two-week flights as part of campaign that began in April and continues periodically throughout summer. Commercials will run in large number of markets, including Denver, Rochester, N.Y., and Toledo, Ohio. Target: women, 25-49. Agency: Ruhr-Paragon, Minneapolis.

Tupperware □ Three-week flight is designed to recruit hostesses for Tupperware sales. Campaign is slated to kick off this week in more than 80 markets, including Pittsburgh and Seattle. Commercials will be slotted in daytime and fringe segments. Target: women, 35 and older. Agency: Kobs &

Brady, New York.

Ponderosa Steak House □ Restaurant chain will use 30 to 35 markets for campaign of varying weeks, starting in mid-June. Prime, fringe and sports segments will be used. Target: adults, 25-49. Agency: Lowe-Marschalk, New York.

The Guardian Plan □ Insurance funded, pre-arranged funeral program has launched campaign in 45 markets in the U.S. and in Montreal, Vancouver and Calgary, all Canada. Flights are



scheduled to run throughout year. Commercials will be carried in early and late news and late fringe segments. Target: adults, 49 and older. Agency: Moss & Co. Advertising, New York.

New York State Lottery □ Approximately seven markets in upstate New York will be used in seven-week flight starting in late June. Commercials will be slotted in fringe, prime and sports periods. Target: adults, 25-59. Agency: Rumrill-Hoyt, New York.

Ross Department Store □ One-week Father's Day promotion will kick off this week in eight markets. Commercials will be positioned in all dayparts. Target: women, 25-49. Agency: Western International Media, Atlanta.

RADIO

Southeast Banks □ Eight-week flight promoting various financial services will begin in mid-June in nine Florida markets, including Miami, Tampa and Orlando. Target: adults, 25-54. Agency: Hutcheson Schutze, Atlanta.

RADIO & TV

Jet America Airlines □ Three-week flight began last week in five radio markets and on television in Los Angeles and Minneapolis. Commercials will be placed in mixture of dayparts. Target: adults, 25-54. Agency: Basso & Associates, Newport Beach, Calif.

Elias Brothers □ Big Boy Restaurants in Michigan and Ohio launched campaign last week in eight markets for two weeks as part of its general schedule of two weeks on, two weeks off during year. Commercials will be scheduled in all dayparts. Target: adults, 21-49. Agency: Simons Michelson Ziebe, Troy, Michigan.

Rep Report

KTAP(AM) Santa Maria Calif.: To Katz Hispanic Radio from Caballero Spanish Media.

□

KMZO-FM Henderson Nev.: To Republic Radio from Major Market Radio.



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Berger



Brown

Radio reps. Radio Advertising Bureau and National Association of Broadcasters last Wednesday (June 3) named Steve Berger, vice president, radio, for Nationwide Communications, Columbus, Ohio, and RAB finance committee chairman, and Bev Brown, owner and manager of KAAS(AM) Carthage, Tex., and NAB radio board chairman, as two co-chairmen for associations' newly initiated Radio Futures Committee. Group is charged with developing national marketing campaign to promote radio ("Riding Gain," May 25). Other committee members are: Carl Brazell, president and CEO, Metropolitan Broadcasting, New York; Robert Fox, chairman and CEO, KVEN(AM)-KMY(FM), Ventura, Calif.; Ellen Hulleberg, president, McGavren Guild Radio, New York; Jerry Lee, president, WEAZ(FM) Philadelphia; Glenn Mahone, president and general manager, WPLZ-AM-FM Petersburg, Va.; Michael Osterhaut, executive vice president and COO, Edens Broadcasting, Tampa, Fla.; Jeff Smulyan, president, Emmis Broadcasting, New York; Nick Verbitsky, president, United Stations, New York; and Bayard Walters, president, Cromwell Group, Nashville. Committee's first meeting is slated for next Monday, June 15 at NAB headquarters in Washington.

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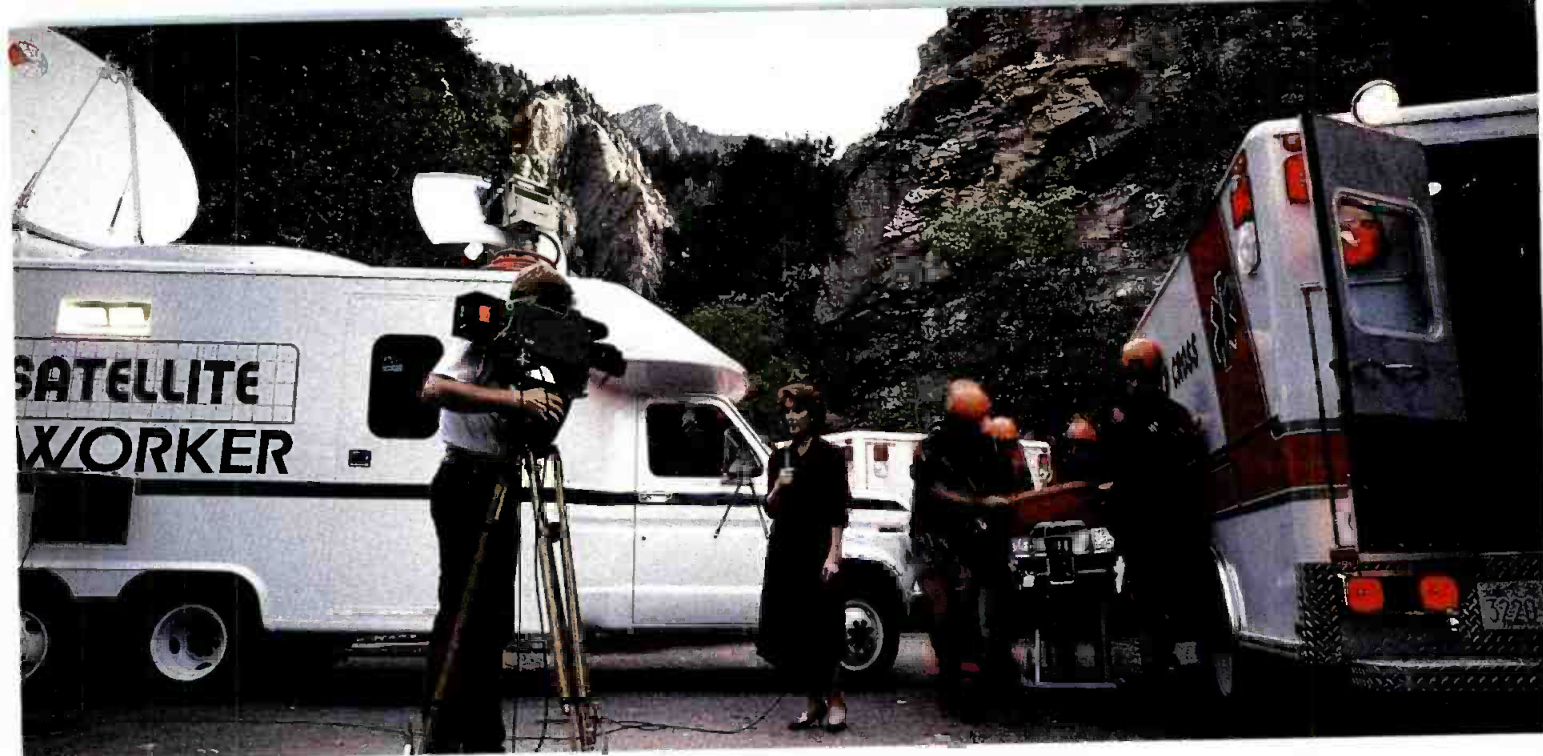
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So it should come as no surprise to find out that the most

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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.

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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.

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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:

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HARRIS

A commentary on the three-year rule from David Rodgers, president, Rodgers Group, Bristol, Conn.

Arguing against bringing back the FCC's three-year ownership regulation

A lot of suggestions seem to be emanating from Washington these days as to changes needed in the broadcasting business. One of the proposals is to bring back the three-year rule. Before we rush into it, perhaps we ought to examine what can be accomplished.

I have yet to see in print a reason for bringing back the rule except that it would force investors to behave like operators (public trustees) and less like speculators ("pork belly types"). Mixed with these sentiments is a desire to return to the good old days when things were simpler (no hostile tender offers). To top it off there is a view that the business is being concentrated in fewer and fewer hands and perhaps not enough news and public affairs programing is finding its way onto the airways.

Who are the people who are going to be the most responsive to their audiences? As a former operator of small radio stations and as an investment banker doing small to medium-size deals, I suggest that it's probably those people who have been in the trenches quite some time and have come to realize that the more you put into an enterprise the more you will get back; in short, that community service pays. They are people who have most likely worked for someone else for a while, participated in many aspects of the business and aspired to purchase their own station.

In the last 10 years retail sales have more than doubled, and station revenues, which are directly tied to retail sales, have increased even faster. Since profits tend to rise even faster because of the inherent leverage in the broadcast business, station prices in major markets are now in the \$25-million-to-\$50-million range. As a consequence, the first-time buyer (or almost any buyer, for that matter) is going to need help from a bank and or a venture capitalist.

In the early 80's oil, real estate, and Third World lending went sour. At the same time our business matured into a large and healthy one and, most important, grew at a fairly predictable rate each year. Almost no other businesses can make that claim. No wonder we saw the proliferation of outside financial sources *before the three-year rule was repealed*.

As broadcasting attracted more attention from the outside, investors realized that the industry was underpriced in relation to other productive assets. Boom—the "big boys" stepped in to correct that anomaly. Companies that were publicly listed saw their shares outperform the market or become the object of takeover bids if they were unable to in-



David A. Rodgers has owned and operated stations in California, Connecticut and Georgia and worked in TV production. His company, Rodgers Group, based in Bristol, Conn., is active in assisting others in preparing business plans and private placements and bringing them to market.

crease their stock prices. A few spectacular deals caught everyone's attention.

The leveraged buyout arrived concurrently with the takeover game. Wall Street's money enabled former managers to become owners of a station or groups of stations. These people have spent their lives in the business. They know that investments must be made in good programing and good service (read community involvement) to make the payments on borrowed money.

All business plans that go to bankers contemplate substantial increases in revenues in line with ever-increasing retail sales. Mathematically you just can't pay the money back by decreasing expenses. The bankers' problem is to try and figure out whether the revenue increases are attainable.

Very few of the bankers in our business have ever worked for a radio or TV station. They are smart enough to know that they are not capable of running a station. As a consequence I have never heard a banker try to dictate station programing. They are not experts, and they know it. They are aware that with the proliferation of independent TV stations and the viability of the FM band, competition for the listener's ear or eye has increased dramatically. Radio in major markets no longer sees many stations with double-digit ratings, and TV is headed in the

same direction, although it will not be as splintered as radio.

News is part of the competitive edge. In TV, local stations battle the networks over a second half-hour of national news. The local stations know that it's the local news that sets the image of the station and therefore affects tune-in throughout the day.

In radio the proliferation of stations has everyone scrambling for an edge. In the area in which I live the stations licensed to Boston, Hartford, or New York don't have the time on the air to cover all the local events even if they wanted to. There are just too many towns with too much going on. As a consequence the stations licensed to those smaller towns know it's to their advantage to cover local events so they can provide something their larger competitors are unable to do. It's one of their few competitive edges and they use it.

On the station that I used to run here in Bristol, Conn., news of school and plant closings during inclement weather garnered our highest audience share and therefore was most in demand with our advertisers. If there have been cutbacks, at least in radio, they have come in the entertainment sector with the proliferation of satellite music formats. This has displaced disk jockeys, not news people.

To be sure, there have been decreases in news at some individual stations, but collectively there has been an increase because of the vast proliferation of viable TV and radio stations.

Although banks are aware of the need for good programing they are also going to limit their risks where they can. Most financial sources want to spread the risk. Why? If one market is down, another may be up. A single station buy is the riskiest of all. If our objective is to increase the number of voices heard over the airwaves, particularly women and minorities, isn't that aim defeated by putting obstacles in the way of venturers obtaining money? Why not encourage ownership among those people who will be most responsive to their audiences?

Restoring the three-year rule would heighten the risk of lenders being unable to recover their money for three years if things don't work out and would thus discourage venture capital. In addition, it would make it relatively easy for the "big boys" to do their deals, since there would be fewer bidders for a given station.

Before we try to legislate nostalgia or community service or even take a shot at "obscene profits," let's be sure whose ox will be gored. The "big boys" got theirs with the repeal of the public utilities doctrine and other tax law changes. Let's not hurt the little guy and the minorities in the vague hope of bringing back some simpler way of life. ☐

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June 7-9—Houston Space and Telecomm Symposium, hosted by *Space and Telecomm Inc.* and *National Satellite Programming Co-Op.* Albert Thomas Convention Center, Houston. Information: (713) 225-1950.

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

June 8—*Southern California Broadcasters Association* 1987 Wingding. Sportsmen's Lodge, Studio City, Los Angeles. Information: (213) 466-4481.

June 8-9—"The Sports Conference," to bring together buyers and sellers of sports, sponsored by *Newstar Sports*, sports marketing company. Speakers include Art Watson, president, NBC Sports, and Phil Guarascio, executive VP-advertising services, General Motors. Sheraton Center, New York. Information: (212) 213-1100.

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

June 9—*New York Women in Cable* meeting. "Cable's Class of '87: The New Channels on the Block." HBD Media Center, New York. Information: Beth Araton, (212) 661-6040.

■ **June 9**—*Washington Women in Public Relations* monthly luncheon, "What to Expect in the PR Job Market." National Lawyers' Club, Washington.

■ **June 9**—"Consumer Electronics & Cable TV: Compatible or What?" panel discussion sponsored by *Southern California Cable Association*. Inn at the

Park, Anaheim, Calif. Information: (213) 684-7024.

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

June 9-11—*International Radio Festival of New York*, including presentation (June 11) of award winners in its worldwide competition for radio advertising and programming. Sheraton Center hotel, New York. Information: (914) 238-4481.

June 9-13—Development Exchange workshops and seminars, sponsored by partnership of 225 public radio stations, for public radio's development, marketing and management people. Fairmont hotel, Dallas. Information: (202) 783-8222.

June 10—*Houston Association of Radio Broadcasters* Achievement in Radio Awards presentation. Westin Galleria, Houston. Information: (713) 621-9401.

June 10—"Basics In Cable Course," sponsored by *New York Women in Cable*, Time-Life Building, New York. Information: Katie Immesberger, (212) 304-3152.

June 10—New comment deadline on internal *FCC* studies that appear to undermine rationale for proposal to reallocate UHF-TV spectrum for land-mobile use. Comments also due on requests of broadcasters to defer reallocation of UHF-TV channels pending inquiry into effect such action might have on broadcast high-definition TV and to launch notice of inquiry on impact of HDTV on local broadcast services.

June 10—Comments due on *FCC* proceeding to gather information on technical standards for input selector switches (A/B switches) used to alternate between cable and over-the-air reception (Docket 87-107). Reply comments due June 25.

June 10—*Virginia Public Radio Association* market-

ing session, part two. Holiday Inn South, Charlottesville, Va. Information: (703) 568-6221.

■ **June 10**—Benefit performance for *National Public Radio* in Venice, Calif. Event is part of NPR's "Fantare" campaign for the arts, three-year, \$8 million fund drive. Participating will be celebrities Dudley Moore, Linda Ronstadt, Sid Caesar and Tracey Ullman. 72 Market Street Oyster Bar and Grill, Venice, Calif. Information: (213) 399-1403.

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

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

June 10-14—*Broadcast Promotion & Marketing Executives/Broadcast Designers Association* annual seminar. Peachtree Plaza, Atlanta. Information: (212) 605-0376.

June 11—*Washington State Association of Broadcasters* Northwest All-Stars Sales Seminar. Thunderbird Motor Inn, Wenatchee.

June 11-13—*Iowa Broadcasters Association* 33rd annual convention. University Park Holiday Inn, West Des Moines, Iowa.

June 11-13—*New Mexico Broadcasters Association* annual convention. Featured speaker: Gene Janowski, president, CBS/Broadcast Group. Sally Port Inn, Roswell.

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

June 12—*Arizona Cable Television Association* mid-



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year meeting. Days Inn. Flagstaff, Ariz.

June 12-14—*Chesapeake Associated Press Broadcasters' Association* annual convention/awards banquet. Dunes Manor hotel, Ocean City, Md.

June 12-14—"Economic Redevelopment in Colorado," conference for journalists co-sponsored by *Foundation for American Communications*. *Gates Foundation*, *Denver Post* and *KCNC-TV* Denver. Cheyenne Mountain Inn, Colorado Springs. Information: (213) 851-7372.

Also in June

June 14-15—*Jefferson-Pilot Data Services* customer conference. Speakers include Thomas Leahy, president, CBS Television Network, Phil Jones, VP-general manager, KCTV(TV) Kansas City, Mo., and chairman of CBS affiliates board; Preston Padden, president, Association of Independent Television Stations, and Roger Rice, president, Television Bureau of Advertising. Peabody hotel, Memphis. Information: (901) 348-3544.

June 14-17—*Southern Educational Communications Association* spring planning conference. Marriott Harbor Beach Resort, Fort Lauderdale, Fla.

June 14-17—*National Association of Broadcasters* models for management seminar for radio. Adams Mark hotel, Charlotte, N.C. Information: (202) 429-5420.

June 15—New deadline for comments on FCC proceeding (MM Docket 87-7) proposing relaxation of provisions of broadcast multiple ownership rules. FCC, Washington.

June 15-17—Sales seminar for account executives, sponsored by *Television Bureau of Advertising* and *Sterling Institute*. Washington. Information: Barbara Zeiger, (212) 486-1111.

June 15-17—International Videotex Industry Exposition and Conference, sponsored by *Videotex Industry Association*. Sheraton Center hotel, New York. Information: (703) 522-0883.

June 15-30—*American Film Institute* second TV writers' summer workshop. AFI campus, Los Angeles. Information: (213) 856-7743.

June 16—*Electronic Media Marketing Association* meeting. Yale Club, New York. Information: (203) 625-0101.

June 16-20—Beijing 87, first international business, media and advertising conference, sponsored by *National Advertising Association for Foreign Economic*

Relations and Trade and *South Magazine*, London. Great Hall of the People, Beijing. Information: Carolyn Nicholson, (212) 682-8714.

June 17—*International Radio and Television Society* annual meeting and "Broadcaster of the Year" luncheon, honoring late William B. Williams, long-time New York radio personality. Waldorf-Astoria, New York.

June 17—*American Women in Radio and Television*, Washington chapter, meeting, "Women as Managers," National Association of Broadcasters, Washington.

June 17—"Blueprint for Success," television broadcast acquisition seminar sponsored by *National Association of Broadcasters*. Ritz-Carlton hotel, Boston. Information: (202) 429-5362.

June 17—*Television, Radio and Advertising Club of Philadelphia* annual creative awards gala. Adam's Mark hotel, Philadelphia.

June 17—*New York Women in Cable* "Basics in Cable Course," HBO Media Center, New York. Information: Katie Immesberger, (212) 304-3152.

June 17-19—*Audio Engineering Society* second regional convention. Tokyo. Information: (212) 661-8528.

June 18—*National Academy of Television Arts and Sciences*, New York chapter, luncheon, featuring Roger Colloff, VP-general manager, WCBS-TV New York, Copacabana, New York.

June 18-19—"The Broadcasting/Cable Interface," seminar sponsored jointly by *Federal Communications Bar Association* and *BROADCASTING*. Four Seasons hotel, Washington. Information: Patricia Vance, (202) 659-2340.

June 18-19—National invitational conference on minorities and communications, sponsored by *Howard University School of Communications* and *University of Texas at Austin College of Communication*. Howard Inn, Washington. Information: (202) 636-7491.

June 18-19—*Texas Association of Broadcasters* Radio Day. Austin, Tex. Information: (512) 459-0656.

June 18-20—*Maryland/District of Columbia/Delaware Broadcasters Association* annual convention. Sheraton Fontainebleau, Ocean City, Md.

June 18-20—Conference on minorities and communications, sponsored by *Howard University School of Communications* and *University of Texas at Austin College of Communication*, Howard campus, Washington. Information: (202) 636-7491.

June 18-21—Third annual *NATPE* Production Conference. Opryland hotel, Nashville. Information: (212) 949-9890.

June 18-21—*Investigative Reporters & Editors* national conference. Arizona Biltmore, Phoenix. Information: (314) 882-2042.

June 18-23—29th American Film & Video Festival, sponsored by *Educational Film Library Association*. Vista International, New York. Information: Sandy Mandelberger, (212) 227-5599.

June 20-22—*Georgia Association of Broadcasters* 53rd annual convention. Peachtree Sheraton conference center, Peachtree City, Ga. Information: (404) 993-2200.

June 21-26—Leadership Institute for Journalism and Mass Communication Education, conference sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

June 22—Comments due in *FCC* proceeding (Gen. Docket 87-25) aimed at building case against cable's compulsory copyright license. Comments also due in *FCC* proceeding (Gen. Docket 87-24) considering reinstatement of syndicated exclusivity rules.

■ **June 22-24**—*Association of Independent Television Stations* annual general managers' meeting, closed to public. Representative Al Swift to make luncheon speech. Sheraton Grand hotel, Washington.

June 23—*Washington Metropolitan Cable Club* luncheon. Speaker: Bill Grimes, president, ESPN. Washington Marriott, Washington.

June 23-25—*National Association of Broadcasters* board of directors meeting. NAB headquarters, Washington.

June 23-26—*National Broadcast Editorial Association* annual convention. Seattle Sheraton & Towers, Seattle.

June 24—*National Academy of Television Arts and Sciences*, New York chapter, luncheon, featuring Lawrence Fraiberg, president, MCA Broadcasting, Copacabana, New York.

June 24—*New York Women in Cable* "Basics in Cable Course," HBO Media Center, New York. Information: Katie Immesberger, (212) 304-3152.

June 24-25—*Wisconsin Broadcasters Association* summer convention. Delavan, Wis.

June 24-26—Media seminar sponsored by *American Association of Advertising Agencies*. Helmsley hotel, New York.

June 24-27—*Florida Association of Broadcasters* annual meeting and Radio and Television News Directors Association/UPI meeting. PGA Sheraton, Palm Beach

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.

Major Meetings

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

Oct. 31-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. 23-25, 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. 17-19, 1988—Texas Cable Show, sponsored by *Texas Cable Television Association*. Convention Center, San Antonio, Tex.

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

April 9-12, 1988—*National Association of Broadcasters* 66th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: 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.

April 10-12, 1988—*Cabletelevision Advertising Bureau* seventh annual conference. Waldorf-Astoria, New York.

April 17-20, 1988—*Broadcast Financial Management Association* annual meeting. Hyatt Regency, New Orleans. Future meeting: April 9-12, 1989, Loews Anatole, Dallas.

April 28-May 3, 1988—24th annual *MIP-TV*, *Marches des International Programmes des Television*, international television program market. Palais des Festivals, Cannes, France.

April 30-May 3, 1988—*National Cable Television Association* annual convention. Los Angeles Convention Center.

May 18-21, 1988—*American Association of Advertising Agencies* 70th annual convention. Greenbrier, White Sulphur Springs, W. Va.

Sept. 23-27, 1988—*International Broadcasting Convention*. Metropole Conference and Exhibition Center, Grand hotel and Brighton Center, Brighton, England.

Gardens, Fla.

June 25—"Employment: How Bleak Is the Picture?" last in series of three forums on "Television in Crisis?" sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Mark Goodson Theater, New York. Information: (212) 765-2450.

June 25—*Satellite Broadcasting and Communication Association* meeting of public affairs working group. Chamber of Commerce board room, 801 North Fairfax Street, Alexandria, Va. Information: (703) 549-6990.

June 25-28—*American Meteorological Society* 17th annual conference. Nugget, Sparks (Reno), Nev. Information: (617) 227-2425.

June 26—*Radio-Television News Directors Foundation* conference with *Society of Professional Journalists*. Hyatt Regency, Washington.

June 28—39th annual prime time Emmy Awards presentation (nontelevised) luncheon primarily for creative arts categories sponsored by the *Academy of Television Arts and Sciences* and *National Academy of Television Arts and Sciences*. Premiere hotel, North Hollywood. ATAS: (818) 953-7575.

June 30—14th annual daytime Emmy Awards, jointly sponsored by *National Academy of Television Arts and Sciences* and *Academy of Television Arts and Sciences*, to air on ABC-TV, live from Sheraton Center, New York.

June 30—Entry deadline for 30th annual *International Film & TV Festival of New York* for TV programming, promotion spots and music videos. Deadline is for work produced or first aired between Aug. 1, 1986, and June 30, 1987. Sept. 14 is deadline for work produced or first aired between June 30 and Sept. 14. Information and entry kits: (914) 238-4481.

June 30—Deadline for applications for journalists-in-residence program at *Colorado State University*, funded by grant from *Gannett Foundation*. There will be three newspaper journalists, and, for first time, one television journalist. Information: Garrett Ray, Department of Technical Journalism, Colorado State University, Fort Collins, Colo., 80523; (303) 491-5132.

July

July 1—Deadline for entries in Ollie Awards for outstanding American television programming for children, sponsored by *American Children's Television Festival*. Information: Valentine Kass, (312) 390-8700.

July 1—Second deadline for entries in *Academy of Television Arts & Sciences* 39th Annual Primetime Emmy Awards. Deadline is for programs broadcast May 14 and June 30, 1987. Information: (818) 953-7575.

July 1—Deadline for entries in "Oscars in Agriculture," administered by by *University of Illinois, Office of Agricultural Communications and Extension Education*. And sponsored by *DeKalb Corp.* Categories: newspapers, magazines, radio and television. Information: (217) 333-4780.

July 6-13—Jazz/folk music recording workshop, sponsored by *National Public Radio*. State University of New York, Fredonia, N.Y. Information: 1-800-235-1212; extension 2734.

July 7—Comments due in *FCC* proceeding (MM Docket 87-6) considering use of synchronous transmitters to extend coverage of AM stations.

July 9-12—12th annual *Upper Midwest Communications Conclave*. Keynote: Dr. Timothy Leary, futurist and media philosopher. Radisson University hotel, Minneapolis. Information: (612) 927-4487.

July 10-14—*Television Programming Conference*, sponsored by group of television program executives and syndicators. Disney World, Orlando, Fla. Information: Diane Appleyard, (904) 432-8396.

July 12-15—*New York State Broadcasters Association's* 26th executive conference, including Fred Friendly (Columbia University)/Arthur Miller (Harvard University) Columbia University seminar on "Broadcasting and the Constitution." Sagamore Resort hotel, Lake George, N.Y.

July 12-16—Technology studies seminar, sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

July 12-17—*National Association of Broadcasters*

management development seminar for radio. University of Notre Dame, Notre Dame, Ind. Information: (202) 429-5405.

July 14—*Southern California Cable Association* monthly meeting. Pacifica hotel, Los Angeles.

July 15—Deadline for replies to *FCC* proceeding (MM Docket 87-7) proposing relaxation of provisions of broadcast multiple ownership rules. *FCC*, Washington.

July 15—*Arizona Cable Television Association's* public relations training seminar. Gateway Park hotel, Phoenix. Information: (602) 257-9338.

July 16—*National Federation of Local Cable Programers* awards banquet for winners of 10th annual Hometown USA Video Festival. Chicago. Information: (202) 544-7272.

July 16—*Caucus for Producers, Writers and Directors* third annual general membership meeting. Chasen's, Los Angeles.

July 16-18—*Colorado Broadcasters Association* summer convention. Beaver Run, Breckenridge, Colo.

July 16-18—*National Federation of Local Cable Programers* national convention. Chicago Hilton, Chicago. Information: (202) 544-7272.

July 16-18—*Montana Cable Television Association* 28th annual meeting. Colonial Inn, Helena, Mont. Information: Tom Glendenning, (406) 586-1837.

July 17—Deadline for comments on *FCC* proposal to permit about 1,600 AM daytimers operating on clear and regional channels to operate all night with up to 500 watts (MM Docket 87-131). *FCC*, Washington.

July 17—Deadline for comments on *FCC* inquiry to consider authorizing short-spaced FM stations using directional antenna systems (MM Docket 87-121). *FCC*, Washington.

July 17—Deadline for comments on *FCC* proposal to eliminate Carroll doctrine and UHF impact policy (MM Docket 87-68). *FCC*, Washington.

July 17-19—*Louisiana Association of Broadcasters* radio-television management session. Lafayette Hilton, Lafayette, La.

July 17-19—*Oklahoma Association of Broadcasters* annual summer meeting. Lake Murray Lodge, Ardmore, Okla. Information: (405) 528-2475.

July 20-22—*New England Cable Television Associ-*

ation annual convention. Keynote speaker: Former House Speaker Tip O'Neill. Dunfey Hyannis hotel, Hyannis, Mass.

July 21-23—*Florida Cable Television Association* annual convention. Bonaventure hotel, Fort Lauderdale, Fla.

July 21-24—Cable press tour, in conjunction with *Television Critics Association*. Century Plaza, Los Angeles.

July 21-27—Classical music recording workshop, sponsored by *National Public Radio*. State University of New York, Fredonia, N.Y. Information: 1-800-235-1212; extension 2734.

July 24-26—*South Carolina Broadcasters Association* summer convention. Radisson hotel, Myrtle Beach, S.C.

July 24-28—*National Federation of Community Broadcasters* public radio training conference. Clarion hotel, Boulder, Colo. Information: (202) 797-8911.

July 25-27—*NBC* press tour, in conjunction with *Television Critics Association*. Century Plaza, Los Angeles.

July 26-28—*California Broadcasters Association* summer convention, celebrating CBAs 40th birthday. Keynote speaker: *FCC* Commissioner Dennis Patrick. Hyatt Regency, Monterey, Calif. Information: (916) 444-2237.

July 28—*Television Critics Association* Day, with presentation of TCA awards. Century Plaza, Los Angeles.

July 28—Synditel, syndicators' annual press preview of first-run television programming, during *Television Critics Association* Day (see above). Sheraton Redondo Beach, Redondo Beach, Calif. Information: Bill Coveny, (213) 653-3900.

July 29-31—*PBS* press tour, in conjunction with *Television Critics Association*. Sheraton Redondo Beach, Redondo Beach, Calif.

July 30—Deadline for entries in Critics Award on sexual content in the media, sponsored by *Center for Population Options*. Information: (818) 766-4200.

August

Aug. 1-3—*ABC* press tour, in conjunction with *Television Critics Association*. Sheraton Redondo Beach, Redondo Beach, Calif.



More on 'Indecency'

EDITOR: The right of free speech is among the most treasured of American traditions. Any action that erodes that freedom should be examined from a broadly based, long-term perspective.

The recent condemnation by the National Association of Broadcasters of indecent programming may be understandable from the perspective of short-term political expediency. The NAB's decision, nonetheless, is unfortunate, as it represents a long-term retreat from defense of freedom. Of greater concern, however, is the catalyst for the NAB's action, the *FCC*'s decision in April to attack programming of which the commission disapproves.

A body of case law has developed concerning prior restraint of nonobscene speech. Essentially, that law justifies prior restraint only where there is a clear and present danger that significantly adverse action is highly likely to result. This is the appropriate standard for all forms of speech.

Ascertaining appropriateness of speech, based on good taste, is a personal decision

for spokespersons and their audiences. Governmentally imposed time, place and manner restrictions on communication may be justified only to deter intrusion into private places when communication is uninvited.

Particularly great significance has been attached to the possibility that children may see or hear material to which their parents would rather not expose them. With respect to broadcasting, there is, however, far from unanimous agreement on what types of programming are appropriate for children, just as there is no clear consensus identifying programming fit for adults. Additionally, children might be in an audience at any time. The only way a broadcaster can therefore insure that no child is in a given audience and that no parent could object to a given program is to not broadcast anything at all.

Government's legitimate functions relate to insuring that rights are preserved. Among those rights which most fervently require protection are the right to speak freely and the right to seek exposure to the potentially unlimited universe of ideas. Without vigilance, the expanse of expressible ideas could shrink, until its contents are fit only for the

very timid and the very young, or worse yet, fit for no one.—*Dave Willinski, communication consultant, Ramsey, N.J.*

Alcohol education needed

EDITOR: It is difficult to understand why politicians would propose legislation concerning television advertising of alcoholic beverages, especially having witnessed the lack of effect that was produced when similar legislation was enacted against cigarette smoking. Unfortunately, it is always television because of its enormous impact and effectiveness that is penalized. It seems as though there is no end to what could be targeted next. Will it be eggs because of cholesterol? Or perhaps sugar because of tooth decay?

Communist countries that have bans on advertising possess the heaviest drinking rates in the world.

WCCB Television airs regularly scheduled programs and public service announcements in prime time for prevention of substance abuse. It is time legislators who are supposed to be communicators better understand broadcast advertising communications. Advertising affects brand loyalty and market share, not the amount of product one chooses to consume.

I urge all legislators to put the cork in this one for now and insist that they recognize that alcohol advertising on broadcast media is good to the last drop.—*Steven Solding, general manager, WCCB-TV, Charlotte, N.C.*

Togetherness

EDITOR: In general, I must concur with Ken Klein's assessment of the current state of broadcasting computer standards ("Monday Memo," May 4). His insightful opinions of where the industry *could be* echo those of my organization. I should point out that Enterprise is currently embracing 32-bit technology (the most sophisticated), voice-activated terminals, PC downloading and emulation, advanced communications and vendor interfaces to accomplish the very objectives that Ken addresses. I should also note that many of the interrelated sales functions Ken portrayed as "blue-sky" are currently being done by our sister division in the United Kingdom for the British broadcaster.

We would invite Ken, and for that matter, any media representative to openly discuss ideas that relate to a broadcast data processing "umbrella." After all, we are in the communications industry.—*Greg Calhoun, vice president, sales and marketing, Enterprise Systems Group, Colorado Springs.*

Errata

Correct figures for QVC Network are 573 systems and 8,963,000 subscribers, not 45 systems and 10.8 million subs as listed in May 18 issue.

□

Beginning in September, Multimedia's *The Sally Jessy Raphael Show* will move from WNBC-TV New York to WABC-TV there, not reverse, as reported in June 1 issue.

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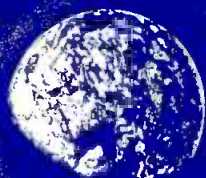
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Broadcasting Jun 8

Vol. 112 No. 23

TOP OF THE WEEK

Broadcaster support for syndex crumbling

Fritts letter to NAB TV board warns that cable-Hollywood deal on compulsory license would wipe out syndicated exclusivity advantage at FCC and leave stations vulnerable on must carry; he calls FCC rulemaking part of Hollywood 'master strategy' to force cable to table; Patrick replies with spirited defense of policy and motives; Padden 'disappointed'; Valenti brands letter as a 'lie from start to finish'

The National Association of Broadcasters, in a dramatic change of direction, is poised to withhold its support from the current FCC rulemaking to reinstate syndicated exclusivity. President Edward O. Fritts, in a letter to members of the association's television board, has advised his constituents that any adoption of syndex at the FCC "would be trumped" by a deal between cable and Hollywood on the compulsory license, leaving broadcasters not only without syndex but in

says, from "recently uncovered new information inside the FCC and from industry sources which leads us to believe that the FCC's syndicated exclusivity proceeding will not result in the reinstitution of syndicated exclusivity. Rather, it is part of a Hollywood master strategy to force cable to bargain with them over changing the law to eliminate the compulsory license. Any such agreement would automatically supersede any syndicated exclusivity rules contemplated by the FCC."

The "Hollywood master strategy" connection notwithstanding, Fritts told BROADCASTING his letter "was not intended to indicate that the commission had acted in bad faith." He said the NAB considers FCC Chairman Dennis Patrick's efforts to reinstate syndex "laudatory," but believes they will be made moot by a subsequent Hollywood-cable deal. Patrick had been invited to appear before the NAB's joint board meeting, June 23-25, but declined, Fritts said. The FCC chairman indicated Friday, however, that he may change his position and confront the issue on the NAB's own turf.

The "new information" cited in Fritts's letter is believed to refer to statements made by Peter Pitsch, the FCC's new chief of staff, to Fritts and to Jeff Baumann, the NAB's general counsel, that the "ultimate goal" of the syndicated exclusivity proceeding was to force repeal of the compulsory license. Pitsch disputes that interpretation. Contacted in Neenah, Wis., where he was on holiday last Friday, Pitsch said he had had no recent discussions with the NAB, that he had met with Fritts and Baumann in February when he was not on Patrick's staff but was head of the Office of Plans and Policy and under consideration for an FCC commissionership. His statement at the time, he said Friday, was that "while there is obvious linkage" between syndex and the compulsory license, they are not mutually exclusive and the FCC's rulemaking was solely to determine whether syndex could be justified on its own merits. Chairman Patrick amplified that disavowal: "I have to believe that Mr. Pitsch was misinterpreted and I can't believe that he said what Mr. Fritts has suggested. In any case, that conversation occurred when he was not on my staff and any views he may have reflected at that time were his own."

The broadcasting industry's major policy interest at the moment—aside from its efforts on comparative renewal and the fairness doctrine—is in must carry, Fritts believes. His letter to the board cautions that the NAB "take care that our enthusiasm to

reinstate syndicated exclusivity does not undermine the cooperative spirit which will be needed between broadcasting and cable to sustain the new must-carry rules in court. Remember, syndicated exclusivity is but a chit in the master plan which is designed to be traded."

Moreover, should the compulsory license be sunsetted by a cable-Hollywood agreement that would eliminate syndicated exclusivity, "it will be more vital than ever to maintain must carry, and to assure that cable systems can carry local must-carry signals without having to pay for them," the Fritts letter continues.

The NAB president noted that the National Cable Television Association had recently supported the broadcasters' position against a stay of the new must-carry rules, and said: "That filing in itself was termed quite remarkable by the legal community in Washington. Assuming the Court of Appeals does not grant a stay of must carry, we expect the next big fight to be the court challenge of the



Fritts

a vulnerable position on must carry.

News of the NAB reversal occasioned instant reactions in Washington Friday, ranging from Chairman Dennis Patrick's statement that Fritts was "misinformed as to motives and confused as to the substance" to Motion Picture Association of America President Jack Valenti's charge that the letter was an "outrageous lie from start to finish" and that, if Fritts had indeed written it, he had traded his "integrity for a mess of legal porridge."

The turnabout results, the Fritts letter



Patrick

constitutionality of those rules. Cable's help and assistance before the Court of Appeals at that stage could prove to be invaluable in sustaining the must-carry package."

□

FCC Chairman Patrick issued the following statement in response to the Fritts letter:

"My reaction, in general, is that Mr. Fritts is misinformed as to motives and confused as to the substance.

"First, syndicated exclusivity is not a vehicle to force repeal of compulsory license. While both issues relate to property rights,

we are examining the compulsory license in a separate proceeding and will report the results to Congress. The issues are otherwise distinct.

"In the syndicated exclusivity proceeding we assume the existence of the compulsory license and ask: within that framework, would the public interest benefit from reimposition of syndicated exclusivity protection? Many broadcasters believe the answer is yes. While the issue is not resolved, syndicated exclusivity—in and of itself—is well worth exploring.

"Second, Mr. Fritts seems somewhat confused about the relationship among syndicated exclusivity, compulsory license and must carry. Abolition of compulsory license need not threaten any must carry requirements. As a matter of practical and policy necessity, the compulsory license could not be abolished as to signals carried to satisfy a must-carry obligation.

"Arguably, the restoration of syndicated exclusivity protection would only improve the ability of broadcasters to compete and secure carriage under the new must-carry rules. Syndicated exclusivity otherwise has no impact on the existence of, or need for, must-carry rules."

□

Another of the major players in the syndex proceeding, the Association of Independent Television Stations, was perplexed by the Fritts letter. Preston Padden, INTV presi-

dent, said he was "disappointed," and that he hopes the NAB directors "will not abandon us."

Earlier last week, Padden had written to Fritts, saying in regard to syndicated exclusivity: "We are not prepared to give anything away. The sad fact is that the broadcasters have lost so much ground to the cable folks that we have nothing to give away."

Padden did concede "an intellectual link between the need for [syndex] and the new limited must-carry regime. Under the commission's new rule, many stations will have to 'earn' their way onto cable systems by garnering a 2 share and by purchasing programming the cable operator knows his subscribers want to see. However, if the cable operator can provide that same programming to his subscribers by a distant signal, it totally undermines the local station's effort to 'earn' its way onto the cable."

INTV had suffered another serious blow to its hope for syndex when the Tribune Broadcasting Co., which owns superstations WGN-TV Chicago and WPIX(TV) New York, announced its opposition to the proposed rulemaking. (Shaun Sheehan, Washington vice president for the Tribune stations, wrote a "Monday Memo" in BROADCASTING's June 1 issue explaining that position, which Tribune believes is valid not only for superstations but for many other independents whose coverage is extended by cable.)

Padden noted last week that the Tribune

position had been advanced to the INTV board earlier this year, and that no other board member supported it. Indeed, he said, upon sensing the strong opposition, the Tribune representative voted to make INTV's pro-syndex position officially unanimous. And, referring to the Fritts letter, he said "It doesn't appear to offend the NAB that there is a rule that protects affiliated stations [the network nonduplication rule] while there is none that protects syndicated programming."

□

The most violent reaction to the Fritts letter came from Jack Valenti, president of the Motion Picture Association of America, who released the following statement:

"First, the letter is an outrageous lie from start to finish.

"Second, I am bewildered that Eddie Fritts, a good friend, a prestigious figure in our communications community, would compose such a document. It is so unlike him to ravage the truth, which persuades me he neither wrote it nor saw it.

"Third, if it is true that he is the author then I am saddened to see the head of the NAB exhibiting himself as a puppet of the cable industry, for that is precisely the deal he must have made. How lamentable it is to trade one's integrity for a mess of legal porridge."

□

The current FCC initiative began on Dec. 15, 1986, when Patrick, then simply a commissioner, told the American Bar Association of his support for a rulemaking to restore syndicated exclusivity, which grants to stations the right to bargain for exclusive rights to programming and the subsequent right to demand that cable systems in their coverage areas delete the same programming from distant signals that may be imported into the station's market. Such was the rule before 1980, when the FCC repealed it.

Subsequently, when the rulemaking was begun, it was joined by a companion FCC study of the compulsory license, over which it has no direct jurisdiction. Since then, a number of overtures have been made by the cable industry suggesting negotiations over the entire compulsory copyright issue, of which, according to James P. Mooney, president of the NCTA, syndicated exclusivity is "but a subset." John Malone, head of Telecommunications Inc., in a speech to the Washington Metropolitan Cable Club five weeks ago (BROADCASTING, May 11), said cable was willing to negotiate over syndicated exclusivity as part of a compulsory license package.

The question of whether the FCC would be willing to suspend its own syndex efforts while the parties negotiated has been a matter of speculation in recent weeks. Chairman Patrick was believed by some to indicate in the affirmative when he told a House oversight hearing two weeks ago that syndex was not on a "fast track" within his agency.

The NAB—presumably buttressed by the Pitsch statement—believes a fix is in; FCC Chairman Patrick, who comes from California, has been bedeviled by a whispering campaign identifying him as an agent of Hollywood. Asked by BROADCASTING to comment on those insinuations last Friday,

Time, TCI lead list of MSO investors in TBS

As expected, a group of 31 companies and individuals with ties to the cable industry, led by Tele-Communications Inc. and Time Inc., acquired a 37% interest in Turner Broadcasting System Inc. for around \$575 million, bringing some financial stability to the company, while diluting Ted Turner's interest in it from 80% to just over 50%.

The deal allows TBS to redeem preferred stock issued as part of its purchase of MGM/UA Entertainment Co. in March 1986 that threatened Turner's control of the company by requiring TBS to pay a common stock dividend at a rate of 14% a year. In announcing the closing of the deal last week, TBS said the investors deposited the bulk of the proceeds—\$562.5 million—with Manufacturers Hanover Trust Co. for the redemption of the preferred stock on June 18.

TCI and five affiliated companies invested approximately \$280 million, giving it about an 18% stake in the company. (The breakdown of the TCI-group investment: TCI, \$125 million; United Artist Communications, \$75 million; United Cable, \$50 million; TCI-Taft Cable, \$10 million; Suburban Cable TV Co. [Lenfest Group], \$10 million, and TKR Cable, \$6.5 million.) Time Inc., parent of Home Box Office and American Television and Communications, put up \$180 million for an 11.1% share. Warner Cable Communications Inc. and Continental Cablevision Inc. picked up less than 2% each, with investments of \$28.75 million and \$20 million, respectively.

None of the other 22 companies and individuals is believed to have put up more than \$5 million or \$6 million. Most of those contacted last week chose not to reveal their investments, but a few did. Cablevision Systems and Times Mirror said they invested \$5 million each. TeleCable kicked in \$2.25 million, while Centel Cable contributed \$1.1 million.

The cable investors have already elected seven representatives to what will be a 15-person board: John Malone, president, TCI; Stewart Blair, president, UAC; Gene Schneider, chairman, United Cable; Michael Fuchs, chairman, HBO; Trygve Myhren, chairman and chief executive officer, ATC; Timothy Neher, president, Continental, and James Gray, Warner.

In addition to diluting Turner's interest in TBS, the deal weakens his control over the company. Although he'll have eight representatives on the board, a "supermajority"—12 of 15 votes—will be required to approve TBS's budget and any deviation from it of more than \$5 million. It will also have to approve changes in the capital structure of the company.

Turner is refusing interviews until after the board meets for the first time on June 29.

he said:

"Allegations that I am pro-Hollywood are so ridiculous as to hardly merit a response. It's the kind of argument people make when they lack good substantive arguments.

"In fact, an examination of my voting record reflects a consistent, market-oriented philosophy.

"In our 12-12-12 docket [on broadcast multiple ownership] I voted for additional ownership, *contrary* to MPAA's desire to limit the size of broadcasters with whom it negotiates. In must carry, I voted for limited mandatory carriage, *contrary* to MPAA's desire for heavy must-carry obligations. In the syndicated exclusivity rulemaking, I voted to initiate a rulemaking, consistent with the desire of broadcasters (other than, apparently, Mr. Fritts) to explore the need to protect and enforce programming property rights.

"This vote, like all my votes, was not made on the basis of which industry group would benefit. This vote, like all my votes, was based on my perception of the public interest."

□

Fritts told BROADCASTING he believes Hollywood is in a "win, win" position on syndicated exclusivity, in that, if the FCC makes such negotiations legal, it could either refuse to enter into them if the price weren't right, or could jack them up to exorbitant levels if it saw fit. "Eight guys in the Polo Lounge [of Hollywood's Beverly Hills hotel] could say

there would or wouldn't be syndicated exclusivity," Fritts told BROADCASTING. "It's just going to pit broadcaster against broadcaster, and local versus distant signals."

Worse than that, in the view of many broadcasters, is that distant signals may have little effect on local signals anyway. That was a rationale behind repeal of the syndex rules 17 years ago, and has long been cable's contention.

Fritts contended his letter was not intended to "tilt for or against" an eventual decision on syndex by his television board. But "part of our job is to provide the board with the best analysis of what's taking place." As he sees it now, there is a growing "momentum and expectation, created by others, that syndex can become a reality. If it were true in reality that syndex could be enacted and maintained, then broadcasters would want to have it. But we see no hope that that will happen."

The NAB filed last week to support petitions by Tribune Broadcasting and the Community Antenna Television Association to extend the June 22 comment deadline in the FCC's proceeding—the NAB asked for 45 additional days—to allow the TV board and others to formulate their eventual response to the rulemaking during the association's summer joint board meeting. The MPAA filed in opposition to any extension. It is anticipated the FCC will grant an extension, probably for 30 days.

NCTA President Mooney, apprised of the Fritts letter, said he had no advance knowledge of it and declined comment. He referred instead to a statement made during the NCTA convention in Las Vegas, when he said "we continue to believe that peace between these industries is itself a value highly to be prized." That same statement, however, while opposing a stay of the new must-carry rules, held out little hope that cable would help broadcasters in supporting their constitutionality. "We don't know if any form of must carry will withstand constitutional scrutiny," Mooney said at the time. Another NCTA source said that Fritts was "obviously trying very hard, and very courageously, to keep the peace with cable," but said NCTA was "startled" by his strategy in achieving it.

Mooney had met with Valenti last Thursday morning (June 4) to discuss compulsory license issues. A subsequent communique called the meeting "cordial" and said other meetings were being considered.

Fritts dispatched his letter last Friday (June 5) just before departing for Milan and Venice, where he will participate with the President's Private Initiative Advisory Committee in post-economic-summit meetings in which President Reagan will join next Thursday. Fritts also will meet with his opposite number for the Italian broadcasters organization on European Broadcasting Union matters. □

Fairness doctrine on its way to White House

House follows Senate in approving bill; whether President will veto measure is not known, although administration has opposed it

The Dingell-Markey legislative machine was well oiled and ready to roll, and when the time came last week, it flattened the opposition in securing House approval of legislation writing the FCC's fairness doctrine into law. The vote was 302 to 102. With the Senate having approved an identical bill by a similarly lopsided margin—59 to 31 (BROADCASTING, April 27)—the measure was on its way to the White House for the President's signature. But whether he will sign the bill or veto it provides the only note of suspense associated with the measure since it was introduced in Congress earlier this year.

The administration had opposed House passage with a statement—drafted by the Office of Management and Budget in consultation with affected agencies—stating the kind of opposition to the fairness doctrine it has expressed throughout the measure's journey through Congress: The doctrine is unnecessary, particularly in view of "the dramatic increase" in the number of broadcast outlets, "does not promote but actually inhibits the free and open discussion of import and controversial issues" and "may violate important First Amendment principles by inappropriately restricting the journalistic freedoms of broadcasters."

Whether the President is sufficiently driven by such arguments to veto the measure

remains to be seen. But the Justice and Commerce Departments are expected to recommend a veto. And Senator Bob Packwood (R-Ore.), who led the opposition to the bill in the Senate, is said to feel he can command the votes necessary to sustain one—35 ("Closed Circuit," June 1). Some observers believe that some of the opposition to the bill is "soft"—that several senators had opposed it on the floor only when they were confident it would pass—and could not be counted on to help sustain a veto. But a Packwood aide last week said Packwood had talked to "many" of those who were in opposition, "and is satisfied that they are firm."

Another option available to the President if he is unwilling to confront Congress directly would be to let the bill become law without his signature and then denounce it in a statement. But if the White House decision is to veto the measure, the National Association of Broadcasters would be among the groups—including the Radio-Television News Directors Association and the Freedom of Expression Foundation—that would support the effort to sustain it. The NAB would not be comfortable in an effort to frustrate the desires of such key members of the Senate and House as Senator Ernest Hollings (D-S.C.), chairman of the Senate Commerce Committee, and Representatives John Dingell (D-Mich.) and Edward Markey (D-Mass.), chairmen, respectively, of the Energy and Commerce Committee and its Telecommunications Subcommittee. They not only are the principal backers of the fairness

bill, they also have most to say about legislation—like license-renewal protection for broadcasters—that ranks at the top of broadcasters' wish list.

Yet, NAB President Eddie Fritts said if the White House decides to confront Congress on the issue, "we will unleash every resource" to support it. He agreed such an effort would "adversely" affect the NAB's program on Capitol Hill "to some degree." But, he said, "This is a fundamental First Amendment issue. If the administration is ready to raise the level of the dispute to that degree, we will support a veto."

But even assuming one is issued and sustained, that probably would not end the matter in Congress. Hollings would be expected to attach the bill as a rider to a piece of "must" legislation, something the President would not feel free to veto. And with the support the fairness measure obviously has in the Senate and House, such a rider would be expected to pass easily.

Enactment of the bill by whatever route could prove to be irrelevant, however. Two suits challenging the constitutionality of the fairness doctrine were filed in the U.S. Court of Appeals in Washington—one by RTNDA and a host of other media groups, and the other by Meredith Corp. The RTNDA group is appealing the commission's failure to repeal the doctrine following an inquiry in which it found, in August 1985, that the doctrine chills rather than encourages debate. The full bench of the appeals court is reviewing the decision by a



Dingell



Markey



Tauke

three-judge panel holding that the court lacks jurisdiction to consider the constitutional issue. In *Meredith*, the same panel remanded to the commission its holding that Meredith's WTVH(TV) Syracuse, N.Y., violated the fairness doctrine. The panel directed the commission either to consider the constitutional issue in light of the fairness report, or moot the issue by holding that, in light of the fairness report, enforcing the doctrine would be "contrary to the public interest." The principal attorney for the broadcasters in *RTNDA*, Timothy Dyk, said the two cases "are still appropriate vehicles for determining the constitutional issue."

The essentials of the bill require only a half-dozen lines. It would amend Section 315 of the Communications Act of 1934 to require broadcasters to "afford reasonable opportunity for the discussion of conflicting views on issues of public importance" and to make clear that "the enforcement and application of [that] requirement . . . shall be consistent with the rules and policies of the commission in effect on Jan. 1, 1987." The purpose of the bill is said to be "to clarify the congressional intent concerning, and to codify, certain requirements of the Communications Act . . . designed to insure fairness."

The drive to write the fairness doctrine into law was generated in large part by the decision of another panel of the appeals court last year that unsettled what most law-

yers assumed to be settled law. It held that the doctrine requiring broadcasters to cover controversial issues of public importance and to do so in a balanced manner was not a statutory obligation imposed by Congress—and that the commission was free to repeal it (BROADCASTING, Sept. 22, 1986). Until that decision, it was generally assumed that Congress wrote the doctrine—first enunciated in its present form in 1949—into the Communications Act in 1959, when it amended Section 315 to ease the equal-time restrictions. As amended, the section says broadcasters were still required to "afford reasonable opportunity for the discussion of conflicting views."

The appeals court decision—which the Supreme Court has been asked to review—was seen by many in Congress as a free ticket to the commission to act on its frequently stated view that the fairness doctrine does not serve the public interest by repealing it. But Congress is where the doctrine's most devoted followers can be found; it is almost an article of faith that politicians, concerned about the next election, do not trust broadcasters. And supporters in the Senate and House rallied to the doctrine's cause. That was evident in the swift and easy passage of the codification bill in the Senate.

And there was never any doubt the passage in the House would be even easier. Dingell, frequently described as "the powerful chairman" of the Commerce Committee,

and Markey, chairman of the Telecommunications Subcommittee, were vigorous in support of the doctrine. "As long as broadcasters are granted exclusive use of a scarce and valuable resource," Markey said in opening debate on the issue, "Congress can and should condition the grant [of the necessary license] with an obligation to serve the public in a fair and balanced manner." And he dismissed the argument the doctrine invested government with a censor's role. The doctrine, he said, serves only to "prevent broadcasters from censoring the rest of us—those of us who don't have broadcast licenses."

Dingell picked up on the theme. Noting the argument of opponents of the bill that the explosion of radio and television stations since the doctrine was adopted obviates the need for a fairness doctrine, Dingell said there are 10,000 radio stations. But he also said there are 3,000 counties and 19,000 municipalities, and "240 million people who want to be heard, and there is much to be said on controversial issues." He also made much of the response then-FCC Chairman Mark Fowler is said to have given when Phyllis Schlafly, of the Eagle Forum, a well-known supporter of conservative causes, said the fairness doctrine was needed to enable her to gain access to broadcasting stations in order to oppose the Equal Rights Amendment: "Go out, Phyllis, and buy yourself a radio station."

If those are classic arguments in support of the fairness doctrine, Representative Tom Tauke (R-Iowa), who led the forces in opposition, was among those who made classic arguments on the other side: "Do we have the right to suggest that government is better able to determine what is good journalism in this nation than the journalists themselves? I think it is critically important that there be a strong no vote against the fairness doctrine, not because we are opposed to fairness, but because we are opposed to government control over the presentation of the issues." And if a free press presents the danger of unfairness, he said, that danger "is much less than the danger that comes from government control of the media. . . ."

Later, Tauke was to say, "We won the debate and lost the vote."

That his side would lose, and big, was evident in the vote on an amendment offered by Representative Bill Green (R-N.Y.) to exempt radio from the reach of the bill. He said that in view of the number of radio stations—10,000, compared to 1,600 daily newspapers "and even fewer TV stations," a case could be made for excluding radio from the fairness doctrine and "its limitations on how the First Amendment is applied to the electronic media." He was immediately taken on by Representative Al Swift (D-Wash.)—who said the argument might be valid if applied to big cities with dozens of radio stations but not when applied to rural America, where some communities, like those in his district, have only one or two—and by Dingell and Markey. They, too, argued that, whatever the numbers, the fairness doctrine was essential to assure balanced treatment of controversial issues of

Friedman steps down from 'Today'

Steve Friedman, executive producer, NBC's *Today*, announced last Friday that he was leaving the program. The exact date for his departure will be established this week, when he and NBC News President Lawrence Grossman and other network news executives meet to discuss the matter. While the timing of the decision came as a surprise to many, Friedman had indicated to reporters at last year's June press tour that producing the program was not something he intended to do forever and that he would leave "probably sooner" than later, as he put it last week.

"I've been thinking about it [leaving the show] for about a year," he told BROADCASTING. "I've always wanted to go out on top," he said, "and very few people get the chance to call the shot when they want to go." Friedman said he made up his mind last Friday morning (June 5) that now was the time to make the move. "If I didn't leave now I'd have to stay for a couple more years," he reasoned, with all the projects the program has on its plate, including a new Sunday edition, a trip to China, the upcoming Olympics in Seoul, South Korea, and the 1988 political elections. "I just decided to do it now," he said.

His immediate plans are to spend some time in Europe, where he will attend a seminar in London on morning television, "now as a statesman and not as a partisan," he said. He also plans to tour Ireland and then will return home to look for a job producing television programming. "It will probably be reality-based [shows] to start because that's what people perceive me as creating. Then I'll expand from there. I see myself as a producer of programming for television."

public importance.

The vote against the amendment was 333 to 71.

The awesomeness of Green's defeat helped persuade Representative Bill Richardson (D-N.M.) to withhold an amendment he had intended to offer. It would have provided for a sunset of the fairness doctrine after five years and, during that time, for a study by the Comptroller General of the effectiveness of the doctrine in promoting the discussion of controversial issues. "The overwhelming 'no' vote" on the Green amendment was one reason he decided against proposing the amendment, he said. Another, he said, was concern that such a vote would have hurt broadcasters' court challenge to the constitutionality of the doctrine.

The debate served as a means of clarifying the bill's application to programming delivered to cable by satellite and to programming that originates on a cable television system. Some critics of the bill saw language in the House report as indicating the measure would impose new requirements on cable systems offering such programming. But Dingell, in a colloquy with Representative Thomas J. Bliley Jr. (R-Va.), said the bill would not disturb what he described as the commission's existing authority "to deter-

mine whether and to what extent fairness doctrine obligations" apply to satellite-delivered cable programming. He also said the commission already has the authority "to address the manner in which fairness doctrine obligations are applied to local cable programming."

For Markey, the resounding victory—by more than the two-thirds majority that would be needed to sustain a veto—was particularly sweet; the bill was the first he managed on the floor since becoming chairman of the Telecommunications Subcommittee at the start of the new Congress, in January. What's more, as an aide noted, support was bipartisan, in the House as in the Senate.

And that broad support for the bill in Congress reflected what Dingell pointed out was support across a broad spectrum of the public—from Phyllis Schlafly to Ralph Nader, from Accuracy in Media to the American Civil Liberties Union and the AFL-CIO, and from the Conservative Caucus to the Media Access Project and the Motion Picture Association of America. In all, 56 groups had registered support for the bill.

There was nothing like that on the other side. The NAB had decided early on that it would be unprofitable, if not harmful to its other legislative concerns, to make a concerted effort to defeat a bill that seemed vir-

tually certain to sail through both houses. "I know of no one who was contacted in opposition to the fairness bill," Tauke said. "It would have been helpful if the broadcasting industry had expressed its viewpoint, but it didn't." (The only opposition was expressed by the American Newspaper Publishers Association. But it appeared in letters to each of the 425 House members that were delivered, apparently inadvertently, to the Telecommunications Subcommittee's offices on Tuesday afternoon. They did not reach their addresses until the day of the debate and vote.) And because of the lack of a lobbying effort on the part of opponents, Tauke said, the opposition was unfocused, to put it mildly. Tauke said many members appeared on the floor for the debate with virtually no knowledge of the issues. "It would have been good if members had studied the issue," Tauke said.

Dingell and Markey did not have that complaint.

Meanwhile, the Senate enrolling-clerk's office said on Friday the bill would be ready for submission to the President early this week—"Monday or Tuesday." At the latest, then, a 10-day deadline, exclusive of Sunday, within which the President must act or see the bill become law without his signature will begin on Wednesday. □

Sluggish national spot market mystifies observers

Reps, station and agency types offer a number of explanations but there is no unanimity on why first-quarter spot was weaker than expected; some see improvement, but others have their doubts

Next week, when Robert Coen of McCann Erickson gives a midyear correction for his 1987 advertising estimates, it would not be surprising to see the agency's senior vice president lower his projections for national spot television, which he thought earlier this year might register a 6½% to 7% gain over 1986. A revision might be necessary because spot in the first quarter performed poorly. And although some think the marketplace has picked up, others disagree. Virtually no one is willing to project much beyond the current quarter.

At least part of the problem, both in projecting and realizing gains, is due to the availability of advertising alternatives. Inventory on cable networks, barter-syndication, the Fox network, plus regional selling by ABC, CBS and NBC is draining at least some money that previously might have gone into the stations' pockets.

Virtually all commenters agreed that national advertising dollars, which currently account for 40% to 50% of a typical TV station's revenue, have increased little if at all in the first few months of this year. Industrywide, the Television Bureau of Advertising said that first-quarter spot dollars were up 2.6%, which if discounted for inflation—4.2% as measured by the GNP deflator—represents a decrease in real spot dollars.

The first-quarter reports of publicly held

station group owners were sprinkled with comments about a national advertising environment that was "weak" and "lackluster" (Belo), "sluggish" (Gannett) and "soft" (New York Times Co. and Malrite Communications).

Two months into the second quarter, there were some who said the spot market is improving. Bill Fagan, president of Petry Television, predicted an average gain of 6% to 8% for the current three months. But an equal number of reps, group owners and station national sales managers disagree. Joseph Drilling, president of group owner, Retlaw Broadcasting, said that second-quarter national spot is "... just as bad as the first." The national sales manager of a top-10 market station said: "Our prognostications, and those of our rep, are that spot will probably be flat to up 1% or 2% for the year. When we were budgeting last October, we did not project as strong a year as 1986, but we did not project it would be this soft either."

Few of those involved in the marketplace claim to know why it isn't stronger. A traditional explanation suggested that spot dollars were the spill-over after network television buys had been made. Network inventory has generally been strong, both because the networks sold more-than-the-usual amount of inventory during the last upfront selling season, and because additional spots have had to be set aside to compensate advertisers for audience undelivery.

And yet there do not appear to be many extra dollars spilling over into spot, suggesting several other explanations: increased alternatives to spot television, a weak economy and certain advertiser-specific problems.

"The central problem is that there is too much inventory," said Roger Goldhammer, senior vice president and national sales director, MMT Sales. That inventory comes from a variety of sources, including TV stations built in recent years. The FCC said that as of April 30, there are 50 more commercial TV stations than there were a year ago, close to a 5% increase.

At least some extra dollars are presumably being drained by syndicators who sell spots in the shows they distribute. TVB recently estimated barter/syndication in the first quarter took in \$167.4 million, or \$20 million more (13%) than during the first quarter last year. As always, there is disagreement whether advertisers increased their advertising budgets to pay for barter or substituted funds previously set aside for the networks or, alternatively, set aside for spot. The picture is further complicated because the barter spots theoretically lower stations' cash programming expenditures.

Another new competitor for national dollars is the Fox network, which at least one securities analyst thinks may take in close to \$100 million this year. The Fox Sunday schedule, including six minutes of network advertising per hour, did not air until April, after the first quarter, but conceivably some advertisers withheld money from the first quarter in anticipation.

Again there is disagreement about whether the Fox money is lifted from spot spending, from the three established television networks or still other sources. And again, any lost revenue by Fox affiliates would have to be weighed against their lower programming costs and higher revenue from their

remaining spots. The impact of Fox will become even more pronounced in July, said Patrick O'Donnell, national sales manager of Fox affiliate, WKBD-TV Detroit, when Fox programming begins airing on Saturday night, which, he said, most independents sell at higher unit rates than on Sunday.

Although barter advertising may have the positive effect of reducing stations' cash programming costs, the same cannot be said for national cable advertising, which will increase by 19% this year, to \$878 million, according to a recently revised estimate by Paul Kagan Associates.

Another advertising alternative that would seem to represent an unmitigated loss is the regional sales run by ABC, CBS and NBC. Such advertising jumped to \$48.9 million in the first quarter of this year, according to TVB, a 28% jump over the previous first quarter. It had increased at a 5% compound growth rate in the five previous years' first quarters.

A second explanation of why spot is not stronger points to a lackluster national economy. Real economic growth of 2% or 3%, combined with relatively low inflation, will not support, it is said, large increases in advertising. McCann's Coen earlier this year said that companies were still readjusting their advertising budgets to counter years of increases that exceeded profit gains.

Two-thirds of the top-25 advertising categories tracked by TVB reduced their first-quarter spending. Spending for the leading category, automotive, surged 41%, to \$271.4 million, said TVB, which also estimated an increase of 30%, to \$57.2 million for proprietary medicines. On the negative side were consumer services (credit cards and telephone companies), whose spending declined 33%, to \$52.4 million; beer and wine, whose spending was off 26%, to \$29.8 million, and soaps, cleansers and polishes, where spending fell 34%, to \$24.6 million. Spending by "travel, hotels and resorts outside the U.S." fell 4% and more than one national sales person suggested that airline mergers had caused spending previously placed through regional spot to move to the networks.

Of little consolation but worth noting is that national advertising for print media was also weak in the first quarter. National business for many newspaper chains was off, and the Publishers Information Bureau said that advertising for its 146 member magazines—mostly national in distribution—was up only 1.1% in revenue on a 1% decrease in pages. One exception to the trend was another recent alternative, *USA Today*, where paid advertising volume was up 24%.

There are at least half-a-dozen other possible reasons why spot television advertising is not better, including, a shift in the placement of money—from national reps to the stations, directly—and the continued or increased use of couponing and other promotions by packaged goods manufacturers. For whatever the reason, many stations' unit rates have shown little increase and a few have dropped in some cases. The sales managers and reps say that the only response to the doldrums is to go out and sell harder. □

Hollings, Patrick, Sikes headline BROADCASTING/FCBA seminar

June 18-19 conference to focus on prominent broadcast-cable issues, including latest on debate over syndex-compulsory license-must carry

"The Broadcasting/Cable Interface," first in an annual series of seminars devoted to present and prospective issues of mass media regulation and policy, and sponsored jointly by BROADCASTING magazine and the Federal Communications Bar Association, will be held June 18 and 19 at Washington's Four Seasons hotel. It will feature key government policymakers, leading spokesmen from the affected industries and representatives of public interest groups. Thirty-eight speakers are committed thus far.

Senator Ernest Hollings (D-S.C.), chairman of the Senate Commerce Committee, will keynote the Thursday (June 18) opening session, and FCC Chairman Dennis Patrick will deliver the luncheon address that day. Alfred Sikes, head of the National Telecommunications and Information Administration, will be the Friday keynoter. The three other commissioners—James Quello, Mimi Weyforth Dawson and Patricia Diaz Dennis—also will participate in the program, as will James McKinney, chief of the FCC's Mass Media Bureau.

The seminar's first panel session, which will explore a variety of issues related to the interrelationship between broadcasting and cable, including must carry, cable's compulsory copyright, channel switching and syndicated exclusivity, will feature Jack Valenti, president of the Motion Picture Association of America; Eddie Fritts, president of the National Association of Broadcasters; James Mooney, president of the National Cable Television Association; Preston Padden, president of the Association of Independent Television Stations; Steve Effros, president of the Community Antenna Television Association, and Joel Chaseman, head of the Post-Newsweek Stations, representing the Television Operators Caucus.

Another panel on FCC transfer policies will feature Representative Al Swift (D-



Hollings

Wash.); Henry Geller, former head of the NTIA; Peter O'Connell of Pierson, Ball and Dowd; Roy Stewart, chief of the FCC video services division, and Steven Weiswasser, general counsel, Capital Cities/ABC.

A panel on program content regulation will feature Peggy Charren, Action for Children's Television; Timothy Dyk of Wilmer, Cutler and Pickering; Diane Killory, FCC general counsel; Andrew Schwartzman, Media Access Project, and George Vradenburg, general counsel, CBS.

Another panel on FCC licensing procedures features Jeff Baumann, NAB general counsel; Edward Hummers of Fletcher, Heald and Hildreth; Joseph Marino, FCC review board; Pluria Marshall, National Black Media Coalition, and Peter Tannenwald of Arent, Fox, Kintner, Plotkin and Kahn.

A panel on congressional initiatives will feature a variety of committee staffers, including Tom Cohen, Senate Commerce Committee (majority); Larry Irving, House Telecommunications Subcommittee (majority); Mark MacCarthy, House Energy and Commerce Committee (majority); Walter McCormick, Senate Commerce Committee (minority), and Paul Smith, House Telecommunications Subcommittee (minority).

The session's final panel, exploring future trends in broadcasting and cable regulation and policy, will feature the FCC's Dawson; Paul Bortz, Browne, Bortz and Coddington; Thomas Herwitz, Fox Television; Jay Ricks, Hogan and Hartson; Henry Rivera, of Dow, Lohnes and Albertson, and John Sie, Telecommunications Inc.

Concluding remarks on Thursday (June 18) will be given by Commissioner Dennis, and on Friday (June 19) by Commissioner Quello. □



Patrick



Sikes

Satellite television race is on in Europe

Brighton conference highlights progress reports and strategies of would-be DBS competitors

European satellite television may be ready to burst its cocoon in this decade, but no one knows yet how it will emerge in its final form.

Satellite TV is already a reality throughout the region, with 15 or more channels reaching millions of European homes through the still growing medium of cable TV, albeit not yet profitably. If and how cable-dependent satellite TV will evolve into a direct-to-home service, however, remain unknown.

The latest word in that debate came last week in Brighton, England, where more than 130 leading media executives and hundreds of others from around Europe gathered for the annual Cable Sat-TV '87 show, June 2-4, sponsored by Online International, a London and New York-based organizer of technology conferences and exhibitions.

Even the main forum for discussions, the convention's concurrent European Satellite Broadcasting Conference, reflected the shifting sands of the European TV industry. Now in its fifth year, the event formerly concentrated on the development of Europe's cable industry, but this year, for the first time, direct broadcast satellites (DBS) were added.

Talk of DBS quickly took center stage and stayed there, with some heated wrangling over which of the several projects detailed would succeed and over the pro's and con's of national versus pan-European programming approaches, anticipated advertiser support of the news services and the range of regulatory and technical issues that remain to be resolved for the new distribution medium.

Opening the dialogue last Tuesday morning, June 2, were representatives of five proposed systems, including leading candidates like the U.K.'s privately financed British Satellite Broadcasting project, France's TDF-1 (jointly conceived with West Germany's TV-Sat) and Luxembourg's SES Astra system, as well as the European Eutelsat II medium-power satellite and Ireland's embryonic Atlantic Satellites venture with U.S. firm Hughes. Each project has different program plans, channel configurations, projections about home dish cost and size (ranging between \$350-\$850 and 30-85 centimeters), and prospects for survival, with the strong likelihood not all will make it.

The DBS venture making the biggest news at the show was the U.K.'s BSB, which on Tuesday announced a \$350-million deal with Hughes Aircraft for two satellites delivered, in orbit, in late 1989 (see box).

BSB's Graham Grist, financial and commercial director, said in Tuesday's opening address that his organization's four-channel service, once launched, would prove a "revolution" to British broadcasting, doubling the number of channels currently available through the terrestrial services of the BBC and Independent Television.

The DBS channels, which Grist said he has a \$170-million-plus annual program

budget to fill, will include a light entertainment service, a news and current events channel with material from Britain's Independent Television News (ITN), a children's service and a pay film service (the last two sharing time on one of the satellite's three transponders).

Grist added that \$350 million had already been raised toward BSB's launch by the venture's founding backers: Virgin Group, Pearson (publisher of the *Financial Times*) and U.K. program producers Granada TV and Anglia TV; plus seven new limited partners, including financier Alan Bond, the French firm Chargeurs, Invest International Holding, Next and Britain's Reed International. One of the original investors, electronics manufacturer Amstrad, withdrew from the project last month, but Grist denied it presented financial or other problems for the consortium.

Another approximately \$700 million will have to be raised by the time BSB begins broadcasting, now tentatively fixed for Christmas of 1989, Grist said. Part of that funding will be used for an intensive marketing campaign that he claimed would place BSB among the top six advertising spenders in the U.K.

France's government-subsidized DBS system, the four-channel TDF-1 satellite, also has ambitious broadcasting plans. In development since the early 1980's as part of a joint DBS project with West Germany, TDF-1 is now tentatively scheduled for launch in April 1988, with a second back-up bird going up in the first or second quarter of 1989 (once both are up, five program channels will be available).

Described by Claude Lemoine, chairman of France's national transmission company TDF, the project has recently organized a new marketing arm, Tevespace, with an initial capitalization of at least 600 million French francs (\$100 million). French and

German electronics companies, including Thomson and Philips, will supply 40% of the amount; another 10% will come from TDF, and 10% will come from banks and other institutional investors. The programming companies ultimately filling the TDF-1 channels will contribute the final 40%, Lemoine said.

The French communications regulatory body, CNCL, is expected to select the satellite's programmers this month, he added, with candidates including the country's recently privatized national channel, TF-1; private channels La 5 and Canal Plus; a consortium of French public broadcasters including Antenne 2, La Sept, TV5 and Radio France, and German broadcaster ZDF, and, in separate bids, media magnates Robert Maxwell of England and Silvio Berlusconi of Italy.

Once the TDF-1 programmers are selected, Lemoine explained, they will pay transponder and back-up fees on one of two scales, the first starting at 13 million French francs (\$2.1 million) a year and building up to 171 million francs (\$28.5 million) and the second starting at 48 million francs (\$8 million) and climbing to 151 million francs (\$25.1 million).

The West German satellite system, which will be the first of any European DBS birds to go up, now scheduled for launch on the Ariane rocket in September, was not fully reviewed in the papers program. Lemoine, however, described plans between the co-located French and West German satellites that would allow viewers in either country to receive all programs from both. Although there was no official word at the show, it is understood that the West Germans would carry existing state terrestrial channels on the satellite.

Perhaps the most controversial DBS proposal, and one that has fought back tenaciously after failing in earlier forms, is the Luxembourg Astra project. Unlike the satel-

Keep 'em flying

Hughes Aircraft has won a \$350-million contract to build and put into orbit two direct broadcast satellites for British Satellite Broadcasting, the U.K.'s privately financed DBS venture. The deal represents a first for the TV satellite industry, BSB said, with Hughes not only supplying a pair of three-transponder HS 376 satellites, but also taking responsibility for the launching, and providing launch insurance.

Hughes has subcontracted the launches to McDonnell Douglas, which will use its delta rocket for the first launch in the third quarter of 1989, and its new generation Delta II rocket for the second launch in the fourth quarter of 1990.

BSB financial and commercial director, Graham Grist, who announced the news before a conference on European satellite broadcasting in Brighton, England, last Tuesday (see story above), said Hughes beat out Comsat Corp. and British Aerospace for the contract, which should be signed by the end of June. RCA and Eutelsat were earlier eliminated from the bidding, as were launch alternatives including Arienspace, Martin Marietta's Titan rocket and Chinese and Soviet launch vehicles.

The DBS venture, which hopes to go on the air by Christmas 1989 with four channels of direct-to-home services explained that Hughes had also won the deal, in part, because it agreed to provide a "significant amount of nonrecourse finance, removing from BSB shareholders the burden of guaranteeing repayment."

Hughes is parent to a separate DBS venture, the Irish satellite company, Atlantic Satellites, which has not announced a firm launch schedule or how its channel allocations will be used.

lites of the British, French and West Germans, Astra is not true high-powered DBS, but is in the separate medium-power fixed service satellite band.

Astra Commercial Director Marcus Bicknell sees the power difference as anything but a disadvantage, however, and in his Tuesday presentation said the project organizers are more confident that once Astra is launched on Arianespace in September 1988, it will be "unbeatable" across European television markets, including those covered by the other proposed DBS systems.

The key to Astra's marketing strategy, according to Bicknell, is its greater number of channels and the corresponding program plans. Because Astra uses lower power transponders, the satellite can accommodate up to 16 channels, four times the capacity of its

DBS competitors. Bicknell said Astra plans to use that extra capacity to program groups of national entertainment and pay or theme channels in the English, French, German and Scandinavian languages.

Up to five transponders can then be devoted to pan-European theme channels, Bicknell added, such as news, life style and culture, music, sports and movies, all of which would be provided with subtitling or with three to six multilanguage sound tracks. The additional pan-European channels, he believes, will give Astra a marketing edge because viewers can watch them together with their native language channels for a larger program package than is being offered by Astra's DBS competition.

The lower power of the satellite requires larger receive dishes (up to 85 centimeters),

but Bicknell argued that that fits nicely with the Astra strategy of also marketing its channels to cable and satellite master antenna TV (SMART) operations, taking advantage of those industries' established bases, while the home receiver industry remains in its infancy.

Bicknell said he expects to fill the 16 channels with already existing program channels, particularly those satellite services now reaching homes through cable. Luxembourg broadcaster CLT, which programs German-language satellite channel RTL-Plus and, through financier Albert Frere, has the majority interest in the French terrestrial channel, M6, has already taken options on three transponders. Scandinavian Scansat has taken options on two others.

In a more recent deal with broad implications for Astra, Britain's national telecommunications company, British Telecom, has agreed to market another seven to 11 of the transponders for Astra, effectively providing the venture with an all-important uplink point from the U.K., where most of the current satellite channels are based.

BT's involvement with Astra also may help resolve an ongoing dispute over Astra's coordination with Europe's Eutelsat, which has good reason to believe that Astra project could cause economic harm to its own TV satellite business, which was described in a Tuesday morning paper. Eutelsat's F-1 satellite currently carries the majority of Europe's low-power satellite TV services, 10 channels, including Rupert Murdoch's Sky Channel and the joint British broadcasters' Superchannel service. Eutelsat also has plans to launch in 1989 a new, second-generation TV satellite system, Eutelsat II, which has the same power and channel capacity as Astra.

The regulatory dispute between Eutelsat and Astra is not the only one hampering pan-European satellite services, participants noted during the conference. One central issue now before European governments and media is how to handle cross-border programming in general, and although Common Market proposals to standardize European regulations in this area were not discussed during the conference, speakers raised the conflicts now ignited over widely varying regulation of program and advertising content and over limits on commercial time and sponsorship.

Gary Davey, head of television service for Sky Channel, which has spent five years working its way through the regulations and onto the cable systems of 19 countries to reach some nine million viewers, issued a challenge to such European government restrictions, calling tight regulation "cumbersome and unworkable...[setting] media and governments on a dangerous collision course."

Davey added: "I am an advocate of a system of self-regulation that puts the onus on the medium itself. Government should judge the media by performance and public response, not by tastes and standards of a handful of individuals. No one can legislate the public taste. But no one understands it better than the people whose livelihood depends on how well they understand it...the media themselves." □

KABC-TV series on Nielsen draws fire

What better way to boost news ratings than to do an eight-part series on Nielsen families in the middle of the May sweeps, promote it heavily and have them tune in to find out about themselves? Perhaps none, but competitors of KABC-TV Los Angeles cried foul over the station's action and last week they apparently convinced A.C. Nielsen Co. officials to see things their way. After CBS threatened to take legal action or drop the rating service entirely, Nielsen, according to CBS and NBC officials, decided to strike the 11-11:30 p.m. time period for all Los Angeles stations from the May book for the eight days the series ran.

According to John Rohrbeck, vice president and general manager of NBC-owned KNBC-TV Los Angeles, Nielsen officials told Kathryn Lenard, the network's vice president, research, for its owned television stations division, of their decision to delete the period from the May books on Wednesday. A KCBS-TV spokeswoman said CBS received the same account.

KABC-TV's President John Severino, however, said that, as of press time Friday, no decision had been made, that the station was still holding discussions with Nielsen and that he hoped a "compromise" could still be reached. But he added that if Nielsen pulls the numbers, it would be "highly improper," and CapCities/ABC would contemplate legal action.

The only comment from Nielsen parent, Dun & Bradstreet, to which all press inquiries on the matter were referred, was "no comment."

Despite bitter protests from CBS and NBC, Arbitron, which was asked to participate in the series but declined the offer, last week decided to let the numbers stand, although a spokeswoman for the ratings service said there would be a notation in the book to provide an explanation of the KABC-TV ratings. "It could be just a sentence [or] a whole page," she said. The Arbitron spokeswoman said that although the KABC-TV incident appeared to be "unique," its occurrence in a market the size of Los Angeles probably had much to do with the attention it received.

Buzz Moschetto, vice president of research for the CBS-owned stations division, said the network "plans to pursue the matter further" with Arbitron, but he declined to say whether the options included either a lawsuit or dropping the ratings service.

The series on Nielsen families ran on KABC-TV's 11 p.m. *Eyewitness News* May 18-27, and featured several appearances by John Holt, chairman and chief executive of Nielsen. Severino said it was Nielsen that suggested the station film in May "because there would be more activity during a sweeps month." In addition, the rating service provided KABC-TV with film of its operations, and the station interviewed a former Nielsen family, according to Severino. KABC-TV's May, Monday-Friday, news average at 11 was 10.5/24, which compared to KNBC-TV's 8.5/20 and KCBS-TV's 7.1/7. If the eight days are removed for all Los Angeles TV stations, KNBC-TV and KABC-TV tie for first with a 8.9/21 while KCBS-TV receives a 7.2/17.

Under the Nielsen contract, KABC-TV's competitors say, stations are prohibited from airing any mention of the ratings process during sweeps, when advertising rates are set. In defense of KABC-TV's series, Severino said that similar stories have been done "by a number of stations throughout the country," some during sweep periods. Severino said the station was led to believe by Holt, Nielsen's Los Angeles representative, and public relations officials for the service, that a simple notation would be made. Holt, who was unavailable for comment last week, reportedly was unaware his interview would be shown during a sweeps period, a point Severino contests.

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NBC affiliates: keeping a good thing going

Station personnel meeting with network in Los Angeles had little to complain about as they listened to strategies to keep number one network on top; one source of friction was network limits on news windows in Olympics

On the eve of the annual NBC affiliates conference last week in Los Angeles, the marketing director of a Texas television station was asked to list the major concerns of affiliate members going into the meeting. He replied, "The number of gripes at these things is directly proportional to the strength of the ratings."

His assessment proved to be true for the most part, with the two-day meeting more closely resembling a lovefest for about 800 representatives of 226 NBC-affiliated stations who gathered at the Century Plaza Hotel. Coming off the first-place network's ninth consecutive sweeps victory in May, and its dominance in all dayparts but daytime, affiliates had little negative to say, and gave favorable reviews of both NBC's new program offerings and its pledges to improve some existing series.

The only major rift occurred over the affiliates' objection to a network proposal that would limit the time stations would be permitted for local "news windows" during the 1988 summer Olympic Games. The issue was left open to future negotiations, but affiliate representatives, concerned about giving away viewer sampling at 11 p.m. to competing stations' news programs, did not appear optimistic the network would back away from its plan to permit a half-hour of local news at midnight, a floating three-to-five-minute local window between 10:30 and 11:30 p.m., and a one-minute window at 8-9 p.m. Some affiliates said they feared they will wind up with three minutes from 10:30-11:30 p.m. rather than five after the

negotiations end.

John Duvall, vice president of broadcast operations at WLEX-TV Lexington, Ky., said most markets are "in a competitive situation" at 11 and are "not really interested in giving sampling away at that time to our competitors."

According to Jim Lynagh, president, Multimedia Broadcasting, and outgoing chairman of the NBC affiliates advisory board (see page 43), the affiliates understand the network's desire to want to show these events live but would prefer to have their half-hour news at 11 p.m. The network counters that its Olympic coverage following the event would boost midnight ratings for local news.

Affiliates seemed satisfied that NBC's moves to improve its 10 p.m. programs with better lead-ins would help it reclaim the 10:30-11 p.m. local news lead-in slot that was lost to CBS during the past season. But they took a more cautious position toward the network's attempt to improve the struggling daytime schedule, saying they would take a "wait and see" attitude.

There was agreement over the need to work for more accurate people meter data from the A.C. Nielsen Co., with affiliates worried that network sales will be dependent on people meter numbers—with younger-skewing programs to match—while their sales will continue to depend on widely varying diary samplings. The network could announce an agreement with Nielsen as early as this week.

Network officials, meanwhile, agreed to back the affiliates' demand for the suspension of the equal opportunities section (315) of the Communications Act prior to the 1988 presidential nominating conventions, which they claim would improve coverage of the primary races.

Concerning the impending threat of a strike by the Directors Guild of America, network officials said they will have 20 movies and three mini-series in the can by July 1, the date the walkout would begin. In addition, NBC will have six episodes ready for nine returning series.

The news was perhaps more encouraging for affiliates on the sales front. Pierson Mapes, president of the NBC-TV Network, said that in sales NBC is sold out through September. The network scatter market has been "extremely upbeat," he said, and "across our entire schedule—from Monday through Sunday and from early morning to late night—the network has basically sold out our inventory through the end of the 1986-87 broadcast year." In NBC's late night and prime time programming blocks, Mapes said "scatter increases hit all-time records as buyers bid aggressively for our inventory." But Mapes added there are clouds on the

horizon with the people meter technology and its uncertain impact on sales activity.

In his first address to affiliates since General Electric bought NBC, the network's president and chief executive officer, Robert C. Wright, tried to reassure stations the network would not become complacent with its first-place standing. "What we have to do is recognize that we have achieved a leadership position and now we have to do the very difficult thing of continuing to maintain that position," he said.

To accomplish the feat, he said, General Electric "has no master plan for NBC. The acquisition didn't come with a special, secret plan to do things differently or to change the way the network business operates or to change the way the stations operate." But Wright added that "unfortunately...we don't have the ability to leave things exactly as they are. The audiences won't let us do that; we have competitors in the cable industry, in addition to the networks; and of course we have the VCR and we have lots of other things."

While Wright did not tell affiliates what he had in mind, a report in *The Wall Street Journal* last week stated he might be interested in selling a small portion of the network to affiliates to help fund acquisitions in a broad range of areas. Wright told reporters that such a scenario could be played out four or five years down the road. "That's a possibility," he said. "You see that very often on the cable side [with local outlets investing in a cable network] but there's nothing in the works at the present time that would indicate that we could do that." Lynagh said the proposal was never presented to the affiliates, but if it were they would want to have some control in the running of the network.

Of more immediate interest to affiliates were announcements about the network's short-term plans: *Tonight Show* host Johnny



Tartikoff



Wright

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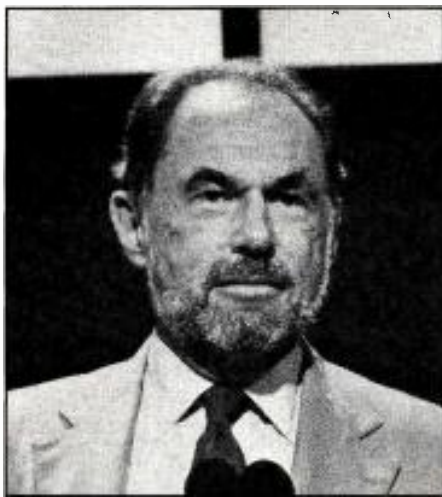
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Grossman

Carson giving up a night, except during sweeps, to comedian Jay Leno, and Bryant Gumbel being named host for NBC Sports coverage of the 1988 Olympics (see separate stories); Joe Namath signing a multiyear contract with NBC to provide analysis of NFL games with partner Marv Albert; details about NBC News's election coverage, *Sunday Today* show, *Meet The Press*, and the reasoning behind next season's prime time schedule, including the move of *Family Ties* to Sunday nights and the renewal of low-rated *Crime Story*; plans to add 133 half-hours to the Saturday morning daypart in the 1987-88 season; NBC Sports acquisition of the rights to the Tournament Players Championship, which will serve as the cornerstone of the network's golf coverage; the move of next year's affiliate conference to Maui from Disney World in Florida because of an ad tax in that state that affects broadcasters; news that veteran daytime writer Sally Sussman has signed an exclusive contract with NBC Productions for the development of a new soap and that the network has added Buena Vista Television's *Win, Lose or Draw* in an effort to pull its daytime lineup out of third place.

The problems the network is experiencing in daytime, particularly between 10:30 a.m. and noon, led to a plea from NBC-TV Network President Pierson Mapes for more clearances in the daypart. "Daytime is the one daypart where we need help from you," he said. "If we could elevate our 92% coverage to 95%, leadership would be within our reach."

While Brian Frons, vice president, daytime, NBC Entertainment, said the network has "made good progress in the afternoon," he cited the need "to shake up and wake up the morning schedule.... Come September, the Darwinian theory will come into play. It will be survival of the fittest for our game shows."

NBC hopes to accomplish this through the addition of *Win, Lose or Draw* to the schedule this fall, when the game show simultaneously enters the first-run syndication market. Produced by Burt Reynolds, Bert Convy and Richard Kline, the program, Frons said, should appeal to women 18-49 as well as the traditional game show audience. A host has not been selected yet, but he said Reynolds has agreed to several guest appearances dur-

ing the season.

Frons hopes the new entry, along with the addition of Mark Goodson's *Concentration* to the 10:30 a.m. slot last month, will add the needed spark to the schedule. Additionally, a strong candidate for the fall schedule, according to Frons, is *Strike A Match*, from Merv Griffin, which will have a pilot run in July.

He gave a vote of confidence to *Sale of the Century*, *Wheel of Fortune* and *Super Password*, but said that in order to stay on the schedule, *Scrabble* will have to hold more of *Wheel's* lead-in; *Wordplay* has to catch ABC's *Loving*, and *Concentration* needs to continue to build its share. "If these shows cannot meet our expectations, they will be replaced," he said.

To continue growth in the afternoon, Frons said NBC has signed writer Sally Sussman, who spent the past five years with CBS's *The Young and the Restless*, to develop a new serial for NBC. "Sally expects to deliver a bible [treatment] to us by January and, if we push the button, we could have a new NBC-produced serial on the air by the second half of 1988," he said. "We would schedule this show as a half-hour or as an hour. This should motivate Procter & Gamble to continue to improve and invest in *Another World*. P&G has gotten the message that they must meet a higher standard (since the cancellation of *Search for Tomorrow*)."

The weak *Another World* lead-in has hurt *Santa Barbara's* share, as affiliates are painfully aware. The network has "taken a hard look" at *Another World* and completely refocused the story by getting back to basics and adding new talent, said Susan Lee, vice president of daytime drama. "Our goals in daytime drama are to continue the growth of *Days of Our Lives* and *Santa Barbara* and to drastically improve *Another World* by year's end, or replace [it] with a new NBC produced drama," she said.

Penny Martin, program director of KCSTV San Diego, said she liked the aggressive stance the network is taking by making scheduling changes where needed. As to whether it will work, she said, "only time will tell."

The revamping continues in another important division as well. NBC News chief Lawrence Grossman said the division's intensive, long-term effort to restructure and improve efficiency will result in a "leaner" operation. He gave no indication, however, of whether the cutbacks would come through attrition or dismissals.

Grossman won favor from the affiliates, who had passed a resolution supporting the networks' efforts to suspend the equal time law in time for the primary season. Grossman said the network's proposal to suspend Section 315 for the presidential and vice presidential campaigns includes the pre-nomination period. NBC, he added, has made inroads in its campaign in recent weeks. "We received indications that a number of key congressional leaders will support that very important effort," he said. "And we also achieved the editorial backing of the *Washington Post*."

This summer, Grossman said the network will present to the affiliate board news committee a proposal to improve and expand



Mapes

NBC's affiliate news services—A-news and Skycom. "We want to merge A-news and Skycom into a jointly run affiliate-network news cooperative that will operate and support these vital services for our mutual benefit," he said. Grossman will also seek to integrate more completely the network and affiliate coverage of the upcoming presidential election, he said.

Grossman outlined plans to affiliates for the two-hour prime time broadcast of the first presidential debate, with all announced Democratic and Republican candidates appearing Dec. 1. NBC News anchor Tom Brokaw will anchor the live program before an audience at the Kennedy Center in Washington.

At one point, Grossman was asked whether the network would give any consideration to formatting the *Sunday Today Show*, which will preempt public affairs and paid religious programming, in such a way that an affiliate could clear perhaps a half-hour of the 90-minute segment. Grossman said he would take a look at it but did not appear too encouraging, since preemptions would hurt both *Today* and *Meet The Press*, which would follow.

NBC has no problems with preemptions in prime time, where only five new series will appear on a schedule marked by the largest slate of returning programs to the network since 1959. There are 12 comedies, 12 dramas and two long-form nights, "exactly as the good Lord intended," said Brandon Tartikoff, president of NBC Entertainment, during his presentation of the prime time schedule to the affiliates.

Tartikoff said he plans to build on the network's successes in the coming year by putting established series in the 8 p.m. slot each night to provide strong demographic leads to new entries, and by shoring up some weaknesses in existing series.

NBC's renewal of *Crime Story*, which ranked 68th last season with a 13.1/22, at 10 p.m. Tuesdays, raised some eyebrows, Tartikoff said, but he added that he felt it was a gamble worth taking. "Our report card on the show was they did 100 things right and 150 wrong, but the 100 things right showed us that there was a creative path that we could take with this program that potentially could make it not just a renewable show but a big, big ratings success—if only we could

On board. The NBC Television Network affiliate board of directors last week elected James Sefert, president of Cosmos Broadcasting, Greenville, S.C., chairman of the group. Sefert returns to the board after a one-year absence.

James Lynagh, president of Multimedia Broadcasting, Cincinnati, Ohio, will continue as chairman for a few more weeks until Sefert recovers from an illness.

Newly elected to the posts of vice chairmen were Eric Bremner, vice president of broadcasting, KING Broadcasting, Seattle, and Bruce McGorill, executive vice president, Maine Broadcasting, Portland, Me.

do it more consistently." In Nielsen's sample people meter readings, the program averaged a 14.9/26 since its move to Las Vegas in January, he said.

Crime Story will be a top priority throughout the summer, according to Tartikoff. To get the show resampled leading into fall, he said, NBC will take 20 hours of *Crime Story* and, through extensive editing, cull it down to 14 hours "of the solid, best moments," Tartikoff said. Next season, he noted, the series will branch out from its one-track plot line and deal with a variety of major cases and felonies, and will add more female characters and a "much stronger writing team."

As for *Highway to Heaven* (Wednesday 8-9 p.m.), Tartikoff said next season "we're going to be changing pace a little bit" by adding some "movie-of-the-week-type topical stories drawn from today's headlines to counterbalance the fantasy element inherent in the show's concept."

At 10 p.m. Wednesdays, Tartikoff said *St.*

Olympic mettle. Returning to his sports reporting roots, NBC *Today Show* co-host Bryant Gumbel was named last week as prime time host of the network's coverage of the 1988 summer Olympic games from Seoul, South Korea.

Michael Weisman, executive producer of NBC Sports, told affiliates that Gumbel, who was with the division from 1976 until 1982 when he was named co-host of *Today*, "is most qualified to cut through that tangle [of politics that have become part of the international event]...and give a clear picture of the athletic competition." Gumbel's journalistic skills coupled with his sports knowledge make him suited for the assignment, Weisman said.

"To be entrusted with a central role in the biggest production of NBC's history is very gratifying stuff indeed," Gumbel said during a speech to affiliates. He added the people at ABC, and particularly Jim McKay, "have set some very high standards" for NBC to follow. "Perhaps it is our competitiveness—I'd like to think it is also our professionalism—that we're anxious for the critical judgments we're anxious to be compared to what's [been done] in the past," he said.

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"Where's Johnny". That could become the *Tonight* show introduction once or twice a week next fall, when host Johnny Carson cuts back his appearances, surrendering one night a week to comedian Jay Leno. The announcement of the cutback in Carson's *Tonight* show schedule came last week at the NBC affiliates meeting in Los Angeles.

Beginning in September, Carson will work Wednesday-Friday, except during the November, February and May sweeps, when he will appear four nights a week. Leno will appear on Mondays, and Tuesdays the network will run the *Best of Carson*, according to Brandon Tartikoff, NBC Entertainment president. Carson, who signed a new contract with NBC this spring, will also have Leno and Gary Shandling serve as his exclusive rotating guest hosts when he is on vacation, Tartikoff said.

There had been speculation the 61-year-old Carson would retire after his 90-minute 25th anniversary show airs in prime time Sept. 24, but this move was taken as a signal he may just want to slow down as he eases his way off the program in the next year or two. The last time Carson cut back on his schedule was in September 1980, when he reduced the length of the *Tonight Show* from 90 to 60 minutes.

In making the announcement, Tartikoff said: "This will add a regularity and familiarity to the broadcast that we've been missing since what's-her-name left," a not too oblique reference to Joan Rivers, who exited *Tonight* last year for her own late night show on Fox Broadcasting. Last week, attorneys for Rivers and Fox finalized contract revisions that will permit Rivers to end her tenure as *The Late Show's* permanent host (see story, page 58).

As the affiliates conference ended, NBC took another swipe at Rivers during a presentation by John Miller, vice president of advertising and promotion. He had about 800 people stand up, don Joan Rivers's masks and clap like seals.

In another bit of late night news, Tartikoff said that David Letterman will have his first prime time anniversary special next January.

Elsewhere should have a decent lead-in with the new series, *A Year in the Life*, preceding it. "The tragedy last season was...that we couldn't provide it a good and consistent lead-in," he said. "And this show, as we've found in our five-year history, more than any other show, really mirrors its lead-in. Whatever you give it, it will keep." Tartikoff said he is confident that with *A Year in the Life* at 9 p.m., the network has a good chance of moving from second to first on Wednesdays, giving it a fourth first-place night (along with Mondays, Thursdays and Saturdays).

While *The Cosby Show* posted a 34.9/53 this past season, its third season as the number-one show, its star, during an appearance at an affiliate dinner, reassured affiliates that next season will match or exceed the best episodes from the past. The program's recent season finale received poor reviews from

some critics.

With the *Cosby* spin-off, *A Different World* (Thursday, 8:30 p.m.), in production now and the *Cosby* show on hiatus, Tartikoff said "we're taking maximum advantage of the availability of the entire rest of the cast to populate many of the early episodes of *A Different World*."

Tartikoff acknowledged the questions raised over the move of *Family Ties* from 8:30 p.m. Thursday to 8 p.m. Sunday, against the first half-hour of CBS's strong *Murder, She Wrote*. But he said the show has played well in other time periods and is a hit in its own right. The strength of the show should provide a boost to its lead-in, *Our House* at 7 p.m. Sunday, he said.

At 9 p.m. Thursday, Tartikoff said he is confident the change in the story line and the addition of actress Kirstie Alley (mini-series

North and South, theatricals *Blind Date* and *Star Trek II*) to play Ted Danson's new romantic interest will keep interest alive in the show.

As for *Miami Vice* (9 p.m. Fridays), which had an average May rating of 11, a 40% drop from last May, Tartikoff said it is still performing well demographically. "We checked things out on the people meter universe, where *Miami Vice* beat *Dallas* in households," he said. Next season, he said, the program will have more event storylines, "more emotional and humanistic stories. We'll be stressing substance over style."

In the 10 p.m. Saturday period, NBC will turn *Hunter* into a four-part episode adopted from an existing novel during the November sweeps.

After listening to the network's plans to improve existing series and its previews of new prime time shows—*J.J. Starbuck* (Tuesday, 9 p.m.), *A Year in the Life* (Wednesday, 9 p.m.), *A Different World* (Thursday, 8:30 p.m.), *Rags to Riches* (Friday, 8 p.m.) and *My Two Dads* (Sunday, 8:30 p.m.) in addition to the three designated hitters—affiliates and reps were generally pleased.

Jay Isabella, director of programming for TeleRep, said he was encouraged by the way Tartikoff and his programmers "bridged" shows demographically, so that one flowed into the other easily. Isabella said he wanted to get a glimpse of ABC's prime time presentation before passing judgment on how the three-network competition would go next season.

Martin of KCST, said the strategy of keeping shows that did not perform well last year, especially those in the 10-11 p.m. periods, "may prove to be right...I think Brandon did a really good job of addressing that." The network's weakness at 10-11 p.m., Tartikoff explained to affiliates in a closed session, stemmed from CBS beating NBC to the punch with a mini-series based on the same story. NBC had planned to air its version, *The Nutcracker*, during the May sweeps, but when CBS went on in January with its version, *At Mother's Request*, the network was forced to move *Nutcracker* to March where, it turned out, it did not perform well. Tartikoff said he wished he had also kept a few *L.A. Law* originals around for the May sweeps. He noted all of the network's new fall shows could earn a 25 share, and that all the series on the network have the potential to generate a 25 or better, with the exception of *Our House*.

WLEX's Duvall said he thought the new and designated hitter series were the best he had seen in his 12 years as a network affiliate. At last year's affiliate meeting, he said, he was more skeptical and had serious reservations about some of the programming choices.

Steve Glasman, vice president of finance for Kansas State Network, which operates NBC affiliates, said he was generally impressed by what he saw, though he had some reservations about how well *Beverly Hills Buntz* and *A Different World* would play in the Midwest. He also questioned the people meter system, saying the urban skewing shows leave out a large percentage of the country that is rural. □

NBC works out technical bugs for Seoul Olympics

While network puts finishing touches on a mock-up of its broadcast center for summer '88 games, it continues to eye political climate in hopes that events will go smoothly

Amid mounting domestic political turmoil within South Korea and veiled threats of retaliation from North Korea if demands to stage certain events are not met, NBC is proceeding with plans to televise the 1988 summer Olympic games from Seoul. But as preparations continue, staff people are ever mindful of the so-called "insurance Olympics" of 1980 in Moscow, to which NBC had broadcast (of) rights but which were boycotted by the United States because of the Soviet Union's military excursion into Afghanistan.

Just how great is the risk of possible disruptions of one kind or another during the games remains unclear. State Department officials suggest that the games mean much to the South Koreans, because they represent a vehicle by which the country can demonstrate how far it has come in the last 25 years—from an insignificant agrarian state to a leading manufacturer of consumer goods. The prevailing view is that the South Koreans are intensely aware of the possible threat from the North and possess the capability to fend off any overt military attack, which, by most accounts, is not seen as likely. As to possible turmoil within the country, the view of sources within the U.S. government is that some demonstrations by the opposition are likely. The same sources, however, suggest those demonstrations will not disrupt the games.

A South Korean journalist based in the U.S. offered a slightly different perspective. He said that although the State Department view is probably accurate, the games could be disrupted by a "major political upheaval." He noted, however, that the opposition and the government appeared to call an unofficial "cease fire" when Seoul hosted the Asian Games in 1986.

A third possible source of disruption is terrorist activity, for which South Korean intelligence forces are preparing. North Korea was outraged when Seoul won the rights to the 1988 summer games six years ago, and has clamored for some form of joint North-South participation ever since. South Korea, rather magnanimously in the view of some, has offered to let the North Koreans stage four events, including archery, table tennis, some soccer and cycling events. Initially, the North had pressed for co-sponsorship of the games, and threatened to organize a Communist-block boycott of the games if its demands were not met. However, other Communist nations have not rallied enthusiastically in support of North Korea's stand—so far the only country to state unqualified support for a boycott has been

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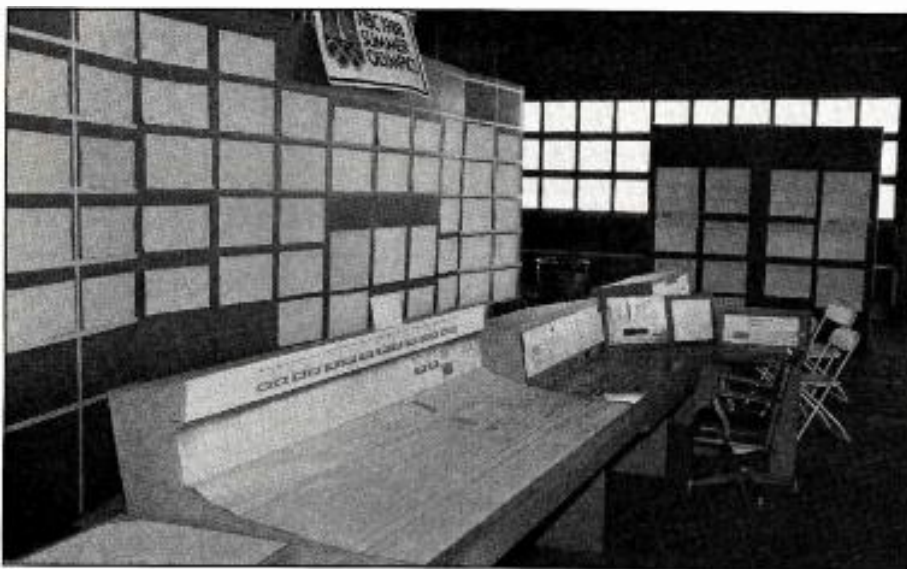
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Cuba. That has led to what some see as a softening of North Korea's stand on the games. Talks have broken off but are scheduled to resume in July, and it is now understood the North has conceded on the co-sponsorship point but is holding out to stage at least twice as many events as the South Koreans have offered.

Barring a military or terrorist attack by North Korea, South Korea has also expressed the fear that its neighbor to the North may use an announced dam project to release water from the Han river and flood Seoul to disrupt the games. The South Koreans have vowed to build their own dam to forestall that possibility.

Observers also wonder what impact, if any, the current impasse between the network and the National Association of Broadcast Employees and Technicians may have on preparations for the games. Some 500 technicians will be involved in the production and transmission of the games in Seoul. But even union officials note there is still a lot of time to resolve the differences before the games begin Sept. 17, 1988. One advantage the network has at this stage is that construction of the main production facility has been contracted out to Dynamic Technologies of London Ltd., thereby sidestepping at least one possible union obstacle.

The network gave DTL its final plans for the facility several weeks ago after working out some of the design bugs in a mock-up of the system that was erected in a network warehouse in New Jersey. The London-based company will build the facility this summer. The facility will consist of two main control rooms, one each for the prime time and late-night programming, the two largest program segments; four main editing rooms, one for each Olympic daypart (prime time, 7:30 p.m. to midnight; late night, 12:30 a.m. to 2 a.m.; early morning, 7 a.m. to 10 a.m.; and early evening, 4 p.m. to 5 p.m.) and 11 smaller editing rooms. The facility will be housed with the South Korean broadcast center, a nine-story building on an island in the Han river.

In early September, Jack Weir, vice president, engineering; Ken Aagard, vice president, operations, Olympics, and their tech-

nical team will test the facility. If all goes according to plan, it will be packed in November and shipped by boat to Seoul for arrival in January of 1988. More than 800 technicians and production people will spend the next six months installing and testing the network's coverage facilities. In July and August of 1988 the debugging process will continue so that everything will be ready by Sept. 15, when NBC will air its first Olympics preview program, hosted by Bryant Grumbel, who last week was named prime time host of the games.

NBC Sports is leasing two full-time 36 mhz transponders, one C-band and one Ku-band, from the Korean Telecommunications Authority (KTA) to transmit the games back to the U.S. (NBC News will lease a part-time transponder for news reports.) The KTA controls the uplinking facility, and the question of possible censorship has emerged in case of possible trouble at the games. South Korea imposes guidelines on the domestic press for the reporting of some issues, particularly politics, according to a State Department source. In fact, two Korean writers are scheduled to go on trial for publishing a book on press curbs in the country. However, censorship of foreign press reports flowing out of South Korea is virtually nonexistent, the same source added.

Network news officials unconnected to NBC's Olympic coverage support that contention. Don De Cesare, foreign editor, CBS News, said that in reporting from South Korea "by and large we have been able to do what we want." But De Cesare also noted that occasionally there is an unexplained "problem" with the satellite transmission facilities, that delays getting stories out. "You can never pin it down with real certainty," he said, as to whether "it's a technical problem or a manufactured problem." He said there was "a lot of circumstantial evidence on those occasions that somebody doesn't want it to get out." But, he said, "we have never been barred" from covering a story.

De Cesare said that CBS always managed to get out, somehow, whatever footage it needed for a story. He also suggested that with all the journalists covering the games, along with the multitude of satellite feeds

and out of the country, it would be difficult if not impossible for the South Koreans to monitor the coverage, short of imposing some formal censorship structure. That, he said, is unlikely.

From a technical standpoint, there will be a number of firsts in NBC's Olympics coverage. All of the editing will be done with half-inch M-II equipment, although the 17 mobile units will be editing with one-inch units. The entire games will also be broadcast in stereo for the first time.

Enhanced 3-D graphics animation, created by Wavefront, Quantel and Abekas machines, will be used to produce 15- to 40-second clips to explain to viewers the basics of various Olympic sports. "There are not many Olympics 'fans' per se," said Terry Ewert, coordinating producer for the games. "The 3-D graphics are designed to bring the viewer a little closer to the sport."

As is customary, the South Koreans, as host broadcasters, are providing a so-called "clean" video feed of the games while foreign countries picking up the games are invited to produce their own coverage.

As for advertising sales, Michael Eskridge, NBC vice president in charge of the Olympics, told the NBC affiliates at their meeting last week that more than 50% of the network's time had been sold, totaling \$300 million.

Advertising executives report the network is selling the games in "fairly traditional" packages, as one put it. John Sisk, senior vice president in charge of network negotiations, J. Walter Thompson, said the later start date for the Seoul games could work to advertisers' advantage. "It is a better marketing period for us than the month of August," when the games usually begin, said Sisk. But a major factor in how well the games do in the ratings will depend on how the competition programs against the games. Traditionally there is little aggressive counterprogramming by the other two networks against the summer games because it is usually rerun season. But in 1988, the Seoul games will commence at the traditional start of new fall network seasons. Sisk said he did not think CBS and ABC would delay the start of their seasons because of the Seoul games. "I don't think they're going to lie and play dead," he said. □

KCET launches repositioning campaign

It asks viewers to pressure cable systems against moving station to higher channel position

Noncommercial KCET(TV) Los Angeles has taken to the air in an attempt to convince cable companies in its viewing area not to reposition the station on high cable channels. Using 30-second and 50-second messages between all programs and a direct-mail campaign, the station is urging public televi-

sion viewers to contact their cable companies and city councils protesting reassignment of KCET to its over-the-air signal, ch. 28, or to any other high channel. According to KCET President William Kobin, the shifting of the station has become "an urgent problem that may cause KCET to lose many viewers and vital subscriber support." Last November, the Southern California Cable Television Marketing Council released a cable realignment plan that recommended carriage of KCET on ch. 28 (BROADCASTING, Nov. 10, 1986), and station figures show that 55 of 148 systems are carrying the station there. (KCET's Ed Moreno, vice president of community services, said "there has been actual and substantial movement" of the station, although trying to get figures from the cable systems "has been an exercise in patience and care.") Eighty systems carry the station on lower channels, he said, while one carries it on ch. 19, one on ch. 27 and 11 could not be reached.)

SCCTMC President Tony Farwell estimated that of the 65 area cable systems it tracks, 70% will have moved the station by the end of the year, and current conversion is at about 50%. He saw little hope of reinstating KCET on low channels because "we'd have to take over two-thirds of the cable systems in our area and try to convince them to take [KCET] off ch. 28 and put them down on ch. 6 or 10 or whatever they chose. We don't think there'd be any chance of compliance." In addition, Farwell said, "we'd have to contend with all the other off-airs as to why they didn't get that kind of opportunity."

Cable research supports the assertion that viewing is heavier on lower channels, and the TV Marketing Council recommended that cable services—ESPN, MTV, CNN and USA—be placed in the premium lower spots (BROADCASTING, Nov. 10). According to Kobin, channel positioning on a cable system near network affiliates and other strong stations increases sampling, which can help increase viewership. Sampling often begins at the low end of scale, he said, and "the punching stops frequently way before [a viewer] gets to channel 28." KCET, which receives 65% of its funding from viewer support, would be harmed by assignment to a higher channel because it could lose between 30% and 50% of its audience. Kobin said.

KCET argues that cable companies have a public service obligation to offer public television on a channel that will attract the most viewers. KCET is a local, community, public, noncommercial television station, said Kobin, "and we take very seriously our mandate to serve the specific community." The station provides "a service that cannot possibly be duplicated by distant-based cable services," he said.

But Farwell pointed out that a multilingual independent station could claim it has a unique demographic target and thus should be carried on a visible channel. In addition, he said, the members of SCCTMC "completely fail to see the logic in their [KCET's] approach" because KCET's "logo is KCET/28. All their on-air promotion, all their tune-in promotion shows them on channel 28. We really think they should have been coming to

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us and begging to be on ch. 28."

Perhaps a significant factor in KCET's dissatisfaction is its position as the only public TV station in the top six markets that does not operate on a VHF channel. Kobin admitted that cable "has been wonderful for KCET. . . Cable gave us parity with the other [VHF] television stations, over-the-air television stations." Farwell said: "I think they feel maybe that they got slighted when they were given ch. 28 by the FCC and that we

should offset that. That really is not our role."

Representatives of both organizations said that generally their relations have been good. "We were blind-sided by [KCET's] recent effort," Farwell said. According to KCET Executive Vice President Daniel Youpa, the on-air campaign was a last resort. "We have been talking to individual cable owners and operators, the Southern California Cable Television Marketing Council, the

Southern California Cable Association and all other appropriate people for several months about this trend," he said, and "we have seen no willingness on the part of the decision-makers to reinstate KCET on a lower channel. So we have reluctantly decided to take our case to our viewers and subscribers." Station spokeswoman Barbara Goen said KCET received more than 300 calls from viewers in the first two days of the on-air campaign. □

Fifth Estate image makers meet in Atlanta

Broadcast promoters and designing men and women will come together this week at the annual BPME & BDA convention; Westwood One's Pattiz and FCC's Quello among speakers

The spotlight will be on the broadcast industry's marketers and designers this week as a record 2,200 of them gather at Westin's Peachtree Plaza Hotel in Atlanta for the annual Broadcast Promotion and Marketing Executives & Broadcast Designers Association Seminar.

The biggest jump in attendance this year will be registered by exhibitors, with a 60% increase over last year to a projected 85 companies. "This will be the year of the exhibitor," said BPME President Judy Horan, promotion director of WQWT-TV Omaha. The increase in exhibitors is generally across the board, according to BPME's Lance Webster. But if there is a stronger showing in any area, it is in music and spot production companies, he said.

This might also be footnoted as the year of the program distributor. While the syndicators did not jump to the exhibit floor, as BPME had hoped, their profile has increased both in the number of personnel attending the show and in the number of private workshops being conducted for the stations that will be carrying their product, according to Webster.

The four-and-a-half day event, which kicks off Wednesday (June 10), includes 81 workshops and general sessions—60 organized by BPME and 21 by BDA. The BDA figure does not include nine workshops, conducted by design equipment manufacturers, that BDA Executive Director Russ Smith describes as "hands-on stuff, not sales pitches and demos." Among those manufacturers: Alisa Research, Ampex, BTS, Chyron Telesystems, Colorgraphics Systems, Pinnacle Systems, Quantel, Wavefront and Rank-Cintel.

The convention's sessions and workshops are divided into seven different "tracks": television promotion-network affiliates, television promotion-independents, radio, cable, management, general interest and design. And 32 companies—about the same count as the past several years—will host hospitality suites.

For the second year, there will be a "radio luncheon" on the convention's opening day. Scheduled speaker is Westwood One Chairman Norm Pattiz. Seven radio format workshops are scheduled for the afternoon, with an opening cocktail reception to follow from

6 to 7:30 p.m. in the exhibit hall.

Keynoting the event at the opening breakfast on Thursday will be Turner Broadcasting Executive Vice President Robert Wussler, with welcoming remarks by Atlanta Mayor Andrew Young. Also on Thursday morning will be an independent television session, led by Association of Independent Television Stations President Preston Padden; investigative reporter Geraldo Rivera; John Serrao, general manager of WATL-TV Atlanta, and Jim Ellis, vice president of creative services for Tribune Broadcasting.

Other convention highlights include a critique of radio and television spots by film critics Gene Siskel and Roger Ebert, who will appear for their third straight year, doing double duty, at both a general session on Friday morning, and a "state of the art" television advertising session on Saturday morning, conducted by John Miller, vice president, advertising and promotion for NBC Television, and Candace Farrell, vice president of marketing for ABC Entertainment on Saturday morning.

BPME has established a college scholarship in memory of the association's late past-president, Beryl Spector, director of publicity and promotion for New Hampshire Public Television, who died last Dec. 31 in a fire at the Dupont Plaza hotel in San Juan, P.R. (BROADCASTING, Jan. 12, 1987). The scholarship is awarded in conjunction with Alpha Epsilon Rho, The National Broadcasting Society, and its recipient will be honored at the convention. A special "President's Award" also will be given posthumously to Spector. Both ceremonies will take place at BPME's Saturday "honors" luncheon. Addressing the luncheon attendees will be FCC Commissioner James Quello, who is expected to discuss the commission's recent indency ruling (BROADCASTING, April 20.)

Concurrent with BPME's lunch will be the BDA "honors" luncheon, at which personal and industry service awards will be given out, and featuring videotaped greetings from "Max Headroom." Richard Thorne, vice president of The Post Group, which does the special effects for *Max Headroom*, will be the principal speaker.

Comedian Jay Leno, assisted by Group W Productions' television talk show host, Wil Shriner, will serve as the master of ceremonies for BPME's International Gold Medallion Awards competition at Atlanta's Fox theater on Saturday night. Winners are selected from over 3,000 entries. One-hundred-and-twenty-five "gold medallion" win-

ners in 61 television station, radio station, program distributor, television network and cable categories will be honored during a two-and-a-half hour ceremony.

This year's recipients of the BPME "Hall of Fame" promotion awards, initiated by the association last year, are Lou Dorfsman, vice president, creative director, advertising and design, CBS Inc., and Leo Rosenberg, widely considered to be the industry's first promotion director, who worked for KDKA(AM) Pittsburgh in the 1920's. Both honorees are expected to collect their awards in person.

Named as the recipient of BPME's 1987 "industry achievement" award is commercial producer Chuck Blore, president of Chuck Blore and Don Richman Inc., Los Angeles.

The BDA will bestow its highest honor, The President's Award, on the late graphic designer, G. Dean Smith, whose credits include the ABC 'Circle 7' logo, created at KGO-TV and later adopted by the network's owned stations, and institutional symbols for AT&T and Boise Cascade. The award will be accepted by his widow, Roberta Smith, during BDA's awards ceremonies Friday evening at the Georgia World Congress Center. There are 364 finalists in this years design competition: 42 golds, 64 silvers, two "best of shows" and one judges award, with the rest receiving bronze medals.

The BPME board will hold its annual business meeting on Friday afternoon when the association's president-elect, Joseph Logsdon, programing and creative services director, WFTS-TV Tampa, Fla., will be named president. Logsdon will take over the reins at the conclusion of the seminar. Horan noted that the board has cut down the number of officers for the coming year from four to three by combining the posts of vice president and treasurer into one position. The move is designed to reduce the time it takes to progress to the presidency, Horan said. The progression to the BPME's top office will now be from secretary to vice president/treasurer to president-elect to president. (Each officer serves a one-year term.)

Additionally, the board has created a new full-time position of executive director for the association. That post is expected to be filled by August.

BDA's board meeting, also scheduled for Friday afternoon, will see the presidency of the association pass to Wiley Schmidt, design director at KGO-TV, the installation of new officers and other general business.

Co-chairing the convention are Ron Har-

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ris, vice president, advertising and promotion, Turner Broadcasting, who represents the BPME, and Paul Sidlo, creative director, Cranston/Csuri, a Columbus, Ohio-based production animation company, representing the BDA. This will be the 32d time that BPME has met and the 10th year that BDA has joined forces with the BMPE to sponsor the seminar.

In conjunction with the BMPE/BDA seminar, CBS, NBC, Fox Broadcasting and PBS will hold affiliate promotion meetings, as will a number of group operators.

On hand in Atlanta. The exhibit hall at the 1987 BPME & BDA Seminar in Atlanta has signed up almost double the number of companies over last year (83 at press time, compared with about 50) in more than twice the available space (45,000 square feet compared to 21,000). A list of exhibitors follows:

- Abekas Video Systems
- Ad Dimensions
- Alinco Costumes
- Ampex
- Associated Production Music
- Austin Fireworks
- BPME/BDA Job Center
- BPME Resource Center
- Broadcast Information Bureau
- BROADCASTING magazine
- 2-B Systems
- Cascom Inc.
- Catspaw Production
- Claster Television Inc.
- ColorGraphics Systems Inc.

- C.P.C. Associates
- Cranston/Csuri Productions Inc.
- Crawford Post Productions
- Creative Custom Products
- Cubicomp-Marshall Productions
- Dallas Post Production
- Della Femina, Sherman & Olken/Shelton
- Leigh Palmer & Co. Inc.
- Digital images
- Disneyland
- Doppler Enterprises
- Dover Productions
- Edward Thompson Group
- Energy Productions
- Extra, Extra Magazine
- Goodway Marketing Inc.
- Gralan Distributors
- Hazel's Fantasy Factory
- Harte-Hanks Direct Mail
- Howard Production Services
- Itchydog Productions
- Jerome Gilmer Productions
- Keynote Music
- Lamb & Co.
- Manhattan Productions
- MassCom Image Concepts
- MatchFrame Inc.
- Millimeter Magazine
- Mogan Productions
- Moller and Bell
- Multivision Post
- National Association of Broadcasters
- Network Production Music
- Non-Stop Productions
- Off the Wall Costume Design
- Outdoor Posters Inc.
- The Photo Store

- Pinnacle Productions
- Pinnacle Systems
- Polaroid Corp.
- The Post Group
- Quantel
- Rank Cintel
- Reidler Decal Corp.
- San Francisco Video Production Group
- ShadowLight Productions
- Six Fifteen Music Productions
- Soundtrack
- Sports Graphics Entertainment Inc.
- Stoffel Seals Corp.
- Steve Carmichael Productions
- Synthetic Video
- 3-M Co.
- Target Productions
- T-Shirtery
- Tuesday Productions
- Turner Program Services
- TV Executive
- TV/Radio Age
- United Industries
- U.S. Tape and Label Co.
- Up with People
- Vertigo Systems International
- View
- VTS Music Inc.
- Vizwiz Inc. Film/Video
- Walt Disney Specialty Products
- World Expo '88, Brisbane
- Z-Axis

IMC WRAPS UP THE SANTA CLAUS ACCOUNT

North Pole—June 8, 1987

IMC Marketing Group, Ltd. got their Christmas present early this year. The international agency has just been awarded the Santa Claus account worldwide. Until now, all of Santa's advertising and promotion has been done in-house.

When asked how he felt about working closely with such a legendary figure, Vice President/Account Supervisor Mark DiPippa said, "I always admired him as a kid. Meeting him face-to-face was a real thrill. Getting this account is like an agency's dream come true."

Commenting on the new account, Vice President/Account Executive Joe Ondrick said, "It's a wonderful opportunity to demonstrate our international marketing and sales ability. This year, Santa will be driven by a lot more than just reindeer."

Alan Wolsky, Director for IMC, is overjoyed by the new acquisition: "I always wanted a client that looks a little like me and has the same kindhearted, altruistic personality I'm known for...a sort of alter ego."

The agency plans to break the campaign in June.

ADVERTISEMENT

AWRT convenes in California

Annual convention at Beverly Hilton hotel will feature addresses by Tinker and FCC's Dennis; global communications is key issue

"Take the lead" is the message members of American Women in Radio and Television will hear this week in Los Angeles, as the association convenes its 36th annual convention. The theme will be heard from industry leaders including Grant Tinker, former chairman of NBC, now Hollywood producer; FCC Commissioner Patricia Diaz Dennis; Ed Turner, executive producer, CNN; Ralph Guild, president, Interep, a New York broadcast representation firm, and Chuck Blore, president, Chuck Blore and Don Richman Inc., Hollywood, radio commercial producer.

There will be sessions on global communications, leadership, women in transition, ratings, special interest video programing, reporting on product tampering, creative writing for broadcast and managing stress. A banquet on Thursday night (June 11) will feature a dais of about 30 AWRT board members, AWRT Foundation trustees and industry guests. Actress Betty White will be mistress of ceremonies for the dinner, during which Tinker will receive AWRT's highest honor, the Silver Satellite Award.

The convention, expected to attract about 400, will be held June 10-13, at the Beverly Hilton hotel.

Outgoing AWRT President Sue Dimick, senior vice president, Ackerman, Hood &

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McQueen, a Tulsa, Okla., advertising agency, will preside over the meeting, which she called "timely." For instance, she said, the plenary session on global communications was scheduled because "in every industry, we are more and more a global society. The whole idea of international cooperation and understanding is very critical right now." International issues that touch AWRT members include, she said, satellite news coverage, privacy and the impact of American programing in Europe and Third World countries. Dimick said she is especially excited about this session because "one of the goals I set for myself for the year was for us to become more involved in the issues of global communications."

Dimick said another highlight of the con-



Dimick

vention is likely to be the speech by FCC Commissioner Dennis, Friday, June 12. The FCC's newest member told Dimick she could "talk candidly" with AWRT about her experience on the commission and that she would probably talk about industry issues, such as the FCC's minority and women's preference policies.

The workshops, said Dimick, "are very strong in addressing member needs." One session, "Women in Transition: Taking Charge," on Thursday, June 11, is relevant because "the industry has been through so much fluctuation this year that has had an impact on our members." Mergers and cutbacks, she said, have affected jobs and a "lot of people have ended up on the street and a lot of those people have been women."

As Dimick prepares to step down from the presidency of AWRT, she reflected on accomplishments of which she is proud. For one, she said she encouraged the membership to "focus on what AWRT is all about. At our area conferences, I spent a lot of time talking about the history of the organization and what our founding mothers wanted us to be."

She is also pleased with the establishment of joint board committees. The board of directors and the AWRT Foundation, which used to meet separately, have now formed joint board committees to study board organization and to deal with financial management.

Another goal, Dimick said, was to increase the visibility of AWRT as a national professional organization. "We have made real strides this year. The Commendation Awards ceremony in New York was a real success for us, both visibility-wise and financially. It is one of our major fund-raising

events of the year and was very successful. We had excellent coverage by both print and broadcast media." Also, she said, AWRT received recognition during the year under the President's Private Sector Initiative for the association's "Soaring Spirits" program, which provides video programing to hospitalized children. And last, Dimick said AWRT has "been very active on the Hill" during the year "getting the word out on how we stand on various issues."

Marlene Belles, controller, KTVU-TV Oakland, Calif., will be sworn in at the close of the convention as the new president of AWRT. □

AAF to meet in lion's den

Association plans to take advantage of Florida convention site to protest state's new tax on advertising

More than 600 advertising, media and corporate executives are expected to attend the American Advertising Federation's annual national advertising conference this week, held in Orlando, Fla., June 6-9, at the Buena Vista Palace. Although the theme of the meeting is "Creating the Magic," much of its focus will be on repeal of the Florida legislature's vote to tax advertising services.

To protest the state's 5% tax on services (BROADCASTING, April 6), AAF has planned a "no ad tax" rally today (June 8) at 10:30 a.m. ("In Brief," June 1). It will bring together groups in Florida that have been fighting the tax, including national advertisers and advertising agency organizations, said Wallace Snyder, AAF senior vice president of government relations. The purpose of the demonstration—about 1,000 are expected to attend—is to "energize the groups" and to keep them involved in the issue, he said. "It's an old-fashioned rally to bring the troops together, get information out and keep the battle going," he added.

To do that, AAF has enlisted George Stuart, Florida state senator, to discuss the impact of the tax on Florida, "possibly" debat-

ing the subject with Florida's lieutenant governor. (As of last Tuesday, however, the lieutenant governor had not yet accepted.) Additionally, Michael Simpson, executive vice president of sales and marketing for the Kellogg Co., will talk about the impact of the tax on the national advertising community, and taped messages will be made by other corporate executives, including Jack Collins, president and chief operating officer of Clorox, and Don Johnston, chairman of J. Walter Thompson.

Also at the rally, Snyder said, AAF President Howard Bell will announce the association's pledge to fight the ad tax in Florida "and wherever threats come up." Other commitments of support will given by DeWitt Helm, president of the Association of National Advertisers, and Leonard Matthews, president of the American Association of Advertising Agencies, Snyder said.

AAF, ANA and AAAA filed a brief May 29 with the Florida Supreme Court challenging the constitutionality of the tax. Additionally, AAF plans to run ads in *The Wall Street Journal* and various newspapers throughout Florida calling for a repeal of the tax. The advertising is designed to "educate the public as to the negative impact of the tax," Snyder said.

In addition to the rally, the AAF conference will also feature remarks by Brandon Tartikoff, NBC Entertainment president; Ira C. Herbert, Coca-Cola executive vice president and director of corporate marketing, and Robert Roganti, MTV president, who will talk about "Beyond Numbers—Cable as an Environmental Sell." Thomas Elrod, Walt Disney World vice president of marketing, and Sean Fitzpatrick, executive vice president and creative director of Campbell-Ewald, will speak on the "Creating the Magic" theme.

AAF's meeting will also include the presentation of the national ADDY awards for advertising excellence, which were to be presented last night (June 7), AAF Club Achievement Awards and AAF's annual national student advertising competition finals. This year students designed advertising campaigns for the Chevrolet Motor Division's Cavalier automobile line. □

AWRT's New York honors. The New York City chapter of the American Women in Radio and Television presented its eighth annual Pinnacle Awards last week, given to those who show "excellence in their work." Presenting the awards was Mariette Hartley, co-host of CBS's *The Morning Program*, who said the initial format of the show was "hyperkinetic," and that she was "never happy with the beginning." She disagrees with limiting the show's interviews to four to seven minutes, and said her dream is to "increase the juice of what I call—and it's not demeaning—the menopausal 45 minutes," the 8:15-9 a.m. portion of the show, when "I've got the women in the room... sitting and watching television." She wants longer discussions during that time, covering such issues as adult children of alcoholics and teen-age suicides.

She said the show has been "a fascinating experience, a growing, learning experience," adding, "We're not down yet, guys."

Honored this year by AWRT was Liz Smith, syndicated columnist and reporter for WNBC-TV New York, who received a special tribute. Other recipients were: advertising—Rochelle Udell, creative director, Della Femina, for "Great Moments—Antonovich Furs"; public relations—Athana Mosetis, director of public relations for the American Cancer Society, New York division, for its "Sunbuster" campaign; radio news—Dianna Quinn, producer and writer for NBC Radio News for "Surviving Cancer"; radio programing—Amy Goodman, host for noncommercial WNYC (AM) New York for *Speaking for Ourselves*; television news—Donna Rowlinson and Beth Corwin, producers of ABC News *Nightline* on "AIDS"; television programing—Dolores Danska, executive producer, Caron Shapiro, producer, and Carol Martin, host of WGBS-TV New York's *No Place to Call Home*.

FCC's indecency standards too vague, say commenters

Joint petition asks commission to defer to judgment of stations on programing's acceptability and asks that news and informational fare be exempted; NAB files separately

The FCC's new standards governing indecent broadcasting are unconstitutionally vague. That's what major industry players argued in filings at the commission last week.

At issue is the FCC's declaration (BROADCASTING, April 20) that it was judging broadcast indecency under a tougher standard drawn from language in the 1978 Supreme Court decision in *Pacifica*: that is, whether the "language or material that depicts or describes, in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities or organs." The FCC also declared that such material would be considered to be in violation if broadcast at a time of day when there was a reasonable risk that children would be in the audience and held that such material must be preceded by an adequate warning.

In a joint petition for reconsideration, 15 parties—including the major broadcast TV networks, the Motion Picture Association of America and the Radio-Television News Directors Association—charged that the FCC's standards were vague, too broad and contrary to the public interest.

Among other things, the group asked the agency to adopt a system that would defer to the reasonable, good faith judgments of licensees as to whether the programing at issue was "patently offensive as measured by contemporary community standards for the

broadcast medium" and whether the material, taken as a whole, lacked serious merit. They asked that news and informational broadcasts be considered outside indecency oversight. The licensee's judgment as to the need for warnings or the time of day for the broadcast of programs otherwise deemed to be indecent should be sustained "unless that judgment is unreasonable or not made in good faith," they said. "Petitioners also urge that the commission adopt a conclusive presumption that after a specified time of day such material can always be broadcast with adequate warnings," the petitioners said. "In our view, the commission's previous ruling that broadcasts after 10 p.m. were permissible was correct; at that hour parents should be relied upon to supervise their children, and adults will still have access to programs they wish to see or hear."

They also urged that, in cases where licensees are attempting to make good-faith, reasonable judgments, the FCC use the occasion to further refine its standard without "sanctioning licensees that broadcast material deemed to be indecent until they have adequate notice that particular material is proscribed."

"In other words, the 'reasonableness' of the licensee's judgment should be based on past commission decisions, rather than requiring licensees to 'reasonably' forecast the direction in which the law will develop," they said.

"This commission, which has been particularly dedicated to protecting First Amendment rights in the broadcast medium, is confronted with a task of great delicacy," they added. "If it wishes to channel speech that it views as indecent, it must proceed

80 percent of the video coming out of Washington comes through us.

Still waiting on ruling. *Pacifica* Foundation, licensee of noncommercial WBAI(FM) New York, has supplemented its request for a declaratory ruling on the propriety of its proposed broadcast on June 16 of an excerpt from James Joyce's "Ulysses" (BROADCASTING, May 18 and 25), this time including a tape of its reading from the same text last year. In its filing, the noncommercial licensee, which has received a commission warning because of programing broadcast over its KPFF(FM) Los Angeles, alleged that the latter warning was "so vague as to potentially apply to a substantial portion of the great works of modern and classic literature broadcast at any hour of the day or night." Among other things, *Pacifica* also alleged that the "sharp change" in FCC policy on indecency enforcement had developed from "political interactions with the power brokers of the religious right."

"It is painfully apparent that the commission's actions are the product of back-room political dealing," *Pacifica* said. "There is no way that a conscientious licensee can predict what actions such a course may produce in the future. It will be recalled that a generation ago, another commission deplored the bland fare then available on the airwaves as a 'wasteland,' and it attempted to encourage broadcasters to develop innovative new programing addressing issues of public importance. The present commission is strongly discouraging bold and innovative programing addressing issues of current importance as well as of fundamental problems of the human condition addressed in great literature. This commission, in essence, is promoting the bland and the timid. But even if the commission happens to prefer the *PTL Club* to Joyce's 'Ulysses' as a matter of private taste, we respectfully submit that it has no business intimidating its licensees from broadcasting performances of 'Ulysses.'"

cautiously and provide an adequate and narrow standard to avoid discouraging the broadcast of speech designed to inform and educate the American public. Nothing less will serve the First Amendment or the public interest."

Also signatories to the filing: Action for Children's Television; Association of Independent Television Stations; EZ Communications; National Public Radio; The New York Times Co.; People for the American Way; Post-Newsweek Stations Inc.; Public Broadcasting Service; The Reporters Committee for Freedom of the Press, and Society of Professional Journalists, Sigma Delta Chi.

In a separate petition, the National Association of Broadcasters, noting that its own executive committee had found that the

broadcast of indecent speech was contrary to the public interest, agreed that the FCC had the authority to apply a "properly drawn" indecency standard. Yet the association also said the standard the agency had come up with was constitutionally suspect.

It urged the FCC to include consideration of whether a program had serious literary, artistic, political or scientific value, based on a "reasonable person" standard; suggested that the agency give its case-by-case decisions "prospective" effect; asked the agency to explain what makes something "patently offensive" and how to determine "contemporary community standards for the broadcast medium," and recommended that the agency declare post-10 p.m. broadcasts a "safe harbor" or "provide a similar 'bright-line' test." □

'Yes' and 'no' to preferences

Comments on whether FCC should drop its policy contain both opinions

The FCC's proceeding questioning the constitutionality and advisability of its policies giving females and minorities edges over others in licensing cases is receiving mixed reviews.

On the butcher block: preferences awarded females and minorities in contested licensing proceedings; the distress sales policy, which permits a licensee to avoid a hearing if it sells out at no more than 75% of fair market value to a minority, and the issuance of tax certificates to those who sell broadcast properties to minorities, enabling the seller to defer tax on capital gains.

In early comments at the FCC, James U. Steele, whose appeal of an FCC comparative licensing case preferring a female applicant prompted an appellate court remand that spurred the agency to launch this proceeding, said the agency lacked "both the statutory authority and a proper constitutional basis for its gender-based classification."

Shurberg Broadcasting of Hartford Inc., whose constitutional challenge to the FCC's distress sale policy is pending in the Court of Appeals in Washington, said it was confident that court would recognize the unconstitutionality of the policy. "Nevertheless, SBH [Shurberg Broadcasting] wishes to state for the record in the instant proceeding that, for the reasons which it has previously set forth... SBH opposes the minority distress sale policy."

Cook Inlet Communications Corp., the licensee of WTNH-TV New Haven, Conn., whose parent, Cook Inlet Region Inc. describes itself as an Alaskan Native corporation, urged the commission to "expand its application of the various tools for enhancing minority ownership to all industries under its regulatory purview."

Radio America Inc., owner of Spanish-language KBRG(FM) Fremont, Calif., believed its ability to take advantage of the tax certificate policy is what enabled the former owner to select Radio America's bid for the station. "Radio America strongly urges the commission to retain its tax certificate, distress sale and other policies aimed at fostering minority ownership, to enforce those policies so as to preserve the opportunities presented by these policies for bona fide minorities, and to expand those opportunities to other appropriate communications industries," it said.

Women Owning Radio Inc. said it believed the record "supports the continued preference for female ownership integrated in management and that the preference has a valid legal basis."

Metro Broadcasting Inc., which is challenging the FCC's grant of a Florida UHF facility to a mutually exclusive applicant, argued against licensing preferences for minorities and women. "Because the qualitative comparative criteria are few, the minority and gender preferences, especially when

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combined, assume overwhelming importance, unconstitutionally depriving nonfavored applicants of equal protection in violation of the Fifth Amendment," Metro Broadcasting said.

Special Markets Media Inc., a husband/wife team of applicants hoping for minority and gender preferences, supported "retaining the present preference or, if reduced or deleted, in doing so on a prospective basis only while applying the full protection of the existing preference on a grandfathered basis to existing applicants such as Special Markets Media Inc."

The Corporation for Public Broadcasting urged the FCC to continue to award credit in comparative licensing proceedings for the participation of minorities and women in the

control of public broadcasting stations. "Specifically, the credit should be awarded for station 'control,' not 'ownership,' and should be measured by the degree to which minorities or women participate in the governing structure of the station, without regard to whether those individuals propose to be integrated into the actual management of the station."

The NOW Legal Defense and Education Fund and the Women's Legal Defense Fund said an analysis of Supreme Court affirmative action decisions led to the conclusion that "the female preference in comparative licensing proceedings is constitutional."

The FCC has extended the comments deadline to June 11. Reply comments are due July 6. □

FTC commissioners answer Congress

House subcommittee members assess commission performance during authorization hearings

The Federal Trade Commission, hoping to obtain reauthorization for the first time in four years, got a working over by the House Subcommittee on Transportation, Tourism and Hazardous Materials last week, as chairman Thomas Luken (D-Ohio) and other subcommittee members questioned FTC Chairman Daniel Oliver and three of the four other FTC commissioners—Patricia Bailey, Mary Azcuenaga and Andrew Strenio. (Commissioner Terry Calvani was unable to attend.) The previous week, the subcommittee heard from advertising associations, attorneys general and consumer groups, all of whom supported reauthorization but asked that special provisions be included in the law. Oliver and the FTC commissioners admitted last week that they were opposed in principle to the inclusion of any special interest provisions in the reauthorization measure—including provisions requested by the advertising industry—but said they would be willing to accept the constraints if it meant the FTC would be authorized.

Chairman Oliver said the FTC would be happy with either S. 677, a reauthorization measure passed by the Senate this year (BROADCASTING, March 16), or H.R. 2385, a bill that died in the House with the 99th Congress, although he said he personally would "prefer an authorization bill that allows the commission to serve the public interest in as unfettered a manner as possible." Commissioner Bailey said she would prefer the House bill over the Senate bill because the latter contains a special interest exemption for the advertising industry. (It includes a provision that would prohibit the FTC from regulating advertising industrywide under an unfairness standard.) Commissioner Azcuenaga said she would support the Senate bill for the purpose of obtaining reauthorization, but added: "If we were writing on an entirely clean slate, I too would be opposed [to the exemption]." And Commissioner Strenio agreed: "If I were asked for my druthers on the authorization, I too would prefer not to have that provision in."

Representative James Florio (D-N.J.) took issue with the FTC's willingness to accept a provision none of the commissioners agree with in principle. If they were to communicate their dissatisfaction with special interest provisions, he said, "that would send an appropriate message to some folks and we would facilitate the authorization in a much more sensible way."

(During testimony the previous week, the American Association of Advertising Agencies, the American Advertising Federation and the Association of National Advertisers had called for authorization of the FTC but had stressed that legislation should not allow the FTC to adopt industrywide regulation of advertising based on an "unfair acts or practices" standard. AAAA supported S. 677, which addresses that concern. In a joint statement, Consumers Union, Consumer Federation of America, the National Consumers League, Public Citizen's Congress Watch and U.S. Public Interest Research Group called for authorization of the FTC in spite of what they felt was a poor record of service over the past seven years. They asked that the FTC's "performance and alleged shortcomings" be "the subject of a separate oversight hearing once it has been reauthorized." The consumer groups did not support S. 677 because of "its favored treatment for advertising under the FTC Act's unfairness clause," and claimed "...advertisers and advertising agencies all profess to believe in the [FTC's] functions—except as it applies to some sensitive part of their own marketplace practices.")

FTC Chairman Oliver agreed with the advertising associations on the issue of granting greater authority to state attorneys general, but he opposed any extension of the authority of state attorneys general in intrastate regulation of advertising (BROADCASTING, Feb. 16). The associations claimed giving attorneys general greater power to enforce a section of the FTC Act would lead to chaos, and Oliver suggested that if states feel they have too little authority to prosecute they should go to their own legislatures for relief. But Stephen Gardner, representing the National Association of Attorneys General, testified that giving state

Because our customers know we come through for them.

attorneys general power to bring suit in federal district courts would best use states' attorneys' resources at no cost to the federal government and would "benefit consumers of all states."

Congressman Luken questioned whether the FTC's Bureau of Competition has been doing a satisfactory job. Asked whether he was concerned over the bureau's management, Oliver said it was "well managed, active and busy." But Commissioner Azcuenaga said that concern had been expressed in commission discussions that the number of cases being brought may be too small. Responding to Oliver's statement that six merger requests had been turned down in 1986,

more than in past years, Luken said: "There were 1,346 [merger] transactions last year, and you think six is something to be proud of?" Commissioner Strenio stressed that "six does not sound like a very impressive number for 1986," but it's the highest single-year figure for the FTC since 1978 or 1979, the FTC's "most active stage." And an official at the FTC also pointed out that a record number of requests were filed in 1986 because of the changes in the federal government's tax laws.

The congressmen asked what the FTC is doing to investigate charges of abuse in several areas, among them: cigarette advertising directed at young people, the mortgage

industry, airline discount offers, mergers, vertical price fixing and direct mail prize offers. Tauke asked whether the commissioners would be interested in having jurisdiction over airline and mortgage ads, although both industries are regulated by separate bodies. Oliver claimed the agency that regulates the airlines is not performing "satisfactorily," and Bailey said she "would welcome consumer protection jurisdiction over the airlines." Azcuenaga said she would also be willing to increase the FTC's oversight. Strenio asked whether, if the FTC were to be given additional responsibilities, it would also be given "adequate resources" to handle the new load. □

Programming

Syndication sales season winds down

Fall schedules are firming up; success of past offerings, combined with downturn in broadcast economy have contributed to what some characterize as slow season for some syndicated properties

Affiliate and independent station schedules for next fall are now shaping up, with most of the needed syndicated programming already purchased to fill programming holes, according to station managers, reps and syndicators sampled last week. With affiliates now in possession of their networks' schedules, and the fate of most syndicated programs aiming for fall debuts already decided this year's sales season for syndicated programming appears to be heading into the home stretch.

To some it seems to have been a long season, given the slow pace of sales, the result mainly of the continued success of

several shows, including some shows from this year's crop of debuts in syndication. In access for example, the return of the number-one-and-two shows in syndication, *Wheel of Fortune* and *Jeopardy*, along with *Hollywood Squares*, *Entertainment Tonight*, *New Newlywed Game*, and *P.M. Magazine*, have not left much room for newcomers to the time period. In early fringe, *The Oprah Winfrey Show*, a number of court shows, off-network hours and to some extent *Donahue* and *Hour Magazine* have also formed a gridlock.

Adding to the problem of a lack of available time periods in which syndicators can sell programming has been a downturn in the broadcasting economy. According to one rep source, a tougher spot advertising marketplace nationally and sluggish local sales in some markets have left stations with fewer dollars to spend. While the acquisition of ratings-getting programming is always a nec-

essary expense for stations, he observed, the economic climate has resulted in some reluctance to purchase.

In contrast to the risking of dollars on new shows have been the premium prices paid for proved first-run shows such as *Wheel of Fortune*, *Jeopardy*, and *The Oprah Winfrey Show*. One syndicator said that the downturn has not really affected the programming marketplace this year saying, "good programming gets good pricing." Deals for most shows are written on a tiered basis, with license fees varying depending on the time periods they ultimately occupy. In a higher HUT-level time period, like prime access, a license fee would be higher than for early fringe or daytime.

Despite the downturn in syndication, two new contenders have emerged for access next fall: *Truth or Consequences* (Lorimar), now cleared in roughly 135 markets, and *Win, Lose or Draw* (Buena Vista), cleared in

Syndication Marketplace

20th Century Fox will produce 22 episodes of *Mr. Belvedere* for the next two seasons, whether they are picked up by ABC-TV or not, according to Michael Lambert, executive vice president. ABC had originally canceled the show when it announced its 1987-88 schedule, but last week amended that announcement with word that 13 episodes of the series would be picked up for the fall as a backup. Lambert said that 95 episodes of the series—51 are already in the can—will be available beginning in 1989. The 42 stations that have bought the show so far will pay no increased license fee for the first-run episodes of the series beyond the already negotiated price, he said. *Belvedere* debuted in March 1985, and its clearances include the Fox-owned stations.

LBS Communications and **DIC Animation City** have settled a lawsuit initiated in 1985 regarding "Kideo Enterprises," a joint ven-

ture for the distribution on video of certain shows through Lorimar Home Video. Lorimar will continue to distribute certain designated video programs, while recognizing the rights of the two companies to enter into separate home video arrangements.

Access Syndication reports that it has cleared the animated strip, *Beverly Hills Teens*, debuting in the fall, on WWOR-TV New York, KCOP-TV Los Angeles, WFWA-TV Chicago, WGBS-TV Philadelphia and KTVU-TV San Francisco. Barter distribution of the show gives stations four minutes and Access two-and-a-half minutes for the first three quarters of the year, and stations four-and-a-half minutes and Access two minutes in the fourth quarter.

■ Nielsen Syndication Service preliminary program audience estimates of syndicated shows for the week ended May 24:

Rank	Show	Rating/Markets	% coverage
1.	Wheel of Fortune	15.9/211	97
2.	Jeopardy	12.9/209	99
3.	World Wrestling Fed.	9.2*/204	93
4.	People's Court	8.6/194	97
5.	Entertainment Tonight	7.6*/154	93
5.	Oprah Winfrey	7.6/169	96

Rank	Show	Rating/Markets	% coverage
7.	New Newlywed Game	7.2/189	97
8.	Hollywood Squares	6.2/154	92
9.	Mama's Family	5.3*/157	88
10.	Wrestling Network	5.1*/171	82
11.	Entertainment Tonight W	4.9*/160	94
11.	Hee Haw	4.9/209	89

Rank	Show	Rating/Markets	% coverage
13.	Star Search	4.8*/177	94
14.	Three's Company	4.7*/165	78
15.	Divorce Court	4.5*/129	86
15.	Fame	4.5*/139	91

*includes multiple airings

roughly 100 markets. For early fringe, no one show has emerged as a full-fledged contender, but three hours will be picked up for the time period in a handful of cases—*The Wil Shriner Show* (Group W Productions), *Getting in Touch* (Access Syndication/Baruch Television Group), and *Geraldo!* (Tribune Entertainment). The half-hour *Stim Cooking* (Syndicast) will also run in early fringe in a few markets.

From the off-network side of the market, stations outside the top 50 markets will be using *Family Ties* and *Cheers*, both extensively cleared by Paramount. In the top 50, those shows will be placed by affiliates in early fringe. Stations will also have available next fall off-network episodes of *Punky Brewster* and *Webster*, given the latter's recent cancellation by ABC for next season. First-run episodes of both of those shows will be produced for syndication. Off-network episodes of the hours *A Team*, *Simon & Simon*, *St. Elsewhere* and *T.J. Hooker* will also be available next fall.

The slow sales pace in syndication this year has given new importance to the results of the May ratings book, now being tabulated by Nielsen and Arbitron for markets across the country. According to Bob Jacquemin, senior vice president of Buena Vista Television, "it will be interesting to see if they [stations] wait for July [ratings]. They're waiting because they can."

Some distributors have chosen to exercise

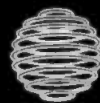
a contractual option with the producer of the show they are distributing at a point before a show has reached critical mass or "firm go" status. In syndication terms, "firm go" has traditionally meant 65%-70% coverage of the country in station sales. With that much of the country covered, the barter spots retained by a distributor (assuming the show is barter) become worth enough to help cover a show's cost of production. This year, however, options with producers have been exercised and shows declared "go" prior to achieving those traditional coverage numbers.

According to Ritch Colbert, president of Access Syndication, which declared *Getting In Touch* a go with roughly 30 markets cleared (BROADCASTING, May 25), a firm go depends on more factors than simply a show's cost. Coverage of "70% of the country is not a reasonable expectation [for a show in its first year] given the competitive environment in syndication," he said. Distributors should be willing to go with shows with lower clearances on the assumption that stations will need backup for the failure of other shows. "It's not different from what producers for the networks do," he said. "But this is not St. Mary's Home for the Wayward Syndicator."

Peter Lund, Multimedia Entertainment's new president, said that making *The Dom Deluise Show* a go was based on "reasonable expectations that 15-30 stations from the 'A'

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On schedule. Among developments as of last week in station schedules being prepared for the new season: the scheduling of the checkerboard on the NBC-owned stations; the debut this fall of a half-hour talk show on CBS-owned WCAU-TV Philadelphia that it is hoped will be picked up for syndication the following fall, and the move by WNEV-TV Boston of the *CBS Evening News* from 7-7:30 to 6:30-7.

■ The schedule of the NBC-owned station checkerboard is as follows: Monday—*Marblehead Manor*, Tuesday—*She's the Sheriff*, Wednesday—*You Can't Take it With You*, Thursday—*Out of this World* and Friday—*We've Got it Made*. Four of the five NBC-owned stations (with the exception of WRC-TV Washington) will air *Throb* on Saturday during access. None of the five stations will move *NBC Nightly News* from its current access time in their fall schedules. And all will follow the news with the checkerboard in access, according to Wes Harris, vice president of programming, NBC owned stations.

Promotion of the checkerboard will begin in July with spots using network stars designed to get people used to beginning their prime time viewing at 7:30 (6:30 central) and work its way up to individualized promos for the shows.

Spots for the promotion campaign will be produced by the Los Angeles-based Richmond/Lore agency and the station division itself.

■ CBS's WCAU-TV plans to launch *Live on Cityline*, a half-hour infotainment news lead-in (5-5:30 p.m.), which it hopes to produce for national syndication for fall 1988. The launch of the show stems in part from CBS Station Division President Eric Ober's desire to have the CBS stations produce product for national syndication ("Syndication Marketplace," May 4). Gordon Hughes, vice president and station manager, said that the show will employ outside talent and not the station's news talent to host the program.

■ WNEV-TV Boston has decided to move the *CBS Evening News* from its current 7-7:30 time period to 6:30-7 beginning next fall, eliminating Boston as the last top 10 market in which all three network affiliates ran network news during access (7 p.m.-8 p.m. NYT). Atlanta is now the only other top 50 market in which network news runs on all three affiliates during access, according to analysis of February sweeps numbers. The move will benefit the station on two counts, according to vice president and general manager Sy Yanoff. First, it will move the *CBS Evening News* from its current spot as the third-place national newscast at 7 p.m., to 6:30, where it might fare better against local newscasts. Second, the move of CBS News will give the station one full hour of access.

Yanoff met with CBS News President Howard Stringer about the move, and although Stringer expressed the desire of CBS News to keep its national newscast at "consistent" times across the country (7-7:30 NYT and Pacific time and 6-6:30 central time), Yanoff decided to make the move in hopes of improving the ratings of a program now in third place in his market.

Yanoff said that no decision has yet been made on scheduling at 7 p.m.-8 p.m.. Among the shows the station has at its disposal are *Wheel of Fortune*, *Jeopardy*, *Entertainment Tonight* and *Hollywood Squares*.

list were likely to come in, and then out of about 60 other stations with which discussions were under way, there were 20 more expected." Giving station managers an idea of whether the show they are committing to buy will make it on the air in the fall necessitated a decision.

In the case of Worldvision's *Trivial Pursuit*, John Ryan, senior vice president, said that it was important to give stations an educated guess as to whether the show would be around in the fall. Declaring a show a go, he added, can help get the ball rolling. Besides, he added, such decisions "almost have to be made long before the 70% mark is reached." *Trivial Pursuit* was launched at NATPE and declared a go on late February with 40% of the country covered, but was later removed from the marketplace. □

'Late Show' runs on without Rivers

Fox Broadcasting's Kevin Wendle, who has taken charge of show, says rotating guest hosts will continue for at least six months

As word came last week of a settlement between Fox Broadcasting Co. and Joan Rivers, recently relieved as sole host of FBC's *The Late Show*, the show's acting executive producer, Kevin Wendle, confirmed the production staff has been restructured to develop the program's new format. Wendle, who was asked to step down for an unspecified period of time as FBC's vice president in charge of prime time and late night programming to take charge of the show, also said last week that *The Late Show* will continue with the guest-host format, for perhaps six months. At that time, an evaluation will be

made as to the program's future.

FBC said last week that in the "amended" agreement between the company and Rivers, "the door has been left open to her to be a guest host of the late show." However, a spokesman for Rivers, Richard Grant, said last week it was "highly unlikely" she would do a guest host stint on the program. Unconfirmed reports last week placed the settlement figure at about \$5 million, although neither Rivers nor FBC was commenting publicly on the details of their arrangement. In a prepared statement, Jamie Kelner, president, FBC, thanked Rivers for her "tremendous effort in helping to launch a new programming service and in establishing a time slot for *The Late Show*."

In following the guest-host route for the foreseeable future, the show "is becoming a special every night," Wendle said. "We are finding that the possibilities are really endless." In large part, he said, the shape of each night's show is formed by the particular guest host. "One night it can be a music show, the next a comedy, or interview show, or even a sports show." A number of the guest hosts are being allowed to have a say in the content of the shows they are hosting. For example, Martin Sheen, who has agreed to host the program for a night, was given the go-ahead to invite friends Kris Kristofferson and George C. Scott as his guests. Jackie Harry, of NBC's *227*, will also do a host stint, and is bringing along as guests actor Billy Dee Williams and professional basketball standout Magic Johnson.

As to the search for a permanent new host, Wendle insists the pressure is not on to come up with one quickly. "A lot of people tell me, 'You can't do this forever,' but all I can tell you is this [guest host] format is one of the most exciting on television. I can't imagine in the short term not being able to make this work." What will probably happen, he said, is "we'll find a dozen or so people that work

reasonably well and bring them back on a rotating basis, intermixed with one-shots here and there."

A couple of celebrities who have already made guest-host appearances—a concept first tested when Rivers took a week off in April—have been asked back for a second stint, including Suzanne Somers and Pee-wee Herman. Somers will reappear June 29 and 30. In her appearance two weeks ago she incorporated a segment from her Las Vegas act, giving the program a "cabaret" flavor that went over well with the studio audience, said Wendle. FBC has booked about 20 guest hosts for upcoming programs including Lucie Arnaz, Martin Sheen, Frank Zappa, Malcolm-Jamal Warner (the 16 year-old TV son of Bill Cosby, who FBC claims will be the youngest person to host a talk show on television), Marla Gibbs, Tom Snyder, Martha Quinn and Edwin Newman.

From a ratings perspective, the guest-host format has been slightly less attractive to audiences than Rivers was, averaging a 2.0 rating, compared to the 2.1 the show registered during Rivers' last week with the broadcast. FBC officials say that is a function of Rivers's core audience abandoning the program. The ratings may bottom out at an even lower level, they say, and then begin to build again as viewers attracted to the guest-host format find the show.

Several writers on *The Late Show* have been replaced, and two new producers have been installed, Marla Kell and Dan Weaver. A new talent producer has been added, Rammie Warren, in charge of booking both guests and guest hosts. Weaver was hired by Wendle's predecessor, Jo Ann Goldberg, as a segment producer and was promoted by Wendle to producer. Two other producers remain in place, John Scura and James Grant. Warren and Kell both recently held production posts at *Hour Magazine*. Wendle said no further changes are likely. □

NBC continues summer winning streak

NBC took the off-season prime time week (ended May 31) with a 14.0 rating and a 24.7 share. CBS finished the week two points behind, closing out with a 12.0/21.3. ABC finished the week with a 10.8/19.2. A year ago, the finishing order was NBC 14.5/26, CBS 11.8/22 and ABC 11.7/21.

In the evening news race, NBC took the week with a 10.3/22. ABC

narrowly beat out CBS for second place, coming in at 9.7/21 over CBS's 9.5/21. Last year it was CBS 10.9/22, ABC 10.3/21 and NBC 10.1/21.

NBC took four nights, Monday, Thursday, Friday and Saturday. ABC took two, Tuesday and Wednesday. CBS came away with only one night, Sunday.

Rank □ Show □ Network □ Rating/Share

1.	Family Ties	NBC	23.0/41
2.	Cosby Show	NBC	22.6/43
3.	Cheers	NBC	21.3/36
4.	Growing Pains	ABC	20.7/34
5.	Murder, She Wrote	CBS	19.7/35
6.	Who's the Boss?	ABC	19.0/33
7.	60 Minutes	CBS	18.7/39
8.	Unsolved Mysteries	NBC	18.3/30
9.	Bob Hope's Birthday	NBC	18.0/29
10.	Molly Dodd	NBC	16.6/27
11.	Miss Universe Pageant	CBS	15.6/25
12.	Golden Girls	NBC	15.3/31
13.	Sunday Movie	NBC	15.1/25
14.	20/20	ABC	15.0/25
15.	ABC Theater	ABC	14.7/23
16.	L.A. Law	NBC	14.6/25
16.	Matlock	NBC	14.6/23
18.	NBA Playoff (Thurs)	CBS	14.4/25
19.	Hotel	ABC	14.0/23
20.	Night Court	NBC	13.7/23
21.	Equalizer	CBS	13.4/23
21.	Designing Women	CBS	13.4/21

Rank □ Show □ Network □ Rating/Share

23.	Sunday Movie	CBS	13.3/22
23.	Miami Vice	NBC	13.3/26
25.	Me & Mrs. C	NBC	13.2/25
26.	Kate & Allie	CBS	13.1/22
27.	Head of the Class	ABC	13.0/23
28.	Newhart	CBS	12.9/20
29.	St. Elsewhere	NBC	12.7/22
29.	227	NBC	12.7/27
31.	Magnum P.I.	CBS	12.6/21
32.	My Sister Sam	CBS	12.5/20
32.	Easy Street	NBC	12.5/20
34.	Facts of Life	NBC	12.2/27
35.	Perfect Stangers	ABC	11.8/22
36.	Incredible Ida Early	NBC	11.6/24
37.	Cagney & Lacey	CBS	11.5/19
37.	Stingray	NBC	11.5/23
39.	Hunter	NBC	11.3/22
40.	Monday Movie	ABC	11.1/18
41.	Mike Hammer	CBS	11.0/20
41.	You are the Jury	NBC	11.0/18
43.	American Film Institute	ABC	10.9/21
44.	Disney's Sport Goofy	NBC	10.8/19

Rank □ Show □ Network □ Rating/Share

45.	Saturday Movie	CBS	10.5/21
46.	Sunday Night Movie	ABC	10.3/17
47.	Mr. Belvedere	ABC	9.7/19
48.	MacGyver	ABC	9.6/16
49.	Scarecrow and Mrs. King	CBS	9.1/17
50.	Our House	NBC	9.0/16
51.	Webster	ABC	8.8/19
51.	Jack and Mike	ABC	8.8/15
53.	Spenser for Hire	ABC	8.7/17
54.	ABC News Closeup	ABC	8.6/17
55.	Survival—Polar Bear	CBS	8.3/17
56.	Hard Copy	CBS	8.0/16
57.	Disney Sunday Movie	ABC	7.6/15
58.	Starman	ABC	7.2/16
58.	Outlaws	CBS	7.2/16
60.	Ohara	ABC	7.1/14
61.	West 57th	CBS	7.0/12
62.	A Team Special	NBC	6.3/13
63.	Hard Copy	CBS	6.2/12
64.	Our World	ABC	5.6/10

*Indicates premiere episode

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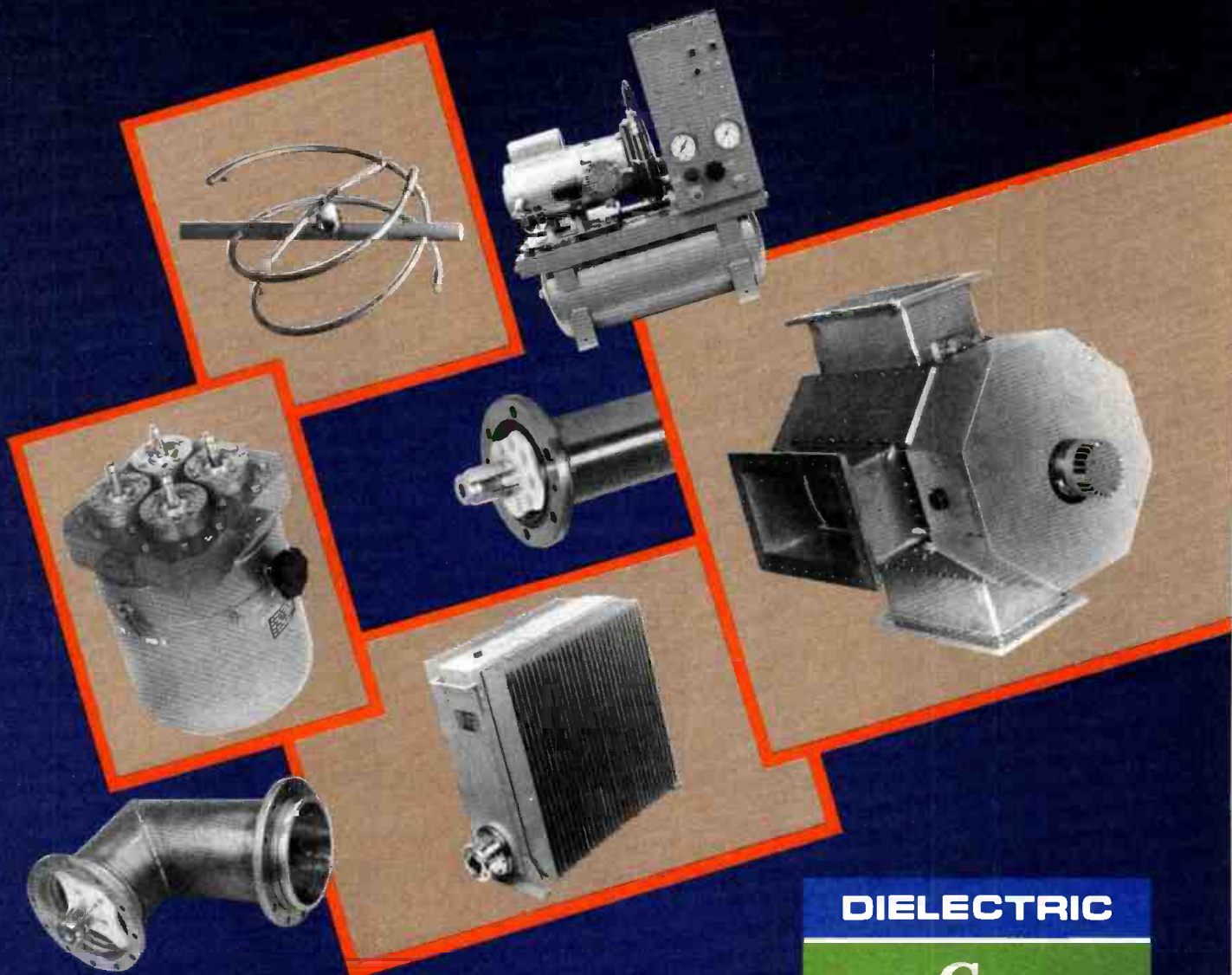
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RIDING GAIN

O N R A D I O

Friendly advice

The All-Industry Radio Music License Committee is preparing to send a letter to radio stations recommending that they sign the newly executed Broadcast Music Inc. (BMI) contract agreement ("Closed Circuit," March 30), which is expected to be mailed out shortly by BMI, said Don Thurston, president of Berkshire Broadcasting, North Adams, Mass., and interim chairman of the committee. Although some stations will experience a decrease, Thurston said that, on an overall basis, the new five-year BMI pact would raise annual blanket licensee fees by 2% to 3%.

In its letter, the committee will also solicit additional funds from the industry to help pay off any remaining legal and administrative debt. "Only 20% of the [radio] industry has responded with money during the past year," said Thurston, noting that the committee needs some \$250,000 more to "professionally complete" its work. Thurston said that stations will be asked to send their contributions directly to Vancile Pearce of Radio South Inc., Jasper, Ala., who is the

committee's vice chairman. "And all legal referrals will be handled by Cathy Howe Grant in the National Association of Broadcasters' legal department," Thurston said. (Weil, Gotshal & Manges, a New York-based law firm, was the committee's legal counsel for both the American Society of Composers, Authors and Publishers [ASCAP] and BMI negotiations. But the two music licensing firms have signed long-term contracts—ASCAP in 1986 and BMI in the past two weeks—with the radio industry. However, the firm continues to work with the committee in attempting to set up a federal rate court with the Department of Justice for BMI rate proceedings, if both parties fail to reach accord in future negotiations.)

Additionally, the committee's letter will note that its New York operation, an office that was being shared with the All-Industry Television Station Music License Committee, has been closed. (The television committee, however, will maintain a New York office.)

Thurston told BROADCASTING that he will address the NAB radio board during the association's board meeting later this month

(June 23-26) in Washington on the future direction of an all-industry music licensing committee. "My recommendation will be for NAB to play a major role in the future operation of this music committee because of its importance to every radio station in the country," Thurston said.

Venturing out

Cutler Productions, the five-year-old Los Angeles-based radio program supplier, is creating a division for producing, clearing, distributing and selling its own programs. The company has been producing five entertainment shows for major networks, which, in turn, clear, distribute and sell them nationally.

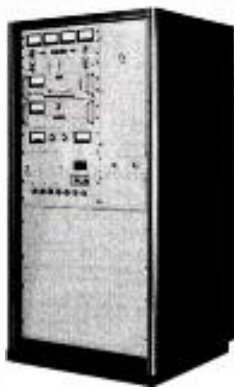
"We reached a limit as a production company, and this was the next logical step," said Ron Cutler, president of Cutler Productions. "The move allows us to be in control of our own destiny," he said.

"All new [Cutler Productions] shows will now be produced, distributed and sold by us," said Cutler. "The company, however, will continue to honor all existing commitments it has with the networks."

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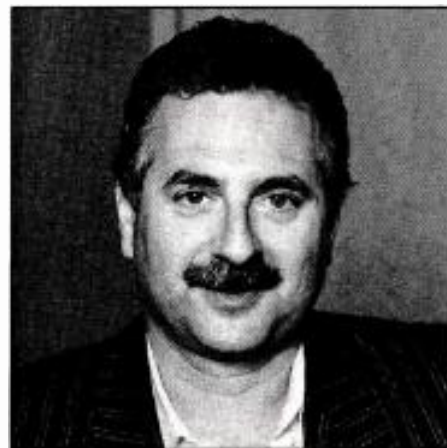
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ter is: *That's Love*, a three-hour weekly show hosted by WPIX(FM) New York personality Dick Summer and KNOB(FM) Long Beach/Los Angeles personality Madelaine Vlasic, distributed by the Westwood One Radio Networks (Cutler Productions will take over distribution and sales in July); *Crusin' America With Cousin Brucie*, a weekly three-hour broadcast hosted by WCBS-FM New York personality Bruce Morrow, distributed and sold by CBS's RadioRadio network; *On The Move With Tom Joyner*, a weekly three-hour show with KKDA-FM Dallas and WGCI(FM) Chicago personality Tom Joyner, distributed and sold by CBS Radio Programs; *Party America*, a weekly two-hour program co-hosted by WPLJ(FM) New York personality Fast Jimi Roberts and KPWR(FM) Los Angeles personality Joe Nasty, sold nationally to advertisers

by ABC (Cutler took over distribution of the show in April), and *Musical!*, a weekly three-hour show hosted by radio personality Chuck Southcott, distributed and sold by Westwood.

Cutler told BROADCASTING that his company has three new shows, for contemporary hit, album-rock and country stations, on the drawing board for 1988, which will be cleared, distributed and sold by the new division.

Cutler also said that he plans to open a programming and sales office in New York in July and a sales office in Chicago in September. Cutler Productions presently employs a staff of 31, which includes outside contractors and talent. That figure, said Cutler, should rise to 50 by Sept. 1.

Contest time

The ABC Radio Networks will join forces with All American Television, a New York-based television program syndicator, for a major national radio and television promotion contest sponsored by Levi's 501 blue jeans. The contest, dubbed "The Levis 501 Blues National Rock Test," will be hosted by Casey Kasem, creator and host of both *American Top 40*, a weekly radio countdown show distributed by ABC Radio, and *America's Top 10*, a weekly syndicated television countdown show distributed by All American Television, and will run simultaneously on both the radio and television programs from July 17 through Aug. 23. The event is scheduled to be announced tonight (June 8) during a reception at New York's Hard Rock Cafe.

Each week, clues will be given for a "mystery" rock performer—one artist per week—on Kasem's respective radio and television broadcasts. To be eligible for prizes, listeners and viewers will be asked to send in postcards with their telephone numbers. Twenty of them will be called—off the air—each week and the first with the correct answer will receive a Marantz Home Entertainment Center. Additionally, each postcard entry is eligible for a grand prize, which includes a trip for two to both New York and London to visit the Hard Rock Cafe restaurants there and two new Pontiac LeMans automobiles. Winners will be announced on the two programs.

American Top 40 is currently heard on 495 radio stations while *America's top 10* is cleared by television outlets in 135 markets. Kasem is beginning his 18th year on national radio and eighth year on television.

For the fund of it

As part of National Public Radio's ongoing "Fanfare" campaign, a three-year, \$8-million fund drive for NPR's arts and performance programming, a celebrity benefit gala will be held this Wednesday evening (June 10) at the 72d Market St. Oyster Bar and Grill in Venice, Calif. Among the celebrities scheduled to appear on stage are: Dudley Moore, Linda Ronstadt, Sid Caesar, Tracey Ullman, Beverly D'Angelo, Harry Dean Stanton, Ian Shoals, Christopher Cross, Graham Nash and David Crosby. Scott Simon, host of NPR's *Saturday Weekend Edition*, will serve as the master of ceremonies. Tickets are selling for \$250.

Since the "Fanfare" campaign began a year ago, NPR has raised between \$3 and \$4 million.

Managing nicely

The National Association of Broadcasters' 1987 Management Development Seminar for radio, which will focus on business strategy, organizational behavior, financial management and marketing, has been set for July 12-17 at the University of Notre Dame's College of Business Administration in South Bend, Ind. The seminar is open only to NAB members and will include role-playing, group assignments and case studies. Only

40 applicants will be accepted by NAB on a first-come, first-served basis—one applicant per station—at a cost of \$1,250 each.

Station break

All-news WBBM(AM) Chicago has extended its contract with the Chicago Black Hawks National Hockey League club through the 1989-90 season. The station and team had struck a three-year agreement with the 1985-86 season.



Wandering home. Singer Dion Di Mucci of Dion and The Belmonts stopped by oldies-formatted WCBZ-FM New York recently to finalize plans for his headline appearance at the station's 15th anniversary concert on June 19 and 20 at New York's Radio City Music Hall. Pictured with Di Mucci (center) are WCBZ-FM personality Bob Shannon (left) and WCBZ-FM Program Director Joe McCoy.

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WEEL-FM

BONNEVILLE
BROADCASTING SYSTEM

	Closing Wed Jun 3	Closing Wed May 27		Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)			
BROADCASTING										
N (CCB) Capital Cities/ABC . .	358	349	7/8	8	1/8	2.32	31	5,769		
N (CBS) CBS	162	3/4	163	3/8	-	5/8	-	0.38	10	3,827
O (CLCH) Clear Channel	15	1/4	15	1/4	1.66	31	44			
O (INFTA) Infinity Broadcasting	17	16		1	6.2	-49	142			
O (JCOR) Jacor Commun.	6	3/8	6	1/2	-	1/8	-	1.92	36	
O (LINB) LIN	39	1/4	36	3	1/4	9.02	34	2,091		
O (MALR) Malrite	10	10	1/4	-	1/4	-	2.43	-18	136	
O (MALRA) Malrite 'A'	10	9	3/4	1/4	2.56	14	42			
O (OBCC) Olympic Broadcast . .	7	3/4	7	1/2	1/4	3.33	19			
O (OCOMA) Outlet Commun. . . .	17	3/4	15	3/4	2	12.69	-6	112		
A (PR) Price Commun.	12	1/4	11	5/8	5/8	5.37	-4	105		
O (SCRIP) Scripps Howard . . .	82	80		2	2.5	154	846			
O (SUNN) SunGroup Inc.	1	3/4	1	3/4		-2	3			
N (TVB) Taft	150	1/2	149	1/2	1	.66	-23	1,379		
O (TVXG) TVX Broadcast	9	3/4	10	1/4	-	1/2	-	4.87	-4	58
O (UTVI) United Television . . .	31	7/8	32	1/4	-	3/8	-	1.16	42	349

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	60	3/4	57	3/4	3	5.19	20	669
A (AAR) Adams Russell	25	3/4	23	5/8	2 1/8	8.99	67	171
A (AAF) Affiliated Pubs	59	7/8	54		5 7/8	10.87	32	2,112
O (ASTVE) Amer. Comm. & TV . .		1/8		5/32	- 1/32	- 20.00		9
N (AFL) American Family	12		11	3/4	1/4	2.12	12	964
O (ACOMA) Assoc. Commun. . . .	29		28	1/2	1/2	1.75		276
O (BMAC) Bus. Men's Assur. . . .	26		26	1/2	- 1/2	- 1.88	-10	273
N (CCN) Chris-Craft	28		26	3/4	1 1/4	4.87	42	570
N (DNB) Dun & Bradstreet	122	1/2	120	1/2	2	1.65	27	9,310
O (DUOCO) Durham Corp.	33	1/4	31	1/2	1 3/4	5.55	16	283
N (GCI) Gannett Co.	49		46	3/4	2 1/4	4.81	28	7,915
N (GY) GenCorp	99	1/4	102	5/8	- 3 3/8	- 3.28	17	2,217
N (GCN) General Cinema	48	1/4	46	1/4	2	4.32	19	1,756
O (GCOM) Gray Commun.	222		222				38	110
N (JP) Jefferson-Pilot	29	1/8	29	5/8	- 1/2	- 1.68	10	1,177
O (JSON) Josephson Intl.	14	3/8	13	3/4	5/8	4.54	4	64
N (KRI) Knight-Ridder	50	1/8	49	3/8	3/4	1.51	20	2,863
N (LEE) Lee Enterprises	24	1/2	24	1/2			14	609
N (LC) Liberty	37	3/4	38	3/8	- 5/8	- 1.62	13	413
N (MHP) McGraw-Hill	65	3/8	63	3/4	1 5/8	2.54	21	3,303
A (MEGA) Media General	60	3/4	60	1/4	1/2	.82	50	856
N (MOP) Meredith Corp.	35	5/8	34	1/2	1 1/8	3.26	21	682
O (MMEDC) Multimedia	56	1/4	53		3 1/4	6.13	-133	618
A (NYTA) New York Times	42	1/2	42	3/8	1/8	.29	26	3,484
O (NWS) News Corp. Ltd.	25	3/4	25	1/4	1/2	1.98	17	3,263
O (PARC) Park Commun.	30	3/4	31		- 1/4	- 0.80	28	424
O (PLTZ) Pulitzer Publishing. . . .	38	1/2	34	3/4	3 3/4	10.79	31	392
N (REL) Reliance Group Hold. . . .	10	5/8	9	7/8	3/4	7.59	9	796
O (RTSHY) Reuters Ltd.	74	1/8	71	1/2	2 5/8	3.67	43	30,544
T (SKHQ) Selkirk	19	3/4	19	3/4			42	160
O (STAUF) Stauffer Commun. . . .	142		141		- 1	.70	23	142
A (TO) Tech/Ops Inc.	35	1/8	35	1/4	- 1/8	- 0.35	15	76
N (TMC) Times Mirror	86		81	3/8	4 5/8	5.68	13	5,546
O (TMCI) TM Communications	2	1/2	2	1/2			11	19
O (TPCC) TPC Commun.		3/4		3/4				8
N (TRB) Tribune	35	3/4	35	1/8	5/8	1.77	9	2,830
A (TBS) Turner Bcstg.	20	3/4	21	5/8	- 7/8	- 4.04	-1	452
A (WPOB) Washington Post	201		192		9	4.68	25	2,557

PROGRAMING

O	(SP) Aaron Spelling Prod.	9	1/2	9	1/4	1/4	2.70	7	176
O	(ALLT) All American TV	2		2	1/2	1/2	-20.00		2
O	(BRRS) Barris Indus.	12	3/4	12	7/8	1/8	- 0.97	7	113
O	(CMCO) C.O.M.B.	19	1/4	20	1/2	- 1 1/4	- 6.09	-66	345
N	(KO) Coca-Cola.	43	1/4	41	1/4	2	4.84	17	16,734
	(CLST) Color Systems.	11	1/2	12		1/2	- 4.16		8
A	(DEG) De Laurentiis Ent.	9	3/4	9	3/8	3/8	4.0		93
O	(DCPI) dick clark prod.	6		4	3/4	1 1/4	26.31	12	48
	(DIS) Disney	64	3/4	64		3/4	1.17	29	8,469
N	(DJ) Dow Jones & Co.	48	3/4	48	3/4			25	4,716
O	(FNNI) Financial News.	10	1/4	10	1/8	1/8	1.23	85	120
A	(FE) Fries Entertain.	4	1/4	4	1/2	1/4	- 5.55	23	22
O	(GW) Gulf + Western	84	1/2	84		1/2	.59	20	5,210
N	(HRSJ) Hal Roach	8	5/8	8	1/4	3/8	4.54		48
A	(HHH) Heritage Entertain.	7	3/4	8	1/2	3/4	- 8.82	7	35
A	(HSN) Home Shopping Net.	12	7/8	13	1/4	3/8	- 2.83	37	1,106
N	(KWP) King World	24	5/8	23	1/2	1 1/8	4.78	31	758
O	(LAUR) Laurel Entertainment	4		4				7	10
A	(LT) Lorimar-Telepictures	16	5/8	15	3/8	1 1/4	8.13		760
N	(MCA) MCA	48		44	1/4	3 3/4	8.47	23	3,636
N	(MGM) MGM/UA Commun.	12	3/8	11	5/8	3/4	6.45		615
A	(NWP) New World Pictures	11	3/8	11	7/8	- 1/2	- 4.21	15	123

	Closing Wed Jun 3	Closing Wed May 27	Net Change	Percent Change	P/E Ratio	Market Capitali- (000,000)				
PROGRAMMING										
N (OPC) Orton Pictures	14	1/4	12	5/8	1	5/8	12.87	-5	244	
O (MOVE) Peregrine Entertain.	6	6	1/2	-	1/2	-	7.69	26	12	
N (PLA) Playbox Ent.	13	5/8	13	3/4	-	1/8	-	0.90	-7	128
O (QVCN) QVC Network	8	3/4	8		3/4		9.3		57	
O (RVCC) Reeves Commun. . . .	10	3/8	10	7/8	-	1/2	-	4.59	207	130
O (RPICA) Republic Plc. 'A' . .	8	1/2	8	1/4		1/4	3.03	60	24	
O (RPICB) Republic Plc. 'B' . .	9	1/4	9		1/4		2.77	66	7	
A (RHJ) Robert Halm.	3	3/4	3	7/8	-	1/8	-	3.22	15	83
O (SMNI) Sat. Music Net. . . .	3	3/4	3	7/8	-	1/8	-	3.22	93	33
O (TRSP) Tri-Star Pictures	10	5/8	10	7/8	-	1/4	-	2.29	19	327
N (WCI) Warner Commun.	34	3/8	33		1	3/8	4.16	27	4,288	
O (WWTW) Western World TV . .	1	3/8	1	5/8	-	1/4	-	15.38	8	1
O (WONE) Westwood One	22	7/8	21	7/8	1		4.57	53	280	

SERVICE

O (BSIM) Burnup & Sims . . .	5	1/2	5	1/2			54	87
O (CVSI) Compact Video . . .	4		4	1/4	-	1/4	- 5.88	26
N (CCQ) Comsat	24	7/8	24	5/8		1/4	1.01	454
O (FBQ) Foote Cone & B. . .	54	7/8	55	1/4	-	3/8	- 0.67	208
O (GREY) Grey Advertising . .	104	1/2	103		1	1/2	1.45	126
N (IPG) Interpublic Group . . .	32	5/8	34		-	1 3/8	- 4.04	723
N (JWT) JWT Group	38	3/4	32	1/2		6 1/4	19.23	354
A (MOV) MovieLab	6	3/4	6	3/4				11
O (OGL) Ogilvy Group	30		29	3/4		1/4	.84	417
O (OMCM) Omnicom Group . . .	23	3/4	22	1/4	1	1/2	6.74	576
O (SACHY) Saatchi & Saatchi .	30		28	3/4	1	1/4	4.34	2,063
O (TLMTB) Telemation	2	3/4	2	3/4				12
A (TPO) TEMPO Enterprises . .	9	3/8	8	7/8		1/2	5.63	53
A (UNV) Unifil Video	10	7/8	11	1/8	-	1/4	- 2.24	23

■ CABLE

A (ATN) Acton Corp.	3	1/4	3	1/8	1/8	4.0	-3	19
A (ACN) Amer. Cablesystems	22	3/4	19	3/8	3 3/8	17.41	-48	213
A (CVC) Cablevision Sys. 'A'	27	1/4	25	1/8	2 1/8	8.45	-97	572
N (CNT) Centel Corp.	59	7/8	58	3/4	1 1/8	1.91	15	1,716
O (CCCA) Century Commun.	16	1/4	15	1/4	1	6.55	1,219	469
O (CMCSA) Comcast.	23	1/2	22	1/4	1 1/4	5.61	50	897
N (HCI) Heritage Commun. . .	33	1/4	33	1/4			-66	744
O (JOIN) Jones Intercable . .	13	5/8	12	1/2	1 1/8	9.0	26	174
T (MHRQ) Maclean Hunter 'X'	19	1/4	20		3/4	- 3.75	26	709
O (RCCA) Rogers Cable A.. .	14	5/8	13	5/8	1	7.33		75
O (TCAT) TCA Cable TV . . .	22	21	21		1	4.76	42	237
O (TCAT) Tele-Commun. . . .	36	3/8	32	5/8	3 3/4	11.49	39	3,518
N (TL) Time Inc.	94	7/8	91	1/2	3 3/8	3.68	15	5,915
O (UACIA) United Art. Commun.	26		24	1/2	1 1/2	6.12	144	1,067
N (UCT) United Cable TV . . .	33	7/8	31	3/4	2 1/8	6.69	483	825
N (VIA) Viacom	54	5/8	53	7/8	3/4	1.39	-210	1,925
N (WU) Western Union	4	1/2	4	3/4	1/4	- 5.26		109

■ ELECTRONICS/MANUFACTURING

N	(MMM) 3M.	129	1/2	129	1/2			19	14,793
N	(ALD) Allied-Signal.	41	1/8	42	1/4	-	1 1/8	- 2.66	12 7,170
O	(AMTV) A.M. Communications	1	5/8	1	11 1/16	-	1/16	- 3.70	- 2 5
N	(ARV) Arvin Industries.	35	1/2	36	1/8	-	5/8	- 1.73	14 625
O	(CCBL) C-Cor Electronics.	9	1/4	9	3/8	-	1/8	- 1.33	54 18
O	(CATV) Cable TV Indus.	2	1/2	2	1/2			-8	7
A	(CEC) Cetc.	6		5	1/2		1/2	9.09	300 11
A	(CHY) Chyron.	6		6	1/8	-	1/8	- 2.04	24 60
A	(CXC) CMX Corp.	1	3/4	1	3/4				34 10
A	(COH) Cohu.	7	1/8	7	1/8				24 12
N	(CAX) Conrac.	27	1/4	27	1/8		1/8	.46	23 183
N	(EK) Eastman Kodak.	79		80		-	1	- 1.25	47 17,826
O	(ECIN) Elec Mls & Comm.	1	1/8	1	1/8				4
N	(GRL) Gen. Instrument	32	1/4	33	1/8	-	7/8	- 2.64	67 1,049
N	(GE) General Electric	53	5/8	51	1/4		2 3/8	4.63	19 48,898
N	(HRS) Harris Corp.	36	1/2	36	1/8		3/8	1.03	21 1,482
N	(MAI) M/A Com. Inc.	13	1/8	13	1/2	-	3/8	- 2.77	16 560
O	(MCDV) Microdyne	4	1/8	4			1/8	3.1	-2 18
N	(MOT) Motorola.	52	7/8	56	3/4	-	3 7/8	- 6.82	34 6,778
N	(NPH) M.A. Philips	43	1/4	42	3/8		7/8	2.06	127 1,254
N	(OAK) Oak Industries	1	5/8	1	5/8				2 117
A	(PPI) Pico Products	5	1/2	4	1/2		1	22.22	-8 19
N	(SFA) Sci-Atlanta	17	1/4	16	1/2		3/4	4.54	-53 401
N	(SNE) Sony Corp.	21	3/4	21	1/8		5/8	2.95	25 5,029
N	(TEK) Tektronix.	34	1/8	33	7/8		1/4	.73	22 1,315
N	(VAR) Varian Assoc.	33	1/8	32	1/8		1	3.11	-80 714
N	(WX) Westinghouse	60	7/8	60	1/2		3/8	.61	13 8,672
N	(ZE) Zenith	28	1/4	27	7/8		3/8	1.34	-65 659
Standard & Poor's 400		340.77		335.55				5.22	1.55

T-Toronto, A-American, N-N.Y., O-OTC. Bid prices and common A stock used unless otherwise noted. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share

for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING's own research.

Business news put under a microscope

Ford/FAC study says that while many people are using economic information, quality of reporting should be improved and beat's prestige increased

Americans may not be getting the kind of business and economics news they need to make informed political decisions. But they seem to be getting the kind of business and economics news that is entertaining and/or helps them make decisions affecting their personal lives—for that is what is driving a proliferation of business shows on television and an expansion of the business press. If the quality of the reporting is to be improved, the news media will have to enhance the prestige of the beat, and journalists' training in economics and business will have to be

Authors of a "Study of Business Journalism" reached those conclusions after surveying more than 80 journalism schools and departments and reviewing the replies of 823 journalists to a 29-page questionnaire drawn from literature on the business beat, reporting environments and journalism education. The study was funded by the Ford Foundation and the Foundation for American Communications in response to what the study says is a "consensus among scholars and laymen alike that relevant principles of the 'dis-mal science' are not widely understood."

And that is a situation that is cause for concern, according to the report. "The benefits of higher quality reporting should not be underestimated," the report says. "A well-informed electorate is the foundation of a viable democracy. To effectively resist demagoguery and to promote the interests of democracy, that electorate must have a fundamental understanding of the issues facing it." And increasingly, the report adds, those issues involve questions of "resource constraints"—can the U.S., for instance, afford more social and defense spending?

One of the conclusions of the report is that the quality of business/economic reporting is a function of a marketplace approach by the media. Among their audience, the media perceive a "lack of expressed demand" which "translates into reduced incentives for the media to provide high quality coverage of economic news, even in an era when business news is expanding," the report says.

The report notes that the coverage and importance shown economics have expanded in print markets across the country, regardless of region or market size. One table shows that the economy was the issue that received the most editorial attention—28% of editorial lines in the papers sampled—during the 1980 presidential election in the majority of the metropolitan newspapers examined. And although the report does not mention it, new programs and the addition

of specialists to air staffs reflect cable television's and network television's awareness of the importance of economics and business news. Overall, 80% of the organizations surveyed reported an increase in such coverage—and 67%, the report says, expressed the view that coverage of such stories "should be increased even more."

Still, while readers and viewers may want the media to report on economic matters because "they constitute the ground over which political and social affairs are played," the report says "the demand for accurate analysis of such affairs is likely to be dominated by the demands for entertaining or personally useful angles on such affairs." The survey produced evidence that journalists are sensitive to that public attitude and cater to it. The survey also indicated that such sensitivity is rewarded in the paycheck. Dealing with economic themes does not hurt a reporter financially; the report said journalists who do earn more than those who avoid such themes. But those who employ economic analysis are paid less. What's more, "the pattern of rewarding the selection of economic themes while penalizing the use of economic analysis is most pronounced in the broadcast industry."

Broadcast journalists reported a list of problems in covering business and economics—the difficulty in finding experts who speak "plain English," greater time constraints in doing the necessary research and airing stories and "the greater pressures to attract audiences through entertainment." They also are said to feel that the beat does not lead to interesting stories. Still, the report says broadcast journalists "strongly resist the notion that business/economics reporting is particularly unsuited to TV and radio, a proposition which print journalists more readily accept."

The lack of prestige the business beat commands is confirmed by the survey. Those responding indicate it is "a temporary assignment which young journalists pass through as they accumulate experience within journalism and within a specific firm, rather than the home of a group of specialized reporters with much experience in the field." They are less satisfied with the space and resources accorded their beat. And journalists on the beat have much less experience than other reporters and have worked fewer years for their current employer than the average journalist. What's more, the report says, "business/economic reporters are much more likely to be female than those on other beats."

(That suggests that females are not treated well in journalism, and the report indicates they are not—except in television. The authors' salary survey indicates that women in journalism earn at least \$3,600 less per year

than their male counterparts—more than \$8,000 less in the case of editors. But "in a stark contrast to their position in other markets," the report says, "women in television earn \$9,589 more than male journalists with the same characteristics and experience"—possibly because of "the emphasis on entertainment.")

How can the quality of business/economics news be improved? The report stresses education and increased attention to the field by those in charge. "Given the marketplace incentives" at work, the report says, "the impetus for change must come through the professional standards of journalism schools, managers and editors and the financial commitment of major media organizations and nonprofit entities."

It says journalism schools should structure curriculums to assure graduates an education in the analytical foundations of specialized fields outside journalism. Indeed, the report suggests that journalism schools "encourage or require double majors and/or degree minors" that couple journalism with significant fields of specialization such as business, economics, physical sciences or

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law. The report also recommends that news/editorial majors take at least one analytic course in economics above the level of introductory principles. The funding for such improvements should come from major media organizations and nonprofit entities.

Nor should education end on graduation from college. The report says journalists who were surveyed supported efforts to im-

prove business/economics reporting at the mid-career level by encouraging short-term programs that teach principles of economic analysis in the context of current public policy issues.

In a field where news policy is marked by a marketplace approach, one possible spur given little or no mention in the report is rewarding quality work with pay incentives.

Changing Hands

PROPOSED

KAIR(AM)-KJYK(FM) Tucson, Ariz. □ Sold by Citadel Communications Co. to Duchossois Communications Co. for \$10,120,000. **Seller** is owned Lawrence Wilson and Fritz Beesmyer. It also owns KKFM-FM Colorado Springs and KBOZ-AM-FM Bozeman, Mont. **Buyer** is Chicago-based group of two AM's, three FM's and one TV owned by Richard L. Duchossois. Broadcast group is headed by Roland Johnson, who also has interest in WBWB(FM) Bloomington, Ind. KAIR is on 1490 full time with 1 kw. KJYK is on 94.9 mhz with 96.5 kw and antenna 1,952 feet above average terrain. **Broker: Kalil & Co.**

WDEN-AM-FM Macon, Ga. □ Sold by WDEN Communications Ltd. to Magic Broadcasting for \$6 million. **Seller** is owned by Thom E. Smith, Frank Burge and Austin Paddock. It has no other broadcast interests. **Buyer** is owned by Doug Grimm and Don McCoy, who also own WJYR(FM) Myrtle Beach, S.C.

It is also buying WLSQ(AM)-WREZ(FM) Montgomery, Ala. (see below). WDEN is daytimer on 1500 khz with 1 kw. WDEN-FM is on 105.3 mhz with 105 kw and antenna 770 feet above average terrain. **Broker: R.A. Marshall & Co.**

WLSQ(AM)-WREZ(FM) Montgomery, Ala. □ Sold by Brien Broadcasting Inc. to U.S. Broadcasting Ltd. for \$2.1 million. **Seller** is headed by Cleve J. Brien, president. It has no other broadcast interests. **Buyer** is also buying WDEN-AM-FM Macon, Ga. (see above). WLSQ is on 950 khz full time with 1 kw. WREZ is on 103.3 mhz with 27.5 kw and antenna 290 feet above average terrain. **Broker: Stan Raymond & Associates.**

WUSV(TV) Schenectady, N.Y. □ Sold by Union Street Video Inc. to WMHT Public Broadcasting for \$1.8 million. **Seller** is headed by Keith Wheeler. It has no other broadcast interests. **Buyer** is nonprofit corporation headed by Sara Catlin. It also owns WMHT(TV) Schenectady, N.Y. WUSV is com-

mercial independent on channel 45 with 5,000 kw visual, 500 kw aural and antenna 875 feet above average terrain.

WORL(AM) Orlando, Fla. □ Sold by Metroplex Communications Inc. to WORL Radio Inc. for \$1.65 million. **Seller** is buying WAJL(AM) Winter Park, Fla. (see below). **Buyer** is owned by Robert Thompson, Shreveport, La.-based attorney with no other broadcast interests. WORL is on 1270 khz full time with 5 kw. **Broker: Stan Raymond & Associates.**

WVLN(AM)-WSEI(FM) Olney, Ill. □ Sold by McPherson Media Inc. to V.L.N. Broadcasting Inc. for \$1,120,000. **Seller** is owned by Eugene V. McPherson. It has no other broadcast interests. **Buyer** is Corbin, Ky.-based group of six AM's and four FM's owned by Terry E. Forcht. WVLN is daytimer on 740 khz with 250 w. WSEI is on 92.9 mhz with 50 kw and antenna 500 feet above average terrain.

WAJL(AM) Winter Park, Fla. □ Sold by Alleluia Ministries Inc. to Metroplex Communications Inc. for \$1.1 million. **Seller** is buying WWLD(AM) Pine Castle-Sky Lake, Fla. (see below). **Buyer** is Cleveland-based group of six AM's and seven FM's owned by Norman Wain and Robert C. Wiess. It is also selling WORL(AM) Orlando, Fla. (see above). WAJL is on 1440 khz with 5 kw day and 1 kw night. **Broker: Stan Raymond & Associates.**

KJSA(AM)-KYXS-FM Mineral Wells, Tex. □ Sold by Jerry Snyder & Associates to Bill and Jesse Graham for \$1,035,000. **Seller** is owned by Jerry Snyder and Charles Pyle. Pyle owns KWIC-AM-FM Beaumont, Tex. Snyder has no other broadcast interests. **Buyer** Bill Graham is Mineral Wells businessman. Jesse Graham is Fort Worth businessman. KJSA is daytimer on 1140 khz with 250 w. KYXS-FM is on 95.9 mhz with 3 kw and antenna 295 feet above average terrain. **Broker: Chapman Associates.**

KTTZ(FM) Oracle, Ariz. □ Sold by Coronado Broadcast Corp. to Golden State Broadcasting Corp. for \$750,000. **Seller** is owned by Ted Tucker. It has no other broadcast interests. **Buyer** is owned by Laurie N. Weisert, A. Barry Witz, Frank Cihak and Patty Ruiz. It also owns KHYT(AM) South Tucson, Ariz. KTTZ is on 103.1 mhz with 580 kw and antenna 610 feet above average terrain.

WWLD(AM) Pine Castle-Sky Lake, Fla. □ Sold by Comco Inc. to Alleluia Ministries Inc. for \$300,000. **Seller** is owned by Walter M. Windsor. It has no other broadcast interests. **Buyer** is owned by Albert Chubb and his wife, Elayne. It is also selling WAJL(AM) Winter Park, Fla. (see above). WWLD is daytimer on 1190 khz with 5 kw. **Broker: Stan Raymond & Associates.**

KODY(AM)-KSRZ(FM) North Platte, Neb. □ Sold by North Platte Broadcasting Inc. to Central Nebraska Broadcasting Co. for \$300,000. **Seller** is owned by Eames Irvin. It has no other broadcast interests. **Buyer** is owned by John C. Mitchell. It also owns KGFV(AM)-KQKY(FM) Kearney, Neb., and KXNP(FM) North Platte, Neb. KODY is on 1240 khz full time with 1 kw. KSRZ is on 94.9 mhz with 63 kw and antenna 200 feet above average terrain.

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Looking toward television's future in Montreux

ITS symposium will hear papers, discussions on directions HDTV, DBS, CCD's, cable are taking around world

"Broadcasting—the cold wind of change": In addition to being the title of one highlight session at next week's 15th International Television Symposium in Montreux, Switzerland, it could well be the undercurrent of the technical conference's entire seven-day program.

The traditional broadcasting medium, as the extensive June 11-17 program of sessions, roundtables and screenings makes clear, is no longer alone in the viewer's living room. In addition to the continuing encroachment of cable in North America, Europe and elsewhere, broadcasters may soon be joined by entirely new and competitive media such as high-definition television home video and direct broadcasting by satellite.

Among the five dozen technical paper presentations, however, are also discussions of more broadcast-friendly developments: new production tools such as digital videotape recorders, lightweight camera-recorder systems and CCD (charge coupled device) cameras.

And the thousands of high-level television executives who flock to the Swiss mountain town from dozens of countries around the world will have a chance to inspect at first-hand the latest of these technologies in the biannual gathering's equipment exhibit June 12-16, which at the last show in 1985 attracted a crowd of 30,000.

Addressing perhaps most directly the broadcaster's role in an increasingly crowded television field during a Monday morning, June 15, session, will be Andrew Quinn, newly selected managing director of the UK's Granada Television. Granada TV itself has one of the broadest portfolios in the media business, with interests in broadcast program production, home video and other markets, as well as the UK's new four-channel DBS project.

Quinn's talk will be followed by a panel discussion chaired by Henry Yushkivitch, vice chairman of the USSR State Committee for Radio and Television, and other media executives to be announced at the conference.

But the potential for expansion in media alternatives will become most apparent during sessions on two subjects that together dominate the week-long event: high-definition television and direct broadcast satellites.

DBS, which has yet to get off the ground in the U.S., is much closer to realization in Europe and Asia. A Friday afternoon, June 12, session has Japan's M. Matsushita offering economic comparisons between DBS and terrestrial broadcasting, and there are

other papers on high- versus low- or medium-power DBS systems and on the potential for DBS radio.

George Waters, technical director of the European Broadcasting Union, will chair a Saturday morning, June 13, session on satellite distribution systems, which includes a speaker on Scandinavia's Tele-X DBS project and extensive roundtable discussion with nearly a dozen participants, including NBC's Michael Sherlock. A nontechnical panel later that afternoon will examine marketing and planning approaches to the technology, with speakers Maurice Bicknell, head of the Luxembourg SES Astra satellite project, and Charles Levison of the British satellite service, Superchannel.

High-definition television, an important topic of discussion at the ITS ever since the Japanese wide-screen, 1,125-line, 60 hertz system was first displayed at the 1983 conference, emerges again, with a special focus on ongoing HDTV production work. Conference organizers, in conjunction with the American Film Institute and the Directors Guild of America, will sponsor the conference's first electronic cinema festival, a se-

ries of screenings June 14-16 offering an overview of programs produced for theater and television with the 1,125-line HDTV electronic production system.

Among the screenings expected are excerpts from "Julia and Julia," an HDTV feature film produced by Italy's state broadcaster, RAI, starring Kathleen Turner and Sting and to be released in the U.S. this year; two episodes of the Canadian Broadcasting Corp. HDTV production "Chasing Rainbows," and short commercials, music videos and other material from David Niles's Paris studio, Rebo Associates in the U.S. and Japan's NHK, as well as an RAI-produced documentary, "Allegro con Brio."

The HDTV festival concludes with a symposium on Tuesday afternoon, June 16, co-chaired by RAI Deputy Director General M. Fichera and AFI's director for advanced film and television studios, A. Vellani, on "Technology and Creativity: Implications for the Electronic Cinema."

The HDTV topic can be expected to inject some controversy into the proceedings, with ongoing differences between the U.S. and Canadian-supported Japanese 1,125-line, 60

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hz approach and conflicting proposals now emerging from the European Communities-sponsored Eureka 50 hz HDTV development project.

The HDTV discussions begin at the conference's start Thursday afternoon, June 11, with speakers Ulrich Messerschmid of West Germany and Jacques Sabatier of France providing an overview of HDTV performance and capacity; Masao Sugimoto of NHK discussing HDTV standards conversion and E. Lionetti of RAI reviewing high-definition production. A roundtable discussion ends the two-and-a-half-hour program, chaired by the Soviet Union's M. Krivosheev, with Joseph Flaherty of CBS, Richard Green of PBS, Charles Sandbank of the BBC and more than a half-dozen others.

HDTV equipment will also be reviewed in a Friday afternoon panel, with discussions of HDTV graphics, telecines, standards converters, digital tape recorders and cameras, followed by a roundtable discussion. (A special show of HDTV equipment, with products expected from more than two dozen companies, is scheduled concurrently with the HDTV festival program screenings.)

A review of terrestrial broadcasting systems on Friday morning also will include a pair of talks on enhanced and high-definition distribution, including one talk by the National Association of Broadcasters' Ben Crutchfield and a roundtable featuring Japan's T. Fukinuki, who is developing an extended definition proposal for terrestrial HDTV.

Advanced cable technologies will get their share of attention during a half-dozen CATV and joint broadcast-CATV sessions scheduled during the program. The joint session Monday afternoon chaired by Wendell Bailey of the National Cable Television Association, reviews advances in home terminals with a focus on cable-home electronics compatibility.

Digital video subjects highlight a Friday morning session chaired by A. Todorovic, the Yugoslavian engineer who helped guide the world standards effort on digital video recording. Papers cover applications of the world standard D-1 component digital recorder and component standards and interfaces, a controversial topic because of the introduction by Sony of a nonstandardized digital serial interface for use with its D-1 recorder.

This year's equipment exhibit is expected to be larger than the 1985 show, which drew some 200 companies, and not just because of the booming international professional equipment market, but because of a 25%-plus increase in exhibit space. Exhibit organizers, fighting some discontent over the limited exhibit space of the city's conference center and persistent rumors the symposium will move to another site after 26 years there, have also announced a new, larger hall will be opened for the 1989 conference.

A partial list of exhibiting companies and their products follows:

Adams-Smith

34 Tower St., Hudson, Mass. 01749

Agfa-Gevaert

513

Kistlerhofstrasse 75, 8000 Munchen 70

PEV 291 B "Broadcast Pro" 3/4-inch U-matic,

one-inch B-tape, professional audio and video recording equipment.

Alta Group

535 Race St., San Jose, Calif. 95126

Ampex International

529

Acre Rd., Reading RG2 0QR Berks, Eng. Vista A/V series switcher*, A/V Century video switchers*, ACE 200 editor*, ESS-5 graphic composition and still storage system*, CVR-5 camcorder VTR*, CVR-35 field portable VTR*, CVR-75 studio VTR with AST*, Speedtrace and Intel 80386 microprocessor features* to PictureMaker 3-D, ADO features*, one-inch type C format VTRs, Betacam and Betacam SP products, ACE and ACE micro editing systems, A/A-3 video graphic production system, ESS-3 still store system, ADO digital special effects systems, video and audio tape.

Angenieux

307

St. Heand 42570, France

14x9 ENG/14x8 with nonrotating front focusing element, 40/9.5 F/1.3*, full range of zoom lenses for 2/3-inch and 1/2-inch format.

Anton/Bauer

One Controls Dr., Shelton, Conn. 06484

Lifesaver MP-4 and MP-8 microprocessor series of charging and diagnostic evaluators for NiCad batteries*, Snap-On Gold battery mounting bracket*. Staff: Anton Wilson, John O'Keefe, Joseph Lantowski, Michael Garretson.

Audio Kinetics

Kinetic Center, Theobald St., Borehamwood, Hertfordshire WD6 4PJ England

Q-lock synchronizer, Pacer chase synchronizer, Stripper time code generator, VTL translator*, Mastermix console automation system.

Autocue

265 Merton Rd., London SW 18 5JS

CCTV script scanners, wordbox III location prompter, on camera prompters, A2000 and A1500* digital script generators, Script-Net. Staff: Jamie Rugge-Price, Peter Larter, Mick Gould, Geoff Wright, Alex van Samson.

AVS Broadcast

114

Davis Rd., Chessington Surrey, KT9 1TT

ADAC full broadcast converter*, A/S 6500. Staff: Mike Ransome, David Tasker, Mark Hill, Mike Charman.

Bal Components

579

Bermuda Rd., Nuneaton, Warwickshire CV10 7QF

Fastime automatic multichannel delay system*, Digitstream 601 analog/digital interface*, SIL 30 mhz video amplifier*, 20 mhz series of dual in line video delay lines*, low cost video filters*, color patch generator, series 4 YUV filter sets, video filters, ASD and ESD video delay line series, rack-mounted delay lines, mode wave and bulk wave glass delay lines. Staff: Tony Frere, Derek Newport, Eric Vavasour, Mike Dawson, Duncan Porter, Geoff Rose.

Broadcast Electronics

103

4100 N. 24th St., Quincy, Ill. 62305

Phase trak 90 single-deck stereo cartridge machine*, series 3000A and series 2100C stereo*, Models 5300C and 5400C three-deck cartridge machine*, DV-2 digital solid state voice recorder/reproducer. Staff: Lawrence Cervon, E.L. Corujo, Andy McHardy, Jacques Falisse, Manfred Jung.

Canon Europa NV

O.P. Div. Lemelerbergweg 31, 1101 AH Amsterdam, Netherlands

J50x9.5B IE*, J13x9B IRS 2A, J8x6B IRS, J18x8.5B IRS, PV14x12.5B IE. Staff: T. Yamasaki, K. Koyama, G. Yumiba, Y. Eguchi, P. Luck, S. Ohkubo, H. Ahvenainen, B. Mansson.

Chyron Corp.

871

265 Spagnoli Rd., Melville, N.Y. 11747

Staff: A. Leubert, J. Scheuer, I. Hersly, L. Mincer, S. Sloane, D. Buckler, P. Mewhinney, R. Agneta.

Clear-Com

1111 17th St., San Francisco 94107

CMC Technology

230

2650 Lafayette St., Santa Clara, Calif. 95050

Replacement VPR video heads for one-inch type C-format videotape machines featuring dynamic parallel tracking, Videomax TD-800 bulk tape demagnetizer, quad video and audio heads and VTR accessories. Staff: Tony Mlinaric, Bills Fitts, Jim Goehring.

Crosspoint Latch

95 Progress St., Union, N.Y. 07083

Dolby Laboratories

346 Clapham Rd., London SW9 9AP

Signal processing and audio noise reduction equipment, 431 spectral recording module, XP24 SR multitrack unit, 280 Dolby SR module, XP series and models 361 and 365 interfaces.

Dynair Electronics

5275 Market St., San Diego, Calif. 92114

Dynasty routing switchers, series 1 control products, machine control system. Staff: E.G. Gramman, D. Castellini, T. Meyer, J. Meek, M. Lebharr.

EEV

Waterhouse Ln., Chelmsford, Essex, U.K.

Leddicon color TV camera tubes, high power klystrons and circuit assemblies for TV transmitters, broadcast tetrodes and vacuum capacitors. Staff: D. Farrar, D. Wilcox, G. Garthwaite, D. Carr, T. Ellis, G. Clayworth.

Electrocraft Consultants

561

Liss Mill, Mill Rd., Hampshire GU33 7BD

Staff: Kevin Attew, Clive Vickery, Stuart Ponsford.

GML

143/145 Cardiff Rd., Reading Berks, England RG1 8JF

System DVP*, dual channel TBC's, framestores with digital effects. Staff: John Coffey, Gary Glover, Tony Stalley, Dave Collins, Dave Bradley, Paula Bowen.

Harrison Systems

437 Atlas Dr., Nashville 37211

Ikegami Electronics

302

Ikegami Strasse 1, 4040 Nuess 1, FRG

Studio and EFP cameras*, broadcast CCD cameras*, Telecommand and repeater for HK-323*, digital-controlled broadcast color monitors*, HDTV color TV camera type HDK-1125P*, Unicam HL-95, HL-79E EFP camera, automatic studio/OB van camera family in 2/3 and one-inch version type HK-323, color viewfinder for studio/OB van applications, broadcast color monitors, black and white precision monitors. Staff: M. Motoki, K. Katori, M. Fukuda, John Turley, E. Delcourt, A. Pohl, Y. Sato.

Innovative TV Equipment

Box 681, Woodland Hills, Calif. 91365

Broadcast camera support dollies, tripods, studio, pedestals, pan/tilt heads for studio and ENG/EFP cameras, systems 17, 40, 50, 60 and 70 ENG/EFP tripods and fluid

heads*, combination PG/H70 studio pedestals and fluid head*, P2 pneumatic studio pedestal and H90 fluid head*. **Staff:** Bert Rosenberg, Maxine Rosenberg, Stanton Hollingsworth, Rosilie Hollingsworth, Michael Rosenberg, Debbie Thomson, Ted Yokavich, Robert Gallagher, Rick Low.

Intergroup Video System
2040 NW 67th Pl., Gainesville, Fla. 32606

J-Lab Co.
Box 6530, Malibu, Calif. 92064

K and H Products 707
Box 246, N. Bennington, Vt. 05257

Porta-Brace soft shell nylon cases for video field production, recorder, camera, wireless mike, mixer, monitor and production cases, Cordura nylon tripod case*, waist belt production pack*, heavy duty nonskid leather shoulder strap*, camera cases*. **Staff:** Kenneth Barry, Marjorie Robertson, Robert Howe.

Leitch Video 126
10 Dyas Rd., Don Mills, Ont. M3B 1V5
SPG-1510P PAL digital sync pulse generator*, SPG-110P and SPG-141P PAL sync pulse generators, VPA-310P processing amplifier, SCH-711SCH meter, AVS-481 switcher, VSI-505 video source indent, XTG-2500N NTSC transmitter test generator. **Staff:** David Strachan, Strath Goodship.

3M Europe S.A. 128
106 Boulevard de la Woluwe, B-1200 Brussels, Belgium

U-matic SP*, PB 30 broadcast Betacam*, broadcast VHS*, professional extra HG VHS videocassettes*, AUD digital audio U-matic cassettes*, 806 high output/low print audio mastering tape*, 808 low print audio mastering tape*, one-inch master broadcast videotape, MBR master broadcast U-matic and UCA broadcast videocassettes, professional HG VHS videocassettes, 275 digital and 226 analog mastering tapes. **Staff:** Dr. G. Blaschke, J. Bauert, G. Bourreau, K. Kleinbeck, J. Clerkin.

Matthey Electronics 576
Burslem, Stoke-On-Trent, Staffordsh., ST6 3AT

30 mhz HDTV delay lines, low cost video filters, VS range of video filters, zero loss video filters*. **Staff:** A.B. Dandy, V.P. Emmerston, A.G. Holden, C.T. Craig, W. Weimer, A. Poisson.

Microtime 206
1280 Blue Hills Ave., Bloomfield, Colo. 80002

RP-1 3D digital video effects system*, Tx2 high performance full frame TBC*, T-200 TBC, Genesis 1/ACT 1 digital video effects system*, T-220 format interchange TBC*, S-130 frame synchronizer, NTSC and PAL formats. **Staff:** John Kissel, David Brown, Chris Smith, Gene Sarra, Chris Hadjimi-chael, Robert Wickland, Mel Noonan.

Midwest Communications 705
One Sperti Dr., Edgewood, Ky. 41017

Satellite communications, mobile satellite vehicles and systems, S-1 Fly-away system, S-23 mobile satellite vehicles. **Staff:** David Barnes, Jay Adrick, Chris Siddell, Richard Lilley, Joe Mack.

Miller Fluid Heads 866
30 Hotham Parade, Artarmon, Sydney 2064

Fluid-head camera support systems, 20, 30, 50 and 80" fluid heads, locks for Compact, Midi and Maxi tripods*. **Staff:** Grant Clementson, Dedo Weigert.

Nurad
2165 Druid Park Dr., Baltimore 21211

Otari Electric 106
4-29-18 Minami Ogikubo, Suginamiku, Tokyo 167

MX-55 1/4-inch two-track compact tape recorder/reproducer*. **Staff:** Shunji Koizumi, Harald Viering.

Paltex 864
948 Great West Rd., Brentford, Middlesex, TW8 9ES

Elite editing and production system with serial/parallel interface*, Eddi nonlinear virtual recording laser disk or VHS-based scene composition system*, Espirit-plus, Edit-Star director, Abner. **Staff:** Roger Bailey, Mike Pembury, Roy Watson, Rene Susan, Barry Fane.

RTI 818
4700 W. Chase Ave., Lincolnwood, Ill. 60066

RTI tapechek VT series evaluator/cleaners, videocassette refurbishment services, Ultrasonic VCS film cleaning system. **Staff:** Ray Short Jr., T. Boyle, J. Banks, Francois Meyer.

Sachtler GmbH 523
Dieselstrasse 16, D-8046 Garching, W.G.

Series II fluid heads for ENG, EFP, OB and studio*, OB-tripod system*, studio pedestal for up to 242 lb. capacity*. **Staff:** Alex Fromel, Jurgen Nussbaum, Anna Oechsler.

Sennheiser Electronic KG 207
Postfach 10 02 64, D-3002 Wedemark, W.G.

UHF diversity receiver type EM 2003-TV for wireless microphone applications, portable 6-channel receiver type RS 2012 for wire-

less applications, RF condensor microphones type MKH 20, 30 and 40 for MS stereo applications. **Staff:** Klaus-Hinrich Wichmann, Peter Arasin.

Skotel Corp.
1445 Provencher Blvd., Brossard, Quebec J4W 1Z3

Model 132 VITC/LTC reader*, LTC time code reader with computer interface*, LTC time code readers, time code generators. **Staff:** Stephen Scott, Martin Callan, Gilles Theriault.

Steady-Film Corp. 112
707 18th Avenue, South, Nashville 37203

Steady-Film system retrofitted to Rank Cintel Mark III for steady film-to-tape transfers, increased recording speed with Sony BVH-2500, three-perf capability for Steady-Film system. **Staff:** Wayne Smith, Donna Reid, Phil Kroll, Gail Smith.

Soundcraft Electronics 584
Unit 2, Borehamwood Industrial Park, Rowley Ln., Borehamwood, Hertfordshire WD6 5PZ

Soundcraft 200BVE*, TS12, saturn multi-track with total remote and TV24 consoles. **Staff:** Phil Dudderidge, Alan Archer, Adrian Curtis, Nathalie Heyden, Charlie Day, Steve Gunn.

Tektronix 710
DS 58-699, Box 500, Beaverton, Ore. 97077

1705 spectrum monitor, 1735 waveform monitor, 760 stereo audio monitor, 836 TV analyzer. **Staff:** Dave Friedley, Larry Kaplan, Steve Kerman, Rex Ferbrache.

Thomson Video 303
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Transimage Intl.

Transimage House, 245 Hanworth Rd., Hounslow, Middlesex TW3 3UA

Alf-102 TBC time sharer automation interface*, TS-102B TBC time sharer with balanced audio*, TS-102C TBC time sharer for unbalanced audio in and balanced audio out*, RCU/VU-102 de luxe remote with VU monitoring*, CTS-102 component video TBC time sharing*, TS-102S TBC time sharer*, TS-102 TBC time sharer. **Staff:** Sonja Woellner, Nigel Hamley, John Baker.

**Ultimatte Corp. 221
18607 Topham St., Reseda, Calif. 91335**

Ultimatte 200 video compositing device, Ultimatte-5 component and RGB composition device*, high definition Ultimatte in conjunction with the Sony HDTV display. **Staff:** Mary Zaller, David Fellingner, Arpag Dadourian, Roger Factora.

**Utah Scientific 117
1685 W. 2200 South, Salt Lake City 84119**

Routing switchers, presentation switchers, machine control systems, Dynabus high speed serial data networking, HDTV-compatible distribution equipment. **Staff:** L.O. Keys, J.C. Murphy, S.K. Bosen, B. Van-Bentham.

**VideoCipher div./General Instrument 713
6262 Lusk Blvd., San Diego 92121**

Satellite television encryption systems and TVRO systems. **Staff:** Larry Dunham, Mark Medress, James Tieman.

**Videotek 140
243 Shoemaker Rd., Pottstown, Pa. 19464**

Staff: Peter Choi, Phil Steyaert, Eric Wahlberg, Barry Gardener, Bill Boxill, Emery Grady, Jay Trunzo.

**W. Vinten Ltd. 870
Western Way, Bury St. Edmunds, Suffolk IP33 3TB**

Vision 20 pan and tilt head*, skids, tripods, O.B. and studio pedestals, camera cranes, microwave support system, remote control

camera system. **Staff:** Mike Martin, Peter Wayne, Chris O'Neill, Lindsey McCaffrey, Adrian Matthews, Gunter Hess, Jurgen Schmidt, Wolfgang Bender, W.P. Vinten, A.A. Clark, R. Lawson, C.M. Brown.

Vital Industries

3700 NE 53d Ave., Gainesville, Fla. 32601

Radio Moscow has some AM broadcasters hearing red

Service broadcast from Cuba registers interference with two Florida AM's; complaint filed with Havana, Moscow

As promised, the Radio Moscow North American Service was on the air on Sunday, May 31, from 8 a.m. to 6 p.m., broadcasting to listeners in Florida on 1040 khz. And, with FCC monitors measuring its strength at about 300 kw, the signal, beamed from Cuba, was reported to have caused interference to two Florida AM's that operate on 1040 khz—WYFX(AM) Boynton Beach, which operates on 10 kw daytime, and WHBO(AM) Pinellas Park, which operates on 5 kw daytime. In the process, it is creating an international incident.

The State Department on Thursday said the U.S. is making known its views both to Havana and Moscow "that such broadcasting contravenes International Telecommunication Union regulations." Wilson LaFollette, head of the FCC's international staff, earlier in the week said the commission had received a telephoned complaint from WYFX on Tuesday, and was awaiting a formal, detailed notification. Jonathan Pinch, president and general manager of WHBO, said the station had received "50 to 60 complaints" of interference from listeners on Sunday. He said he had written to the commission about them. But the question of whether the Radio Moscow broadcasts from Cuba violate international law raises complex questions of interpretation.

The State Department also used the occasion to restate its rejection of speculation that the Soviet cessation of jamming of the

Voice of America is linked to the Radio Moscow broadcasts from Cuba, speculation grounded in reports that U.S. Information Agency director Charles Z. Wick had agreed to such a "deal" during the Reykjavik summit last year. "There has been no such deal," the department said in guidance for the press. "Jamming violates the ITU convention and the Soviets are obliged to end it unilaterally." The Soviets continue to jam VOA broadcasts to Poland and Afghanistan, and have increased their jamming of the U.S.'s Radio Free Europe and Radio Liberty, which serve as surrogate stations for, respectively, Eastern Europe and the USSR.

As for the Radio Moscow programming itself, Robert Barry, deputy director of the Voice of America, who monitored the 10 hours of programming, said it had been carved out of the Radio Moscow World Service, which is heard on shortwave, and repackaged. The new service led off with a news program topped by a piece on the flight of the West German teen-ager from Finland to the Kremlin and the shakeup of the defense establishment it caused. Then followed programs familiar to listeners of the English-language world service, including *Jazz from Moscow* and *Moscow Mailbag*, with newscasts every two hours. The service also included a current events program, *Top Priority*, whose host was Vladimir Posner, a Soviet journalist who appears frequently on American television as a spokesman for the Soviet position on issues that develop. Barry said the service simply identified itself by name and frequency without saying it was originating from Cuba.

The Radio Moscow North American Service was heard initially on the preceding weekend, when it announced it would be on the air on 1040 khz every Sunday and every other Saturday. A question raised then was whether Radio Moscow's use of the frequency was in conflict with U.S. rights. But the commission received no complaints. And until it did, the question was academic.

On Tuesday, Gary Lewis, president of WYFX, said the station had written to the commission to complain of "substantial interference from Radio Moscow." He said the station's measurements over the past two weekends—like the commission's on the second weekend—indicated the power of the Radio Moscow broadcasts at 300 kw, "which," he noted, "is six times the power of any [AM] station." The WYFX notification and Pinch's letter reporting the complaints WHBO received will be referred to the State Department.

The commission itself can act directly. James McKinney, chief of the commission's Mass Media Bureau, said another avenue open to the U.S. would probably be pursued as well. Under the International Telecommunication Union, he said, the commission's Field Operations Bureau "is the centralizing office for international monitoring." As a result, he said, the FOB may, "on its own, go directly to Havana." Another option involves the commission's treaty branch; it has in the past notified "offending" governments of what the U.S. considers "harmful interference" to American stations.

The question of whether the U.S. or Cuba

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has prior claim to 1040 khz is obscured by possible dispute over facts and interpretation of complex international radio regulations. Cuba notified the International Frequency Registration Board of an intention to use 1040 khz in 1982. That was several years before the two Florida stations began operating on that frequency. However, WHBO had been operating on adjacent channel 1050 khz in Tampa before 1982 and is still licensed on that channel in Tampa; however, it has a construction permit to operate day and night in Pinellas Park on 1040 khz, and is operating in that city on 1040 khz on limited test authority.

According to LaFollette, the fact that

WHBO is still licensed to Tampa on 1050 khz would preclude Cuban use of 1040 khz, since a station on the frequency would have caused interference to WHBO on the adjacent channel. What's more, LaFollette says the U.S. maintains that, on the basis of FCC monitoring, Cuba has not until now operated on 1040 khz. "Arguably, therefore," he said, the 1982 notification was not an "appropriate" one. Another complicating factor is the fact the IFRB did not inform the U.S. of the Cuban notification regarding 1040 khz until recently.

The two Florida stations are not the only ones possibly subject to interference from the new Radio Moscow service. According to

McKinney, there are seven AM stations in Alabama, Georgia and northern Florida on adjacent channel 1050 that are just north of an interference ring that runs through Tampa. And if the new service were to broadcast past sunset, when the skywave signal would take over, he said, the 300 kw-powered signal would be heard all over the eastern U.S., as far west as the Mississippi and well into Canada. According to the calculations of WYFX's Lewis, the signal would be even more encompassing, covering all of the U.S. and most of Canada. And that, said Lewis, "should make Radio Moscow the concern of all U.S. broadcasters and citizens." □

For the Record

As compiled by BROADCASTING, May 28 through June 3, 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.

Broadcasting Inc. for \$1,120,000. Seller is owned by Eugene V. McPherson. It has no other broadcast interests. Buyer is Corbin. Ky.-based group of six AM's and four FM's owned by Terry E. Forcht. Filed May 22.

■ KFNH(FM) Oberlin, Kan. (101.1 mhz) 100 kw; HAAT: 450 ft.—Seeks assignment of license from Jerry T. Venable and Ernest McRae to Oberlin Broadcasting Inc. for \$300,000. Sellers also own KSWN(AM) McCook, Neb. Buyer is owned by John Allee and Marty Martinson. It has no other broadcast interests. Filed May 21.

■ KODY(AM)-KSRZ(FM) North Platte, Neb. (AM: 1240 khz; 1 kw-U; FM: 94.9 mhz; 63 kw; HAAT: 200 ft.—Seeks assignment of license from North Platte Broadcasting Inc. to Central Nebraska Broadcasting Co. for \$300,000. Seller is owned by Eames Irvin. It has no other broadcast interests. Buyer is owned by John C. Mitchell. It also owns

KGFW(AM)-KQKY(FM) Kearney, Neb. and KXNP(FM) North Platte, Neb. Filed May 22.

■ KKOBB-AM-FM Albuquerque, N.M.: WMTG(AM)-WNIC-FM Dearborn, Mich.. WLAC-AM-FM Nashville, KIOI(FM) San Francisco (KKOB: 770 khz; 50 kw-U; KKOBB-FM: 93.3 mhz; 21.5 kw; HAAT: 4,150 ft.; WMTG: 1310 khz; 5 kw-U; FM: 100.3 mhz; 50 kw; HAAT: 600 ft.; WLAC: 1510 khz; 50 kw-U; WLAC-FM: 105.9 mhz; 100 kw; HAAT: 1,226 ft.; KIOI: 101.3 mhz; 125 kw; HAAT: 1,160 ft.—Seeks assignment of license from Price Communications Inc. to Fairfield Communications Corp. for \$120 million, comprising \$70 million cash and remainder note. Seller is New York-based group of eight AM's, eight FM's and four TV's headed by Robert Price, chairman. Buyer is owned by Jim Hilliard, former president of John Blair & Co. radio division and John Purcell, former chairman of SFN

Ownership Changes

Applications

■ WRBK(AM) Flomaton, Ala. (990 khz; 2.5 kw-D)—Seeks assignment of license from Gulf Communications of Ala. to Gulf Communications of Northwest Fla. for \$34,000 and 20% of buyer stock. Seller is owned by Jerry Spencer and his wife, Jeannette. It has no other broadcast interests. Buyer is owned by Richard Lott and his wife, Patricia. Gordon Towne and seller, Jerry Spencer. It has no other broadcast interests. Filed May 22.

■ KTTZ(FM) Oracle, Ariz. (103.1 mhz; 580 kw; HAAT: 610 ft.—Seeks assignment of license from Coronado Broadcast Corp. to Golden State Broadcasting Corp. for \$750,000. Seller is owned by Ted Tucker. It has no other broadcast interests. Buyer is owned by Laurie N. Weisert, A. Barry Witz, Frank Cihak and Patty Ruiz. It also owns KHYT(AM) South Tucson, Ariz. Filed May 19.

■ WORL(AM) Orlando, Fla. (1270 khz; 5 kw-U)—Sold by Metroplex Communications Inc. to WORL Radio Inc. for \$1.65 million. Seller is buying WAJL(AM) Winter Park, Fla. (see below). Buyer is owned by Robert Thompson. Shreveport, La.-based attorney with no other broadcast interests. Filed May 18.

■ WWLD(AM) Pine Castle-Sky Lake, Fla. (1190 khz; 5 kw-D)—Seeks assignment of license from Comco Inc. to Alleluia Ministries Inc. for \$300,000. Seller is owned by Walter M. Windsor. It has no other broadcast interests. Buyer is owned by Albert Chubb and his wife, Elayne. It is also selling WAJL(AM) Winter Park, Fla. (see below). Filed May 18.

■ WAJL(AM) Winter Park, Fla. (1440 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from Alleluia Ministries Inc. to Metroplex Communications Inc. for \$1.1 million. Seller is buying WWLD(AM) Pine Castle-Sky Lake, Fla. (see above). Buyer is Cleveland-based group of six AM's and seven FM's owned by Norman Wain and Robert C. Wiess. Filed May 18.

■ WVLN(AM)-WSEI(FM) Olney, Ill. (AM: 740 khz; 250 w-D; FM: 92.9 mhz; 50 kw; HAAT: 500 ft.—Seeks assignment of license from McPherson Media Inc. to V.L.N.

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Philadelphia: Jack F. Satterfield (215) 525-8767. Los Angeles: Carl J. Fielstra (714) 583-0366.

Companies. Filed May 21.

■ **KKJY-FM** Albuquerque, N.M. (100.3 mhz; 100 kw; HAAT: 4,110 ft.)—Seeks assignment of license from Roughrider Broadcasting Inc. of New Mexico to MBC Southwest Inc. for \$3.3 million. Seller is owned by Thomas L. Letizia, Sig Rogich and Mike O'Callaghan. It also owns KPAH(FM) Tonopah and KROLI(AM) Laughlin, both Nevada. Buyer is owned by Richard Dean, David G. Hinson and Norman Fisher. It also owns WFMZ-FM-TV Allentown, Pa., and WELQ(FM) Hartford, N.C. Filed May 22.

■ **KTYX(FM)** Healdton, Okla. (105.5 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Thomas Broadcasting Inc. to B&D Communications Inc. for \$295,000. Seller is owned by Kinnon Thomas, who has no other broadcast interests. Buyer is owned by Don Furr and Bob Holladay, who also own KWZDI(FM) Hamlin, Tex. Filed May 19.

■ **KZZN(AM)** Littlefield, Tex. (1490 khz; 1 kw-D; 250 w-D)—Seeks assignment of license from Littlefield Broadcasting Co. to Lamb County Broadcasting Co. for \$92,500. Seller is owned by James G. Vandenberg, who has no other broadcast interests. Buyer is owned by Dave C. Stebbins, who has no other broadcast interests. Filed May 21.

■ **KZEU(FM)** Victoria, Tex. (107.9 mhz; 100 kw; HAAT: 362 ft.)—Seeks assignment of license from First Victoria National Bank, trustee in bankruptcy for Longcrier Communications, to George Santikos for \$625,000. Seller, Longcrier Communications, is owned by Steven Longcrier, who has no other broadcast interests. Buyer is restaurant owner in Victoria. Filed May 19.

■ **WODY(AM)** Bassett, Va. (900 khz; 500 w-D)—Seeks assignment of license from WODY Inc. to S&T Media Inc. for \$200,000. Seller has no other broadcast interests. Buyer is owned by Stewart Edwards and his wife, Theresa. It has no other broadcast interests. Filed May 21.

Actions

■ **KTJC-FM** Rayville, La. (92.1 mhz; 3 kw; HAAT: 300 ft.)—Granted assignment of license from Kenneth W. Diebel to Maric B. Smalling for \$71,443.91. Neither seller nor buyer has other broadcast interests. Action May 21.

■ **KAPE(AM)** Santa Fe, N.M. (810 khz; 5 kw-D)—Granted assignment of license from Sungroup Broadcasting of New Mexico Inc. to Classic Radio Inc. for \$360,000. Seller is principally owned by Frank A. Woods, who also has interest in WTBP(AM) Parsons, Tenn. Buyer is owned by

William R. Sims, Gary Boal and Michael Hice, who also own co-located KLSK(FM). Action May 18.

■ **WSES(AM)** Raleigh, N.C. (1550 khz; 1 kw-D)—Granted assignment of license from Nexus Communications Inc. to Norina Communications Inc. for \$200,000. Seller is owned by Lance E. Drummond and Norbert A. Simmons, who also own WENZ(AM) Richmond, Va. Buyer is owned by Francis and Jenny Chan, who have no other broadcast interests. Action May 20.

■ **WTOF(AM)** Canton, Ohio (900 khz; 500 w-D)—Granted assignment of license from Mortenson Broadcasting Co. to WTOF(AM) trust for no consideration. Seller is owned by Jack Mortenson. It also owns WTOF(FM) Canton, WHLO(AM) Akron, both Ohio; WBGR(AM) Baltimore; WEMM(AM) Huntington, W.Va.; and WJMM-AM-FM Nicholasville, Ky. Buyer is owned by Dean Crawford, who also owns WMUZ(FM) Detroit. Action May 20.

■ **KISS(FM)** San Antonio, Tex. (99.5 mhz; 100 kw; HAAT: 576 ft.)—Granted assignment of license from KISS Broadcasting Inc. to Noble Broadcast of San Antonio Inc. for \$13 million. Seller is owned by Capitol Broadcasting Co., which owns two AM's, six FM's and one TV, principally owned by James F. Goodmon. Buyer is owned by John T. Lynch. It operates XETRA-AM-FM Tijuana. It is also buying WGBB(AM) Freeport-Merrick and WBAB-FM Babylon, both New York (Changing Hands, July 28, 1986); WSSH-FM Lowell, Mass. ("Changing Hands," Aug. 4, 1986) and is also buying WAVZ(AM)-WKCI(FM) New Haven, Conn. ("Changing Hands," Sept. 1, 1986). Filed Aug. 15.

■ **KLEF(FM)** Seabrook, Tex. (92.1 mhz; 1.4 kw; HAAT: 485 ft.)—Granted assignment of license from Roy E. Henderson to The Classical Media Corp. for \$3,700,000 cash. Seller is also app. for four new FM's. Buyer is owned by Joe E. Russo, his daughter, Kathryn Hamilton, Judy A. Berry, Harold B. Klinger and John E. Johnson. It owns D. Russo Companies, Houston-based diversified real estate and financial services firm with hotel and banking interests. Action May 21.

■ **KTAG(FM)** Cody, Wyo. (97.9 mhz; 100 kw; HAAT: 1,901 ft.)—Granted assignment of license from U.S. Media Group Inc. to Shoshone Communications Corp. for \$500,000. Seller is owned by Michael Kassner, who also owns K11X(AM)-KTCL(FM) Fort Collins and KRAI-AM-FM Craig, both Colorado. Buyer is owned by KODI(AM) Cody. Action May 21.

New Stations

Applications

■ **Dadeville, Ala.**—Tallapoosa County Christian Broadcasting Inc. seeks 88.7 mhz; 9 kw; HAAT: 328 ft. Address: 947 East Fayette St., 36853. Principal is nonprofit corporation headed by Steve Walker. Filed May 18.

■ **Tucson, Ariz.**—Playa Del Sol Broadcasters seeks 104.1 mhz; 3 kw; HAAT: minus 34.8 ft. Address: 1425 River Park Dr., Suite 201, Sacramento, Calif. 95815. Principal is owned by Edward Stolz, who owns KRCK(AM) Burbank and KWOD(FM) Sacramento, both California. Filed May 15.

■ **Rancho Mirage, Calif.**—Milt Klein seeks ch. 258; 870 w; HAAT: 610 ft. Address: 2029 Century Park East #900, Los Angeles 90067. Principal has no other broadcast interests. Filed May 6.

■ **Arkansas City, Kan.**—Faith Broadcasting Inc. seeks ch. 91.9 mhz; 3 kw; HAAT: 308.3 ft. Address: Summit 4 Edgemont, 67005. Principal is nonprofit corporation headed by Gregory A. Hudson. It has no other broadcast interests. Filed May 8.

■ **Albuquerque, N.M.**—Bradley Broadcasting Ltd. seeks ch. 267A; 3 kw; HAAT: 328 ft. Address: 8300 Washington Ave., 87113. Principal is headed by Donald L. Bradley, who has no other broadcast interests. Filed May 15.

■ **Albuquerque, N.M.**—Albuquerque Broadcast Associates seeks ch. 267A; 3 kw; HAAT: 328 ft. Address: 509 Caque S.E., 87108. Principal is owned by Amparo Garcia and 21 others. It has no other broadcast interests. Filed May 21.

■ **Albuquerque, N.M.**—ALBU-Q Broadcasting Ltd. seeks ch. 267A; 3 kw; HAAT: 328 ft. Address: 1001 Tramway Blvd., N.E. #13, 87112. Principal is headed by Patricia Chavez. It has no broadcast interests. Filed May 15.

■ **Stillwater, N.Y.**—Ian T. Hanigan seeks ch. 267A; 3 kw; HAAT: 328 ft. Address: #8 Loughberry Rd., Saratoga Springs, N.Y. 12866. Applicant is also owned by Maureen D. Curusone. It has no other broadcast interests. Filed May 15.

■ **Ashland, Ore.**—Oregon Board of Higher Education seeks 89.1 mhz; 228 w; HAAT: 1,350 ft. Address: P.O. Box 3175, Eugene, Ore. 97403. Principal is state owned educational association headed by James C. Petersen. Filed May 18.

■ **Columbus, Ohio**—Columbus Radio Associates seeks ch. 298A; 3 kw; HAAT: 328 ft. Address: 1151 E. 25th Ave., 43211. Principal is owned by Eric W. Banks and 22 others. It has no other broadcast interests. Filed May 15.

■ **Columbus, Ohio**—McCall Broadcasting Inc. seeks ch. 298A; 3 kw; HAAT: 328 ft. Address: 1550 W. 5th Ave., 43212. Principal is owned by Vernon Merritt, who also owns WDFD(AM)-WZZZ(FM) Flint, Mich., and WZRC(FM) Des Plaines, Ill. Filed May 15.

■ **Sellersville, Pa.**—Bux-Mont Educational Radio Association seeks 88.7 mhz; 100 w; HAAT: 435.7 ft. Address: P.O. Box 2012, Warrminster, Pa. 18974. Principal is nonprofit corporation headed by Charles W. Loughery. Filed May 18.

Actions

AM

■ **Highlands, N.C.**—Returned app. of Mountain-High Broadcasters Inc. for 1100 khz; 5 kw-D. Action May 21.

FM's

■ **Florence, Ala.**—Returned app. of William Paxton Rogers for 96.1 mhz; 3 kw; HAAT: 328 ft. Action May 20.

■ **Montgomery, Ala.**—Returned app. of Charles R. Jackson for 96.1 mhz; 3 kw; HAAT: 269 ft. Action May 20.

■ **Florence, Ala.**—Returned app. of Boh Carl Bailey Muscle Shoals Broadcasting for 96.1 mhz; 3 kw; HAAT: 328 ft. Action May 20.

■ **Texarkana, Ark.**—Returned app. of Charles D. Smith for 106.3 mhz; 2.63 kw; HAAT: 351 ft. Action May 14.

■ **Texarkana, Ark.**—Returned app. of Criswell Center for Biblical Studies for 106.3 mhz; 2.63 kw; HAAT: 285 ft. Action May 14.

■ **Auberry, Calif.**—Returned app. of Gary E. Willson for 105.1 mhz; 25 kw; HAAT: 327.7 ft. Action May 20.

■ **Visalia, Calif.**—Returned app. of Mark A. Miller for 96.1 mhz; 2 kw; HAAT: 295.2 ft. Action May 20.

■ **Enfield, Conn.**—Returned app. of FM Enfield Ltd. Partnership for 97.9 mhz; 3 kw; HAAT: 328 ft.

■ **Hazard, Ky.**—Returned app. of Perry Broadcasting for

Brown Broadcasting Company

*has acquired**

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San Francisco

from

Davis-Weaver Broadcasting

for

\$15,000,000

Chapman Associates initiated the transaction
and assisted in negotiations.



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104.7 mhz; 3 kw; HAAT: 800.9 ft. Action May 19.

■ Houghton, Mich.—Granted app. of Finlaplander Broadcasting for 102.3 mhz; 3 kw; HAAT: 328 ft. Action May 5.

■ Belzoni, Miss.—Returned app. of Larry Rogers Scott for 92.9 mhz; 3 kw; HAAT: 296 ft. Action May 18.

■ Meredith, N.H.—Returned app. of Richard Malette for 101.5 mhz; 3 kw; HAAT: 328 ft. Action May 22.

■ Meredith, N.H.—Returned app. of Winnepesaukee Broadcasting Co. for 101.5 mhz; 2 kw; HAAT: 397.2 ft. Action May 22.

■ Poughkeepsie, N.Y.—Returned app. of Mar-Gra Inc. for 96.1 mhz. Action May 20.

■ Vestal, N.Y.—Returned app. of Vestal Cianciosi Radio Ltd. for 103.3 mhz; 1.28 kw; HAAT: 501.8 ft. Action May 20.

■ Banner Elk, N.C.—Dismissed app. of Foggy Mountain Ltd. for 100.7 mhz; 97 w; HAAT: 1,761 ft. Action May 14.

■ Elk City, Okla.—Granted app. of Franklin Broadcasting for 94.3 mhz; 3 kw; HAAT: 314.5 ft. Action May 5.

■ Nowata, Okla.—Returned app. of Midwest General Partnership for 101.5 mhz; 3 kw; HAAT: 328 ft. Action May 20.

■ Edinboro, Pa.—Returned app. of Northwest Radio Partnership for 97.9 mhz; 3 kw; HAAT: 328 ft.

■ Clifton, Tex.—Returned app. of Spanish Aural Services Co. for 104.3 mhz; 3 kw; HAAT: 328 ft. Action May 19.

■ Churchville, Va.—Returned app. of Ogden Broadcasting of Virginia Inc. for 106.7 mhz; 3 kw; HAAT: 328 ft. Action May 12.

■ Churchville, Va.—Returned app. of Churchville Broadcast Associates for 106.7 mhz; 3 kw; HAAT: 160 ft. Action May 12.

■ Goldendale, Wash.—Granted app. of Ken Braddock for 102.3 mhz; 3 kw; HAAT: 47 ft. Action May 22.

■ Sturtevant, Wis.—Returned app. of R.A.D. Broadcasting Corp. for 104.7 mhz; 1.55 kw; HAAT: 442.1 ft. Action May 13.

TV

■ Sparta, Ill.—Dismissed app. of Rita Wyse for ch. 48; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,028 ft. Action May 15.

Facilities Changes

Applications

AM's

Tendered

■ KGRL (940 khz) Bend, Ore.—Seeks CP to change hours of operation to unlimited by adding night service with 10 kw; change TL and make changes in ant. sys. Filed May 29.

■ WNAF (1110 khz) Norristown, Pa.—Seeks CP to increase day power to 4.8 kw and make changes in ant. sys. Filed May 28.

Accepted

■ WOMI (1490 khz) Owensboro, Ky.—Seeks CP to make changes in ant. sys. Filed May 27.

■ KVOO (1170 khz) Tulsa, Okla.—Seeks CP to make changes in ant. sys. Filed May 27.

FM's

Tendered

■ WKES (101.5 mhz) St. Petersburg, Fla.—Seeks CP to change TL; change HAAT to 1,358 ft. and make changes in ant. sys. Filed May 27.

■ KNMC (90.1 mhz) Havre, Mont.—Seeks mod. of CP to change freq. to 91.1 mhz; change TL; change ERP to 92 kw; change HAAT to 1,484.4 ft. and make changes in ant. sys. Filed May 27.

■ WSNC (90.5 mhz) Winston-Salem, N.C.—Seeks CP to change TL; change ERP to 3 kw; change HAAT to 226 ft. and make changes in ant. sys. Filed May 27.

Accepted

■ KCZP (91.9 mhz) Kenai, Alaska—Seeks mod. of CP to change TL; change ERP to 4.9 kw and change HAAT to 72.2 ft. Filed May 28.

■ KLUU (93.5 mhz) Kailua-Kona, Hawaii—Seeks mod. of CP to change TL; change ERP to 3 kw and change HAAT to 2,856.9 ft. Filed May 29.

■ KROI (100.9 mhz) Sparks, Nev.—Seeks CP to change

TL; change ERP to 2.9 kw and change HAAT to 203.4 ft. Filed May 27.

■ WRGN (88.1 mhz) Sweet Valley, Pa.—Seeks CP to change HAAT to 302.7 ft. Filed May 28.

TV's

Tendered

■ KMNE-TV (ch. 7) Bassett, Neb.—Seeks CP to change HAAT to 1,487 ft. Filed May 28.

Accepted

■ KLXV-TV (ch. 65) San Jose, Calif.—Seeks MP to change ERP vis. to 3,060 kw; change HAAT to 2,663.4 ft. and make changes in ant. sys. Filed June 1.

■ WPCQ-TV (ch. 36) Charlotte, N.C.—Seeks CP to change ERP vis. to 5,000 kw and change HAAT to 1,931.9 ft. Filed June 1.

■ WFMZ (ch. 69) Allentown, Pa.—Seeks CP to change ERP vis. to 2,147.8 kw; aur. 214.8 kw and change HAAT to 1,079.8 ft. Filed May 27.

Actions

AM's

■ WLTV (1430 khz) Panama City, Fla.—Granted app. to make changes in ant. sys. Action May 22.

■ WLVI (640 khz) Royal Palm Beach, Fla.—Granted app. to operate trans. by remote control. Action May 14.

■ KZIM (960 khz) Cape Girardeau, Mo.—Granted app. to operate trans. by remote control. Action May 14.

■ KENN (1390 khz) Farmington, N.M.—Granted app. to increase night power to 1.3 kw and change TL. Action May 21.

■ KAGI (930 khz) Grants Pass, Ore.—Dismissed app. to reduce night power to 140 w and change TL. Action May 18.

■ WEUC (1429 khz) Ponce, P.R.—Returned app. to change freq. to 650 khz; increase day and night power to 5 kw and make changes in ant. sys. Action May 22.

■ KPXE (1050 khz) Liberty, Tex.—Dismissed app. to change TL and make changes in ant. sys. Action May 22.

FM's

■ KRQQ (93.7 mhz) Tucson—Granted app. to change TL; change ERP to 94 kw and change HAAT to 2,030.3 ft. Action May 19.

■ KSSB (100.9 mhz) Calipatria, Calif.—Returned app. to change TL and change HAAT to 167 ft. Action May 20.

■ KSAY (97.7 mhz) Fort Bragg, Calif.—Returned app. to change TL. Action May 20.

Summary of broadcasting as of April 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,878	170	5,048
Commercial FM	3,959	418	4,377
Educational FM	1,265	173	1,438
Total Radio	10,102	761	10,863
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	467	222	689
Educational VHF TV	113	3	116
Educational UHF TV	197	25	222
Total TV	1,320	273	1,593
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
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
Exponential TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ KKIQ (101.7 mhz) Livermore, Calif.—Granted app. to change TL and make changes in ant. sys. Action May 26.

■ WIKX (98.3 mhz) Imokalee, Fla.—Granted app. to change ERP to 1 kw and change HAAT to 554.3 ft. Action May 21.

■ WGIG-FM (100.7 mhz) Brunswick, Ga.—Granted app. to change TL; change ERP to 100 kw and change HAAT to 980.7 ft. Action May 26.

■ KMVI-FM (98.3 mhz) Pukalani, Hawaii—Returned app. to change TL and change HAAT to 442 ft. Action May 20.

■ WVJC (89.1 mhz) Mt. Carmel, Ill.—Granted app. to change HAAT to 356.8 ft. and make changes in ant. sys. Action May 19.

■ WEDM (91.1 mhz) Indianapolis—Granted app. to change ERP to 100 kw and make changes in ant. sys. Action May 21.

■ KRZZ-FM (95.9 mhz) Derby, Kan.—Granted app. for mod. of CP to change TL; change ERP to 3 kw and change HAAT to 328 ft. Action May 21.

■ KRRV (100.3 mhz) Alexandria, La.—Granted app. to change TL and change HAAT to 1,347.7 ft. Action May 19.

■ WSCL (89.5 mhz) Salisbury, Md.—Granted app. to change ERP to 27 kw and change HAAT to 593.7 ft. Action May 26.

■ WZXL (100.7 mhz) Wildwood, N.J.—Granted app. to change ERP to 38 kw. Action May 21.

■ WITQ (99.3 mhz) Block Island, R.I.—Returned app. to change TL. Action May 19.

■ WRGZ (92.7 mhz) Harriman, Tenn.—Returned app. to add night service; change ERP to 710 w. and change HAAT to 667 ft. Action May 20.

■ KEAN (101.1 mhz) Fredericksburg, Tex.—Granted app. to change TL; change HAAT to 1,370.7 ft. and make changes in ant. sys. Action May 26.

■ KBRA (95.9 mhz) Freer, Tex.—Returned app. to change ERP to 2 kw; change HAAT to 354 ft. and make changes in ant. sys. Action May 20.

■ KVOQ (98.3 mhz) Lorenzo, Tex.—Returned app. to change freq. to 98.1 mhz; change TL; change ERP to 50 kw and change HAAT to 434.6 ft. Action May 20.

■ WJSY (104.3 mhz) Harrisonburg, Va.—Returned app. to change TL and change HAAT to 492 ft. Action May 19.

■ WAPL-FM (105.7 mhz) Appleton, Wis.—Granted app. to change TL and change HAAT to 1,026.6 ft. Action May 22.

TV's

■ WINK-TV (ch. 11) Fort Myers, Fla.—Granted app. to change HAAT to 1,478 ft.

In Contest

Chief ALJ Thomas B. Fitzpatrick made the following decisions

■ Pinetop and Pinetop-Lakeside, Ariz. FM Proceeding (Northern Arizona Radio Ltd. Partner, et al)—Designated ALJ Walter C. Miller to preside. Scheduled prehearing conference for Aug. 17 and hearing for Sept. 28. (By MO&O, May 15).

■ Central Valley, Calif. FM Proceeding (Broadcast West Associates, et al)—Designated ALJ Edward Luton to preside. Scheduled prehearing conference for July 21 and hearing for Aug. 19. (By MO&O, May 19).

■ Mexico Beach, Fla. FM Proceeding (Mexico Beach FM Group Ltd. Partnership and Robert G. Kerrigan)—Designated Chief ALJ Thomas B. Fitzpatrick to preside. Scheduled prehearing conference for July 21 and hearing for Aug. 20. (By MO&O, May 19).

■ Brunswick, Ga. TV Proceeding (Ocean Corp., et al)—Designated ALJ Richard L. Sippel to preside. Scheduled prehearing conference for July 22 and hearing for Aug. 21. (By MO&O, May 19).

■ Waterloo, Iowa TV Proceeding (Hawkeye Broadcasting Ltd. Partnership and Waterloo Television)—Designated ALJ Joseph Stirmer to preside. Scheduled prehearing conference for July 21 and hearing for Aug. 20. (By MO&O, May 19).

■ Madisonville, Ky. TV Proceeding (Harry J. Turner, et al)—Designated ALJ Joseph P. Gonzalez to preside. Scheduled prehearing conference for July 23 and hearing for Aug. 24. (By MO&O, May 20).

■ Crisfield, Md. FM Proceeding (Cablevision of Crisfield and Leigh Sandoz Leverrier)—Designated ALJ John M. Frysiak to preside. Scheduled prehearing conference for July

17 and hearing for Aug. 17. (By MO&O. May 15).

■ Paris, Tex. FM Proceeding (Sudduth Media, Inc. et al)—Designated ALJ Joseph Chachkin to preside. Scheduled prehearing conference for July 22 and hearing for Aug. 21. (By MO&O. May 19).

■ Appomattox, Va. FM Proceeding (Susan H. Kincannon, et al)—Designated ALJ Walter C. Miller to preside. Scheduled prehearing conference for Aug. 20 and hearing for Oct. 5. (By MO&O. May 20).

■ Sturgeon Bay, Wis. FM Proceeding (Boyd W. Fellows and Assembly of God)—Designated ALJ James F. Tierney to preside. Scheduled prehearing conference for July 9 and hearing for Aug. 11. (By MO&O. May 19).

■ Stevens Point, Wis. FM Proceeding (Stevens Point Communications Corp., et al)—Approved settlement agreement and dismissed with prejudice the applications of Stevens Point Communications, Peoria Satellite Radio Corp. and Marylyn P. Kotas; granted application of Alcom of Wisconsin Inc. and terminated proceeding. (By MO&O. May 19).

ALJ Joseph Chachkin made the following decisions

■ Humnake, Ariz. FM Proceeding (Indian Nations Communications, et al)—Granted motion by Franklin Broadcasting and dismissed with prejudice the application of Radio Four Inc. for failure to prosecute. (By MO&O. May 13).

ALJ John M. Frysiak made the following decisions

■ Key West, Fla. TV Proceeding (Florida Keys TV, et al)—Granted request by Florida Keys TV and dismissed its application with prejudice. (By Order. May 20).

■ Lajas, P.R. FM Proceeding (Ramon Rodriguez & Associates, et al)—Granted petition by Rodriguez and enlarged issues against FM Minority Broadcasting to determine trans-

mitter site availability and whether FM is qualified to be a licensee. (By MO&O. May 20).

ALJ Joseph P. Gonzalez made the following decisions:

■ Tampa, Fla. TV Proceeding (Mary Ann S. Bohi, et al)—Approved settlement agreement and dismissed with prejudice applications of seven applicants; granted petition of Gulfwind Broadcasting Ltd., and amended its application to substitute Silver King Broadcasting of Tampa Inc., granted app. of Silver King for new TV and terminated proceeding. (By MO&O. May 18).

■ Victoria, Tex. TV Proceeding (Turner Broadcasting and Communications and Victoria Broadcasting)—Partially granted petition by Turner and enlarged issues against Victoria to determine if sufficient liquid assets to build and operate facility for 90 days exist, whether other parties are unnamed in app. and, if so, whether Victoria is qualified to be a licensee. (By MO&O. May 18).

ALJ Edward Luton made the following decisions

■ Avalon, Calif. TV Proceeding (Coastal Broadcasting Partners, et al)—Granted request by Catalina 54 Broadcasting Ltd. and dismissed with prejudice app. of Catalina Television Partners for failure to prosecute. (By Order. May 20).

ALJ Walter C. Miller made the following decisions:

■ Bend, Ore. FM Proceeding (Richard L. Oberdorfer, et al)—Granted request by Clearwater Broadcasting Co. and dismissed its app. with prejudice. (By Order. May 19).

■ Hardeeville, S.C. FM Proceeding (Earl T. Brown, et al) By separate orders, granted requests by Hardeeville Hispanic Radio Inc. and Vivian L. Bellairs and dismissed their applications with prejudice. (By Confirmation orders. May 11).

ALJ Richard L. Sippell made the following decisions:

■ Freedom, Calif. FM Proceeding (Laura Hopper)—Conditionally granted the amended application of Hopper for new FM and terminated proceeding. (By MO&O. May 15).

■ Jackson, Wyo. FM Proceeding (Teton Broadcasting Ltd. Partnership, et al)—Granted motion by Jackson Skywave Inc. to enlarge issues against Teton Broadcasting to determine if it is, and whether it made misrepresentations about financial qualifications and whether it is qualified to be a licensee. (By MO&O. May 13).

ALJ Joseph Stimer made the following decisions:

■ Mt. Bullion, Calif. FM Proceeding (AJB Broadcasting Inc., et al) By separate orders, granted request by Mt. Bullion Community Broadcasting Inc. and dismissed its app. with prejudice, approved AJB's settlement agreement and granted new station to AJB. (By Order. May 11 and May 13).

Call Letters

Applications

Call	Sought by
New FM's	
KRAB	Rose Ramirez, Green Acres, Calif.
KICZ	Franklin Broadcasting, Elk City, Calif.
WCCG	Charleston County Wireless Co., Folly Beach, S.C.
Existing AM's	
KOFC	KHOG Lonnie M. Horton, Fayetteville, Ark.
WMER	WVLY Kapp Advertising Service Inc., Lebanon, Pa.
WCLY	WSES Robert F. Bell, Raleigh, N.C.
Existing FM's	
KXIA	KMTG Marshalltown Broadcasting Inc., Marshalltown, Iowa
WVKZ	WSCF WV Broadcasting Inc., Clifton Park, N.Y.
KIOU	KCFL Charles R.B. Slowe, Hebronville, Tex.
Existing TV's	
KA/N	KBTB Home Town Broadcasters Inc., Des Moines, Iowa
KRPS	KJWR Pittsburg State University, Weir, Kan.

Grants

Call	Sought by
New AM	
KMCE	Minority Communications of California Inc., Rancho Cordova, Calif.
Existing AM's	
KKNY	KKEN Kenai Broadcasting Co., Kenai, Alaska
WDKC	WFTP Chaplain-Delaplaine Broadcasting Inc., Fort Pierce, Fla.
WRFM	WTIW Big Time Radio Inc., Hialeah, Fla.
WJAX	WKTZ Jones College, Jacksonville, Fla.
KCLN	KLNT Brisco Broadcasting Inc., Clinton, Iowa
WNCG	WCEA Ted Larsen Broadcasting Inc., Newburyport, Mass.
KRCV	KBET Car Broadcasting Corp., Reno
Existing FM's	
WIBB-FM	WFNE Davis Broadcasting, Forsythe, Ga.
KLCI	KFML Idaho Broadcasting Co., Nampa, Idaho
KCLN-FM	KNJY Brisco Broadcasting Inc., Clinton, Iowa
KZBR	KWCC Owensville Communications Co., Owensville, Mo.
KLSC	KRTX West Texas Broadcasting Co., Lamesa, Tex.
Existing TV	
KEEF-TV	KDDE Black Television Workshop of Los Angeles Inc., Los Angeles

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See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Power 97 WQMG Greensboro/49th market urban format seeks GSM. Aggressive megaregion team builder. Send track record/salary history. No calls. Rees Poag, P.O. Box 14702, Greensboro, NC 27415. Equal opportunity employer.

General manager: Southwest group owner needs station manager with strong administrative and sales skills for coastal market. Compensation package includes base salary, commission override and incentive plan. Growing company with excellent potential. Broadcast management or sales management experience a must along with ability to make your plan work. Send detailed resume, salary history to Box U-32.

Experienced controller needed to join new company. Ideal person is CPA and strong VP/CFO candidate. Must commit to join full-time in near future. Equity incentives possible for outstanding individual. Reply in complete confidence to Box U-26, explaining why you will be one of our group's most valuable assets.

V-P/operations: If you are a G/M or O/M in a top 25 market and have been for at least five years, perhaps you are ready to work for yourself. Significant equity possible for outstanding individual. Must have programming orientation with sales management experience. Reply in complete confidence to Box U-27, explaining why you will help us build a large, successful group.

Wanted: GSM for top rated combo, top 100 Midwest market, experienced mature, great opportunity, great growth potential. Box U-20.

Radio station manager: KQED-FM seeks individual with successful performance in radio programming, management and fundraising/sales. Excellent communicator with ability to operate a complex public service organization. Cover letter/resume with salary requirements to Personnel Recruiter, KQED, 500 - 8th Street, San Francisco, CA 94103. EOE.

General manager for New England AM. Only station in pleasant small market. \$40,000 salary. Box U-59.

Financial V.P. Upgrading classical format station in Houston. Excellent opportunities for experienced person. Send resume to Box U-57.

HELP WANTED SALES

Central Wisconsin, WYTE is seeking qualified applicants for radio marketing consultant/sales. Join a young aggressive team today. Send letter & resume to WYTE Radio, P.O. Box 956, Stevens Point, WI 54481.

New York City news/information/talk radio station with enormous growth potential is looking for a sales/A.E.. The right person must be aggressive, self-motivated and extremely ambitious. The emphasis will be in retail sales. The candidate will have at least 1 year experience in radio sales, and excellent references. Call Kate at 212-586-5700.

HELP WANTED ANNOUNCERS

Announcer wanted. Mature voice and presentation for adult easy listening station. Two years of commercial experience required. Send cassette and resume to: Stephen Christian, Station Manager, WKLM-FM, 7819 National Service Rd., Suite 402, Greensboro, NC 27409.

Full service AC station south of Indianapolis seeks experienced, personable announcer with good production skills. T/R to Kurt Heminger, WCSI, Box 709, Columbus, IN 47202. EOE.

Personality wanted. We're an excellent station in a medium Midwest market. Our personalities communicate with adults & their families. We're looking for someone to help us do it better. If you enjoy community involvement, remotes, MC'ing, talking with listeners and want to move up from a smaller market, send resume and cover letter to Box U-44.

AM & FM combo in Texas Panhandle city of 30,000 seeking announcer with play by play experience. Resume-photo and play by play tape, Darrell Sehorn, Box 1779, Pampa, TX 79065.

50k South Jersey EZ Giant seeks one individual to write quality copy, produce it effectively and be good company on air 10a-1p. C/R/samples/salary requirements: R. Egan, WFPG-FM, 2707 Atlantic Avenue, Atlantic City, NJ 08401. Females encouraged/EOE.

Beautiful music style air personality. Southwest major market. Experience in format essential. Send resume, salary history, recommendation. Box U-56.

HELP WANTED TECHNICAL

Strong assistant CE in two man department. AM/FM operation. 2 years minimum broadcast maintenance and trouble shooting experience. Extensive remote broadcast duties. Resume and salary requirements to Engineering, WIBA, P.O. Box 99, Madison, WI 53701. No calls. EOE.

Chief engineer, maintenance oriented, wanted for KJYY, Houston, Texas. EOE. Send resume to Paul Duffey, 760 Betty Ct., Sunnyvale, CA 94086.

Chief engineer, maintenance oriented, for San Francisco FM station. EOE. Send resume to Box U-35.

Chief engineer for North Carolina power FM. Excellent living and working conditions. New equipment with rapidly expanding company. This is a solid opportunity. EOE. Send resume to Tom Joyner, P.O. Box 1125, Cary, NC 27512-1125, 919-469-8383.

Top ten AM/FM on East Coast seeks assistant CE. Applicant will be familiar with all phases of broadcast engineering. Excellent opportunity for advancement. EEO. Reply to Box U-58.

Chief engineer. Expanding young group seeks capable, conscientious chief engineer for its top-rated Northern New England powerhouse combo. EOE. Box U-49.

HELP WANTED NEWS

Alaska! News director for public station. Resume, tape, references to: Tom McGrane, KRBD, 716 Totem Way, Ketchikan, AK 99901. 907-225-9655.

Reporter wanted. AM/FM in market of 100,000 looking for someone with good background and skills in writing, delivery and interviewing to join aggressive news staff. Send resume and writing samples to Box U-45. Equal opportunity employer.

News director for one of the Midwest's premier broadcast facilities. Our news director is leaving the business after six years of service, over forty awards, and Michigan news station of the year designation. We need a pro to continue our tradition. Candidate must have a four year degree with a minimum of six years of news experience. If you have strong managerial skills, can motivate hard-working professional staff and have the desire to join a station steadfastly committed to news excellence, please submit resume, audition tape, and three references to: General Manager, WOOD AM/FM, 180 N. Division Avenue, Grand Rapids, MI 49503. Excellent fringe benefits. Equal opportunity employer, male/female.

Who's this? Next AM drive editor for WTOP NewsRadio 15: smart but not a snob, committed, confident, comfortable with deadline pressure, rather be a news director someday than on air now. Want to work 1-9am, lead 7 person unit, produce #1 come morning show in D.C., for a good company with great employees in the World's most liveable city? Send 3 pages: resume, references, cover letter to Holland Cooke, Operations Manager, WTOP, 4646 40th Street, NW, Washington, DC 20016. No calls. EOE.

Medium market AM/FM in Central PA, is looking for street reporter who enjoys live spot news, to join award winning 5 person staff. Strong writing skills and experience a must. Send tapes, resumes and salary requirements to Bill Richardson, WLPB News, 24 Queen Street, Lancaster, PA 17603. EOE.

Morning news anchor for AC-FM in the beautiful Napa Valley in California. Good writer and voice. Stations have strong news commitment with sister station talk-news. Male or female. Send tape-resume. Director KVVN 1124 Foster Road, Napa, CA 94558.

SITUATIONS WANTED MANAGEMENT

General manager offering 21 years in management as a highly successful performer, management skills include building sales & profits, people motivation, programming, heavy promotions, producing results you can bank on. Excellent credentials. Box U-46.

General manager: Experience, skills, abilities, credentials. History of profits and success. Major market background. Carefully, confidentially seeking relocation. Box U-42.

General manager/sales manager experience in station turnarounds. Looking for new opportunity in small or medium market preferably in SW but will consider all areas. Bottom line, budget oriented. Call Doyle 915-943-7009.

Sales problems solved. 20 years successful experience building and re-building sales. Looking for real opportunity with solid honest company. 1115 Countrywood Drive, Ardmore, OK 73401. 405-226-1753.

Bottom line results at your radio station will come from the effective hiring and management of people. Need to maximize your bottom line? Staff morale low? Not meeting your forecast? Want more creative promotions? Does your PD's ego need a boost? Or control? Reply in confidence: Box T-58.

Group VP or like responsibility. 30 years successful experience. High standards. Creative leader. \$70K+. P.O. Box 1833, Alexandria, VA 22310.

Management in five southern top 100 markets - owner/manager small markets - programming top 20. Knowledgeable in all areas, including high power FM construction, FCC, sales - programming. Prefer South. All considered. 205-329-1562.

Media promotion specialist. Diverse background - including print - offers you marketing professional with astute audience & sales promotion. From special events & contests to collateral pieces, I can make it happen for your station or group. 602-888-1414.

SITUATIONS WANTED ANNOUNCERS

Four years experience, dependable. East coast preferred. Available immediately. Mike Ryan, 228 Park Place, Mechanicville, NY 12118.

Old retreat, with good radio mileage spinning his wheels outside of the business, wants back in. Lots of good mileage left in these pipes for someone who needs a dependable hard worker. All replies will be answered, all markets and formats considered. Please write to me, Tom Hutchinson, 217 Bayou View, Seabrook, TX 77586.

"Voices R Me" Over 150 in all. 7 year morning veteran. Production wiz. Comedy pro! Box U-47.

FM late night DJ. Small market upstate New York or western Vermont. 518-399-1617.

Professional attitude and sound with three years experience...daytime...call Bill 308-532-3344.

SITUATIONS WANTED TECHNICAL

I can make your station the loudest and cleanest on the dial. Hands-on experience with the latest transmitters and processors including Harris, Continental, B.E., CRL, Texar, Optimod, Modulation Sciences, etc. Sixteen years in the business. Built and maintained Albuquerque's #1 CHR FM for past 3 1/2 years. Also built and maintained four other FM's in New Mexico area. Experienced in AM directional arrays. Programming and on-air experience also. Would welcome director of engineering position for a chain of stations. Resume available. 505-988-9222.

Currently working chief with first phone and nine years experience in AM directionals. FM stereo, construction, maintenance, proofs and trouble shooting. Station sale makes move necessary Box U-39.

Talented broadcast engineer looking for position in Eastern PA, NJ or Del. Ten years experience high power AM/FM, construction, budgeting, AM directionals, AM stereo. Currently employed. Reply confidentially to P.O. Box 14323, Albany, NY 12212

SITUATIONS WANTED NEWS

Veteran PBP man w/Sports broadcasting versatility looking to relocate immediately. Wants collegiate or major market job. Call Mike 813—758-7813

Attractive, articulate, former Congressional Counsel (FBI oversight) seeks news/commentary opportunity. TV/radio 415—439-8381.

5 years medium market sports reporting, P-B-P Award winner looking for creative opportunity. All sports covered. Box U-11.

Entry level news position sought by energetic recent college graduate. Has strong writing skills, available immediately, willing to relocate. Tape and writing samples available. Call Daniel 201—763-5259

Experienced radio newsmen. Want to relocate. Currently anchoring morning drive information show at top rated full service medium market news/talk AM. Past experience includes street work and afternoon drive anchor. Top 50 markets only Box U-28

Knowledgeable, versatile, hardworking sportscaster seeks challenging position. Experienced in radio and TV with journalism degree. Bill. 914—623-5651

Aggressive news reporter/anchor. Seven years professional radio experience. Award-winning writer and news gatherer. Seeks top 75 market job. Keith 814—234-6067

Solid journalist. Seeking position as news director or reporter. Experienced, professional, aggressive, dedicated. Midwest. 309—833-3129

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

Mark of excellence. General Motors executives doffed ties to increase line productivity. Full-service program director. Simple innovations increase ratings productivity. John Chaplin. 305—942-8861.

North Carolina, Tennessee and southward owners: Personable broadcaster. 13 years experience. be your operations manager, program director with air shift country or oldies. Follow your instructions, use ability to your profit, continue strong station-community relations. College nearby. Want this to be last move. Box U-37

Radio programing: a service business. Simultaneous production/consumption. No screening "bad lots" off line. Effective innovation necessary. Full-service program director. John Chaplin. 305- 942-8861

MISCELLANEOUS

Sound Ideas sound effects library! Over 4,000 sound effects at 15 I.P.S. stereo! Toned voice states for easy access. Cross-referenced catalogs. Call Wilson Tennant, William Cook Adv. 800—626-8379

TELEVISION

HELP WANTED MANAGEMENT

Leading independent is looking for a creative services manager with strong background in creation and execution of on-air station production, radio promotion and newspaper and sales promotion. This is a hands-on position with emphasis on creativity, execution and working with local advertisers and in-house staff. Do not apply unless your background and abilities are strong in these areas and if you are not a team player. Applicants with independent station experience will receive special preference. Replies will be treated in confidence. Salary is \$50,000 range. Resume to Box T-71.

General sales manager: Must have independent hands-on exp. local-regional-national for new independent station in San Antonio mkt. EOE. Send resume to Paris Schindler, 3901 Westheimer, Suite 190, Houston, TX 77027.

Management-general sales manager. Viacom Cable, a leader in the fast growing cable TV entertainment field is seeking a dynamic general sales manager to manage our established advertising sales department with Viacom's Cable System in Nashville, Tennessee. The successful candidate will be an aggressive, self-motivated individual with previous media sales and media management experience preferably in broadcast or cable. Qualified applicants should submit a resume with salary history for consideration to: Viacom Cable, Employment Department #911, P.O. Box 13, Pleasanton, CA 94566-0811. Equal opportunity employer. Women and minorities are encouraged to apply. Viacom Cable.

National sales manager: Rochester NY NBC affiliate. Agency presentation and negotiation skills required. Minimum 1 1/2 years rep or station sales experience. Send resume to Michael Funk, General Sales Manager, WROC-TV, 201 Humboldt St., Rochester, NY 14610-0997. EOE, M/F

News director. CBS affiliate in 88th market is seeking an individual to lead news staff of 25 +. Person should be highly motivated with an ability to meet deadlines. Two years experience as news director required. Salary is negotiable. EOE - M/F. Send resume and tape to: Ernest D. Madden, WEHT-TV, P.O. Box 25, Evansville, IN 47701

Assistant to the general manager. Public TV station in W. Mass. seeks individual with prior management experience for senior position. Coordinated board activities, manage EEO program, coordination of station grants, special station initiatives. Closes June 30. Write for full position description. Written applications only to: Gen. Mgr. WGBY, 44 Hampden Street, Springfield, MA 01103

Director of development - KPBS-TV/FM. Director of development being sought by KPBS San Diego's public broadcasting stations. Director of development reports directly to the general manager and has the responsibility for approximately \$4 million of income producing activities at KPBS-TV. Primary areas of the development operation include membership, corporate underwriting and grants, auction, special events, volunteers, on-air pledge and KPBS on air advertising. Qualifications: Extensive experience required in all areas of fundraising. Must have proven skills in the areas of volunteer recruitment and management, capital campaign techniques, leadership, proposal writing, solicitation, special events and direct mail development. Management level experience in a non-profit organization, preferably public broadcasting is desired. College degree or equivalent preferred. Salary commensurate with experience. Excellent benefit package. Apply. Submit resume, salary requirements and request for employment application directly to: SDSU Foundation Personnel Office, San Diego State University, San Diego, CA 92182. Completed employment application must be received at SDSU Foundation by Monday, June 15, 1987. KPBS-TV/FM is an EEO AA Title IX employer and we welcome all applications.

Finance director. Position available in corporate office of rapidly expanding Mid-Atlantic based television communication firm. Qualifications: Degree in finance or accounting, CPA. Minimum of 5 years financial accounting experience. Computer knowledge. Capable of working with and co-ordinating efforts of others working in distant locations. Some travel required. For consideration, please submit your resume and salary history requirements to: (no calls, please) Mr. Bobby O. Beach, Vice President-Finance, Draper Communications, Inc., P.O. Box 2057, Salisbury, MD 21801. An equal opportunity employer.

GSM: Washington, DC based cable advertising interconnect looking for GSM with min. 2 years cable ad sales or radio sales management experience. Excellent growth opportunity. First year projected \$40K + immediate opening. Contact Nancy Herzog, 301—731-5094

HELP WANTED SALES

Top independent TV station in Seattle-Tacoma market seeks a local sales manager for its Seattle operation. The successful candidate will be an aggressive motivator with a proven track record as a successful manager. Send resume to General Sales Manager, KSTW-TV, P.O. Box 11411, Tacoma, WA 98411. EOE

Local sales manager: An internal promotion creates an opening for LSM at Malrite's WXIX-TV. We are looking for an experienced individual who can lead and motivate an excellent local sales staff. WXIX-TV is an established independent, so only experience a plus. Send resume to: David Schackmann, WXIX-TV, Cincinnati, OH 45215. EOE

Local sales manager: Aggressive individual for top 50 southern market. 2-5 years local sales/sales management required. Knowledge of vendor/retail preferred. Send resume and cover letter to General Sales Manager, WGHP-TV, P.O. Box TV-8, Greensboro, NC 27420. EOE M/F

HELP WANTED TECHNICAL

Qualified broadcast maintenance engineer: Strong digital - for So. Cal TV station. Send resumes to George Murray, P.O. Box A, Santa Ana, CA 92711. EOE

Air operator: Person with heavy background in air switching on a commercial or educational TV station. Minimum 1 year experience. Contact TBN, P.O. Box A, Santa Ana, CA 92711. EOE

Maintenance technician capable of studio maintenance, with RCA G-Line transmitter facility as primary responsibility. FCC general class license preferred. Prior RF experience necessary. EOE, M/F. Send resume to Steven M. Davis, WPRI-TV, 25 Catamore Blvd., East Providence, RI 02914-1203

Maintenance engineer. A progressive CBS television station in eastern North Carolina has need of a studio maintenance engineer. Experience should include ENG cameras and tape recorders, studio cameras, switchers and character generators. Some experience with quad tape, 1 inch tape machines, 3/4 inch machines is desirable. Send a resume and salary requirements to Heber Adams, WNCN-TV, Box 898, Greenville, NC 27834. EOE

Broadcast television technician. Minimum of 5 years experience required in operation and maintenance of broadcast cameras, microwave systems, video tape recorders, and remote operations. Send resume to Taft Communications, Inc., P.O. Box 2135, Lancaster, CA 93539. Taft is an equal employment opportunity contractor.

Building construction coordinator. WJLA-TV (Channel 7) in Washington, DC, has immediate need for individual to act as liaison between station and outside personnel hired to build new station facility. This position is temporary and will extend to the end of 1988. Responsibilities include coordination and communication between architects, consultants, contractors and WJLA staff. Prior experience required in construction management and television equipment installation. Send resume or call John Tollefson, Dir. of Engineering, WJLA-TV, 74461 Connecticut Ave., NW, Washington, DC 20008. 202—364-7825. EOE.

Broadcast engineer. How would you feel about retubing an Ikegami in the morning and trouble shooting on a micro-lime Genesis in the afternoon? How about designing a couple of off-line editing bays in the morning and working with a handful of advanced communications students in the afternoon? Or trouble shooting at our 3,000 watt stereo FM station? We're a small liberal arts college in Vermont with a highly respected communications program. We want a team player with video engineering experience, and FCC ticket and a BSEE Teaching experience a plus. Salary mid-twenties with chance of extra stipend for teaching. Send letter, resume and 3 references to David G. Ballou, Director of Telecommunications, Lyndon State College, Lyndonville, VT 05851. 802—626-9371. AA/EOE

Jacksonville State University, located in Northeast Alabama, is seeking applications for position of television and radio maintenance engineer. Duties: Maintains latest state-of-the-art video and audio equipment, including, Hitachi one-inch machine, Sony three quarter inch machine, Ikegami line of cameras including Ikegami 357A. Qualifications: College degree preferred. SBE certification, FCC general class; minimum of three years television maintenance experience. Salary, competitive. Send letter of application and resume by June 17 to: Personnel Services, Jacksonville State University, Jacksonville, AL 36265. EO/AA employer.

Assistant chief engineer: 3-5 years experience in the maintaining of broadcast quality television and radio equipment. Must be able to troubleshoot to component level. Experience in re-lubing cameras, rebuilding VTRs, etc. FM transmitters, ITFS and microwave experience a plus. SBE certification required. Degree preferred. Excellent benefits, full medical, pension, etc. Salary \$20,000 range. Send resume to: Mercer County Community College, Personnel Services Dept WG, P.O. Box B, Trenton, NJ 08690. Affirmative action/equal opportunity employer MF.

Director of engineering for major university telecommunications center. Responsible for the design and implementation of all technical facilities and compliance with all applicable FCC rules and regulations. Will supervise center maintenance, capital expansion, and management of technical personnel and budgets. Minimum requirements: BSEE or related degree plus 7 years of progressive and related technical experience, and 2 years in an administrative capacity. Equivalent combinations of education and experience may substitute for stated qualifications. Experience in satellite systems maintenance and operation desirable. For full consideration resume should be received by July 15, 1987. Send to: Marshall E. Allen, Director, Telecommunications Center, Oklahoma State University, Stillwater, OK 74078-0585. OSU is an affirmative action/equal opportunity employer

Technician. Temporary/summer relief. Minimum two years broadcast experience in all phases of video, videotape, projection and control room operations. First class or general class FCC license required. Resumes (no calls) to Irwin Ross, Chief Engineer, 4100 City Line Ave., Phila., PA 19131. EOE

Chief engineer: WTAE-TV, Pittsburgh, is searching for a chief engineer. Five years major market engineering management experience required. BS degree (or equivalent) in electrical engineering, experience in VHF transmitters, automated master controls, standard studio operations, electronic news gathering systems and supervision of large operations and maintenance staff required. Team member who works well with other departments plus thorough knowledge of digital and analog electronics essential. Resumes only to TV Operations Manager, WTAE-TV, 400 Ardmore Blvd., Pittsburgh, PA 15221. EOE. M/F

HELP WANTED NEWS

Meteorologist. This person will handle weekend weather in heart of Tornado Alley. We have Doppler radar, lightning detector, colorgraphics. Must have meteorology degree. Tapes and resumes to Perry Boxx, News Director, KOCO-TV, OKC OK 73113. AAE

Sports director: Opinionated obnoxious, loudmouth to complement our grey anchor team. Wimp quicheaters need not apply. #1 rated middle market west coast station. Good salary, great area. Working pros only Box U-10

South Florida affiliate needs creative news photographer editor 2 years experience. minimum. Top-notch operation with visual emphasis. Send tape and resume to Keith Smith, 3719 Central Ave. Fort Myers, FL 33901

News director: Midwest, VHF network affiliate with a news operation on the move is looking for a hands-on news pro capable of continuing the charge. Great opportunity for individual with solid news, production, and people skills to move up to management. Send resume to Box U-5. EEO. M/F

Anchor/producer for Midwest ABC affiliate. Work with experienced female co-anchor on early and late newscasts. Minimum four years anchor reporting experience plus good writing skills. Send resume by June 26, 1987 to Box U-2. EOE.

Meteorologist. Needs AMS seal approved forecaster with professional but folksy style. Midwest network affiliate. Two years television experience required. No beginners. Send resume by June 26, 1987 to Box U-1 EOE.

Experienced weathercaster for two Monday thru Friday newscasts. AMS preferred, but not mandatory EEO. Send tape, resume, and salary requirements to Stephan Foust, News Director, WTVN-TV Columbus, GA 31994. No calls, please

Photographer: Sacramento station seeks general assignment camera person. Right applicant will have at least two years experience and a good eye for hard and soft news stories. Send tape and resume, (no calls), to Kit Tyler, KTXL-TV Box 40, Sacramento, CA 95801. EOE/MF.

#1 Mid-south CBS affiliate seeking weekend weathercaster/general assignment reporter. Minimum 1-year commercial station experience. Send resume and tape to Josh Moyer/News Director/KFSM-TV, 318 N. 13th Street, Fort Smith, AR 72901. No phone calls, please. EOE.

News photographer: Creative, aggressive, self-motivated photographer wanted for CT's #1 news station. Minimum 2 years experience. Must be willing to work nights and weekends. No phone calls, please. EOE. Send tape and resume to Alison Amron, Chief Photographer, WTNH-TV, P.O. Box 1859, New Haven, CT 06510

Reporter-producer-anchor. Major station in Hong Kong seeks news oriented professionals with degree, three or more years of reporting, producing and anchor experience. Resumes, salary expected, references and returnable airchecks should reach Raymond R. Wong, TVB News, 77 Broadcast Drive, Kowloon, Hong Kong, no later than July 6. Shortlisted candidates will be interviewed in early September in Orlando, LA and Sacramento.

Producer: Creativity a must for this news/entertainment show. Number one station needs someone who's up to the challenge of this mix. Degree and two years experience required. Send tape, resume and references to Billye Gavitt, KWTV, P.O. Box 14159, Oklahoma City, OK 73113. 405—843-6641. EOE/MF.

News director. Great Lakes group owned, network affiliated news leader seeking aggressive news director. Excellent fringe benefits and salary. Equal opportunity employer. Send resume to: Box U-23

Expanding newsroom! 4 general assignment reporters, 2 photojournalists, 1 satellite & remote operations manager, 1 digital design artist and 1 producer. Send tape and/or resume to: Larry Hattberg, KAKE-TV, P.O. Box 10, Wichita, KS 67201-0010. EOE.

Weather: Network affiliate in fast-growing, mid-sized market is seeking anchor daytime weathercasts. Minimum of two years experience required. Send resume and salary history to Box U-50. Equal opportunity employer. M/F.

North Florida's leading news team seeks anchor/reporter for 5:30 show with female anchor. Strong writing and presentation essential. 3-5 years experience. Send tape & resume to Jim Foy, News Director, WCTV, P.O. Box 3048, Tallahassee, FL 32315. EOE

Sunbelt weathercaster. Second position at dominant CBS affiliate in Florida's capitol city remains unfilled. 2-3 years experience and AMS seal required. Computer graphics and strong presentation essential. Send tape & resume to: Jim Foy, News Director, WCTV, P.O. Box 3048, Tallahassee, FL 32315. EOE.

Sharp, aggressive news reporter with 2 to 3 years TV news experience. Some anchor and live reporting preferred. Fulltime position. Salary commensurate with experience. Tape, salary and resume to Larry Stirewalt, News Director, WBRE-TV, P.O. Box 28, Wilkes Barre, PA 18703. EOE.

Investigative unit field producer. You and a reporter will have the time and resources to produce polished series of interest to stations coast to coast. Ideal candidate is now producing consumer/investigative stories at network or major market. Great opportunity for freelancer or researcher/AP looking to move up. Midwest base, extensive travel. Resume and cover letter: Box U-52.

Media Marketing is expanding! We assist "job-seekers" and "employee-hunters" nationwide. Our staff needs operations consultant to work with client television/radio stations and communications coordinator who can coach on-air talent. Salary for both positions is \$85,000, plus benefits/relocation expenses. Also searching for public relations associate with background in promotion/production (salary \$52,000). Send applicable material in confidence to Dave Sanders, President, P.O. Box 1476—PD, Palm Harbor, FL 34273-1476. 813—786-3603

News director/anchor/reporter: Will be responsible for news and will also serve as weekday anchor and do reporting. KSAX-TV is a new ABC affiliate in Alexandria, MN. Send resume and salary requirements to Mike Burgess, Station Manager, KSAX-TV, 3415 University Ave., St. Paul, MN 55114.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Field service/final test manager for high technology products for the television post-production industry. Applicants should have managerial and client service background as well as analog and digital trouble shooting abilities. Familiarity with television post-production techniques essential. Contact Utah Scientific Advanced Development Center, a Dynatech company, 2040 Sherman St., Hollywood, FL 33020. Robert Hemsky 305—920-0800.

Turn your years of media experience into financial success. Leading TV & space direct mail ad agency needs aggressive super negotiator to improve rates & placement for our TV commercials & space ads. Our guidance, combined with a well rounded knowledge of the broadcast/program/space/sales business could bring exciting financial rewards. Box U-6.

Post production director. State-of-the-art commercial production facility in major SE market seeks creative post director with 3-5 years hands-on experience. Good client communication skills a must. Box U-18.

Post production editor. State-of-the-art commercial production facility in major SE market seeks experienced CMX editor. Box U-19.

KQED-TV: Two producer positions available in our current affairs department: SCIENCE PRODUCER to produce the "Science Notes" series and science documentaries. 5-8 years TV news/current affairs documentary production experience and expertise in the area of science reporting. INVESTIGATIVE SPECIALIST to produce a minimum of three to five specials each year. 5-8 years experience as a working journalist with investigative experience. TV documentary production experience desirable. Cover letter/resume/tape to KQED Personnel, 500 - 8th Street, San Francisco, CA 94103. EOE

Promotion writer/producer. I'm looking for a talented TV creative to carry a big load. Successful candidate will be able to take a project from concept to completion, regardless of media. Strong writing skills and hands-on editing a must. Additional production expertise (in-house and remote) a plus. This is an aggressive promotion department with a history of producing good TV promotion and lots of it. If you can hustle, send a tape and resume to Sheila Phipps, KOCO-TV, 1300 E. Britton Road, Oklahoma City, OK 73113.

Community relations/public service writer-producer: South Florida net affiliate seeks experienced producer to become part of dynamic community relations team. Keen perception of community relations impact on station's image. Responsible for writing/producing innovative on-air campaigns. Hands-on, off-line 3/4" editing and strong writing skills required. Resume to Box U-34. AA/EOE.

Chief editor/Good Company: We want that hot shot with speed and style who knows how to cut a story that plays like a dream. Must have knowledge of 3/4" and Beta editing procedures. Adept in quick turn-around editing with high quality results. The right candidate will be a creative editor with an eye for detail, a strong background in magazine A/B rolls, a knowledge of transition effects, and a good ear for music. Two years experience minimum. Responsibilities will include coordinating all videotape production needs for the show. Includes daily pre-production editing, A/B rolls, promos, preparing cut sheets, ordering tape stock, maintaining show tape and music library. Also includes supervision of graphics production for show. Please send letter, tape, resume to: Good Company, KSTP-TV, Attn: J Groen, Dpt. E-1, 3415 University Ave., Minneapolis, MN 55414. Equal opportunity employer. MF.

Production photographer wanted to join aggressive commercial production staff. Must demonstrate first class camera work, lighting techniques, and editing skills. Plus have knowledge to produce special production projects from conception. Two years experience and demo reel required. Tapes and resumes to Alex Stephens, KSAS-TV, 316 North West St., Wichita, KS 67203. EOE.

Your best shot! If you are a news promotion producer looking for an innovative affiliated station in a great market, give us your best shot! Top-notch equipment and working conditions are yours if you can give our news promotion the competitive edge! If you're the best, we want you! EOE. M/F. Box U-51.

SITUATIONS WANTED MANAGEMENT

GSM. Looking for GSM or GM opportunity. Successful sales and sales management record in Midwest market. Tom Hartman 517—349-8847.

Experienced broadcast executive: Proven background of 25 years in all phases of television and radio station and group management can increase your profits and image. Interested in station or group management position in television or radio. Let me show you what I can do for your company. Box U-36

Are you tired of seeing your local newscast finish low in the ratings battle? Successful news director has your winning strategy. Box U-25.

SITUATIONS WANTED TECHNICAL

Strong TV chief engineer looking for the right opportunity to advance. Solid background and training. I can do the job! Box T-33

SITUATIONS WANTED NEWS

Weatherman: Sharp looking with a warm personality 3 years exp. small-med mkts only. Box T-96

5 1/2 years TV experience as news and sports anchor/reporter in medium markets. Available for news or sports assignment. Good writer, strong on-air. Southeast preferred. 606—268-1979.

I have eight years experience; and solid ratings! That is why I am ready to become part of your sports team. If you want a hustler with a strong commitment to local sports, call 915—655-2252.

Sportscaster: Young, experienced sportscaster looking for anchor or reporter position in small or medium market. Anchor, reporter, PBP experience. Excellent writing skills. B.A. in broadcasting. I'm good—give me a shot. Call Mike at 402—721-6144

22 year old Black female seeks opportunity to break in on-air. Can shoot, edit. Enterprising Columbia Journalism School graduate. Part-time, internship experience. Tape. Lisa Robinson. 212—749-2411.

Young, female anchor-reporter. Dartmouth A.B., Columbia masters. Excellent credentials and potential. Seeking news, sports position: any market. Studio, field experience: top editor and writer. Ready to go to work. Christy 216—835-3447.

Meteorologist with AMS seal and lots of Monday-Friday experience at network affiliate seeks position in larger market. 912—598-0071.

News or sports reporter. Two years radio, TV internship, and degree from PSU. Excellent writing skills and good appearance. Looking for small market opportunity - anywhere. 717—838-6076. Please leave message on recorder if not home

Anchor/reporter team. Experienced male and female anchor/reporter team seeking small market home. Both young hardworking professionals, who hold BS degree in communications. Excellent references. Willing to move anywhere for the right opportunity. Call Doug 201—766-5195

Fast learner, diligent worker, will relocate... Seeking entry level position as a news or sports reporter. PLEASE, give me a chance. Call 301—582-0479.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Celebrity talent coordinator with connections and proven track record looking for part-time work with radio and/or TV show. Reach for the stars and boost your ratings. Call 914—591-6470.

Georgetown University nutrition professor seeks a television or radio program to conduct call-in program on nutrition and health. Has extensive, informative, current material on nutrition. Experienced in television and radio. Dr. Henry Mallek 202—625-7979.

MISCELLANEOUS

Primo People seeking newscast producers, executive producers and news directors all market sizes. Send tape and resume to Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203—637-3653.

Constructive criticism for television journalists. Stations, individuals.. Former Denver news director critiques newscasts, reporting, writing, performance. John Haralson, Feedback Unlimited, 1313 Williams, #901, Denver, CO 80218. 303—320-6816.

Just starting a TV news job search? We'll help you get organized with custom mailing lists of the top 100 markets. Write to: Indy Skyline Incorporated, 3463 Woodfront PL., Indianapolis, IN 46222.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Assistant professor to teach radio and television production and writing courses in an established broadcasting program within a comprehensive communications department. One-year appointment. Minimum requirements: Two years of professional broadcasting production experience, masters degree in broadcasting or related area; evidence of participation in scholarly/professional activities and of future scholarly promise/professional growth. Favorable consideration given to those candidates with doctorate in broadcasting or related area; experience in academic settings including college classroom teaching experience; evidence of ongoing publication/scholarly activity. Salary competitive. Send letters of application, resume, and names, addresses, and telephone numbers of three references to Office of Employee and Staff Relations, State University of New York, College at Brockport, Brockport, NY 14420. Deadline June 23, 1987. AA/EEO

Television production. Teach TV production and related courses in a state of the art facility. M.A. acceptable for hiring. M.A. plus 30 hours required for tenure. Send letter of application, vita, recommendations, and transcripts to Douglas Bock, Department of Speech Communication, Eastern Illinois University, Charleston, IL 61920 by June 15. Eastern Illinois University is an affirmative action, equal opportunity employer.

Production: New Paltz Department of Communication seeks audio/video production specialist for anticipated teaching position starting Fall 1987. Masters required, professional and teaching experience preferred. Send letter, resume and names/addresses of three professional references to: Dr. Richard Gershon Chair, R/TV Search Committee, Box 10, SUNY-New Paltz, New Paltz, NY 12561. AA/EEO, women and minorities urged to apply.

Instructor or assistant professor of communications. Masters degree in communications or related field required: Ph.D., preferred. Courses include advertising, public relations, marketing, communications research, and general communications courses. Production work in the media desirable. Fully equipped radio and television facilities available. Auxiliary work with the Communications Institute at Mary Baldwin College. Send resume, three letters of recommendation, transcripts, and any appropriate materials to the Dean of the College, Mary Baldwin College, Staunton, VA 24401. Materials must be postmarked no later than June 15, 1987. AA/EEO.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

New major, San Francisco Bay area studio opening Summer, 1987. Full component Betacam production facility, sound stage, Abekas DVE, Grass Valley switcher, Grass Valley editor, Ultimatte V All positions open for application. Send resume, salary requirements, and tape to: Paul Brookes, 101 First St., Suite 482, Los Altos, CA 94022. No calls.

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.

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On-air training: For TV reporters (beginners, veterans, cross-overs from print). Polish your delivery, appearance, writing. Prepare for better career. Learn from former ABC Network News correspondent and New York local reporter. Call 212—921-0774. Eckhart Special Productions, Inc. (ESP).

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Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Ilurbide 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.

Wanted: New indy wants used 3/4 equipment immediately. Call G J. Robinson 513—351-9112

FOR SALE EQUIPMENT

AM and FM transmitter, used, excellent condition. Guaranteed. Financing available. Transcom 215-884—0888.

25KW FM-Harris FM25(1986), Harris FM25K(1983). CCA 25000DS(1972) CSI 25000E(1978) AEL 25KG (1977) **20KW FM-Harris 20H3 (1970) Transcom Corp 215-884—0888. Telex 910-240—3856

5KW/10KW FM **RCA BTF 10D (1969)3KW FM-CCA 3000DS (1968) 5KW-RCA FM5B(1963)**2 5KW FM-Sparta 602A(1977). Gates FM-1C(1966). Transcom Corp 215-884—0888. Telex 910-240—3856**

Harris 1KW AM **SX-1A (1985)-SX1 (1983) both in mint condition. Transcom Corp 215-884—0888. Telex 910-240—3856

Continental 317B (1964), Gates BC-50C (1966)**RCA 5T1 (1965). RCA 10H (1960). Gates BC5P(1960). Gates BC-1G (1972), also 500G Transcom Corp 215—884-0888. Telex 910-240—3856.

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Silverline UHF transmitters new, best price, latest technology. 30kw, 60kw, 120kw, 240kw. Bill Kitchen or Dirk Freeman. Television Technology 303—465-4141.

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.

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Crosspoint-Latch 6139B 16 X 3 Production switcher. As new. Cost 21K sell \$9,900.00. Maze Broadcast 205—956-2227.

Macom MA-2G 2 Ghz fixed microwave system. New. Complete with 530' line, 4'dishes, accessories. Cost 36K. Sell \$16,000.00. Maze Broadcast 205—956-2227.

Kline tower: overall height is 645 feet with two platforms. RCATT25FL transmitter operating on channel 6 - very good condition. Tower will be dismantled after completion of new tower. WBRC-TV 205—322-6666.

2 - Ampex VPR-2B one inch VTR's, with TBC-2B time-base correctors. Both have AST and timecode reader/generators and SMC-100 (slo-mo controller) 1 - Convergence ECS-103C editor with VPR-2B interfaces, and editor controlled audio follow video switcher and timecode reader. Will sell as system or separately. Call 215—797-4530 ask for Barry Fisher

VPR-2B and BVH-1100 sports controllers, ADO-1000, TK-28, TK-29C, TP-55, TP-66s, TK-46s, TCR-100s, FR-35B, Ampex 4100-L switcher, RCA TR-800s, used 5800/5850/440, Chyron VP-1, Sony BVU-110s, Microtime T-120 & T-120D TBC. Call Media Concepts 919-977-3600.

Blank tape, half price! Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes \$6.99. Elcon evaluated 3/4 videocassettes guaranteed broadcast quality. To order call Carpel Video Inc. 301-845-8888, or call toll free, 800-238-4300.

New and used broadcast towers. Custom designed for your needs. Call Tower Design and Fabrication for a quote. 314-687-3932.

FM antenna(s): Will buy used FM broadcast antenna(s) - any make - any model - Call 806-372-4518.

Fujinon lens: wide angle 6.5 23mm adapted for Sony mount cameras. Contact Walter Edel 212-689-1040.

Alden Electronics C200M weather radar with monitor. Purchased new 8/28/86. Perfect for local weather reporting. \$5500. Charles Grier, KZEY, 214-593-1744.

Used 350' Guyed tower, excellent condition 2' face, stainless Inc. on ground. Call 317-474-3776.

Abekas A-52 digital effects system. Complete with documentation and accessories. Immediate delivery. \$21,000.00. Maze Broadcast. 205-956-2227.

980' Zone A tower with Guy's, on ground, 12 Bay antenna 93.1 MHz KQID/Alexandria, LA 318-445-1234.

Used Truscon 4-leg angle, self-supported tower. 183' excellent condition. Clearwater, FL. \$15,000.00. 813-578-0317. Can erect on your site.

RCA UHF transmitters. TTU-55, TTU-60, TTU-110. All can be inspected. Best offer. Maze Broadcast. 205-956-2227.

Microwave systems. Brand names. Bought, sold, traded. Call for current availability. Maze Broadcast. 205-956-2227.

AM transmitters: 50, 10, 5, 2.5, 1, .5 and .25 kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

FM transmitters: 25, 20, 15, 5, 1 and .25 kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

Grass Valley 1600-1X fully loaded \$14K; Chyron RGU-2B w/all options \$13K, Sony DXC-M3A w/lens \$3500; Ike-ITC-62 B & W title CAM w/CCU \$1000; BVW-10's and 3/4" machines -- all of the above on best offer basis. Must go. Call Brian or Dan at 212-691-1300.

RADIO

Help Wanted Management

One of the South's most progressive stations has an immediate opening for sales manager. Person must be capable of managing and continuous training of 8-10 person staff of professionals, keeping up with a fast paced promotion scheme, and staying on the cutting edge in retail service. Only honest, sincere, dedicated people need apply. Rush application with all detailed data to Bill Dunnivant, WZYP-FM, P.O. Box 389, Athens, Alabama 35611. EOE.

WZYP

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300 North Zeeb Road,
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Help Wanted Management Continued

Experienced General Manager

needed for Midsouth top-rated AM/FM Combo. Minimum 5 years experience in management. Excellent track record required. Please forward resume to Box T-103.

Help Wanted Sales

Co-op / Vendor Sales Director

WBBM Newsradio 78 is looking for the right person to develop co-op and vendor sales. A successful track record in both areas is required.

Interested candidates may send resume to:
Mr. Ronald Jordan, WBBM Newsradio 78, 630 North McClurg Court, Chicago, IL 60611.

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Situations Wanted Management

DYNAMIC EXPERIENCED LEADER

25+ year record of major successes. Talented and knowledgeable in personnel, sales, engineering, legal, programming and promotion. Seeking quality position regardless of station or market size. Rock solid personal background. Northeast preferred. Box U-38.

TELEVISION

Help Wanted Management

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The country's 4th ranked independent station KPTM TV-42, is seeking a talented individual to continue our winning ways. This one-year-old Pappas Telecasting station features Beta-cam, Beta-cart, Beta editing bay for promotion, full post facilities (Beta, 1", DVE), stereo, tallest tower in market, super-power transmitter by Comark, 28,000 sq. ft. building. A complete station image graphics package designed by TVBD. KPTM TV-42 is located in progressive Omaha Nebraska, a highly liveable metropolitan area of 600,000.

I will be conducting interviews at BPME ...please check the BPME job service for contact information or leave a message at the Peachtree Plaza Hotel.

"CAN WE TALK?"
or send resume to:

Gary Nielsen, V.P. & Station Mgr. KPTM-42
4625 Farnam St., Omaha, NE 68132
EOE

Help Wanted Management Continued

TV OPERATIONS MANAGER

Only the best will do for one of the top rated stations in the country. Primary areas of responsibility are the Promotion, Production and Creative Services Departments. The equipment is state-of-the-art; the people are good and eager to be better. Candidates should have a related degree, minimum 5 years experience and be presently working in a similar capacity. Resumes to Box U-21.

GENERAL MANAGER

An established group is seeking a proven winner for its sunbelt station. The station is the dominant independent in one of the fastest growing television markets. Please send resume to Box U-41. EEO, M/F employer.

Help Wanted Sales

MANAGER, CABLE AD SALES

Extraordinary opportunity for experienced cable ad sales pro who can sell and manage for profitability a large successful sales staff for 90,000-sub system in Northeast. Send resume and salary requirements to Box T-119. EOE.

Help Wanted Programming, Production, Others

DIRECTOR

We need that "hot", creative person to make our two top-rated, live audience shows shine.

Good Company, the #1 local afternoon show in the country, offers the total challenge of studio action (fashions, cooking, performance, interviews, live audience) and daily on-location live multi-camera remotes. The whole show also travels on location several times per year.

Twin Cities Live is one hour of live, morning talk, featuring audience participation, multiple guests, tape roll-ins, phones, etc.

Please send a letter and resume (no tapes yet, please) to:

KSTP-TV,
Attn: Steve Edelman, E.P.
Department D-I
3415 University Avenue
Minneapolis, Minnesota 55414
Equal Opportunity Employer, M/F

Blind Box Responses:

BOX ???

c/o Broadcasting Magazine
1705 DeSales St., NW
Washington, DC 20036

(No tapes accepted)

Director

Daytime Programming ABC TV

We seek a creative professional to supervise all aspects of creative production and story development for our New York-based serials. You'll need at least 5 years' dramatic writing, production and/or programming management experience. Good story analysis skills and ability to communicate ideas clearly a must. Send your resume, including salary history, to: Dennis Porter, Capital Cities/ABC, Inc., 1345 Avenue of the Americas, 2nd Floor, New York, NY 10019. Equal Opportunity Employer m/f/h/v.



Art Director

Top 10 CBS affiliate seeking art director. Individual should have a well-rounded knowledge of broadcast design as well as a proven ability to manage and motivate staff in accordance with management needs. Prefer experience in Paintbox, video systems and set design. Ideal opportunity for a medium/small market manager or large market number two looking to move up. Send resume and reel to: Director of Creative Services, WJW-TV, 5800 South Marginal Road, Cleveland, Ohio 44103. EOE. M/F.

THE WRITE STUFF

Creative indy looking for creative writer/producer. Must feel compelled to excel and love working hard. Please send resume in confidence plus writing samples to Box U-31. Excellent salary and benefits. EOE.

WRITER/PRODUCER OF GREAT RADIO COMMERCIALS

Major broadcast group is seeking creative writer/producer to handle radio promotion production. Quality, not quantity. Experience promoting movies preferred. Excellent salary and benefits. major market in Southeast location. EOE. Send resume to Box U-48.

Program Manager

Dominant independent in fast growing market seeks an experienced independent professional. Will consider winners with a promotion background. Group owned. Resume to Box U-40. EEO. M/F employer.

SHOW PRODUCER



This is the top-line producing job on the #1 daily afternoon local show in the country.

We need that supercharged creative leader with smarts and taste who can inspire a team of 17 top flight staffers and keep the whole thing organized.

Ideal candidate has experience producing studio-based talk with live audience and demonstrations (cooking, fashion, performance) taped-package PM-type shows and live remotes from the field. Must have national publisher booking contacts, fresh ideas and a fine-tuned sense of what plays.

If you can orchestrate solid, fascinating information in a sometimes serious, sometimes good-time package, you're it!

Please send letter and resume (no tapes yet) please to: KSTP-TV Attn: Steve Edelman, EP Department P-1 3415 University Avenue St. Paul, Minnesota 55114. Equal Opportunity Employer. M/F.

Situations Wanted Management

ATTENTION TELEVISION OWNERS!

Seeking a "maze-bright" affiliate GM? After several years of very successful sales management and leadership in medium and large markets, I consider myself ready for a GM shot that cannot come from my current employer. Experience transcends all aspects of the broadcast operation. Possess good business sense. Offer a thought-out strategic plan for success. Have always pleased my bosses and succeeded because I hire great people, respect the viewer and client base, establish performance goals, become meaningfully involved in the community, seek a quality broadcast product, control expenses and lead the charge with ethics and integrity. Am respected in the industry and offer quality references. Am ready for a new challenge! Let's have a conversation. BOX U-22.

ALLIED FIELDS

Help Wanted Instruction

INSTRUCTOR RADIO-TV SPEECH COMMUNICATION

Amarillo College is seeking an instructor to teach courses in studio and remote television production, broadcast newswriting, and public speaking. Also responsible for public affairs for campus radio station. Master's degree in Radio-TV, Mass Communication or related area. Must have experience in studio and remote television production, broadcast newswriting and reporting, and radio station operation. Previous classroom and laboratory teaching preferred. This is a full-time, 9 month position contingent on final Board approval of the 1987-88 budget. Salary based on Faculty Salary Schedule, excellent benefits. Send resume and unofficial transcripts by July 3 to the Personnel Office, Amarillo College, PO Box 447, Amarillo, TX 79178. An EEO/AA employer.

Help Wanted Management

THE PROGRAMMING CONSULTANTS, INC. has a position available for a Regional Manager. THE PROGRAMMING CONSULTANTS, INC., the Albuquerque-based programming syndicator/consulting firm, requires a self-starter with at least a three-year, provable track record in National Sales to Radio Broadcasters. Programming background helpful. If you want a life of growth and excitement, come share our beautiful Southwest. Call Sharon at 800-843-7807 (or) send a resume to:

THE PROGRAMMING CONSULTANTS, INC.
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Help Wanted Programing, Production, Others

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Employment Service Continued

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- ★ If you are interested in having your station become ★
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- ★ Al Rubin (516) 781-7826. ★
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Public Notice

PUBLIC NOTICE

The Executive Committee of Public Broadcasting Service will meet at 9:00 a.m. on Tuesday, June 23, 1987 at the PBS offices, 1320 Braddock Place, Alexandria, Virginia. Tentative agenda includes operational reports, Program Advisory Committee nominations; Station Program Cooperative streamlining, Station Users Agreement; on-air announcements offering program-related goods and services; Satellite Replacement Project; PTV planning issues; agenda/organization for board/committees for FY 1988. Portions of the meeting may be conducted in executive session.

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Investor interested in network affiliated
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Religious broadcaster seeks powerful AM fa-
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Principals only, send information in confidence
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For Sale Stations

- Powerful daytimer covering Knoxville and 400,000 people. \$375,000.
- Daytimer covering Augusta and Aiken. Real estate included. \$110,000.
- 100,000 watts ERP coastal California \$1.9 million.

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Fulltime AM with Class B FM; profitable. Serves over 250,000. Asking \$920,000 (2 x 1986 gross) with \$250,000 down.

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For Sale Stations Continued

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Stanford E. Lerch
Bankruptcy Counsel
Harrison & Lerch P.C.
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BY ORDER OF
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A combination Radio Station 50,000 Watt Class B FM and a 1,000 Watt Fulltime AM Operating at 1490Khz. Located in Johnstown, PA, 75 miles East of Pittsburgh, PA. Auction to be held June 12, 1987 at 10:30 A.M., U.S. Post Office and Court House, 111 Franklin St., Johnstown, PA. Opening Bid - \$700,000 - 10% deposit required. For additional information phone: 814-472-9509.



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All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705

DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: (personal ads): \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media

Appointments at Gilmore Broadcasting, Kalamazoo, Mich.-based owner of one AM, three FM and three TV stations: **Ernest Madden**, general manager, Gilmore's WEHT(TV) Evansville, Ind., adds duties as executive VP, television operations, Gilmore; **Dean Goodman**, general manager, Gilmore's WLVE(FM) Miami Beach, adds duties as executive VP, radio operations; **Steve Avellone**, general sales manager, WLVE(FM), to general manager, co-owned WIVY-FM Jacksonville, Fla.



Gourley

Bob Gourley, VP and general manager, WTTB(AM) Vero Beach, Fla., joins KKCS-AM-FM Colorado Springs as general manager.

Deane Osborne, president and general manager, WIBA-AM-FM Madison, Wis., joins WLLT(FM) Fairfield, Ohio, as general manager.

ager.

Jeanne Findlater, VP and general manager, WXYZ-TV Detroit, resigns effective July 1 after 16 years with station.

Gerald Lainge, former general manager, CKDA(AM)-CFMS(FM) Victoria, B.C., joins Westwood One Radio Networks as VP and general manager, Westwood One/Canada, Toronto.

H. June Fox, station manager, noncommercial WMUC-AM-FM College Park, Md., joins non-commercial WKHS-FM Worton, Md., in same capacity.

Roy Kenneth (Ken) Rogers, production director and producer, WFBC-AM-FM Greenville, S.C., named operations manager.

Alison Graf, business manager, WEMP(AM)-WMYX(FM) Milwaukee, joins WVTU(TV) there in same capacity.

Rhonda Ayres, traffic secretary, WLTZ(TV) Columbus, Ga., named traffic manager.

John Cetta, producer, Promotional Broadcasting, Babylon, N.Y., joins WNWK(FM) Newark, N.J., as administrative assistant.

Constance Brown, from KMPC(AM) Los Angeles, joins KNX(AM) there as traffic manager.

Marketing

Bill Vieser, senior VP and account manager, McCaffrey & McCall Inc., New York, named executive VP and director, client services.

Robert W. Meuser, VP and management supervisor, D'Arcy Masius Benton & Bowles, Chicago, named senior VP.

Jacqueline Lowell, VP and creative director, Lewis, Gilman & Kynett Advertising, Philadelphia, named senior VP and executive creative director.



Lowell

Mark Drozd, VP and creative director, FCB/Leber Katz Partners' Impact Sales Promotion division, New York, named senior VP. **Cynthia Fleury**, assistant producer, FCB/Leber Katz Partners, named producer.

Patrick Grotto, VP, Midwest advertiser sales, LBS Communications Inc., Chicago, named senior VP, Midwest advertiser sales.



Grotto

Lynda Pearson, VP and associate creative director, Ketchum Advertising, San Francisco, named creative director.

Ray Gillette, VP and management representative, DDB Needham Worldwide, Chicago, named VP and account director. **Danny Jue**, freelance artist, joins DDB Needham Worldwide, Denver, as art director. **Ronn Kirkwood**, research associate, DDB Needham Worldwide, Chicago, named research associate.

Wayne Fulcher, senior management supervisor, Chiat/Day Advertising, San Francisco, named VP.

Nino Banome, associate creative director, Saatchi & Saatchi Compton Inc., New York, joins De Palma & Hogan Advertising there as VP and creative director.

Robert Ross, Western region account manager, MTV Networks Inc., joins Movietime Channel, Hollywood, basic cable service to premiere this summer, as director, Western region advertising sales.

Bernadette Cognac and **Sue Emerson**, media supervisors, Tatham-Laird & Kudner Advertising, Chicago, named associate media directors.

Peter Roslow, VP and general manager, Information & Analysts Inc., New York, joins Telemundo Television Group there, owner of four Spanish-language TV stations, as director, marketing. **Maureen B. Russo**, research representative, Capital Cities/ABC, New York, joins Telemundo as manager, sales planning and training.

Naras V. Eechambadi, manager, marketing sciences department, BBDO, New York, named associate director, marketing sciences. **Anne M. McCarthy**, assistant planner, BBDO, Chicago, named media planner. Appointments in media department, BBDO, New York: **Kim Clark**, local spot buyer, to media supervisor; **Nina Goldstein**, local spot buyer, to local spot supervisor; **Christopher Havard**, assistant media planner, to media planner; **Guy McCarter**, media planner, to media planning supervisor; **Daniel Sciolto**, assistant spot buyer, to local spot buyer.

Karen Reef, manager, sales promotion, CBS Radio Representatives, New York, named director, sales promotion.

Appointments at W.B. Doner & Co., Detroit: **Mary Moorman Gagen**, senior media planner, to media supervisor; **Tim Todd**, junior media planner, and **Arthur Littsey**, associate media

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Call or write: Public Relations Department, 16A-2 Phillips Building, Bartlesville, Oklahoma 74004.

The Performance Company



planner, to media planners; **Armand Archambault**, planning assistant, to associate media planner.

Cort Smith, copywriter, Wenzel & Co., New York, joins Venet Advertising, Union, N.J., as copywriter.

Christy Marchese, buyer, McCann-Erickson, New York, joins TeleRep Inc. there as account executive.

Anthony T. Chiulli, buyer, SFM Media Corp., New York, joins Independent Television Sales there as account executive.

Jacqueline Brown, sales representative, P.C.A. Olympia Health Club, Houston, joins Hillier, Newmark, Wechsler & Howard there as sales assistant.

Diane Jennings, director, ABC Entertainment Radio Network, New York, joins WIL-AM-FM St. Louis as general sales manager.

Quinn Koontz, national sales manager, WRAL-TV Raleigh, N.C., joins WGHP-TV High Point, N.C., as general sales manager.

Patricia A. Westbrook, account executive, WJPC(AM)-WLNK(FM) Lansing, Ill., named general sales manager.

Ann Fogelhut and **John Smart**, co-managers, local sales, KHJ-TV Los Angeles, named VP's.

Bill Burke, VP and group sales manager, Petry Television, New York, joins WDIV(TV) Detroit as local sales manager.

Mary Durfey, traffic manager, WISH-TV Indianapolis, joins WTVN-TV Columbus, Ohio, as director, commercial operations.

Tom Morrison, account executive, WFLD(TV) Chicago, named national sales manager.

Bryan Healy, local sales manager, KTXH(TV) Houston, joins KTUL-TV Tulsa, Okla., as national sales manager.

Bill Asnes, VP and media director, Bozell, Jacobs, Kenyon & Eckhardt, Houston, joins KHOU-TV there as director, marketing and research.

Barbara Babian, account supervisor, WMEX(AM)-WMJX(FM) Boston, named regional sales manager.

Tom Colato, account executive, WOFL(TV) Orlando, Fla., named regional sales manager.

Diane Walters Breathwaite, regional account executive, WCMS-FM Norfolk, Va., named director, regional sales. **Rochelle Rich**, account executive, WFOG(FM) Suffolk, Va., joins WCMS-FM as associate regional account executive.

Rick Pettyford, from Flint Metro Mass Media, Flint, Mich., joins WFDF(AM)-WDZZ(FM) there as regional and national sales manager.

Joby Jones, independent consultant, joins KATV(TV) Little Rock, Ark., as marketing service manager. **Leigh Wilson**, client service executive, A.C. Nielsen Co., Dallas, joins KATV as director, research and media.

Pam Jones, from WMBD(AM)-WKZW(FM) Peoria, Ill., joins WEEK-TV there as account executive.

Becky Kayser, account coordinator, DJMC Advertising, Portland, Ore., joins KPDX(TV) Vancouver, Wash., as account executive.



Robert Hyland, (front right) senior vice president, CBS Radio Division, and general manager of CBS-owned, KMOX(AM)-KHTR(FM) St. Louis, was among those presented with an honorary degree during the May 16 commencement ceremony at the University of St. Louis. Hyland received a doctor of public service degree for his years of service to the St. Louis area as a radio broadcaster. Also receiving an honorary degree was Vice President George Bush (I). Bush, named honorary doctor of law, delivered the commencement address.

Garrett Bergmark, Western regional manager, TM Communications, Dallas, joins KFK(AM)-KOST(FM) Los Angeles, as account executive.

Jim Cozzi, from WCZY-AM-FM Detroit, joins WRIF(FM) there as account executive.

Mike Aitken, from WSFA(TV) Montgomery, Ala., joins WAKA(TV) Selma, Ala., as account executive.

Tim Noble, from WUTV(TV) Buffalo, N.Y., joins WKBW-TV there as account executive.

John Greenwood, from WYJ-FM Beavercreek, Ohio, joins WKERTV Dayton, Ohio, as account executive.

Cathy Muzyka, co-manager, The Limited, Maine Mall, Portland, joins WKXA(AM)-WCLZ(FM) Brunswick, Me., as account executive.

Bruce Shepard, technical director, United Stations Programming Network, New York, joins WWHB(FM) Hampton Bays, N.Y., as account executive.

Programming

Robin French, president and chief operating officer, Hal Roach Studios Inc., Los Angeles, named vice chairman. **David Evans**, executive VP, succeeds French as president and chief operating officer.



Arber

Appointments at entertainment division, LBS Communications Inc.: **Kenneth Arber**, VP, West Coast programming, Los Angeles, to senior VP, programming; **Richard Goldsmith**, manager, program development, LBS Enterprises, Los Angeles, and **Debbie Hirs-**

chinger, VP, LBS Celebrities, Los Angeles, to VP's, programming, Los Angeles; **John Bigelow**, manager, LBS Enterprises, New York, and **Paul Krumins**, manager, business affairs, LBS Communications, New York, to VP's, programming, New York; **Paul Siegel**, president, LBS Entertainment, to relocate from New York to Los Angeles office.

Jeff Segal, story editor and project developer, Hanna-Barbera Productions Inc., Hollywood, named VP, creative affairs.

Harry Lojewski, director, music division, MGM/UA Communications Co., Los Angeles, named VP, motion picture and television music.

Harry B. Chandler, director, development, Showtime/The Movie Channel, Los Angeles, and **Bill Wells**, director, mini-series, CBS Entertainment, Studio City, Calif., named directors, motion pictures for television, CBS Entertainment. **Bob Saget**, comedian featured on CBS-TV's *The Morning Program*, resigns to accept role in ABC situation comedy, *Full House*, to premiere in fall.

Bob English, president, Broadcast Programming Inc., Seattle-based radio program supplier owned by Kaye-Smith Enterprises, resigns. English has held post since 1983. **Edith Hilliard**, president, Salmon Systems Inc., Seattle, joins Broadcast Programming as general manager.

Jerry Gotlieb, senior VP, Lorimar-Telepictures Corp., Culver City, Calif., named CEO, Lorimar Home Video.

Marlin Brinsky, business financial analyst, Disney Channel, Burbank, Calif., joins Access Entertainment Group, Studio City, Calif., as chief financial officer.

Constance Towers, contributing editor, *ValueTelevision*, home shopping show syndicated by Lorimar-Telepictures, Culver City, Calif., named co-host.

Mary Murano, account supervisor, Grey Advertising, New York, joins American Movie Classics, cable channel operated by Rainbow Program Enterprises, Woodbury, N.Y., as director, Western region.

Timothy J. Trainor, director, operations, Private Satellite Network Inc., New York, named director, account management.

Ericka (Rikki) Leopold, executive secretary, Sally Jessy Raphael, named supervisor, affiliate relations, *Sally Jessy Raphael Show*, syndicated by Multimedia Entertainment, New York.

Peter Sumpf, senior network operations and traffic coordinator, ESPN Inc., Bristol, Conn., named manager, network facilities.

John Marianetti, from Sax Communications, Rochester, N.Y., joins Telesis Productions Inc. there as director.

Erik Wiklund, independent producer, joins Moxie Media Inc., New Orleans, as producer and director.

Brian White, program director, KITY(FM) San Antonio, Tex., joins WBJW-AM-FM Orlando, Fla., in same capacity.

Vic Marino, assistant program director and morning announcer, WTRY(AM) Troy, N.Y., joins WCHS(AM)-WBES(FM) Charleston, W.

Va., as program director.

George H. Hillis, production manager. WPGH-TV Pittsburgh, joins WOFL(TV) Orlando, Fla., in same capacity.

Ken Foote, program manager. KXTX-TV Dallas, joins KTV(TV) Fort Worth in same capacity.

Appointments at *Evening Magazine*, WJZ-TV Baltimore: **Eric Temple**, producer, *PM Magazine*, KUTV(TV) Salt Lake City, to executive producer; **Dan Newton**, associate producer, *PM Magazine*, KUTV(TV), to associate program producer; **Maggie Linton**, producer, Maryland Public Television, Owings Mills, Md., and **Scott Firestone**, producer, creative services, KYW-TV Philadelphia, to field producers.

Jack Elliott, from WWSW-FM Pittsburgh, joins WLTF(FM) Cleveland, as morning announcer.

News and Public Affairs

Erik Sorenson, news director, KTTV(TV) Los Angeles, joins KCBS-TV there in same capacity. **Jose Rios**, assignment manager, KCBS-TV, named assistant news director.



Haag

Marty Haag, executive news director, A.H. Belo Corp.'s WFAA-TV Dallas, adds duties as VP, news, Belo Broadcasting Division.

Ken Plotnik, senior news producer, special projects, Capital Cities/ABC's WPVI-TV Philadelphia, named executive producer,

co-owned WABC-TV New York.

Kevin Brennan, executive producer, KCNC-TV Denver, joins WVEU(TV) New Orleans as news director.

Donald Van de Mark, Washington bureau chief and correspondent, *Today's Business*, syndicated TV program, joins Group W's Newsfeed Network as chief correspondent, Washington bureau. **Polly Kreisman**, former Washington correspondent, Chronicle Broadcasting Co., joins Newsfeed Network there as "DC Custom" correspondent. DC Custom is personalized reporting service available to Newsfeed members.

Daniel Acklen, producer, WJW-TV Cleveland, joins WUAB(TV) Lorain, Ohio, as news director.

Steve Hunsicker, assistant news director, Diversified Communications' WYOU(TV) Scranton, Pa., named news director, co-owned WCJB(TV) Gainesville, Fla.

Judy Leon, senior correspondent, American News Bureau, Washington, TV news service, named assistant bureau chief and director, special projects.

Carrie Pastelak, night assignment editor, KDKA-TV Pittsburgh, joins WPXI(TV) there as day assignment editor. **Wendy Beetlestone**, morning news producer, WTAZ-TV Pittsburgh, joins WPXI as morning and noon producer.

Patricia Clemm, assistant news director, KTVN(TV) Reno, joins KNTV(TV) San Jose, Calif., as executive producer.

RTNDA education awards. Four broadcast journalists have been named winners of 1987 fellowships awarded by the Radio and Television News Directors Foundation Inc., Washington. A newly created award this year is the Len Allen Fellowship named after the late NBC newsmen and RTNDA managing director. The award, given to a working journalist interested in higher education leading to a career in broadcast news management, went to Peggy Bray of noncommercial KPFA(FM) Berkeley, Calif. Other fellowship winners: Allen Martin, KHBS(TV) Fort Smith, Ark., the Vada and Barney Oldfield Fellowship for journalists specializing in defense and military reporting; Roz Plater, KOMU-TV Columbia, Mo., the Science and Health Fellowship, and Cheryl Lynne Dickson, WJW-TV Cleveland, the Michele Clark Fellowship for minority reporters. Seven journalism students have also been named as winners of RTNDA scholarships. Marilyn Schultz of Indiana University was winner of the Abe Schechter Graduate Scholarship, named after the former NBC News chief executive. Undergraduate scholarships, named after dead past presidents of the RTNDA, will go to: Steve Daniels, University of Missouri, the Ben Chatfield Scholarship; Clark Powell, Central State University, Edmond, Oklahoma, the Bruce Palmer Scholarship; Matt Purcell, University of Texas, the James McCulla Scholarship; Kimberly Ann Whittle, DePauw University, Greencastle, Ind., the Bruce Dennis Scholarship; Kristi Van Ekeren, Drake University, Des Moines, Iowa, the Richard Cheverton Scholarship, and Michael Husain, Indiana University, the Jim Byron Scholarship. All fellowships and scholarships will be awarded on Sept. 2 at the RTNDA International Conference and Exposition, Orlando, Fla.

Roger Grimsby, former anchor, WABC-TV New York, joins WNBC-TV New York as feature reporter.

Genie Garner, producer, KOLR(TV) Springfield, Mo., named assignment editor.

Dave Koester, assignment editor, KOTV(TV) Tulsa, Okla., joins KOCO-TV Oklahoma City in same capacity. **Bruce Dunbar**, reporter and weekend anchor, KJRH(TV) Tulsa, joins KOCO-TV as general assignment reporter.

Eric Mathes, from KRUZ Cable, Santa Cruz, Calif., joins KMST(TV) Monterey, Calif., as assignment editor.

Andy Nebel, weekend assignment editor, WCVB-TV Boston, joins WMTW-TV Poland Springs, Me., as assignment editor.

Appointments at KSBW-TV Salinas, Calif.: **Julie Christie**, producer, KBAK-TV Bakersfield, Calif., to 6 p.m. producer; **Maia Carroll**, anchor, KHSL-TV Chico, Calif., to reporter and morning anchor; **Graham Ledger**, news director and anchor, KECY-TV Yuma, Calif., to reporter and weekend anchor; **Claude Akins**, assignment editor, KCPM(TV) Chico, to weekend assignment editor and photographer; **Toni Chappell**, weathercaster, KREX-TV Grand Junction, Colo., to reporter and weekend weathercaster; **John Lobertini**, from WAAY-TV Huntsville, Ala., and **Maia Spilman**, from KENS-TV San Antonio, Tex., to reporters; **Don Harvey**, from KMST(TV) Monterey, Calif., and **Mario Partido**, production assistant, KSBW-TV, to photographers.

Eric Johnson, sports director, KBCI-TV Boise, Idaho, joins KREM-TV Spokane, Wash., in same capacity.

Tom Brookshier, former sportscaster, CBS Sports, and football sportscaster, KYW-TV Philadelphia, named full-time sportscaster, KYW-TV.

Sandy Hausman, news director, WKQX(FM) Chicago, joins WBBM(AM) there as reporter and anchor.

Deborah Ramsey, from KBTX-TV Bryan, Tex., joins KTVV(TV) Austin, Tex., as weekend anchor.

Sue Tripathi, noon anchor, KULR-TV Billings, Mont., joins WWAY(TV) Wilmington, N.C., as weekend anchor.

David Zuckerman, managing editor, WKPT(TV) Kingsport, Tenn., joins KTVT(TV) Fort Worth as Dallas bureau chief.

Andrea Joyce, general assignment reporter, WFAA-TV Dallas, named weekend sports anchor.

David A. Shuffett, from Cable Newscenter 20, Danville, Ky., joins WLEX-TV Lexington, Ky., as South central bureau chief, succeeding **Timothy Lyle Weldon**, named Frankfort, Ky., bureau chief.

Brad Hoey, Rock county, Wis., reporter and host *Rock County Report*, weekly public affairs program, WIFR-TV Rockford, Ill., named general assignment reporter and weekend sportscaster. **Brian Knox**, recent graduate, Middle Tennessee State University, Murfreesboro, succeeds Hoey.

Appointments at WICD(TV) Champaign, Ill.: **Scott Andersen**, from WHBF-TV Rock Island, Ill., to reporter and weekend sports anchor; **Mark Schirripa**, from WSIV(TV) Elkhart, Ind., to reporter and weekend weather anchor; **Kelly Rasmussen**, recent graduate, University of Illinois, Champaign, to assistant producer.

Bill Lorin, San Diego correspondent, KNX(FM) Los Angeles, named correspondent, Orange county, Calif.

Chris Wright, producer and reporter, European Television Service, Cologne, West Germany, joins WLUK-TV Green Bay, Wis., as general assignment reporter.

Bob Scott, from KOY(AM) Phoenix, joins KTAR(AM) there as reporter.

Theresa Dickie, from KOMU-TV Columbia, Mo., joins KFSM-TV Fort Smith, Ark., as general assignment reporter.

Micki Flowers, former weathercaster, KIRO-TV Seattle, rejoins station as health reporter.

Jim Kelly, quarterback, National Football League's Buffalo Bills, to host twice weekly *Jim Kelly Show*, WGR(AM) Buffalo, N.Y.

Technology

Jacques J. Lesgards, VP, European operations, ABC Broadcast Operations and Engineering, Paris, to retire, effective in spring of

1988 following ABC-TV's presentation of 1988 winter Olympics.



Buynak

William Buynak, VP, engineering, Chyron Corp., Melville, N.Y., named VP, product evaluation, telesystems and video products divisions.

Bruce A. Franca, chief of program management staff, Office of Engineering and Technology, FCC, named deputy chief engineer.

Walt Raufer, from Movielab Video Inc., New York, joins Mediatech East, New York, duplicator and distributor of TV and radio commercials, as VP, engineering.

Appointments at Acrian Inc., San Jose, Calif., manufacturer of amplifiers and semiconductors of microwave and broadcast communications: **Robert Kaswen**, VP, operations, Datron EHE Instruments Inc., Fremont, Calif., to general manager, amplifier division; **Roger N. Thornton**, VP, operations, Dastek, Los Gatos, Calif., to general manager, transistor operations; **Lyle T. Leverich**, engineering manager, Avantek Inc., Milpita, Calif., to director, research and development, device engineering.

Frank W. Gates, director, engineering, Comcast Cable, Santa Ana, Calif., joins Southern California Cable Television Systems, Los Angeles, as regional engineer.

Appointments at KTVV(TV) Austin, Tex.: **George Csahanin**, chief engineer, WSJU(TV) San Juan, P.R., to same capacity; **James Edward Wilhelm**, from WTVN-TV Columbus, Ohio, to assistant chief engineer; **James (Kenney) Kuykendall**, engineer, KTVV, to studio supervisor.

Carl Natone, chief engineer, KCIK(TV) El Paso, joins noncommercial KRWG-TV Las Cruces, N.M., in same capacity.

Glen Shick, assistant chief engineer, WFFT-TV Fort Wayne, Ind., named chief engineer. **Keith Halthcox**, equipment maintenance engineer, named assistant chief engineer.

Promotion and PR

Ann Morfogen, director, communications, CBS News, New York, named VP, media relations, West Coast, Los Angeles. **Tom Goodman**, manager, news information, ABC News, New York, succeeds Morfogen as director, communications, CBS News. **Mike Buchanan**, VP, press information, CBS Entertainment, West Coast, retires after 33 years with CBS.

Albert R. Brashear, special assistant to President and deputy press secretary for domestic affairs, White House, Washington, joins Motorola Inc., Schaumburg, Ill., as VP and director, corporate public relations and advertising.

Debbie Darr, senior publicist, Lorimar-Telepictures, Culver City, Calif., joins Universal Television, Universal City, Calif., as director, publicity.

Fran Kauman, public relations consultant, Children's Television Workshop, New York, producer of *Sesame Street*, named VP, public affairs.

Richard A. Kahn, from Gail Becker Associates, Great Neck, N.Y., public relations company, joins SportsChannel, New York regional cable sports service, as director, marketing and public relations.

Deborah Cronin, freelance public relations assistant, Conover & Co. Public Relations, Boston, named junior account executive.

Gary Brand, on-air promotion manager, WPLG(TV) Miami, joins WNEV-TV Boston as senior producer, advertising and promotion.

Paul Erickson, continuity and creative director, WOMC(FM) Detroit, named promotion director.

Allied Fields

Michael J. Poehner, director, mid-range systems, information systems group, IBM Corp., New York, joins AGB Television Research there as CEO. AGB will begin operating its National PeopleMeter Service on Sept. 1.



Boyle

James B. Boyle, manager, cable division, Frank Boyle & Co., Greenwich, Conn., media broker, named VP, cable division. James Boyle is son of company president, James Boyle.

Helayne Antler, co-executive secretary, New York local, American Federation of Television and Radio Artists, assumes full respon-



Ward L. Quaal, president of The Ward L. Quaal Co., Chicago consultant, and former VP and general manager of WGN-AM-TV Chicago, was given the Governor's Award of the Chicago chapter of the National Academy of Television Arts and Sciences at the May 31 presentation of the Chicago Emmy Awards at the Chicago Theater. Howard Shapiro, president of the Chicago chapter, said the honor was in recognition of Quaal's "long and very distinguished service to the broadcasting community of Chicago."

sibility for New York local, succeeding **Kim Roberts**, named executive secretary, San Francisco local.

David M. Montanaro, VP and general manager, Eastern region, Tel Plus Communications Inc., Long Island City, N.Y., interconnect, named to board of directors, North American Telecommunications Association. **J. Dent Farr**, director, government relations, Metropolitan Area Transit Authority, Washington, joins NATA as director, government relations. **Pat Alexander**, independent consultant, joins NATA as director, sales.

Melissa Angerman, from Technical Association of Pulp & Paper Industry, Atlanta, joins Association of Independent Commercial Producers, New York, as national executive secretary.

James Dirk Cotten, director, marketing, Corporate Telecom Services Inc., Bethesda, Md., consultant, named VP.

Deaths

Frank W. Mayborn, 83, president and owner, KCEN-TV Temple, Tex., died May 16 of heart attack at his home in Temple. Mayborn founded KCEN-TV in 1953 and was former owner of KTEM(AM) Temple, which he started in 1936. KTEM was sold in 1970. At time of his death, Mayborn also owned two newspapers, *Temple Daily Telegram* and *Killeen (Tex.) Daily Herald*. He is survived by wife, Sue.

Roy Winsor, TV producer and writer, died May 31 of heart attack at his home in Pelham Manor, N.Y. Winsor created and was first executive producer of CBS's *Search for Tomorrow*, TV's longest-running daytime dramatic series, in 1951. That same year he was first executive producer of *Love of Life*, another daytime series, that ran on CBS until 1980. In 1954 Winsor created *Secret Storm* for CBS. It ran until 1974. In 1970's he served as head writer of *Somerset*, an NBC series. He is survived by his wife, Martha, and three daughters.

Sammy Kaye, 77, band leader, died June 2 of cancer at Valley hospital, Ridgewood, N.J. In 1930's and 1940's Kaye led band which made several radio appearances, including regular show on NBC, *Sunday Serenade*. Kaye was conducting *Sunday Serenade* on Dec. 7, 1941, when program was interrupted by announcement of Japanese attack at Pearl Harbor. He hosted half-hour, musical TV programs, *The Sammy Kaye Show*, on CBS in 1951-52 and NBC in summer 1953, and *Sammy Kaye's Music from Manhattan*, on ABC in 1958-59. Also on ABC, Kaye hosted *So You Want to Lead a Band*, musical game show, in 1954-55.

Leslie Gordon Veal, 64, air traffic pilot and reporter, WVLK(AM) Lexington, Ky., died May 18 of liver cancer at St. Joseph hospital, Lexington. With name of "Captain Tag," Veal had provided traffic reports from helicopter for WVLK since 1972.

Bill Deegan, 46, national sales manager, Nova Systems Inc., Avon, Conn., manufacturer of digital time base correctors, died of cancer at Westchester County (N.Y.) Medical Center. He is survived by two sons.

Prime Cable's point man

Jerry Lindauer has a habit of being in the thick of things. The senior vice president of Austin, Tex.-based MSO Prime Cable Corp. has been wounded in war, stoned by protesters, taught college students in the turbulent 60's and served as a lawyer and judge advocate—all in a 20-year Marine Corps career that preceded his entry into cable.

He went into the business in 1977 and soon gained front-line experience in franchising battles that created bad blood between some cities and cable companies. Today, the industry finds itself defending the turf it has won against those "very vocal advocates who are trying to bury us," says Lindauer.

Lindauer was born and raised in Louisville, Ky., and opted for military service as the quickest way out of town. "I was going to go in for three years and come back to go to law school," Lindauer says, but after stints in Quantico, Va.; Okinawa, and Corpus Christi, Tex., he decided to make the Marine Corps his career.

He returned to Quantico to teach infantry tactics to officers in training in early 1962. He also tried picking up his law school ambitions, attending night classes at Georgetown University, in Washington, but found he couldn't do both.

In February 1965 he was transferred to Camp Pendleton, Calif., and by July of that year he was in Vietnam, as an infantry company commander in the First Marine division. During his tour, Lindauer earned a number of citations, including two Bronze Stars and a Purple Heart. "I was in a lot of different combat situations and firefights," he explains. Lindauer was shot in the arm, and in March 1966 returned stateside to recuperate. "My forearm was blown out," he says. "Doctors took about two to four inches of my fibula to insert and make a forearm again... I was very lucky I had no nerve damage." Lindauer spent 13 months in casts. Although he was classified 40% disabled due to the injury, Lindauer says the arm "doesn't restrain me at all."

After convalescing, Lindauer spent six months in the Mediterranean (site of the stoning incident by Italian Communist party protestors who surrounded the staff car in which he was riding), before returning to Texas as associate professor of naval science at the University of Texas. As the Marine Corps representative on campus, Lindauer tried "to recruit the best midshipmen to go Marine." Being a Marine Corps representative on a college campus from 1968 to 1971, even in Texas, "was not a totally friendly environment."

It was during his Austin days that Lindauer met Bob Hughes, who would be instrumental in bringing him into the cable industry. While teaching, Lindauer finished his law studies, graduating from the Univer-



JERRY DOUGLAS LINDAUER—senior vice president, corporate development, Prime Cable Corp., Austin, Tex.; b: Louisville, Ky., Feb. 2, 1936; BA, Bellarmine College, Louisville, 1957; U.S. Marine Corps, 1957-77, retired as lieutenant colonel; JD, University of Texas Law School, 1972; assistant to the president, Communications Properties Inc., 1977-79; senior vice president, Times Mirror Cable, 1979-83; present position since 1983; separated; children—Jerry Jr. 23; Rosemary (Trey) 19.

sity of Texas Law School in December 1972. He served as defense counsel, prosecutor and general court martial judge in the corps, overseeing cases ranging from assault and battery to murder.

As Lindauer's 20-year Marine Corps career began winding down—he was scheduled to exit in September 1977—he met with Hughes to discuss his future. Hughes, who was running Communications Properties Inc., the eighth largest cable company at the time, had met Lindauer in Austin in 1968. Lindauer was looking to return to Austin and practice law, but Hughes had other ideas. "He was a great people person," Hughes says, and it was evident that in any environment "everybody always liked him." "We knew we could find a spot for a guy like Jerry [in our company]," Hughes says. So convinced, Lindauer went to work for CPI.

He was put in charge of personnel, labor/management policies and government relations, but quickly became the company's troubleshooter. The franchising negotiations that began in the late '70's suited Lindauer's style, Hughes said. "He is articulate and very persuasive," said Hughes. One of Lindauer's first assignments was to return to his native Louisville to convince the city, successfully as it turned out, not to revoke CPI's franchise. Regulatory restraints had prevented the company from building the franchise, Lindauer says.

In 1979, 13 months after he joined CPI, the company was sold to Times Mirror. Hughes stayed in Texas to form Prime Ca-

ble. But Lindauer stayed with TM, viewing the sale as "an opportunity to go with a great corporation, provided they didn't make me move to California." Times Mirror agreed. But much of Lindauer's time was spent on the road, spearheading Times Mirror's cable growth effort, and while he maintained his home in Austin, he had to take an apartment near TM's Irvine, Calif., headquarters.

Ralph Swett, chairman of Communications Transmission Inc. and chairman of Times Mirror Cable at the time, describes Lindauer as a man of "integrity, with outstanding personality and communications skills that were terribly important" to Times Mirror as it expanded through franchising and acquisitions. Lindauer also became Times Mirror's point man within the industry, serving on the boards of NCTA and C-SPAN, among other capacities. "He understood what the industry was... what was good for it and what it had to fight for in Washington," Swett said.

Although Lindauer valued his time at TM—"I owe them a lot for the experience I gained"—he knew it was only "a question of time" before he returned to Austin to stay. The time came when Hughes had Prime Cable up and running. Lindauer chose to return to his employ, switching from a corporate to an entrepreneurial-type company. "We take the risk," Lindauer says. "We're the hands-on type of managers," clearly a situation he enjoys.

Today, Lindauer says Prime "is on a total acquisition track." Its sights are high. It took a hard look at the McCaw and Wometco cable properties that came on the market—valued in the \$700-million range—and, although losing to other bidders, felt Prime "had a good shot at both of them. We certainly have the managerial and financial capability to make that decision." His responsibilities at Prime include acquisitions, divestitures, franchise renewals, industry affairs and government relations.

Despite his 20 years in the military, Lindauer converted to the business world with relative ease, although it was a humbling experience "to have to prove yourself all over again." But, he says, "I've always had a certain ability to get along with people. It doesn't make any difference whether they're Marine PFC's or CEO's of cable companies. I like to think I can relate to both of them."

To Lindauer, cable's biggest challenge "is to turn our image around," to let people know "we're not the bad guys; we're not a monopoly." "There is room in this economic landscape for everybody... and room to compromise... It is not in our interests to continue to fight among ourselves," says Lindauer, in referring to the cable, broadcast and motion picture industries. To his peers, Lindauer puts the current battles in perspective: "Just remember," he will advise in his Austin drawl, "they're not shootin' real bullets at ya'."

Fox Broadcasting feted advertisers in New York last Thursday in preparation for **premiere of its second night of programing**, Saturday, on July 11 and July 18. Advertising for that night, along with Sunday, is now sold out through rest of summer, according to Fox. FBC's Saturday lineup will consist of *Werewolf*, *Down and Out in Beverly Hills*, *New Adventures of Beans Baxter* and *Karen's Song*. Advertisers said that sales of Fox prime time schedule have been strong through third quarter because of young demographic strength of Sunday night lineup, as well as *The Late Show*. In total audience, Sunday lineup has begun to show growth recently, scoring its highest numbers (4.5/9) on May 31 from 7 to 10 p.m. Additionally, Fox has benefited from strength of network scatter market in third quarter, where prices have been 25% to 60% higher than in upfront. Thirty-second unit in Sunday lineup now runs roughly \$35,000-\$40,000. FBC President Jamie Kellner said Fox delayed putting Saturday lineup on air until ratings improved for Sunday night. Had Fox rushed into debuting its Saturday-night programing, he said, its promotional efforts would have been fragmented. He said that there was no established plan for roll-out of other nights of prime time programing, but said Fox would add nights at either end of week, working toward middle. Next night of prime time programing would probably be Friday, he said. "Thursday is not a day I look forward to," he said in reference to NBC's dominance on that night.

FCC Mass Media Bureau has asked commissioners to deny settlement agreement under which **Walt Disney Co.** would acquire RKO General Inc.'s **KHJ-TV Los Angeles** for \$324 million, with Fidelity Television, long-time competitor for RKO's facilities, getting about \$105 million of that amount for bowing out of contest. In filing, bureau noted that RKO challenges to Fidelity's character in proceeding have not been resolved and that transfer to Disney "would violate the commission's policy against granting an assignment application until outstanding qualifications questions are resolved favorably." In separate filing, Los Angeles Television, which has



Viacom go-ahead. Shareholders of Viacom International overwhelmingly approved the company's merger with National Amusements Inc., acquisition group headed by Dedham, Mass.-based theater exhibitor and investor, Sumner Redstone. Redstone said after the specially convened meeting, which lasted less than 10 minutes, that no offers would be entertained for all or a part of any of the company's assets until after the merger is complete, expected to take place by June 9. He said that among the parties who had talks with the company were various "Hollywood" interests that had expressed an interest in Viacom's seven cable channels. Viacom's current chairman, Ralph M. Baruch, said he intended to stay with the company "... as long as they need me." Of over 23 million shares voting, only 172,000 were cast against the merger. Assuming a June 9 closing date, the consideration to be received for each Viacom share would be \$43.20 cash, a partial share of cumulative exchangeable preferred stock, and one-fifth of a share in the newly restructured company.

been seeking to persuade FCC to accept competing application for RKO's facilities, also is seeking to block settlement.

Taft Broadcasting board signed definitive agreement last week to **merge company with TFBA Limited Partnership**, group composed of Taft's three largest shareholders. As previously proposed ("Top of the Week," April 20), Taft shareholders will be bought out for \$157 per share cash, or alternately, \$144 cash and one share of FMI Financial Corp., company affiliated with Carl Lindner, who heads one of TFBA Partners. Others in partnership are members of Taft and Ingalls families, and Robert M. Bass Group. Merger agreement calls for parts of company, including cable TV interests and WTVN-TV Columbus, Ohio, and WGHP-TV Greensboro, N.C., to be spun off among partners, while entertainment division and rest of station group will, for time being be run under current management. Merger is still subject to shareholder and regulatory approval.

FCC has affirmed Review Board decision approving settlement agreement clearing way for **Spanish International Communications Corp.** and **Bahia de San Francisco TV Co.** to sell their way out of broadcasting (BROADCASTING, June 30, 1986). Under settlement, FCC Mass Media Bureau had agreed to drop opposition to those companies' renewals on condition that they sell to independent parties. Licensees have proposed to sell their six TV's to Hallmark Cards for \$324 million. Several parties have petitioned FCC to deny sales (BROADCASTING, Oct. 20, 1986), and those petitions are pending. In order last week, FCC noted that administrative law judge had found licensees basically unqualified and had denied their renewals on finding that they were in violation of Section 310 (b) of Communications Act prohibiting alien control of broadcast license (BROADCASTING, Jan. 13, 1986). FCC noted that it generally hasn't permitted parties facing qualifications issues to sell their stations. Yet it also said it was "vested" with broad discretion under mandate to serve public interest in its choice of remedies. "Given the technical nature of the violation, the absence of any character violations or any other misconduct by these licensees, and the lack of commission precedent requiring nonrenewal or the imposition of other sanctions for past Section 310 (b) violations, we are persuaded that the deterrence value of rejecting the settlement agreement would be minimal, while the benefit of accepting the settlement agreement would be significant," FCC said. Said Emilio Nicolas, SICC president: "We feel completely vindicated now that the commission has recognized the problem for what it was."

Home Shopping Network has bought KLTU-TV Irving, Tex., from CELA Inc. for \$16,250,000. CELA, owned by Eldred Thomas, has no other broadcast interests. HSN will own 11 TV stations. Broker: Communications Equity Associates.

Wilks/Schwartz Broadcasting, which recently bought WHYN(AM)-WHFM(FM) Springfield, Mass. (BROADCASTING, June 1), purchased **WLKW(FM) Providence, R.I., and WROW-AM-FM Albany, N.Y.,** last Friday from JAG Communications for \$15,390,000. W/S, based in East Longmeadow, Mass., and owned by Mike Schwartz and Don Wilks, will own four AM's and five FM's. JAG, owned by John Gambling and Mort Hamburg, will own **WLIF(FM) Baltimore** and **WFOG(FM) Suffolk, Va.** Broker: Americom.

CBS Chairman Laurence Tisch fired off letter last week to Washington senior writer Barbara Matusow, denouncing her story in June issue of magazine suggesting Tisch felt *CBS Evening News* anchor **Dan Rather** had become too powerful for good of news organization and that he is overpaid. Tisch was quoted as having been overheard to say, "Why do I have to pay the number-one salary to the number-two anchorman?" Tisch was apparently angered most by fact that Matusow failed to call his office for response to story, which Matusow last week confirmed was true. Tisch said it was "irresponsible" of Matusow not to try to reach him, and "a violation of basic journalistic rules." Matusow had tried to reach Tisch for earlier story without success and settled for denial by CBS News President Howard Stringer in June piece. Stringer was quoted in story as saying, "I know what Larry Tisch thinks about everything." But last week, Matusow conceded that, "I should have

made that one extra call," if only to bar criticism on point when story broke. But she stressed that 10 sources "voluntarily offered" quote attributed to Tisch about Rather's salary. "I stand by my story absolutely," she said. Story appears at time when *Evening News* has been overtaken by NBC in ratings race and two weeks ago fell to third place for first time in year.

Nightline won its time period two weeks ago, driven by its Wednesday, May 27, interview with **Jim and Tammy Faye Bakker** (13.9 rating and 41 share, for 11:30 p.m. to 12:42 a.m.). For week, *Nightline* averaged 8.5/23, highest weekly rating since January 1982. NBC's *Tonight Show* averaged 7.2/19 and *CBS Latenight* followed with 3.9/11. It was first time this year late-night news show won time period outright, although it tied *Tonight* for first place, week ending May 3 when both averaged 6.7/19.

PTL received good news and bad news last week. Former was PTL Chairman Jerry Falwell's report that do-or-die May fund-raising effort surpassed goal, **collecting \$8.5 million.** Latter was decision of **TeleCommunications Inc. to drop PTL's cable service, The Inspirational Network, from cable systems serving nearly 500,000 homes.** PTL claimed cable reach of 13 million at NCTA convention last month. TCI spokesman Bob Thomson said system began dropping service immediately following decision last week.

ESPN announced last week it would offer its service to backyard dish owners through Showtime/The Movie Channel and cable operators on a la carte basis. ESPN's suggested retail price is \$25 per year, but said it's up to Showtime/TMC or cable operator. Showtime/TMC, which already offers ESPN to dish owner through its discounted package, has national rights for service. Cable operators can only sell it within franchise areas and non-cabled areas of adjoining counties. ESPN Executive Vice President Roger Werner said wholesale price of ESPN is between \$12 and \$18 per year, depending on how it is packaged. Werner also said ESPN is close to deal awarding similar distribution deal to HBO. In related development, **Turner Broadcasting System** said it has put its **plans to assemble package of cable services built around its CNN and CNN Headline News on hold.** According to TBS's Marty Lafferty, reasons include inability to make distribution deal with pay programmer or ESPN; uncertainty about whether, under current copyright laws, it could distribute superstations as part of its package, and delays in the distribution of Videocipher II descramblers to would-be home satellite subscribers and in scrambling of other basic cable services that TBS had hoped to make apart of its package. TBS had hoped to launch service on July 1.

FCC staff has rejected Pacifica Foundation's request for declaratory ruling as to whether **words in "Ulysses"** text its **WBAI(FM) New York** intends to use in broadcast on June 16 at 11 p.m. would violate commission's new **standard on indecency.** But letter signed by Mass Media Bureau chief James McKinney appeared, to Pacifica counsel William J. Byrnes, to be "encouraging." McKinney ruled out declaratory ruling as having "potential for becoming functional equivalent of prior restraint." However, he noted that Supreme Court and commission have emphasized that context is "critical element in determining whether a particular program is indecent." And in course of letter, McKinney quoted 1933 court decision holding that "Ulysses" is not obscene, does not contain "dirt for dirt's sake."

Four of five **Corporation for Public Broadcasting board nominees** passed through Senate Commerce Committee without objection last week and were **confirmed by Senate** on Friday: former board chairman, **William Lee Hanley (R)**, president of Hanley Co., New York; **Archie Purvis (D)**, senior vice president, ABC Distribution Co., Los Angeles; **Marshall Turner (R)**, general partner, Taylor & Turner, San Francisco, and **Sheila Burke Tate (R)**, deputy to chairman, Hill & Knowlton Worldwide, Washington. Nomination of former board member **Harry O'Connor (R)**, whose term expired March 1986, was not considered by committee, with staffer saying Senators Daniel Inouye (D-Hawaii) and Ernest Hollings (D-S.C.) had further questions for him. O'Connor, who produced and dis-

tributed Ronald Reagan's radio commentaries before Reagan's election to Presidency, also waited year longer than former Chairman Sonia Landau and current member Ken Towery for renomination to board. Next board meeting is scheduled for July 1-2 in Washington.

Law firm of **Latham & Watkins** has announced that **former FCC Chairman Mark S. Fowler has joined firm** in newly created position as senior counsel ("Closed Circuit," May 18). Fowler told BROADCASTING he will be representing variety of communications clients before agencies but that he also intends to consult on business and marketing strategies, "particularly as they relate to international matters." In addition, he intends to participate in creation of new businesses and companies, through start-ups, acquisitions and joint ventures. Gary Epstein, former Common Carrier Bureau chief under Fowler, is partner in firm.



Stanley G. Mouse, senior vice president of Cox Enterprises Inc.'s broadcasting division, was named president of that division last week by Cox President James C. Kennedy. Mouse is also president of Cox subsidiary Miami Valley Broadcasting Corp., owner of WHIO-AM-FM-TV Dayton, Ohio. He joined WHIO as radio announcer after discharge from military service in July 1945 and rose through ranks as sales manager and general manager. He became corporate VP of Cox Communications in 1969 and president of broadcasting division in 1977. When Cox Communications merged with Cox Enterprises, Mouse became executive VP, Cox Communications, and senior VP, broadcasting division. Cox Enterprises is Atlanta-based owner of five AM, six FM and eight TV stations. Broadcasting division also includes TeleRep, sales rep firm, and The Landsburg Co., production company.

Stephen B. Labunski, executive director of International Radio and Television Society in New York, **has not left** that post to join Voice of America's Broadcast Advisory Committee, as may have been suggested by item in June 1 BROADCASTING. VOA assignment is pro bono activity.

Wire cutting. CBS News has informed United Press International by letter that it will not renew its contract with the wire service (said to be about \$1 million a year) when it expires Dec. 30. The contract termination affects only CBS News, not CBS-owned TV or radio stations, which make their own arrangements with UPI, a CBS spokesman said. He added that during CBS News's "review of their financial arrangements over the last few months," it determined that not renewing UPI's service was "one economy that they could achieve."

James Hood, UPI vice president of broadcast services, said early last week that UPI had not yet received CBS's letter, although he understood it had been sent. He said that UPI's service to CBS will not end for six months and expressed hope that something could be worked out. It is "conceivable," Hood said, that "rather than totally eliminating the use of one wire service," CBS could receive some reduced service from both UPI and Associated Press—"the best of AP and UPI," he said. It is "an option worth exploring," he said, adding that UPI intends to speak to CBS about the contract cancellation.

Asked about renegotiating its UPI contract, the CBS spokesman said CBS did not cancel its contract to "open negotiations for a lower figure" and that the news division has "booked the savings already." He added, however, that CBS "certainly would listen to what UPI has to say."

Hood said Capital Cities/ABC had renewed its contract last year for five more years and that NBC's contract with UPI expires "several years from now."

Editorials

Illumination through confrontation

The altogether remarkable chain of events put into play by the letter from Eddie Fritts, president of the National Association of Broadcasters, to that organization's television board (story page 31) cannot be sorted out at once. This page will leave for another writing a definitive analysis of those events and their implications. In the interval, several observations crowd to the fore:

□ The NAB president may have embarked on the most serious policy initiative of his career. An unidentified source from the National Cable Television Association called it "courageous" if "startling." The chairman of the FCC called it "misinformed" and "confused." The president of the Motion Picture Association of America called it "an outrageous lie from start to finish." Mild reactions were not the order of the day in Washington last Friday.

□ Whatever merit the NAB position may have on the issues—and we withhold any suggestion that it does or does not—the plain fact remains that anyone who believes Dennis Patrick is a tool of any constituent interest is barking up the wrong tree. If ever the FCC had as its chairman a person characterized by consummate honesty and integrity, it is now. We do not hold the man without flaw, but we would count foremost among his defects the fact that he is, if anything, *too* fierce in his dedication to the law and perhaps not attuned enough to the exigencies of politics. But he wears no man's collar but his own, and those who would calculate their policies by guesses about his motives would do well to err on the side of generosity.

It may be, in the long run, that the Fritts initiative may well serve the public interest by crystallizing the debate on a critical issue. Our counsel at this juncture, to all parties at interest: Keep an open mind.

Fairness fever

In open contempt or ignorance of the First Amendment to a Constitution that is being celebrated elsewhere in its 200th year, the U.S. House of Representatives, following the Senate's poor example, has voted to embed the fairness doctrine in the law. Will Ronald Reagan veto? If he vetoes, will he be sustained? If he is sustained, will the same bill be attached to another that the President wants? Stay tuned.

If the President vetoes, he will be observing principles that have been admirably stated by his Justice Department and National Telecommunications and Information Administration, which oppose the fairness doctrine on constitutional as well as public policy grounds. He will also be inviting a showdown he doesn't need with a Congress that is troublesome enough for him on larger matters, the national defense, for example.

Senator Bob Packwood (R-Ore.), the First Amendment's staunchest friend on his side of the Capitol, has said he can count the votes to sustain a veto. Eddie Fritts, president of the National Association of Broadcasters, has pledged his organization to exert its energies at Packwood's side, and indeed the NAB has energies to spend. It spent none, fearing reprisal on other legislation that it wants, while the fairness doctrine was sailing through the Senate and the House. It could be a long, hot summer on Capitol Hill.

But wait. The curtain must rise eventually on another scene of action across town. The FCC is under an order of the Appellate Court to decide whether the fairness doctrine in its present form, which the court said was agency policy, not law, violates the First Amendment. The FCC, by the court's order, can avoid the consti-

tutional decision only by deciding that the doctrine is contrary to the public interest and cannot be enforced. The FCC has been deferring action in the court case, which involves a fairness ruling against Meredith Broadcasting, until submitting a report on fairness enforcement as requested months ago by Congress. But must a ruling in *Meredith* be delayed by the preparation of a report that has been made anachronistic by the actions on the Hill? Cannot the Dennis Patrick FCC dispose of the gut issues that the court has asked it to decide and set in motion the ultimate test of the fairness doctrine, as law or policy, in the federal courts?

As was said above, stay tuned.

Rewriting the language of television

The success of the computer-generated Max Headroom is an appropriate metaphor for the rise of the graphic arts in television. Formerly an MTV ensemble cast member, M-M-M-Max has gained solo stardom, certified by commercials, his own network TV series, T shirts and, perhaps the most telling sign of pop culture stardom, a featured role, somewhat modified, in the Doonesbury comic strip. So, too, have television graphics graduated from split screens, slides and crawls to full-color, three-dimensional scapes peopled with characters real and imagined and filled with sound and movement.

Today, stations and production houses invest hundreds of thousands of dollars in computer paint and library systems. The reason: Graphics have evolved from an ancillary aid to a part of the language of television. Set design, a key element of a station's graphic signature, has also had to keep pace with the growing sophistication of the medium, and the expanding expectations of the viewer. Considering the pace of that change, and the importance in television of mirroring the leading edge, the role of the broadcast designer can only grow in importance.

In Atlanta this week, the practitioners of that craft meet to compare notes at the annual Broadcast Promotion and Marketing Executives & Broadcast Designers' Association convention. There, they will work not only on polishing their craft but also on improving their relationship with management and their own visibility, which falls something short of the splash their breath-taking graphics and sets have made.

Today, if it can be dreamed, graphics can bring it to life. It is broadcast designers who are interpreting those dreams, and infusing television with that special life.



Drawn for BROADCASTING by Jack Schmidt
"The IRS just picked up our economics editor for back taxes."



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STEPHANIE RANK BRADY,
Executive Producer
LAKERS PRE-GAME SHOW

ROB SHARKEY, Director
TO KILL IN CALIFORNIA

DAWN JEFFORY-NELSON,
Producer
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