

The Fifth Estate

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Broadcasting Aug 31

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BROADCASTING and CABLE:
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Broadcasting Aug 31

Cable value tops broadcast TV... page 31.

Westwood One-NBC Radio deal completed... page 34.

State of the art of journalism... page 41.

New order for top 20 TV group owners... page 32.

Cable operators, news directors head South... page 81, 59.

BOTTOM LINE □ BROADCASTING calculations find that value of cable TV industry surpasses that of broadcast television by almost \$30 billion. **PAGE 31.**

DOTTED LINE □ Westwood One's \$50-million acquisition of NBC Radio Networks will result in some layoffs and several consolidations of NBC network departments. **PAGE 34.**

JOURNALISM 1987 □ High stakes and vigilance over competitive techniques to lure viewers makes local television news an exciting and increasingly sophisticated business. **PAGE 41.** NBC News has added evening news race to its list of laurels, but people meter rating system will affect outcome of future races. **PAGE 50.** The uneasy relationship of news and profit. **PAGE 54.** Never-ending news coverage finds its place on cable. **PAGE 56.** Broadcasters debate whether nature of radio news is dramatically changing in 1987, including loss

of radio's local emphasis in reporting. **PAGE 98.**

NEWS DIRECTORS HEAD TO ORLANDO □ Tough issues are on agenda of 42d annual RTNDA conference in Orlando, Fla., Sept 1-4. Preview, agenda and list of exhibitors begin on **PAGE 59.**

CABLE OPERATORS GO TO ATLANTA □ Overbuilds, improving profits and better marketing techniques highlight Eastern Cable Show Aug. 30-Sept. 1. Advance and list of exhibitors begin on **PAGE 81.**

TAXING TIMES IN FLORIDA □ Florida governor has told legislative leaders he would attempt to put Florida's controversial 5% service tax, which affects advertising, on ballot. **PAGE 84.**

NEXT AX TO FALL? □ Petitioners ask FCC to abolish fairness doctrine corollaries. **PAGE 89.**

ABLE ADVISER □ When attorney Bruce Sanford talks about libel law, broadcasters listen. **PAGE 119.**

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News update

CNN research study on where viewers get their national news reveals continuing shift away from broadcast networks. Study is based on entire 87-million Nielsen television home universe and adds total audience of national news aired by ABC, CBS, NBC, CNN and Headline News in given day. Included are all news and information programs as defined by Nielsen.

In aggregate numbers for January through end of July, CNN services have risen from 15.2% of viewing in 1985 to 18.1% in 1986 to 19.9% in 1987. ABC has dropped most over that period, from 30.8 to 28.3 to 27.9. CBS has dropped from 33.9 to 32.9 to 32.5. NBC's numbers—20.1 to 20.7 to 19.7—are lower than ABC's or CBS's because it runs fewer national news programs on its schedule. Two 24-hour cable networks program roughly two-and-a-half times as much national news as three networks combined in given month, but services are available in slightly less than half as many U.S. homes.

Blossoming budget

National Association of Broadcasters has gone from \$9.3 million budget in 1983 to \$13.4 million in 1987. That increase has caught eye of NAB executive committee, which has asked association staff for historical perspective on budget. There have been no dues increases for radio and TV members over those years, but convention and associate membership income has risen. Committee wants to see where money is spent.

Roundup

As part of its fight against codification of fairness doctrine (see story, page 36), National Association of Broadcasters is putting letter together to send to Capitol Hill. Letter, which will plead case against doctrine, is being circulated among key media organizations for signatures. Working list includes: Radio-Television News Directors Association; Magazine Publishers Association; National Newspaper Association; Reporters Committee for Freedom of the Press; Sigma Delta Chi; National Broadcast Editorial Association; Women in Communications; National Association of Public Television Stations; American Women in Radio and Television; Association of Independent Television Stations; American Society of Newspaper Editors; Freedom of Expression

Foundation; Broadcast Education Association; American Newspaper Publishers Association; Association of American Publishers, and First Amendment Center.

Rescue mission

New supervising producer has been brought in by Carson Productions, producer of Fox Broadcasting's *Mr. President*, to boost faltering fortunes of series starring George C. Scott. Bill Seigler was hired last week and will work under executive producer Ed Weinberger. He helps fill vacancy left by Gene Reynolds, show's departed co-creator and executive producer. Reynolds cited "creative differences" when he left abruptly in June.

Then and now

CBS News's Charles Kuralt and Shad Northshield, producer of Kuralt's Sunday-morning program, have started production of two pilots for new news program tentatively titled *Try to Remember*, similar in concept to ABC's canceled *Our World*. *Try to Remember* will focus on particular week in recent history (*Our World* usually focused on longer period such as summer of 1952) and explain how events that took place then still affect lives today. One pilot will look at week in spring of 1954, when, among other things, historic *Brown vs. Board of Education of Topeka, Kan.*, was handed down by U.S. Supreme Court.

Seagoing uplink

U.S. Navy convoy activity in Persian Gulf could lead to breakthrough in technology used by broadcast journalists to transmit pictures by satellite. Network crews covering convoy from Navy ships have been shipping videotape back to shore by helicopter. Uplinking material from ship to satellite would be more efficient, but pitch and roll of ship at sea make that impossible. So Navy and networks are interested in developing gyroscopically synchronized Ku-band transmitter. George Watson, ABC News Washington bureau chief, says no network has such equipment, nor is any available off shelf. However, he says one research and development company estimated price of developing one at \$50,000; another, at \$300,000. So feasibility has yet to be demonstrated. Since GS Ku-band unit would be used in pool operations, like that in Gulf, cost would be shared

among networks. ABC is providing network pool during present three-week period.

Futurists

Association of Maximum Service Telecasters is sponsoring conference at Washington's Four Seasons hotel Sept. 23 for its membership and anyone else interested in high-definition television and other advanced television systems. AMST expects about 100, including representatives of FCC, NTIA, Advanced Television Systems Committee, Center for Advanced Television Systems, trade associations and communications law firms.

By time conference takes place, AMST hopes FCC will have announced structure and membership of ATV industry advisory committee to guide FCC's broad inquiry into ATV that was launched last July. As envisioned by staff, "blue ribbon" committee of around 20 top executives from broadcasting, cable and electronics industry will guide efforts of two or three working subcommittees of engineers. Staff reportedly submitted recommendations to Chairman Dennis Patrick three weeks ago, but he left on vacation before acting on them. According to Patrick aide, approving committee structure and membership is high on list of Patrick's priorities when he returns to office this week.

Possible revival

Before sale of NBC Radio Networks to Westwood One (BROADCASTING, July 27), NBC had developed pilot for new *Monitor* program service, weekend magazine-style programming that left NBC's airwaves after 20 years in February 1975. Proposal was to begin with four hours of information/entertainment programming on Saturday and Sunday. Westwood One Chairman Norm Pattiz last week said *Monitor* idea "is under consideration."

No surrender

At quarterly meeting last week of National League of Cities' steering committee on transportation and communications, group restated league's commitment to continue fighting, before FCC and courts, what it sees as erosion of municipal authority in Cable Act. NLC will also state its concerns at proposed cable oversight hearings by House Telecommunications Subcommittee later this year.

We're C

A Few Of Our Satisfied Patrons...

"'It's A Living' is the perfect companion with 'The Cosby Show.'"

*Tony Kiernan
General Manager
WLWT Cincinnati*

"With 'It's A Living' I have the potential for a big hit plus my downside is protected because of the unique Lorimar Performance Guarantee."

*Rusty Durante
General Manager
KVVU-TV Las Vegas*

"The Performance Guarantee is a very unique concept. It is an insurance policy for a station, but most importantly, I really think this show is going to work."

*Don Drilling
General Manager
KJEO-TV Fresno*

"At last I can freshen-up my sitcom line-up with a strong show without having to shoot my whole programming budget for seasons to come."

*Randy Cantrell
General Manager
KMSB Tucson*



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"'It's A Living' has great flexibility. It can play in access, early fringe and late night."

*Fred Barber
General Manager
WTAE-TV Pittsburgh*

"This show is a well kept secret. It has the potential to be a megahit in syndication."

*Mike Schweitzer
General Manager
WCPX Orlando*

"With a proven track record on the network and in syndication, I think 'It's A Living' will be a big winner as a five-day-a-week strip!"

*John Csia
Program Director
KOLO Reno*

"The chance to buy a new half-hour comedy that's already proven as a strip is unique and exciting. It's an opportunity that I couldn't pass up."

*Andrew Hebenstreit
General Manager
KGGM Albuquerque*

It's a Living

A WITT/THOMAS PRODUCTION

*Play it Safe.
Smart!*

Where Things Stand

A weekly status report on major issues in the Fifth Estate

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AM-FM allocations. National Association of Broadcasters filed comments last month supporting FCC's proposal to allow most daytimers (1,600 of between 1,800 and 1,900) to provide nighttime service at full power. However, NAB said FCC should authorize new nighttime service on interim basis until it completes comprehensive review of AM interference standards in separate proceeding launched last month. Others said FCC should defer any action until review is completed and new interference standards are adopted. FCC hopes to have final order by fall.

Commission extended comment and reply comment deadlines to today (Aug. 31) and Sept. 15, respectively, on its notice of inquiry on proposed rules change to authorize FM directional antenna systems, which would allow for reducing distance separations between FM's. In commission's announcement of that extension, however, it tried to narrow focus of proceeding, saying that it would be "premature to consider extension of the use of directional antennas to the channel allotment process," and defining "immediate" scope of inquiry as providing existing licensees with "greater flexibility in the selection of transmitter sites, some of which may be short-spaced."

FCC has processed 30 of 80 windows for new FM allocations created by docket 80-90 proceeding. Commission's goal is to have processed 40 windows by year's end. Commission has also received about 800 petitions for new allotments and facility upgrades.

□

AM stereo. Motorola's C-Quam AM stereo system moved closer to establishing itself as de facto standard with Aug. 12 release by National Telecommunications and Information Administration of followup report to one released last February on AM stereo marketplace.

Multisystem radios receive signals generated by two incompatible systems battling to be de facto standard—Motorola's C-Quam and Kahn Communications' single-sideband. Second re-

port stated that while there is no inherent degradation of sound quality in multisystem compared to single-system radios, implementation of multisystem technology is not feasible because of lack of support among radio manufacturers and dominance of single-system, C-Quam standard in international marketplace. NTIA recommended to FCC that it protect C-Quam's pilot tone from possible interference.

Motorola has wide support among broadcasters and receiver manufacturers. About 500 AM stations broadcast in stereo with Motorola's system as compared to fewer than 100 with Kahn's. But Kahn Communications, backed by several major group broadcasters, has proved tenacious.

□

Antitrafficking. Congressional interest in reinstating FCC's antitrafficking rule is building. Legislation is pending in House and Senate that would restore rules requiring broadcast stations to be owned three years before sale. Hill action on any broadcast legislation was put on hold until fate of fairness doctrine is resolved (see fairness doctrine box, page 19), but since FCC declared doctrine "unconstitutional" and will no longer enforce it, likelihood that antitrafficking could move on its own (BROADCASTING, June 29) is said to be even greater. There has been some speculation that such provision could be attached to FCC authorization that Congress is expected to move before end of year. House measure (H.R. 1187), offered by Representative Al Swift (D-Wash.), was focus of Telecommunications Subcommittee hearing last month. In Senate, broadcast renewal bill (S. 1277) contains provision that would reimpose rule (see "License renewal," below). Issue was raised during Senate hearings on bill July 17 and 20, where there was strong indication broadcasters are divided. NAB said it opposed reimposition of rule as stand-alone legislation, but takes no position on matter when it is part of "otherwise acceptable license renewal reform bill." Other witnesses from broadcast industry also refrained from taking stand on trafficking, another sign industry can't reach consensus.

□

Cable regulation. FCC's implementation of Cable Communications Policy Act of 1984, and particularly its deregulation of basic cable rates effective Dec. 19, 1986, received report card from panel of U.S. Court of Appeals in Washington. Panel upheld FCC standard for "effective competition"—where three off-air broadcast signals were available in cable community—calling it "for the most part neither arbitrary, capricious nor otherwise contrary to law." Court also agreed to FCC's determination of when it would intervene in disputes under Cable Act's franchise fee provision, which was when those disputes "directly impinge" on national policy involving cable and implicate agency's expertise. Among commission rules overturned: FCC's redefinition of basic cable service; automatic pass-through of certain identifiable costs of providing basic service, and FCC's signal availability standard.

On Capitol Hill, House Telecommunications Subcommittee plans to convene oversight hearings this fall on status of cable industry three years after deregulation. There have been some reports, however, that hearings may be pushed back even further.

□

Children's television. Action for Children's Television asked FCC last week to reimpose guidelines limiting advertising to nine-and-a-half minutes per hour during "children's prime time"—Saturday and Sunday mornings—and to 12 minutes per hour during weekdays. ACT said that marketplace has failed to limit advertising time as FCC had predicted when it eliminated guidelines in 1984. ACT believes guidelines would effectively ban what it considers "program-length commercials" for toys.

ACT believes U.S. Court of Appeals in Washington set stage for its petition by remanding FCC action eliminating guidelines for children's programming on ground FCC had failed to justify the deregulatory action with either facts or analysis.

In petition, ACT cited University of California, Santa Barbara, study released in July, that asserted that commission's argument that marketplace would take care of commercialism in children's programming was faulty (BROADCASTING, Aug. 3).

On Capitol Hill, Senator Frank Lautenberg (D-N.J.) introduced children's programming bill that would require each commercial television network to air seven hours per week of educational programming designed for children, and would require FCC to hold inquiries into "program-length commercials" and programs featuring interactive toys. Also, House Telecommunications Subcommittee plans hearing this fall on children's TV.

Association of Independent Television Stations, concerned about what it says is decline in TV viewing by children, has authorized lifestyles study by M/E Marketing and Research, Boston, to find out where younger viewers have

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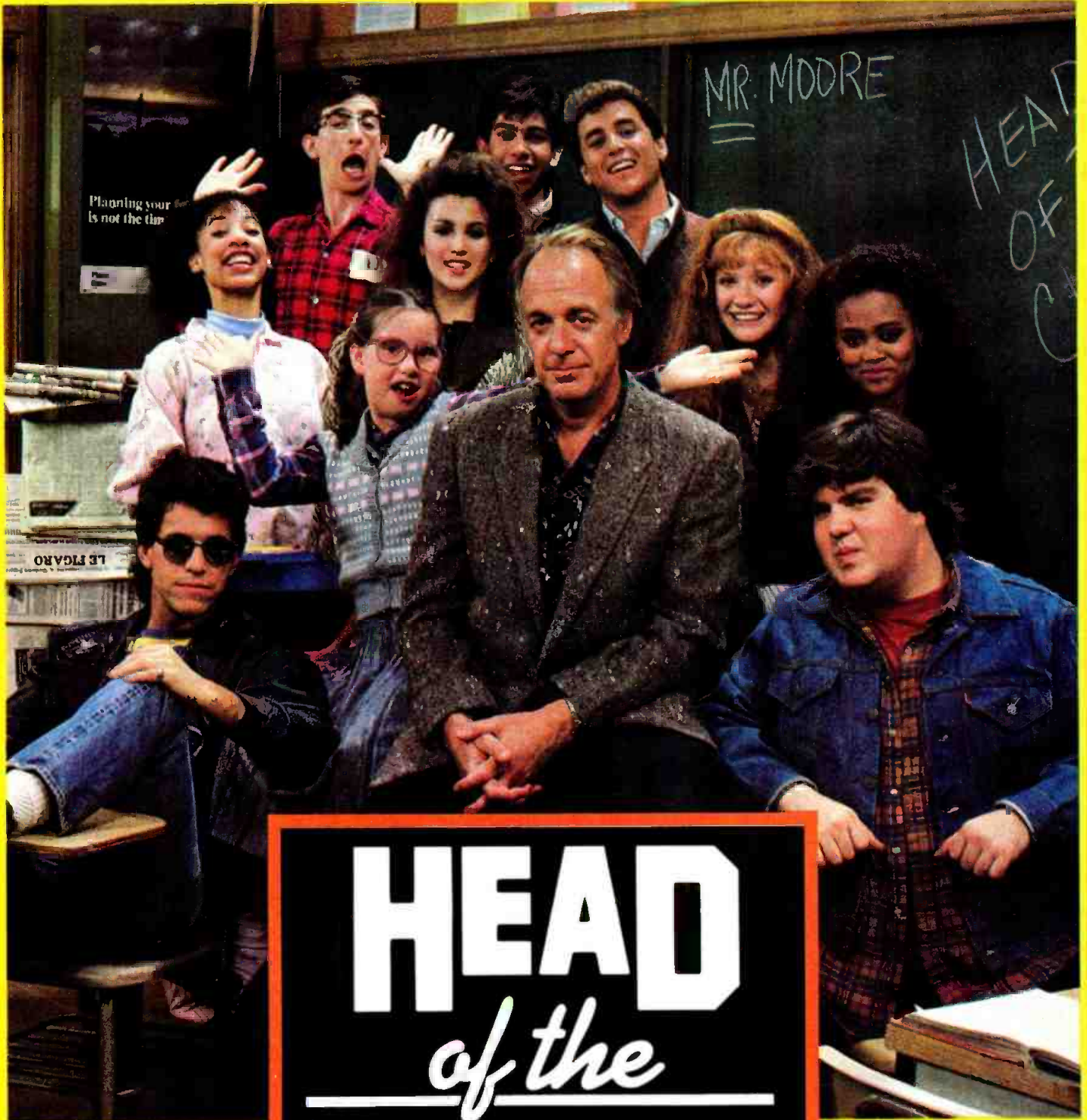
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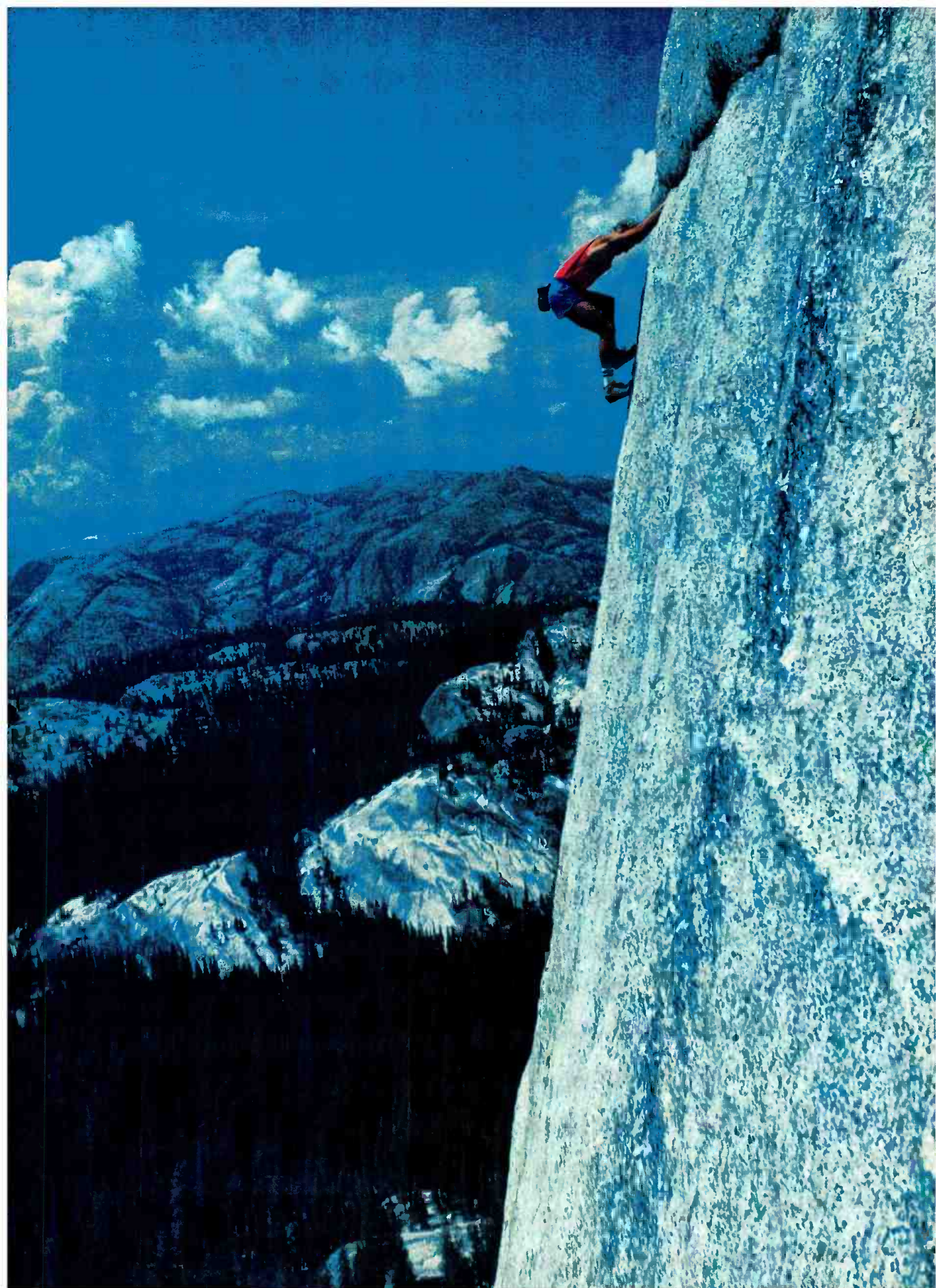
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Already, at this writing, the executives of some 120 television stations across the nation have kept faith with their instincts, their considered judgment, and their ambitions. They've done it for the promise of the Mondays, the Tuesdays, the Wednesdays, the Thursdays, and the Fridays to come. For their audiences. For their advertisers. For themselves.

The Cosby Show.

The most successful television series in history.



gone and how to get them back. Results will be announced at INTV convention in Los Angeles in January.

Compulsory license. FCC received comments month ago in inquiry into whether compulsory license should be preserved. National Association of Broadcasters, for sake of interindustry peace, softened its long-standing opposition to license, arguing that license should be left alone for time being. Most broadcasters, however, urged elimination or modification of rules to limit importation of distant signals. They were joined by motion picture industry. Cable industry, on other hand, argued to keep license intact. Inquiry is expected to form basis for legislative recommendation to Congress. Replies are due Sept. 21.

Meanwhile, cable and motion picture industries have discussed reaching some kind of accommodation on compulsory copyright license. But new wrinkle has developed due to efforts of INTV to use those discussions as forum to reopen debate on must carry (BROADCASTING, June 29, July 20). NCTA is said to be staunchly resistant to effort and views INTV's initiative as violation of must-carry agreement that broadcast (INTV is signatory) and cable industries reached last year. INTV's compulsory license comments (which called for limiting application of license to carriage of local signals only and abolishing license for distant signals altogether) exacerbated situation further and resulted in additional charges by NCTA that independents have "gone back on their word." INTV, nevertheless, denied its comments were violation of agreement and defended its actions (BROADCASTING, Aug. 10).

Crossownership. FCC has opened inquiry into telco-cable crossownership that could lead to recommendation that Congress drop Cable Act's prohibition (BROADCASTING, July 20) against telco's owning cable systems within their telephone services areas.

As part of first triennial reassessment of modified final judgment that resulted in breakup of AT&T, District Court Judge Harold Greene is considering whether to lift prohibitions against Bell operating companies' providing "information services," which include everything from electronic mail to videotex to cable television. Even if Greene decides to lift MFJ prohibitions, BOC's still wouldn't be free to provide cable service wherever they wanted because of prohibitions in the Cable Act.

Direct broadcast satellites. High-power DBS, which would use Ku-band spectrum set aside for it, has foundered because of high start-up costs and programing dearth, but low-power C-band variety resulting from scrambling of cable programing on C-band satellites has emerged from home satellite market.

Latter got started in January 1986, when Home Box Office scrambled feeds of HBO and Cinemax and began selling subscriptions to owners of backyard earth stations (TVRO's), which now number more than 1.7 million. Number of TVRO homes subscribing to cable programing has grown as more cable programers have scrambled feeds and begun selling subscriptions directly or as packages through other programers or cable operators.

HBO now wants other major cable pro-

gramers to join it in stepping up from C-band to medium-power Ku-band satellites that can beam signals to much smaller dishes.

Equal employment opportunity. FCC has amended its broadcast equal employment opportunity rules and reporting requirements. Every station's EEO program will be subject to review at renewal time regardless of employment profile, but FCC said review will focus more on EEO efforts than numbers (BROADCASTING, April 27). Stations with five or more employees are required to file detailed reports.

For cable, FCC has adopted rules implementing EEO aspects of Cable Communications Policy Act of 1984 (BROADCASTING, Sept. 23, 1985).

Federal Trade Commission. FTC is undertaking antitrust investigation of National Football League television rights contracts, having issued subpoenas to ABC, CBS, NBC, Fox Broadcasting and NFL. Under investigation is possible network collusion in pressuring NFL to retain basic TV rights structure in recently negotiated three-year, \$1.4-billion package or otherwise blocking FBC, HBO and other cable entities from gaining television rights. FBC President Jamie Kellner said at TV Critics press tour in early August that FTC had asked him whether Fox would be interested in carrying games. Fox outbid other parties in initial bidding, Kellner claimed. As part of NFL deal, some games will be shown for first time on cable by ESPN, cable channel 80% owned by ABC.

FY 1988-90 authorization of FTC cleared Senate in March (BROADCASTING, March 16). House Commerce Committee adopted its own version of FTC authorization on July 14. Both bills authorize FTC at \$69.85 million for FY '88, \$71.9 million in 1989 and \$72.9 million in 1990. Senate version calls for permanent prohibition against FTC regulating ad industry based on "unfairness" standard, controversial provision that is not included in House bill.

High-definition television. On July 16, FCC launched inquiry into what it has dubbed advanced television (ATV) systems and their impact on current television services, and ordered formation of ATV industry-government advisory committee (BROADCASTING, July 20). Standards body, Advanced Television Systems Committee, at July 28 meeting, planned tests, to begin before end of year, for possible ghosting and fading problems while transmitting high-resolution, wide-screen signal on terrestrial TV bands. Major testing effort will begin in early 1988.

National Association of Broadcasters has announced it will finance two-year HDTV project (costs are estimated at \$700,000) to help determine feasibility of HDTV broadcasting compatible with today's standard NTSC (525 scanning line) television receivers. Most advanced HDTV system, Japan's Hi-Vision (with 1,125 scanning lines), although not compatible with NTSC, is already gaining experimental use for high-end video production, while bandwidth-reduced TV receivers and other home video gear are expected to reach market in time for launching of Japan's HDTV direct-broadcasting satellite system in 1990.

Working group on high-definition electronic production of Society of Motion Picture and Television Engineers unanimously approved parameters for HDTV production standard as 1,125

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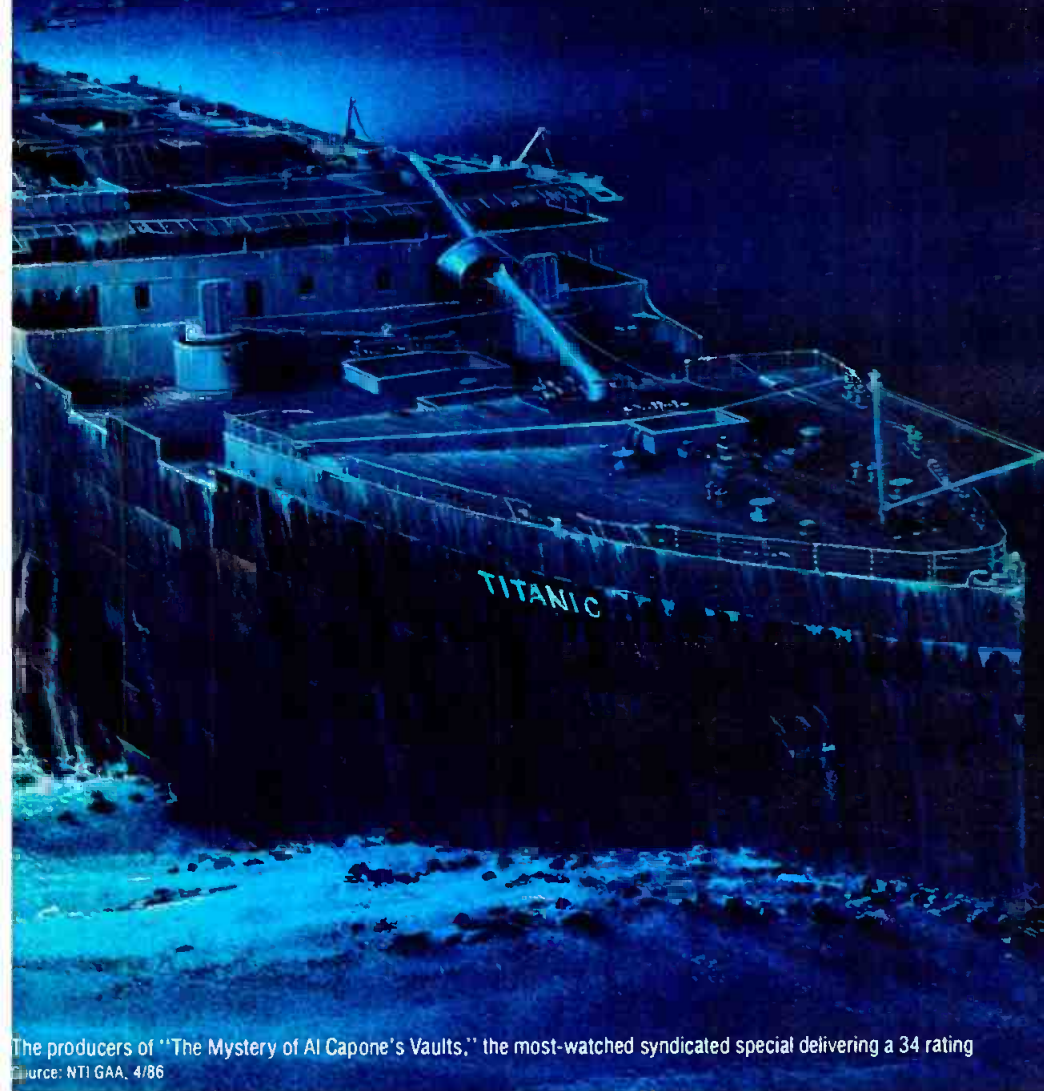
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The Dow Jones Report covers news as it happens. News on the economy, money matters, consumer trends and the stock market.

It's an idea that music radio listeners enthusiastically respond to. In fact, a recent SRI survey revealed that not only would listeners stay tuned for economic and financial news, but some would even tune in specifically for it.

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More than the averages

Fairness update

Several broadcasting and journalism associations asked the FCC last week to repeal two "corollaries" of the fairness doctrine—the personal attack and political editorializing rules, which the FCC made a point of saying were not included in its repeal of the general doctrine on Aug. 4 (see story, page 89).

The petitioners, which include the National Association of Broadcasters and the Radio-Television News Directors Association, said the FCC should get rid of the rules by either clarifying its fairness doctrine action or by issuing an order in a four-year-old rulemaking that proposed elimination of the rules. In light of the FCC's repeal of the general doctrine, they said, "the conclusion is inescapable that the...rules—adjuncts of the fairness doctrine and recognized to be even more intrusive and chilling than the general doctrine—are similarly unconstitutional and inimical to the public interest."

Efforts to resurrect the general doctrine are under way. Just three days after the vote repealing the doctrine, the Media Access Project, on behalf of the Syracuse Peace Council, the antinuclear citizen group whose 1983 fairness doctrine claim against Meredith Corp.'s WTVH-TV Syracuse, N.Y., led to the FCC action, asked the U.S. Court of Appeals for the Second Circuit (New York) to overturn the action. MAC will argue that Congress codified the doctrine in 1959 and that, as a result, the FCC lacked the jurisdiction to repeal it. The Office of Communications of the United Church of Christ and the Communications Commission of the National Council of Church joined MAC in appealing the FCC action two weeks ago, also in the second circuit.

In separate motions, Meredith and the FCC two weeks ago asked the second circuit to send the case back to the Court of Appeals in Washington, arguing that it's the proper place for the appeals since it was the court that set the stage for the FCC decision by remanding the Meredith-SPC case to the FCC.

Despite its legal maneuverings, SPC's immediate hope, as well as that of other proponents of the doctrine, is that Congress will act this fall to put the doctrine into law. Congress seems willing to oblige. The FCC's abolition of the doctrine, which required broadcasters to air opposing views on controversial public issues, created an uproar in Congress. Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and House Energy and Commerce Committee Chairman John Dingell (D-Mich.) have vowed to codify it and are expected to attach the fairness bill to the first "veto proof" measure Congress considers when it returns in September. President Reagan vetoed a bill codifying the fairness doctrine last June, and doctrine proponents lacked the votes to override.

The National Association of Broadcasters hosted a meeting two weeks ago with other industry groups opposed to the doctrine to begin formulating their strategy to block congressional efforts to pass fairness legislation. A letter-writing campaign has been proposed (BROADCASTING, Aug. 17) and broadcasters are hoping to form a major lobbying coalition with the print media that will work the Hill. NAB has also asked former FCC commissioner Glenn O. Robinson to poll former commissioners who side with the FCC and oppose the doctrine for a joint letter to Dingell expressing those views.

lines and 60 hz field. After approval by full organization, SMPTE will submit standard to American National Standards Institute.

□

License renewal reform. Bills to reform comparative renewal process are pending in House and Senate, but fate of proposed measures is unclear. Hearings were held July 17 and July 20, by Senate Communications Subcommittee on S.1277 (BROADCASTING, July 20), where FCC Chairman Dennis Patrick and Commissioner James Quello stated reservations about bill's renewal standard and National Association of Broadcasters stated its strong opposition to measure. Department of Justice is also objecting to S. 1277 and Assistant Attorney General John Bolton said agency would recommend presidential veto should measure pass.

Most of broadcast industry's attention has been focused on draft of bill in House, where Representative Al Swift (D-Wash.) has been working with NAB and public interest groups to devise compromise package that would eliminate comparative renewal in exchange for public service obligations. Draft of bill, however, was rejected by NAB board last month and association says it wants to renegotiate (BROADCASTING, June 29). Swift has since said he will introduce bill with or without broadcaster support (BROADCASTING, July 13). Swift has been trying to iron

out differences with Representative Tom Tauke (R-Iowa), author of H.R. 1140, broadcast bill that NAB is backing.

Hill leadership has indicated that no broadcast legislation (at least any measure industry wants) will move until outcome of fairness doctrine is determined (see fairness above).

At FCC, broadcasters may get some relief from groups that file petitions to deny broadcast stations' renewal or sale applications and demand payoffs from affected stations to withdraw them. Under proposed rules, now subject of FCC rulemaking, groups filing such petitions would be limited to recovering only costs involved in preparing and prosecuting their filings.

□

Low-power television. FCC's freeze on low-power applications and major changes—in effect since 1983—thawed, with new window opened June 22-July 2. Estimated 1,200 applications were received, far fewer than FCC officials had expected, giving hope applications will be processed well before year's end. Keith Larson, chief of FCC's LPTV branch, said that all engineering information had been put on computer database, and that administrative database is nearly completed. Larson said processing of applications should begin this week with first permits granted in October. Important new

buyer may soon emerge in syndicated programming marketplace. Community Broadcasters Association, which represents budding LPTV industry, is considering forming cooperative to buy and distribute syndicated programming for 160 or so LPTV stations that are now originating programming. CBA is awaiting go-ahead from antitrust lawyers before proceeding further with plans.

□

Mergers. C.O.M.B. shareholders will vote at annual meeting today (August 31) on combination with half-owned tele-shopping venture, Cable Value Network. Company name would subsequently be changed to CVN Companies. ■ Cablevision Systems has proposed purchase of Adams-Russell for roughly \$310 million cash and assumption of \$174 million in liabilities. By time purchase is expected to close, sometime before January 15, Adams-Russell will have roughly 230,000 subscribers. ■ SCI Holdings has retained three investment banking firms to explore sale of Storer cable systems, serving 1.4 million basic subscribers. No offering documents are yet available. ■ Taft Broadcasting Co.'s \$157-per-share buyout by joint venture composed of leading shareholders was approved by Taft board June 5 and will be voted on at special meeting of shareholders scheduled for September 29 in Cincinnati. Buyout filing with FCC is subject of two protests seeking to block transfer. ■ FCC administrative law judge has urged revocation of RKO Broadcasting station licenses. Full commission now is expected to decide whether public interest would best be served by allowing completion of proposed \$320 million settlement of KLUZ-TV Los Angeles license challenge, in which Walt Disney Co. would end up owning station. ■ Still under review is initial decision by FCC transfer branch on proposed \$270 million sale of WTVJ-TV Miami by Wometco Broadcasting to joint venture of NBC and General Electric Property Management. ■ Still to close is restructuring of Storer Television and purchase of half interest in six-station group by Gillett Holdings. Two entities, SCI Television Inc. and Gillett Communications Inc.-General Partnership, have preliminary prospectus before Securities & Exchange Commission for \$550 million in debt securities. Two entities will also undertake \$600 million in bank credit and each contribute roughly \$100 million to finance group's \$1.3 billion price tag and pay \$48 million in financing fees. Sale of group will be staggered, depending on license renewal date for each station, with last being WITI-TV Milwaukee, in December.

□

Minority preference. FCC deadline for returning minority ownership questionnaires was July 31. At last count—some three weeks ago—about 70% of broadcasters had returned questionnaires. Since then several hundred more have come in, with FCC spokeswoman saying they will continue to be processed, although those coming in after deadline may be subject to penalty for tardiness.

OMB had ruled that broadcast licensees need not return special FCC questionnaire targeted to generate data for its pending reexamination of constitutionality and advisability of preferences for minorities and women (BROADCASTING, April 13), but FCC overruled veto—with OMB approving final wording of questionnaire—holding that participation is mandatory. (FCC rules require that broadcasters respond to written requests for statement of

fact from commission.) FCC received comments on proceeding in June (BROADCASTING, June 8). Reply comment deadline has been extended to Aug. 20.

In Congress, interest in legislative action on minority issues has gained ground. Legislation is pending in Senate that would codify FCC's women and minority preferences and tax certificate and distress sale policies. In House, draft of broadcast bill includes same provisions. Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) plans to hold hearings on subject and is committed to action on matter either as part of omnibus broadcast bill or as separate legislation (BROADCASTING, July 27).

□

Multiple ownership. FCC received comments on proposals to relax its duopoly rules for radio and to loosen strictures of its one-to-a-market rule for broadcast ownership (BROADCASTING, June 22). Agency has also received comments on its proceeding re-examining cross-interest policy (Docket 87-154). It deals with elimination of prohibitions on "key" employees holding "non-attributable" ownership interests in competing stations (BROADCASTING, Aug. 10).

□

Must carry. Group of cable operators, including United Cable and Daniels & Associates, have asked U.S. court of appeals in Washington to find FCC's new must-carry rules unconstitutional—violation of cable operators' First Amendment rights—just as it did old rules in summer of 1985. New rules, which are less onerous for operators than were old rules, are product of compromise between cable and broadcasting industries. Not appealing rules was Turner Broadcasting System, whose First Amendment suit was one of two that led to court outlawing old must-carry rules two years ago. In light of limited scope and duration of new rules—they're set to expire after five years—TBS said it was "unnecessary" to pursue further judicial challenge.

In House, Representative Edward Markey (D-Mass.) has introduced bill to repeal five-year sunset provision of rules that set guidelines for cable carriage of broadcast stations. Action on measure had been put on hold until Congress resolves fairness issue. Senate broadcast license renewal bill also would eliminate sunset. But that provision was attacked by Justice Department in letter to Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii). Justice argued that five-year sunset is needed to justify constitutionality of rules (BROADCASTING, Aug. 17). However, Justice sent out conflicting signal when it filed one-sentence brief with U.S. Appeals Court on must-carry in which it indicated department was neither supporting nor opposing rules (BROADCASTING, Aug. 17).

□

Multichannel television. Multichannel television (MCTV), otherwise known as MMDS or "wireless cable," has made appearance in several markets, including Cleveland, Washington and San Francisco. Using mix of microwave (2 ghz) channels allotted to three services—multipoint distribution service, instructional television fixed service and operational fixed service—pioneer MCTV operators are offering multiple channels of cable programming—sometimes in direct competition with cable systems.

Growth of MCTV has been retarded by regula-

tory and financial problems. But, according to some MCTV proponents, chief problem is securing distribution rights to popular cable services like Home Box Office and Showtime. Metropolitan had to go to court to get rights to Showtime.

□

Music licensing. For radio, All-Industry Radio Station Music License Committee reached agreement with ASCAP last summer and with BMI this past March for new music licensing pacts. Latest industry contracts for both ASCAP and BMI (both blanket and per-program) eliminate trade and barter income reporting. ASCAP blanket licenses run for five years, retroactive to Jan. 1, 1986, with per-program agreements in effect for four years, retroactive to Jan. 1, 1987. New agreement raises annual blanket fees by 7.5%.

BMI contract has been "simplified" for blanket licenses, raising annual rates for some stations by 2% to 3%. New blanket licenses are retroactive to Jan. 1, 1987, while new per-program licenses took effect on July 1.

Committee is continuing to solicit funds from industry to pay off remaining legal and administrative debt from contract negotiations. It has asked National Association of Broadcasters for loan. Last week, NAB executive committee said it would need more "financial data" before it could make decision on matter.

For television, May 5 trial date set by federal rate court in New York to establish "reasonable" ASCAP fees for blanket and program licenses for TV stations has been pushed back to October. Interim decision was handed down last winter by magistrate in Southern District for New York establishing retroactive ASCAP fees for period from April 1985 through March 31, 1988, of \$60 million (BROADCASTING, March 9). In same ruling, magistrate said music fees should not be based on station percentage-of-revenue because formula is not adequate measure of value of music rights. Ruling is subject to change, pending outcome of rate trial, but sources indicate that BMI and All-Industry Television Station Music License Committee are close to agreement on similar interim operating procedures.

On Capitol Hill, legislation is pending in House and Senate (H.R. 1195 and S. 698) that would replace blanket license with source licensing scheme. Committee says it has commitment from Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) to hold hearing in fall on bill. In House, Copyright Subcommittee is not expected to get to issue before next year. Senate measure has nine co-sponsors and House bill has more than 70.

□

People meters. Today (Aug. 31), both Nielsen and AGB begin officially to measure television audiences with their new people meter systems. NBC became first network to announce it would sign three-year contract with A.C. Nielsen for people meter service. Both ABC and CBS have formally indicated to Nielsen their intention not to renew three-year contracts with ratings service. First on-line people meter—launched in late April in Denver—was Arbitron and SAMI-Burke's ScanAmerica. Arbitron announced several weeks ago it was postponing national launch of service, previously scheduled for September of 1988, and is buying out SAMI-Burke, Time Inc. subsidiary. Another local service is being launched in New York in September by Seattle-based R.D. Percy & Co., which will monitor both program and commercial ratings.

Nielsen has not signed any broadcast clients

exclusively for its people meter service. CBS and NBC claim service's sample base is unreliable and have requested conventional (NTI) ratings service for another season. Nielsen vice president, John Dimling, has confirmed that Nielsen has not ruled out retaining current NTI audimeter household panel next season (at least through fourth quarter) to cross check people meter ratings.

ABC wants Nielsen to proceed with people meter, but has asked for sampling performance guarantees. Nielsen has agreed and is negotiating money it will pay networks if it falls short of guarantees.

As of July 1, 1987, according to Nielsen, people meters had been installed in 2,000 households, with 4,000 anticipated by September 1988. ■ ScanAmerica has signed one station in Denver market so far: KDVR-TV. All advertising agencies that buy in Denver on Arbitron are being supplied ScanAmerica numbers. ■ Percy now has about 400 homes installed in New York (out of 1,200) and has signed three stations there WCBSTV, WNBC-TV and WNYW-TV.

□

Public broadcasting. Full House passed Labor-HHS bill Aug. 5, funding Corporation for Public Broadcasting at \$238 million for FY 1990, \$10 million more than FY 1989 level and highest figure ever approved for CPB, which had asked for \$254 million. American Public Radio President Al Huisen will leave his post in September to return to Hawaii, where he said he will "pursue a variety of personal, family and professional activities" (BROADCASTING, July 20). Donald Ledwig was unanimously elected permanent president of CPB after serving as acting president for seven months (BROADCASTING, July 6). Size of CPB board increased to eight with addition of three new members—Archie Purvis, Marshall Turner and Sheila Tate—and return of former chairman, William Lee Hanley (BROADCASTING, June 29). At his request, nomination of former board member Harry O'Connor for second term was withdrawn. Confirmation of Charles Lichtenstein for one of two remaining openings has been controversial: Lichtenstein has been faulted by noncommercial system for reputedly believing that funding to CPB should be cut, but Senate source expects nomination to go through ("Closed Circuit," June 29).

□

□

Syndex. In comments to FCC last month, cable operators expressed opposition, while broadcasters and program producers expressed support for FCC's proposal to reimpose rules requiring cable systems to black out syndicated programming on distant signals if it appears on local stations.

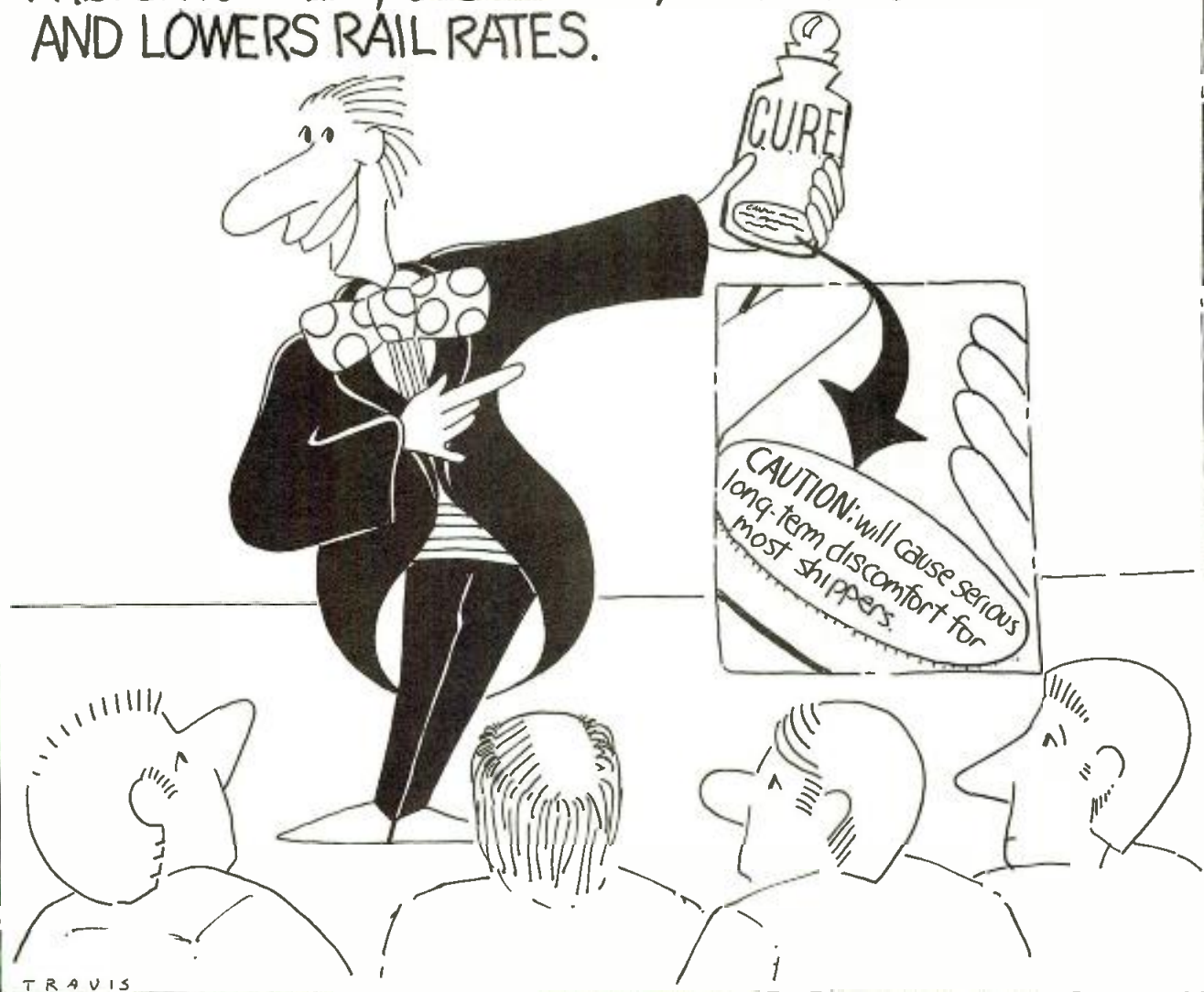
The cable industry argued that FCC lacks jurisdiction to reimpose syndex, that absence of rules has not harmed broadcasting and motion picture industries and that rules would violate cable operators' First Amendment rights.

Most broadcasters and program producers contended that rules are needed to protect sanctity of their "exclusive" programming contracts. And, contrary to what cable industry says, they have been harmed economically by cable importation of distant signals with programs that duplicate those of local stations. Reply comments are due Sept. 8.

□

TV stereo. Maintaining lead in transmission of

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If you thought snake oil salesmen were a thing of the past, listen again to a group called Consumers United for Rail Equity (C.U.R.E.).

C.U.R.E. claims it has just the remedy for those who ship by rail. What they don't tell you is that the stuff they're hawking does more harm than good.

C.U.R.E.—a curious name for an organization funded primarily by the coal and utility industries—proposes extensive new regulation of railroads through legislative “reform” of the Staggers Rail Act of 1980. That’s the same Act that rescued freight railroads from a century of over-regulation in the first place. And while C.U.R.E.’s proposals would lower rail coal rates for its principal supporters, they’d clearly leave

everyone else paying the freight—in terms of declining service; higher rates; and, ultimately, through the loss of rail service altogether.

It’s no surprise that C.U.R.E.’s pitch also ignores the fact that the majority of shippers—87 percent of those recently surveyed—feel pretty good about the effects of partial deregulation and don’t want to see the Staggers Act changed.

When you think about it, C.U.R.E.’s pitchmen have turned it all around. Reregulation isn’t the remedy; it’s the disease. In fact, not only did the Staggers Act help remove the railroad industry from the critical list, it also helped the industry become strong enough to

offer rate reductions in recent years, including two years of consecutive rate cuts for C.U.R.E.’s principal supporters.

Still, C.U.R.E. is pressing for further rate cuts and new regulations that could be the prescription for the demise of rail service in this country once and for all.

If you’re a journalist covering this story, you’ll find that the facts support the argument that a good dose of free markets is far healthier for the railroads and their customers than C.U.R.E.’s snake oil.

To get facts, write Rail Remedy, Association of American Railroads, 50 F St., NW, Washington, DC 20001, Dept. 710.

Or if you’re up against a deadline, call (202) 639-2555.



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stereo programming is NBC-TV, which will broadcast majority of its new prime time schedule in stereo. Five of network's fall additions to prime time lineup will be in stereo, bringing totals to 22 programs representing 16½ hours. With hours from late-night shows, NBC will broadcast 29½ hours in stereo weekly. Nearest competitor is PBS, which carries 35 to 45 hours in stereo per month. By end of 1987, NBC projects that 152 affiliates will have stereo capability, representing 92% coverage of U.S.

Stereo sound television receivers sold to dealers for year to date, as of Aug. 14, total 1,990,496, up 27% from 1,567,433 sold in same period in 1986. Seven percent of U.S. TV households have multichannel sound TV's, although vast majority of homes are within reach of broadcast stereo station. Receiver penetration is expected to increase, with 37% of all TV sets and 22% of all VCR's sold to dealers and distributors this year featuring stereo, according to Electronic Industries Association. In 1988, stereo TV's will represent 43% of color sets sold, and 24% of VCR's will have stereo. EIA projects. Some 400

stations will be broadcasting TV stereo by year's end.

□

Unions. NBC and striking technical union resumed negotiations last Tuesday in walkout now entering tenth week. Talks between network and National Association of Broadcast Employees and Technicians (NABET), representing some 2,800 NBC engineers, producers, newswriters and others, stalled in late July but resumed after intervention of John Cardinal O'Connor of New York Archdiocese in meeting with NBC's Robert Wright and AFL-CIO Treasurer Thomas Donahue. First day of negotiations centered on sale of NBC radio networks to Westwood One and anticipated effect on approximately 75-100 radio union employees. Contract dispute centers on network proposal to expand temporary hiring.

Negotiations for new Directors Guild of America staff contracts with ABC and CBS broke off

Aug. 14, with both sides reporting little progress after two days of discussions. No new talks are scheduled. DGAs national board will meet Sept. 19 to decide its next step. Guild spokesman said plan is under discussion to submit two networks' final offers to membership for vote at same time separate agreement with NBC is mailed out for ratification. National board has recommended approval of NBC pact. Biggest issue standing in way of agreement with ABC and CBS continues to be networks' personnel rollback demands, guild spokesman said.

Screen Actors Guild national board of directors has unanimously approved new three-year pact retroactive to July 1 with four major Hollywood animation studios: Disney, DIC, Marvel and Filmation. Tentative agreement came July 24, ending five-week strike by voice-over actors. Board voted 48-0 for new contract, which includes 10% pay raise, reduction in recording sessions from eight to four hours in most cases and 10% bonus when actors must provide voices for three characters in one session. Accord was not subject to membership vote.

Datebook

■ Indicates new entry

This week

Aug. 30-Sept. 1—Eastern Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta. Information: (404) 252-2454

Aug. 31—Reply comments due on FCC proposal (MM Docket 87-154) to eliminate cross-interest policy.

Sept. 1—"An Introduction to Community Access Television," sponsored by *Chicago Access Corp.* Chicago Access Corp. Center, 322 S. Green Street, Chicago. Information: (312) 738-1400

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

vention Center, Orlando, Fla.

Sept. 2—PBS fall program preview, sponsored by *National Academy of Television Arts and Sciences*. *New York chapter*. PBS, New York. Information: (212) 765-2450.

Sept. 3—*Cabletelevision Advertising Bureau* local advertising sales workshop. Stamford Marriott, Stamford, Conn.

Sept. 4—Deadline for entries in *Midwest Radio Theater Workshop*. Information: Julie Youmans, MRTW director, KOPN (FM), 915 East Broadway, Columbia, Mo., 65201.

Sept. 4—*Ohio Association of Broadcasters* small market radio exchange. Westbrook, Mansfield, Ohio.

Sept. 5—*Florida AP Broadcasters* 39th annual meet-

ing and awards luncheon. The Peabody, Orlando, Fla.

Also in September

Sept. 7-9—*Satellite Broadcasting and Communication Association-Satellite Television Technology International* trade show. Opryland hotel, Nashville. Information: Margaret Parone, (703) 549-6990.

Sept. 8—Deadline for reply comments due in FCC proceeding (Gen. Docket 87-24) considering reinstitution of syndicated exclusivity rules.

Sept. 8—Presentation of news and documentary Emmy awards, sponsored by *National Academy of Television Arts and Sciences*. Waldorf-Astoria, New York. Information: (212) 586-8424.

Sept. 9—*Virginia Public Radio Association* meeting.

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

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

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

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

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

Oct. 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,

Major Meetings

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. 10-12, 1988—19th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters Association*. Opryland hotel, Nashville.

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

Feb. 26-28, 1988—*NATPE International* 25th annual convention. George Brown Convention Center, Houston. Future convention: Houston, Feb. 24-26, 1989.

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.

June 8-11, 1988—*American Women in Radio and Television* 37th annual convention. Westin William Penn, Pittsburgh.

June 8-12, 1988—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 32nd annual seminar. Bonaventure, Los Angeles. Future meeting: June 21-25, 1989, Renaissance Center, Detroit.

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

June 17-23, 1989—16th International Television Symposium. Montreux, Switzerland.

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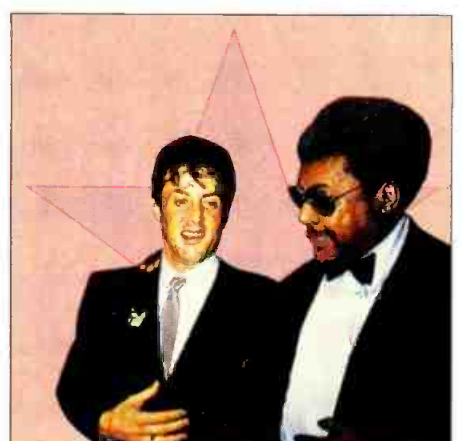
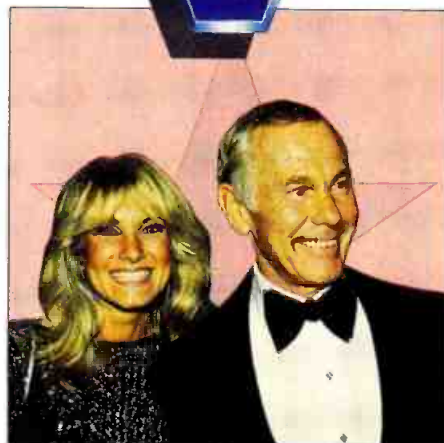
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Errata

In **Equal employment opportunity** item in "Where Things Stand," number of employees triggering EEO reporting requirements should be **five or more**.

□

Phone number given in Aug. 24 "In Sync" item for **Howard Fine**, coordinator for short-term auxiliary broadcasts in Los Angeles during Pope John Paul II's visit there in September, was incorrect. It should have read: (213) 460-3411.

James Madison University, Harrisonburg, Va. Information: (703) 568-6221.

Sept. 9-12—Radio '87 Management, Programing, Sales and Engineering Convention, sponsored by *National Association of Broadcasters*, Anaheim Convention Center, Anaheim, Calif.

Sept. 10—*TV Guide-American Women in Radio and Television* fall preview gala, Filmland Corporate Center, Culver City, Calif. Information: Nancy Logan, (213) 276-0676.

Sept. 10—*Cabletelevision Advertising Bureau* local advertising sales workshop, Westin Crown Center, Kansas City, Mo.

Sept. 10-11—Third annual *Rocky Mountain Film & Video Expo*, Regency hotel, Denver. Information: (303) 691-4600.

Sept. 11-13—*Maine Association of Broadcasters* annual convention and election of officers, Sugarloaf USA, Kingfield, Maine.

Sept. 11-13 *Radio Advertising Bureau's* Radio Sales University, Portland, Ore. Information: 1-800-232-3131.

Sept. 12—39th annual prime time Emmy Awards (non-televized), primarily for creative arts categories, sponsored by *Academy of Television Arts and Sciences*, Pasadena Civic Auditorium, Pasadena, Calif.

Sept. 13-15 *Nebraska Association of Broadcasters* annual convention, Kearney, Neb.

Sept. 14—Second deadline for entries for 30th *International Film & TV Festival of New York*, competition for TV programing, commercials, promotions and music video. Information: Michael Gallagher, (914) 238-4481.

Sept. 14—*Ohio Association of Broadcasters* small market radio exchange, Holiday Inn, Wapakoneta, Ohio.

Sept. 15—*Cabletelevision Advertising Bureau* local advertising sales workshop, Columbus Marriott East, Columbus, Ohio.

Sept. 15—*National Religious Broadcasters* South-eastern chapter meeting, Atlanta. Information: (201) 428-5400 or J. Richard Florence, (305) 737-9762.

Sept. 15—Deadline for entries in *Writers Guild of America's* annual Television-Radio Awards for television and radio script and screenplays. Information: Marge White, Writers Guild of America, (213) 550-1000.

Sept. 15—*New York Women in Cable* meeting, "Top Guns," HBO Media Center, New York. Information: Beth Araton, (212) 661-6040.

■ **Sept. 16** *National Academy of Television Arts and Sciences* luncheon. Topic: "The Information-Entertainment Explosion—Why the Financial News Network, SCORE and TelShop Are Expanding So Quickly in a Static Environment." Speaker: David Meister, executive vice president, consumer information group, Biotech Capital Corp. (controlling shareholder, FNN), Copacabana New York.

■ **Sept. 16** "Television Without Frontiers: The U.S. Agenda," conference sponsored by *American Bar Association's International Communications Committee*, in cooperation with *National Association of Broadcasters*, *American Advertising Federation* and *Georgetown Center for Strategic and International Studies and International Law Institute*, NAB headquarters, Washington. Information: (212) 351-2347.

Sept. 17—Annual Everett C. Parker Ethics in Telecommunications lecture, to be delivered by William Baker, president and chief executive officer of noncommercial

WNET(TV) New York. Co-sponsored by *Office of Communication of United Church of Christ and Communication Commission of National Council of Churches*, Riverside Church, New York. Information: (212) 683-5656.

Sept. 17—*Cabletelevision Advertising Bureau* local advertising sales workshop, Stouffer Concourse hotel, Denver.

Sept. 17—"An Introduction to Community Access Television," sponsored by *Chicago Access Corp.* Chicago Access Corp., Center, 322 S. Green Street, Chicago. Information: (312) 738-1400.

Sept. 17-18—37th annual fall broadcast symposium, sponsored by *Institute of Electrical and Electronics Engineers*, Washington hotel, Washington. Information: (202) 659-3055.

Sept. 17-19—*American Women in Radio and Television* South Central area conference, Houston.

Sept. 17-20—*American Women in Radio and Television* Western area conference, San Jose, Calif.

Sept. 18—Cable television technology conference, sponsored by *Massachusetts Cable Television Commission*, Massachusetts Transportation Building, 10 Park Plaza, Boston. Information: Bill August, (617) 727-6925.

Sept. 18—Reception for FCC bureau chiefs, sponsored by *Broadcast Pioneers, Washington chapter*, National Association of Broadcasters, Washington.

■ **Sept. 18**—*Association of Federal Communication Consulting Engineers* annual fall social, Potomac restaurant, Washington.

Sept. 18-19—*North Dakota Association of Broadcasters* annual convention, Minot, N.D.

Sept. 18-20—"Hard Choices: Economics and Social Policy," conference for journalists sponsored by *Foundation for American Communications*, Stouffer Westchester hotel, White Plains, N.Y. Information: (213) 851-7372.

Sept. 20-22—*National Religious Broadcasters* Western chapter meeting, Los Angeles Airport Marriott, Los Angeles. Information: (201) 428-5400 or Ray Wilson, (818) 246-2200.

Sept. 20-22—*National Association of Broadcasters* "Hundred Plus Exchange," meeting for small market television broadcasters to discuss increasing television revenues and recruiting employees, Capitol Hill Hyatt Regency hotel, Washington. Information: (202) 429-5362.

Sept. 20-24—*Southern Educational Communications Association* conference, Hyatt Regency, Baltimore. Information: Jeanette Cauthen, (803) 799-5517.

Sept. 20-24—*National Association of Telecommunications Officers and Advisers* seventh annual conference, "Options and Opportunities," Speakers include: Jack Valenti, Motion Picture Association of America; James Mooney, National Cable Television Association; Preston Padden, Association of Independent Television Stations, Pfister hotel, Milwaukee. Information: (202) 626-3250.

Sept. 21—Deadline for reply comments in *FCC* proceeding (Gen. Docket 87-25) aimed at building case against cable's compulsory copyright license.

Sept. 21—"The XYZ's of Advertising Compliance and Negotiations Seminar," sponsored by *American Advertising Federation*, Halloran House, New York. Information: (202) 898-0089.

Sept. 21-23—Fifth annual Great Lakes Cable Expo, sponsored by cable television associations of Illinois, Indiana, Michigan and Ohio. Theme: "Cable Means Business." Keynote speaker: Jim Cornie, co-founder and executive VP, Heritage Communications, Indiana Convention Center, Indianapolis.

Sept. 21-24—Third Pacific International Media Market for film and television programs, Regal Meridien hotel, Hong Kong. Information, in Australia: (03) 509-1711.

Sept. 22—Symposium on reporting health risk information, sponsored by *Georgetown University Medical Center Institute for Health Policy Analysis, Schools of Public Health and Journalism at University of North Carolina at Chapel Hill and Duke University Center for Health Policy Research and Education*, UNC, Chapel Hill, N.C. Information: (919) 966-4032.

Sept. 22—*Cabletelevision Advertising Bureau* local advertising sales workshop, Ramada Hotel O'Hare, Chicago.

The Decline and Fall of the Fairness Doctrine

A Work in Progress

By the editors of BROADCASTING

The editors of BROADCASTING have been chronicling the fortunes—and misfortunes—of the fairness doctrine since 1949, when it first arrived on the telecommunications scene. In no single issue has that coverage been more concentrated, or more significant, than that of Aug. 10, when they devoted almost 26 pages to the FCC's historic elimination of that doctrine.

Included in that edition was the full text of the *Meredith* decision, the case on which this issue turned—absent 247 of the 249 footnotes with which the FCC supported its case. For purposes of that issue's coverage, and operating within the constraints of space and time, the editors felt they could spare their readership at large those extra pages. They nevertheless promised to publish the full *Meredith* text, with footnotes, for those BROADCASTING readers—primarily in the law or academe—to whom the complete record is imperative.

The pamphlet above is the result—36 pages in total, incorporating all the Aug. 10 stories, including the complete transcript of the FCC meeting at which the action was taken, the text of the order and footnotes, and nationwide reaction, along with other editorial material that was forced into that issue's "overset." In one package, it assembles the past and present from which the future must proceed.

A limited number of copies are available at \$5 each. Orders for multiple copies in excess of five earn a 20% discount. Call or write:

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Open Mike

Both sides now

EDITOR: Your Aug. 10 editorial excoriating KDKA radio and television for lamenting the death of the fairness doctrine and then pressing viewers and listeners to aim Congress toward codification has BROADCASTING tripping over its own irony and failing to recognize it has done so.

That an important and respected combine such as Westinghouse's Pittsburgh powerhouses aired a point of view so antagonistic to yours, mine and most of the broadcasting industry's, perfectly illustrates why the nation did not need a so-called fairness doctrine.

Broadcasters will and should disagree; audiences will absorb many points of view and draw their own conclusions. That's the kernel of the argument we opponents of the fairness doctrine have been pressing all these years: KDKA is not the only station in its market any longer, and audiences in and around Pittsburgh undoubtedly digested many contravening points of view on this issue.

An industry publication ought not to be ridiculing one broadcaster's exercise of First Amendment rights to support the rest of the business's First Amendment rights. The safeguarding of minority or unpopular opinion is the central issue behind this protection.

To Westinghouse: I absolutely disagree with the logic behind your editorial stance and am absolutely delighted that you have contributed to the marketplace of ideas and expression the Bill of Rights created.—*Jerome Nachman, vice president and general manager, WRC-TV Washington.*

Editor's note: In our editorial, we disagreed with what KDKA said, not with its right to say it. As our track record on that page attests, we also delight in broadcasters' exercise of First Amendment rights, but we reserve the right to exercise that same freedom when we disagree with them.

Loud and clear

EDITOR: Recently I have read about the FCC's decision to conduct a study of interference standards for AM and the efforts of opposing sides on this issue.

In the past I have had only casual interest in these proposals. I grew up listening to Class I clear channel stations, and now I own a Class II station that operates on clear channel 1130. I guess you could say I had mixed opinions until recently.

What brought me to a decision was a report on the new 300 kw operations in Cuba which are now pouring into the U.S. on clears 1040 and 1160. An engineer from one of these stations was commenting on the interference his station was receiving in his own market. His comment was that the interference was no big deal because their market was clear of interference. That, in my opinion, answers this debate. The Class

I's served their purpose in their day when small communities like mine—15,000 city and 40,000 county population—did not have radio. But guys, wake up. It is an FM world out there, and people like us need some relief so we can reach our markets.

On 1130, WMGA has to reduce power from 10,000 w during the day to 250 w, three-tower directional at night. Not to mention the expense of maintaining a complicated array, our signal in the nulls is just two to three miles. Furthermore, we are protecting the skywave of KWKH(AM) Shreveport, La., that falls into the swamps of northwest Florida and the skywave of WNEW(AM) New York that lands somewhere in the mountains of Virginia. In 1987, even the swamps of north-west Florida have radio stations, and so does the hill country of Virginia. Let us have 250 w nondirectional. Then WMGA can serve nearly all of our county, which is one of the largest in land size in Georgia. If 300,000 w from Cuba isn't affecting a clear, what can 250 w do to New York and Shreveport from Moultrie? Let's be logical. Few are now listening to clear channel. Folks like us need the help now.

My proposal is this. Why not protect the clears to their daytime secondary service area? This would protect their service areas, and Class II's like WMGA could expand their signals to cover their markets. And, by the way, WMGA would be happy to experiment. If anyone from KWKH and WNEW is reading this, let's get together and see if we can get the FCC to let us give it a try. I'll go nondirectional with 250 w and if you get any complaints of interference, I'll donate to your cause to protect your most precious commodity—Class I clear channel.—*Douglas M. Sutton Jr., co-owner and general manager, WMGA(AM) Moultrie, Ga.*

Other side

EDITOR: In light of so much negative material being written about the RKO stations today regarding the latest ruling by an FCC administrative law judge declaring the company unfit to be a licensee, I thought this positive recollection, small as it might be, would prove interesting.

Your story in the August 17th BROADCASTING, "From General Tire & Rubber to Gen-corp in 72 years," brought back an incident I recall while working for the Mutual affiliate in Wilmington, Del., in the early 1950's. One of the advertisers on the station was the General Tire store in Wilmington. After General Tire & Rubber Co. assumed control of Mutual, the tire dealers were instructed by the parent company not to advertise on the Mutual affiliate in their market in order to avoid any semblance of conflict of interest. The account switched to the NBC affiliate in Wilmington. As your story stated, Thomas O'Neil headed both General Tire and Mutual.—*Alan Barclay, public affairs director, WFLX-FM Philadelphia.*

A commentary on advanced television from Benjamin McKeel, chairman, NAB TV board of directors

Advanced TV: the industry's top priority

There is no doubt that television is on the brink of a new era. The transition will be far more dramatic than the change from black and white to color. The FCC's announcement of an extensive inquiry into advanced television (ATV)—at the urging of the National Association of Broadcasters—is a clear indication that the transition is underway.

Based on the economic, technical, legal and regulatory information that will be compiled during the FCC's inquiry, decisions will be made that crucially affect the future of the broadcasting industry. At stake is the ability of local television stations to accommodate this period of transition, compete with other video programming services and provide viewers with top quality television through the free, over-the-air broadcasting system in the 1990's.

For broadcasters, ATV poses substantive and serious concerns about adapting to new technologies that improve TV picture quality. Some ATV systems currently under development are more compatible with our current television system (NTSC) than others. Broadcasters face a trade-off between compatibility and the degree of picture improvement. High-definition television (HDTV) cannot be displayed on a conventional TV set, but it provides the best picture quality, clarity, color and brightness. It is also the system Japan has decided to use for DBS broadcasts beginning in 1990, and Japanese manufacturers are planning consumer marketing in the U.S. of similar HDTV home equipment in three to five years.

Engineering experts, researchers and equipment manufacturers have argued convincingly that HDTV—not an evolutionary form of NTSC—is the future of television. Improvements to NTSC are being developed and used, but there is a limit. To be a vital part of the future, broadcasters must overcome technological and regulatory barriers and find a way to deliver HDTV to viewers.

Economically and competitively, broadcasters cannot afford to inch along through minimally advanced NTSC compatible systems while cable operators and satellite services, not subject to federal regulation, are preparing to provide their subscribers with HDTV programming. HDTV VCR's and videodisk players will be marketed in this country in the early 1990's. Monitors/receivers capable of displaying both HDTV and NTSC signals will be available at the same time. This equipment will permit a direct comparison of HDTV with broadcast NTSC. Also, some tape rental stores will soon be offering Super VHS, sporting quality superior to broadcast TV.

Facing no government-imposed con-



Benjamin McKeel is vice president, television, Nationwide Communications, Columbus, Ohio, and is also chairman of the National Association of Broadcasters television board of directors. He was general manager for Nationwide's wxEx(TV) Petersburg, Va. (Richmond), from 1981 to 1983. For 10 years prior to that, he was in station management with wlwc(TV) Columbus, Ohio, (now WCMH-TV). He started his career in broadcasting in sales with WBAL-AM-FM Baltimore.

straints, all other video media are moving rapidly on the HDTV front. If broadcasters are forced to rely on an advanced NTSC system under these circumstances, broadcast television will be at a competitive disadvantage. It will be the only medium unable to deliver state-of-the-art television.

The first terrestrial broadcast of HDTV conducted last January by the NAB and the Association of Maximum Service Telecasters demonstrated the feasibility of the medium. Most important, it proved to the industry and regulators that HDTV is a technological reality. The question is: Will broadcasters be granted the spectrum to provide it to the general public?

To make HDTV a broadcast reality, the industry and its regulators must address the crucial issues of spectrum allocation and bandwidth. The three HDTV broadcast systems farthest along in development—Glenn, Phillips and MUSE—require more than one existing television channel for transmission. HDTV systems that require no more than the current conventional TV channel do not exist at this time. To insure that broadcasters do not fall victim to these technical and regulatory limitations, NAB has allocated \$700,000 to the development of a workable HDTV system. Over a two-year period, a series of tests and studies will be conducted by NAB to bring potential systems out of the laboratory stage and into demonstration so that the industry and the FCC can make responsible choices about broadcast delivery.

Through NAB's leadership—from the first HDTV broadcast demonstration last

January to announcement of its recent financial commitment—the broadcasting industry has come a long way in convincing reluctant regulators to focus attention on this revolutionary new technology and the critical questions it poses. The next step is to expeditiously find appropriate answers. Through development and phase-in, broadcasters must be prepared to make substantial investments to deliver the new television system to their local audiences. If significant investments of money and effort are not made at this point, it will cost a lot more to play catch-up in the future. Broadcasters must take the initiative now and insure development and adoption of a standard that meets their needs.

The time constraints are a major concern to broadcasters. Having ignored HDTV until just recently, regulators now appear intent on making quick decisions on major issues. In its notice of inquiry on ATV the FCC has provided only 90 days for comments and 60 days for reply comments—an inadequate time for coming to grips with the complexities of setting a new television standard. The commission should not make up for lost time by rushing through the exploration of financial, legal and technical considerations.

Woven into these arcane technical issues are significant social concerns for this country. Local television broadcasters and their audiences are at the crossroads. The industry and its regulators have worked diligently for years to build and maintain a broadcasting system that serves the local community. A regulatory decision that puts broadcasters at a competitive disadvantage compared with other media will seriously jeopardize this unique system. No other television medium or combination of media can offer the same service to so many different people on a community-by-community basis and not charge a fee.

Without awareness, action and investment on the part of individual broadcasters, free, over-the-air broadcasting runs the risk of reaching a dead end. It is up to us to insure that our audiences are not shut off from the benefits of HDTV technology and that television stations are not precluded by regulatory decision from competing in the marketplace of the future. "Broadcast quality" television has always been the standard by which other video delivery systems have been judged and for "broadcast quality" to have meaning in the 21st century immediate steps must be taken.

Broadcasters must find a way to achieve equal footing with competitors, both as an industry and as local businesses that depend upon advertising revenue to support their existence. Without an HDTV broadcast transmission system, that will be virtually impossible in the 1990's and beyond.

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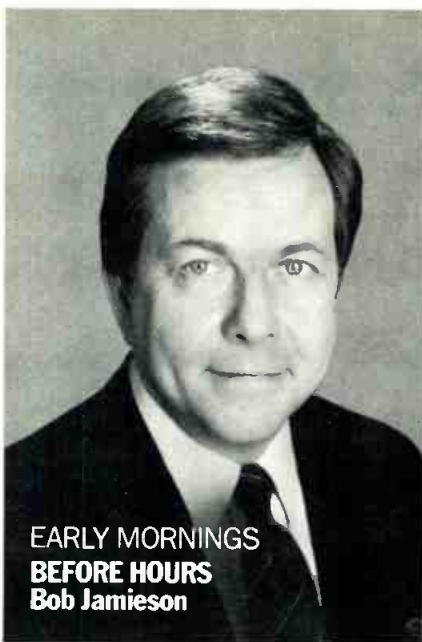
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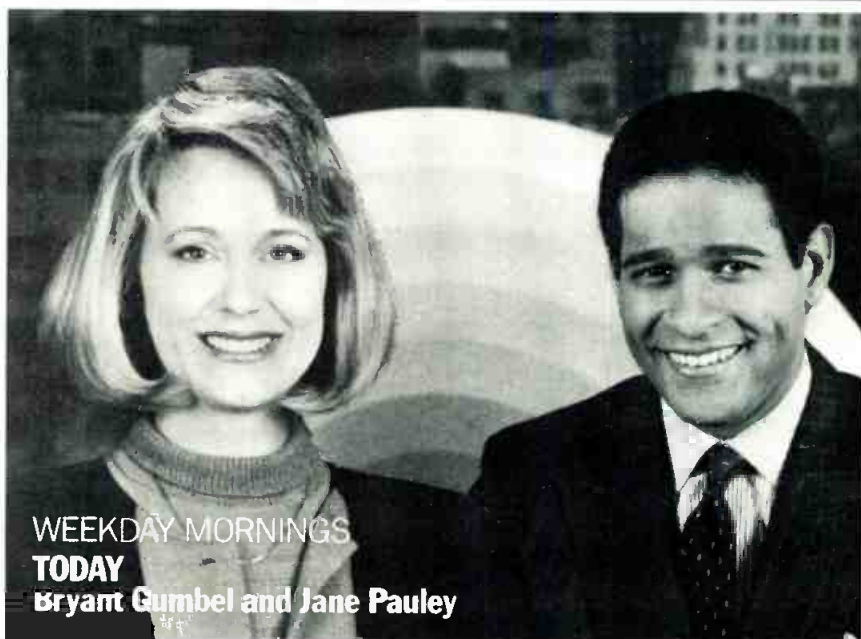
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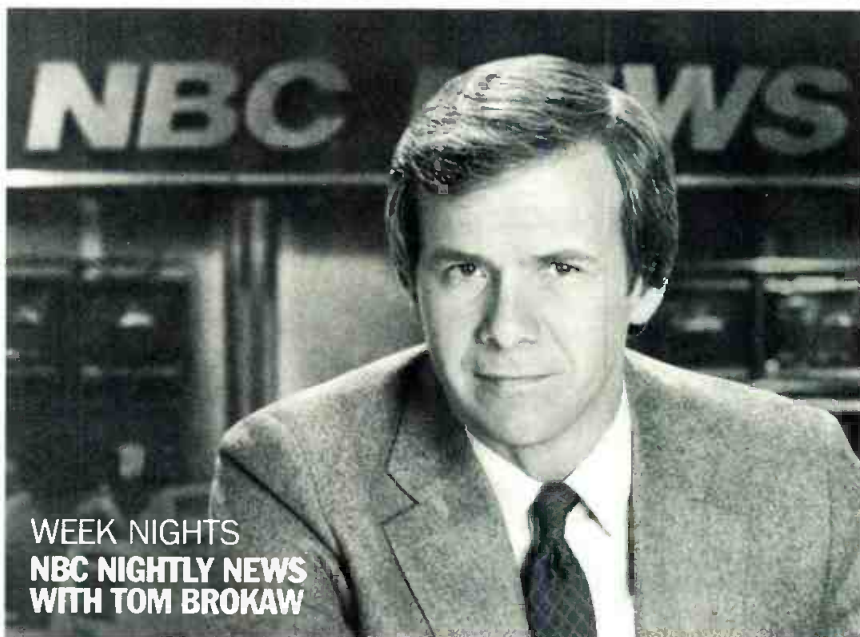
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TOP OF THE WEEK

Putting a price on TV and cable

BROADCASTING calculations find value of CATV industry tops that of broadcast TV by almost \$30 billion

If money talks, it is speaking cable's language. According to an analysis by BROADCASTING of total value of the television broadcasting and cable industry, the marketplace valuation of a cable television household is just over \$1,500, or three times that of a broadcast television household. The total value of the cable industry, net of debt, is roughly \$67 billion, while that of the broadcasting industry is about \$38 billion.

Since marketplace value reflects common perceptions, the disparity is not surprising. Deregulation has boosted cable's prospects in the past year, and a growing cash flow promises to bring more programming and viewers to the industry. Meanwhile, much of the news for the broadcasting industry has, over the past 12 months, been of cutbacks, bankruptcies and declining audience shares. While continued building of franchises alone would promise the cable industry a higher total growth rate, the following analysis does no fortune telling for either industry. Tea leaves will be left to reading by the financial soothsayers in New York, Washington, Hollywood, Denver and elsewhere.

Cable television

Shorthand asset valuation for the cable industry is often done on a per-subscriber basis, with the current rule-of-thumb being \$2,000 per sub. Multiplied by a rough total of 43 million subscribers—42,752,300 according to Arbitron and 43,279,980 by Nielsen's count—the total system value becomes \$86 billion. In fact, cable system brokers, investment bankers and securities analysts all use different per-sub numbers that range from \$1,750 to \$2,200 or more, giving a range of total values from \$75 billion to \$95 billion.

The cable system business is expected to take in total revenues this year of \$11.4 billion, up from \$10.2 billion in 1986, according to estimates of Paul Kagan Associates. With industrywide cash flow margin estimates ranging from mid-40% to 55%, industry cash flow could total anywhere between \$4 billion and \$6 billion. The low end of that range is also arrived at through Kagan's estimated \$8.23 cash flow, per sub, per month. Multiplied by his estimate of 40.2 million basic cable households, cash flow would be \$4 billion.

Cable multiples are currently markedly higher, on average, than multiples for televi-

sion stations. With no FCC-mandated restrictions on size and permissible foreign ownership, there are potentially more buyers in the cable market. Furthermore, with more tangible assets and more predictable cash flow, cable systems can be leveraged higher (bought with a higher portion of debt), thus increasing the multiples people are willing to pay. A 13 multiple of \$5 billion would give a total system value of \$65 billion, a 15 multiple would produce \$75 billion. Splitting the difference between the per-sub method and the cash-flow method, it could be said total cable systems are worth roughly \$80 billion.

The total value of the cable industry is roughly \$67 billion. That of the TV broadcasting industry is about \$38 billion.

With higher asset value, the cable industry also has higher debt, which Kagan estimated at \$20.9 billion for the end of 1986, giving a net value, assuming the higher price tag, of \$59.1 billion.

The higher multiples for cable, said Jeff Epstein, vice president at First Boston, are also based on growth: "In a typical cable situation, buyers are projecting maybe 1% population growth and 1% penetration growth annually and 10%-plus annual revenue-per-sub growth. They are also generally projecting some pretty attractive margin increases. . . maybe 1% or 2% per year. All of those factors multiply each other, producing cash flow growth at 17% per year, and that is the wonderful mathematics of cable."

In addition to higher debt, cable also has higher capital expenditures (for plant rebuilds). Kagan estimated that in 1986 the cash-flow-to-capital-expenditure ratio was

1.79-1, meaning that less than half the total cash flow was available to service debt. But that ratio, which was less than 1-1 only three years ago, is expected to further decline.

On the cable programming side, the 17 major basic cable television programmers should have combined revenue of \$1,005,900,000 in 1987, according to Kagan. The problem of double counting revenue, and therefore value, is immediately encountered since \$320.5 million of that \$1 billion is expected to come from fees collected by the MSO's. Margins for the cable networks are pegged at 22%, which using a 12-times multiple gives a value of \$2.8 billion. That multiple, however, is too low. On an individual basis, John Tinker of Morgan Stanley estimated ESPN's worth at \$800 million, CNN's at \$1.5 billion, WTBS(TV) Atlanta's at \$700 million. He said that Viacom paid \$540 million for MTV.

For the two largest pay services, Tinker said that Viacom paid \$326 million for Showtime/The Movie Channel a year ago, and Home Box Office/Cinemax could be valued at between \$1 billion and \$1.3 billion. A reasonable value for the programming side of the cable industry would be at least \$8 billion. Combined with the total system value, that gives cable a net price tag of \$67.1 billion.

Television broadcasting

The 1,000 commercial television stations in the United States probably have a rough value of \$46.1 billion. That number does not include television networks, barter syndicators or other program suppliers, but is simply based on the sum of what individual affiliates and independents would hypothetically fetch in the marketplace. Excluding radio's share (pro rated according to revenue at roughly 30%) of what Paul Kagan Associates said was \$19.7 billion in broadcasting industry debt at the end of last year, the net value of TV stations is \$32.3 billion.

Just looking at TV stations without the sources of programming simplifies calculation but is deceptive. After all, the value of two equivalent facilities in a market—one an affiliate and the other an independent—can easily vary by 100%, a difference due solely to their sources of programming.

Most analysts and acquirers would only consider the networks along with their owned station groups, and vice versa. Rich MacDonald, securities analyst for First Boston, appraised the broadcast television operations of Capital Cities/ABC and NBC at between \$5 billion and \$6 billion each; that of CBS at \$3.5 billion, and that of Fox at

Gathering of global minds

U.S. media companies may be left out of a rapidly changing world information scene if political and economic barriers to their participation are not quickly fought. This according to organizers of a day-long Washington conference Sept. 16 to examine how to keep global markets open.

The gathering, sponsored by the American Bar Association in association with the National Association of Broadcasters, the American Advertising Association, The Georgetown Center for Strategic and International Studies and the International Law Institute, will bring together an invitation-only group of media business executives, communications lawyers, U.S. government officials and international consultants to discuss ways in which "freedom of communication services can be made a serious, high-level trade debate," according to conference coordinator John Eger of Worldwide Media Group.

Among conference participants are Acting Secretary of Commerce Bud Brown, former FCC Chairman Mark Fowler, National Telecommunications and Information Agency head Charles Z. Wick, State Department's Diana Lady Dougan, MCA/Universal's Charles Morgan, Britain's Superchannel managing director Charles Levison and former U.S. Ambassador to GATT (General Agreement on Tariffs and Trade) William N. Walker. The conference will be held at NAB headquarters in Washington.

between \$2.5 billion and \$3.5 billion. The network portion of those estimates adds roughly \$4 billion to the total, now at \$50.1 billion, and net of debt, \$35.3 billion.

The quality of these numbers is dependent on the quality of the estimates for industry-wide revenue and operating margins. Robert Coen, senior vice president and director of forecasting for McCann-Erickson, projects 1987 network revenue of \$8,970,000,000 (BROADCASTING, June 22). Net of agency commission and commercial production costs, that total would be closer to \$7.5 billion. Operating margins vary significantly by network, with only NBC expected to show any significant operating cash flow in 1987. BROADCASTING's three-network profit estimate (May 4) was \$410 million, which might be raised now to \$450 million because of the strong upfront advertising market.

What multiple of cash flow should one use to value a television network? The sales of NBC and ABC have done nothing to alter or reinforce the traditional multiple of eight. That gives a three-network value of \$3.6 billion, which, combined with the negative cash flow, but still presumably valuable, Fox network could bring the total to the \$4 billion mentioned above.

As for valuing the stations, a study of operating margins for 41 group owners was recently conducted by John Kornreich of Neuberger & Berman. The groups included make up the preponderance of TV station operators in the top 50 markets and their combined revenue was \$6.3 billion, or over half of the \$10.7 billion in net spot and local revenue that Coen said went to all TV last year. The mean average cash flow margin for the group owners was 39.3%. That number

would be high for the industry as a whole, however, because Kornreich's study is weighted toward affiliate owners and larger-market stations, both of which have higher margins than others. A more likely average for the industry as a whole would be about 33%.

That margin, multiplied by Coen's estimate of \$11.6 billion in spot and local TV, would produce cash flow of \$3.8 billion, which, multiplied by 12, produces the \$46.1 billion total. In reality, multiples cover a wide range and in some cases are meaningless, but 12 times 1987 cash flow would be a reasonable number, according to station broker Howard Stark.

How much of the programming/production industry to include in the broadcasting industry is a difficult question. If networks are included, barter syndication should be too since both are of the same genus but at different stages on the evolutionary scale. Barter revenue for 1987 is projected to be \$645 million, but margins range from at least 50%, reported by Multimedia, to losses taken on some first-run programming.

Using a 25% average margin and a 12-times multiple, one would come up with a barter value of \$1.8 billion, which is undoubtedly too low, since King World Productions alone has a current market capitalization of more than \$900 million. A more likely number, just for barter, would be, say, \$3 billion.

The real difficulty with the programming side is not with multiples, or even with evaluating film libraries, but where to stop. Why include the value of barter shows, but not those bought for cash, or for that matter, money obtained for sports rights fees? And if networks and other programming companies are included, there is at least some double counting of revenue and therefore asset value. □

List of top 20 TV group owners takes new shape

Same players, but new order of top TV station owners; Spanish-language stations reach new heights

Although no new players have been added to the list of top 20 group owners this year, there have been many shake-ups in the order, and depending on the status of RKO's KHJ-TV Los Angeles, the lineup could change once again.

KHJ-TV was already responsible for skewing the chart when the imminent sale of the station to Group W fell through, moving the latter from the sixth to the eighth spot.

The positions of the top five groups remain intact, though NBC's proposed purchase of WTVJ(TV) Miami from SCI Inc. will move NBC (at 1.37% coverage) closer to Capacities/ABC's dominant coverage of the U.S.

Although not existing two years ago, Home Shopping Network, the Clearwater, Fla.-based purveyor of teleshopping programs, became the sixth largest television group owner with the purchase of two new

TV's in 1987. Silver King Broadcasting, as HSN calls its various broadcasting subsidiaries, bought KLTJ(TV) Irving, Tex., for \$16.25 million and KWVT(TV) Salem, Ore., for \$5 million last June (both "Changing Hands," June 15).

Chris Craft moved up also, because of Group W's fall to eighth place. Spanish-language broadcaster Reliance Group Inc., jumped from 17th to ninth place with the purchase of KSTS(TV) San Jose, Calif., and a new TV in Galveston, Tex. (Houston) for \$25 million. The joint venture of Hallmark Cards and First Chicago Corp., also Spanish-language broadcasters, changed from 14th to 12th place with the purchase of KDTV(TV) San Francisco at the end of last year for \$25 million.

With SCI Holdings Inc. (formerly KKR) selling its WTVJ(TV) Miami to NBC for \$365 million, and combined with the sale of WLOS(TV) Asheville, N.C., last year, SCI moved from ninth to 13th. It is still awaiting the decision of a review of the initial approval of the sale of WTVJ(TV). SCI still has to

close on its sale of a half-interest in its six TV's to Gillett.

Gannett, with no new purchases, stayed at 10th place this year. TVX, as expected, moved from its 11th spot to 15th because of the mandatory sales of two of its stations. (The purchase of Taft's TV stations had given TVX—with a temporary waiver from the FCC—14 stations). Cox moved up from 12th last year to take TVX's place.

With the rapid ascension of Hallmark and Reliance into larger group owners, Scripps Howard moved to 16th place. Gaylord moved to last place when it sold WVUE-TV New Orleans for about \$60 million and WTVT Tampa, Fla., to Gillett for \$365 million. Taft moved down to 18th and Belo moved to 19th.

In the chart on page 33, market penetration is based on Arbitron figures released in October. FCC regulations allow for ownership of up to 12 TV stations when coverage of the U.S. remains below 25% (or 14 stations if the owner is a minority). UHF stations receive a 50% discount on coverage.

Television's top 20

These will be the 20 companies at the top in TV group ownership (ranked by their penetration of the total U.S., including 50% UHF discounts) should all proposed sales take place. The number in parentheses after each city is the Arbitron ADI market rank. The percentages reflect Arbitron's 1986-87 market ADI household and percentage figures released in October. UHF stations are figured at a 50% discount in coverage, according to FCC rules.

1. □ Capital Cities/ABC (24.43%)

- Ch. 7 WABC-TV New York (1) 7.78%
- Ch. 7 KABC-TV Los Angeles (2) 5.17%
- Ch. 7 WLS-TV Chicago (3) 3.50%
- Ch. 6 WPVI-TV Philadelphia (4) 3.01%
- Ch. 7 KGO-TV San Francisco (5) 2.37%
- Ch. 13 KTRK-TV Houston (10) 1.66%
- Ch. 11 WTVD-TV Durham, N.C. (35) .71%
- Ch. 30 KFSN-TV Fresno, Calif. (63) .23%

2. □ NBC/GE (22.38%)

- Ch. 4 WNBC-TV New York (1) 7.78%
- Ch. 4 KNBC-TV Los Angeles (2) 5.17%
- Ch. 5 WMAQ-TV Chicago (3) 3.50%
- Ch. 4 WRC-TV Washington (9) 1.78%
- Ch. 3 WKYC-TV Cleveland (11) 1.61%
- Ch. 4 WTVJ-TV Miami (14) 1.37%
- Ch. 4 KCNC-TV Denver (19) 1.17%

3. □ CBS (19.46%)

- Ch. 2 WCBS-TV New York (1) 7.78%
- Ch. 2 KCBS-TV Los Angeles (2) 5.17%
- Ch. 2 WBBM-TV Chicago (3) 3.50%
- Ch. 10 WCAU-TV Philadelphia (4) 3.01%

4. □ Fox (19.39%)

- Ch. 5 WNYW-TV New York (1) 7.78%
- Ch. 11 KTTV-TV Los Angeles (2) 5.17%
- Ch. 32 WFLD-TV Chicago (3) 1.75%
- Ch. 25 WXNE-TV Boston (6) 1.165%
- Ch. 33 KDAF-TV Dallas (8) .915%
- Ch. 5 WTTG-TV Washington (9) 1.78%
- Ch. 26 KRIV-TV Houston (10) .83%

5. □ Tribune Broadcasting (18.69%)

- Ch. 11 WPIX-TV New York (1) 7.78%
- Ch. 5 KTLA-TV Los Angeles (2) 5.17%
- Ch. 9 WGN-TV Chicago (3) 3.50%
- Ch. 46 WGNX-TV Atlanta (12) .70%
- Ch. 2 KWGN-TV Denver (19) 1.17%
- Ch. 26 WGNO-TV New Orleans (33) .37%

6. □ Home Shopping Network (15.61%)

- Ch. 68 WHSE-TV Newark, N.J. (1) 3.89%
- Ch. 46 KHSC-TV Ontario, Calif. (2) 2.585%
- Ch. 60 WPWR-TV Aurora, Ill. (3) 1.75%
- Ch. 65 WHSP-TV Vineland, N.J. (4) 1.525%
- Ch. 66 KPST-TV Vallejo, Calif. (5) 1.185%
- Ch. 66 WSHS-TV Marlborough, Mass. (6) 1.165%
- Ch. 49 KLTJ-TV Irving, Tex. (8) .915%
- Ch. 67 KHSH-TV Alvin, Tex. (10) .83%
- Ch. 61 WCLQ-TV Cleveland (11) .805%
- Ch. 24 WHSW-TV Baltimore (21) .51%
- Ch. 22 KWVT-TV Salem, Ore. (26) .45%

7. □ Chris Craft Industries (10.405%)

- Ch. 13 KCOP-TV Los Angeles (2) 5.17%
- Ch. 44 KBHK-TV San Francisco (5) 1.185%
- Ch. 9 KMSP-TV Minneapolis (15) 1.37%
- Ch. 45 KUTP-TV Phoenix (22) .51%

- Ch. 12 KPTV-TV Portland, Ore. (26) .90
- Ch. 4 KTVX-TV Salt Lake City (41) .66%
- Ch. 4 KMOL-TV San Antonio, Tex. (44) .61%

8. □ Group W (10.11%)

- Ch. 3 KYW-TV Philadelphia (4) 3.01%
- Ch. 5 KPIX-TV San Francisco (5) 2.37%
- Ch. 4 WBZ-TV Boston (6) 2.33%
- Ch. 2 KDKA-TV Pittsburgh (13) 1.38%
- Ch. 13 WJZ-TV Baltimore (21) 1.02%

9. □ Reliance Group (*9.175%)

- Ch. 47 WNJU-TV Linden, N.J. (1) 3.89%
- Ch. 52 KVEA-TV Corona, Calif. (2) 2.585%
- Ch. 48 KSTS-TV San Jose (5) 1.185%
- *Ch. 48 New TV Galveston, Tex. (10) .83%
- Ch. 51 WSCV-TV Fort Lauderdale, Fla. (14) .685%
- Ch. 2 WKAQ-TV San Juan, P.R. NR**

10. □ Gannett (8.795%)

- Ch. 56 WLVI-TV Boston (6) 1.165%
- Ch. 9 WUSA-TV Washington (9) 1.78%
- Ch. 11 WXIA-TV Atlanta (12) 1.40%
- Ch. 11 KARE-TV Minneapolis (15) 1.37%
- Ch. 9 KUSA-TV Denver (19) 1.17%
- Ch. 12 KPNX-TV Phoenix (22) 1.02%
- Ch. 5 KOCO-TV Oklahoma City (37) .70%
- Ch. 24 KVUE-TV Austin, Tex. (72) .19

11. □ Cox (8.91%)

- Ch. 2 KTVU-TV Oakland, Calif. (5) 2.37%
- Ch. 50 WKBD-TV Detroit (7) .96%
- Ch. 2 WSB-TV Atlanta (12) 1.40%
- Ch. 11 WPXI-TV Pittsburgh (13) 1.38%
- Ch. 30 KDNL-TV St. Louis (18) .60%
- Ch. 9 WFTV-TV Orlando (27) .86%
- Ch. 9 WSOC-TV Charlotte, N.C. (32) .76%
- Ch. 7 WHIO-TV Dayton, Ohio (48) .58%

12. □ Hallmark Cards (8.88%)

- Ch. 41 WXTV-TV Paterson, N.J. (1) 3.89%
- Ch. 34 KMEX-TV Los Angeles (2) 2.585%
- Ch. 14 KDTV-TV San Francisco (5) 1.185%
- Ch. 23 WLTW-TV Miami (14) .685%
- Ch. 41 KWEX-TV San Antonio, Tex. (44) .305%
- Ch. 21 KFTV-TV Hanford, Calif. (63) .23%

13. □ SCI Holdings (7.795%)

- Ch. 38 WSBK-TV Boston (6) 1.165%
- Ch. 2 WJBK-TV Detroit (7) 1.92%
- Ch. 8 WJW-TV Cleveland (11) 1.61%
- Ch. 5 WAGA-TV Atlanta (12) 1.40%
- Ch. 39 KCST-TV San Diego (25) .45%
- Ch. 6 WITI-TV Milwaukee (30) .80%
- Ch. 13 WTVG-TV Toledo, Ohio (65) .45%

14. □ MCA (7.78%)

- Ch. 9 WWOR-TV New York (1) 7.78%

15. □ TVX Broadcast Group (7.825%)

- Ch. 29 WTAF-TV Philadelphia (4) 1.505%
- Ch. 21 KTXA-TV Fort Worth (8) .915%
- Ch. 20 WDCA-TV Washington (9) .89%
- Ch. 20 KTXH-TV Houston (10) .83%
- Ch. 6 WCIX-TV Miami (14) 1.37%
- Ch. 30 WCAV-TV Nashville, Tenn. (31) .39%
- Ch. 38 WNOL-TV New Orleans (33) .37%
- Ch. 22 WLFL-TV Raleigh, N.C. (35) .355%
- Ch. 30 WMKW-TV Memphis, Tenn. (39) .335%
- Ch. 35 KRRT-TV Kerrville, Tex. (44) .305%
- Ch. 33 WTVZ-TV Norfolk, Va. (46) .30%
- Ch. 38 KJTM-TV Pine Bluff, Ark. (53) .26%

16. □ Scripps Howard (7.585%)

- Ch. 7 WXYZ-TV Detroit (7) 1.92%
- Ch. 5 WEWS-TV Cleveland (11) 1.61%
- Ch. 28 WFTS-TV Tampa (17) .62%
- Ch. 15 KNXV-TV Phoenix (22) .51%
- Ch. 9 WCPO-TV Cincinnati (28) .81%
- Ch. 41 KSHB-TV Kansas City, Mo. (29) .405%
- Ch. 5 WMC-TV Memphis (39) .67%
- Ch. 2 KJRH-TV Tulsa (52) .53%
- Ch. 5 WPTV-TV West Palm Beach, Fla. (54) .51%

17. □ Hearst (6.92%)

- Ch. 5 WCVB-TV Boston (6) 2.33%
- Ch. 4 WTAE-TV Pittsburgh (13) 1.38%
- Ch. 11 WBAL-TV Baltimore (21) 1.02%
- Ch. 9 KMBC-TV Kansas City, Mo. (29) .81%
- Ch. 12 WISN-TV Milwaukee (30) .80%
- Ch. 2 WDTN-TV Dayton, Ohio (48) .58%

18. □ Taft (5.83%)

- Ch. 10 WTSP-TV St. Petersburg, Fla. (17) 1.24%
- Ch. 10 KTSP-TV Phoenix (22) 1.02%
- Ch. 12 WKRC-TV Cincinnati (28) .81%
- Ch. 4 WDAF-TV Kansas City, Mo. (29) .81%
- Ch. 6 WTVN-TV Columbus, Ohio (34) .74%
- Ch. 6 WBRC-TV Birmingham, Ala. (43) .63%
- Ch. 8 WGHP-TV High Point, N.C. (50) .58%

19. □ Belo Broadcasting (5.68%)

- Ch. 8 WFAA-TV Dallas (8) 1.83%
- Ch. 11 KHOU-TV Houston (10) 1.66%
- Ch. 10 KXTV-TV Sacramento, Calif. (20) 1.06%
- Ch. 13 WVEC-TV Hampton, Va. (46) .60%
- Ch. 6 KOTV-TV Tulsa, Okla. (52) .53%

20. □ Gaylord Broadcasting (5.225%)

- Ch. 11 KTVT-TV Fort Worth (8) 1.83%
- Ch. 39 KHTV-TV Houston (10) .83%
- Ch. 43 WUAB-TV Cleveland (11) .805%
- Ch. 11 KSTW-TV Tacoma, Wash. (16) 1.36%
- Ch. 18 WVTM-TV Milwaukee (30) .40%

* Coverage when station is completed.

** TV Groups with stations in markets not rated by Arbitron must supply audience reach figures to the FCC, but only at the time of a sale.

NBC Radio: It's Westwood One's now

\$50-million deal closes; Mutual and NBC will remain separate networks; consolidation results in some layoffs of NBC personnel

Westwood One, the Culver City, Calif.-based network radio company, completed its \$50-million acquisition of the NBC Radio Networks from General Electric's NBC (BROADCASTING, July 27) last week, saying it would have a 20-year news supply and license agreement with NBC News for the NBC networks as well as the U.S. radio broadcast rights to the 1988 summer Olympics in Seoul, South Korea. And, as expected, the closing brought several consolidations of NBC network departments. The sale included the traditional NBC Radio Network; The Source, NBC's young adult network; Talknet, a nighttime program service, and NBC Radio Entertainment, the program distribution arm of the networks. Those elements will be combined with both Mutual Broadcasting, a Westwood One subsidiary, and the Westwood One Radio Networks. Those moves, coupled with Aug. 21 staff layoffs of 23 employees, are estimated to initially save Westwood \$4 million-\$5 million.

The most conspicuous change is the closing of the NBC Radio News bureau in Washington as it relocates to Mutual Broadcasting's Arlington, Va., headquarters. The NBC networks will be "sharing facilities and some [field] reporters in Washington with Mutual," said Jim Farley, vice president of

news for NBC Radio, who remains with Westwood.

Said Farley: "We [NBC and Mutual] are combining some resources, but our separate identities will be preserved. They are two distinct news operations with Ron Nessen heading Mutual News and Jim Farley heading NBC Radio News."

The consolidation led to the termination of four Washington-based NBC correspondents: Russ Ward, a 34-year veteran with NBC News, David Rush, Peter Laufer and Cliff Webb. Typically, most NBC Radio news correspondents file reports for both the NBC Radio Network and The Source. Seven NBC Radio news editors and writers headquartered in Washington will be transferred to the NBC television news side. (The seven editors and writers are not included in the NBC staff reduction figure).

Rusty Lutz will continue under Westwood's ownership as NBC Radio Networks' Washington bureau chief as will four correspondents: Tom Foty, who is deputy bureau chief; Steve Porter, White House correspondent; Bill Groody, and C.D. Jaco. Laid off were Dan Blackburn, chief of NBC's West Coast bureau, which will shift to Westwood's headquarters in Culver City, and Mike Maus, an NBC Radio New York correspondent. "We are keeping all other New York on-air correspondents," Farley said. Freelance reporters who had worked for NBC out of the Burbank, Calif., office will now work from Westwood's studios in Cul-

ver City.

In the networks' sales department, 14 staffers (sales directors, account executives and support staff) were laid off, including Warren Schultz, director of Eastern sales in New York. Remaining NBC sales personnel will work with the Westwood One sales forces. "NBC, like Mutual, is now being sold by Westwood One Sales," said Westwood One Chairman Norm Pattiz. That department is run by Greg Batusic, executive vice president and director of sales for Westwood. Pattiz added that Westwood One's New York operation will move to NBC Radio's facilities at 1700 Broadway soon.

The highest NBC Radio executive to be let go in the ownership change was Willard Lochridge, vice president and general manager of The Source and NBC Radio Entertainment. Assuming that post is Steve Soule, who was vice president of sales for the networks. Pattiz said that NBC Radio Entertainment will be a "functioning unit" but that the "bulk" of its long-form programming will be combined with the program lineup of the Westwood One Radio Networks. Andy Denmark continues as director of programming for The Source and NBC Radio Entertainment; Craig Simon remains as vice president and general manager of the NBC Radio Network and Talknet; Warren Vandever continues as director of engineering and operations, and Jack O'Rourke remains as executive producer of sports for NBC Radio.



Done dealers. l-r: Bill Battison, Westwood president; Randy Bongarten, NBC Radio president, and Norm Pattiz, Westwood chairman.

Two employees were let go in NBC's long-form program clearance department.

Said Pattiz: "There are certain consolidations that just make sense... It's no secret we have costs to control." However, Pattiz told BROADCASTING that Westwood will not consolidate the station relations departments of the NBC networks with Mutual's. "Affiliates [of NBC and Mutual] will continue to be serviced by separate departments."

The NBC Radio Networks are said to have lost \$9 million in 1986. Although they are expected to lose money this year, Pattiz said he is looking for them to at least break even in about two to three quarters.

In 1985, when publicly held Westwood One purchased the Mutual Broadcasting System from the Amway Corp. (BROADCASTING, Sept. 23, 1985) for \$37 million (\$30 million in cash and notes and \$7 million in stock), Mutual had reportedly been losing about \$7 million annually. The network

eventually managed to climb into the black, facilitated by several consolidation moves similar to those being implemented with the NBC networks. Some analysts estimate that Mutual could finish the year with an after-tax profit of approximately \$5 million.

Regarding the 86 National Association of Broadcast Employees and Technicians radio network members involved in the strike against NBC, Pattiz said that Westwood did not take on a NABET agreement. "That was not part of the deal," he said. Pattiz noted that a NABET/NBC contract was not in effect at the time of the NBC Radio purchase in July. NBC's most recent agreement with NABET expired on March 31. "We are currently hiring engineers for the NBC networks. If they decide on a collective bargaining agent, we will honor that," Pattiz said.

"What will happen to the striking radio network workers represented by NABET

will not be determined until the strike is resolved," an NBC spokesman said.

The transaction between Westwood One and NBC also involves the issuance of five-year warrants to NBC to purchase a million shares of Westwood One common stock for \$36.40 per share, which would give NBC roughly 6% ownership in the company.

With the addition of the NBC networks, Westwood One will strengthen its position as the second largest billing network radio company (ABC is first) in the \$400-million-a-year radio network business. "We feel this new alliance [with NBC] will help position network radio as an increasingly important advertising medium in radio's second half century," said Pattiz.

Through its various divisions, which include its three network units, the trade newspaper, *Radio & Records*, and KM Records, a newly acquired record duplicating plant, Westwood One employs about 600 people. □

ACT seeks reimposition of ad guidelines for children's programming

It says without restraints, ads appearing at 'far greater levels'; only FCC action will remedy situation

Asserting that commercial time in children's television programming is on the rise, Action for Children's Television last week asked the FCC to reimpose guidelines limiting advertising in children's programming on Saturday and Sunday mornings—"children's prime time"—to nine-and-a-half minutes per hour and at other times to 12 minutes per hour, the standards in effect before deregulation.

"New evidence indicates that without these guidelines, broadcasters are presenting commercial matter at far greater levels, thereby thwarting the FCC's policies in the children's field," ACT's petition said. Those policies, established in 1974, it said, recognize that "children are particularly susceptible to commercial pitches and that young children especially cannot distinguish between advertising and programming matter."

"Because children will watch television regardless of the level of commercial advertisements (hence the marketplace offers no incentive to broadcasters to limit commercials and, in fact, gives the opposite incentive), this situation cannot be expected to improve without FCC action," the petition said.

In response to a court order, the FCC is currently reevaluating its 1984 decision to drop the guidelines, which were drawn from the National Association of Broadcasters' former programming and commercial standards and included in the FCC's 1974 report on children's programming. A violation of the guidelines made a station's license renewal subject to special FCC review.

Bill Johnson, acting chief of the FCC's Mass Media Bureau, said he doubted that the FCC could reverse its decision to do away with the guidelines without another proceeding. "We are likely to have some fur-



ACT President Peggy Charren

ther proceeding, but no final decision has been made," he said.

The ACT petition argued that the FCC should reimpose the guidelines without waiting for the results of another proceeding. "It is inconceivable for the FCC to maintain that the public interest can be served by ignoring the needs of children and relying on the marketplace," it said. "The market has again demonstrated that the child audience is unique. These violations of the public interest are occurring now and the FCC must...act immediately...to prevent further damage to the public interest."

The FCC can conduct a proceeding after

the fact if it feels it has to, the petition said. If it does, it said, ACT will argue "vigorously" that all children's programming, including that appearing during weekdays, should be subject to the nine-and-a-half-minute cap.

In 1984, the FCC dropped its commercial guidelines for all kinds of programming as part of a general deregulation of television, arguing that the marketplace would limit commercials. The inclusion of children's programming in the deregulatory sweep was seen by some as an oversight at the time, but, two years later, the FCC affirmed that children's programming was included. It contended that deregulation of commercials in children's

programming was consistent with the general deemphasis of qualitative guidelines and that commercials help support children's programming.

ACT appealed the elimination of the guidelines for children's television to the U.S. Court of Appeals, and last June the court sent the case back to the FCC with instruction for it to justify more fully its action. "The commission has offered neither facts nor analysis to the effect that its earlier concerns over market failure were overemphasized, misguided, outdated or just downright incorrect," the court said, adding: "Instead, without explanation, the commission has suddenly embraced what had theretofore been an unthinkable bureaucratic conclusion that the market did in fact operate to restrain the commercial content of children's television."

ACT President Peggy Charren believes that reimposition of the guidelines will inhibit the proliferation of what ACT calls "program-length commercials"—programs featuring toys that are sold to children. "It seems like every day a new program-length commercial comes on stream," she said. "This would stem the tide."

But the FCC disagrees. Acting on a complaint from ACT and the National Association for Better Broadcasting in 1985, the FCC said that programs that feature toys are not "program-length commercials" and do not have to be logged as such. So whether the guidelines are reimposed or not, according to the FCC's current thinking, such pro-

grams would be unaffected.

Commercial time in children's programming has gone up since the FCC caps came off, the petition said, citing a study by Dale Kunkel at the University of California, Santa Barbara, that found that nonprogram time (product ads, public service announcements, program promos and station identifications) rose "markedly" at seven stations in the year after the guidelines were lifted (BROADCASTING, Aug. 3). (The study assumed that stations adhered to the guidelines in 1984.)

The Kunkel study focused on children's programming on weekday mornings and afternoons on eight stations. Of the eight, it found, only one stayed within the old FCC limit of 12 minutes per hour. The other seven all exceeded the limit, with three averaging more than 14 minutes per hour.

The Kunkel study went beyond mere numbers. It said that the FCC's contention that "an inherent marketplace mechanism exists to restrict the overcommercialization of children's programming without the need for regulation is flawed."

The FCC's reliance on the marketplace assumes that viewers will turn off a program if the commercial load becomes too heavy, the Kunkel study said. But such an assumption cannot be made about the child audience, it said. "There is no consensus of evidence to indicate that young children dislike watching commercial interruptions," it said. "Indeed, it is not unusual for children to report that they greatly enjoy watching television commercials." □

Broadcasters arming themselves for uphill fairness fight

NAB and state associations find their work cut out for them in convincing congressmen to oppose codification of fairness rules

Broadcasters continue to gear up for a major fight on fairness. The National Association of Broadcasters is forging ahead with its massive lobbying campaign to prevent Congress from reviving the fairness doctrine despite reports last week from broadcasters across the country that it may be a "mission impossible."

NAB President Eddie Fritts admits "it's going to be difficult" to arrest the momentum behind a fairness bill. But he said NAB has no plans to retreat.

As Congress returns next Wednesday (Sept. 9) from its August recess, its first order of telecommunications business will be to turn the fairness doctrine (which the FCC declared unconstitutional on Aug. 4) into law (BROADCASTING, Aug. 3, 10 and 17). It won't be the first time Capitol Hill takes up the doctrine. The House and Senate passed legislation codifying fairness earlier this year. And later, when President Reagan vetoed the measure, the Senate, after the Democratic leadership was unable to muster the votes for an override, voted to send the veto message back to the Commerce Committee where the bill originated.

Once they're back in action, Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and House Energy and Commerce Committee Chairman John Dingell (D-Mich.) are expected to seek an appropriate legislative vehicle (one the President won't veto) to which they could attach a fairness measure. Among the possibilities: a debt ceiling bill, a budget reconciliation package and a continuing budget resolution. Some observers are predicting that contra-aid legislation might become a vehicle.

"The difficulty of this thing is that we don't know where the battle's going to be fought," said Fritts. But NAB's hunch is the first move will be made in the Senate Appropriations Committee. The NAB considers it important to block any fairness amendment before it becomes part of a larger legislative package.

Senator Ted Stevens of Alaska, a senior Republican on the committee, is expected to lead the fight against a fairness amendment. Judging by earlier votes cast on fairness, NAB is counting on the committee's Republicans (except Warren Rudman of New Hampshire) to oppose an amendment.

It's the committee's Democratic members that broadcasters have to win over. Some of the Democrats NAB hopes to convince are the committee's chairman, John Stennis of Mississippi, who originally voted against

Grass-roots recruitment

The National Association of Broadcasters' government relations department may undergo a reorganization sooner than anticipated. The pending departure of NAB's chief lobbyist, John Summers, at the end of the year (BROADCASTING, Aug. 17), creates one vacancy, but the association is also losing Dennis McIntosh, director of broadcaster congressional relations, who is joining the Corporation for Public Broadcasting on Sept. 8 as director of the office of government affairs (see page 118).



Turner

NAB's president, Eddie Fritts, will continue his search to fill the association's top lobbying job, but because of the legislative challenges facing the industry, chiefly a battle over the fairness doctrine (see page 36), he wants to fill the "gap" as soon as possible. There are "too many issues, and we don't want to miss a beat," said Fritts.

He's asked Bill Turner, vice president and special assistant to the president of Citadel Communications Corp., to handle NAB's grass-roots operation on an interim basis (until Congress adjourns this year). Turner is a former TV board vice chairman and is also

chairman of NAB's Television and Radio Political Action Committee; he'll meet with Fritts today (Aug. 31) to discuss the offer. Turner told BROADCASTING if they can "work around his other commitments," he'll go on board.

News that Turner might join NAB's staff generated some speculation that he might wind up running the government relations department. Especially, commented one source, if NAB "runs into problems finding someone." However, Fritts said Turner is "not under consideration for the top job. The person who winds up with that job will come off the Hill." Reportedly, Fritts also made that clear to NAB's executive committee. When asked whether Turner might become a permanent employee, both Fritts and Turner emphasized that it is a temporary move. (Turner would take a leave of absence from Citadel.) Nevertheless, a source familiar with Turner remarked that "nobody thought the 100 Years War would last longer than five years."

the codification bill but did not back the President's veto of the measure, and Patrick Leahy of Vermont, who did not vote in the first round but, like Stennis, opposed the veto.

The majority of Democrats, however, are on record supporting fairness, including Hollings who sits on the Appropriations Committee, although William Proxmire, a Wisconsin Democrat and staunch opponent of the doctrine, will side with his Republican colleagues. Despite the odds—13 votes (the 12 Republicans and Proxmire) against fairness and 15 in favor—NAB says it will continue to work on the Democrats.

During the recess, broadcasters were asked to call on their congressional delegations to urge opposition to a bill. Lawmakers appeared to be ducking their local broadcasters. "We're getting a lot of feedback that some congressmen don't want to talk," said John Summers, NAB's senior executive vice president for government relations.

In Arkansas, for example, broadcasters "tried to get appointments and encountered unprecedented resistance," according to Ted Snider of KARN(AM)-KKYK(FM) Little Rock, Ark. Snider is immediate past chairman of the NAB and a member of the Arkansas Broadcasters Association. "Normally, we get in without a problem," said Snider, who wasn't sure the congressmen were deliberately avoiding broadcasters. One veteran communications lobbyist speculated that the members' reluctance to discuss fairness stemmed from a "Dear Colleague" letter circulated by Chairman Dingell before the recess. The letter warned that the FCC's repeal would lead to "the demise of candidate access to the airwaves and equal time requirements, as well."

In California some legislators have expressed concern that the FCC's action resulted in abolition of the FCC's political editorializing and personal attack rules, reported Victor Biondi of the California Broadcasters Association. But CBA has been working to dispel that confusion. (Last week broadcast organizations petitioned the FCC to do away with those rules. See page 89.)

Some lawmakers weren't ducking discussions of fairness. Senator Donald Riegle (D-Mich.), a Commerce Committee member, who appeared at a Michigan Association of Broadcasters meeting earlier this month, asserted his support of codification. According to MAB's Karole White, Riegle said this was one issue on which "we would have to agree to disagree."

And Representative Jim Cooper (D-Tenn.), a member of the House Telecommunications Subcommittee, conveyed his thoughts on the matter at a Tennessee Association of Broadcasters convention Aug. 14. "I side with my congressional colleagues [Dingell and others] overall in this debate," Cooper said. "To me, given the choice between unfettered speech and fair speech for broadcasters, although it's questioned with good arguments on both sides, I come down on the fair speech side. Given a choice between absolute free competition between outlets and a policy that's more like the golden rule, I am going to vote for the golden

rule," the congressman told the broadcasters.

Cooper also underscored the intensity of the issue. "In Washington today, by far the hottest broadcaster issue is repeal of the fairness doctrine," said Cooper. "I have never seen such an emotional outbreak from my colleagues as I saw when the President vetoed the legislation and subsequently when the FCC by unanimous vote went ahead and repealed the fairness doctrine on its own."

Still, broadcasters have been able to muster some congressional support. In Kentucky, at least a majority of the state's seven-member House delegation can be counted on to oppose fairness, reported J.T. Whitlock of the Kentucky Broadcasters Association. As for the Senate, Whitlock doesn't expect Democrat Wendell Ford to alter his position favoring the doctrine. Republican Mitch McConnell backed the President's veto of

the bill. In Ohio, too, broadcasters were receiving favorable responses. Dale Bring of the Ohio Association of Broadcasters thinks most of the state's 21-House members will come out against codification.

Also working with NAB is the Radio-Television News Directors Association, the American Newspaper Publishers Association and the American Society of Newspaper Editors to help deliver the message to Capitol Hill. RTNDA is making the fairness fight a key theme of its annual convention this week (Sept. 1-4) and NAB is initiating a letter-writing drive at its radio programming conference (Sept. 9-12) in Anaheim, Calif. Additionally, NAB has enlisted the help of former FCC Commissioner Glen O. Robinson, now a law professor at the University of Virginia, in gathering the signatures of former commissioners for a letter to the Hill supporting the FCC's action. □

Renewal request backed by NAB

Association supports law firm's effort to revise renewal procedures that create 'instability'

The National Association of Broadcasters has lent its support to an effort by a Miami

communications law firm to reform aspects of the FCC's comparative renewal process that the firm believes puts licensees at a disadvantage and tends to "encourage instability in the broadcast industry."

Leibowitz & Spencer petitioned the FCC

NBC chief financial officer to leave

Robert C. Butler, a group executive vice president and chief financial officer at NBC, is leaving the company at the end of September. He is being replaced by Albert R. Barber, president, GE Railcar Services Corp. Barber is the first top-level executive from the ranks of the NBC parent company to join the network since Robert Wright, former head of GE Financial Services, signed on as the network's president last year. Butler, 56, is exercising an option to take early retirement with a lump sum distribution benefit. He said last week he had planned to exercise that option at the deadline for doing so, which is December 1988. However, network President Wright asked him



Barber



Butler

two weeks ago to "accelerate" his departure schedule for a smoother transition from the existing top management team to the new team Wright eventually decides upon. "He's anticipating that more than a few" executives will opt for early retirement, said Butler of Wright. The network president hopes to space those departures as evenly as possible over the next 15 months, when the early retirement option under the RCA benefit package expires. Butler said it makes sense for him to leave now because there are a number of long-term projects—such as the companywide switch to an IBM computer network from a Sperry Rand system and possible relocation of headquarters from Rockefeller Center—that his replacement will ultimately be responsible to implement. Butler said his plans are unclear but he expects to remain in the entertainment business. Barber, 41, is a native of Rye, N.Y., and worked under Wright at GE Financial Services. He has also held positions at GE corporate headquarters and subsidiaries dealing in real estate and construction.

last July to make specific changes in the comparative renewal process: 1) to prohibit competing applicants for a station's license from receiving "anything of value" in exchange for withdrawing their application; 2) to prohibit competing applicants from specifying the technical facilities of the renewal applicant without making sure the facilities are available, and 3) to require competing applicants to make full financial and ownership disclosures.

In its filing in support of the law firm, the NAB said "the commission should take steps to eliminate the abuses inherent in the present procedures." The law firm's petition, it said, "is a step in the right direction in making sure that applicants do not file construction permit applications solely to extort money from a renewal applicant."

The NAB said, however, that any FCC proceeding should go beyond the scope suggested by Leibowitz & Spencer. "The commission might [also] explore ways to prevent parties from using threats of filing competing applications in order to be paid off. In addition, the commission might examine whether limiting the amount of money renewal challengers can receive to their 'legitimate and prudent' expenses is in the public interest."

At its Aug. 4 open meeting, the FCC proposed new rules that would stem abuses in the FCC's petition-to-deny and frequency-allocation processes by limiting the amount of money that those filing petitions to deny (license renewals or transfers) or competing applications may receive for withdrawing their filings. But, as NAB pointed out in its filing, the proposed rules do not encompass comparative renewal cases.

"Given the very limited public benefit from renewal settlements and the significant public detriment that results from policies encouraging parties to 'jump' renewals for settlement dollars," Leibowitz & Spencer said in its petition, "the commission should adopt a rule prohibiting renewal challengers from seeking or obtaining anything of value in exchange for dismissing their applications."

A 1983 decision by the FCC eliminating limits on the amounts renewal applicants

Baruch: back to school

Former Viacom International Chairman Ralph M. Baruch has been named to a senior fellowship at the Gannett Center for Media Studies at Columbia University. Baruch, a broadcaster since the 1940's who served CBS as group president and Viacom as chief executive officer, will join Oxford University's Lord Asa Briggs, Harvard University's Gerald Lesser and former CBS News executive Ernest Leiser as one of four senior fellows during the 1987-88 academic year. As a fellow, Baruch will be in charge of several projects, including a study of "the links between government regulation and the commercial development of new communication technologies." Baruch will begin his term as fellow on Jan. 1, 1988.

Gannett Center fellows receive salary support and research assistance while studying problems that face the media and society. The Center is funded by the Gannett Foundation, Rochester, N.Y., and was established in 1984 as an institute for "the advanced study of mass communication and technological change."



Above (l-r): Frank Stanton, president emeritus, CBS; Everette Dennis, executive director, Gannett Center for Media Studies, and Baruch. Stanton described himself as having served as "matchmaker, but in today's world maybe it's more the role of a broker," in the bringing together of Baruch and Gannett. He described Baruch as possessing "a happy combination of understanding of the global problem in communications and a grasp of the technology." Baruch said he was "absolutely delighted" over the chance to work at the Gannett Center and had been "quite intrigued [when first offered] the opportunity to be able to contribute something more to the communications industry."

may pay competing applicants to withdraw their applications has "hastened settlements" of comparative renewal proceedings, the law firm said, but it has also "likely had the

unintended effect of encouraging some people to challenge broadcast renewals in anticipation of participating in large settlements."

The current procedures allow competing applicants to "jump" renewal applications without having to demonstrate that they have the financial wherewithall to operate a station and to reveal completely who they are, the law firm said. The FCC should make the challengers make full financial and ownership disclosures and put them in "equivalent positions" with the renewal applicants, it said.

Under current procedures, Leibowitz & Spencer said in its petition, challengers can also establish their technical qualifications by saying they intend to acquire the facilities of the renewal applicant. "No other type of broadcast applicant receives this type of presumption of site availability and technical qualification from the commission," the law firm said. "This unwarranted presumption, coupled with the other advantages given renewal challengers, only serves to foster the filing of applications mutually exclusive with renewals." □

Survey synopsis. The National Association of Broadcasters 1987 annual convention in Dallas last March received a favorable review, according to a survey conducted by the association. In interviewing 500 convention attendees, NAB's research department found that 54% thought the meeting was "as good as" previous conventions, although only 16.4% felt it was "better" than those held before. (Earlier surveys showed that 25.5% rated the 1985 convention better than others and 24.8% said the 1984 show was better.) Some 10.4% found the 1987 convention to be "worse" than past shows. That's fewer than the 17.4% who rated the 1986 session as worse than the one before.

Among other results of the survey: 21.4% were dissatisfied with the event's Dallas location; 45% said they attended engineering sessions compared to the 37.6% of those surveyed in 1984; 27.8% want more technology sessions; 58.4% thought the exhibit floor was one of the convention's best features (45.9% of the radio and 43.7% of the TV respondents purchased or ordered equipment).

According to NAB, finance/acquisition and sales/promotion were among "the most popular" radio management sessions and the top television sessions were the sales/promotion and technical sessions. The "lowest-rated service" was lunches. Asked which day the exhibit floor should open, 51.8% of the radio and 51.3% of the television respondents said Saturday. The survey also found that 94.9% of the television participants are planning to attend the 1988 convention, while only 88.2% of radio broadcasters said they planned to go.

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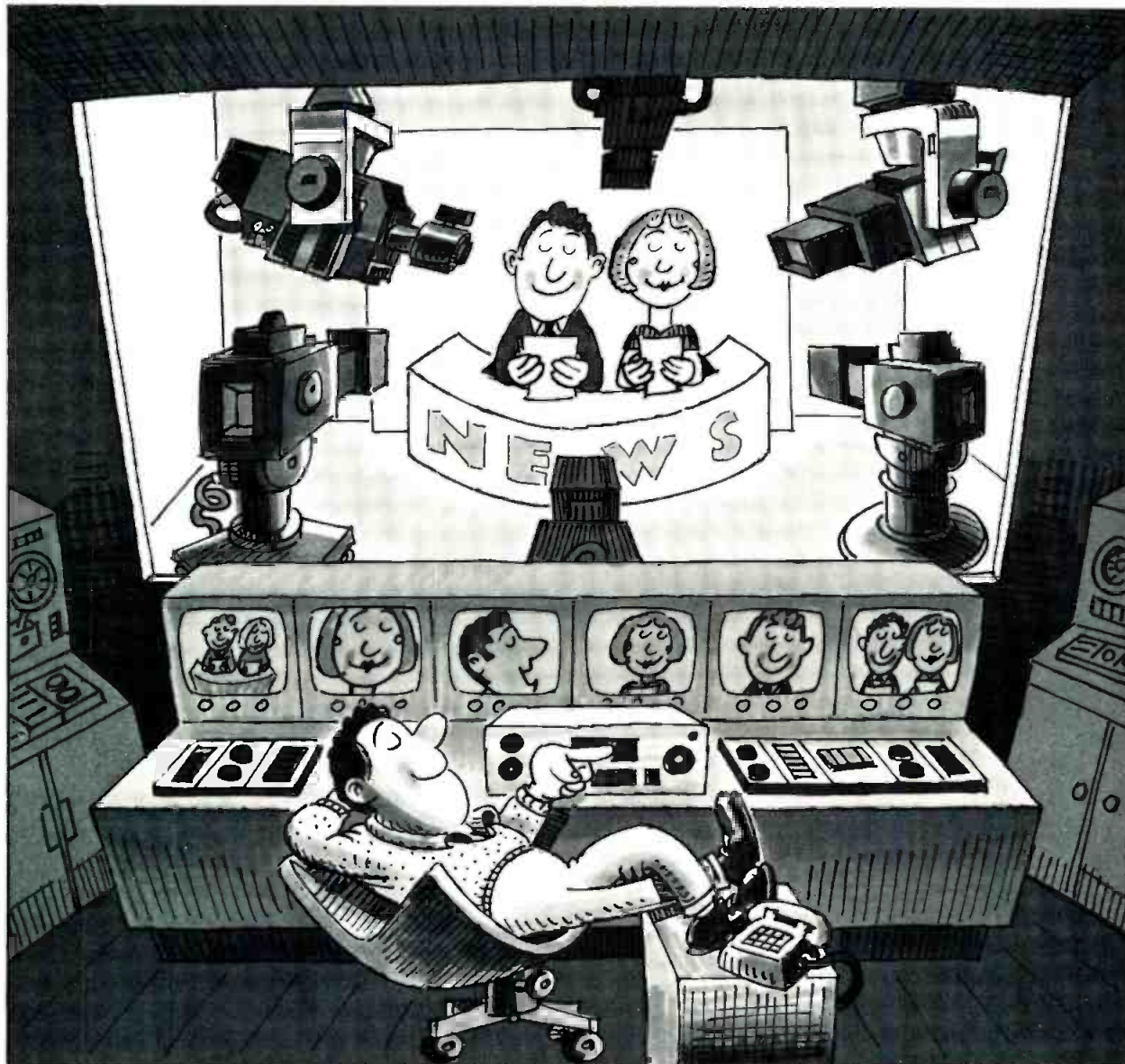
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Local stations: survival of the fittest

High-stakes competition in many markets is intense, spawning sophisticated news coverage; some stations blow whistle on competition saying techniques used to lure viewers are unfair

Local television news is risky business. Viewers seem to devour it, a fact that attracts advertiser dollars. That, in turn, generates competition among stations that is often fierce. The competition can and often does result in a higher level of journalism (blow-dried anchors with little between the ears no longer need apply). It can and sometimes

does produce something else—complaints of ratings manipulation. For news directors at stations solidly ensconced in first place, the publication of the quarterly Nielsen and Arbitron reports is a time of satisfaction and self-congratulation. ("This is a wonderful market. I love it when we're number one," says one of the fortunate ones.) For those playing catch-up, those reports are reminders of how much farther the journey to the top.

A survey of half a dozen markets regarded by some observers as among the most competitive follows. It shows some news operations sitting on peaks, others occupying

valleys, and all of them fighting to hold or gain advantage in a business where there are no guarantees.

Minneapolis

For years, Minneapolis-St. Paul had been largely a two-station market as far as local television news was concerned. Midwest Communications Inc.'s WCCO-TV, with its solid, even conservative, approach to the news usually topped the ratings, but not by much. Hubbard Broadcasting Inc.'s KSTP-TV and its Frank Magid-influenced news operation was always a close second, if not on top. Then, in 1983, Gannett Co. bought

WTCN(TV), an independent, changed its call sign a couple of times—it is now KARE—picked up an NBC affiliation, brought in new people, spent millions on new equipment and invested even more in terms of spirit, and began closing the gap, at least at 10 p.m. In time, it displaced KSTP-TV as number two at that time. And in the July Nielsen book, it topped the field, with a 15 rating and 29 share. The intensity of the competition was indicated by WCCO-TV's winding up third, with a 13/24, behind KSTP-TV, which recorded a 14/24.

Tom Kirby, vice president, news, KARE, gives much of the credit for the turnaround to president and general manager Joe Franzgrote, who had run Gannett's station in Denver, KUSA-TV, before being given the assignment in Minneapolis. Kirby was one of the executives Franzgrote took with him from Denver. Franzgrote doubled the size of the news staff, improved camera equipment, and renovated the newsroom and facilities. As a result, 30-second spots in the 10 o'clock news, which sold for \$500 when the rating was a nine, now bring more than \$5,000. (WCCO-TV and KSTP-TV, in that order, still dominate the 5 p.m. and 6 p.m. time periods, however.)

As for style, KARE is said to have borrowed a little from its competitors, the hard news of WCCO-TV and the features and accidents and fires and emphasis on weather of KSTP-TV, and to have focused on the young audience that KSTP-TV once owned. ("Both competitors do what they do very well," Kirby said. "We had to have what the others have.") It has also hired some of KSTP-TV's personalities.

Neither of its principal competitors seems unnerved by KARE's surge. Reid Johnson, WCCO-TV news director, is comfortable with what he describes as the station's "traditional newscast," strong on news and public affairs, issue reporting and multiweek projects (a recent one dealt with sexual abuse of children). And Larry Price—the third news director at KSTP-TV in the last few years—said that station's approach was hard news, laced with "some features." But all three stations, he said, "do a good job."

The fierceness of the competition among the news organizations is indicated not only by the ratings. In June, Midwest filed suit against Gannett, charging its KARE had used a "phony" telephone research survey to manipulate audience ratings during the May sweeps (BROADCASTING, June 22). The suit, which said the survey had asked thousands of area viewers to watch KARE at 10 p.m. "as

often as possible" during the sweeps period, also named as a defendant the research company involved, Atkinson Research of Minneapolis. Franzgrote said the suit reflected Midwest's concern that KARE's ratings in May had continued "on an upward growth trend." For its part, Atkinson countersued, charging defamation of character.

Detroit

Detroit provides a not dissimilar story, with Post-Newsweek Stations in the Horatio Alger role. In 1978, Post-Newsweek swapped its WTOP-TV Washington for the Evening News Association's Detroit station, WWJ-TV, plus some cash. At the time, ABC's WXYZ-



Kirby of KARE



Bonds of WXYZ-TV

TV was a strong first-place station and Storer's WJBK-TV a strong second, while Post-Newsweek, accustomed to running classy news operations, found itself in charge of a station that, as the saying went, was "fourth" in news in a three-affiliate market. WWJ-TV's news broadcasts were being topped by M*A*S*H reruns on a local UHF.

Now, according to Arbitron's July book, the Post-Newsweek station, operating under a new call sign, WDIV-TV, is number one in the market from sign-on to sign-off, topping the other two network-affiliated VHF's in news at 11 p.m. and tying ABC's WXYZ-TV at 6 p.m. WXYZ-TV is a clear winner at 5 p.m. In the Nielsen book for July, WXYZ-TV tops WDIV-TV at 5 and 6 p.m. and ties it at 11 p.m. Still, by any measure, WDIV-TV has become a major force in news in the market, while WJBK-TV is struggling to keep up.

"We developed new alternatives for the viewer," says Bob Warfield, WDIV-TV's vice president for news, in discussing the effort to enliven the station's news operation. "We developed a strong team concept built around Mort Crim, the anchor, a strong reporting staff, strong sports and strong weather." Beats, which Warfield refers to as "franchises," were developed to assure strong coverage of business, politics and consumer

affairs. And the reporters involved are used as anchors at noon, in early evening and on weekends.

The ratings figures indicate, however, that WXYZ-TV remains a tough competitor. So did its performance in covering the Northwest plane crash that claimed more than 150 lives at Detroit's airport on Aug. 16. WJBK-TV had the first pictures, at 9:10 p.m.—a crew was at the airport awaiting the arrival of the Detroit Tigers from a road trip—but WXYZ was on the air with a series of reports beginning at 11 p.m. And both Detroit newspapers, *The Detroit News* and the *Detroit Free Press*, were generous in their praise of WXYZ-TV's job, particularly that of anchor Bill Bonds, long a major force in Detroit journalism. The *Free Press* said WXYZ-TV "admirably polished its job as a top-notch news and information station."

"Bonds," the *News* said, "orchestrated his polished on-site team...like a maestro." For its part, WJBK-TV is said by those who follow such things to be on its way back to a position of competitiveness in the market (although its ratings seem to have fallen off in the July book). Several months ago, it introduced a new anchor, Bruce Kirk, as a replacement for George Sells, who is now the automotive reporter appearing in a new business segment in the 6 p.m. and 11 p.m. newscasts. WJBK-TV had already featured a highly regarded business reporter, Murray Feldman, who had started at the station 11 years ago as a general assignment reporter. Sloat sees an "unparalleled interest" in business news, in Detroit and throughout the country, and seems determined to fill it.

Los Angeles

As in so many other areas of life, Los Angeles seems to be in a world of its own where competition among local television news operations is concerned. In addition to the three network-owned stations, there are four VHF independents offering news at different times throughout prime time. Television news operations, beginning in late afternoon and continuing into late night, are stretched to find fresh angles on stories that break on the East Coast early in the day, Pacific time. There is the weather; its lure is not easy for a television news operation to challenge. Then, too, there is the wealth of a market that is home to 15 million people—and the fact that local news can be (must be?) a major profit center. Such pressures can produce some strange happenings.

Take KCBS-TV, for instance. Once one of the dominant news operations in the market, it saw its ratings begin slipping; the slippage bred desperation, and the desperation, last September, bred something that was dubbed the "news wheel," or the "infamous news wheel," as some at the station called it. Beginning at 4 p.m., the station ran two one-hour news programs divided into 20-minute segments each devoted to a different category—hard news, features, life style, family issues, whatever. Three weeks after its inauguration, station officials decided they had not hit upon a hot idea, and canceled it. Top executives associated with the idea left, too, as did Erik Sorenson, the news director.

But Sorenson returned after several

Points of contention

One reason for the fierceness of the competition among news organizations is indicated in a commentary that Midwest Communications Inc. President James Rupp submitted to BROADCASTING. The commentary renews Midwest's attack on Atkinson Research for allegedly rigging the May ratings in favor of KARE(TV) (BROADCASTING, June 22, 29). But it also indicates the importance to a station in a market like Minneapolis-St. Paul of a single rating point. "On the revenue side, in Minneapolis-St. Paul," Rupp said, "the value of one rating point in the 10 p.m. news is: 16 10 second spots @ \$150 per point = \$2,400 per day x 7 days = \$16,800 per week and x 52 weeks = \$873,600 gross revenue annually." Rupp estimated the cost of the 100,000 questionnaires that were mailed by the survey firm during the May sweep, with return postage, at \$93,376.

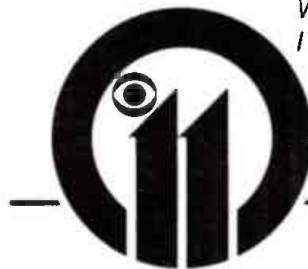
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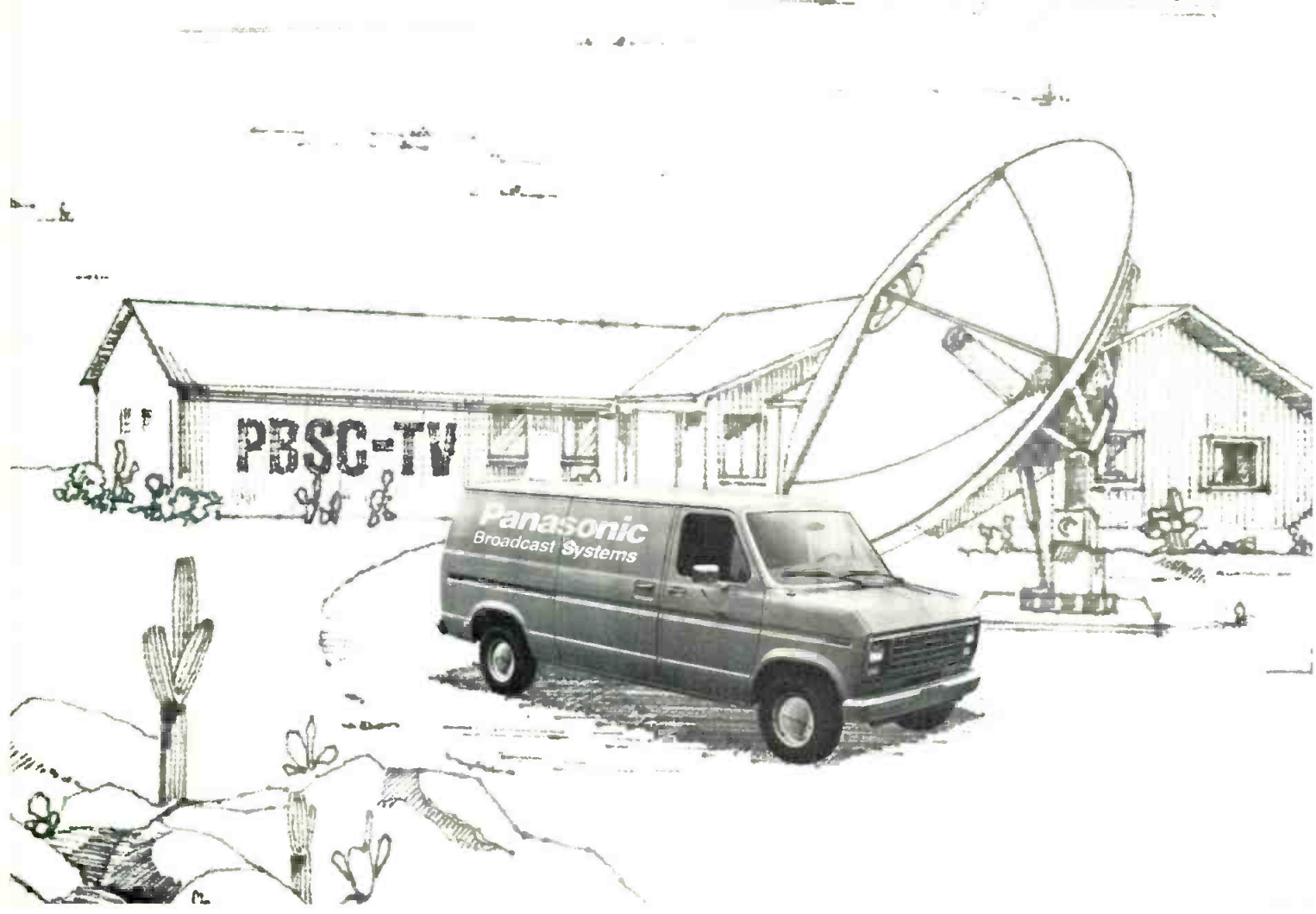
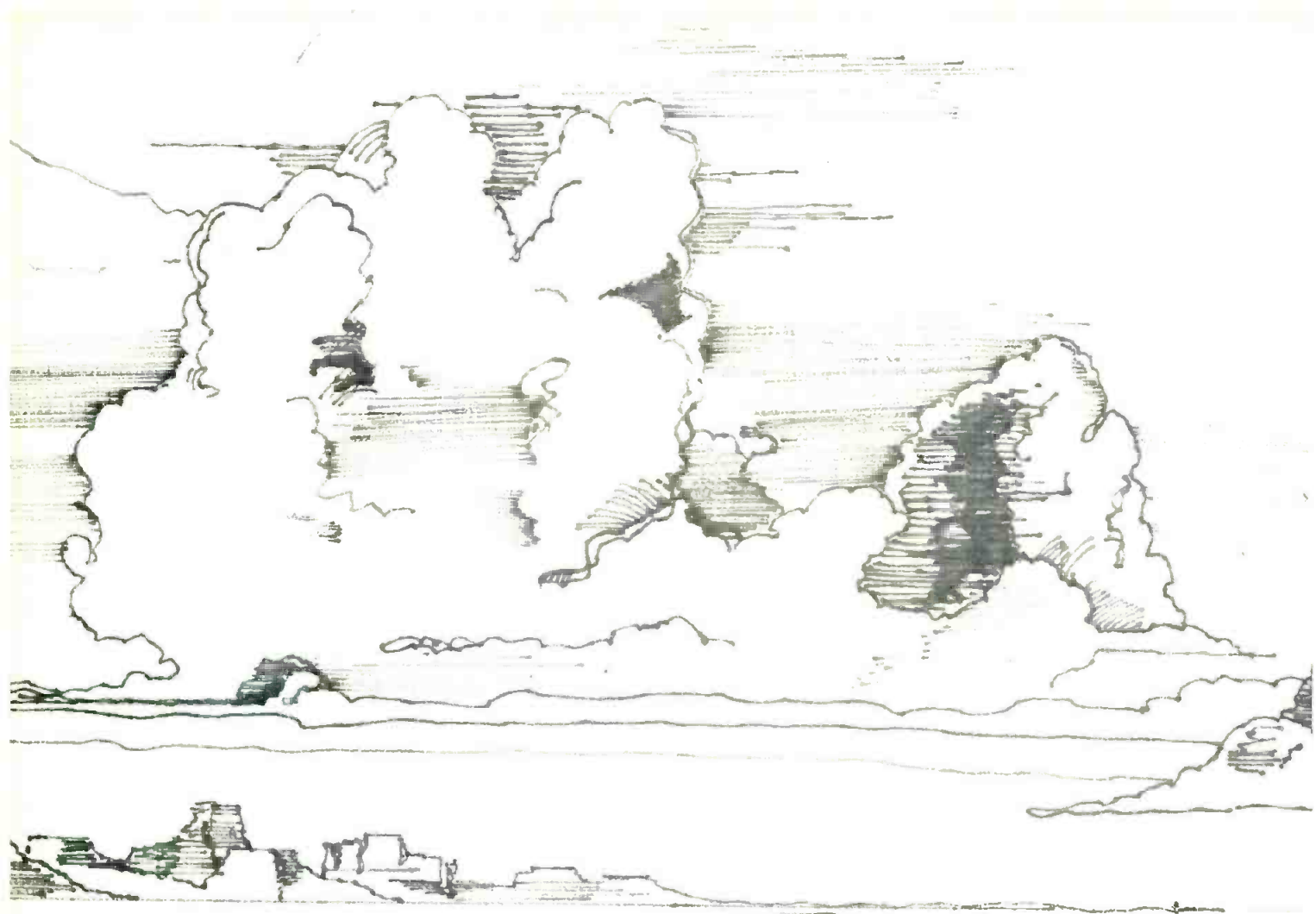
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months, and is now on what he calls "a salvage job." The effort, he says, is to focus "on hard news—that was our tradition," even as the station reduces the time devoted to local news from three to two and a half hours beginning in September. Another change will see a half hour of local news at 7 p.m., following *CBS Evening News with Dan Rather*. Yet another, and possibly more significant change, has been in the introduction of new news and sports anchors. Presumably, the changes will be the last for a while. For stability, Sorenson says, is what the station's news operation needs. He believes it was the lack of stability that contributed mightily to the downward spiral of the news operation's ratings—eight news directors and general managers in the past 10 years. Sorenson said he left last year because he would have been responsible for breaking in his third general manager in two years. Such change, he believes, upsets viewers and drives them away. He came back to the station, in May, he said, because he is "convinced CBS is aware of the need for stability."

With KCBS-TV out of the running, at least temporarily, the competition for audience is largely between the other two network-owned and operated stations, KABC-TV and KNBC-TV. Both are strong operations, providing plenty of hard news, much of it with a



Severino of KABC-TV



Hopkins of WBZ-TV

local slant. KNBC-TV's Hispanic reporters, for instance, did a bilingual (in English with subtitles) series on the government's program of amnesty for illegal aliens. But KABC-TV, whose news programs dominate the ratings in most of the time periods, is characterized by some of its competitors as a "T and A" station, if only during sweeps months. ("It's almost like two different stations," one observer said.) During the November rating period, critics note, KABC-TV ran a five-part series featuring Vanna White modeling lingerie. KABC-TV's president and general manager, John Severino, defended the station's news judgment on the issue: "That was at the height of Vanna White's popularity." He also noted that KNBC-TV has indulged in similar programming in sweeps periods: "They did *Confessions of a Porno Queen* last year."

But it was not Vanna White in lingerie or "lesbian nuns," the subject of another sweeps period series, that caused Nielsen, under pressure from KABC-TV competitors, to strike the 11-11:30 p.m. time period for all Los Angeles stations for an eight-day period during a ratings month. That was the heavily promoted series KABC-TV ran on Nielsen families in May (BROADCASTING, June 8, 15). Adding to KABC-TV's discomfiture was the \$5-million suit its former ombudsman

and investigative reporter filed against Capital Cities/ABC for allegedly firing him because of an investigative piece he did on what was said to be an effort at ratings manipulation (BROADCASTING, Aug. 24). As Severino says, "Los Angeles is a unique competitive situation."

And not only among the network owned-and-operated stations. The independents have been a force, too, particularly the Tribune Co.'s KTLA(TV). It was the first station in the market to air a news program, in 1947, and for years has been number one at 10 o'clock—where its only news competition now is Chris-Craft/United TV's KCOP(TV). In fact, KTLA's rating and share on any given night will equal or better the performance of the network stations at 11 p.m. (Its 7.5 rating on the Nielsen card earlier this month equaled KNBC-TV's performance and bettered KCBS-TV's.) Part of its secret for success, apparently, is the kind of "stability" KCBS-TV's Sorenson seeks. Some of the on-air personnel have been with the station for not only years but decades.

But things could tighten up among the independents. Ed Coughlin, KCOP's news director, says he was hired three years ago to make the station competitive, and sees progress being made. The station recorded a four rating in July, only one point behind KTLA. Fox Television Stations' KTTV(TV), which gave up head-to-head competition at 10 p.m. to provide a half-hour news show at 8 p.m., will return to head-to-head competition at that hour in September to accommodate Fox network programming plans. And that suits the fourth independent, RKO General's KHJ-TV, which airs a one-hour news show at 9 p.m. "We're doing great," said KHJ-TV news director Stephanie Brady, reporting a four rating and seven share in the July book. And when KTTV's news program moves from 8 to 10 p.m., she said, "we'll do even better."

Boston

Maybe it is because of the presence of Harvard and the Massachusetts Institute of Technology and the lingering influence of Boston Brahminism, but whatever, the news output of the television network affiliates is viewed by those in the area, including the press, with some respect. "Everyone," says Jack Bowen of the media consulting firm of McHugh & Hoffman, "pays a lot of attention to the network stations' news operations." Probably not coincidentally, the competition among them is serious.

Westinghouse Broadcasting Co.'s WBZ-TV generally leads the pack in ratings, with the Hearst Corp.'s WCVB-TV a close second and New England TV Corp.'s WNEV-TV trailing. WCVB-TV is like the local Avis, trying harder, pioneering the use of a satellite newsgathering truck and seeing its mandate, as vice president for news Philip S. Balboni puts it, as "not limited to the ADL." WCVB-TV pays attention to local events, he says. "But there's no reason a quality station should not be covering stories around the country and the world." A story tying local and national if not international themes together, for all stations in the Boston area, of course, is Governor Michael Dukakis's campaign for the Democratic presidential nomination.

WCVB-TV, for instance, has assigned its chief correspondent, Martha Bradlee, to cover Dukakis's campaign in a series of in-depth reports. WBZ-TV will set up bureaus for coverage of the Iowa caucuses and the New Hampshire primary—possibly one in the South for Super Tuesday, in March, as well.

WBZ-TV news director Stan Hopkins certainly does not restrict his correspondents to the outer limits of the ADL. Crews have gone as far as Afghanistan for a story with a local angle. A five-part series, *Afghanistan—the Untold Story*, which ran in February, provided some coverage of rebel fighters in the mountains of Afghanistan. But the series focused on the efforts of doctors and relief organizations from New England to aid some of the four million Afghanistan refugees in camps along the Afghanistan border. "We had a local story to tell," says Hopkins. "But we also had a story no one else had told."

WBZ-TV has what is generally regarded in New England as a strong anchor team in Jack Williams and Liz Walker. But in recent weeks, Walker has gained national attention not for her journalistic skills but for the fact that she is pregnant, although unmarried. Her due date is Dec. 8. "The viewers have written in about the situation, and they are overwhelmingly supportive," Hopkins said. "They respect the fact a woman has made a



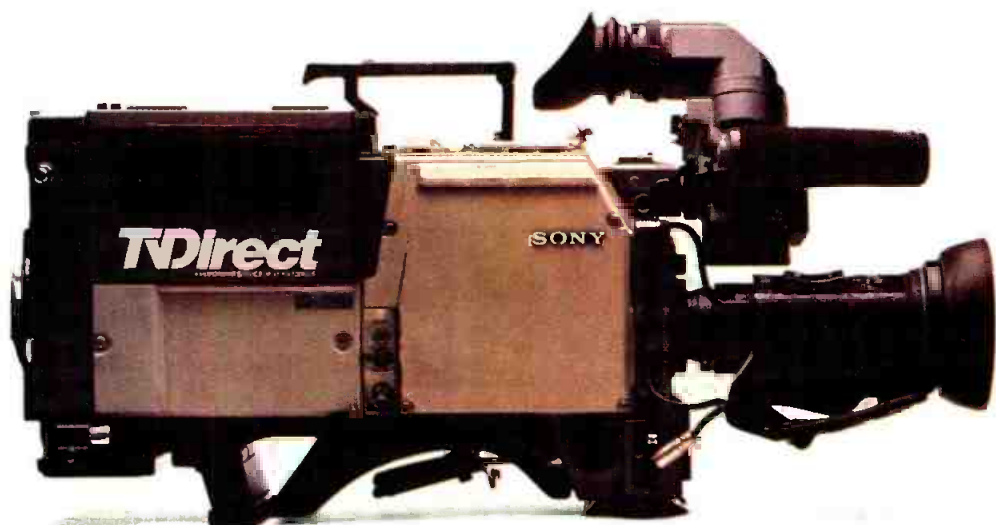
Walker and Williams of WBZ-TV

decision on the issue and is responsible." Indeed, Hopkins added, "rather than turning viewers off, Walker's condition raises the interest level in her."

And WNEV-TV? Interestingly, the station's vice president of news, Jeff Rosser, blames the station's news ratings problems on its former owner, RKO General Inc. RKO lost the license in 1982 to the two groups that had filed competing applications for the channel seven facility and later merged into New England Television Co. "We're suffering from an image problem that was earned during 35 years of ownership by RKO," Rosser says. (The image problems RKO accumulated in its years as a broadcaster—all of them indicating less than sterling character—continue to resonate; an administrative law judge three weeks ago concluded that the company lacks the character to operate any of the 14 stations it still owns [BROADCASTING, Aug. 17].)

"The other two stations are fine competitors," Rosser says. "And it will take time to live down the reputation earned during the years of neglect. But," he adds, "we're doing interesting things, and winning as many awards for the quality of our newscasts as anyone." He cited a string of Emmys, UPI and Associated Press awards over the past several years for "outstanding newscasts."

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In any case, as Bowen says, "Boston is a good market for news."

Dallas

"We slug it out every day. Everybody goes after the big story with equal vigor. Where, in many markets, there is a poor number three trying to keep up, in Dallas-Fort Worth, all three [network-affiliated television] stations are competitive on a day-in, day-out basis. On big stories, we all pull out all the stops."

That assessment, by Marty Haag, vice president, news, for Belo Corp. Stations' WFAA-TV, is shared by his colleagues, Doug Adams, at KXAS-TV, and Wendell Harris, at KDFW-TV. It is also reflected in the ratings. In the July Arbitron book, WFAA-TV led at 10 p.m., with a 14 rating and a 26 share, while KXAS-TV and KDFW-TV tied with a 12 rating and 21 share. (But KXAS-TV owns the 6 o'clock period and is neck and neck with WFAA-TV at 5 o'clock.)

For the stations, "local" does not mean Dallas-Fort Worth; it can mean the whole state of Texas, nearby states and Mexico, with some of the rest of Latin America thrown in. All three, for instance, sent crews to Saragosa, Tex., after a tornado devastated the town, killing six people. And WFAA-TV and KDFW-TV were on the scene when a sealed boxcar containing the bodies of 18 illegal aliens was discovered in Sierra Blanca. Both communities are about 500 miles west of Dallas. All three sent crews to Wyoming to cover the crash of a small plane in which four Dallas businessmen died. And all three made a major effort in covering the earthquake in Mexico City, in September 1985. Harris, who described Mexico as "practically a beat" for KDFW-TV, said it was the first local station with a crew in Mexico City—it sent up to 30 people there, he said—and was the first and only station to file a report by satellite before the only available uplink failed. At that point, broadcasters covering the story chartered planes to move their taped reports; KDFW-TV at one point chartered three. The stations are planning extensive coverage of the Pope's visit to San Antonio, Tex., next month, and they will cover presidential politics, once the Iowa caucuses and the primaries draw near.

WFAA-TV, with a news staff of 92 full-time employees and a budget Haag says is "in excess of \$7 million," supporting a ku-band truck and a helicopter, appears to have a larger news operation than KXAS-TV and KDFW-TV, although not by much. The others, for instance, have helicopters and lease trucks. And Harris says KDFW-TV assigns "more reporters to the night side than any of the other stations in the market," to cover news and update stories developed earlier in the day. Indeed, the station seems a busy place once the sun goes down. Harris talks of four reporters, three photographers, producers, writers and five tape editors, as well as reporters working on special reports and an executive producer supervising the activity—all, says Harris, "to back up two anchors," Clarice Tinsley and Steve Bosh.

Why such an effort? "The public expects a lot," says Adams. "The competition generates the expectation."

Chicago

Increasingly, stations around the country cap early evening news blocks with a game show. Capital Cities/ABC's WLS-TV does those stations one better. It not only runs *Wheel of Fortune* at 6:30 p.m., after two and a half hours of local and national news, it introduces that news block with *Jeopardy*. NBC's WMAQ-TV rounds off its early evening news programming at 6:30 p.m. with *The New Newlywed Game*, and CBS's WBBM-TV will follow suit next month when it replaces a half-hour of local news at 6:30 p.m. with *Truth or Consequences*.

This is not to suggest local news is fun and



Haag



Hattenfor

games in Chicago. It is serious business—even if some of the journalists see themselves as carrying on in "The Front Page" tradition—with much in the way of money and reputation at stake. At present, WLS-TV, which had slipped from its position as number one in the market in local news, is again the dominant station—tops in all time periods in both rating books. The station's "game plan"—devised by former general manager Dennis Sorenson, put into effect by the present GM, Joseph Ahern, and now overseen by news director James Hattenfor—is, Hattenfor says, to "concentrate on the big story of every day." Hattenfor also talks of the "three P's: Get the best personalities, the best product, then promote."

At NBC's WMAQ-TV, news director Richard Reingold says he is "encouraged"; the station is generally second to WLS-TV across the board, and its investigative unit wins awards. Only at CBS's WBBM-TV, which has lost its position of dominance, is there a sense of dismay. And why not? Like CBS's KCBS-TV, it seems afflicted with a dose of Murphy's law.

When Bill Curtis gave up New York and a less than successful tour as co-anchor of CBS's ill-fated *Morning News*, in 1985, and returned to what had been a highly successful role as WBBM-TV anchor, the station's slippage had already begun. His return led to the departure of Harry Porterfield, a black, who had been serving as anchor—and to a host of unpleasant publicity and a boycott of WBBM-TV advertisers by blacks. Then, too, there was the libel suit Brown & Williamson Tobacco Co. had filed against CBS because of a series of commentaries Walter Jacobson—who now co-anchors the 4:30 p.m. news with Linda MacLennan, and the 10

o'clock news with Curtis—had broadcast attacking the company for "lurid" advertising he said was aimed at inducing young people to smoke. A district court in 1985 had awarded Brown & Williamson more than \$2 million—and the U.S. Court of Appeals in Chicago earlier this month affirmed that judgment (BROADCASTING, Aug. 17).

"But you can't pin [the station's troubles] to Curtis or Porterfield or Jacobson," he adds. "It's a cumulative thing." And observers say it includes the competitive pressures applied by the other stations in the market. WLS-TV, for instance, was enticing Floyd Kalber, one-time star at WMAQ-TV who later served at NBC News, out of retirement and installing him as its 6 o'clock anchor, mixing new talent, like anchor John Drury, with established personalities, and picking up Porterfield as a correspondent and back-up anchor. And WMAQ-TV was achieving stability with its news team of co-anchors Ron Majors and Carol Marin, John Coleman on weather and Mark Giangreco on sports. "We're now into our third year with those four people as a team," Reingold says.

Chicago, incidentally, is one of those markets where independents are a factor. The Tribune Co.'s WGN-TV in the Arbitron July book, achieved stronger numbers at 9 p.m. than did WBBM-TV at 10 p.m.—a 10 rating and 16 share compared to a nine rating and 16 share. In the Nielsen book, WBBM-TV was stronger. But WGN-TV's one-hour news-at-noon program also compares favorably with WBBM-TV's early afternoon news program, particularly in demographics. The point is clear: WGN-TV is competitive. The first half-hour of WGN-TV's 60-minute program at 9 p.m. is devoted mainly to local news, usually longer pieces, including investigative stories; the second half-hour, to INN and its national and international news. Fox Television Stations' WFLD-TV has begun two evening news programs, at 7 p.m. and 11 p.m., but has thus far achieved only two rating points and shares of four or five.

Despite its problems, Kershaw expresses confidence that WBBM-TV will recover. "We'll do it brick by brick," he says. "We're reformatting programs, doing better journalism, adding people to the mix who will help." The station is also planning to shift *CBS Evening News* from 5:30 p.m., when the other affiliates air their network news programs, to 6 p.m., as the final segment in their early-fringe news block. All three affiliates now run local news at 6 p.m.; Kershaw says that new schedule will afford WBBM-TV a "better flow, going from one local news show to another. With the network where it is, we lose a lot of energy." But WLS-TV is not worried. "Kalber," says Hattenfor, "will kill Rather." He may. Kalber's ratings match his two competitors combined.

So a shuffle of the schedule represents one of the risks of the business. But, who knows? Maybe WLS-TV will get complacent, let things slip, not make changes when necessary. Maybe audience's tastes in various markets will, unaccountably, change. Maybe Murphy's law will take its toll of such powerhouses as WLS-TV and KABC-TV. As some stations, like WLS-TV and WBBM-TV, have reason to know, what goes around has a way of coming around. □

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The race for network news laurels

NBC is on top for now, but new people meter rating system will affect network news standings

After a six-year struggle, NBC News has managed this year to climb back on top in the evening news race. It hasn't been there, consistently, since the days of the *Huntley-Brinkley Report* of the 1960's. Year to date, *Nightly News* has about half-a-rating-point lead over the *CBS Evening News* and close to a point-and-a-half lead over ABC's *World News Tonight*. *Nightly* has won the last three consecutive quarters. In the early morning daypart, NBC's *Today* made its move last year, and after a six-year struggle, recaptured first place from *Good Morning America* on ABC.

But, starting this week, the people meter could change all that. Both Nielsen and AGB start, officially, measuring television audiences with their new systems effective today (Aug. 31). The change in measurement systems will, if the year-to-date numbers are an indication, reduce NBC's lead in the evening news race to one-tenth of a rating point over CBS, and pull ABC within striking distance of first place. In short, the people meter will convert NBC's fairly comfortable lead into a three-way race for first place. Through Aug. 16 of this year, Nielsen's people meter shows *Nightly News* with an average 10.7/21, half a rating point off its mark as indicated by the outgoing measurement service. The *Evening News* follows with a 10.6/21, two-tenths off its mark under the current system. *World News Tonight* has remained flat with a 9.9/19.

The news is even worse for *Today*. Its lead in the morning race could evaporate overnight and the program could find itself in second place to *GMA*, albeit in a pretty tight race for the top spot. According to Nielsen's people meter, *Today* has dropped to an average 4.2/21 from a 5.0/24 under the old system. *GMA*, the new system indicates, has averaged a 4.5/22, compared to a 4.1/19 under the old system. CBS's *The Morning Program* is losing about two-tenths of a rating point with the conversion with an average 2.2/11, keeping the show a distant third in the competition for morning viewers.

News executives are at a loss to explain

why some shows fare better than others under the ratings system, although most point to complaints by network research executives about Nielsen's people meter sample (BROADCASTING, Jan. 5 et seq).

CBS would appear to be the biggest winner as the result of the conversion to people meters. Its flagship broadcast, the *CBS Evening News with Dan Rather*, fell into third place this summer in the old Nielsen numbers and for the first time ever placed third in a sweeps period. For the evening news daypart, the people meter may be the great equalizer, putting CBS back in a neck-and-neck race with NBC, with ABC not far behind.

Rather's broadcast dominated the evening news race for five years, before the NBC news started gaining ground in late 1985, just as the network's entertainment division was making its final push to the top of the prime time heap. In the fourth quarter of last year, NBC's *Nightly News* took first place consistently enough to win the quarter, its first quarterly win in 20 years.

The *Evening News* really began to falter this summer, placing third in the July sweeps. But Tom Bettag, executive producer of the *CBS Evening News*, dismisses the broadcast's ratings slippage as so much "summer craziness." Since the program began to slip last year, the fine tuning has not stopped on the program. Everything has been tried from touching up the gray in Dan Rather's hair, to discarding his celebrated sweater vest and even having him try to "tone down" his delivery, described by some as "too intense." The program has also been "reblocked" to make fewer commercial breaks in the program, although containing as many commercial minutes as before. Bettag has also commissioned the composition of new music for the broadcast and is exploring possible changes in the set and graphics.

Bettag says the fine tuning will continue but that no drastic changes will be made until he has a better read on how the switch to the people meter will affect the news race this fall. A number of stories have surfaced in the press recently about the possibility that *60 Minutes* correspondent Diane Sawyer might join Rather as co-anchor of the evening news program. Bettag denies that anything along

those lines is imminent. But he noted that Sawyer is "clearly interested in" a co-anchor job. And he also said that, contrary to some reports, Rather has not dismissed the co-anchor idea out of hand. Rather is open to that idea, but only if it is determined that is what is needed to "improve the broadcast."

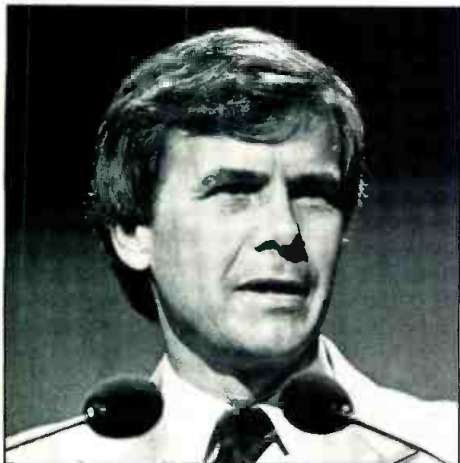
While it remains unclear what the long-term effect of the people meters will be on the network news programs, ABC News Vice President Richard Wald said last week the indications are that the difference between first and third in the evening news race is narrowing. "It is probably going to be a three-network race from now on," he said.

As for changes that are likely at *World News Tonight*, Wald declined to discuss any that might be coming up for competitive reasons. He said that ABC news executives are "pretty happy" with the way the evening newscast is set up. "Essentially, all of us are quite conservative," he said. "We make changes that are hardly perceptible." *World News* is a "trifle faster" than it was a year or two ago, and some of the specialty reporting has been beefed up, said Wald.

At NBC there is no question that the network's leadership in prime time has helped strengthen the news division. But *Nightly News* executive producer William Wheatley also contends the broadcast has improved over the past year, particularly in providing viewers with "a feeling of the why and the how of a thing in addition to the facts."

In what used to be called the morning news race, two of the four competing network programs are now produced by entertainment divisions—CBS's *The Morning Program* and ABC's *GMA*. The latter has undergone some dramatic on-and-off-the-air changes in 1987, while maintaining its relative competitive position against first-place *Today*. The most significant on-air change was the departure of host David Hartman, who had been with the program since its debut a decade ago. ABC News correspondent Charles Gibson replaced him in what was seen by most as a relatively smooth transition.

The people meter numbers will show *GMA* jumping to the lead this week. ABC has noted that the show tends to do better among the larger, urban markets in the top-



NBC's Brokaw

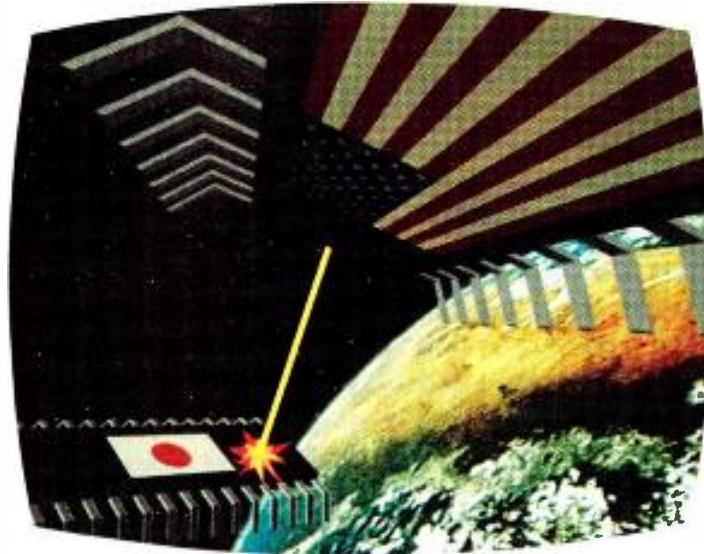


ABC's Jennings



CBS's Rather

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50, and executives at both CBS and NBC claimed that the Nielsen's people meter sample base may be skewed a little too heavily in favor of such markets. But Nielsen has never publicly acknowledged such a bias, and it is unclear what steps it would take if it discovered one.

But like many executives in the business, *Today's* executive producer, Marty Ryan, says it's too early to make changes in news programs based on the change in measurement systems. Ryan claims that the broadcast is now at "the top of its game," and that it does not make sense to impose significant changes now. "Initially it is not going to be much different," he said. One exception may be letting some segments run longer than scheduled if an interview is going well.

Meanwhile, *The Morning Program* on CBS is still struggling to find an audience, still a distant third behind *Today* and *GMA*. The show's executive producer, Robert Shanks, denied reports last week that the program, introduced in January, was about to undergo a major format change, perhaps even reshuffled to the news division. "There is no question about the future of the show," he said. "It's here."

Shanks also reported that the program, with a budget estimated at about \$20 million, will make a "small profit" in 1987. Last year, when the two-hour *CBS Morning News* ran at 7 a.m.-9 a.m., the program accrued substantial losses.

The early morning news programs at all three networks have undergone a lot of change in the past year. ABC's *World News This Morning* lost both of its anchors last winter, with Steve Bell opting for an anchor spot with KYW-TV Philadelphia, while Kathleen Sullivan is anchoring *The Health Show*, new from ABC News on Saturday mornings. Replacing them are Jed Duvall and Edie Magness.

Year to date, there has been a slight drop in the program's ratings, compared to the same period a year ago. But, says executive producer Bob Roy, "I don't know how much stock you can put in any of these numbers given all the upheaval." Except for some fine tuning with the graphics, Roy said he does not anticipate changes in the show's format.

The *CBS Morning News* underwent a complete format change at the start of the year, when the new *Morning Program* was introduced. *Morning News* was cut back to 90 minutes and pushed up to a 6 a.m. start time. The first half-hour is live, and then repeated at 6:30 a.m., sometimes with live updates. The third half-hour segment from 7 to 7:30 a.m. is also live. Forrest Sawyer and Faith Daniels stayed with the broadcast after the change and are still there. The *Morning News* has a much harder edge to it than a year ago, says executive producer David Corvo.

NBC News at Sunrise also switched anchors this past year. Connie Chung left the broadcast to join 1986, which was canceled last December. Chung now anchors weekend editions of *Nightly News* and documentaries. In her place at *Sunrise* is Deborah Norville. "We give people first crack at the news in the day," said the program's executive producer, Gerry Solomon. "What we do

is tell you, 'While you slept here's what happened internationally and domestically,' and we try to make it quick, efficient and interesting."

In late night news, ABC-TV's *Nightline* continues to set the pace. So far, 1987 has been a banner year for the program. It was the first to interview Jim and Tammy Bakker after the PTL scandal broke last winter. Al Campanis made headlines around the nation after declaring on the program that blacks in baseball lacked certain innate managerial skills. The program also scooped up several interviews with key figures during the Iran-contra hearings.

No changes are planned in the format of the program, which has been plagued by clearance problems since it debuted in 1979. But the network announced two weeks ago



CBS's 'Sunday Morning'



NBC's 'Sunday Today'

that several affiliates in larger markets would clear the show live, including Louisville, Ky., and Jacksonville, Fla., bringing the live clearance rate up to 66.1% of the country by the end of September.

On Sunday mornings, NBC will try to shake things up a bit with *Sunday Today*, which bows Sept. 20, from 8 to 9:30 a.m. Maria Shriver and Boyd Matson co-anchor the program, with Garrick Utley doing the newscast and Al Roker of WNBC-TV New York doing the weather. Executive producer Marty Ryan describes the mission of *Sunday Today* as similar to the daily version, but "more relaxed. We're thinking of it as a video version of a Sunday newspaper."

The program will compete with CBS's long-running *Sunday Morning* with Charles Kuralt, although not head to head, as *Sun-*

day Morning airs from 9 a.m. to 10:30 a.m. In response to the challenge of *Sunday Today*, *Sunday Morning* will add sports (by former *New York Times* columnist William Geist) and weather segments, but will otherwise remain the same, reports anchor Kuralt. "Ours has been a more contemplative program, in television terms," said Kuralt. "It feels comfortable, and those who do see it seem to like it, I think."

The word on the three network interview programs on Sunday morning—*This Week with David Brinkley* on ABC, *Face the Nation* on CBS and *Meet the Press* on NBC, is status quo. One note, however, is that *Meet the Press* will celebrate its 40th anniversary on the air Nov. 6. The network claims it as the world's longest running television program. A special broadcast is planned, but the details are being kept under wraps.

In the magazine genre, CBS has the oldest and newest programs on the air. *60 Minutes* is entering its 20th season and *West 57th* its second.

Don Hewitt, executive producer of *60 Minutes*, has been with CBS for almost 40 years and has a contract to remain in his position until the eve of his 50th anniversary with the network. Mike Wallace, who has been with *60 Minutes* since its start, is now 69, but Hewitt says Wallace shows no signs of slowing down. Harry Reasoner, the other original correspondent with the program (although he spent nine years away from it at ABC) has just come back from major lung surgery. Hewitt says he thought about introducing another correspondent to take up the slack if Wallace and Reasoner wanted to cut back. But he says it does not look as though that will be the case.

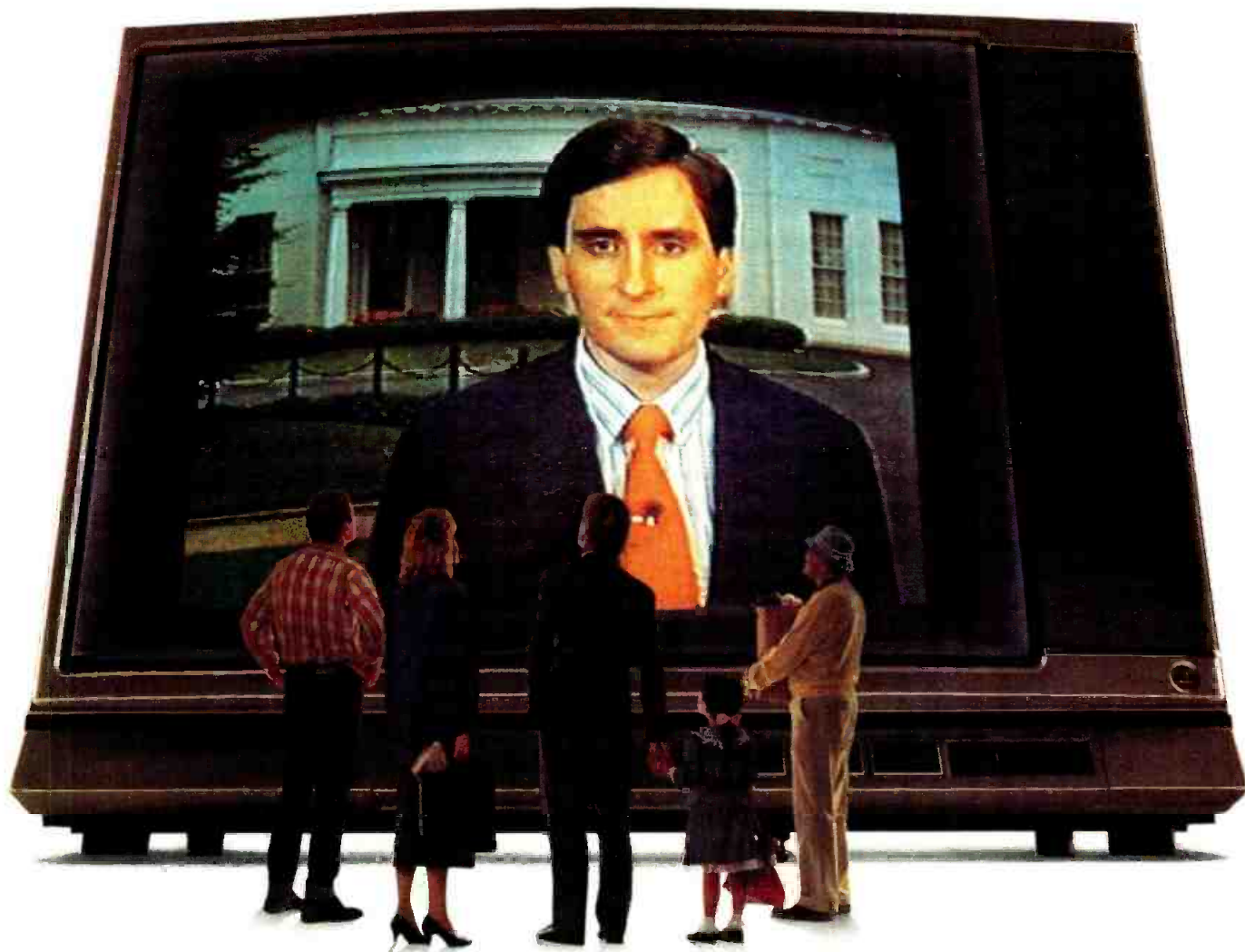
But if the program should need to reinforce its on-air talent, the first place Hewitt would go is *West 57th*, that is if Andrew Lack, that program's executive producer, concurred. "Merideth Viera, Jane Wallace and Steve Kroft are all candidates," should the need arise, said Hewitt.

Meanwhile, Lack says his team is simply busy cranking out stories. There have been reports that Jane Wallace wants to cut back on her workload, particularly the amount of traveling she does. Her situation should be settled in a few weeks, Lack said.

At ABC's *20/20*, Victor Neufeld, the new executive producer, is in place. He succeeded Av Westin, who was taken off the show after he released a lengthy memo on inefficiencies at ABC News with which news president Rooney Arledge took issue. Westin is producing a special on the Constitution, and after that will try to develop some new news pilots for the network.

Neufeld faces the challenge next season of producing *20/20* in a new time slot on Friday nights, where some observers suggest the show may lose audience. He dismisses such observations as "disconnected talk" and says he isn't planning any changes in the broadcast to counteract the switch in time periods.

CBS is still committed to its overnight program, *Nightwatch*, which will celebrate its fifth anniversary in October. Deborah Johnson, who is nearing her first anniversary as executive producer of the show, says no major changes are being planned for the coming season. □



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The shaky symbiosis of news and profit

As the networks become more cost-conscious, harder questions are being asked about the separation of journalism and business

The term "news business" was probably not intended to be an oxymoron, but its two halves exist together uneasily. The ideals of journalism and the open-ended definition of what is news do not lend themselves to the budgeting process and certitude asked for by the businessmen. Network executives specifically avoid describing the newsgathering process with analogies to a factory or business, and instead compare newsgathering with fire fighting and the necessity to be prepared for anything, anywhere.

Tensions between "news" and "business" have been building over the past two years and all three networks are still in the process of evaluating and cutting back on costs. Although the recent focus on costs has been attributed to new ownership at all three networks, in fact, the attempt to limit the expense of newsgathering goes back to 1933, when General Mills said it would fund half of William Paley's Columbia News Service only if the costs could be held to within \$1.3 million a year. Inflation since 1933 would have lifted that network's \$1.3 million to \$11.5 million regardless, but the imperatives of journalism have carried the total an additional \$290 million as of last year.

It may be the dissimilarity between the news and business professions which allowed the costs to soar. News executives did, and many still do, come from journalistic rather than business or other backgrounds. When a major news story was breaking 10 years ago, the typical executive at CBS, for instance, would have been more likely to have headed to the news room, sleeves rolled up and ready to phone news sources, than to have stayed in his office to calculate how best to cover the story so as to have a minimal impact on the divisional bottom line. The unspoken motto was "get the news first," and for decades, broadcast leaders such as CBS's Frank Stanton, were unlikely to press too hard for accountability. The news divisions were, it was said, not expected to show a profit.

In the late 1970's there was a brief period when perhaps all three network news divisions could be said to have shown a profit. At least two of the three had developed magazine shows and the hyper-inflation of more recent years had not quite begun. But soon new technology spawned satellite transmission, smaller cameras and portable editing equipment. And true to their professional proclivity, news executives were more likely to put such technology toward getting more news, rather than getting the same news at lower cost. Shortly thereafter there developed what Robert Butler, group executive vice president of NBC, and others have called the news "arms race." Combined, perhaps, with some bureaucratic empire building, news division budgets that were roughly \$85 million in 1980 grew to \$300 million by last year.

That \$900 million three-network total outweighed the roughly \$830 million in revenue that the three divisions are likely to have brought in. To detail further the revenue and costs and to come up with a profit picture for different types of shows is more difficult. There is no doubt that shows such as *60 Minutes* and *20/20* are profitable—the former is said to earn at least \$30 million annually. On the other hand, most if not all one-hour documentaries, which generally cost between \$250,000 and \$1 million, are unprofitable.

In its essence, the evening newscast with an anchor and two cameras in a studio, need not be very expensive. But competition has led ABC, CBS and NBC to feed their 22-minute broadcasts from a larger and larger "hard news" infrastructure of correspondents, bureaus, producers, etc., which now represent roughly two-thirds of the news divisions' costs. Although the infrastructure may produce for other shows as well, such as radio and the morning news, most of the costs come from the evening newscast.

As of last year that infrastructure might typically have included eight domestic and 15 foreign bureaus, staffed by 100 correspondents each earning, on average, more than \$150,000. Each bureau has a minimum cost of \$500,000 and most are in the \$2 million-\$3 million range. A full-fledged bu-

reau has at least one correspondent, a producer, another production person, a two-person camera crew, an editor and office staff. In addition, there is the cost of keeping the loyalty of "stringers"—who fill in during emergencies—by occasionally farming out work, whether needed or not. Roughly three-quarters of the cost of a foreign bureau is for salaries and travel.

Is it inherent to journalism that each minute of an evening newscast cost tens-of-thousands-of-dollars to produce? Answers Jeff White, former vice president of finance for CBS News: "There is no etching in the mountain that says you have to produce news for the cost that we presently do. However, people must understand they may lose something. . . . For instance, instead of getting the perspective of Tom Fenton, who has spent most of his life in Europe, you may end up hearing from a consultant. I don't want to sound insulting about consultants but I happen to think that correspondents provide a great value."

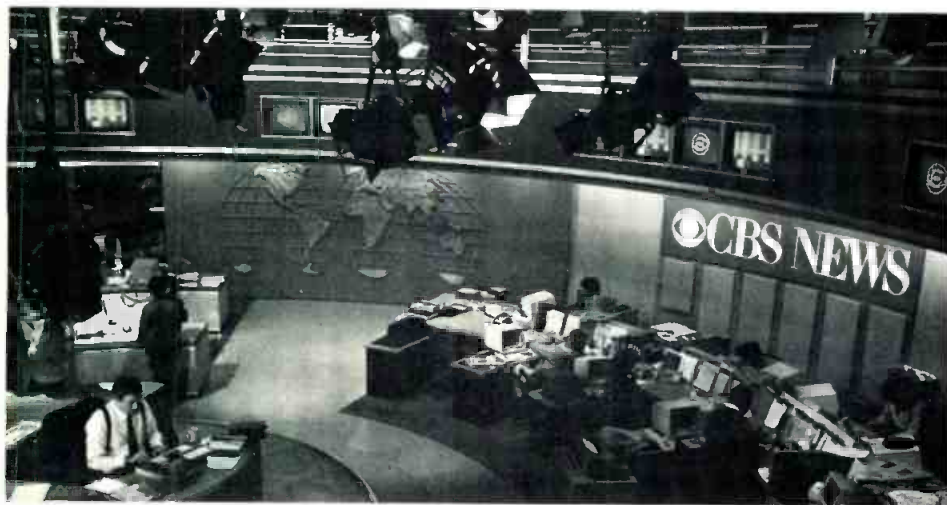
But how many correspondents is enough? The consultants took their own look at the news business when NBC hired McKinsey & Co. earlier this year. Their report reportedly shows that one-fifth of the NBC news correspondents appeared on less than 3% of the *NBC Nightly News* air time. That works out to about two seconds a night at an average cost of say, \$150,000 a year.

Such calculations are no reflection of a reporter's abilities, but raise questions about management's need for, and allocation of, newsgathering resources, especially for breaking news. Producers and correspondents presumably will, if they have no breaking news destined for the newscast, develop background or feature stories. Not only do such stories take more time, they also have even less chance of getting on the air and instead are "left on the cutting room floor."

With National Association of Broadcast Employees and Technicians currently striking NBC and the International Brotherhood of Electrical Worker's contract with CBS expiring this fall, much of the current focus on runaway news costs is on union work rules and salaries. Accounts of the contracts report such clauses as that which requires NBC news to hire freelance crews for a minimum of two weeks, thereby encouraging, instead, the use of in-house crews at overtime pay scales.

While there are many pieces that brought the news division pie up to \$300 million, the union situation was only one, and probably not the largest. IBEW, for instance, probably has 500 members who work at the news division. Assuming an average wage of \$70,000, that \$35 million is less than one-eighth the overall budget, and probably just one-fifth of CBS's overall salary, wage and benefit costs.

Perhaps the networks' biggest problem is that there are not enough time slots to effectively use all the material which a news division generates. This lack of air time is almost like money going down the drain,



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ey," said Turner, "and it proved it could do what we thought it could do." CNN has a second on its way to Frankfurt, West Germany, for its European operations, and plans to put units in Tokyo and its nine domestic bureaus within the next two years. The first unit will be put to the test in September as CNN plans live coverage of the confirmation hearing of Judge Robert Bork, the Pope's visit to the U.S., the launch of the French Arianespace rocket and activities surrounding the anniversary of the Constitution, among others. Turner believes the expanded ability to go live is one of the keys to CNN's future. "Even though it costs a lot of money in lost commercials and in coverage, we have to do it to establish ourselves," said Turner. The piece missing from the puzzle, said Turner, is the mature reporter who "knows the story," has done the homework and can go live at any moment and "be interesting, lucid and cogent. . . In the old days of radio news, you had reporters that could do that."

CNN plans to introduce in October CNN *World Report*, up to six hours of largely unedited programming from countries around the world. The report is aimed at muting criticism that the views of the Third World and what goes on in those countries are largely ignored by Western media. CNN plans to contact each country in the world about providing material, and has received positive responses from 45 of the 100 already contacted. The program will air at midnight each Sunday night and run to 6 a.m.

Starting in November, CNN plans a daily, half-hour political program, covering the be-



Turner



Meister

hind-the-scenes events in the 1988 election campaign. The *Inside Politics* program will feature reports on the candidates, their staffs and other political players. "It will begin where the normal political coverage ends," Turner said. One of the things *IP* will do, said Turner, is watch what the media are doing and provide, for instance, national exposure of political commercials that will be running in early state battlegrounds.

CNN is also expanding the raw video footage it is providing to its broadcast affiliates. In October, CNN plans to launch CNN Newsource, which is, according to Paul Amos, CNN Headline News vice president, "an all-encompassing daily news feed service designed to provide TV stations with all the news material they need to produce, if they wanted to, their own network newscast." There will be eight feeds each week-day, at approximately 5 a.m., 10 a.m. (a features feed), 11 a.m., 2:30 p.m., 4 p.m., 7 p.m., 10 p.m. and 1:30 a.m.

Amos said that although plenty of footage is available for evening newscasts, stations

carrying early morning or midday news have little fresh video available. The round-the-clock feeds are designed to meet this need for stations in all time zones. To start, only stations with agreements with CNN already can get the service. (CNN's broadcast client list is approaching 200 stations). There will be an additional charge for Newsource, which Amos said would be decided on a market-by-market basis. Amos declined to discuss budget costs, but said a staff of 20 is planned. "We get our best on the air as soon as we can," said Amos, and this service is designed "to make it easier on our affiliates."

CNN also continues to sign affiliates for its Newsbeam satellite newsgathering service—KWTV(TV) Oklahoma City was its 16th.

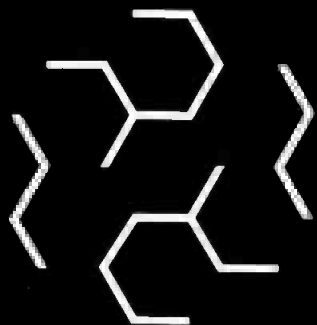
□

The Financial News Network represents an example of what has been happening in the cable industry in the last five years. The narrow, but well-defined programming service that provides viewers with business and financial information has seen steady subscriber and programming growth. It has 26 million subscribers and turned profitable 18 months ago. FNN announced earlier this month that it plans to provide news and information to radio stations and is presently talking with the major radio networks about distribution. The FNN service itself has expanded its evening programming, adding to its schedule *America's Business*, a version of which had a short run in syndication earlier this year. And the overnight Telshop service will soon be a full-scale 24-hour network. FNN's sports service, *Score*, is expanding into the overnight hours as FNN expands its business day and evening programming.

As FNN Director David Meister explains, FNN is not so much a show for Wall Street as it is for the layman who requires a greater sophistication in handling his or her money. "How do you survive in 1987? That's what we're trying to appeal to," said Meister.

FNN begins its program day at 6 a.m. with world business news. At 9:30 a.m., with the opening bells of the stock exchanges, FNN focuses on the activity in the market. It runs the tickers of the New York, American and NASDAQ exchanges on a 15-minute delayed basis. There are business focus and market watch reports throughout the day and wrap-up and call-in shows after the market closes. The one-hour *FNN Evening News* runs at 6 p.m. FNN premiered the half-hour *America's Business* on July 13 at 7 p.m. The program provides a final wrap-up of business news, features stories and studio guests. To date, economists Arthur Laffer and Paul Erdman have appeared. That program is followed by *American Investor*, with FNN's *Score* picking up at 8 p.m. With Telshop's move to a separate channel, *Score* programming will fill the overnight and weekend blocks. Overall, FNN plans to increase its weekly programming from 67½ hours per week to 85 this fall.

The move into radio, said Meister, represents "a growing appetite for [business news] information," and will give FNN another revenue stream. Presently it is expected that the radio business news reports



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C-SPAN, the cable public affairs network, is already in full swing covering the candidates running for President in 1988 and plans extensive coverage of the hearing process involving Supreme Court nominee Robert Bork. The network will follow a similar pattern to that of its Iran-contra coverage, presenting gavel-to-gavel coverage on a delayed basis starting at 8 p.m. each evening. The reaction from viewers and cable operators was "very positive" to that scheduling, said C-SPAN President Brian Lamb. "We're an alternative service," said Lamb, and

there's no need to compete directly against CNN or the three broadcast networks for live coverage. By airing the hearings at 8 p.m., C-SPAN gives viewers complete testimony that they may have only seen a part of and at a time when it's convenient for them. C-SPAN has gotten its viewers accustomed to "the event of the day" being aired at 8 p.m., Lamb said, so the hearing scheduling fits. For Bork, C-SPAN will cover the actual hearings and C-SPAN II will cover the floor debate.

C-SPAN continues to run its *Road to the White House* series, a 90-minute compilation of material from the campaign trail that airs Friday afternoon. C-SPAN crews have been crisscrossing the country following the

candidates and are also getting some technical and production support from larger cable systems that produce material for the program. It is with that background that the service makes the promotional statement: "C-SPAN viewers already know the next President of the U.S." because of the extensive coverage the announced and unannounced candidates have received on the network.

C-SPAN officials also have their eyes on the next horizon—coverage of oral arguments before the Supreme Court. C-SPAN has already done some court reports from inside the building, where no television

Special report continues on page 96.

News directors to tackle tough issues at RTNDA

Money matters, journalistic ethics and discrimination among topics to be discussed

Maintaining quality in an era of budget cutbacks at many broadcast news operations will be a main topic of discussion at the 42nd annual International Conference and Exhibition of the Radio-Television News Directors Association. But "there's no single line of attack," said RTNDA director of membership and conferences, Robert Vaughn, in describing the scope of the convention Sept. 1-4 at the Orange County Convention Center, Orlando, Fla.

Another popular topic at the event, which is expected to draw 25,000-26,000, will be the recently repealed fairness doctrine. All members will be asked to write their representatives and senators to fight the expected congressional push to codify it. (The RTNDA has also petitioned the FCC to repeal two corollaries of the fairness doctrine—political editorials and personal attack rules [see story, page 89].)

The conference will open Tuesday night (Sept. 1) with a speech by Ted Koppel, host of ABC News's *Nightline*. Koppel will speak at Epcot Center near Disney World following the RTNDA National Awards program.

On the following afternoon, Jack Anderson, syndicated columnist and daily commentator on the UPI Radio Network, will speak during a luncheon at the Peabody International hotel's Plaza International Ballroom, near the convention center. Also at that program, Mal Goode, consultant for the National Black Network, New York, will receive RTNDA's Distinguished Service Award.

Goode became the first black member of the RTNDA in the 1950's and in the early 1960's was the first black television correspondent hired by ABC News, New York, where he covered the United Nations. Rounding out the Wednesday afternoon program will be a report from the Radio-Television News Directors Foundation and presentation of four fellowships and seven scholarships by RTNDAF.

Another luncheon program at the Peabody hotel will be held Friday with NBC News anchor Connie Chung as keynote speaker. After a report from RTNDA's affiliated orga-

nization from Canada, there will be two award presentations. J. Laurent Scharff of the Washington law firm of Pierson, Ball & Dowd will receive a Distinguished Service Award. Scharff has been RTNDA's legal counsel for 20 years. The Rob Downey Award, recognizing special contributions to RTNDA, will be presented to Stephen M. Murphy, news director, WQWT(TV) Omaha.

J. Spenser Kinard, vice president and news director of KSL-TV Salt Lake City, and RTNDA chairman, will preside over the program at the closing banquet on Friday night. Kinard will hand over duties as 1987-88 chairman to Bob Brunner of WSAZ-TV Huntington, W. Va. The banquet will also feature presentation of the Paul White Award—RTNDA's most prestigious honor—to Don Hewitt, executive producer of CBS News's *60 Minutes* since the show's premiere in 1968.

Activities at the Orange County Convention Center will begin Wednesday morning with the opening of the exhibition and opening remarks by Kinard and RTNDA President Ernie Schultz. Also starting Wednesday morning will be the first of 17 convention sessions, "FOI: On the 200th Anniversary of the Constitution," moderated by Tim O'Brien, law correspondent for ABC News, Washington. Topics for other sessions include money concerns facing broadcast newsrooms, journalistic ethics, libel, technology and sexual and racial discrimination.

Concurrent sessions on Wednesday afternoon will be on budgeting and cost control for both radio and television news operations. The radio session will be led by Lee Hall, news director of WDBO(AM) Orlando, Fla., and Stephen L. Ruppe, news director, KATC(TV) Lafayette, La., will moderate the TV session.

At the same time Jo Moring-Verne, vice president, affiliate news services for NBC News, New York, will moderate a session examining sexual discrimination in newsrooms. On the panel for that session will be George Watson, ABC News vice president and Washington bureau chief, and Kathy Bonk, director, Women's Media Project, Washington. On Thursday morning Felicia Jeeter of KHOU-TV Houston will lead a discussion on how to improve news coverage of minorities. Joining her on the panel will be Lionel Castillo, president of Houston Na-

tional University, and Mal Goode.

A Friday morning session led by Jeff Greenfield, correspondent for ABC News, New York, will be an open forum for critics of broadcast news media. Concurrently there will be an ethics and libel workshop. The first part, entitled "See You in Court," will be conducted by Bruce Sanford of the Washington communications law firm of Baker & Hostetler. Part II, "It's Your Decision," will be conducted by J. Laurent Scharff.

On Friday afternoon, a technology session will examine the conflict of loyalties that arise among broadcasters who belong to satellite newsfeed networks. Skip Haley, assistant news director, WBRZ(TV) Baton Rouge, will moderate.

Of interest to radio broadcasters will be a Wednesday afternoon session on the use of portable cassette recorders in the field. Participating on the panel will be Chuck Wolf, news director, KIKK-AM-FM Houston, and Frank Gentry, correspondent for the Mutual Broadcasting System, Washington, and author of "Tape: A Radio News Handbook." During the session, RTNDA's radio equipment committee will release the results of a nationwide survey of what features RTNDA members want in portable cassette recorders.

The results of another radio study will be released on Friday afternoon. The survey of 1,000 radio listeners on their preferences in news coverage was conducted by Reymer & Gershin Associates Inc. for The Associated Press. According to AP spokeswoman Wendell Wood, among the survey's findings will be that listeners of music-formatted stations prefer having some news broadcast on those stations to having no news. Harvey Gershin and Ruth Hamill of Reymer & Gershin will present the results and Brad Kalbfeld, deputy director and managing editor, AP Broadcast Services, Washington, will moderate.

Also on Friday afternoon will be a discussion of how the networks will cover the 1988 campaign. Moderating will be Edward Fouhy, executive producer, NBC News, Washington.

The special difficulties involved in covering stories on AIDS will be produced by the Scientists' Institute for Public Information, New York. The Thursday afternoon session

will be moderated by John Ziegler, professor of medicine at the University of California's school of medicine in San Francisco, and director of the university's AIDS Clinical Research Center.

At the same time, Lou Prato, assistant professor, Medill School of Journalism, Northwestern University, Evanston, Ill., will lead a session on how to create closer relationships between broadcast newsmen and academia. Prato is also chairman of the RTNDA education liaison committee.

Active RTNDA members will meet on Thursday for the annual business meeting and election of officers. This year Bob Priddy of the Missouri Network, Jefferson, Mo., is running unopposed for the position of chairman elect. His term as chairman elect will be longer than the normal one year due to the RTNDA policy of scheduling its convention after election day during presidential election years. The 1988 RTNDA convention will be held in Phoenix in December. Also to be elected at the business meeting will be two members for two-year terms as directors-at-large. The four candidates are: Debbie Bolton, WSAV-TV Savannah, Ga.; Jim Forsyth, WOAI(AM) San Antonio, Tex.; Tom Luljak, WTMJ-TV Milwaukee, and Bill Silcock, noncommercial KBYU-FM-TV Provo, Utah. The winners will succeed

two incumbents who are not running for reelection, Mary C. McCarthy of WDSU-TV New Orleans, and Steve Vogel of WJBC(AM)-WNBQ(FM) Bloomington, Ill.

In addition to the sessions, about 150 companies will exhibit at this year's convention, making this the 13th consecutive year that the amount of exhibit space sold has increased substantially, said exhibition organizer, Eddie Barker, of Eddie Barker Associates, a Dallas public relations firm, and former RTNDA president. This year's exhibition will be 17% larger than last year's 55,000 square feet at the Salt Palace in Salt Lake City. According to Barker, 49 new exhibitors will have displays this year.

News programming services have been responsible for much of the growth on the exhibit floor, Barker said. Newslink Inc., providing ENG, studio production and satellite feed services from New York and Washington bureaus, is among the new exhibitors this year, as is Potomac Television & Communications Inc. of Washington. The latter has two satellite production services, Potomac News and American News Bureau. An Italian-based firm exhibiting for the first time this year, Crystal Communications/Larry Pintak Productions, will display its five-part series of three-to-four-minute spots, *John Paul's Vatican*, designed to air

before or during the Pope's visit in mid-September.

A new SNV exhibitor will be Roscor Corp. of Mount Prospect, Ill. It will display its "Star Fleet 21" van. Computerized teleprompters operated with IBM PC's will be displayed by Computer Prompting Corp., Washington. MCL Inc., a 26-year-old microwave equipment manufacturer out of Bolingbrook, Ill., will be another new booth on the floor.

The largest exhibit will be operated by Centro Corp., Salt Lake City, manufacturer of fixed and mobile television production equipment. Also holding prominent presences at the exhibition will be Hubbard Communications, CNN/Turner Program Services and Walt Disney Attractions.

In conjunction with the convention, a number of associated meetings will be held in Orlando during the week. The three major commercial broadcast networks will hold meetings with news personnel from their affiliated stations. Other companies planning meetings are UPI, Gannett Co., Panasonic Broadcast Systems, Sony Corp., Conus Communications and Frank N. Magid Associates. The Society of Professional Journalists SPJ/SDX has organized a breakfast meeting for Friday at the Peabody hotel.

RTNDA daily agenda and list of exhibitors

Exhibit hours for the RTNDA convention will run from 9 a.m. to 5 p.m. on Wednesday; 9 a.m. to 5 p.m. on Thursday, and 8 a.m. to 4 p.m. on Friday.

Tuesday, Sept. 1

Reception at the Land Pavilion. 6:30 p.m. Epcot Center, Land Pavilion. Sponsored by Capital Cities/ABC and RTNDA.

1987 RTNDA National Awards program. 9:30 p.m. Epcot Center, American Garden Stage.

Remarks. 10 p.m. Speaker: Ted Koppel, ABC News's *Nightline*. Epcot Center.

Wednesday, Sept. 2

RTNDA business meeting breakfast. 7:30 a.m. Peabody hotel, Florida room.

Opening general session. 9 a.m. Orange Blossom room. Remarks: RTNDA Chairman J. Spencer Kinard and RTNDA President Ernie Shultz. *FOI-On the 200th Anniversary of the Constitution.* 9:15 a.m. Panelists: Michael Gartner, editor of *Louisville Courier-Journal* and past president of American Society of Newspaper Editors; Richard Salant, former CBS News president and vice chairman of NBC board of directors; Richard Schmidt Jr., general counsel, ASNE; Thomas O'Connor, Boston College, member of Commission on the Bicentennial of the U.S. Constitution.

Reception. 11:15 a.m. Convention Center.

Luncheon. 12:15 p.m. Peabody hotel, Plaza International Ballroom. RTNDA Distinguished Service Award presentation to Mal Goode, National Black Network consultant. Foundation report. RTNDF scholarship and fellowship presentations. President's Club announcement. Speaker: Syndicated columnist Jack Anderson.

Three concurrent sessions. 2:30 p.m. Convention Center, Orchid room. *Radio News Budgeting and Cost Control.* Moderator: Lee Hall, WDBO(AM) Orlando, Fla. Panelists: Tony deHaro, WROD(AM) Daytona Beach, Fla.; Gerardo Tabio, KRMG(AM)-KWEN(FM) Tulsa; Bob Benson, ABC News, and Fred Berns, The Berns Bureau.

TV News Budgeting and Cost Control. Convention Center, Orange Blossom II. Moderator: Stephen Ruppe, KATC(TV) Lafayette, La. Panelists: Al Buch, KSNW(TV) Wichita, Kan.; Bob Selwyn, Gillett Broadcast Service Group, Nashville, and Jack Francis, Florida Power and Light Co.

Sex in the Newsroom. Convention Center, Orange Blossom I. Moderator: Jo Moring-Verne, NBC News. Panelists: George Watson, ABC News, and Kathy Bonk, Women's Media Project, National Organization for Women Legal Defense and Education Fund.

Session. 4 p.m. Orchid room. *Portable Cassette Recorders for Radio News.* Panelists: Chuck Wolf, KIKK-AM-FM Houston, and Frank Gentry, Mutual Broadcasting System and author of *Tape: A Radio News Handbook*.

Results of RTNDAs radio equipment committee survey of portable cassette recorders and manufacturers' response.

Evening at Sea World. 6 p.m. Sponsored by NBC News and RTNDA.

Thursday, Sept. 3

RTNDA International registrants breakfast. 7:30 a.m. Peabody hotel, Bayhill I-II.

AEJMC breakfast. 7:30 a.m. Bayhill IV-V.

Data transmission guidelines committee meeting. 8:30 a.m. Convention Center, Magnolia room.

Exhibition opens. 9 a.m. North/South halls.

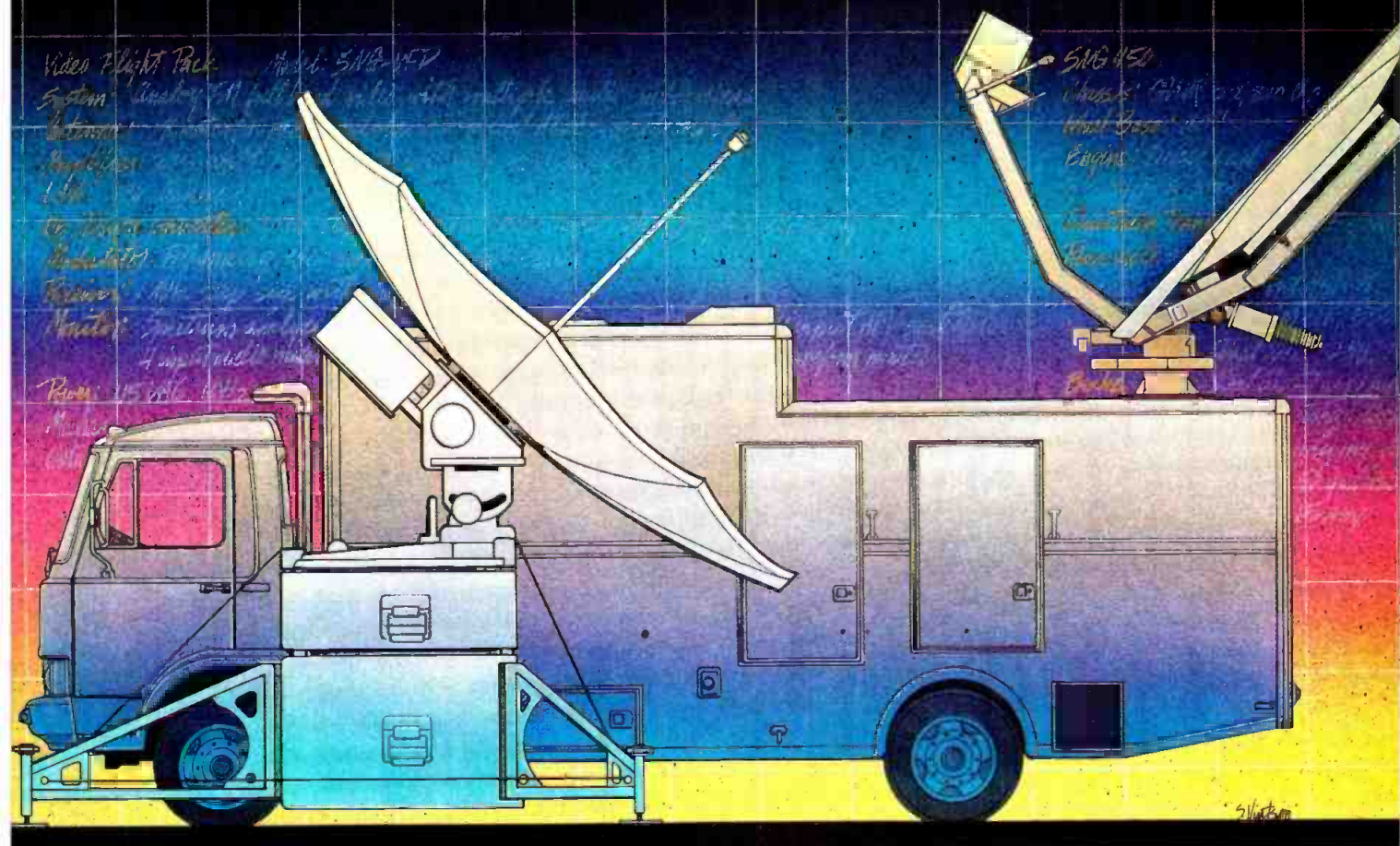
Three concurrent sessions. 9 a.m. Convention Center, Orange Blossom II. *Talking Back—Minorities Tell Us What We're Doing Wrong.* Moderator: Felicia Jeeter, KHOU-TV Houston. Panelists: C. Vernon Mason, New York-based attorney; Lionel Castillo, Houston International University, and Mal Goode, National Black Network consultant.

Newswriting. Orange Blossom I. Ed Bliss, author and former CBS News news writer.

Stress Management and Prevention. Orchid room. Lee Milteer, Lee Milteer Associates, CareerTrack.

Luncheon with exhibitors. 11:30 a.m. North/South halls.

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Concurrent sessions. 1:30 p.m. *Image and Career Strategies*. Orchid room. Lee Miltner.

Covering Aids—It's Not Just Another Story. Orange Blossom I. Produced by the Scientists' Institute for Public Information. Moderator: John Ziegler, University of California at San Francisco School of Medicine and director of the USF AIDS Clinical Research Center. Panelists: Laurie Garrett, National Public Radio; Bob Bazell, NBC News; Walter Dowdle, Centers for Disease Control, Atlanta, and Jim Merriam, former Miami journalist.

Winning a Trip to the Campus: Forging Partnerships in Journalism Education. Magnolia room. Moderator: Lou Prato, Northwestern University Medill School of Journalism and chairman of RTNDA educational liaison committee. Panelists: Larry Walklin, University of Nebraska; Charles Cremer, West Virginia University; Susanne Shaw, ACEJMC, and John Spain, WBRZ(TV) Baton Rouge, RTNDA president, and immediate past president of RTNDA.

RTNDA business meeting and elections. 3 p.m. Orange Blossom I.

RTNDA reception for engineers. 5:30 p.m. Peabody hotel, Challenger room.

River Country/Magic Kingdom. 6:30 p.m. Disney World. Sponsored by the Associated Press and RTNDA.

Friday, Sept. 4

RTNDA minority registrants breakfast meeting. 7:30 a.m. Peabody hotel, Conway room.

SPJ, SDX breakfast meeting. 7:30 a.m. Peabody hotel, Florida I room.

Session. Broadcast Journalism after the Days of Wine and Roses. 9 a.m. Orange Blossom II. Moderator: Jeff Greenfield, ABC News. Panelists: Les Brown, *Channels* magazine; Bill Henry, *Time* magazine; Al Primo, Primo Newservice Inc., and Peggy Ziegler, *Multichannel News*.

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Betacam SP products, including cameras and VTRs, graphics composition system, videocassettes. **Staff:** Paul Hansil, Jay Byars, Earl Higgins, Jack Houtman, Larry Roberts, Bob Stone, Jack Becker, Guy Cairns, Jack James, Don Snell.

Anton/Bauer 139
1 Controls Dr., Shelton, Conn. 06484

Army & Air Force Hometown News Service 660
Kelly AFB, Bldg. 1500, San Antonio, Tex., 78241-5000

News features on service members worldwide. **Staff:** James Ammons, Donald Crites, Michael Hill, Gerry Proctor.

Aspen Skiing Co. 1040
P.O. Box 1248, Aspen, Colo. 81611

Videos on skiing, snowmaking, related topics, travel film on Aspen and Snowmass. **Staff:** Jeanette Darnauer, Terri Hart.

Associated Press 214
1825 K St., NW, #615, Washington 20006

TV Direct, AP Network News, APTV, AP NewsPower, AP Headlines, TV Direct custom services. **Staff:** Jim Williams, John Reid, Lee Perryman, Brad Kalbfeld, Rosie Oakley, Ed Tobias, Wendell Wood, Andrea Weisgerber, Mary Clunis, Kim Price, Mark Thayer, Susan Spaulding,

Ethics and libel workshop. 9 a.m. Orange Blossom I. *Part I: See You in Court.* Bruce Sanford, Baker & Hostetler, Washington.

Part II: It's Your Decision. 9:45 a.m. J. Laurent Scharff, Pierson Ball & Dowd, Washington.

Luncheon. 12:15 p.m. Peabody hotel, Plaza International ballroom. RTNDA Canada Report. RTNDA Distinguished Service Award acceptance by J. Laurent Scharff, Pierson Ball & Dowd. Rob Downey Award acceptance by Stephen M. Murphy, WOTV-TV Omaha. Speaker: Connie Chung, NBC News.

Three concurrent sessions. 2:15 p.m. Orange Blossom I. *Campaign '88—The Candidates, the Coverage, the Process.* Moderator: Ed Fouhy, NBC News. Panelists: Hal Bruno, ABC News; Linda DiVall, American Viewpoint Republican pollster; Peter Hart, Peter Hart Associates, Democratic pollster; Walter Mears, The Associated Press, and Mark Shields, *The Washington Post*.

Radio News Report. Orchid room. Results of study for the Associated Press by Reymer & Gersin Associates. Presenters: Harvey Gersin and Ruth Hamill of Reymer & Gersin. Moderator: Brad Kalbfeld, AP Broadcast Services. Panelists: Harvey Nagler, WCBM(AM) New York; Steve Vogel, WJBC(AM)-WBNO(FM) Bloomington, Ill.; Stasia Kelly, WFOX(FM) Gainesville, and John Lee, KWKH-AM-FM Shreveport, La.

Technology Partnerships: Who Are We in Bed with This Week? Orange Blossom II. Moderator: Skip Haley, WBRZ(TV) Baton Rouge. Panelists: Mel Martin, WJXT(TV) Jacksonville, Fla.; Jim Topping, KTRK-TV Houston, and John Spain WBRZ(TV) Baton Rouge.

Exhibition closes. 4 p.m.

Paul White reception. 6:30 p.m. Peabody hotel, Plaza International ballroom foyer. Sponsored by CBS News.

Paul White banquet. 7:30 p.m. Plaza International ballroom. Paul White recipient Don Hewitt, CBS News's *60 Minutes*. Installation of Bob Brunner, WSAZ-TV Huntington, W.Va., 1987-88 RTNDA chairman.

Past presidents' reception. 10 p.m. Peabody hotel, Orlando room.

Jim Spehar, Rob Dalton, John Schweitzer, Bob Young.

Aston Electronics 1056
346 N. Lindenwood Dr., Olathe, Kan. 66062

High resolution video production character generator and accessories. **Staff:** J.M. Stephens, Don Lueders, Joe Nigro, John Wakeford, Ietek Wakeford, Paul Stewart.

Audience Research & Development 732
8700 Stemmons, #415, Dallas 75247

Research in image/positioning, talent evaluation, news content, promotion, local programming, sales and tracking, talent audition testing; consultation in news-cast development, promotion/marketing and local programming, talent search and development and coaching, professional workshops. **Staff:** Bill Taylor, Ed Bewley, John Sheehan, Willis Duff, Sandra Connell, Phyllis Slocum, Flo Sikes, Fran Curran, Jerry Florence, Mark Aldren, Bob Kaplitz, Karl Zedell, Carolyn Adams, Dick Mallary.

BAF Communications Corp. 208, L
Ku-band satellite newsgathering trucks. **Staff:** Charles Angelakis, Bob Kino, Tim Price, Jim Vautrot, Joseph Eicher, David Brandt, Ed Pietras, Wilbur Brakhaje, Brian Loy, Jerry Rosenblatt.

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Gordon S. Black Corp. 1042
1120 Connecticut Ave., N.W., Washington 20036

Robert Bosch Corp. 569
Box 30816, Salt Lake City 84130

FGS-4000 computer graphics system, KCM-125 studio camera, KCF-1 ENG/EFP camera. **Staff:** Al Jensen, Carol May, Dave Spindle, Erich Zipse, Ron Ferguson, Susan Crousekemp, Jeff Davis, Bill Luckow, Tom McCurdie, Jerry Jumper.

Broadcast Microwave Services 768
7322 Convoy Ct., San Diego 92111

ENG microwave truck systems, helicopter systems, news car systems; portable transmitters and receivers, window links, STL/TSL intercity systems, portable, airborne and parabolic antennas, LNAs, power amplifiers, power supplies, filters, circulators, diplexers. **Staff:** Ev Shilts, Jeff Harding, Tom Stewart.

BTS-Broadcast Television Systems 218
2300 S. 2300 West, Salt Lake City 84119

Cameras and recorders, election software*, graphics system, distribution and master control switchers. **Staff:** Tom Lorzem, Marty McGreevy, Jim Sprague, Carol Gatrall.

Bureau of the Census 165
Data User Service Division, Washington 20233

Centro Corp. 140
369 Billy Mitchell Rd., Salt Lake City 84116
Satellite newsgathering vehicles. **Staff:** Darrell Wenhardt, Alan Berry, David Gopp, Jeff Harlan, John Harris, Vince Jakimzak, Gary Porter, Fred Powers, Rex Reed, Harriett Smith, Ken Tondreau, Marty Wilber, Ken Wright.

Chyron Corp. 484
265 Spagnoli Rd., Melville, N.Y. 11747

Chyron IV, scribe system, including Logo Compose with digitizing table, preview channel storage, networking option. **Staff:** David Buckler, Ron Witko, William Hender, William Reinhart, J. Scheuer, I. Hersly, J. Dodd.

CMX Corp. 659
2230 Martin, Santa Clara, Calif. 95050

ColorGraphics Systems 526
6400 Enterprise Lane, Madison, Wis. 53719

Liveline V weather graphics presentation system*, ArtStar 3-D Plus paint and animation system. **Staff:** Bill Schultz, Doug Hinahara, Patricia Sprewell, Douglas Sorensen, Terri Bassett.

Colorado Ski Country USA 450
1560 Broadway, #1440, Denver 80202

Columbine Systems 744
1620 Jackson, Golden, Colo. 80401

Newsroom management system for IBM PC and Personal System/2*. **Staff:** Bill Grieb, Ken Hood, Martha Freeman, Larry Christofaro, John David Douglas, Patti Baymiller.

Comprompter 615
141 S. Sixth St., LaCrosse, Wis. 54602-0128

Computer Prompting Corp. 860
1511 K St., N.W., #831, Washington, 20005
Computerized teleprompters. **Staff:** Dilip Som, Sidney Hoffman.

Computer Sports World 274
1005 Elm St., Boulder City, Nev., 89005

Sports database, Character Generator Program*. **Staff:** Brian Rouff, Daryl Martin.

Comrex Corp. 454
65 Nonset Path, Acton, Mass. 01720

SNG/ENG cue systems, TV aural monitors, telephone interface equipment, frequency extenders, telephone couplers and hybrids, PLXmicro frequency extender built for news*. **Staff:** John Cheney, Lynn Distler.

Comsat World Systems Division 262
22300 Comsat Dr., Clarksburg, Md. 20871

Global television services, COMSAT Television Scheduling Service. **Staff:** Bruce Crockett, Betty Alewine, Stephen Carroll, Ray Dongelewicz, Nancy Salvati, Joanne Tanner, Peter Comar, Albert Russo, Lisa Ballard, Tish Fonda.

Conus Communications 842
3415 University Ave., Minneapolis 55414

Monitor World View*, Nancy Snyderman, M.D.*, Conus News Service, TV Direct, Conus Satellite Services. **Staff:** Charles Dutcher, Stanley Hubbard II, Anita Klever, Scott Goodfellow, Tom Becherer, Tom Mart, Rebecca Sobel-Bell, Joe Benton, Ray Conover.

Adolph Coors Co. 538
Golden, Colo. 80401

Staff: Jane Lorimer.

Crawford Post Production 542
535 Plasamour Dr., Atlanta 30324

Film transfer, on-line and off-line editing, recording facilities, computer graphics and animation and daily satellite-delivered news graphic service*, teleport facility. **Staff:** Jesse Crawford, Rob Senn, Candy Alger, Jon Teschner, Ruben Diaz.

Creative Management Systems 1004
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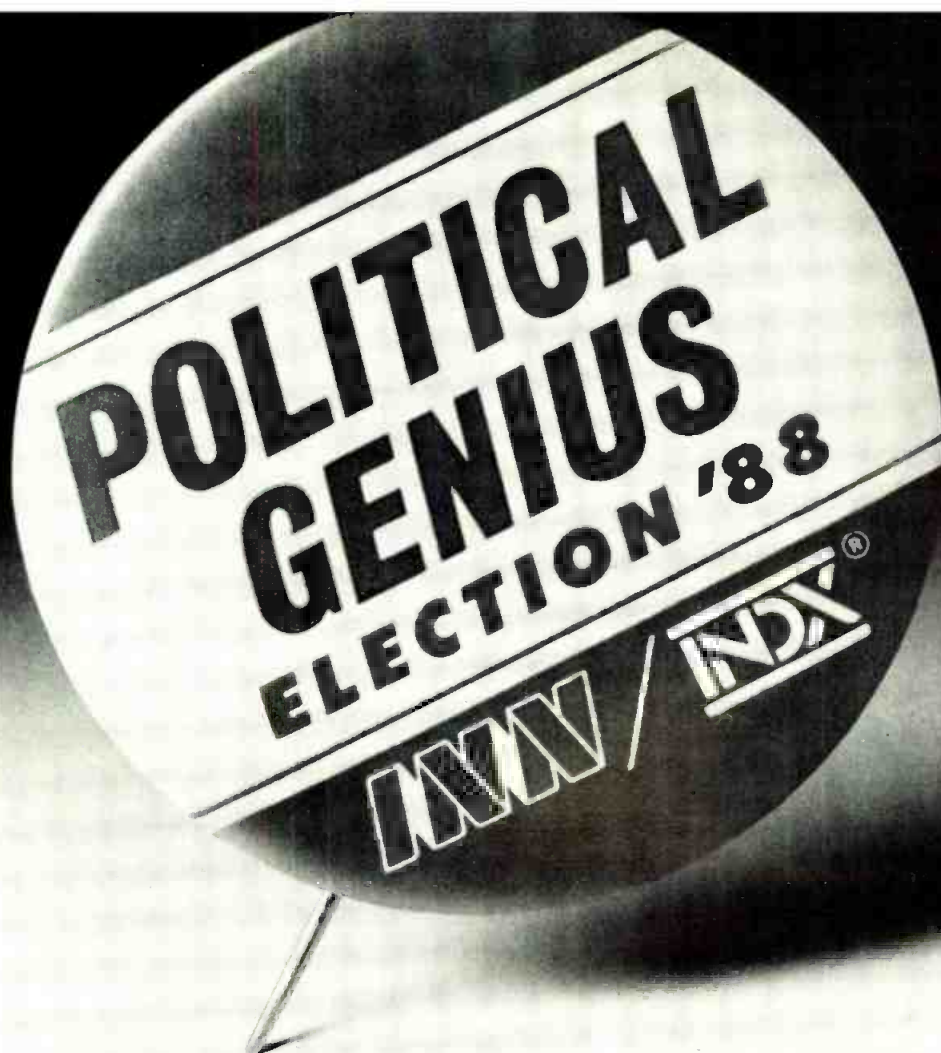
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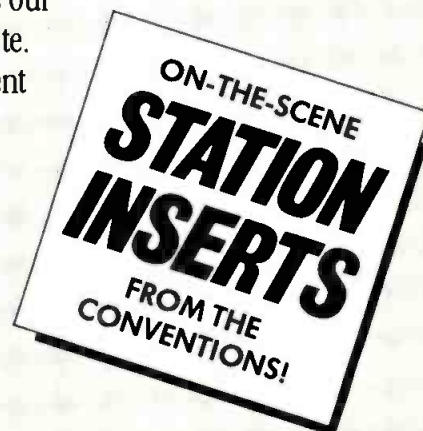
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and Regional Data Summary) information and retrieval system". **Staff:** Gilbert Jacobs, George McGuire, Lee Mixson, Gina Marucci.

Crystal Communications/Larry Pintak Productions 1058
5018 Higel Ave., Sarasota, Fla. 34242

Dalsat 1066, H
1205 Summit, Plano, Tex. 75074

Data Center Management 664
1017 Kenilworth Ave., Charlotte, N.C. 28204

Newsroom computer system. **Staff:** Rick Summers, Chuck Poel.

DataTimes 882
14000 Quail Springs Parkway, #450, Oklahoma City 73134

On-line access to business and legislative information, newspapers, newswires and general interest databases from U.S., Canada and Australia. **Staff:** Brad Watson, Michael Corbeil, Kathy Remondino.

Digital Images 514
651 Beacon St., Boston 02215

Station and set design for news and sports graphics, syndicated news graphics music, creative services for news radio promotion. **Staff:** Jill Katz, Cheryl Neeson, Karen Wernick.

Tony DiGirolamo Lighting Design 884
5624 Albright Dr., Virginia Beach, Va. 23464

Staff: Tony DiGirolamo, Daniel McKenrick.

Disneyworld 584
P.O. Box 10,000, Lake Buena Vista, Fla. 32830-1000

WorldLink/Walt Disney World Satellite Productions, Goofy Games '88, The EPCOT Poll, New Projects Preview. **Staff:** Rod Madden, Bob Mervine, Charlie Ridgway, Sarona Soughers, Jim Hampton, Wallace Sears, Dave Herbst, Tom Brinkmoeller, Tom Cormier, Bruce Bryson.

DX Communications 276
10 Skyline Dr., Hawthorne, N.Y. 10532

Earth Observation Satellite Co. 761
4300 Forbes Blvd., Lanham, Md. 20706

Eastman Kodak 438
343 State St., Rochester, N.Y. 14650

Ellason Weather Radar 606
739 Spirit of St. Louis Blvd., Chesterfield, Mo. 63017

Enterprise Electronics Corp. 739
P.O. Box 1216, Enterprise, Ala. 36331

Doppler weather surveillance radar system. **Staff:** Gene Rubin, Ted Simmons.

Environmental Satellite Data 554
World Weather Bldg., 1st floor, Suitland, Md. 20746

ESD Inc. 554
5200 Auth Rd., World Weather Bldg., First floor, Suitland, Md. 20746

Satellite image and weather data systems. **Staff:** Lou Torrence, Terry Hambrick, Ronn Irving, Jim Menard, Brian Norcross.

The Express Group 626
3518 Third Ave., San Diego 92103

Design group, modular radio cabinetry. **Staff:** Byron Andrus, George Andrus, Dennis Murphy.

Jon T. Fischer Products 1020
5708 Lemp Ave., North Hollywood, Calif. 91601

Fujinon 872
10 Highpoint Dr., Wayne, N.J. 07470

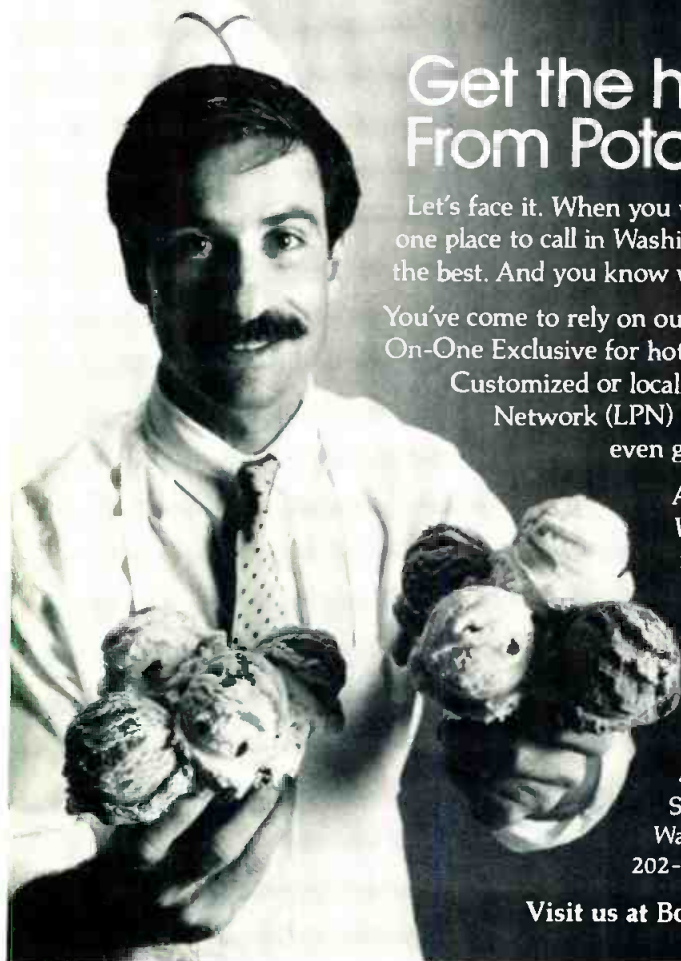
ENG, EFP and BCTV lenses for broadcast quality color cameras. **Staff:** John Newton, Jack Dawson, Bruce Wallace, Jorge Castaneda, Dave Waddell, Jess Kodaira, James Higuchi, Eric Rojack, Mark Schurer, Chuck Lee and Naohei Watanabe.

G&G Designs/Communications 406
201 Lomas Santa Fe, Solana Beach, Calif. 92075

G&M Power Products 379
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phone system*. **Staff:** Elaine Jones, Russell Gentner, Gary Crowder.

Gold Nugget 278

9626 N. Lamar, Austin, Tex. 78753

Staff: Bo Gregory, Cindy Gregory.

Gralan Distributors 661

P.O. Box 45134, Baton Rouge, La. 70895

Grass Valley Group 738

P.O. Box 1114, Grass Valley, Calif. 95945

Staff: Rome Chelsi, Bill Powers, Ed Hobson, Jay Shinn, Carl Amend.

Gray Communications Consultants 955

P.O. Box 3229, Albany, Ga. 31708

Ku-band newsgathering vehicles and systems. **Staff:** Perley Eppley Sr., Kenny Shewmake, Russ Abernathy, Mark Fehlig, Richard Brown.

Group W Television 148

888 Seventh Ave., New York 10106

Daily satellite news and entertainment services, Newsfeed Network, The Entertainment Report. **Staff:** Richard Sabreen, Terry O'Reilly, Louisa Hart, Charlie Towne, Dave Forman, George Back, Carl Menk, Glen Hagen, Lori Koch, Larry Schatz, Joan Marcus, Steven Blechman, Sherry Weinman, Eileen Potrock.

James Grunder & Associates 459

5925 Beverly, Mission, Kan. 66202

GTE Spacenet 168

1700 Old Meadow Rd., McLean, Va. 22102

Staff: Ed Wright, Marianne Voight, Rick Boyland, Dave Rubin, Jean Davis, Marie Capalaces, David Liddle, Harry Mahon, Jonathan Feldman, Ray Marks.

Guycor/The Texas Report 942

501 N. IH-35, Austin, Tex. 78702

Hamilton Productions Inc. 1048

7732 Georgetown Pike, McLean, Va. 22102

Harris Business Communications Systems K

1380 Harris Rd., Melbourne, Fla. 32901

Harris Farinon 607

1691 Bayport Ave., San Carlos, Calif. 94070

Health Coach (TV Enterprise) 1050

1233 E. Guinevere #E, Springfield, Mo. 65804

Hubbard Communications 836, G

12495 34th Street North, St. Petersburg, Fla. 33716

Satellite newsgathering trucks*, Generation II video flight pack*, mobile ENG vehicle, television time delay system. **Staff:** George Orgera, Bob LaDow, Ron Adamson, Doug McKay, Larry Rice, Gary Britt, Jim McGriff, Tom Kidd, Drew Craig, Jonathan Sherr.

Imageering Laser Disk Systems 504

3314 Poplar Ave., #1, Memphis 38111

INN-Independent News 850

220 East 42nd St., 10th floor, New York 10017

Prime time newscasts and news briefs. **Staff:** John Corporon, Barbara Mortimer, Christine Gebhardt, Bill Littauer, Richard Nenneman, David Morse, Deborah Rivel, Ann Clark.

Investment Company Institute 954

1600 M Street, N.W., Washington 20036

Mutual fund trade association. **Staff:** Kathryn Morrison, Michael Delaney.

Ivanhoe Communications 154

401 S. Rosalind Ave., Orlando, Fla. 32801

Television news inserts, medical programming. **Staff:** Marjorie Bekeart Thomas, Joyce Addy, Bette BonFleur, John Cherry, Kathryn Jennings, Kevin Sublette, Mark Shumard, Lori Renner, Lars Grogan, Larry Prince, Bob Luna, Russell Dishman, Ina Albert, M.F. Kershner.

Jefferson-Pilot Data Services 368

501 Archdale Dr., Charlotte, N.C. 28217

Electronic news processing system. **Staff:** John Pearce, Bill Ballard, Wayne Evans.

J-Nex 167

5455 Wilshire Blvd., Los Angeles 90036

JVC Company of America 414

41 Slater Dr., Elmwood Park, N.J.

Kalman & Rogers 764

2200 Royal St., New Orleans 70117

Kavouras 106, F

6301 34th Ave. South, Minneapolis 55450

Keltec Florida 1055

50 Second St., Shalimar, Fla. 32579

Lang Video Communications 940

547 N.E. 26th Court, Pompano Beach, Fla.

33064

Listec Video Corp. 583

30 Oser Ave., Hauppauge, N.Y. 11788

Studio teleprompters, A-5000 computer prompter display device*. **Staff:** Jack Littler, Ray Blumenthal, Bill Leventer.

Local Program Network 143

90 S. 11th St., Minneapolis 55403

Cover Story, Story Source, One-on-One Exclusive. **Staff:** Jim Hayden, Caryn Schall, Linda Peinovich.

Frank Magid Associates

One Research Center, Marion, Iowa 52302

Research and consulting services. **Staff:** Dan Bormann, Steve Cagle, Ed Dougherty, Barbara Frye, Joe George, Jerry Giesler, Dick Haynes, Bob Jackson, Stuart Kellogg, Nick Lawler, Frank Magid, Craig Marrs, Mackie Morris, Charles Munro, Bruce Northcott, Alan Oldfield, Larry Pond, Steve Ridge, Tom Sattizahn, Nancy Sebastian, Dave Smith, Jim Swinehart, Don Wells, Jim Worthington, John Yurko, Sherri Overmyer.

Matrix Exhibits 866

1610 Hennessey Dr., LaVergne, Tenn. 37086

Staff: Louis Tapia, Jan Dixon.

McHugh and Hoffman 769

4009 Chain Bridge Rd., Fairfax, Va. 22030

News and entertainment market research, 100 Plus service*, Presidential Campaign Hotline electronic mail service*. **Staff:** Peter Hoffman, John Bowen III, Jacques de Suze, Roy Meyer, Neil Wasserstein, John Bobel, James Dinkelacker, Kim Downing, Susan Peterson, Peter Hart, Ann Selzer, Marilyn Littlewood.

MCL 369

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ABSAT qualified transmit/receive subsystem for transportable application*, SNV transmitter systems, C-band and Ku-band transmitter product line. **Staff:** Frank Morgan, Buck Boyd, Robert Morgan, Bob Lundy.

Mead Data Central 268

P.O. Box 933, Dayton, Ohio 45401

Full text on-line information systems, news and business service, patent, and accounting databases, financial and medical information services. **Staff:** Olga Staio, Deborah Silcox, Ann Beeson, Betty Ashton, Linda Wilkinson, Kim Riek, Tom Jared, Lys Chuck, Brian Bailey Gates, Sheila Banko, Dave Rizhter.

Media Computing 639

13951 North Scottsdale Rd., #222, Scottsdale, Ariz. 85260

Angis*, NCI* (link between newsroom computer systems and character generator), production rundown, assignment/archives, script production, prompter interface. **Staff:** Michael Rich, Kathryn Hulka, Jeffrey Croughan, Larry Baum, Dana Edwards, Richard Gornstein, Evan Lucas, Ray Harris.



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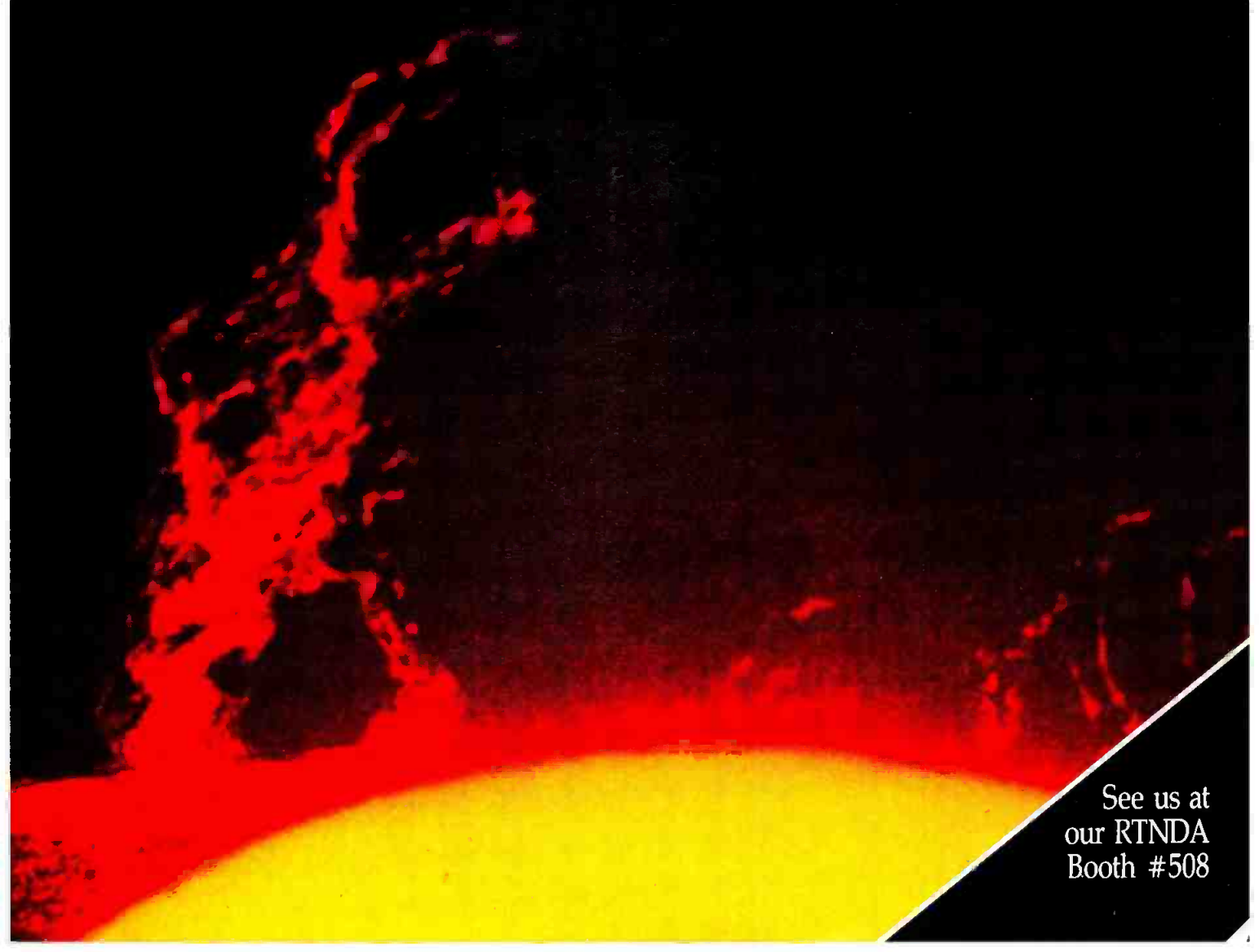
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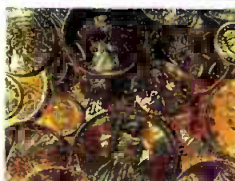
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Medialink/Video Broadcasting Corp. 464

708 Third Ave., 23rd floor, New York 10017

Scripts, rundowns and satellite coordinates. **Staff:** Laurence Moskowitz, Leland Harden.

Microdyne Corp. 638, E

P.O. Box 7213, Ocala, Fla. 32672

Encryption equipment, satellite receiving equipment. **Staff:** David Alvarez, Tom MacAllister, Steve Benoit, Brett Swigert, Leo Riddle, Leroy McKay, Jerry Thorne.

Microwave Radio Corp. 1036

847 Rogers St., Lowell, Ma. 01852

Midwest Communications 618, D

One Sperti Dr., Edgewood, Ky. 41017

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MPCS Video Industries 1404

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Video Times magazine and MPCS Professional Buyers Guide. **Staff:** Jay Dorman, Howard Stein, Barbara McDonald.

Multivision Post/EFX "MVP" 306

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National Association of Broadcasters 160

1771 N Street, N.W., Washington 20036

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News Election Service 1054

22 Cortlandt St., New York 10007

Cooperative news agency that collects, tabulates and distributes unofficial vote results on election nights. **Staff:** Thomas Collins, Nicholas Acocella, Dennis Zier.

News Features 1044

clo Cash Plus, 222 S Ninth St., #2200, Minneapolis 55402

Broadcast news features, Allergy Alert and Datasport Fish and Game Forecaster. **Staff:** Dennis Gebhard, Glenn Otte, Tim Tschudy, Chuck Percival.

News Horizons 605

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Radio news programming and management. **Staff:** Fred Walters, Lilian Walters.

Newslink 718

205 Lexington Ave., 18th floor, New York 10016

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News Technology Corp. 147

22431 Franklin Ct., Mountain View, Calif. 94040

Newsroom computer system*, wire service monitoring system for IBM personal computers*, computer software for radio and TV. **Staff:** P. Kolstad, T. Feurey, C. Rossie.

News Travel Network 145

One China Basin Building, San Francisco 94107

NIWS—Lorimar-Telepictures 432

10202 W Washington Blvd., Culver City, Calif. 90232

Med*source, NIWS, Televote*. **Staff:** Don

Ross, Gretchen Thomas, Dennis Wilden, Mike Von Ende, Michael Bille, Jim Moloshok, Carla Soviero, Joe Goldfarb.

Northeast Filter Co. 417

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Panasonic Broadcast Systems 568

One Panasonic Way, Secaucus, N.J. 07094

M-II format recording equipment, cameras, editing systems, including MARC cart machines*, AU-550*, AU-620*, AK-400*. **Staff:** Phil Livingston, Charles Gaydos, John Rollingson, Chuck Bocan, Jim Thibideaux, Jerry Anderson.

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Magic moment helicopter mount*, light systems*, motion picture and video support equipment facility. **Staff:** C.M. Sutyak, Tony DeLia, Pat McKenna, Dee Ann Fries.

Pinnacle Productions International 1046

E. 204 Nora, Spokane, Wash. 99207

Animated news opens and graphics. **Staff:** Mike Abinanti, Michael Wright.

Polaroid Corp. 608

575 Technology Sq.-2S, Cambridge, Ma. 02139

FreezeFrame Video Image Recorder, instant slide, print and overhead systems. **Staff:** Cameron Queeno, Peter Mackin, Sal Larocca, Sam Peacock, Sam Dynes, Mabel Chin, Steven Spinney.

Potomac Communications Group 726

400 N. Central St., N.W., Washington 20001

Pro Battery Co. 151

3941 Oakcliff Industrial Ct., Atlanta 30340

Procter & Gamble 865

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Full service teleproduction and transmission facility. **Staff:** Clayton Gsell, Robert Grevemberg, Al Levin, Constance CT Hardy, Lyndsay Tremols, Larry Tyler, Larry D'Anna, Karen Foster.

Pro Video News Service 707
303 S. Crescent Heights Blvd., Los Angeles 90048

Q-TV 854
104 E. 25th St., New York 10010
Computer and on-camera prompting systems, mini video prompters. **Staff:** George Andros, Al Eisenberg, John Maffe, Jim Greenfield.

Radiation Systems 816
1501 Moran Rd., Sterling, Va. 22170
Antenna products, satellite receiver*. **Staff:** Dick Patton, David Speed, Doug Henderson, John Sciberras.

R&H Associates 551
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R.F. Technology 344
145 Woodward Ave., S. Norwalk, Conn. 06854
Staff: Pat Bradbury, Grady Jackson.

Roscor Corp. 712
1061 Feehanville Rd., Mt. Prospect, Ill. 60056
Satellite newsgathering van. **Staff:** Paul Roston, Howard Ellman, Ed Camarre.

Satellite Consortium 868
9637 Via Torino, Burbank, Calif. 91504

Scientific Atlanta 348
Box 105600, Atlanta 30348

Schwem Technology 163
3305 Vincent Rd., Pleasant Hill, Calif. 94523
Staff: George Grasso, Clay Sylvester, Kathy Metulas, Michael Salit, Holt Johnson.

Semkoff-Lee Productions 963
4922 Cordell Ave., Chevy Chase, Md. 20814

Shure Brothers 444
222 Hartrey Ave., Evanston, Ill. 60202
FP51 compressor/mixer, SM84 microphone, SM63L omnidirectional reporter's microphone. **Staff:** Christopher Lyons, MaxAnn Buchanan, John Metcalf, Tim Yates, Mike Leuscher, Gene Hawkins, John Phelan.

Siscom 560
100 Arapahoe Ave., #1, Boulder, Colo. 80303

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The Sports Network 506
701 Mason's Mill Business Park, Huntington Valley, Pa. 19006

Sports Newsatellite 314
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Sports news and highlights. **Staff:** Geoff Belinfante, Hilary Black, George Giatzis, Terry Kassel, Joseph Podesta, Jim Scott, Michael Teicher, Peggy White.

SportsTicker Plus 839
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Sports information service. **Staff:** Peter Bauasi, Phil Hagan, Marc Gross, Bill Duncan, Rick Alessandri.

S.P.R. News Source 159
5165 Shady Island Rd., Mound, Minn. 55364

Olympic Viewers Guide*, The Outside News and Sports Network*. **Staff:** Jack Hansen, John Lehman, Beth Sosin, Slade Walter.

Star Syndications 567
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Surface Systems 704
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Scan*Rad doppler color weather radar, ScanColorAlert Graphics*, ScanCast*, weather forecasts. **Staff:** Joe Kelley, Jerry Waldman.

Synergistic Batteries 870

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Systems Concepts of Colorado 153
5595 Arapahoe, #G, Boulder, Colo. 80301

Talentbank Ltd. 769-B
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TV News Journal 705

P.O. Box 550508, Atlanta 30355

Weekly newsletter. **Staff:** Rick Brown, James Christie.

Twentier Systems 760

2000 Powell St., #700, Emeryville, Calif. 94608

Integrated editorial and management system. **Staff:** Carl Twentier, Ann McStay, Patricia Stevens, Rick Swiers, Gordon Thorpe.

Ultimate Corp. 632

18607 Topham St., Reseda, Calif. 91335

Video compositing devices, Newsmatte-2, Ultimate-5. **Staff:** David Fellingner, Arpag Dadourian, Mary Zaller.

Union of Concerned Scientists 880

26 Church St., Cambridge, Ma. 02238

Media information on arms race and nuclear power. **Staff:** Tom Gardner, Ellen Dudley, Jennifer Scarlott, Judy Gallant.

United Press International 254

1400 Eye St., NW, Washington 20005

CustomNews, Pyxys, UPI Radio Network, UPI Telecast, UPI Radio Noticias. **Staff:** Charles Hollingsworth, Mike Aulabaugh, Allan Siebert, Peter Zollman, Mike Freedman, Bill Ferguson, Luis Covarrubias, Mike Doughney, David Haymore, Herman Beals, Claudia Barnes, Suzanna Fowler, Craig Walker, Steve Geimann, Jim Hood, Jim O'Keefe, Art Collier, Jessica Hughes, Betty Lou Carter, Rob Navias, Steve Morales.

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Video Media S.E.D. 862

211 Weddell Dr., Sunnyvale, Calif. 94089

Video Protection Co. 461

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Live Guard Tape, Media Tac Jac, outerwear ballistic garment. **Staff:** Rick Kamel, Dave Kotwick, Peter Ross, Dennis Mastercola.

Vinten Equipment 585

275-C Marcus Blvd., Hauppauge, N.Y. 11788

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Staff: Joanne Camarda, Richard Cooper.

Visnews International 654

22nd floor, 630 Fifth Ave., New York 10111

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One Pack Sq., 15th floor, Asheville, N.C. 28801

News theme packages, positioning research, logo and graphic design, animation, custom music, live action film and video production and campaign planning. **Staff:** Hal Brown, Steve Cooper, John Locke, Kim Thompson, Melody Wyeth.

Vu/Text Information Services 463

325 Chestnut St., #1300, Philadelphia 19106

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Wold Communications 716

10880 Wilshire Blvd., #2204, Los Angeles 90024

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Wolf Coach Co. 114

7 B St., Auburn, Pa. 01505

Worldwide Television News 643

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WWL-TV 149

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Riding the wave

Satellite Music Network, the Dallas-based network radio company that first hit the air six years ago, has finalized an agreement with Metropolitan Broadcasting, New York, to distribute Metropolitan's KTWV(FM) Los Angeles' "Wave" format beginning nationally in early September. The "Wave" combines new age/light jazz with soft rock selections in a personality-free presentation.

"There has been a tremendous amount of interest from operators all across the country since we began in March," said Metropolitan Broadcasting President Carl Brazell. (Prior to the switch, KTWV had been Los Angeles' long-time album-rock outlet under the calls of KMET). "The 'Wave' will help expand our affiliate base in major markets," added SMN President John Tyler.

The "Wave" will bring to eight the number of 24-hour format services distributed by SMN. The publicly-held network company currently has just over 700 on-air affiliated stations and another 100 under contract to go with an SMN format shortly.



Tyler (l) and Brazell sign "Wave" distribution agreement at SMN headquarters in Dallas.

RNA vacancy

Robert Lobdell, president of the six-year-old New York-based Radio Network Association, said he will leave that post on Dec. 31. Lobdell had served as RNA president since July 1985. RNA board, chaired by United Stations President Nick Verbitsky, is assembling a search committee.

Shopping via radio

Home shopping will hit the radio airwaves in September as an overnight programming service when the eight-year-old Public Interest Affiliates, a Chicago-based radio program producer and distributor, premieres *Value RadioShop Around The Clock*.

The bartered broadcast, according to PIA President Brad Saul, is the result of a marketing agreement between PIA and the Hanover Companies, a subsidiary of Horn & Hardart, a publicly held, direct-marketing firm. In addition to offering home shopping merchandise, *Value Radio* will also contain talk elements including celebrity interviews and call-in segments, Paul said. It is primarily designed for AM stations.

"There will be a 50-50 split on national and local inventory," Paul said. "Local stations will also receive a 5% commission on all *Value Radio* sales made to their listeners."

The program service will originate from PIA's studios in Chicago each night from 11 p.m. to 7 a.m. (central time), via Satcom I-R and Galaxy II, to cover all time zones during the overnight hours. Stations, said Paul, will have the option of picking up the overnight series in one-hour blocks. "But we are marketing the broadcast as a five-hour series [midnight-5 a.m., local time]," he said.

A national search is being conducted for on-air talent. "We will have at least two hosts," Paul said.

Other PIA program projects in the planning stages include *Campbell's Superstars*, a two-and-a-half-minute, daily program on the order of television's *Entertainment Tonight* series that is scheduled to premiere in January 1988, and *Celebration Live From the Mississippi Queen*, a two-hour big band special slated for next February. PIA is also distributing a one-hour NFL preview program hosted by sportscaster Marv Albert.

Looking out for radio

An era of low inflation and a generally "flat" advertising economy are among the major elements hindering radio's growth in both the United States and Canada. Group W Radio President Dick Harris told the Radio Bureau of Canada's Managing Sales Conference at Toronto's Skyline hotel.

"For much of the 1970's and early 1980's, we media people enjoyed a strange luxury. No matter what next year's economy was going to be like, we started out adjusting our rates upward at an automatic 10%. And no one ever asked why, because the psychology of inflation said we were absolutely correct," said Harris. "When the inflation rate came tumbling down, many of us had forgotten what makes a business grow. We got away from the kind of tough self-appraisal and management disciplines that are im-

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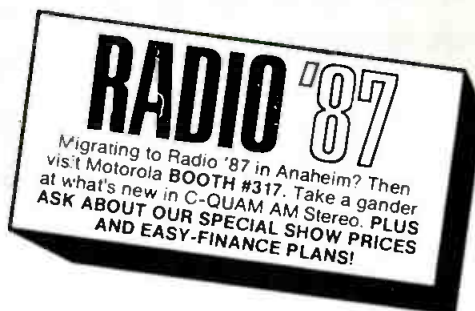
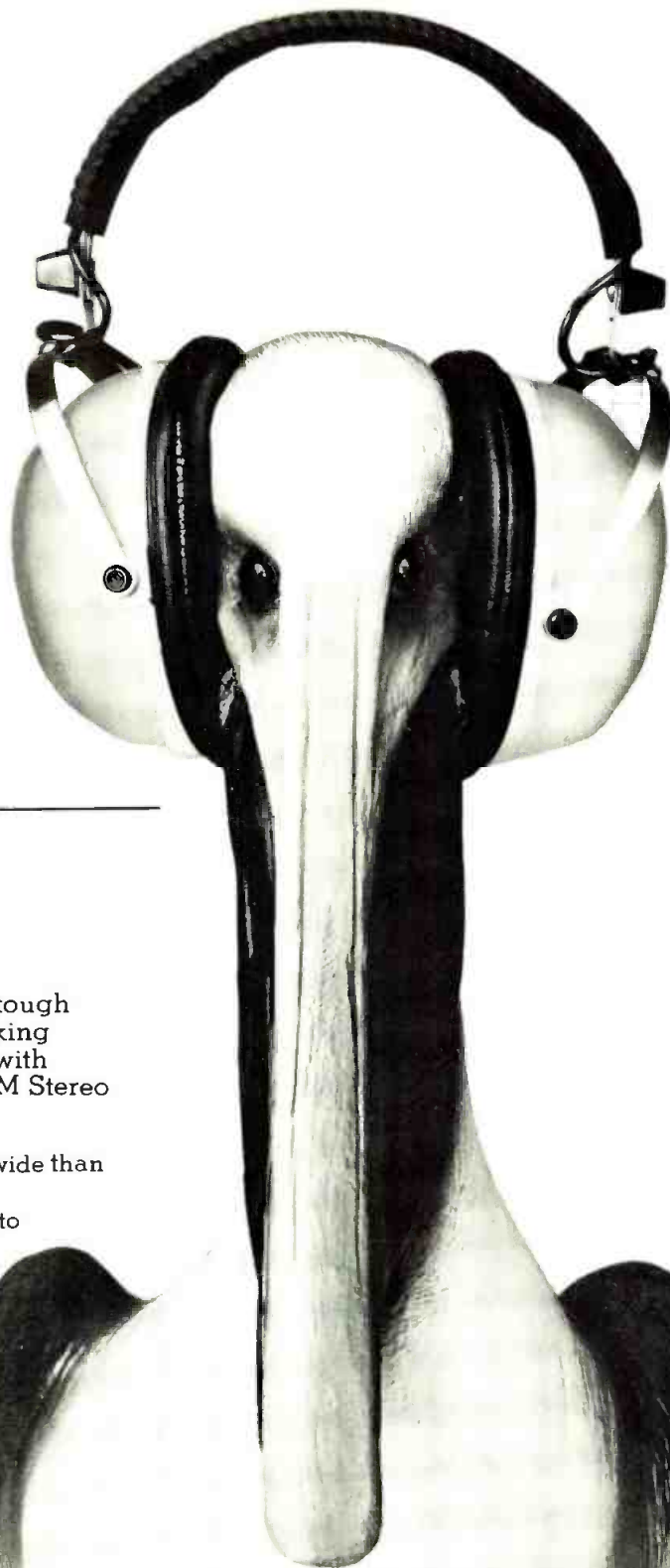
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Business is booming

Business reporting on network radio is about to be expanded with the launch of Dow Jones & Co.'s *Dow Jones Report*, an economic and financial news service designed specifically for FM stations.

The company has been producing *The Wall Street Journal Report*, a service that for nearly eight years has been providing mostly AM stations in the top 50 markets and a number of "affluent" secondary markets, with 17 two-minute reports each weekday and six one-minute reports on weekends.

The new FM service, however, will have more of a "consumer slant" and will offer stations 15 daily, one-minute newscasts between 5:55 a.m. and 8:55 p.m. NYT. Both networks are headed by Bob Rush, director of broadcast services for Dow Jones.

Also getting ready to enter the network radio fold with a business news service is the Financial News Network cable channel. Called *FNN's Business Headline News*, the proposed satellite-delivered service will provide two-minute business and financial news updates every hour from morning drive time on the East Coast through afternoon drive time on the West Coast (approximately 16 hours). The service, which is expected to be launched in early 1988, is being targeted for AM stations.

portant to any business, but absolutely vital to a mature business like radio."

Harris called radio "the most resilient, creative and resourceful [advertising] medium there ever was." Said Harris: "To survive the next five years, I think you (and we in the States) are all going to need a lot of shrewdness. We need a strong sense of limitations and dangers before us as well as the possibilities and opportunities that are already out there waiting." Harris suggested a dedication to "total quality" and staff training.

"Group W's experience since 1920," said Harris, "has taught us that the credibility of our stations and the integrity of our people represent the best guarantee we have to insure our own long-term financial well-being."

Deja vu

Premiere Radio Network, a Los Angeles-based radio program supplier, will soon introduce a two-hour music/interview program featuring rock groups and artists of the 1960's and early 1970's. *Classic Call* will include audience participation segments in which the performers will call listeners to field questions. (Local listeners who want to participate leave their name and number with the Premiere Radio Network by calling a number announced by the local station.) Serving as the show's host will be KLSX(FM) Los Angeles evening personality Billy Juggs. The first program, which will feature members of the Doors, is slated to premiere the week of Sept. 7 via Satcom I-R. Thus far,

the bartered series has cleared stations in 80 markets, according to company president, Steve Lehman.

The relatively new Premiere Radio Network also distributes the *Plain Rap Top 40 Countdown*, a four-hour, locally hosted show that provides stations with program material for producing their own weekly countdown in three formats: urban contemporary, adult contemporary and contemporary hit.

Classic entrance

Universal Broadcasting is slated to sign on classical-formatted WWCS(AM) in Canonsburg, Pa., a suburb of Pittsburgh, tomorrow (Sept. 1), making it the market's only commercial classical outlet. WWCS will be broadcasting 24 hours a day in stereo, said Universal Broadcasting Vice President Jeffrey Warshaw. The station had been airing a religious format under the call of WARO(AM). Universal presently operates 15 stations, many of which are stand-alone AM properties. It has owned WWCS for more than 20 years.

Signing on

MJI Broadcasting, New York, is planning a weekly, two-hour broadcast for contemporary hit radio stations, called *Direct Hits*. The series, hosted by WOHT(FM) New York personality Bill Lee, is being made available in two versions: mainstream-oriented contemporary hit radio (CHR) and formats oriented toward urban/dance music. Both versions will be in a magazine format incorporating concert listings, celebrity interviews and a top-three song countdown. The program is scheduled to debut the week of September 28.

□

Clayton-Webster Corp., St. Louis, has signed an agreement with *Inside Sports* magazine to launch the *Inside Sports Report* beginning today (Aug. 31). The daily (Monday through Friday) series, hosted by NBC sportscaster Bob Costas, will replace *Sporting News Report*, also hosted by Costas. *Inside Sports Report* is a two-minute program composed of features, interviews and commentaries. Additionally, Ace Hardware has signed as the sole sponsor of John Madden's daily sports quiz broadcast (Monday through Sunday), which Clayton-Webster launched today (Aug. 31). Madden is a sportscaster for CBS Sports.

□

CBS RadioRadio, the company's youth-oriented network, has launched an album cut audio service, *Hot Off The Press*, for its 150 affiliated stations. Through arrangements with a variety of record labels including Polydor, Atlantic, Epic, Columbia, Motown and RCA, the new service will periodically transmit new album releases to RadioRadio affiliates, said Frank Murphy, vice president of programs for the CBS Radio Networks. The service will cover a variety of music formats, from adult contemporary to CHR, he added. This is CBS Radio's sixth audio service.

Separately, CBS sportscaster John Madden will host a two-week, 10-part *NFL Pre-Season Preview* series beginning today (Aug. 31). This special programming, which will be a collection of three-minute reports on teams and players, will be offered to affiliates of the CBS Radio Network. (CBS Radio has the exclusive NFL radio package for the next three years.)

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Cable operators head to Atlanta

ECTA Eastern Cable Show addresses improving profits and marketing, among other topics

Overbuilds, improving the bottom line and better marketing techniques highlight the agenda for the Eastern Cable Show under way in Atlanta Aug. 30-Sept. 1. Registration is on track to match last year's 3,500 and the number of exhibitors is approaching 160, a 33% increase over last year.

Kicking off the show on Sunday will be a Community Antenna Television Association convention featuring CATA President Steve Effros and Motion Picture Association of America President Jack Valenti. Turner Broadcasting is hosting a reception that evening at its new CNN Center that will feature mockups of the sets of MGM classic films "Gone With the Wind," "Casablanca," "Singing in the Rain" and "Mutiny on the Bounty."

The convention has been divided into five

tracks: current issues, business and marketing, public affairs and technology. Topping the list of current issues will be two Monday morning sessions on overbuilds, featuring Paul Glist and Wesley Heppler, attorneys with Washington-based Cole, Raywid, Braverman; Samuel Book, president, Malarkey Research; Tom Alexander, president, Alexander & Associates, and Glenn Schein, regional manager, Dynamic Cablevision of Florida. The same track on Tuesday will feature Milton Lewis, president of Wometco, and Harry Cushing, executive vice president, Telesat, in "The Corporate View of a Changing Landscape."

The Tuesday business sessions will feature examinations of the financial rewards of pay per view, home shopping, pay services and the TVRO market. Panelists include Kemp Delo, director of marketing, Masada Corp.; David Archer, Viacom Networks; Peter Barton, president, Cable Value Network, and Wes Hanemayer, director of Turner Di-

rect Broadcast Sales.

The marketing seminars include a Cable Television Administration and Marketing Society subscriber retention panel, a marketing cooperative session, a customer service session and a panel on channel alignment and local market interests featuring Bob Thomson, vice president of government affairs, Tele-Communications Inc., and Dean Deyo, president, American Television and Communications, Memphis.

The convention will also feature a technical track put together by the Society of Cable Television Engineers and a "Public Relations Training Seminar" created by the National Cable Television Association and the Cable Television Public Affairs Association.

The show's sponsors, the Southern Cable Television Association, has scheduled the afternoons free of sessions to allow attendees to visit the exhibit floor. Monday evening's annual banquet will feature country singer Louise Mandrell.

Eastern Cable Show exhibitors

Acts Satellite Network 803

6350 West Freeway, Ft. Worth, Tex. 76150
Family Christian network. **Staff:** Mark Snowden, Mark Jeffcoat, Glenn Starling, Paul Lee, Bill Boatwright, Jim Hughes, Ray Johnson, Ty Wood, Jarvis Hearn.

Adams-Russell, Arvis division 621

300 Second Ave., Waltham, Mass. 02154
Automation systems including random access advertising insertion systems and automatic playback systems for local origination or movies. Arvis Compact and Grid systems. **Staff:** Linda Arnold, Roger Strawbridge.

Air National Guard Support Center 1217

Mail stop #18, Andrews AFB, Md. 20331

American Movie Classics 1312

150 Crossways Park West, Woodbury, N.Y. 11797
Staff: Dennis Patton, Michele Roberts, Stephanie Mele, Cynthia Burnell.

America's Value Network 718

4777 Menard Dr., Eau Claire, Wis. 54703

Anixter Communications 615-617

4711 Golf Rd., Skokie, Ill. 60076

Artline Industries 1308

6961 Peachtree Ind. Blvd., Norcross, Ga. 30071

AP/TMS Information Services

1825 K St., N.W., #615, Washington 20006
News Plus, Business Plus, Channel Guide. **Staff:** Gregory Groze, Annabella Riccio.

Associated Press 910

One CNN Center, #500, Atlanta 30303

AT&T Network Systems 1011-1013

1111 Woods Mill Rd., Ballwin, Mo. 63011

Bigham Cable Construction 1007-1009

Box 903, Gulf Breeze, Fla. 32561

Staff: Harold Bigham, Margo Bigham, Herb Bidle, Don Kent, Lacy Hamilton.

Black Entertainment Television 611-613

1232 31st St., N.W., Washington 20007

Family entertainment, black college sports, music videos and public affairs programming. **Staff:** Rosalyn Shaw Doaks, Robin Beaman, Darryl Grayson.

Brad Cable Electronics 103

1023 State St., Schenectady, N.Y. 12301

Converter sales and service, equipment repair.

Staff: Robert Price.

Bravo 1310

150 Crossways Park West, Woodbury, N.Y. 11797

Bravo service. **Staff:** Bruce Ferguson, Jim Riley, Karen Jarnon.

Burnup & Sims 117

8000 E. Prentice Ave., #C-5, Englewood, Colo. 80111

Capscan Coaxial cable, Lectro Power supplies, construction services. **Staff:** Mike Filkins, Steve Wagner, Kevin Lynch, Arlene Adams, Dennis Geltmacher, Mike Kearns, Marty deAlminana, Robert Long, Larry Wallace, Steve Breen.

Business Systems 519-521

One Marcus Dr., Greenville, S.C. 29609

In-house, real-time, computerized billing and management system with addressable interface capability, automatic PPV ordering, billing and authorization systems. **Staff:** Glynda Caddell, Sherri Arrowood, Bill Kilgore, Gib Amstutz, Bill Cox.

Cable Link 622

280 Cozzins St., Columbus, Ohio 43215

Sales of new and refurbished converters, distribution electronics, passive devices and hardware. Descrambling and addressable converters, positive and negative traps, repair facility. **Staff:** Stan Smith, Jon Schatz, Fritz Juskalian, Jack Davis, Brenda Rowe.

Cable Security Systems 914-916

459 N. Dean Rd., P.O. Box 2066, Auburn, Ala. 36830

Security apartment box, locks, power supplies, batteries. **Staff:** Curt Cope, Mike Springer, Mike Molumby, Sheila LaMacchia.

Cable Services Co. 904

2113 Maryland Ave., Williamsport, Pa. 17701

Full line stocking distributor of cable products, turnkey construction. **Staff:** Bob Brantlinger, George Ferguson.

Cabletek 205-207

P.O. Box 11908, Lexington, Ky. 40578

CableTEK Center Products 501

850 Taylor St., Elyria, Ohio 44035

Hinged cove molding, full interior and exterior molding conduct and fittings, coring tools and enclosures, installation accessories. **Staff:** Tim

Reilly, Stan Leonowich, Bill Kaatz, Lynn Bailey, Cable TV Supply Co. 523

5922 Bowcraft St., Los Angeles 90016-4386

Staff: William Krempasky, Mark Engler, Richard Hunt, Donald Bos, Steve Brazil, Bill Cody, Greg Renbroe, Dwayne Hamilton, Keith McMichael, Bill Martin.

Cable Value Network 407

5655 S. Yosemite, #105, Englewood, Colo. 80111

Video merchandising channel. **Staff:** Peter Barton, Steve Cunningham, Joe Pfifer, Kim Korb, Mike Miller, Anne Christman.

Cableview Publications, Cable Video Entertainment 419

111 8th Ave., New York 10011

Curtain Going Up, tune-in spots. **Staff:** Richard Sullivan, Mark Rubin, Sandy Messinger, Russell Cohen.

Calan 502

R.R. #1 Box 86T, Dingmans Ferry, Pa. 18328

Integrated sweep system/spectrum analyzer. **Staff:** Phyllis Thompson, A. William Le Doux.

CATV Subscriber Services 1105-1020

108 State St., #102, Greensboro, N.C. 27408

Mapping, design, engineering, construction, installation, marketing, sales, audits and support services. **Staff:** Raymond Galtelli, Fred Robertson, Gerald Haisman, Jerry Curran, Tommy Butts.

CBN Cable Network 203

CBN Center, Virginia Beach, Va. 23463

Family programming of news and musical specials, westerns, comedies, movies and inspiration programs. **Staff:** Russell Breault, Tammie Ashe, Clay Boudreaux.

C-COR Electronics 201

60 Decibel Rd., State College, Pa. 16801

Designs and manufacturers electronic equipment and offers variety of professional services. **Staff:** John Hastings, Michael Crotts, Carl Lauck.

Certified Investments 620

223 S 6th St., Griffin, Ga. 30223

Investment programs, antique coins, antique and modern jewelry investment stones. **Staff:** Marvin Goldstein, Virginia Goldstein, Kathy Powell, Mike Statham, Mark Goldstein.

Channell Commercial Corp. 714

620 W. Foothill Blvd., Glendora, Calif. 91740

Channellmatic 716
549 Park Ave., *Prairie Du Sac, Wis.* 53578

Commercial Electronics 514
4065 White Oak Lane, *Lilburn, Ga.* 30247

Communications Equity Assocs. 1106-1108
5401 W. Kennedy Blvd., #851, *Tampa, Fla.* 33609
Brokerage, investment banking, corporate financial and management services. **Staff:** J. Patrick Michaels Jr., Thomas Alexander, W. Jay Dugan, Edward Frazier Jr., Donal Bosson.

CompuLink 922
5600 S. Quebec, *B-156, Englewood, Colo.* 80111

Computer Utilities of the Ozarks 1407
103 Industrial Park Rd., Suite C, *Harrison, Ariz.* 72601

ComSonics 1010
P.O. Box 1106, *Harrisonburg, Va.* 22801
Window field strength meter with system management package feature. **Staff:** Sniffer II and Sniffer Jr. RF leakage detection units, coaxial relays. **Staff:** Wayne Bruffy, Dana Smith.

Conversations On Cable 1015
3110 Roswell Rd., #218, *Atlanta* 30305

Cosmo Graphics 209
3201 NE Loop 820, #150, *Fort Worth, Tex.* 76137
Cable programing guides. **Staff:** Chris Stark, Scott Phillips, Larry Rosenberg, David Aver.

Country Music Television 1204/1307
Marty Robbins Bldg., *Music Village Blvd., Hendersonville, Tenn.* 37075
Country music videos, interviews. **Staff:** Michael Aisney, Rene Ray, Melissa Stephens.

Creative Management Systems 1004
213 Washington St., P.O. Box 10, *Toms River, N.J.* 08754

Discovery Channel 206
8201 Corporate Dr., *Landover, Md.* 20785

Disney Channel 317
3800 W. Alameda, *Burbank, Calif.* 91505
Disney pay service. **Staff:** Michael Mason, Margaret Grover, Maureen Lane, Joe Cantwell, Cheryl Fiumara, Steve Hearn, Joe Orrender, Kathleen Smith, Tyrone Thompson, Mary Dodd Taylor, Jan Hall, Amy Innon, Cindi Lipper, Elizabeth Ireland, Sharon Nichols.

Drop Shop Ltd. 103
P.O. Box 284, *Roselle, N.J.* 07203
Distributor and manufacturer of CATV installation equipment and specialty products, consumer interconnect products, subscriber passive devices. **Staff:** David Wank, Dennis Sarantopoulos, Linda Passzun.

Dyatron Automated Services 1005
210 Automation Way, *Birmingham, Ala.* 35210
Laser statement printing and mailing services. **Staff:** Wayne Fisher, Gary Bryant.

Eagle Comtronics 115
4562 Waterhouse Rd., *Clay, N.Y.* 13041
Super traps, decoding filters, encoders, directional taps, addressable descramblers, ET micro series traps and decoding filters. **Staff:** Alan Devendorf, Tom Quirk, Chet Syo.

Eastern Microwave 111-113
112 Northern Concourse, *Syracuse, N.Y.* 13221
Superstation WOR-TV New York. **Staff:** Gil Korta, Ann Marie Russell, Anne Stone.

Electronic Communications 912
10303-1/2 Dixie Hwy., *Louisville, Ky.* 40272
Converter, line equipment, and field strength meter repair. **Staff:** J. Dwayne Rice, Vicki Rice, Dale Walter, Pam Walter.

Electronic Publishers 1017
7431 Bush Lake Rd., *Edina, Minn.* 55435

ESPN 214-216
ESPN Plaza, *Bristol, Conn.* 06010
Basic cable, 24-hour sports network, National League Football. **Staff:** Bill Zaccaro, Brad Fox, Carmen Ilacqua, Roger Williams.

E-Z Trench Mfg. Co. 518
Rt. 3, Box 78-B, *Loris, S.C.* 29569
Staff: Roger Porter.

Fiberhart 900
P.O. Box 281, *Valley Head, Ala.* 35989

Financial News Network 1019
645 Madison Ave., *New York* 10022

First Data Resources 1504
7301 Pacific St., C-46, *Omaha* 68114-5497
Management information and subscriber billing system. **Staff:** Barry Johnston.

General Cable Co., apparatus division 101
5600 W. 88th Ave., *Westminster, Colo.* 80030
Telsta aerial lifts for splicing, maintenance and construction of CATV aerial plant. **Staff:** Leo Nowak.

General Instrument, Cable Home Comm. 427
CommScope Division, 1375 Lenoir Rhyne Blvd., *Hickory, N.C.* 28603

General Instrument, Jerrold Division 421-423
2200 Byberry Rd., *Hatboro, Pa.* 19040
Cable TV electronics, headend distribution and subscriber equipment. **Staff:** Larry Fry, Ed Breen, Geoff Roman, George Fletcher, Ted Watkins, Barry Pressman, Jeff Grant, Jim Bailey, Jerry Scheliga, Jim Faerber, Steve Rosekrans, Kurtis Whitt, Jim Daves, Matt Aden, Jon Ridley.

Gilbert Engineering 807
P.O. Box 23189, *Phoenix* 85063

Group W Satellite 1200-202
P.O. Box 10210, *Stanford, Conn.* 06904

HollyAnne Corp. 712
109 West O'Connor, *Greeley, N.E.* 68842

Home Box Office 507
1100 Avenue of the Americas, *New York* 10036
Pay TV service of comedies, drama, sports, special events, documentaries, series and family programming, Festival. **Staff:** Gail Sermersheim, Dorothy McDermond, Andrea Miller, Ina Siler, Pat Connor, Bonnie Hathaway, Jill Slavin, Joe Reid, Dan Fobas, Beth Flint, Sid Buchman, Linda Burnett, Ray Monasterski, Michael Dorr, Dianne Stavropoulos, Ken Schick, Debbie Ellis, Virginia Benzier, Janet Boston, Barbara Cohen, Bert Smith, Joyce McNulty, Stan Thomas, Rob Roth, Bart Swift, Lee Winters-Rosenberg, Jan Slaughter, Bonnie Gannon, Art Bell, Dawn Hill, Bob Zitter.

Home Shopping Network 110
1529 U.S. 19 South, *Clearwater, Fla.* 33546
HSN4***Staff:** Charles Bohart, W. Alex Job, Ginger Smith.

Hughes Aircraft Co. 502
P.O. Box 2940, *Torrance, Calif.* 90509
Multichannel microwave distribution equipment, broadband transmitters and on-frequency active repeaters, support services. **Staff:** Art Heiny, Gene Stanley, Cyd Bergen.

ISS Engineering 520-522
104 Constitution Dr., *Menlo Park, Calif.* 94025

JC PenneyTelaction Corp. 1407
1750 E. Golf Rd., *Schaumburg, Ill.* 60173-5002

Kennedy Cable Construction 720-722
Hwy. 280 West, P.O. Box 760, *Reidsville, Ga.* 30453
Aerial and underground CATV and telecommunications construction. **Staff:** Roger Kennedy Jr., Robert Skelton, Frank Walker, Martin Hornberger.

KMP Computer Systems 1504
2075 Trinity, #100, *Los Alamos, N.M.* 87544
Cablestar personal computer-based management information and subscriber billing system. **Staff:** Eldon Pequette.

Lifetime Cabletelevision 305
1211 Avenue of the Americas, *New York* 10036
Entertainment and information programming geared toward women. **Staff:** Sydney McQuoid, Karen Burleson.

M/A-Com Mac 706
5 Omni Way, *Chelmsford, Mass.* 01824
Full line of microwave radio. **Staff:** Don Sicard, George Hardy.

Macom Mac 706
5 Omni Way, *Chelmsford, Mass.* 01824

Magnavox CATV Systems 600
100 Fairgrounds Dr., *Manlius, N.Y.* 13104
Cable equipment, distributors, headend equipment, software package. **Staff:** Bob Finnerty, Jim Kazda, Zenon Dragosz, Ron Townsend, Ric Rowland.

MicroSat S/E 401-403
1519 Johnson Ferry Rd., #250, *Marietta, Ga.* 30062
Power supplies, connectors. Acunet* **Staff:** Da-

vid Chavez, Tony Garcia, Kay Miller, Steve Miller, Shannon Patinkin, Butch Roberson, Ellen Weimann.

Midwest Corp., CATV Division 918
2697 International Pkwy, *Virginia Beach, Va.* 23452
Cable management software program, pedestals, pole line hardware, connectors, converters, addressable systems. **Staff:** Elijah Midkiff, Jerry Thompson, Chris Sophinos, Wayne Daniels, Marsha Pleasants, Jim Kelly, Bill Brookhiser, Bill Dancy, Scott Wells.

Movietime Channel 1306
6611 Santa Monica Blvd., *Los Angeles* 90038
Basic cable network, highlights of upcoming films and cable productions, entertainment news and features. **Staff:** Larry Namer, David Saltman, Brian Owens.

MPCS Video Industries 1404
514 W. 57th St., *New York* 10019

MTV Networks 114
1775 Broadway, *New York* 10019
MTV. Music Television, VH-1/Video Hits One, Nickelodeon, Nick at Nite. **Staff:** Kris Bagwell, Steve Houck, John Shaker.

Netlink, USA 619
5808 Lake Washington Blvd., N.E. #101, *Kirkland, Wash.* 98033
Private carrier of satellite delivered programing. **Staff:** Susan Aigner.

Northeast Filter Co. 417
14 Corporate Circle, *East Syracuse, N.Y.* 13057

Northern CATV Sales, ARCOM 210
P.O. Box 6729, *Syracuse, N.Y.* 13217
Pay security traps. **Staff:** Jean Weller, Douglas Adolf.

NuCable Resources-The Cable Ad Channel System 516
3050 K St., N.W., #370, *Washington* 20007
Generator of incremental ad revenues through photo advertising, Cable Ad Channel System Jr. for smaller cable systems (2,000-15,000). **Staff:** Brad Parobek, Ed Burakowski, Barbara Ruger.

Phoenix Cable 303
100 Colony Sq., *Atlanta* 30361
Equipment and private cable system financing, senior and subordinate loans for upgrade, refinancing and acquisition of systems. **Staff:** Donald Demer.

Pioneer Communications of America 602
600 E. Crescent Ave., *Upper Saddle River, N.J.* 07458
One-way addressable converter, SmartRemote, standard converters. **Staff:** Fae Kopacka, Lance Belcher.

Playboy Programing Distribution Co. 400-402
8560 Sunset Blvd., *Los Angeles* 90069
Staff: Richard Sowa, Que Spaulding, Michael Fleming, Mike Hale, Michael Feinner, Jack Matthews, Brian Quirk, Theda Giles, Laurie Giddins, Vanita Cillo, De Terry.

Power & Technology 1207-1209
P.O. Box 43223, *Atlanta* 30336

Preview Network 708-710
1130 E. Cold Spring Lane, *Baltimore* 21239
Staff: Kathy Manger, Susan Robinson, Bill Baker.

Production Products Co. 307
One Mezy Lane, *Manlius, N.Y.* 13104

PTL Inspirational Network 700-702
WOC Bldg., *Charlotte, N.C.* 28279

PTS Corp. 805
5233 S. Hwy 37, *Bloomington, Ind.* 47401
Converter/line amp sales and repair service. **Staff:** Gary Wilson.

QVC Network 627
Goshen Corporate Park, *West Chester, Pa.* 19380

Request Television 607-609
140 E. 45th St., 40th floor, *New York* 10017
Pay-per-view software. **Staff:** Carter Maguire, Tom Fennell, Craig Wilson, Lori Sherman, Jay Rubin, Andy Ferraro.

RMS Electronics 301
50 Antin Pl., *Bronx, N.Y.* 10462
Power supplies, 600 mhz power passing splitters, couplers and power inserters, nonpower passing splitters and couplers, transformers and filters, distributors of molding duct, pedestals

and apartment boxes, wire and cable, traps and drop hardware. **Staff:** Ray Perez, Bill Tielert.

Scientific Atlanta 527
P.O. Box 105600, Atlanta 30348

Sencore 1303
3200 Sencore Dr., Sioux Falls, S.D. 57107

Shop Television Network 300
2323 Corinth Ave., Los Angeles 90064

Showcase Video 1024
1939 Lake Lucerne Way, Lilburn, Ga. 30247

Showtime The Movie Channel 313
1633 Broadway, New York 10019
Pay television programming, Showtime, The Movie Channel, Viewer's Choice, fall campaign update. **Staff:** Winston (Tony) Cox, Jack Heim, John Burns, Barry Goldberg, Stu Ginsberg.

Sky Merchant 500
9697 E. Mineral Ave., Englewood, Colo. 80112

Southern Bell 1500-1502
2121 8th Ave., N. 17th floor, Birmingham, Ala. 35203

Telecorp Systems 311
5825-A Peachtree Corners East, Norcross, Ga. 30092
System 606 computerized calling computer, system 6000 voice response system, automated telephone attendant and voice messaging system. **Staff:** Dana Webster, George Selfridge Jr., Richard Toal, Rodger Mack, Randy Potter, Glenn Hoffer, Lucky Hiers.

Telecrafter Products Corp. 623
P.O. Box 21475, Billings, Mont. 59104
Cable markers, enclosures and locking and security devices, drop fastening tool. **Staff:** Doril Herman, Carol Gordon.

Telstar Channels 300
1900 Avenue of the Stars, #2500, Los Angeles 90067

Tempo Television 515-517
P.O. Box 702160, Tulsa, Okla. 74170
Tempo Television, Tempo Sound, Tempo Data, superstation WTBS(TV) Atlanta. **Staff:** Kip Farmer, Kim Bates, Sue McPartland, Sarina Klaver, Dick Smith, Ray Klinge.

Texscan Corp. 426
10841 Pellicano Dr., El Paso, Tex. 79935
Transmission equipment, character generators, test equipment. **Staff:** Ray Pastle, Jim Bonfiglio, Jan Pappas, Maria Montilla, Mason Hamilton, Barry Kenyon, Dave Allen, Steve Miller, Bill Dawson, John Shaw, Bob Jackson.

The Travel Channel 1001-1003
605 Third Ave., New York 100158
Advertiser cable program, travel news and entertainment, travel packages, products. **Staff:** Jim Trecek, Francie Header, Mark Dempsey

Times Fiber Communications 612/513
358 Hall Ave., P.O. Box 384, Wallingford, Conn. 06492
Semiflex cable, TX low loss trunk and feeder cable, lifetime drop cable. **Staff:** Rex Porter, Craig Scalzo, Ralph Hillburn, Frank Hamilton, Steve Byrd, Carroll Oxford, Dolores Mellor, Jill Maple.

Toner Cable Equipment 601-603
969 Horsham Rd., Horsham, Pa. 19044
CATV equipment, Mycrotek and Channelmatic commercial insertion equipment, IPPV programs on Smart Computer Billing System. **Staff:** Phil Young, Brian Gieseler, Fred Godwin.

Transworld Systems 1023
1800 Century Blvd., #830, Atlanta 30345

Trilogy Communications 211
2910 Hwy. 80 E., Pearl, Miss. 39208

Tronitec 920
604 Industrial Ct., Woodstock, Ga. 30188

Turner Broadcasting 312
One CNN Center, Box 105366, Atlanta 30348
CNN, CNN Headline News, superstation WTBS(TV) Atlanta. **Staff:** Cathy Burrell, Paul Bernel, Catherine Paderick, Donna Clayburn.

TV Decisions 618
200 Park Ave., New York 10166

TV Guide 306
4 Rudnor Corporate Center, Rudnor, Pa. 19088
TV Guide magazine. **Staff:** Debra Disch Roberts, Ruth Minetto, Bruce Kerschner.

TV Host 704
3935 Jonestown Rd., Harrisburg, Pa. 17109
TV Host cable and satellite guide. **Staff:** Frank Dillahey, Dewey Fritz.

TVC Supply Co. 413/512
1746 E. Chocolate Ave., Hershey, Pa. 17033

TVSM 309
309 Lakeside Dr., Horsham, Pa. 19044
The Cable Guide. **Staff:** Irv Kalick, Joe Goldshear.

United Video 1301
3801 S. Sheridan, Tulsa, Okla. 74145
Staff: Judy Hoffman, Sandy Neuzil, Nancy Babisch, Donna Davis, Reuben Gant, Terri Sontag, Maria Kinsaul, Virgle Smith, Chris Bourne, Leisha Haworth, Anne Wilkerson.

U.S. Air Force 415
c/o E.H. Peckham & Assoc., 5537 Hempstead Way, Springfield, Va. 22151

Weather Channel 614-616
2840 Mt. Wilkinson Pkwy., #200, Atlanta 30339
Weather reports, features and forecasts. **Staff:** Becky Ruthven, Tamra Davis, Kathleen Cozad, Jill DeMare, Carolyn Schultz, Greg Harris, Belinda Sym-Smith, Lisa Krechting, Lisa Welbruda, Karen Fanning, Mimi Jones, Kathy Lane.

John Weeks Enterprises 100
641 Grayson Hwy., P.O. Box 645, Lawrenceville, Ga. 30245

You TV (Health Television Corp.) 1311/1208
355 Fifth Ave./The Park Bldg., Pittsburgh 15222
Health and fitness programming service. **Staff:** Jerome Lehman, Kathryn Gavert, Louise Goodwin, Melissa Davies, Carl Gustin, Patti Vecchio.

Zenith Electronics 906-908
1000 Milwaukee Ave., Glenview, Ill. 60925
RF and baseband addressable converter/decoders and associated headend control equipment, impulse pay per view options, multi-brand remote control. **Staff:** Robert Cunningham, Charles Eissler, Barry Hardek.

XEROX

There are two R's in Xerox.

One is right in the middle.

But the really important one is the one you probably never notice.

It's the little R in a circle—like the one you see at the bottom of this ad—that tells you that Xerox is a registered trademark.

And it reminds you that our name—which is also our trademark—should only be used in connection with the products and services of our corporation.

Including everything from Xerox copiers to workstations to laser printers.

So as you can see, our trademark is a very valuable one.

To us. And to you, too.

Because it ensures that when you ask for something you can be sure of what you're going to get.

Of course, we don't expect you to use the second R every time you use our name.

But we do hope you'll give it a second thought.

Team Xerox. We document the world.

XEROX® is a trademark of XEROX CORPORATION.

Florida's service tax may be put to vote

Governor promises attempt to put issue on ballot in form of constitutional amendment; action seen as 'good sign'

For the first time since Florida's 5% service tax—which applies to advertising—went into effect on July 1, broadcast and print media opponents of the measure had reason last week to believe their opposition was having an effect. Governor Robert Martinez, who had led the fight for passage of the \$760-million tax measure, told legislative leaders he would attempt to put the controversial issue on the ballot, in the form of a constitutional amendment, on March 8, "Super Tuesday." To put the matter before the voters, he would need the approval of three-fourths of each house of the legislature. Martinez said he will call a special session of for mid-September to vote on the issue.

The declaration by the Republican governor was described by American Advertising Federation President Howard Bell as "very positive, a good sign." The AAF and its 21 Florida affiliates will participate in a drive to present their point of view on the legislation to Florida voters, while Martinez said he

will campaign actively in support of the tax legislation.

William Brooks, vice president and general manager of WPTV(TV) West Palm Beach, Fla., and president of the Florida Association of Broadcasters, said on Wednesday that it appeared the governor was "backing off" his position in support of the tax. Brooks noted that polls of listeners and viewers taken by radio and television stations in the state indicated that the governor was in the minority on the issue. But he also suggested the voters might be persuaded to support the tax.

He said the only alternative was to impose on themselves the tax needed to raise the necessary funds. The tax on services was thought to have been the least controversial of three means of raising the necessary funds: The other two involved a business receipts tax and a personal income tax. Brooks said the FAB—which has yet to fashion a position on the governor's new proposal—agrees that the state needs new funds and is prepared to work with the governor in devising a means of collecting them. But taxing advertising—which he said generates

business and promotes products on which taxes are paid when they are sold—is not appropriate, he said.

The governor's proposal was widely regarded in Florida as indicating he was bowing to pressure from legislators who fear their support of the measure could cause them serious political harm. Print and broadcast media have been waging an intensive campaign against the measure—and not only on the air or on paper. Some 60 media groups have canceled meetings scheduled for the state, including a meeting of NBC affiliates that was rescheduled from Orlando, Fla., to Hawaii next June. The AAF in May issued a report based on a Wharton econometric study that estimated that the 5% tax on advertising would cost Florida 34,000 jobs and \$1.5 billion in income by 1989.

Meanwhile, financial help was promised the FAB in the legal fight it is waging against the tax. The National Association of Broadcasters' executive committee last week agreed to provide the FAB with \$50,000 for that purpose (BROADCASTING, Aug. 24), half the amount the state association originally sought. The NAB said it would provide

IRIEADY

Meeting today's environmental protection needs is a full-time job. At Dow we're successfully handling today's challenges, but we're also getting ready for what tomorrow will bring.

To be specific, we see waste reduction as an environmental priority during the next decade. That's why we've assembled a team of experts to formalize our longstanding programs — we call it, **WASTE REDUCTION ALWAYS PAYS** — and to find even better ways to reduce the volume of waste generated.



Dow information line . . . **800-258-INFO**

For news media only

(800-258-4636)

We're ready today to answer your questions on waste reduction and other chemical issues.



Trademark of The Dow Chemical Company

the additional \$50,000 once FAB has reached its proposed \$1-million goal. "While we do not normally get involved in these local issues," said Wallace Jorgenson, NAB joint board chairman and president of

Jefferson-Pilot Communications Co., Charlotte, N.C., "the Florida situation is so significant, it's almost a bellwether situation, and we felt we needed to take a different posture."

Business Briefly

TELEVISION

First Interstate Bank □ Campaign spanning four to six weeks will air in about 20 markets starting in early September. Commercials will be positioned in prime and fringe periods. Target: adults, 25-54. Agency: Campbell & Wagman, Westwood, Calif.

Jockey International □ Company's underwear line will be highlighted in four-week flight beginning in late August in 10 markets on East Coast. Commercials will appear in fringe and prime segments. Target: adults, 18-25, 25 and older. Agency: Admerex International, New York.

Vision Express □ Eyewear retail chain has tapped former football star Paul Hornung to serve as spokesman in third and fourth quarter campaign in markets in Indiana, Illinois, Wisconsin, Minnesota and Nebraska. Commercials will be slotted in all dayparts. Target: adults, 25-54. Agency: Schneider, DeMuth Advertising & Public Relations, Louisville, Ky.

Tyson Foods □ Company has begun flight in Eastern, Midwestern and Southern markets to promote its Country Fresh chicken products in commercials featuring country singer-composer Tom T. Hall. Commercials will be scheduled in all dayparts. Target: adults, 18 and older. Agency: Noble & Associates, Springfield, Mo.

W.B. Rodenberry Co □ Peanut butter and pickles will be accentuated in flights in three markets, starting in mid-September, for one or two weeks. Commercials will run in all dayparts. Target: adults, 25-49. Agency: Evans/Atlanta.

Mitsubishi □ Campaign unveiling new luxury car, Galant Sigma, will include spot television in 33 markets plus network sports programming. Commercials will be carried in all dayparts. In addition to Sigma, there will be advertising for other vehicles, including Mitsubishi Mirage family car and Mighty Max trucks. Target: adults, 21-49, 21-54. Agency: Grey Advertising, **Orange County?**, Calif. and Grey Advertising, New York.

RADIO

Hardee's Food Systems □ Fast food chain will conduct two-to-four-week drives in early September in four

markets. Commercials will appear in daytime positions on weekdays and weekends. Target: adults, 18-49. Agency: Baker, Abbs, Cunningham & Klepinger, Birmingham, Mich.

RADIO & TV

California State Lottery □ Fourth-quarter campaign will run for nine weeks in 14 markets, starting in late October. Commercials will be carried in all dayparts. Target: adults, 25 and older. Agency: Dailey & Associates, Los Angeles.

Illinois State Lottery □ Three-month campaign kicked off last week in markets blanketing state of Illinois for Lotto-7. Commercials will be placed in all dayparts. Target: adults, 21-59. Agency: Bozell, Jacobs, Kenyon & Eckhardt, Chicago.

Rep Report

KRMG(AM) Tulsa: To Katz Radio from Christal Radio.

□

WYLD-AM-FM New Orleans and WJYL(FM) Jeffersonstown, Ky.: To Banner Radio from Hillier, Newmark, Wechsler & Howard.

□

WWNH(AM)-WCYT(FM) Rochester, N.H.: To Christal Radio from New England Spot Sales.

□

WGL(AM) Fort Wayne, Ind.: To Roslin Radio (no previous rep).

□

KRLV-FM Las Vegas: To Eastman Radio (no previous rep)

□

WIBB-AM-FM Macon, Ga.: To Republic Radio from Southern Spot Radio.

□

WGAN(AM) Portland, Me.: To Katz Radio from Banner Radio.

□

KICT-FM Salina, Kans.: To McGavren Guild from Katz Radio.

□

St. Louis move. Hillier, Newmark, Wechsler & Howard is relocating its St. Louis office on Sept. 3 to 10 South Broadway, Suite 205, 63102. Phone number remains: (314) 241-7799.



Filmation to send animation work overseas

Competition, falling ad revenue have helped send 'ink and paint' work, for time being, to cheaper Korean shops

Since he founded Filmation in September 1962, company president Lou Scheimer has seen the animation business become increasingly dependent on less expensive Far Eastern labor. His four largest competitors, Hanna-Barbera, DIC Enterprises, Disney and Marvel, now farm out their drawing and coloring work to animation houses overseas, leaving only the writing and recording segments of the industry here. But Scheimer, who sold the company to Teleprompter in 1969 and saw it resold to Westinghouse in 1981, managed to resist the temptation—until now.

The Los Angeles-based studio, known primarily for its first-run bartered syndication fare, is confronting its second annual loss ever during its silver anniversary year. Faced with greater competition, falling ad revenue and Westinghouse's demands to bring costs under control, Filmation, the largest employer of the five major animation producers, plans to lay off about 125 of its

650 workers and temporarily send a large chunk of its ink and paint business to South Korea on a nonequity sharing basis. In return, Scheimer said, the company hopes to reduce by about \$20,000 the price of a typical \$350,000 half-hour cartoon episode.

"We've been able to hold out for the last 10 to 15 years without going overseas," he said. "It was never our intention to go overseas. This is an interim remedy, and it's not even a remedy. It's just a Band-Aid until the time we can electronically cut some of these costs here."

That moment should arrive in the second quarter of next year, when production for the 1987-88 television season is completed and preparation for the following season begins. Filmation hopes to have a \$6 million-\$7 mil-

lion computerized coloring system on line by then that will allow it to move all the ink and paint work back to this country. The computer system, which is operating on a trial basis until November, will allow the studio to electronically capture and paint hand-drawn paper sketches, edit and do final shooting on tape, Scheimer said.

The new system is needed to keep the studio competitive and "would have automatically displaced a great number of people in our ink and paint department," he said. The jobs, however, would have been phased out more gradually had the computer system not been a year behind schedule. He hopes to hire back a portion of the employees and retrain them to work the computer terminals.

Filmation's decision to take some of its



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Stay Tuned

■ ABC will host the *84th World Series* beginning on Saturday, Oct. 17. Coverage will originate in the home park of the American League champion and will feature the first daytime game in three years. Game two will be broadcast on Sunday, Oct. 18 followed by games three, four and five on Oct. 20, 21 and 22, respectively. If necessary, a sixth game will be played on Saturday, Oct. 24 and a seventh on Sunday, Oct. 25.

A special edition of *Good Morning America* called *Good Evening America*, will be presented on Friday Sept. 11. The prime time special will feature the same cast and crew as the morning program and will originate live from New York. Executive producer, Jack Reilly says the hour will remain flexible to accommodate the news of the day. ABC Early Morning Entertainment hopes the show will be watched by new viewers who might otherwise not be aware of what's available each morning.

■ Raymond Burr and Barbara Hale will return as Perry Mason and Della Street in *Perry Mason: The Case of the Murdered Madam*, scheduled to air on NBC's *Sunday Night at the Movies* on Oct. 4. The telecast, also featuring Ann Jillian (*Ellis Island*) and Tony Geary (*General Hospital*), will be the first of four new Perry Mason movies that NBC plans to air during the 1987-88 season. The teleplay was written by Patricia Green based on characters created by Erle Stanley Gardner. It will be directed by Ron Satlof. Dean Hargrove and Fred Silverman are executive producers of the Viacom production.

Convicted killer Joe Hunt will be the subject of an NBC four-hour drama starring Judd Nelson (*St. Elmo's Fire*) in his first television mini-series. Set to air during the 1987-88 season, *Billionaire Boys Club* will focus on the financial wheelings and dealings of a group of wealthy young Los Angeles men and the revenge they take when they are swindled at their own game. Marvin Chomsky directs from a screenplay by Gy Waldron, based on the forthcoming book by Sue Horton, "The Deadly Pied Piper of Beverly Hills". The series is a Donald March/Gross-Weston Production.

■ Carol Burnett will star with her daughter Carrie Hamilton (*Fame*) in *Hostage*, a CBS motion picture for television which begins production in Toronto on Sept. 10. Mother and daughter portray an escaped convict and hostage with the story focusing on the relationship that develops between the two. Peter Levin directs from a script by Stephen Foreman. Diana Kerew is the producer and Grahm Place is the associate producer.

CBS will premiere a new drama called *Leg Work* beginning Sept. 26. Margaret Collin will star as a former assistant district attorney who now runs her own private investigating service. Also starring will be Frances McDormand and Patrick James Clark (*Eight is Enough*). According to Frank Abatemarco, executive producer, the series will be filmed entirely in and around New York City and was produced in association with Treasure Island Production and Twentieth Century Fox Television.

■ In September, HBO will present *The Second Annual Prince's Trust All-Star Rock Concert*, a fund-raiser taped at London's Wembley Arena June 5 and 6 featuring George Harrison, Ringo Starr, Bryan Adams, Eric Clapton, Elton John, Phil Collins and Ben E. King. Prince Charles founded the charity in 1976 to help socially, economically or physically disadvantaged youths. Keith McMillan is the director. Anthony Eaton is producer.

business overseas and automate its 60,000-square-foot facilities represents another major defeat for the Motion Picture Screen Cartoonists union, which because of the shift by American animators to Japan, Korea, and Taiwan has seen its membership ranks decline from a high of 2,000 members in the early 1980's to about 1,400 today.

The first wave of animation went to Japan and Australia in 1961, and since then the union has gone on strike twice to prevent further losses to overseas studios, according to Bud Hester, business representative for Local 839 in Los Angeles. Following a 1969 labor action, the union won a concession from producers who pledged they would not take any work out of the country unless all union members were employed. An 11-week strike in 1982 came to an end when animators agreed to a guarantee that a percentage of cartoon work would remain here. But by 1985, Hester said, the union's hands were tied since the government would not step in and stem the exportation of animation

jobs.

The next union contract comes up for renewal in mid-1988, but Hester said the chances of a strike to protest Filimation's moves are slim. By walking out, he said, the union would risk "having it all sent out of the country.... Basically, people are just hanging on for an industry that they have been in for 30, 40, 50 years."

The point is echoed by Scheimer. "The dilemma was do you possibly sacrifice 650 jobs or brutally sacrifice 125 jobs," he said, noting that Filimation is experiencing "terrible budget problems." The company, according to analysts, takes in more than \$20 million in revenue annually. Scheimer said he could not reveal the extent of the company's losses this year. "The only thing ... we could do legitimately without impacting at all on the quality of the product would be to send a large portion of our ink and paint (to Korea)," he said.

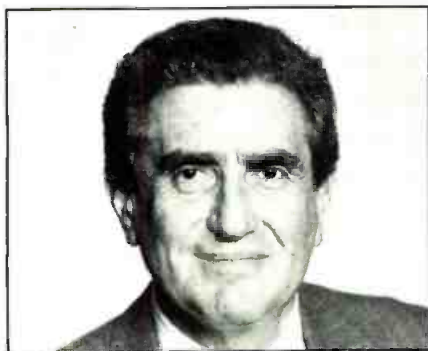
The company, known for *Fat Albert and the Cosby Kids*, *Shazam*, *He-Man and the*

Your next stop...syndication. After an initial network run from 1959 to 1964, and a revival during the past two broadcast seasons, CBS said last week that it will again take advantage of its *The Twilight Zone* copyright—only this time not for itself but for syndication. The original *Twilight Zone* (syndicated by Viacom), and the recent reprieve, were both productions of CBS Entertainment. The latest effort will be produced by CBS International, marking the first time it has produced anything for syndication.

During the 1985-86 season *Twilight Zone* averaged a 13.6/22 in its 8-9 p.m. spot on Friday. During the 1986-87 season it averaged a 9.7/17 in a variety of spots on the CBS schedule.

Partnered with CBI in the new deal is MGM/UA Telecommunications. The deal calls for production of 30 new half hours to be seen on a weekly basis beginning in the 1988-89 season. Thereafter, the new episodes will be combined with the 19 half-hour episodes that ran on the network this season, and half hours edited out of the 24, hour-long shows from the 1986-87 season, to form a minimum of 90 episodes for stripping. MGM/UA will clear the show domestically, in Canada, and in Italy. CBI will continue to sell to the rest of the world, which it has already cleared extensively.

For CBS, the sale to MGM/UA of the domestic syndication rights will capitalize on its initial investment in the 24 hours and 19 half hours already in the can, at a minimal price. For domestic syndication of the series, episodes for a strip are required. For international



Horowitz and his latest product



sales a strip is not of vital importance. Cost of production of the 30 new half hours will total between \$9 million-10 million. Production of the 30 new half hours will be in Toronto. CBS Entertainment produced the last two seasons of the show in Los Angeles.

Don Wear, senior vice president and general manager at CBI, said that production by the international, and not the entertainment division, flows from the two divisions' distinct duties within CBS. "The mandate for them [CBS Entertainment] is to produce for network. International is not network and this falls into our jurisdiction," he said.

Norman Horowitz, president of MGM/UA Telecommunications, who was in charge of CBS International from 1968-70, said that marketing of the show domestically will begin next October. The 30 new half-hour shows will probably be sold for cash plus barter, according to Horowitz.

Additionally, Horowitz said that MGM/UA has cleared two other first-run shows, *Sea Hunt*, and *We've Got it Made*, for fall debuts, on a cash plus barter basis with stations getting five minutes and MGM/UA keeping one-and-a-half minutes. The 90-plus episodes of the show available beginning in 1989 will be sold for cash.



INGTON

Paramount Television Group subscribed to AGB National Television Ratings last week. Paramount is the first studio to subscribe to AGB, which goes on line Sept. 1, 1987. Also, Paramount's *Solid Gold* has been retitled *Solid Gold in Concert* beginning with the premiere of its eighth season. The show will now include performances by artists in a new concert-like setting.

J & J Clearances has cleared two one-hour preseason football specials. *History of College Football*, a one-hour special hosted by Curt Gowdy and featuring interviews with O.J. Simpson, Roger Staubach, and Ara Parseghian, has been cleared in 70% of the country for an Aug. 29-Sept. 26 window. *The Pac-10 Preseason Football Special*, a preseason preview of the teams competing for a chance at the Rose Bowl, has been cleared in 20 western markets for an Aug. 22-Sept. 5 window. Both specials are produced by San Francisco-based 44 Blue Productions and are cleared on a barter basis with five minutes for J & J and seven minutes for stations.

Kelly Entertainment and Orbis Communications have joined forces on *Public People, Private Lives*, a one hour weekly look at the private side of public personalities hosted by Sarah Purcell, for a fall 1988 debut in syndication ("Closed Circuit," Aug 10). The program is a production of Kelly and Orbis in association with Four Point Entertainment and SJP Productions. Orbis will handle the syndica-

tion on a barter basis. Interview segments in the show will be shot on location throughout the world. Kelly produced a special of the same name, without Purcell as the host in 1986, that ran on 157 stations covering 87% of country, that received a 4.1 rating. The special was syndicated by Multimedia Entertainment. In other news Orbis said that it has now cleared *The Next President*, a series of interviews with all of the major Presidential candidates, in over 65% of the country.

Blair Entertainment reports adding 24 new clearances to **Fan Club** to bring the station total for that series to more than 100 stations representing 80% of the country. Recent additions include WWOX-TV New York, WCAU-TV Philadelphia, WLV-TV Boston, WKBD-TV Detroit and KDFI-TV Dallas. Barter distribution of the series gives stations three-and-a-half minutes and Blair three minutes.

The Oprah Winfrey Show will become the first live show, and the only talk show in syndication, to become closed-captioned for the hearing impaired, according to King World, when the show makes its second-season debut Sept. 8. *Oprah* will air on close to 200 stations.

World Wrestling Federation has announced a pay-per-view event for Thanksgiving night, either as a stand alone match or in tandem with *Wrestlmania IV*.

Masters of the Universe, and 65 upcoming half-hour episodes of *BraveStarr*, does not intend to pursue any equity share arrangements with Korean animation houses. "I'd be interested in them investing in having stuff done here," Scheimer said. "We'd talk about it that way but not the other way around."

Although Scheimer held out longer than

any of the other major animators, he has no ill feelings toward Group W Productions over its insistence on shipping the work elsewhere. "They are taking a bum rap for it because the fact of the matter is they're a company that stuck up for this business for a long time, and what they're asking me to do is something that has to be done," he said. "You cannot lose money on this stuff. This is

not like nighttime television where you are going to make it out of syndication by deficit financing upfront."

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Public prospects. The Corporation for Public Broadcasting's Program Fund has chosen 17 public television projects for funding through its second \$6-million open solicitation process for 1987. The winners, in five categories:

- **Public affairs**—*The Golden Years: Abuse of the Elderly in America* (60-minute documentary); *The Philippines: America's Colonial Legacy* (three 60-minute programs); *Eyes on the Prize—Series 2* (eight 60-minute documentaries); *A Time of Turmoil: The Church in Brazil* (60-minute documentary).

- **Children's**—*Degrassi Junior High* (13 30-minute live-action dramas).

- **Drama**—*Trying Times* (six 30-minute comedies); *The Wash* (90-minute drama).

- **Performance**—*Over the Rainbow: The Music of Harold Arlen* (two-hour variety special); *Made in USA* (60-minute dance special); *A Capitol Fourth* (90-minute concert special).

- **General cultural**—*Columbus and the Age of Discovery* (seven 60-minute programs); *Pyramid* (60-minute documentary); *Summer Night Music* (five 90-minute musical portraits); *American Masters, Season II* (10 60-minute documentary portraits).

CPB also awarded funds for research and development:

- **Public affairs**—*Finding God and Other Things in Space* (60-minute documentary); *The Space Age—The International Space Year Project* (12 60-minute programs).

- **Drama**—*In My Father's House* (drama based on a novel).

Petitioners ask FCC to ax fairness doctrine corollaries

Broadcast journalists, others want FCC to do away with personal attack and political editorializing rules

When the FCC repealed its fairness doctrine (BROADCASTING, Aug. 10), it was careful to point out that its action did not necessarily abolish what are widely perceived to be "corollaries" of the doctrine—the personal attack and political editorializing rules. FCC General Counsel Diane Killory suggested at the time that the FCC would have to address "in the near future" whether the corollaries "suffer from the same constitutional invalidity" as the doctrine and should also be abolished.

The FCC now has an opportunity to make that determination. A group of broadcast and journalism associations asked the FCC last week to do away with the personal attack and political editorializing rules by either clarifying its fairness doctrine action or by issuing an order in a four-year-old rulemaking that proposed elimination of the rules ("Closed Circuit," Aug. 24).

National Association of Broadcasters Joint Board Chairman Wallace Jorgenson, president, Jefferson-Pilot Communications Co., Charlotte, N.C., said, "With the Commission's recent repeal of the fairness doctrine, which it considered unconstitutional, it should now take the next logical step and do away with its companion rules [which] also fly in the face of the First Amendment."

The personal attack rule requires broadcasters to offer any individual whose character is attacked during a broadcast of public affairs "reasonable opportunity" to respond on the air. The political editorial rule requires broadcasters to offer qualified political candidates "reasonable opportunity" to respond to editorials opposing them or endorsing their opponents.

The petitioners: the Radio-Television News Directors Association, the National Association of Broadcasters, the Media Institute, the Reporters Committee for the Freedom of the Press, the Society of Professional Journalists (Sigma Delta Chi) and Tribune Broadcasting Co.

"In light of the commission's action in [its fairness doctrine action] concerning the...doctrine's constitutional invalidity and harmful effects on the public interest in the widest dissemination of diverse viewpoints, the conclusion is inescapable that the commission's personal attack and political editorial rules—adjuncts of the fairness doctrine and recognized to be even more intrusive and chilling than the general doctrine—are similarly unconstitutional and inimical to the public interest, and accordingly must be eliminated forthwith," the petition said.

"The commission has a complete and ripe rulemaking record upon which to eliminate these rules. It is time to act.

"The commission's failure to resolve...[its 1983] proceeding at the same time it [repealed the fairness doctrine] has created significant confusion in the broadcasting industry as to how the commission intends to treat cases arising under the personal attack and political editorial rules," the petition said.

According to the petition, the FCC, in proposing elimination of the rules in 1983, found them more intrusive on the First Amendment rights of broadcasters than the general doctrine. The FCC "observed that while under the fairness doctrine broadcasters retained some 'discretion to determine the manner in which opposing views are presented over their facilities,' the personal attack and political editorial rules 'afford a right of access for specific individuals to a broadcaster's facilities, thereby removing from licensees almost all editorial discretion'."

Even the Supreme Court's *Red Lion* decision upholding the general doctrine recognized the greater intrusiveness of the corollaries, the petition said. In the ruling, the petition said, the Supreme Court found that under the rules "the broadcaster does not have an option of presenting the attacked party's side himself or choosing a third party to represent that side."

The record in the 1983 rulemaking "demonstrated the insidious speech-inhibiting effects of both rules," the petition said. In the record, RTNDA had cited ways the rules assertedly "retard rather than foster broadcast coverage of controversial issues and political campaigns." Individual broadcasters also showed the ways, it said. "McGraw-Hill Broadcasting Co.," it said, "stated that its...KGTV(TV) San Diego abstained from political endorsements 'largely because the political editorial rule would have imposed an intolerable burden,' and specifically noted that had KGTV endorsed just one Democrat and one Republican in California's 1982 primary races for governor, U.S. Senate and a local congressional seat, it would have had to...offer air time to 57 other candidates.

"Perhaps the most damning testimony on the real-world effects of the political editorializing rules was provided by the October 1982 NAB-RTNDA-NBEA survey of the editorializing practices of broadcast stations," the petition said. "The survey revealed that the vast majority of responding...stations do not endorse political candidates because of the political editorial rule and that many more would make such endorsements but for the rule." □

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Stock Index

	Closing Wed Aug 26	Closing Wed Aug 19	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N (CCB) Capital Cities/ABC	420	419 1/2	1/2	00.11	29	6,790
N (CBS) CBS	205 1/2	189 7/8	15 5/8	08.22	12	4,849
O (CLCH) Clear Channel	17	18	- 1	-05.55	32	54
O (INFTA) Infinity Broadcasting	23 3/4	24	- 1/4	-01.04	-182	199
O (JCOR) Jacor Commun.	7 7/8	8	- 1/8	-01.56		44
O (LINB) LIN.	47 5/8	47 3/8	1/4	00.52	25	2,553
O (MALR) Malrite	11 1/4	10 1/2	3/4	07.14	-16	153
O (MALRA) Malrite 'A'	11	11		00.00	-15	150
O (OBCCC) Olympic Broadcast	8	8		00.00		20
O (OCOMA) Outlet Commun.	19 1/4	19 1/2	- 1/4	-01.28		126
A (PR) Price Commun.	12 3/4	12 1/4	1/2	04.08	-6	109
O (SCRP) Scripps Howard	79	78 1/2	1/2	00.63	26	815
O (SUNN) SunGroup Inc.	1 3/4	1 3/4		00.00	-2	4
N (TFB) Taft	153 1/8	153	1/8	00.08	-26	1,403
O (TVXG) TVX Broadcast	9 5/8	9 1/2	1/8	01.31	-6	57
O (UTVI) United Television	32 1/4	32	1/4	00.78	53	353
BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo	73	72 1/4	3/4	01.03	23	785
A (AAR) Adams Russell	41 1/8	40 3/4	3/8	00.92	685	274
A (AFP) Affiliated Pubs	72	74 1/4	- 2 1/4	-03.03	22	2,548
O (ASTV) Amer. Comm. & TV	3/32		- 1/16	-40.00		7
N (AFL) American Family	18 1/8	15 3/4	2 3/8	15.07	17	1,460
O (ACCOM) Assoc. Commun.	39	37 1/2	1 1/2	04.00		371
O (BMAC) Bus. Men's Assur.	42 1/2	40 3/4	1 3/4	04.29	-17	445
N (CCN) Chris-Craft	26 1/2	27	- 1/2	-01.85	30	534
N (DNB) Dun & Bradstreet.	68 1/4	66	2 1/4	03.40	28	10,378
O (DUCO) Durham Corp.	30 1/8	31 1/4	- 1 1/8	-03.60	17	257
N (GCI) Gannett Co.	54 1/8	52 3/4	1 3/8	02.60	29	8,746
N (GY) GenCorp	112 1/2	109	3 1/2	03.21	19	2,513
N (GCN) General Cinema	59 5/8	60 1/2	- 7/8	-01.44	18	2,179
O (GCOM) Gray Commun.	199	198	1	00.50	34	98
N (JP) Jefferson-Pilot	38 7/8	40 1/2	- 1 5/8	-04.01	13	1,562
O (JSON) Josephson Intl.	15	14 1/8	7/8	06.19	4	66
N (KRI) Knight-Ridder	60 1/4	57 3/4	2 1/2	04.32	24	3,457
N (LEE) Lee Enterprises	28 3/8	27	1 3/8	05.09	17	706
N (LC) Liberty	50	49 3/4	1/4	00.50	17	478
N (MHP) McGraw-Hill.	78 3/8	73 5/8	4 3/4	06.45	26	3,960
A (MEGA) Media General	46 5/8	45 3/8	1 1/4	02.75	68	1,314
N (MDP) Meredith Corp.	43 1/4	40 7/8	2 3/8	05.81	23	830
O (MMEDC) Multimedia	70 1/2	68	2 1/2	03.67	7050	775
A (NYTA) New York Times	45 5/8	46 5/8	- 1	-02.14	25	3,737
O (NWS) News Corp. Ltd.	32 3/8	30 3/8	2	06.58	20	4,103
O (PARC) Park Commun.	33 1/2	33 1/2		00.00	29	462
O (PLTZ) Pulitzer Publishing.	41 3/4	41 1/2	1/4	00.60	33	437
N (REL) Reliance Group Hold.	11	10 3/4	1/4	02.32	12	825
O (RTSRY) Reuters Ltd.	85 1/4	85 1/4		00.00	40	35,391
T (SKHQ) Selkirk	23 1/2	23 1/2		00.00	51	190
O (STAUF) Stauffer Commun.	170	165	5	03.03	28	170
A (TO) Tech/Ops Inc.	34 1/2	34 5/8	- 1/8	-00.36	13	74
N (TMC) Times Mirror	103	101	2	01.98	21	6,643
O (TMC) TM Communications	2 3/8	2 5/8	- 1/4	-09.52	11	18
O (TPCC) TPC Commun.	5/8	5/8		00.00		6
N (TRB) Tribune.	45 1/2	42 3/4	2 3/4	06.43	17	3,585
A (TBS) Turner Bcstg.	23 7/8	24	- 1/8	-00.52	-1	519
A (WPOB) Washington Post.	255 1/2	231	24 1/2	10.60	27	3,281
PROGRAMMING						
O (SP) Aaron Spelling Prod.. . . .	10 1/4	9 3/8	7/8	09.33	8	189
O (ALLT) All American TV	3	3		00.00		3
O (BRRS) Barris Indus.	13 3/8	13 1/4	1/8	00.94	7	118
O (CMCO) C.O.M.B.	19	18 1/8	7/8	04.82	-57	347
N (KO) Coca-Cola.	52	50 1/4	1 3/4	03.48	19	19,655
A (CLR) Color Systems	8 7/8	9 7/8	- 1	-10.12	-5	45
A (DEG) De Laurentis Ent.	5	4 7/8	1/8	02.56	-3	56
O (dclp) dick clark prod.	4 1/2	4 3/8	1/8	02.85	11	37
N (DIS) Disney	81 1/8	77 7/8	3 1/4	04.17	28	10,656
N (DJ) Dow Jones & Co.	55	51 3/4	3 1/4	06.28	27	5,325
A (EM) Entertainment Mktg	8 5/8	9 1/8	- 1/2	-05.47	28	106
O (FNNI) Financial News.	10 1/8	10	1/8	01.25	63	118
A (FE) Fries Entertain.	3 3/4	3 3/4		00.00	16	19
N (GW) Gulf + Western	89 5/8	91	- 1 3/8	-01.51	20	5,445
O (HRSI) Hal Roach	7 5/8	8 3/8	- 3/4	-08.95	-17	53
A (HHH) Heritage Entertain.	5 1/4	5 3/4	- 1/2	-08.69	5	24
A (HSM) Home Shopping Net.	14	13 3/4	1/4	01.81	38	1,202
N (KWP) King World	31 7/8	31 1/8	3/4	02.40	32	954
O (LAUR) Laurel Entertainment	3 5/8	3 1/2	1/8	03.57	8	9
A (LT) Lorimar-Telepictures	16 3/8	16 1/4	1/8	00.76	-12	748
N (MCA) MCA.	61 1/2	59 1/2	2	03.36	29	4,673
N (MGM) MGM/UA Commun.	10 7/8	10 3/4	- 1/8	01.16	-13	544
A (NHI) Nelson Holdings.	1 7/8	2	- 1/8	-06.25	-18	50
A (NWE) New World Enter.. . . .	9 5/8	10	- 3/8	-03.75	7	104
N (OPC) Orion Pictures	14	15	- 1	-06.66	22	241
O (MOVE) Peregrine Entertain.	6	6 1/2	- 1/2	-07.69	-200	14

	Closing Wed Aug 26	Closing Wed Aug 19	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMMING						
N (PLA) Playboy Ent.	15 1/2	15 5/8	- 1/8	-00.80	-10	145
O (QVCN) QVC Network	9 3/8	10	- 5/8	-06.25		61
O (RVCC) Reeves Commun.	13 3/4	13 1/4	1/2	03.77	1375	172
O (RPICA) Republic Pic. 'A'	8 1/4	8 3/8	- 1/8	-01.49	91	35
O (RPICB) Republic Pic. 'B'	9 1/4	9 1/4		00.00	66	7
A (RHI) Robert Halmi	3 1/2	3 1/2		00.00	14	78
O (SMNI) Sat. Music Net.	4 5/8	4	5/8	15.62	-115	41
O (TRSP) Tri-Star Pictures	10 3/4	10 3/8	3/8	03.61	19	331
N (WCI) Warner	36 3/8	38	- 1 5/8	-04.27	22	4,549
O (WWTW) Western World TV	1 3/8	1 1/4	1/8	10.00	8	1
O (WONE) Westwood One	29 3/4	28 3/4	1	03.47	40	36
SERVICE						
O (BSIM) Burnup & Sims	6 7/8	6 1/2	3/8	05.76	13	109
O (CVSI) Compact Video	4	4 1/8	- 1/8	-03.03	-3	26
N (CQ) Comsat	31 7/8	32	- 1/8	-00.39	-13	584
N (FCB) Foote Cone & B.	67 1/4	67 1/4		00.00	20	280
O (GREY) Grey Advertising	125	131	- 6	- 4.6		0
O (IDBX) IDB Communications	14 1/4	14 1/4		00.00	57	57
N (IPG) Interpublic Group	43 1/4	40 1/2	2 3/4	06.79	21	960
N (JWT) JWT Group	55 1/4	55 1/4		00.00	394	533
A (MOV) Movielab	6 3/4	6 3/4		00.00		11
O (OGIL) Ogilvy Group	39 1/2	43 5/8	- 4 1/8	-09.45	21	545
O (OMCM) Omnicom Group	28 1/8	27 5/8	1/2	01.80	-127	689
O (SACHY) Saatchi & Saatchi	32 7/8	31 3/8	1 1/2	04.78	17	4,790
O (TLMT) Telemation	3 1/4	3 1/4		00.00	13	14
A (TPO) TEMPO Enterprises	7 1/8	7 5/8	- 1/2	-06.55	23	40
A (UNV) Unitel Video	10 3/4	10 1/2	1/4	02.38	16	23
CABLE						
A (ATN) Acton Corp.	19	18	1	05.55		22
A (ACN) American Cable	27 3/8	26 7/8	1/2	01.86	-53	257
A (ATCMA) Amer. TV & Comm.	29	27	2	07.40	111	3,173
A (CVC) Cablevision Sys. 'A'	30 1/4	31 1/8	- 7/8	-02.81	-52	635
N (CNT) Centel Corp.	74	70 3/4	3 1/4	04.59	19	2,136
O (CCCCA) Century Commun.	20 1/4	20	1/4	01.25	2025	585
O (CMCSA) Comcast	25 3/4	24 1/4	1 1/2	06.18	-117	1,068
O (ESSXA) Essex Commun.	21 1/2	22	- 1/2	-02.27	-48	79
A (FAL) Falcon Cable Systems	18 7/8	19 3/8	- 1/2	-02.58	-58	120
N (HCL) Heritage Commun.	33 7/8	33 7/8		00.00	-34	810
O (JOIN) Jones Intercable	15	14 1/8	7/8	06.19	46	191
T (MHPQ) Maclean Hunter 'X'	25 3/4	24 1/4	1 1/2	06.18	35	948
O (RCCAA) Rogers Cable A.	20	18 3/4	1 1/4	06.66		102
O (TCAT) TCA Cable TV	28	28 3/4	- 3/4	-02.60	57	303
O (TCOMA) Tele-Commun.	29 5/8	26 3/4	2 7/8	10.74	48	4,298
N (TL) Time Inc.	114 5/8	108 7/8	5 3/4	05.28	18	6,804
O (UACI) United Art. Commun.	29 3/4	27 1/4	2 1/2	09.17	247	1,221
N (UCT) United Cable TV	38 1/4	37 1/4	1	02.68	-166	963
N (VIA) Viacom	23 7/8	21 3/4	2 1/8	09.77		1,272
N (WU) Western Union	4 1/8	4	1/8	03.12		100
ELECTRONICS/MANUFACTURING						
N (MMM) 3M	82 1/2	79 3/8	3 1/8	03.93	22	18,892
N (ALD) Allied-Signal	46 3/8	46 3/8		00.00	14	8,088
O (AMCH) AM Communications	1 1/16	1 1/8	- 1/16	-05.55	-1	3
N (ARV) Arvin Industries	36 3/4	36 3/8	3/8	01.03	14	687
O (CCBL) C-Cor Electronics	9 3/4	10 3/4	- 1	-09.30	27	19
O (CATV) Cable TV Indus.	2 3/4	3	- 1/4	-08.33	-18	8
A (CEC) Cetec	5 7/8	5 3/4	1/8	02.17	195	10
N (CHY) Chyron	7 5/8	7 3/4	- 1/8	-01.61	29	78
A (CXK) CMX Corp.	1 5/8	1 5/8		00.00	23	11
A (COH) Cohu	8 1/8	8	1/8	01.56	19	14
N (EK) Eastman Kodak	102	100 1/8	1 7/8	01.87	26	23,045
O (ECIN) Elec Mls & Comm.	2 1/8	2 1/8		00.00		8
N (GRL) Gen. Instrument	46 5/8	41 3/4	4 7/8	11.67	-20	1,518
N (GE) General Electric	64 1/8	63 7/8	1/4	00.39	24	58,611
O (GETE) Geotek Inc.	1 7/8	2 1/8	- 1/4	-11.76	-6	6
N (HRS) Harris Corp.	38 3/4	37 1/2	1 1/4	03.33	21	1,137
N (MAI) M/A Com. Inc.	15	15 1/8	- 1/8	-00.82	7	484
O (MCDY) Microdyne	4 5/8	4 5/8		00.00	-3	20
N (MOT) Motorola	71 3/8	62 7/8	8 1/2	13.51	39	9,176
N (NPH) N.A. Philips	54 1/2	53 5/8	7/8	01.63	18	1,580
N (OAK) Oak Industries	1 5/8	1 5/8		00.00	1	117
A (PPI) Pico Products	7 1/2	7 5/8	- 1/8	-01.63	-150	26
N (SFA) Sci-Atlanta	18 1/2	19 1/4	- 3/4	-03.89	-205	433
N (SNE) Sony Corp.	35	34 5/8	3/8	01.08	57	8,093
N (TEK) Tektronix	39 1/2	39 7/8	- 3/8	-00.94	29	1,283
O (TLCR) Telecraft	4 1/2	4 1/4	1/4	05.88	20	7
N (VAR) Varian Assoc.	37 5/8	36 3/4	7/8	02.38	188	816
N (WX) Westinghouse	72 1/4	69 7/8	2 3/8	03.39	15	10,326
N (ZE) Zenith	31	31 3/4	- 3/4	-02.36	124	787
Standard & Poor's 400	390.91	384.75	- 6.16	-01.60		

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

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

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August 25, 1987

Changing Hands

PROPOSED

KBCO-AM-FM Boulder, Colo. □ Sold by Centennial Wireless Inc. to Noble Broadcast Group for \$27,250,000. **Seller** is owned by Robert D. Greenlee and his wife, Diane, who also own KKPW(AM) Tucson and KKFX(FM) Green Valley, both Arizona. **Buyer** is San Diego-based group of five AM's and six FM's headed by John Lynch. It recently purchased KBEQ-FM Kansas City, Mo. for \$9,250,000 and WMRE(AM) Boston for \$3.7 million ("Changing Hands," July 20). KBCO is daytimer on 1190 khz with 5 kw. KBCO-FM is on 97.3 mhz with 100 kw and antenna 1,541 feet above average terrain.

WKPA(AM)-WYDD(FM) New Kensington, Pa. □ Sold by Gateway Broadcasting Enterprises Inc. to Salem Media of Pennsylvania for \$4 million. **Seller** is owned by Nelson Goldberg, who has no other broadcast interests. **Buyer** is subsidiary of Salem Communications, Camarillo, Calif.-based group of eight AM's and five FM's owned by Edward G. Atsinger III and Stuart W. Epperson. WKPA is daytimer on 1150 khz with 1 kw. WYDD is on 104.7 mhz with 50 kw and antenna 500 feet above average terrain.

KGEM(AM)-KJOT(FM) Boise, Idaho □ Sold by Gem State Broadcasting Corp. to Boise Vining Associates L.P. for \$2.1 million. **Seller** is Salt Lake City-based group of three AM's, three FM's and three TV's owned by George C. and Wilda Gene Hatch and family. **Buyer**

is owned by Bruce and Linda Johnson, Pasadena, Calif.-based investors who have no other broadcast interests. KGEM is on 1140 khz full time with 10 kw. KJOT is on 105.1 mhz with 43 kw and antenna 2,570 feet above average terrain.

WJYL-FM Jeffersontown, Ky. □ Sold by Inter Urban Broadcasting of Louisville Inc. to Media Capital Inc. for \$1.7 million. **Seller** is New Orleans-based group of three AM's and three FM's owned by Thomas P. Lewis and James J. Hutchinson. **Buyer**, newly organized, is owned by Thomas J. Buono, president of Broadcast Investment Analysts, Washington-based communications consultant; Richard Zitelman, owner of Zitelman Group, Chevy Chase, Md.-based financial consultant, and Michael Hesser, owner of SB Management, Redwood City, Calif.-based communications management firm. WJYL is on 101.7 mhz with 1.6 kw and antenna 420 feet above average terrain. **Broker: Blackburn & Co.**

WQXI(AM) Atlanta □ Sold by Jefferson-Pilot Communications to Vinrah Inc. for \$1.65 million. **Seller** is Charlotte, N.C.-based group of five AM's and five FM's and two TV's, subsidiary of publicly owned, Jefferson-Pilot Corp. **Buyer** is owned by Vincent Henry, who also has interest in WXTR(FM) Washington, D.C. and WWIN(AM)-WGHT(FM) Baltimore. WQXI is on 790 khz with 5 kw day and 1 kw night.

WJYW(FM) Southport, N.C. □ Sold by Atlantic Broadcasting Co. of Southport Inc. to Eric Jorgensen for \$1.3 million. **Seller** is Florence, S.C.-based group of one AM and two FM's owned by Fred C. Avent and family. It recently sold WMXQ(FM) Moncks Corner, S.C. ("Changing Hands," June 29). **Buyer** is former owner of WISE(AM)-WKSF(FM) Asheville, N.C., and KZSS(AM)-KZZR(FM) Albuquerque, N.M. He has no other broadcast interests. WJYW is on 107.1 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: R.A. Marshall & Co.**

KGBX(AM) Springfield, Mo. and KTTS(AM) Springfield, Mo. □ Exchanged by, respectively, KGBX Communications Inc. and Springfield Great Empire Broadcasting Inc. and for no other consideration. KGBX Communications is owned by Allan Thompson and five others. It has no other broadcast interests. Springfield Great Empire Broadcasting is a Wichita, Kan.-based group of three AM's and three FM's, including KTTS-FM Springfield, Mo., principally owned by F.F. Mike Lynch and Michael C. Oatman. KTTS is on 1400 khz full time with 1 kw. KGBX is on 1260 khz full time with 5 kw.

WEUP(AM) Huntsville, Ala. □ Sold by WEUP-Garrett Broadcasting Service to Hundley Batts Sr., and his wife, Virginia Caples, for \$855,000. **Seller** is owned by Viola Garrett, who has no other broadcast interests. **Buyer**, Batts is local businessman. Caples is school administrator. They have no other broadcast interests. WEUP is daytimer on 1600 khz with 5 kw.

WOHP(AM)-WTOO-FM Bellefontaine, Ohio □ Sold by Triplett Broadcasting Co. to Louis Vito for \$550,000. **Seller** is owned by Wendell A. Triplett, who also owns WCOR(AM) Lebanon, Tenn., and WOSE(FM) Port Clinton and WWAT(TV) Chillicothe, both Ohio. **Buyer** is Columbus, Ohio-based salesman with no other broadcast interests. WOHP is daytimer on 1390 khz with 500 w. WTOO-FM is on 98.3 mhz with 3 kw and antenna 430 feet above average terrain.

CABLE

System serving Decatur, Ill. □ Sold by First Rural Cable to Cable Systems USA for \$4.7-\$5.8 million. **Seller** has no other cable interests. **Buyer** is Charleston, W.Va.-based MSO with almost 50,000 subscribers in six states, headed by Jack Fuelhart. System passes 6,100 homes with 3,900 subscribers and 306 miles of plant. **Broker: Cable Investments Inc.**

System serving New Boston, De Kalb, Hooks and Maud, all Texas □ Sold by T.V. Cable Inc. to Communications Services Inc. for estimated \$3.6-\$4.3 million. **Seller** is owned by Fred Domkas who has no other cable interests. **Buyer** is Junction, Kan.-based MSO with almost 200,000 subscribers in six states headed by Bruce R. Plankinton, president. System passes 5,100 homes with 3,000 subscribers and 92 miles of plant. **Broker: Cable Investments Inc.**

For other proposed and approved sales, see "For the Record," page 101.

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Getting down to earth: from satellites to fiber optic landlines

Testing on the drawing board for TV networks to transmit programming by digital fiber optics; implementation may take years, could replace satellites

Television network programming of the future could be transmitted with digital video to affiliated stations by fiber optic landlines. That is the goal being explored by engineers at Bell Communications Research (Bellcore), Morristown, N.J. Planning for a possible eight-city trial of a fiber optic transmission is to begin next month in Los Angeles with representatives from ABC-TV and Fox Broadcasting participating ("Closed Circuit," Aug. 10).

Bellcore is a research firm charged with developing new technologies for the benefit of its co-owners, the seven regional telephone companies created following the breakup of AT&T. Its main concern in fiber optic technology is to find a standard for the coder-decoder devices (codecs) that would be used to translate analog fiber optic signals for video transmission to digital and back again.

According to Robert J. Blackburn, Bellcore's district manager, digital radio, video and audio, the company's goal is to "rival the flexibility" of satellite transmission, the present form of network video distribution. A report written by Bellcore engineers last March admitted: "Terrestrial networks will never be quite as flexible as satellite networks for multipoint distribution chiefly because, at inception, any receiver can aim at and tune to any transponder autonomously. However, with proper planning, a terrestrial network can achieve any desired degree of flexibility. Ultimately, it is expected that the two technologies, terrestrial and digital transmission and either analog or digital satellite transmission, will be mutually supportive." Blackburn suggested that broadcasters might one day use both—fiber optic transmissions for network signals and satellites for mobile news gathering. "I think the two things will go hand in hand," he said.

In its long-range planning, the company is working toward a trial of an eight-city fiber optic network. Start-up of the trial is tentatively set for late 1988 or early 1989. It will take time, said Blackburn, to organize the many different cooperating companies that will be needed to perform the tests, including TV networks, regional telephone companies and electronics companies that could be codec suppliers.

Bellcore has met with about two dozen electronics companies and sent letters to more than 100 others that might be interested in participating in the tests. Many companies are not interested in developing codecs because of the research and development expense. "It's a tough business

because the risk is very large for the manufacturers," Blackburn said. "They can't be sure what's going to happen with satellites. They can't be sure if the broadcasters will accept the quality of digital relative to what they have now. They can't be sure of how big the market share will be if there is competi-

tion among suppliers."

Each company returning a letter of intent will be invited to send representatives to the Los Angeles conference, which will take place Sept. 16-17 at the Airport Hilton hotel. The tentative plan for the trial is to link participating networks for 60 days. Following

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the test, the network will report the results and another network will begin its test. ABC-TV and Fox Broadcasting have returned letters of intent.

The participating cities will be nominated by the seven regional telephone companies during the Los Angeles meeting. The eight tentative nominees (two nominated by NYNEX and one each by the rest of the regional companies) are: Boston, New York, Atlanta, Washington, Chicago, Minneapolis, St. Louis and Los Angeles.

The model Bellcore is using is ABC-TV's digital fiber optic link that has been in operation since last winter (BROADCASTING, Jan. 19). Linking ABC News in Washington to the network's distribution plant in New York, the line transmits digital color video and stereo sound. The link has been used heavily in the production of *ABC World News Tonight*, *Nightline*, news segments on *Good Morning, America* and during the recently concluded Iran/contras hearings. Codex for the ABC system were supplied by NEC America Inc., Melville, N.Y. Blackburn called the quality of the ABC pictures "exceptional." Brent Stranathan, ABC's director of telecommunications who has overseen ABC's fiber optic experiment, said that the results of the Bellcore trials may answer the question of how long it will take to make regular fiber optic networks a reality. "Certainly for the foreseeable future, our satellites are where we are at. We're happy with it and we're comfortable with it," he said. "However, I think we would all be crazy if we didn't keep on the forefront of the technology of fiber optics."

Richard Anderson, vice president of engineering for Fox Broadcasting, signed the letter of intent from that network. Depending upon success of the trial, he sees digital fiber optics first as a way to transmit news feeds among Fox-owned stations and possibly as a way to deliver its entertainment programs. "We're not looking at it as a replacement for the satellite feed until we see what kind of results we get," Anderson said.

Also on the drawing board is a possible Canadian trial connecting Montreal, Toronto and Ottawa. The Canadian Broadcasting Corp., Montreal, has set up a meeting for this Thursday (Sept. 3) with Blackburn and other Bellcore officials to "ascertain whether it would be advantageous enough for us to attend in California... and indicate our de-

gree of participation in the trials as well," said CBC's Mike Gourgon. "We probably will participate wholeheartedly in this effort, and we're just waiting for Sept. 3 for confirmation from everybody of what level of participation we can offer." Also attending the Canadian meeting will be officials from Bell Canada and Telecom (company from which CBC leases terrestrial lines).

Bellcore has already met with the Public Broadcasting Service to discuss its possible participation. PBS now uses transponders from Western Union's Weststar IV satellite, which is estimated to lose station communications capability due to orbit decay in early 1991. But Al Norcott, director of intercommunications facilities at PBS, doesn't expect that digital fiber optics will be in a position to replace satellite transmission by that time.

Bellcore's proposed network system has been submitted to the TIYI subcommittee of the American National Standards Institute. TIYI, which deals with video and audio services, meets four times a year as a forum for parties interested in audio and video line transmission. Its members include long distance phone companies like AT&T, MCI and Sprint as well as broadcasters.

The future of fiber optic transmission will depend upon the health of the satellite industry, Blackburn said. He pointed to the cur-

rent cost trends in both the satellite and fiber optic industries. Satellite transmission, Blackburn predicted, could become more expensive in the future due to the present slow down in launches since the explosion of the space shuttle Challenger. He noted that the Reagan administration ordered that all space shuttle missions will be for military use only when the program resumes. Therefore, future communications satellite launches will have to be done by private interests alone, which will translate into higher prices for those leasing transponder time. Blackburn also speculated that while there is now more satellite spectrum than demand for it, that trend could reverse in several years.

On the other hand, Blackburn sees prices for fiber optic transmission going down because of the advances in the amount of information that can be sent. Typically, 12 signals of 45 megabits per second (Mb/s) are transmitted over each glass fiber. That is the equivalent of 12 video signals. Blackburn said that there are plans on the Bellcore drawing board for a system with 24-45 45 Mb/s signals, creating a huge amount of information that could be sent over one landline. Blackburn said such advances could go even further. "I don't know the limit. It's still being pushed," he said.

In Sync

Stereo lineup

NBC-TV is adding five new stereo-transmitted shows to its prime time schedule in the fall, increasing to 22 the number of programs it airs in stereo. The weekly hours of prime time stereo transmission on NBC will increase from 12½ to 16½ and the total hours in all dayparts to 29½.

NBC holds a wide lead in this field. Its nearest competitor is PBS, which will continue to broadcast 35-45 hours of stereo a month. The volume of PBS stereo programming fluctuates, depending mostly upon the number of music programs it presents in a given month. ABC-TV will broadcast five shows representing four hours of weekly stereo programming. The network hasn't de-

cided whether to add *Dolly*, a new variety show starring Dolly Parton, to the list. No decisions have been announced by CBS-TV, but it is certain to have fewer stereo hours than NBC.

With 126 NBC affiliates and all of its five owned stations now transmitting in stereo, nearly 86% of U.S. homes are within an NBC stereo signal, an increase over the 81.4% covered before the start of the prime time season last fall (BROADCASTING, June 9, 1986). The number of stations is expected to grow to 152 (92%) by the end of 1987.

The five new NBC stereo programs are: *My Two Dads*, *J.J. Starbuck*, *A Year in the Life*, *A Different World* and *Private Eye*.

China sales

The Television Technology Corp., Broomfield, Colo., TV transmitter equipment manufacturer, has sold \$1.45 million in equipment to the Anshan Broadcasting Electronics Plant in the Peoples Republic of China. The deal calls for the delivery of component kits for high and low-power television transmitters and an audio amplifier to China by the end of the year. A second contract for \$167,000 to send a 30 kw, single klystron, UHF transmitter to Anshan in April 1988 was also signed. If TTC's equipment meets Chinese government standards, Anshan is expected to order another 17-30 kits in 1988 and over 100 more in 1989 and 1990. Along with a sale of \$405,000 worth of low-power television kits to the Baoji Electronics Plant for scheduled delivery in September, the Anshan deal brings TTC's total sales to the People's Republic of China to \$1.85 million for the last half of 1987.

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Second and seven

ESPN said initial ratings from its second NFL game, the Los Angeles Rams versus the San Diego Chargers on Aug. 23, scored a 7 rating and 11 share in the ESPN universe and a 12.2/24 on KTTV(TV) Los Angeles, the only broadcast station to run the game. (Since the game was not sold out, the NFL's blackout rule took effect in the home city.) The combined broadcast-cable rating was 7.5, compared to the first week's 8.9. An ESPN spokesman said the advertiser guarantee for the preseason games was a 5 rating; for the regular season it will be 9.5.

New offerings

Black Entertainment Television unveiled two new programs last week that will appear on the basic cable service in the fall. *Going Places*, which travels the world providing stories from a black perspective, and *Gospel Magazine* will premiere on Sept. 14. Both will be produced by BET.

In announcing *G.M.* BET President Robert Johnson said: "Gospel music is one of the fastest growing segments of the record industry," and *G.M.* will provide an outlet for more gospel music programming and videos to get on the air. BET, Johnson says, "wants to be a leader in gospel music." The half-hour *Going Places* will run Monday through Wednesday at 7:30 p.m. The half-hour *G.M.* will run at 8:30 p.m. on Tuesday and 6:30 p.m. on Sunday.

BET also announced its first major promotion drive, a \$1-million campaign to increase viewership and encourage cable operators to carry BET. The service reaches 14 million subscribers, but Johnson says cable operators have been slow, in some cases, to pick up the service. The promotional campaign includes 30-second radio spots in 20 BET affiliate markets. The spots will run on the number-one urban contemporary station in those 20 markets, including New York, Los Angeles, Philadelphia, Chicago, Washington, San Francisco, Baltimore, Dallas, Miami, Atlanta, Memphis and St. Louis. BET will use politicians, entertainers and sports figures as spokespersons in the campaign. The flights are scheduled to run in September, October, February, April and June. Spots will also run on a smaller number of key cable interconnects, BET said.

Johnson cited statistics to make the point that since BET receives respectable ratings, and its per-subscriber fee is one of the lowest in the industry at three cents, more operators should be carrying the service. Johnson said Arts & Entertainment, CNN Headline News, Lifetime and the Weather Channel have lower ratings than BET and higher per-sub fees but can be seen in more homes than BET. "Cable operators have been a little bit remiss in not adding BET in more markets," Johnson said. BET wants to add two million subscribers a year, a figure it believes is attainable as the wiring of major urban centers is completed and its promotion and marketing efforts are intensified.

Tempo TVRO

Tempo Development Corp. has released details on cable operator participation in TVRO sales of WTBS(TV) Atlanta. TDC is charging operators \$1 per subscriber per month as long as the operator signs at least 10 subscriptions. Operators may also prepay at the reduced rate of \$11. The suggested retail price for WTBS is \$19.95 a year, payable to participating cable operators. Terms of the affiliation agreement also call for sales authorization for a system's franchise area and contiguous counties that do not overlap franchises where WTBS is carried on cable.

Lifetime addition

Lifetime announced last week that it has obtained the rights to run *Sneak Previews* on the basic cable programming service. The movie review program is in its 10th year and has been running the past few years on non-commercial television. The show's reviewers, Jeffrey Lyons and Michael Medved, along with feature reporter Nancy Glass, remain on the program. WTTW(TV) Chicago will continue to produce the program and carry it on its schedule. Lifetime will run the program at 1:30 p.m. and 9 p.m. on Saturday, beginning Oct. 10.

Viewer shift

The Cabletelevision Advertising Bureau says that since cable deregulation went into effect in January, cable networks have made audience gains across all dayparts at the expense of the broadcast networks. (CAB based its analysis on the Nielsen Cable Status Report, which is based on NTI meter samples, and compared the first half of 1987 with the first half of 1986.)

CAB found that on a 24-hour, total TV household basis, ratings of basic services rose 24%. Ratings jumped the most in early fringe (34%), followed by late fringe (32%), then weekends, prime time and daytime (all 23%).

Pay services grew 14% on a 24-hour basis while superstation ratings declined 6%. CAB said viewing of network affiliates fell 5% for the comparable period while viewing of independents remained flat.

In actual household numbers, CAB found broadcast affiliates lost 545,000 households per average quarter-hour on a 24-hour basis, while advertising supported cable networks increased by 562,000 households per average quarter-hour. In prime time, CAB said the basic cable networks picked up 862,000 homes per average quarter-hour while network affiliates lost 782,000.

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State of the Art Journalism continues from page 59

cameras had operated before, and Lamb said the court "has been very cooperative." But as C-SPAN continues to hope for full-scale access, it knows once there "it will be more different than anything we've done," Lamb said. The complexities of the law and individual cases of the court provide a challenge for C-SPAN as it tries to explain to viewers what's going on. The service is already running a series to familiarize its viewers with judicial issues, *America in the Court*, and it is putting together a viewer's guide with the help of the Benton Foundation.

Both services have enjoyed robust growth, with C-SPAN seen in 31.5 million cable homes and C-SPAN II in 12 million, a figure the network projected it would not reach until March 31, 1988. Part of the reason for the lower projection has been the bird-hopping that C-SPAN II has undergone in the past year. By Nov. 2, however, C-SPAN officials hope to have both services on their permanent home on Galaxy III, which will make marketing the service to cable operators easier.

□

The Weather Channel was scheduled to air

last night a one-hour documentary on hurricanes, an indication of the new directions the five-year-old, 28-million subscriber basic cable service is taking. The 24-hour weather service provides viewers across the country with information for their area as well as specialty forecasts for boating, fishing and business travelers. But the Weather Channel is looking beyond its base to future business and growth opportunities as a way to utilize the wealth of weather information it gathers from its staff of 65 meteorologists.

The hurricane documentary, *The Eye of the Storm*, was designed to look at the causes and capabilities of hurricanes. It included a live panel discussion and a toll-free telephone call-in segment. The program is also being made available to operators of Weather Channel cable affiliates for their local origination channels. It is the most ambitious original programming the channel has undertaken and will provide Weather Channel executives with feedback to see if others on such topics as severe cold weather, tornadoes and forest fire would be successful. The Weather Channel is examining the results of a viewer survey—it received 6,500 responses—"to learn much about viewer

perception," said Weather Channel President Michael Eckert. Among the things the service is planning is a "greater commitment to marketing the network," Eckert said.

The network is also examining business projects, including how the Weather Channel could be marketed to the TVRO market, a potentially lucrative market because of the large numbers of rural viewers who depend on the weather as part of their livelihood. The network is also exploring other marketplaces, including the industrial, business, consumer and governmental sectors, to which the channel could supply weather information. Eckert said cable operators and the service's advertisers—the Weather Channel has been profitable since year three of operation—continue to be the service's priority. It continues to grow, adding about 300,000 to 400,000 subscribers a month. The growth is occurring across the board, with new systems going on line, expansion within existing systems and as a result of rate deregulation in which operators have collapsed tiers and added services. Eckert said ad sales are up 41% this year and the service's advertising renewal factor "is very high" at 60% to 70%. □

The changing sound of radio news

Some see less emphasis on local news, more dependence on networks as newsgathering resources decline

There appears to be some dispute within the radio industry as to whether the nature of radio news is dramatically changing in 1987 and if, indeed, the oldest broadcast medium is beginning to lose its local emphasis in reporting.

Although radio news executives herald live coverage by some AM stations of breaking news events (such as this year's Iran-contra hearings) as a programing plus for radio, most generally agree the amount of

news resources (both money and staffers) at many AM and FM stations continues to wane. In some cases, especially at FM outlets, that has led to a lessening of local newsgathering and, consequently, a greater dependence on the networks.

However, an Associated Press study on news listenership that will be released at this week's Radio-Television News Directors Association (RTNDA) convention in Orlando, Fla., shows 70% of radio listeners paying "as much or more attention to news and information" as they do to music.

"I think the American people want good, live coverage of all current events," said

Mike Freedman, director of the United Press International Radio Network. "And with more AM stations going stereo, there's a need for better quality actualities from the networks."

"The Iran-contra hearings were a revelation to me in terms of station coverage," said Joe Dembo, vice president, CBS News, radio. He noted that many AM stations aired network-supplied "wall-to-wall" coverage of the event. (Most networks offered continuous coverage of the Iran-contra hearings on their special events satellite channel.)

The trend toward AM radio becoming synonymous with information and FM with music has become more apparent in 1987. Earlier this year, Emmis Broadcasting launched a 24-hour, all-sports information format in New York under the call letters WFAN(AM).

"A lot of markets have one or two [AM] stations that are the news and information leaders while others drift away from providing long-term information," said Jeff Smulyan, president of Emmis Broadcasting, an Indianapolis-based radio group operator of six FM music stations in addition to WFAN(AM) New York. "WFAN is a further slice of that pie by trying to be the sports information position on the dial."

Smulyan said that most listeners to FM music stations only want up to two minutes of news in a newscast: "You win in your market by responding to what listeners want."



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Brad Kalbfeld, deputy director and managing editor, Associated Press Broadcast Services, said there has been some decline in news resources by radio stations, but not necessarily in air time devoted to news and information. The high turnover in station ownership, whereby some owners view radio properties as revenue-generating investments, has made it more difficult for news departments to persuade owners to spend more money on news, Kalbfeld said.



Kalbfeld

He shared some results of the AP study on news, dubbed "Radio Power," that showed news and information programming just as important as music/entertainment programming in attracting listeners. The study was based on a telephone survey, conducted for AP by Reymer & Gersin Associates, Detroit, of 1,000 listeners 18 years of age and older across all formats who listen to radio for at least 30 minutes during an "average" week-day.

It revealed that 67% of music format listeners are "more likely to listen to a station with news and information programming than one without." Additionally, 62% of the respondents said they would like "bits of information" between music throughout the day while 56% agree the main reason they listen to news and information on radio is because "it gives them topics to talk about with friends and family."

Kalbfeld also said some radio stations are "ignoring a substantial midday [10 a.m. to 3 p.m.] audience" for radio news. While 87% of the respondents listen to radio in morning drive, 60% listen in midday. Other results show newscasters are perceived as "a little too entertaining" for the tastes of contemporary hit, easy listening and adult contemporary stations. (At many contemporary music stations in morning drive, newscasters have emerged as personalities in their own right.) Newscasters are perceived as "a little too opinionated" for contemporary hit, adult contemporary and album-rock listeners. And the majority of radio listeners for all formats (61% of the respondents) are more likely to stay tuned to a station for news if it includes coverage by a reporter "live on the scene."

Among the study's conclusions: "Radio listeners desire a wide range of topics. The emphasis is on traditional [hard news] content but with plenty of nontraditional and life-style topics included" with the "preferred time" for airing "softer news" at 6 a.m. to 10 a.m.

In defense of any criticism about the study's methodology, Kalbfeld said: "We purposely worded some of our questions [to invite] listeners to express negative views of news."

Findings from a previous RTNDA study, conducted for the association by Vernon Stone, journalism professor at the University of Missouri and released last spring, support the contention that there have been sub-

stantial cutbacks in news resources, namely personnel. The RTNDA survey pointed to the FCC's deregulation order in early 1981 as leading to a reduction in news staffs at about one out of every six major-market (population of one million-plus) radio stations and at approximately one out of every eight medium-market (population of 250,000 to one million) stations. The study showed, however, that most smaller market stations were not affected in their news operation by deregulation. The RTNDA report also said radio stations had trimmed about 2,000 full-time news staffers and added 700 part-timers in 1986.

"There has been a general decline in local radio news because of short-sighted economic reasons," said Jim Farley, vice president of news for NBC Radio. "But you will find successful AM and FM stations are not cutting back," he said.

"I'm certain we are over the hump in cutbacks," said Kalbfeld, who noted that the AP study, which also included interviews with 63 program directors and 39 general managers at commercial stations in the top 100 markets, showed that 96% of them "expect to have the same amount or more news and information on their station next year as they have this year."

One station that has begun to buck the trend toward less news and/or resources for newsgathering is WLW(AM) Cincinnati. In the past two months, the full-service station—which finished first in 12-plus metro share in the spring 1987 Arbitron report with a 13.9 by programming a mixture of news, talk, sports, adult contemporary music and country—has solidified its information stance in the market by increasing its news and information, particularly in the advertiser sought-after morning drive time period.

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"Our listeners wanted more information. That's what AM radio is all about," said Kathy Lehr, the station's news director. The station is now billing itself as "Newsradio 700 WLW."

The apparent appetite among AM stations and their listeners for more information is being translated by some networks into more national talk programming. ABC Radio, for example, will launch *The Tom Snyder Show* in mid-September, a daily (Monday through Friday) call-in talk program that will air from 10 p.m. to 1 a.m. (NYT).

"There have been some FM music stations in large markets, such as contemporary hit WPLJ(AM) New York, that have added more news people this year," said Bob Benson, vice president of news for the ABC Radio Networks. In medium markets, however, Benson concurs with the RTNDA finding that there has been an attrition of news people, particularly at FM stations.

An exception to a "heavy reliance" on network news by FM stations can be found in the Dallas-Fort Worth market where top-rated urban contemporary KKDA(FM), which showed an 8.7 12-plus metro share, Monday to Sunday, 6 a.m. to midnight, spring 1987 Arbitron report. KKDA has made no cuts in its three full-time, on-air news staff for at least the past five years, said Paul Turner, the

station's midday news anchor. KKDA subscribes to AP Network News, but uses only its actuality cuts, said Turner.

"We basically try to keep in touch with our community and it reflects in our ratings. Our core audience [primarily 18-34-year-olds] are not as interested in ships going through the Persian Gulf as news that hits close to home and to their pocketbooks," Turner said. "For our listeners, we can be their only news source [on radio]." The station presently airs four morning-drive news reports and two afternoon newscasts.

On a separate note, there are some executives in the industry that have expressed concern over the consolidation of news resources between NBC Radio and Mutual Broadcasting. (Westwood One, which closed its acquisition of the NBC Radio Networks last week [see separate story], is closing NBC Radio's Washington news bureau and relocating it at Westwood/Mutual's Arlington, Va. facility.) If radio networks consolidate further, it might lead to "homogeneity" in news reporting, observed Warren Maurer, vice president/AM station division for Group W and general manager of WINS(AM) New York, one of two all-news stations in the market.

Another trend slowly emerging in local radio news is a closer working relationship

with local television outlets. For example, talk-formatted KJIM(AM) Thorton, Colo., in a suburb of Denver, is simulcasting NBC-TV affiliate KCNC-TV Denver's entire 5-6 p.m. news broadcast. And in mid-August, contemporary country WGKX(FM) Memphis signed a pact with WHBQ-TV there calling for WGKX(FM) to have 24-hour access to all WHBQ-TV news feeds.

Bruce Chong, general manager of CNN Radio, Atlanta, likened today's news networks to supermarkets in that they offer a variety of products for differently formatted stations.

"The future of radio news is wide open," said Chong. "Stations are turning more and more to networks for news. But I hope that trend turns around. We get a lot of our material from local stations." CNN Radio is marketed by the Transtar Radio Networks, Colorado Springs.

On the public broadcasting front, Joe Gwathmey, director of programming for National Public Radio, anticipates no major changes in the structure of the network's two major news programs: *Morning Edition* and *All Things Considered*. American Public Radio, on the other hand, has been considering a plan to launch a "newscast" service for its affiliates. □

Independent news agencies making a name for themselves

Small, enterprising firms scramble to provide sight and sound on demand in New York, Los Angeles, Washington

A year ago today (Aug. 31), an Aeromexico jetliner collided with a small private plane just southeast of the Los Angeles International Airport killing 70 people. Los Angeles News Service, using its Bell Jetranger helicopter, was at the crash site within 18 minutes. LANS's live coverage was picked up by CNN and all three broadcast television networks.

LANS is one of the independent agencies that have cropped up in Los Angeles, New York and Washington over the past several years to cover events in those cities for broadcasters unable to do it themselves due to cost or logistics.

The news agencies serve local broadcasters, but most of their work is done for broadcasters in other cities or other countries. Because of the crush of news in those three markets, the out-of-town broadcasters can't rely on local stations or the networks to cover stories for them as they can in most other markets.

As LANS did at the crash site a year ago, the agencies can give broadcasters access to breaking news as it happens or taped "cover video" or "sound bites" that may be incorporated into their newscasts. Some of the agencies can also prepare made-to-order stories with on-camera reporters with the station's logo on the mike flag and the station's name mentioned in the sign off.

Some of the more popular news agencies:

■ **Washington Independent News** specializes in covering events in Washington, but the three-year-old service also covers news outside the nation's capital. WIN cov-

ered a speech by Senator Albert Gore (D-Tenn.) to the Louisiana state legislature in Baton Rouge on June 30, one day after Gore announced his candidacy for the Presidency. Using a satellite feed, WIN sent footage of the speech to the five Tennessee stations that contracted the agency for coverage.

Founded in 1984 by Susan Stolor, Gary Parker and Emilie Gibbs, WIN has a staff of three reporters, two assignment editors and four photographers. WIN will begin using half-inch tape technology within eight months to a year, supplementing the three-quarter-inch gear now used. According to Gibbs, "the trend is toward half-inch technology and we want to be able to accommodate any of our clients' needs."

■ **Potomac Communications Inc.**, founded in 1975 by Bruce Finland, operates two Washington news agencies: Potomac News and the American News Bureau (formerly Docuvid), which it acquired in 1984. Together, they serve hundreds of stations, including all the ABC affiliates under a contract that went into effect earlier this month. Under the ABC deal, which was negotiated by the network, the services are on call to supply ABC affiliates with voice overs, raw footage and crews.

Potomac's staff of 55 editorial and technical employees also handles assignments for corporate clients as well as soft-news clients such as *Entertainment Tonight* and MTV.

■ Founded in 1979, the **Los Angeles News Service** covers the southern California market with a staff of 23 and the ability to hit the streets for its clients 24 hours a day, 365 days a year.

LANS is principally owned by President Robert Tur, a former radio traffic reporter and news photographer. The company has

grown rapidly, its revenues doubling every year since its founding, said Tur.

Its client list has included CNN, ABC, CBS, NBC, PBS, the Canadian Broadcasting Corp. and the BBC. Under a one-year contract with Group W, LANS provides facilities for the production of *The Entertainment Report*, an entertainment news service now subscribed to by more than 80 stations.

LANS owns a Bell Jetranger helicopter and with a range of 400 miles and a cruising speed of 125 miles an hour.

■ In 1981, Bob Grevemberg, a former BBC editor and photographer, saw a need for a company to provide news gathering and transmission and editing facilities for foreign broadcasters. To fill the need, he founded **Professional Video Services** in Washington.

Six years later, the foreigners still make up the bulk of PVS's clientele. In March, the European Broadcasting Union which includes British, French, Italian, Swiss, Austrian and German television networks, moved from New York to facilities provided by Professional Video Services.

But PVS's 17-person staff does domestic work too. Through its PV Systems subsidiary, it provides all the crews for CNN's Washington bureau.

■ The news division of **Newslink**, which began operations in 1982, covers breaking news stories for client stations, personalizing the spots by using station sign-offs and mike flags. The New York-based Newslink traveled to Memphis earlier this month to cover the 10th anniversary of Elvis Presley's death, providing coverage to 20 stations.

Newslink's news division produces its own investigative reports. Pulitzer and Peabody award winner Carlton Sherwood heads

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Stalking the satellite scoops

The independent news agencies in New York, Los Angeles and Washington play an important role for some television stations, providing them with news that for whatever reason they can't get themselves or get anywhere else. But for most of their stories from those cities and other distant markets, most stations rely on the network news bureaus or other stations related by network affiliation, common ownership, membership in news gathering cooperatives or a simple willingness to help one another out.

Increasing greatly the flow of news among stations in recent years have been the national satellite newsgathering cooperatives like Conus Communications, Group W's Newfeed, CNN's Newsbeam and those managed by the three major broadcast networks. With the exception of Newsbeam, each of the operations surveys its stations daily to assess what they will be covering, identifies stories of general interest and puts them on a satellite for the other cooperating stations to use. In addition, each helps stations that need a "custom" packaged news report or "sound bites" from another market to find a station to do the job and then transmit the material via satellite.

George Mills, general manager of Skycom, NBC's satellite news services for its affiliates, said Skycom offers 33 weekly feeds for its affiliates gathered from NBC News bureaus, affiliates and various overseas news sources. And, each month, he said, it beams between 1,200 and 1,400 feeds. Most of the feeds go between a station's satellite newsgathering vehicle (SNV) and its studios, he said, but a "good deal" of them go between stations. To shoot a story for another affiliate, he said, 80% of the NBC affiliates charge only for out-of-pocket expenses like overtime.

Conus Communications, which has 65 stations in its cooperative, functions in much the same way as the network operations, providing daily feeds and satellite services. Charles Dutcher, Conus vice president-general manager, said if a news director knows a news director in another market who can help him out, they can make their deal to cover a story by themselves and use

Conus only for the satellite transmission. "But if the station doesn't have a relationship in that market, we can intercede on its behalf," he said.

CNN Newsbeam doesn't like the "cooperative" label, because it believes it connotes obligations to work with other stations that Newsbeam does not require. Newsbeam is simply a "service", said its managing director, Charles Hoff. Newsbeam provides the 175 CNN "affiliates" with access to news material from CNN bureaus and most of what the affiliate puts on the Newsbeam satellites on its way from SNV to studio or to another station, he said. Newsbeam requires its affiliates to contribute to the news pool, he said, but anything they put on Newsbeam's satellite transponders becomes available to all affiliates, although, on request, Newsbeam will prohibit certain stations from picking up certain feeds. Several times a week, he said, Newsbeam will hook up two stations so one can do a custom shoot for the other. "I am giving them the benefits of my contacts," he said.

"Newsfeed is a group of broadcasters covering their markets and sharing their coverage with other stations," said Terry O'Reilly, Newsfeed news director. Its principal service is its daily feeds of news collected from the stations, he said. Most of the Newsfeed stations are willing to handle an assignment for another Newsfeed station at no charge as long as it has a crew available and doesn't incur any extra expense, he said. It's a reciprocal arrangement, he added. The news director knows that if he takes care of another station, "it will take care of him."

Newsfeed's Washington bureau acts as an independent news agency for its affiliates. On a first-come, first-served basis, O'Reilly said, it will send out a crew to capture sound bytes or cover video for stations at no charge to the station. In addition, he said, it will send out a reporter and crew to prepare a packaged story for a station. DC Custom, as the latter service is called, is not free, he said, but it's less expensive than hiring an independent news agency.

the investigative unit at Newslink's Washington bureau. Newslink is also producing a 90-second news spot that will be offered to stations three times a week. "On Target," hosted by Jack Anderson, will be introduced this week at the Radio-Television News Directors Association convention in Orlando, Fla.

In New York, Newlink provides ENG crews for CNN's New York bureau and produces segments for the United States Information Agency.

■ **Broadcast News Service**, founded in 1978 by Peter Sherry, is headquartered in New York, but maintains bureaus in Wash-

ington and Los Angeles. With a staff of 70 divided among the three offices, BNS provides newsgathering services for broadcasters and production crews for corporate clients.

In July, using a Ku-band truck, BNS provided exclusive network coverage of the the start of the first-ever trans-Atlantic hot-air balloon crossing from Sugarloaf, Me. BNS supplied footage to CNN, ESPN and Conus, among others.

BNS also provides technical staff for corporate clients.

■ **Mobile Video Services** got its start in New York in 1978, but migrated to Washing-

ton in 1980 when it won the contract to handle all of the newsgathering for CNN's Washington bureau. Although CNN chose not to renew the contract in 1985, shifting the business to Professional Video Services, MVS continues to provide newsgathering services with a staff of 10 in Washington for other clients, both foreign and domestic.

According to MVS owner Larry Vander-Veen, foreign clients now account for approximately 25% of MVS's business. They include networks in France, the Netherlands, Israel and Turkey.

■ **Sun World Satellite News** is headquartered in El Paso, but most of its work is done out of its Washington bureau. Although Sun World offers coverage of national and foreign events, its focus is on issues sensitive to the Southwest U.S. According to co-founder Cynthia Neu, Sun World was started to give better coverage to issues such as immigration, drug trafficking and oil.

But not all of its work is restricted to the Southwest. For three Canadian stations in July, Sun World tracked a group of Canadian businessmen who went to Washington to lobby Congress on trade legislation.

Sun World's current staff consists of 14 people, including five reporters and three cameramen armed with three-quarter-inch videocassette recorders.

Sun World is owned by Neu, a former TV anchor and reporter, and Fred Herby, former mayor of El Paso and owner of Sun World Corp., an El Paso publisher.

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Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific-Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

Applications

- WEUP(AM) Huntsville, Ala. (1600 khz; 5 kw-D)—Seeks assignment of license from WEUP-Garrett Broadcasting Service to Hundley Batts Sr. and Virginia Caples for \$855,000. Seller is owned by Viola Garrett, who has no other broadcast interests. Buyers are husband and wife. Batts is local businessman and Caples is school administrator. They have no other broadcast interests. Filed Aug. 19.
- WXLL(AM) Decatur, Ga. (1310 khz; 500 w-D)—Seeks transfer of control of Price Communications Inc. from Joseph L. Price (51% before; 49% after) to Margery J. Watson for no consideration. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Aug. 14.
- WKTU(AM) Soperton, Ga. (101.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Treutlen Broadcasting Corp. to Sol Broadcasting Inc. for \$29,500. Seller is owned by Andrew J. McGowan, who also owns WGML(AM) Hinesville, Ga. Buyer is owned by Terry D. Meeks, who also owns WMPZ(AM) Soperton, Ga. Filed Aug. 18.
- KGEM(AM)-KJOT(FM) Boise, Idaho (AM: 1140 khz; 10 kw-U; 105.1 mhz; 43 kw; HAAT: 2,570 ft.)—Seeks assignment of license from Gem State Broadcasting Corp. to Boise Viking Associates L.P. for \$2.1 million. Seller is Salt Lake City-based group of three AM's, three FM's and three TV's owned by George C. and Wilda Gene Hatch and family. Buyer is owned by Bruce and Linda Johnson, Pasadena, Calif.-based couple with no other broadcast interests. Filed Aug. 18.
- KRAR(AM) Waite Park-St. Cloud, Minn. (1390 khz; 2.5 kw-D; 1 kw-N)—Seeks assignment of license from Kleven Broadcasting Co. to West Side Communications Inc. for \$187,500. Seller is Sturgis, S.D.-based group of three AM's and one FM, owned by Leslie J. Kleven. Buyer is headed by John Kooley, general manager of KUXL(AM) Golden Valley, Minn. Filed Aug. 12.
- KTTS(AM) Springfield, Mo. and KGBX(FM) Springfield, Mo. (KTTS: 1400 khz; 1 kw-U; KGBX: 1260 khz; 5 kw-U)—Seeks assignment of license of KTTS(AM) from Springfield Great Empire Broadcasting Inc. to KGBX Communications Inc. and assignment of license of KGBX(AM) to Springfield Great Empire Broadcasting Inc. from KGBX Communications Inc. for no other consideration. KGBX Communications is owned by Allan Thompson and five others. It has no other broadcast interests. Springfield Great Empire Broadcasting is a Wichita, Kan.-based group of three AM's and three FM's (including co-located KTTS-FM), principally owned by F. F. Mike Lynch and Michael C. Oatman. Filed Aug. 20.
- WQIS(AM)-WNSI(FM) Laurel, Miss. (AM: 890 khz; 10 kw-D; FM: 100.3 mhz; 100 kw; HAAT: 1,050 ft.)—Seeks transfer of control of New South Communications from Clay Holladay (26% before; none after); Wayne Vowell, Richard Schoenik and Manuel Lima (8% each before; none after) to Robert Holladay (76%) and Mark Jones (24%) for \$261,798. Seller. Holladay owns WYZZ(FM) Mary Esther, Fla. Buyer, Robert Holladay, is brother of Clay. Their father, Frank Holladay, owns four AM's and four FM's. Robert Holladay also owns KWZD(FM) Hamlin, Tex. Filed Aug. 13.

■ WOHP(AM)-WTOO-FM Bellefontaine, Ohio (AM: 1390 khz; 500 w-D; FM: 98.3 mhz; 3 kw; HAAT: 430 ft.)—Seeks assignment of license from Triplett Broadcasting Co. to Louis Vito for \$550,000. Seller is owned by Wendell A. Triplett, who also owns WCOR(AM) Lebanon, Tenn., and WOSE(FM) Port Clinton, and WWAT(TV) Chillicothe, both Ohio. Buyer is Columbus-based salesman with no other broadcast interests. Filed Aug. 11.

■ WWWE(AM)-WDOK(FM) Cleveland (102.1 mhz; 12 kw; HAAT: 1,000 ft.)—Seeks assignment of license from Lake Erie Radio Co. to Independent Group Inc. for \$13 million. Seller is owned by Arthur Modell and Alfred Lerner, who have no other broadcast interests. Modell is owner of Cleveland Browns professional football team. It bought station for \$9.5 million ("Changing Hands," March 4, 1985). Buyer is owned by Thomas Embrescia, Larry Pollock and Tom Wilson. It also owns WUPW(TV) Toledo, Ohio. WWWE is on 1100 khz full time with 50 kw. Filed Aug. 14.

■ WSEE(TV) Erie, Pa. (ch. 35; 2,000 kw vis., 200 kw aur.; HAAT: 960 ft.)—Seeks assignment of license from Erie Broadcast Partners to Price Communications Corp. for \$8.75 million. Seller is owned by principals in MMT Sales, New York-based station representative headed by Gary Scollard. MMT Sales was recently sold to Meredith Corp., for \$40 million (BROADCASTING, July 13). Scollard also has interest in KLRT(TV) Little Rock, Ark. Buyer is publicly owned. New York-based group of eight AM's, eight FM's and four TV's headed by Robert Price, president. It recently sold three AM's and four FM's to Fairfield Communications ("Changing Hands," May 4). Filed Aug. 17.

■ WKPA(AM)-WYDD(FM) New Kensington, Pa. (AM: 1150 khz; 1 kw-D; FM: 104.7 mhz; 50 kw; HAAT: 500 ft.)—Seeks assignment of license from Gateway Broadcasting Enterprises Inc. to Salem Media of Pennsylvania for \$4 million. Seller is owned by Nelson Goldberg, who has no other broadcast interests. Buyer is subsidiary of Salem Communications. Camarillo, Calif.-based group of 8 AM's and 5

FM's owned by Edward G. Atsinger III and Stuart W. Epperson. Filed Aug. 14.

■ WTRQ(AM) Warsaw, N.C. (1560 khz; 10 kw-D)—Seeks transfer of control from James L. Mosely and his wife, Winnafred, to James B. Blanchard and his wife, Peggy, for assumption of liabilities. Seller owns 54% of stock and has no other broadcast interests. Buyer owns remainder and has no other broadcast interests. Filed Aug. 20.

Actions

■ KNXN(FM) Quincy, Calif. (101.9 mhz; 1.4 kw; HAAT: 2,360 ft.)—Granted assignment of license from Plumas Wireless Inc. to Olympic Broadcasters Inc. for \$250,000. Seller is owned by David E. Caldwell and Kenneth Barnard, who have no other broadcast interests. Buyer is owned by Douglas D. Kahle and William E. Boeing. Kahle also has interest in WBRI(AM) Indianapolis and WXIR(FM) Plainfield, both Indiana; WFIA(AM)-WXLN(FM) Louisville, Ky.; KFIA(AM) Carmichael, Calif., and WABS(AM) Arlington, Va. Action Aug. 14.

■ WLIS(AM) Old Saybrook, Conn. (1420 khz; 5 kw-D; 500 w-N)—Granted assignment of license from Vanguard Communications Inc. to Del Raycee for \$900,000. Seller is Geneva, N.Y.-based group of three AM's and two FM's owned by Leonard I. Ackerman and Leonard A. Marcus. Buyer is co-founder of Unity Broadcasting Network, which owns WDAS-AM-FM Philadelphia. Action Aug. 20.

■ WYXY(AM) Cypress Gardens, Fla. (1360 khz; 5 kw-D; 2.5 kw-N)—Granted assignment of license from Altair Communications Inc. to Seehafer Broadcasting Corp. for \$395,000. Sellers are principally owned by Roger S. Bald. It has no other broadcast interests. Buyer is Manitowoc, Wis.-based group of four AM's and three FM's owned by Donald W. Seehafer. Action Aug. 14.

■ WORL(AM) Orlando, Fla. (1270 khz; 5 kw-U)—Granted assignment of license from Metropex Communications Inc. to WORL Radio Inc. for \$1.65 million. Seller is buying

Nationwide Media Brokers
Chapman
Associates

WOFM(FM)
Chesapeake, Virginia

to

American Eagle Communications, Inc.

from

Southland Communications, Inc.

\$1,538,461

Subject to FCC approval.

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)—Granted 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, Elaine. It is also selling WAJL(AM) Winter Park, Fla. (see below). Action Aug. 18.

■ WJL(AM) Winter Park, Fla. (1440 khz; 5 kw-D; 1 kw-N)—Granted 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. Weiss. Action Aug. 18.

■ WDEN-AM-FM Macon, Ga. (1500 khz; 1 kw-D; FM: 105.3 mhz; 105 kw; HAAT: 770 ft.)—Granted assignment of license from 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. Action Aug. 6.

■ WALI(AM)-WROG(FM) Cumberland, Md. (AM: 1230 khz; 1 kw-U; FM: 102.9 mhz; 3.5 kw; HAAT: 1,400 ft.)—Granted assignment of license from Community Service Broadcasters Inc. to Tschudy Communications Corp. for \$865,000. Seller is owned by C. Alfred Dick and William A. Hubbard. It has no other broadcast interests. Buyer is owned by Earl Judy, who also owns WSIG(AM) Mt. Jackson, Va. Action Aug. 13.

■ WATN(AM) Watertown and WTOJ(FM) Carthage, both New York (AM: 1240 khz; 1 kw-D; 250 w-N; FM: 103.1 mhz; 3 kw; HAAT: 363 ft.)—Dismissed assignment of license from A.P.A. Communications Inc. to Hastings Broadcasting Corp. for \$1.7 million. Seller is owned by Dean Aubol and Frank Penny. Penny owns WBO(AM)-WQWT(FM) Oswego, N.Y. Aubol was former owner of WTHU(FM) Thurmont, Md. Buyer is owned by Gordon H. Hastings and his wife, Linda. Hastings is former president of Katz Television and also owns WDOS(AM)-WSRK(FM) Onconia, N.Y. Action Aug. 14.

■ WISE(AM) Asheville, N.C. (1310 khz; 5 kw-D; 1 kw-N)—Granted assignment of license from Pine Trails Broadcasting Co. to United Broadcasting Enterprises Inc. for \$425,000. Seller is subsidiary of Heritage Broadcast Group Inc., Tucker, Ga.-based group of four AM's and four FM's owned by James T. Cullen and Adam G. Polack. It recently bought WWNC(AM) Asheville for \$7,250,000. Buyer is owned by Glenn Wilcox and W.T. Denman. Wilcox owns Wilcox World Travel, Asheville-based travel agency. Denman is local attorney. Action Aug. 19.

■ WEBG(AM) Ebensburg, Pa. (1580 khz; 1 kw-D)—Granted assignment of license from Ebensburg Broadcast Group Inc. to Cambria Broadcasting Inc. for \$52,000. Seller is owned by Phillip P. Lenz, who has no other broadcast interests. Buyer is owned by Jaan E. Vaino, New Testament Missionary Fellowship and three others. It has no other broadcast interests. Action Aug. 14.

■ WIXR(AM) Mount Pleasant, S.C. (1480 khz; 1 kw-D)—Granted assignment of license from Patricia R. Vestal to Mount Pleasant Communications Inc. for \$115,000. Seller has no other broadcast interests. Buyer is owned by William G. Dudley, who has no other broadcast interests. Action Aug. 13.

New Stations

Applications

AM's

■ Dungeness, Wash.—KMO Inc. seeks 1600 khz; 5 kw-U. Address: P.O. Box 1277; Tacoma, Wash. 98401. Principal is owned by James L. Baine, who also owns KKMO(FM) Tacoma, Wash. Filed Aug. 3.

FM's

■ DeKalb, Ill.—Tana S. Ketch seeks 94.9 mhz; 3 kw; HAAT: 328 ft. Address: 1018 DeKalb Ave., Sycamore, Ill. 60178. Principal has no other broadcast interests. Filed Aug. 17.

■ Shreveport, La.—Willie A. Jackson seeks 102.9 mhz;

Summary of broadcasting as of June 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,887	170	5,057
Commercial FM	3,969	418	4,387
Educational FM	1,272	173	1,445
Total Radio	10,128	761	10,889
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	461	222	683
Educational VHF TV	114	3	117
Educational UHF TV	198	25	223
Total TV	1,315	273	1,588
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
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

50 kw; HAAT: 492 ft. Address: 7022 Bunkerhill Rd., New Orleans 70127. Principal has no other broadcast interests. Filed Aug. 14.

■ Topsail Beach, N.C.—Roy L. Jones seeks 280; 3 kw; HAAT: 328 ft. Address: 812 Robert E. Lee Dr., Wilmington, N.C. 28430. Principal has no other broadcast interests. Filed Aug. 12.

■ Topsail Beach, N.C.—Topsail Broadcasting seeks 103.9 mhz; 3 kw; HAAT: 325 ft. Address: #1 South Topsail Dr., P.O. Box 2190, Surf City, N.C. 28540. Principal is owned by Hiram Creagh Bell and David Clarence Lanier, who have no other broadcast interests. Filed Aug. 12.

■ Topsail Beach, N.C.—Jackson Lee Broadcasting seeks 103.9 mhz; 3 kw; HAAT: 325 ft. Address: 131 South Anderson Blvd., Topsail Beach, N.C. 28445. Principal is owned by Jackson Lee, who has no other broadcast interests. Filed Aug. 12.

■ Topsail Beach, N.C.—Topsail Beach FM Partnership seeks 280; 3kw; HAAT: 328 ft. Address: P.O. Box 3031; 28445. Principal is owned by Milton Rac Oppegaard and 25 others. It has no other broadcast interests. Filed Aug. 12.

■ Topsail Beach, N.C.—Group Three W Inc. seeks 280; 3kw; HAAT: 328 ft. Address: P.O. Box 3303; 28445. Principal is owned by brothers Sidney and Hiram Williams who have no other broadcast interests. Filed Aug. 12.

■ Ravena, N.Y.—Ravena Broadcast Partners seek 94.5 mhz; 3 kw; HAAT: 85 m. 4433 Wells Parkway, University Park, Md. 29782. Principal is owned by Arthur Belendiuk; Jeffrey Busch and Darrell Bauguess. It has no other broadcast interests. Filed Aug. 12.

■ Lytle, Tex.—The Stronghold Foundation Inc. seeks 91.3 mhz; 3 kw; HAAT: 90 m. Address: 13719 Stony Forest, San Antonio, Tex. 78231. Principal is nonprofit corporation headed by James C. Baer. Filed Aug. 20.

TV's

■ Yauco, P.R.—Telemundo Group Inc. seeks ch. 42; ERP vis. 4,200 kw; HAAT: 2,146.5 ft. Address: 1290 Ave. of the Americas, New York 10104. Principal is group of four Spanish-language TV's purchased last year from John Blair & Co. It is owned by Reliance Group Holdings, publicly traded New York-based investment firm principally owned by financier Saul Steinberg. Telemundo is headed by Henry R. Silverman, president. Filed Aug. 12.

■ Yauco, P.R.—Maranatha Christian Network seeks ch. 42; ERP vis. 1,000 kw; HAAT: 1,949.3 ft. Address: Calle 7, FF-7; Victoria Heights, Bayamon, P.R. 00619. Principal is equally owned by Iris Torres, Santiago Gonzales and Jesus Rodriguez, who have no other broadcast interests. Filed Aug. 12.

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Aug. 12.

■ St. George, Utah—KUTV Inc. seeks ch. 12: ERP vis. 148 kw; HAAT: 1,370.6 ft. Address: 2185 S. 3600 West, Salt Lake City 84119. Principal is Salt Lake City-based group of three AM's, three FM's and three TV's owned by George Hatch and his wife, Wilda. Filed Aug. 12.

Actions

FM's

- Selbyville, Del.—Returned app. of Selbyville Broadcasting for 97.9 mhz; 3 kw; HAAT: 328 ft. Action Aug. 20.
- Gainesville, Fla.—Granted app. of Central Florida Educational Network for 91.7 mhz; 520 w; HAAT: 354.2 ft. Action Aug. 19.
- Naples, Fla.—Granted app. of Central Florida Educational Network for 89.5 mhz; 550 w; HAAT: 249.3 ft. Action Aug. 19.
- Rantoul, Ill.—Granted app. of Eleanor L. Martin for 96.1 mhz; 3 kw; HAAT: 328 ft. Action Aug. 19.
- Flemington, N.J.—Granted app. of Hunterdon Mercury Communications Inc. for 1040 khz; 1 kw-U. Action July 7.
- Maljamar, N.M.—Returned app. of Taber Broadcasting of New Mexico Inc. for 105.1 mhz; 100 kw; HAAT: 1,137 ft. Action Aug. 26, 1986.
- Maljamar, N.M.—Granted app. for 105.1 mhz; 100 kw; HAAT: 1,100 ft. Action Aug. 13.
- Sulphur, Okla.—Granted app. of Sulphur Educational Broadcasting Foundation for 91.1 mhz; 3 kw; HAAT: 216.5 ft. Action Aug. 19.
- Lewisburg, Pa.—Granted app. of Salt and Light Ministries Inc. for 91.3 mhz; 5 kw; HAAT: 88.6 ft. Action Aug. 17.
- Sioux Falls, S.D.—Dismissed app. of Great Plains Educational Trust for 90.1 mhz; 653 w; HAAT: 87 ft. Action Aug. 14.
- Waynesboro, Va.—Granted app. of 90.1 mhz; 4 kw; HAAT: 730 ft. Action Aug. 19.

TV's

- Liberal, Kan.—Dismissed app. of Calvin Ross for ch. 5: ERP vis. 100 kw; aur. 10 kw; HAAT: 469.5 ft. Action Aug. 10.

■ KREC (98.1 mhz) Brian Head, Utah—Seeks mod. of CP to change TL; change HAAT to 2,525.6 ft. and change ERP to 56.2 kw. Filed Aug. 19.

Accepted

- New (98.1 mhz) Anchorage—Seeks mod. of CP to change TL; change ERP to 25 kw and change HAAT to minus 85.3 ft. Filed Aug. 19.
- KJJZ (101.1 mhz) Kodiak, Alaska—Seeks mod. of CP to change ERP to 3.1 kw and change HAAT to 13.1 ft. Filed Aug. 19.
- KMBY-FM (107.1 mhz) Seaside, Calif.—Seeks CP to change ERP to 895 w and change HAAT to 586.4 ft. Filed Aug. 19.
- WFSY (98.5 mhz) Panama City, Fla.—Seeks mod. of CP to change HAAT to 1,055.7 ft. Filed Aug. 19.
- WOKA-FM (106.7 mhz) Douglas, Ga.—Seeks CP to change ERP to 100 kw. Filed Aug. 19.
- KHHH (98.5 mhz) Honolulu—Seeks Mod. of CP to change TL and change HAAT to 295.2 ft. Filed Aug. 19.
- KETB (102.3 mhz) Couer D'Alene, Idaho—Seeks mod. of CP to change TL. Filed Aug. 21.
- WCBK-FM (102.3 mhz) Martinsville, Ind.—Seeks CP to change HAAT to 170 m.; change ERP to 1.05 kw and change TL. Filed Aug. 19.
- KGC1 (97.7 mhz)—Seeks CP to change TL and change HAAT to 328 ft. Filed Aug. 19.
- WMCQ-FM (101.7 mhz) Richmond, Ky.—Seeks CP to change TL and change HAAT to 303.2 ft. Filed Aug. 19.
- WKIT-FM (106.5 mhz) Brewer, Maine—Seeks CP to change freq. to 100.3 mhz; change TL; change HAAT to 869.2 ft. and change ERP to 16.5 kw. Filed Aug. 21.
- WBEY (103.1 mhz) Grasonville, Md.—Seeks CP to change HAAT to 328 ft. Filed Aug. 21.
- WMJC (95.3 mhz) Battle Creek, Mich.—Seeks CP to change TL and change HAAT to 308.5 ft. Action Aug. 19.
- WNNW (98.5 mhz) Coldwater, Mich.—Seeks CP to change ERP to 39 kw and change HAAT to 550.14 ft. Filed Aug. 19.
- WSNX-FM (104.5 mhz) Muskegon, Mich.—Seeks CP to change HAAT to 617.6 ft. Filed Aug. 25.
- WBKN (92.1 mhz) Brookhaven, Miss.—Seeks CP to

change TL; change ERP to 2.5 kw and change HAAT to 351 ft. Filed Aug. 19.

- New (106.3 mhz) Las Vegas—Seeks mod. of CP to change TL and change HAAT to 1,154.6 ft. Filed Aug. 21.
- KKBH (103.1 mhz) Aurora, Neb.—Seeks CP to change freq. to 97.3 mhz; change ERP to 50 kw; change HAAT to 337.1 ft. and make changes in ant. sys. Filed Aug. 19.
- WSOC-FM (103.7 mhz) Charlotte, N.C.—Seeks CP to change HAAT to 1,017.6 ft. Filed Aug. 19.
- WWMY (94.5 mhz) Eden, N.C.—Seeks CP to change HAAT to 970.9 ft. and make changes in ant. sys. Filed Aug. 21.
- WQDR (94.7 mhz) Raleigh, N.C.—Seeks CP to change TL; change HAAT to 1,211.7 ft. and change ERP 99 kw. Filed Aug. 19.
- WZZO (95.1 mhz) Bethlehem, Pa.—Seeks CP to change ERP to 30 kw. Filed Aug. 19.
- WCTX (92.1 mhz) Palmyra, Pa.—Seeks CP to change HAAT to 300 ft. and make changes in ant. sys. Filed Aug. 25.
- WITQ (99.3 mhz) Block Island, R.I.—Seeks mod. of CP to make changes in ant. sys. Filed Aug. 19.
- WPDZ (103.1 mhz) Cheraw, S.C.—Seeks CP to change freq. to 103.3 mhz; change TL; change HAAT to 728.2 ft.; change ERP to 100 kw and make changes in ant. sys. Filed Aug. 25.
- KMGH (102.7 mhz) Dallas—Seeks CP to change HAAT to 1,348.1 ft. Filed Aug. 19.
- KFQX-FM (102.3 mhz) Merkel, Tex.—Seeks CP to change freq. to 102.3 mhz; change TL; change HAAT to 610.1 ft.; change ERP to 100 kw and make changes in ant. sys. Filed Aug. 25.
- KREC (98.1 mhz) Brian Head, Utah—Seeks mod. of CP to change TL; change HAAT to 2,525.6 ft. and change ERP to 56.2 kw. Filed Aug. 21.

TV's

Accepted

- KWBB (ch. 38) San Francisco—Seeks MP to change ERP vis. to 2,570 kw and change HAAT to 1,292.3 ft. Filed Aug. 21.
- WTGL-TV (ch. 52) Cocoa, Fla.—Seeks CP to change

Facilities Changes

Applications

AM's

Tendered

- WRBK (1090 khz) Flomaton, Ala.—Seeks CP to change city of license to Cantonment, Fla.; and make changes in ant. sys. Filed Aug. 20.

FM's

Tendered

- WHIT (89.5 mhz) Melbourne, Fla.—Seeks CP to change ERP to 2.72 kw and change HAAT to 111.5 ft. Filed Aug. 21.
- KETB (102.3 mhz) Couer D'Alene, Idaho—Seeks mod. of CP to change TL. Filed Aug. 19.
- WKIT-FM (106.5 mhz) Brewer, Maine—Seeks CP to change freq. to 100.3 mhz; change TL; change HAAT to 869.2 ft. and change ERP to 16.5 kw. Filed Aug. 19.
- WBEY (103.1 mhz) Grasonville, Md.—Seeks CP to change HAAT to 328 ft. Filed Aug. 19.
- KVLK (95.3 mhz) Detroit Lakes, Mich.—Seeks CP to change freq. to 95.1 mhz; change HAAT to 970.9 ft. and change ERP to 100 kw. Filed Aug. 24.
- WSNX-FM Muskegon, Mich.—Seeks CP to change HAAT to 618.3 ft. Filed Aug. 19.
- WWMY (94.5 mhz) Eden, N.C.—Seeks CP to change HAAT to 970.9 ft. and make changes in ant. sys. Filed Aug. 21.
- WWSM (105.5 mhz) Sylvania, Ohio—Seeks CP to change TL. Filed Aug. 25.
- WPDZ (103.1 mhz) Cheraw, S.C.—Seeks CP to change freq. to 103.3 mhz; change TL; change HAAT to 728.2 ft.; change ERP to 100 kw and make changes in ant. sys. Filed Aug. 24.
- KFQX-FM (102.3 mhz) Merkel, Tex.—Seeks CP to change freq. to 102.3 mhz; change TL; change HAAT to 610.1 ft.; change ERP to 100 kw and make changes in ant. sys. Filed Aug. 24.

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ERP vis. to 5,000 kw; change HAAT to 1,482.6 ft. and make changes in ant. sys. Filed Aug. 19.

■ New (ch. 62) Venice, Fla.—Seeks MP to change ERP to 3,890 kw; change HAAT to 1,010.2 ft. and make changes in ant. sys. Filed Aug. 21.

■ KFFE (ch. 5) Honolulu—Seeks CP to change HAAT to 2,063.1 ft. Filed Aug. 21.

■ WUJA (ch. 58) Caguas, P.R.—Seeks CP to change ERP vis. to 98.8 kw and aur. 9.88 kw. Filed Aug. 25.

■ KING-TV (ch. 5) Seattle, Wash.—Seeks CP to change HAAT to 1,167.7 ft. Filed Aug. 19.

Actions

AM's

■ WNDZ (750 khz) Portage, Ind.—Granted app. to operate trans. by remote control. Action Aug. 12.

■ KCLO (1410 khz) Leavenworth, Kans.—Granted app. to operate trans. by remote control. Action Aug. 12.

■ KKMT (710 khz) Ennis, Mont.—Granted app. to change TL. Action Aug. 12.

FM's

■ KEDY (95.3 mhz) Mount Shasta, Calif.—Granted app. to change TL and change HAAT to 157.4 ft. Action March 16.

■ WRXK (96.1 mhz) Bonita Springs, Fla.—Granted app. to change TL and change HAAT to 1,122 ft. Action Aug. 18.

■ WUWF (88.1 mhz) Pensacola, Fla.—Granted app. to change HAAT to 617 ft. and change TL. Action Aug. 19.

■ KPXY (94.9 mhz) Pocatello, Idaho—Granted app. to change ERP to 100 kw.

■ KZZC (98.9 mhz) Leavenworth, Kan.—Granted app. to change TL and change HAAT to 1,057 ft. Filed Aug. 19.

■ WFMM (105.5 mhz) Harbor Beach, Mich.—Granted

app. to change freq. to 105.7 mhz; change TL; change ERP to 50 kw; change HAAT to 493 ft. Action Aug. 19.

■ WMYQ-FM (106.3 mhz) Newton, Miss.—Granted app. to change HAAT to 158 ft.

■ KMSO (102.5 mhz) Missoula, Mont.—Granted app. to change HAAT to 873.8 ft. Action Aug. 20.

■ KEXL (106.7 mhz) Norfolk, Neb.—Granted app. to change HAAT to 1,027.8 ft. Action Aug. 19.

■ KCEP (88.1 mhz) Las Vegas—Granted app. to change ERP to 10 kw.

■ WKNE-FM (103.7 mhz) Keene, N.H.—Granted app. to change TL; change ERP to 33 kw and change HAAT to 610.1 ft. Action Aug. 19.

■ WBXL (90.9 mhz) Baldwinville, N.Y.—Granted app. to change ERP to 195 w and change HAAT to 195 ft. Action Aug. 14.

■ WRQN (93.5 mhz) Bowling Green, Ohio—Granted app. to change TL; change ERP to 2 kw and change HAAT to 400.2 ft. Action Aug. 18.

■ KRBM (90.9 mhz) Pendleton, Ore.—Granted app. to change HAAT to 587.1 ft. Action Aug. 14.

■ KXRX (96.5 mhz) Seattle, Wash.—Granted app. to change ERP to 100 kw. Action Aug. 18.

Call Letters

Applications

Call Sought by

New AM's

WMXA CID Broadcasting Inc., Chicago

New FM's

KKGL
WAEM-FM

D&M Communications Inc., Pinetop, Ariz.
Thomas H. Moffit, Marseilles, Ill.

New TV's

WSNR-TV

Christian Discerner Inc., Syracuse, N.Y.

Existing AM's

KORI

KACY Owyhee Broadcasters Inc., Payette, Idaho

WRXR

WJFX Guardian Corp., Aiken, S.C.

WXTC

WCSC Guild Radio Co., Charleston, S.C.

WZJY

WIXR Mount Pleasant Communications Inc., Mount Pleasant, S.C.

Existing FM's

WMKJ

WVER South Metro Broadcasting Inc., Newnan, Ga.

KORI-FM

KOPD Owyhee Broadcasters Inc., Payette, Idaho

WWKW

WLKN-FM Con Bro Broadcasting Inc., Lincoln, Neb.

KRJB

KMCA R&J Broadcasting, Ada, Minn.

WRXR-FM

WJFX-FM Guardian Corp., Aiken, S.C.

WXTC-FM

WXTC Guild Radio Co., Charleston, S.C.

Grants

Call Sought by

New AM's

WJHR

Hunterdon Mercury Communications, Flemington, N.J.

New FM's

WAGH

Minority Radio Associates, Fort Mitchell, Ala.

KZIX

Franklin Broadcasting, Humnake, Ark.

KLZC

Laura Hopper, Freedom, Calif.

WDFL-FM

Women in Florida Broadcasting Inc., Cross City, Fla.

WDIH

Salisbury Educational Broadcasting Foundation, Salisbury, Md.

KRLV

A&A Broadcasting Corp., Las Vegas.

Existing AM's

KTME

KLLB Crystal Broadcasting Inc., Lompoc, Calif.

KDES

KKAM Tourtelot Broadcasting Corp., Palm Springs, Calif.

WANL

WQDE Lifeline Radio Corp., Albany, Ga.

WREM

WOZW Dr. Benito B. Rish, Monticello, Me.

WALM

WELL Triad-Comm Co., Marshall, Mich.

KRSR

KMJJ Nationwide Communications Inc., Las Vegas

WLIQ

WKGK Paul Broadcasting Co., Knoxville, Tenn.

WTNR

WNBG Pioneer Radio Inc., Waynesboro, Tenn.

Existing FM's

KDES-FM

KDES Tourtelot Broadcasting Corp., Palm Springs, Calif.

KWVF

KTIM-FM Marin Broadcasting Co., San Rafael, Calif.

KWYD-FM

KWYD Patrick Communications Corp., Security, Calif.

WKLR

WEAG Horizon Broadcasting Inc., Indianapolis

WMID-FM

WLQE Amcom Inc., Pleasantville, N.J.

WRGR

WTPL-FM RGR Broadcasting of Tupper Lake Inc., Tupper Lake, N.Y.

KWOW

KDUK Constant Communications Co., Florence, Ore.

WGFX

WWKX Capitol Broadcasting Corp., Gallatin, Tenn.

WZTR

WBGK Pinnacle Broadcasting Corp., Milwaukee

New TV's

KSBW

KSBW-TV KSBW Inc., Salinas, Calif.

WTTK

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RADIO

HELP WANTED MANAGEMENT

WNOE AM and FM, New Orleans' only country station and an EEO employer, seeks an experienced local sales manager. Resumes only: 529 Rue Bienville, New Orleans, LA 70130.

Deep South Class-C FM CHR, medium market. We will triple our gross within 2-3 years, and we need a take charge sales manager who enjoys making it happen. We'll provide the tools; you provide the expertise and motivation... and we'll all enjoy the rewards. Minimum five years competitive experience. Complete particulars to Box X-98.

GSM: WRCN/WRHD Long Island. Experienced, disciplined, successful manager who can train, motivate and develop a local sales team. Build local/retail sales. Will also handle some key accounts on national-regional level. Compensation open. Call Dick Adrian, Pres., 516-727-1570. EOE.

Sales oriented general manager for medium market Indiana AM/FM. Ability to hire, train, and manage sales staff. Personal sales a must. Top facility in college town. Send resume and salary requirements to Box X-119. EOE.

Joyner Broadcasting continues to expand. We're looking for solid management level managers, sales managers and program directors. Send resume and tape to Tom Joyner, Joyner Communications, Inc., P.O. Box 1125, Cary, NC 27512-1125. No calls please.

General sales manager. Fort Pierce/West Palm Beach, dominating Class C FM...looking for highly motivated energetic GSM with proven management track record. Excellent compensation and benefit package. Send resume to: John F.X. Davis, Southwind Broadcasting, P.O. Box 3032, Fort Pierce, FL 34948.

Experienced sales manager: Our upper midwest group of radio stations is looking for a general sales manager with experience and a successful track record. We want a person who can train, motivate and recruit quality salespersons. If you have experience, but feel your advancement is limited, contact me. If you are making \$30,000 to \$40,000 and want to earn \$50,000 to \$60,000 and more, contact me. If you're tired of managing sales and handling a big list too, contact me. If you are the person we are looking for, you will also find excellent career growth opportunities. This position is open in our Sioux Falls, South Dakota, market. The metro area population is 150,000 and the economy has shown steady growth. If you are interested in this opportunity, send a resume with references to: Duane P. Cariveau, President, Vaughn Broadcasting, P.O. Box 997, Grand Forks, ND 58201.

General manager. We seek experienced GM or GSM seeking to advance to build full potential of FM serving Michigan's thriving Cherry Capitol. First station of future group. Compensation commensurate with experience. EOE. Resumes only to P.O. 639, Minot, ND 58702-0639.

Top career opportunity for which very few readers of this ad will qualify. General manager for AM/FM top 15 market in Midwest, also to coordinate two AM/FM stations in top 25 markets. The right individual has solid and successful radio operating experience in top 25 markets, knows sales and programming, and is a serious bottom-line manager. The right individual has strong business and financial skills and a history of stable long-term employment. If you meet these criteria, write us a letter giving full and complete career and salary history plus current references. Responses will be kept strictly confidential. Write to Box X-133.

HELP WANTED SALES

Northern California, 100,000 watt, number one rated FM station 40 plus shares now expanding sales department. Seeks top aggressive, self motivated, experienced sales people with management potential. Media knowledge in agency and direct selling a must. Send resume including track record - salary history to: James C. Nelly, KXGO, P.O. Box 1131, Arcata, CA 95521. No phone calls please. EOE MF.

WRCN/WRHD, Long Island needs aggressive, hard working, experienced sales reps. Send resume to: Dick Adrian, Pres., Box 666, Riverhead, NY 11901. EOE.

Sales manager: KFJZ 870 AM Ft. Worth/Dallas. Salary, commission, override, profit sharing, incentives. P.O. 12469, Dallas, TX 75225. 817-336-7175.

Sales manager: 50KW, full service market leader (#1 Spring 87 ARB) needs energetic, experienced motivator to lead 7 person sales staff. Resume to: Bryan McIntyre, GM, WPTF Box 1511, Raleigh, NC 27602. EOE/MF.

Sales manager. Have you got the hot ideas? Can you assemble, organize, direct, motivate, and manage a top notch sales department? Then we want you! Top rated contemporary FM, good economy, great place to work. Rush a brief summary of your radio sales management philosophy, resume, references, and compensation expectations to Box 876, Fort Smith, AR 72902.

California... KFIG AM/FM is seeking a professional, highly motivated salesperson with experience in direct and agency sales. Number one list available. Draw against commission plus outstanding benefits. Contact Wayne Scholle, Box 4265, Fresno, CA 93744. EOE M/F.

CR Broadcasting is searching for a local sales manager with major local account responsibility. If you possess a desire to move up in a fast growing company, send resume to: Blair Brockmeyer, GSM, WEEL-FM/WKWK-AM, P.O. Box 2258, Wheeling, WV 26003, or call 304-232-2250. EOE.

Central Connecticut: Growing AM station seeks a self motivated individual to work directly with our local clients. Excellent opportunity for a creative, energetic individual. Send resume to: Sales Manager, WCNX, Box 359, Middletown, CT 06457.

Bright, energetic salesperson needed for local radio. Established & new accounts. Emphasis on local/pro sports, community events. Professional atmosphere in small, but growing community. Call Sales Manager, Judy Craig, WDME AM/FM Dover-Foxcroft, ME, 207-564-2642 or 207-876-4120.

Can you multiply sales through people development? Can you manage independent, ego-driven salespeople in a positive style? Are you aware of the power in close relationships with your salespeople? Does your personal style indicate an excellence in sales ability? If so, NewCity Communications can offer you a chance to join a company focused on excellence as local sales manager of WZZK-AM/FM in the healthy Birmingham market. WZZK ranks first among Sunbelt country stations in top 50 markets. Income and growth potential are unlimited. If you feel you have the talent--call me today Jim Hopes, 205-945-1192, Monday-Friday, 8A-6P CDT. EOE.

Account executive needed. AM/FM combo. Top 50 market. Prior experience a plus. Replies confidential. Box X-125.

Sales professional. We're looking for an experienced, aggressive sales professional to take substantial account list at one of Connecticut's most successful and respected radio stations. Salary, commission, bonus and incentives. Send resume and references to: Al Tacca, Sales Manager, 940 WINE, P.O. Box 95, Danbury, CT 06813. EOE.

HELP WANTED ANNOUNCERS

Exciting morning personality for urban contemporary in resort city. Send resume and tape to Program Director, 60 Markfield Drive, Suite 4, Charleston, SC 29407.

Enterprise Network has two openings for announcers in its group of 5 Christian formatted stations. One year on air experience a plus but will consider others with basic training or college prep. Resumes with references to Enterprise Network, 100 N. 24th St. W., Suite B, Billings, MT 59102. EOE.

Versatile announcer for news and commercials at USA's solar power FM. Females and minorities encouraged to apply. KHX-FM, Prescott, AZ 86312. EOE.

Opportunity for bright personality with news writing and production abilities. Send tape and resume to KTNC Radio, P.O. Box 589, Falls City, NE 68355.

Maryland medium market AM/FM needs heads up morning jock. Good salary, excellent working conditions, excellent chance to move into management. Three years experience minimum. References, first letter, your credit and previous employers recommendations are most important. Box X-108.

HELP WANTED TECHNICAL

Chief engineer wanted for Mid-West. Directional, high power FM and automation experience a must. Box X-69.

Top-notch chief engineer wanted to be part of management team. Great opportunity with highly successful, growing group in New York State. Five years experience desired. Your chance to work with state-of-the-art equipment. Send resume and salary requirements to: Carol Reilly, VP/GM, WTRY/WPYX, 1054 Troy - Schenectady Rd., Latham, NY 12110.

Chief engineer needed for Florida AM/FM. Require energetic self starting quality oriented person with general license and experience in all phases of radio engineering. Salary range 20K. EOE. Resume to Box X-120.

NY area directional AM/class A FM chief engineer. Experienced all phases studio, transmitter. New air production facilities, automation, network. Must be responsible, management-oriented individual to maintain and expand sophisticated facilities. Major group ownership, excellent salary/benefits. Immediate need but will wait for right individual. EOE. Reply in confidence to Box X-128.

HELP WANTED NEWS

Anchor/reporter needed for award-winning news department. Aggressive reporter with solid anchoring abilities. T&R: Greg McKinney, WSPA-AM, Box 1717, Spartanburg, SC 29304.

News director for three person department Southeast NY AM/FM. Sports background helpful. Tape and resume to G.M., WBNR/WSPK-FM, Box 511, Beacon, NY 12508.

Assistant program director: news & information programming: KCFR-FM seeks person to direct 3 professional news people in gathering and production of local news segments for NPR's Morning Edition. Some hosting/reporting duties. At least 4 years professional experience in broadcast journalism with 2 years in a supervisory position required, plus strong management/writing/speaking/production skills. Salary competitive plus full benefits. Send letter describing interest; resume with 3 references and phone numbers; non-returnable tape (10-15 min.) containing 2 examples of investigative reporting (NO newscast samples). Annette Griswold, KCFR, 2249 S. Josephine, Denver, CO 80210. EOE/AA.

Reporter for community minded small market Georgia AM/FM. Experience preferred. Good attitude and serious news commitment required. 804-744-2847 EOE.

Award-winning newsroom needs experienced morning anchor. Good writing skills, conversational delivery, willingness to work hard a must. Good pay/benefits. Tape, resume to ND Jim Beasley, Box 11202, Chattanooga, TN 37401.

100kw market leader seeking news anchor/reporter. Strong news delivery and sound skills a must. Send tape and resume to Dan Robison, News Director, WCOS FM/AM Box 748, Columbia, SC 29202. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Top 10 classical market looking for experienced program director and full-time announcers. Send letter and resume to Box X-75.

Operations manager: Gulf Coast AOR. Leadership, stability and promotions a must. Resume and references to General Manager, Box 9781, Corpus Christi, TX 78469.

Los Angeles station seeking experienced accounts receivable director. Resume to Ms. McMillen, KKGQ, 10880 Wilshire Boulevard, Los Angeles, CA 90024.

SITUATIONS WANTED MANAGEMENT

Career broadcaster with an impressive management record in major and medium markets, as well as group and ownership experience, desires a situation that provides challenge and opportunity. Prefer start-up or turnaround and the more competitive the better. Call Frank Ward 803-788-8461.

Years of GM/ownership have taught the sales, expense, bottom line equation. I can recruit, train, and lead. Turnarounds welcome. Call Mike Hassan, 505-296-8112.

Operations manager with business, sales and programming experience looking for general manager opportunity. Unsuccessful in obtaining FM frequency. Aggressive, dedicated but cautious. 10 years medium market experience. Box X-101.

Looking for a GM? Hard-working professional with management, sales and programming background looking for an new opportunity. Presently employed, excellent references. Box X-116.

General sales manager: Ten year professional large and medium market, start ups, turnarounds, programming and marketing experience. Motivated, aggressive team builder and leader looking for a new future. Box X-110.

Manager with 18 yrs. broadcasting experience seeking full charge radio management in Northwestern U. S., prefer small to medium market FM. or combo. Call Jack 214-723-2605.

Small market GSM ready to move up to GM position. Seeking a new challenge in small-medium SE market. Integrity, intelligence, leadership, high energy level and solid management credentials. Box X-127

Good old radio still works! 2 stations. 2 years. 2 turnarounds. Is my next full charge challenge yours? 717-969-6667

SITUATIONS WANTED ANNOUNCERS

Experienced writer/announcer. Produce daily ski/summer travel reports aired on major Northeastern stations. Knowledge and love of skiing a plus! No calls. Tape and resume to Anne Bridges, New England Ski Areas Council, 10 Cox Road, Woodstock, VT 05091.

Mature Englishman, recent C.S.B. grad., seeks production/announcing position where versatile vocal talents can be utilized. Call David Hammond 713-729-9183.

Experienced announcer with good production. Copy writing and continuity skills. Anytime. call Bill 308-534-1211.

Talented sportscaster seeks PBP position. Available immediately. Solid background all phases of radio. Mike 602-293-8453.

Speech trained college graduate, seven years experience seeks quality station, permanent connection. Can write. 804-253-5889.

Last of the semi intelligent disc jockeys will give you salable morning numbers in highly competitive market. Prefer high power "faded glory" AM. FM ok if deal is righteous. Bob Cannon 717-563-1137

SITUATIONS WANTED NEWS

Hard-working sports director, with 8 years experience behind the mike is looking to relocate immediately..Call Mike @ 618-654-4449

Veteran sportscaster seeks anchoring and/or play-by-play job. Top 50 markets only. Box X-13

Experienced sports director with eleven years of radio looking to relocate. Strong background in field reporting and PBP. Wants college sports in medium market. Call Bob 812-866-5515 after 5.30 EST.

Stylish 27-year news veteran available. Great mornings. Authoritative, human, believable, distinctive. James Banzer 1-405-840-2710

ND, award-winning anchor: 512-447-9731.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

P.D. - 15 year pro including majors. Expert top 40/AC programming, promotions, production, sales, people skills, voice, AD. Prefer Class C FM. Box X-54

Need a production assistant in your production company or production dept? College grad with 3 years radio production seeks entry level in VA, MD, or PA. 804-634-2133. 10 till 4

Talented audio engineer, producer, announcer, DJ, looking to move back east. Three years professional and non-commercial experience. If quality is your watch-word, call William at 915-267-6234 before September 15

TELEVISION

HELP WANTED MANAGEMENT

Production manager: Small market Southeast network affiliate is looking for a young creative leader with ability to relate to clients and interact with sales. Must be able to shoot, edit and manage people. This is your chance to grow with a small group owner. Send resume and salary requirements to Box X-88 EOE

Station manager with proven sales and administrative ability for station in growing Texas city. EOE. Box X-83

Aggressive, energetic sales manager with ability to recruit and train staff for south Texas VHF market. EOE. Box X-81.

Program/operations manager. Fast growing television division of a well known New England company is seeking a manager to oversee program and operations responsibilities. Production and indy background a big plus. Great opportunity to grow with an exciting new TV company in a great New England market. Send resumes to: Program and Operations Manager, WNH-TV 21, P.O. Box 2100, Concord, NH 03301 EOE.

TV station traffic manager. Traffic manager wanted to manage four person department. Must have at least 2 years experience with computerized traffic system in television. Salary commensurate with experience. Send resumes to GSM, WJKS-TV, 9117 Hogan Rd., Jacksonville, FL 32216 EOE

General manager: For Texas border town. Excellent opportunity to join a growing, aggressive broadcast group. Must be aggressive with minimum 4 years experience in broadcast sales. Compensation package includes salary and incentive plan. State present salary. Send resume to Box X-114.

General manager. Cable Advertising Interconnect. Cable ad turnkey serving major Northeastern market seeking people oriented general manager. The successful candidate will have cable and advertising experience and possess excellent people skills for interacting with staff and affiliated cable systems. Previous management, sales and profit and loss experience required. Excellent compensation plan. Send resume to: Vice President/Marketing, High Cablevision, 1905 Old Philadelphia Pike, P.O. Box 1526, Lancaster, PA 17603. EOE.

HELP WANTED SALES

General sales manager. Major market independent station group seeks experienced general sales manager. Immediate start. Prefer 3+ years sales management experience and strong independent sales background. Must be results oriented. Top pay. EOE. M/F. Box X-79

Vendor support consultant: Proven track record in selling and presenting vendor programs. Corporate position with weekly travel. 804-496-9200.

Vendor/marketing manager. Providence's leading television station is looking for a vendor/marketing manager to service and develop existing accounts in retail. Candidate must have two years of relevant experience, preferably in sales. Strong leadership ability and writing skills are essential. Send resume to Charles Newton, Local Sales Manager, WJAR, 111 Dorrance Street, Providence, RI 02903. An equal opportunity employer

Sales manager: For Texas border town. Excellent opportunity to join a growing aggressive broadcast group. Must be aggressive with minimum 4 years experience in broadcast sales. Compensation package includes salary and incentive plan. State present salary. Send resume to Box X-115.

Local sales manager. NBC affiliate in Kansas seeks an energetic, highly-motivated individual to lead a young but professional sales team. Send resume to Herb Brown, KSNT-TV, P.O. Box 2700, Topeka, KS 66601 EOE

Local sales manager wanted for major market independent TV station. Must have between 4-5 years TV sales experience. Management experience preferred, sports oriented and knowledge of independent television a must. If you're a proven leader who can motivate and direct a solid sales team in a highly competitive market, and are familiar with all phases of research such as product target AID, BMP and other marketing tools, send resume to: General Sales Manager, KITT-TV, 7325 Aspen Lane N., Minneapolis, MN 55428. No phone calls, please.

HELP WANTED TECHNICAL

Wanted: Field engineer, 2 years electronic experience minimum. 2-5 years in CCTV with emphasis on time lapse recorders. Must be articulate and a communicator. Send resume to Linda Krumme, Odetics Inc., 1515 S. Manchester, Anaheim, CA 92802.

MTCE ENG. Will repair - LDK6 cams, VPR's 2, 3, & 80, ACR-25, VR2000, Harris 9100 of AM-FM-TV 20 Ikegami cameras 77-83's. Over 90 Sony 3/4" VTRs. 3 frequency agile ENG trucks. 3 rotatable ENG pick up systems. RS 422 machine control RS 232 routing SWR system. FM stereo with digital SCA. - AM stereo Motorola. Will be using Spectrum analyzers 7L5, 7L13, 7L18 digital storage scope sound technology 1500. Experience in all the above desirable. Not an entry level position. EOE. Send resume to J.D. Weigand, KFMB-TVAM & FM, P.O. Box 85888, San Diego, CA 92138.

New England, major market independent seeks talented, hands-on chief. Must have strong maintenance and managerial skills. Excellent growth potential for a motivated individual. Send resume and salary requirements. Box X-105.

Maintenance engineer: Position available immediately for FCC licensed engineer. Must be experienced in troubleshooting digital and analog circuitry to the component level. VTR/VCR maintenance experience desirable. Contact Chief Engineer, KDRV-TV, 1090 Knutson Ave., Medford, OR 97504 EOE

Chief engineer needed for small market UHF station. Must have knowledge of RCA TTU55 and studio maintenance. Opportunity to grow! Call 901-664-1600. Need immediately!

Tape maintenance engineer needed to work in Philadelphia area television station/production house. Individuals with 3-5 years experience and manufacturers training with RCA TCR100's, and Ampex VPR-2B's apply today. Send resume to Box X-112. EOE.

Mid Atlantic TV station/production house is seeking a broadcast equipment maintenance engineer with at least three years experience. Excellent benefit package. Send resume to Box X-113.

University television services, assistant director and chief engineer/university radio services chief engineer. Experienced FM and television broadcast engineer to oversee all engineering needs of UTS and URS including hands-on aspects of construction, installation and maintenance of both. Will also assume managerial responsibilities as assistant director of UTS. Education required: E.E. degree or technical education in electronics. Experience required: At least five years work experience as chief engineer in both FM radio and television, with experience in installation and maintenance of equipment, design and construction of facility space, and responsibility for technical operation of the facility and long-range engineering planning. Managerial and supervisory experience. License required: General Class FCC radiotelephone license. Successful applicant must be able to organize, plan and oversee technical aspects of facilities' growth and development. Application deadline: September 11, 1987. Send resumes to: Employment Office, Box 6163, The University of Alabama, Tuscaloosa, AL 35487. The University of Alabama is an EOE AA employer.

Director of engineering. WYES-TV/12, New Orleans, a VHF Public TV station seeks a director of engineering responsible for all technical areas including TV station and transmitter operations, computerized 1" editing system, physical facility, and major for-profit 8 camera 45ft. mobile unit. Sr. management position which oversees 20+ employees. Applicant selected must have superb technical and interpersonal skills, administrative ability, and experience making major equipment purchases. Minimum 6 years experience in engineering management. Excellent benefit package. Salary open. Send resume to: Michael J. LaBonia, President & General Manager, WYES-TV, 916 Narvarre Avenue, New Orleans, LA 70124. No calls! WYES-TV is an equal opportunity employer.

Electrical engineer specializing in RF and video analog applications. Experience required in circuit design, equipment modification, and applications engineering. Knowledge of television, computers, and CRTs required. Successful candidate will have excellent references and educational background. Send resume to P.O. Box 93176, Attn: C-1, Los Angeles, CA 90093.

Electrical engineer specializing in high speed digital storage, A/D conversion, and digital processing. Area of application will be in video standards conversion and sync generation. Successful candidate will have excellent references and educational background. Send resume to Attn: C-2, P.O. Box 93176, Los Angeles, CA 90093

Video engineer. 2 years experience in operation & maintenance of studio & EFP equipment. Ability to trouble shoot analog & digital to component level. Entry level. Send resume to: Cablevision of Chicago, 820 Madison, Oak Park, IL 60302. Alt: Human Resources. EOE M/F

Maintenance engineer: Major Florida post production facility, with latest digital equipment, has opening for talented self-motivated television engineer. Must have strong maintenance and moderate design skills. Beautiful facility and friendly atmosphere. Contact Bruce Graham, Chief Engineer, 305-920-0800.

TV operations engineer: The National Technical Institute for the Deaf (NTID), the largest technological college for deaf students at Rochester Institute of Technology (RIT) seeks an operations engineer with an AAS/equivalent plus 2 years experience with one-inch VTRs, Chyron RGU, Sony BetaCams, Grass Valley switcher, and other broadcast quality equipment to operate equipment, identify and correct minor equipment failures, assist in equipment installation and in remote/studio production support. Excellent interpersonal skills. Willing to learn sign language. Send resume by Sept. 11 to: Personnel Office, Position #0312B, Rochester Institute of Technology, PO Box 9887, Rochester, NY 14623-0887. RIT is an equal opportunity employer

Senior TV engineer: The National Technical Institute for the Deaf (NTID), the largest technological college for deaf students at Rochester Institute of Technology (RIT), has an immediate opening for an engineer with a BS plus 2 years, or an AAS plus 4 years experience with one-inch VTRs, Chyron RGU, Sony BetaCams, Grass Valley switcher, and other broadcast quality equipment to diagnose and correct major equipment failures, install and/or supervise equipment installation, provide engineering support for studio/remote productions, and assist the chief engineer. Excellent interpersonal skills. Willing to learn sign language. Send resume by Sept. 11 to: Personnel Office, Position #0254B, Rochester Institute of Technology, PO Box 9887, Rochester, NY 14623-0887. RIT is an equal opportunity employer.

HELP WANTED NEWS

Satellite newsgathering coordinator. Sunbelt network affiliate with strong news commitment seeks key person for uplink operations. Conus member station with mobile satellite truck. Send resume with references to Walter Saddler, News Director, WJTV (CBS), P.O. Box 8887, Jackson, MS 39204 EOE.

News director/anchor. Southeast 101+ market. Must have strong leadership skills plus on-air capabilities. Send resume and present salary status to Box X-72. EOE.

Director of newscasts at market leading affiliate (50's market). Fast paced shows with a wide array of visual elements. State-of-the-art equipment. Looking for accomplished "live" director who will have input into show "look" and production. Send resumes to Box X-90.

Strong producer needed for late newscast. Need a good writer, with leadership ability to handle show at number one affiliate (50's market) State-of-the-art equipment. Send resume to Box X-91.

Medical reporter/producer for syndicated television news "Health Matters". Minimum 2 years experience required as medical/health reporter in news with excellent writing, story telling, and journalistic skills. Must be willing to relocate. Extensive nationwide travel required. Competitive salary and excellent benefits. Tape and resume to Barbara Fister, Medstar Communications, Inc., 5920 Hamilton Blvd., Allentown, PA 18106.

Executive producer/assignments manager to keep NBC affiliate dominant! Challenging position for news professional with minimum 5 years experience, background in writing and producing, knowledgeable in all facets of TV news. Will supervise 25 person staff. Resume to Robert Hite, WJAC-TV, Box 38, Johnstown, PA 15907. EOE.

General assignment reporter: Full time (weekends plus three days a week). Applicants must have at least one year of television news reporting experience. Anchor potential a plus. College degree preferred. Send resumes and tapes to Terry Kurtright, N.D., KOLR-TV, Box 1716 SSS, Springfield, MO 65805. Smokers need not apply. EOE.

Reporter: Entry level up to two years experience plus degree. Must have ability to shoot, produce and edit quality packages and interface with entire staff where community involvement is essential. New group ownership rebuilding with state-of-the-art equipment, professional staff of high achievers. Ideal living, 3 hours from Atlanta and nearer Gulf beaches. Tape and resume to Personnel, WDHN-TV, P.O. Box 6237, Dothan, AL 36302-6237. No phone calls please. E.O.E./M.F.

Producer who has flair for writing. Need someone who has good, solid news judgement and knows how to make a newscast look great. If you have a year of TV producing, send me your tape and resume. College degree preferred. Smokers need not apply. Terry Kurtright, N.D., KOLR-TV, Box 1716 SSS, Springfield, MO 65805. EOE.

Reporter needed for immediate opening in attractive Western market. Must be experienced, aggressive and energetic. Send resume and tape to Matt James, News Director, KTVN-TV, P.O. Box 7220, Reno, NV 89510. EOE.

News producer. Two years experience as a news producer. College degree. Strong writing skills. Must be creative. Able to manage people. Send resume, writing samples, tape to Kevin Kelly, WPTF-TV, P.O. Box #1511, Raleigh, NC 27602. EOE.

Medical reporter: To produce and anchor medical segment for daily newscast. 2 years experience with the energy and curiosity to go beyond hospital news releases. Send resume and tape to: Cynthia Griffin, News Director, KOTV, P.O. Box 6, Tulsa, OK 74101.

News director needed for top rated NBC affiliate. Five years reporting plus two years management experience required. Send resume and tapes to Al Bramstedt Jr., KTUU-TV, 630 W. 4th, Anchorage, AK 99501. No phone calls. EOE.

Mid 80's top rated network affiliate seeking weatherperson. Good communication skills and strong personality a must. Send resume and photo to Box X-126. EOE.

Reporter. We are looking for the best. If you are a strong writer, aggressive, independently motivated and streetwise, you should apply for this reporter position. Only experienced need to apply. Send tape and resume to Billye Gavitt, KWTU, P.O. Box 14159, Oklahoma City, OK 73113. EOE. M/F.

Medium market affiliate needs weekday anchor for 6&10. Prefer 1-3 years anchor/reporting experience. No phone calls. Send resume and a demo tape to: Chris Alexander, News Director, KLBK-TV 13, 7400 S. University, Lubbock, TX 79423.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Technical director for top-rated Midwest affiliate, three newscasts daily, state-of-the-art equipment. We want the best to switch our market's best shows. Send resume Box X-94.

Producer: If you like working behind the camera to put on a great newscast, we have a job waiting for you. No beginners. New York Times station. Rush tape & resume to Frank Verdel, News Director, WHNT, P.O. Box 19, Huntsville, AL 35804. EOE.

Producer: Creative, industrious, enterprising, well organized person to produce and/or contribute to live programs, documentaries, magazine format shows, children's travaganzas. Person must be excellent writer, good communicator and motivator of people, and extremely resourceful. Send resume and tape to: Local Productions Manager, WRAL-TV, P.O. Box 12000, Raleigh, NC 27605.

Co-host for local magazine format show airing week-nights in prime access. Must have on-air experience and strong skills in writing and producing creative feature stories. Excellent organizational skills needed along with leadership qualities to manage talent and photographers in the field. Please submit resume tape to: Local Productions Manager, WRAL-TV, P.O. Box 12000, Raleigh, NC 27605.

Needed: Sharp, creative videographer/editor for PM Magazine. Two years experience magazine, producing and writing skills helpful. Send resume and tape to D. Limbaugh, WCPX-TV, P.O. Box 606000, Orlando, FL 32860. Deadline September 15. EOE.

Florida Public TV is seeking creative program manager with strong administrative abilities; must have bachelors degree in broadcasting; plus five years of experience, two in supervisory capacity. Excellent opportunity for aggressive, ambitious programmer. Salary: \$834.05 - \$1390.37. We are an equal opportunity/affirmative action employer. Interested applicants please call WFSU-TV at 904-487-3170 for further information.

WFSB TV, a Post Newsweek station, is seeking a producer/director/writer for its commercial production department. The position's responsibilities include developing new accounts and providing production quotes, working with clients from initiation to project completion including concept development, copywriting, producing and post production work. Also, assisting in scheduling of facilities and personnel and developing contacts with outside services used for production. A bachelors degree in video production or equivalent experience is preferred and experience in producing for clients is essential. Resumes to: Personnel Department, WFSB-TV, 3 Constitution Plaza, Hartford, CT 06115. EOE.

Editor wanted for major production, post production facility in Washington, D.C. area. Must have five years experience and be familiar with Paltex Esprit editor, ADO, and Grass Valley 300 switcher. Send resume to: Iona Sherman, 150 S. Gordon St., Alexandria, VA 22304.

Art director: WPEC-TV-12 in West Palm Beach, Florida, has an opening for a design director. Advertising design experience required. TV experience helpful. Experience in print and on-air presentations required. Send resume and salary requirements to: Personnel Manager, WPEC-TV-12, P.O. Box 24612, West Palm Beach, FL 33416-4612. Equal opportunity employer, M/F.

Producer-director: At least 3 years experience. Writing, producing, directing station promos: field producing and directing. Direct live public affairs shows. Knowledge of Ampex ADO and ACE editor. Send resume and sample tape: Jo Russell, Production Manager, KBHK-TV, 420 Taylor Street, San Francisco, CA 94102.

Art director: Dominant network affiliate in Mid-West top-25 market needs an art director who's both creative and clever. Good concepts aren't good enough. You must be able to produce them. You'll work with a talented promotion team where quality is top priority. Minimum 4 years experience. Send resume to Box X-118.

Comedy writers needed for experimental TV variety show. Experience in TV/radio sketches preferred. Send resume and BRIEF writing samples. Box X-122.

Promotion manager for top ABC affiliate in country and top station in market. One-person department, heavy emphasis in on-air. Salary DOE. No tapes: resumes and salary requirements only to Art Cabot, WJBF-TV, Box 1404, Augusta, GA 30903.

Vice president/programming for community-licensed Orlando television and radio station - WMFE/Channel 24 (27th market) and WMFE/FM 90.7 (51st market) Executive responsibility for the selection, production, promotion, and scheduling of stations' programs together with proper management of related staff, expenses and other resources. Overall expense responsibility for a combined programming budget of \$1.2 million. Directly supervises TV, radio, and promotion directors. Requirements include four to six years' experience in a middle-to-senior management position responsible for public broadcasting programming, literature in the areas of programming and production, law and public policy, promotion and public relations. Ability to manage/utilize program scheduling and audience measuring documents, data processing and system management duties of a multi-faceted division essential. Must have proven budget management skills with previous success with supervision, motivation and leadership of programming professionals. Confidential letter of interest and a current resume to: Stephen M. Steck, President, WMFE-TV/FM, 11510 East Colonial Drive, Orlando, FL 32817-4699. Equal opportunity employer.

Promotion director. #1 independent in 35th ADI seeks hands on manager for on-air and station promotion. Must be able to create, write, produce and edit. Send a tape of your work along with resume and salary history to Linda Cochran, VP/GM, WLFL 1205 Front St., Raleigh, NC 27609. EOE.

Broadcast editor. Ohio State University's public relations office seeks broadcaster or agency TV producer to manage, develop and market TV, radio and video projects, including news, feature, promotional, PSAs and special programs. Supervisory experience useful; electronic journalism experience desired; production and technical skills necessary. Salary range \$26,640 to \$30,480. Send resume by Sept. 11 to: Steve Sterrett, Director of News Services, Office of University Communications, Ohio State University, 1125 Kinnear Road, Columbus, OH 43212. AA/EOE. Minorities and women encouraged to apply.

Senior TV director/videographer/editor: The National Technical Institute for the Deaf (NTID), the largest technological college for deaf students at Rochester Institute of Technology (RIT) has an immediate opening for a director/videographer/editor. BA plus 5 years or MA plus 2 years experience with BetaCam, CMX editing, studio/remote lighting, and audio. Excellent interpersonal skills. Willing to learn sign language. Send resume by Sept. 11 to: Personnel Office, Position #0331B, Rochester Institute of Technology, P.O. Box 9887, Rochester, NY 14623-0887. Only finalists will be asked to send sample tape. RIT is an equal opportunity employer.

New full service production facility in Denver, Colorado, seeks highly experienced editor for immediate opening. Must be experienced with Grass Valley edit systems. Send resume, references, and demo tape. VHS or 3/4 to: P.O. Box 4432, Denver, CO 80112.

SITUATIONS WANTED MANAGEMENT

Right hand (assistant) to administrator of cable regulatory agency. Interested in position with cable operator-community/public relations or management assistant. Dedicated, hard working, efficient, organized, detail oriented. Box X-85.

SITUATIONS WANTED SALES

Successful sales pro with six years experience in local direct and regional/national spot. Will relocate, available immediately. 614-598-4334.

SITUATIONS WANTED ANNOUNCERS

Broadcast team: Husband/wife team with humor and style seeking spot with emphasis on travel and entertainment. Currently producing own projects. Call 201-288-6687.

SITUATIONS WANTED NEWS

Experienced newscaster in New York City suburb area radio seeks on-air position in TV news. Tape available, willing to relocate. Call Adam 212-874-6700.

Small market, full or part-time weathercasting position desired by 10-year print journalist seeking career change. Five years management experience, some college and work background in meteorology, related fields. Joe, 405-226-0275, or Box 5185, Ardmore, OK 73403.

Meteorologist seeks on-air position, 3 years on-air experience on radio and cable TV. Available early September. Replies to Box X-77.

Meteorologist: Separating from Air Force as 1st lieutenant in April 1988. Desire full time weather position. Have presented thousands of briefings and genuinely enjoy being before an audience. Let me send you a resume and videotape. Thomas Hauf, APO Box 971, APO New York, New York 09127.

Photographer/editor: Aggressive, dependable team player. Six years experience. I do whatever it takes to get the shot and put the story on the air. Currently covering Washington. Seeking top 20 market. Box X-111

Award winning anchor/reporter: 4 years experience seeking new opportunity in mid-size market. Tape- 915-695-8665.

Degreed meteorologist, 24, single, AMS member, seeks position in small or medium market. Will relocate. Box X-109.

Top rated news anchor with an 11 year proven track record seeks move up with TV newsroom on the move. Call Steve 606-439-2598.

News director who has done it all (assignments, assistant N.D., reporter, photographer, equipment manager, newspaper, etc.) seeks move from station abandoning commitment to news. Prefer Southwest or Northwest, any size market, any position. Box X-124.

Attractive major market producer with some reporting experience looking to do full-time reporting and/or anchoring. Also have master's in journalism. Ideal for small to medium market station looking for a solid journalist. Box X-123.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Commercial writer/senior producer, creative, polished, 5 years TV experience, now in 50's market, seeks new challenges. Prefer mention of your facility's production capabilities in response. Resume, great reel upon reply. All markets, positions considered, will relocate. Box X-97.

PROGRAMING

Attention: News directors, MediaSource Overseas News Service, now covering Central America, Middle East. News packages, feeds, B-roll, your correspondent or ours. Call 916-447-8477 or Telex 176259 HQ CSAC.

INSTRUCTIONAL SERVICES

FCC General Radiotelephone license preparation seminars, October schedule includes Boston, Philadelphia, Detroit. Our twentieth year. Bob Johnson Telecommunications, 213-379-4461.

MISCELLANEOUS

Primo People wants you. If you are a general assignment reporter who has some anchoring experience send your tape and resume to Steve Porricelli, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

Entry-level opportunities nationwide! News, sports, production, sales, promotion, public relations. Stop wandering aimlessly through the "job-hunting jungle". Discover why more professionals use our popular CareerLine and The Hot Sheet to gain the winning edge! Media Marketing, P.O. Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Assistant/associate professor: (Tenure track) to teach undergraduate courses in broadcast journalism, ENG, and performance. Ph.D. preferred; M.A. (or B.A.) with extensive professional broadcasting experience considered. Competitive salary. Available August, 1988. Application deadline November 15, 1987 (or until filled). Send resume and three references (with telephone numbers) to: Dr. Ken Garry, Department of Radio-Television, Southern Illinois University, Carbondale, IL 62901 EOE.

The Penn State journalism program seeks three faculty members to teach print and broadcast news writing/reporting and/or photojournalism; applicant should also have an interest in ethics, history and/or law. The openings, which are contingent on funding, are expected to be available in August 1988, although one could be available as early as January 1, 1988. Send vita and three names of references by November 1, 1987, to Oean, School of Communications, Penn State University, Box J3/87-88, 208 Carnegie Building, University Park, PA 16802. Equal opportunity/affirmative action employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Typesetter. Typesetter needed on a regular, full-time basis to typeset weekly magazine in Tyson's Corner, VA. Must have CCI or Magna System experience. Paste-up experience a plus. Top salary and benefits. Paid relocation. Send resume with salary requirements to: CommTek, Inc., 8300 Boone Blvd., Suite 200, Vienna, VA 22180. Attn: Pam Waite or call 1-703-827-0515. Ask for Pam. EOE M/F.

Financial analyst: High visibility, challenging position with broadcasting financial consulting firm. In-depth knowledge of accounting, finance, computers. MBA and broadcast experience preferred. Send resume and salary history to: BIA, Box 17307, Washington, DC 20041. Attn: Frank Higney.

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.

EDUCATIONAL SERVICES

On-air training: For TV reporters (beginners, veterans, cross-overs from print). Polish your delivery, appearance, writing. Practice with Teleprompter. 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).

MISCELLANEOUS

Cars sell for \$155 (average)! Also jeeps, trucks, etc. Now available. 805-687-6000 Ext. S-7833 for details.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash—highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media. 303-665-3767.

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

FM antenna(s): Will buy used FM broadcast antenna(s) - any make - any model. Call 806-372-4518.

If your station (radio/tv) has equipment to donate for a tax-credit, call Chris at 606-441-1184/8884.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. Telex 910-240-3856.

25/20KW FM *Harris FM 25K (1986), Harris FM 25K (1983), *CSI 25000E (1979), *AEL 25KG (1977) *20 KW FM-CCA 20000OS (1972) * Transcom Corp. 215-884-0888. Telex 910-240-3856.

1KW AM *Harris MW1A (1983) *Continental 814-R1 (1983) both in mint condition *Bauer 701 (1983) *Gates BC-1G, 1T, 1J and BC500* Transcom Corp. 215-884-0888. Telex 910-240-3856.

50KW AM *Gates BC-50C (1966) on air w/many spares, in STEREO. * Transcom Corp. 215-884-0888. Telex 910-240-3856.

10KW AM **Harris BC-10H (1980) Mint condition, spares also *RCA BTA-10H 100% spares just taken off air. * Transcom Corp. 215-884-0888. Telex 910-240-3856.

FM transmitters **Harris FM-10H (1974) w/MS-15 RCA BTF-100 (1969) **RCA BTF-5B also 3B **Sparta 602A 2.5 FM **Gates FM-1C 1KW* Transcom Corp. 215-884-0888. Telex 910-240-3856.

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303-665-3767.

Silverline UHF transmitters new, best price, latest technology. 30kw, 60kw, 120kw, 240kw. Bill Kitchen or Orik Freeman. Television Technology 303-465-4141.

Excellent equipment! UHF-VHF transmitters: 110KW, 55KW, 30KW—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.

Over 100 AM-FM trans. in stock All powers, all complete, all manufacturers, all spares, all inst. books. AM 1kw thru 50kw. FM 1kw thru 40kw. Besco International, 5946 Club Oaks Or, Dallas, TX 75248. 214-630-3600. New # 214-276-9725.

Used broadcast & video equipment. We buy, sell, consign, service. Over 1200 units in stock. BCS-Broadcast Store - 818-845-7000.

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.

10KW FM transmitter: McMartin BF-10M 7KW to 15KW complete with exciter, tube set, manual, and some spares. Excellent condition. Call 806-372-4518.

KU earth stations: Includes 5.5 meter antenna with motor drive and deice, environmentally controlled equipment shelter, redundant uplink/downlink system. \$75,000. Call 505-275-3832.

Convergence 204 editing equipment & accessories. Call Linda Davis at 213-850-1165 for list.

RCA TTU-110C UHF transmitter. Only 5 years old. Currently on air. Tuned in mid band. Complete with dual SS exciters. Pulser, good klystrons. Avail. approx. November '87. Can be inspected. \$190,000.00. Maze Broadcast, Inc. 205-956-2227.

Microwave system. RCATVM-6 one watt 7 Ghz solid state. Includes transmitter/receiver ends, plus 3 channels audio. Single system \$6500.00. Dual system \$12,000.00. Maze Broadcast 205-956-2227.

Sony BVU-800 3/4" VTR system. Clean and in good condition. Just removed from service. \$8750.00. Maze Broadcast. 205-956-2227.

Blank tape, half price! Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes \$6.49. Elcon evaluated 3/4" videocassettes guaranteed broadcast quality. To order call Carpel Video Inc., 301-845-8888, or call toll free, 800-238-4300.

ACR-25 (Buffer S/N 1653): Good operating condition with spares and carts. Available 11-1-87. Contact Ed Powers, WOJ-TV, 515-294-5376.

Sony type 5 editing system, 3 RCATCR-100s, Grass Valley 1600-7K with EMEM and OVE. VPR-80, VPR-5, VPR-2Bs, TR-600, Convergence 202 editor. Abekas A-52, Ikegami 302s, HL-79s, Grass 1600-3G, Harris Epic, BVH-1100s, Ampex VPR slo-mo sports controllers, VPR-2s, BVU-200 editing system. Call to get our monthly flyer 919-977-3600.

RADIO

Help Wanted Management

GENERAL SALES MANAGER

General Sales Manager wanted for leading Richmond combo. AOR FM is #1 Adults 18-34. Combo is #1 Adults 24-54. FM only, #2. The person we're looking for needs to be skilled in marketing techniques and research, creative, innovative, a leader of people, a teacher. Strategic selling is the goal. Our person will inherit a well-trained, structured, combo sales department, together with 3 or 4 people who are in early stages of training.

If you can work with a highly-innovative company and are confident you can lead our stations to new revenue heights, send resume and a one-sheet on your management philosophies to: Claire Shaffner, V.P./G.M., WRXL/WRNL, 3245 Basie Road, Richmond, VA 23228. A Capitol Broadcasting Co., Inc. station. EOE.

EARLY DEADLINE NOTICE

Due to Labor Day holiday, Monday, September 7, 1987, classified advertising for the September 14 issue is due Friday, September 4, 1987, at noon, EDT.

This space could be
working for you for a
very low cost . . . and it
reaches a most
responsive audience.

Help Wanted Management Continued

OPERATIONS MANAGER KRMG-AM TULSA

If you're happy where you are, and you're performing at high levels, we need to talk. If your achievements happen because of team concepts, talent recognition, high levels of expectation, research skills, and commitment, we're ready to provide recognition, challenging opportunity, a great broadcast team, and one of the Country's most admired Broadcast Groups: NewCity Communications.

Please send your successes and resume. Tell us what you know, how you manage your job and how this opportunity would fit your career.

Gerardo Tabio
Vice President, General Manager
7136 South Yale
Tulsa, Oklahoma 74136



Equal Opportunity Employer

Experienced Broadcast Lender Needed

to develop
Americom's Investment Banking
Services.

Income potential to mid six
figures.
(extremely selective)

Send Resumé to:

Americom Radio Brokers
Suite 500
1130 Connecticut Ave., N.W.
Washington, DC 20036
Attention: Tom Gammon, Chairman

AMERICOM



Radio Station Brokerage &
Financing

Help Wanted Programing, Production, Others



MANAGER OF PROGRAMMING

Tichenor Spanish Radio Group seeks an experienced programming specialist to be responsible for maintaining and enhancing the company's dominant position in the markets we serve. Qualified applicants must be bilingual, have a minimum of 5 years Spanish programming work experience and a total knowledge of all varieties of music that appeals to the people of Mexican origin living in the United States. This key position will serve as Program Director for a major station in San Antonio, and be responsible for working with TSR program directors, music testing in specific markets, coordinating the station's research and executing strategies in conjunction with the program consultant. Company offers excellent benefit package and salary to be commensurate with experience and performance. Some travel will be required.

Send resume and cover letter to:
Personnel Director
Tichenor Media System, Inc.
P.O. Box 711
Harlingen, Texas 78551
Affirmative Action, Equal Opportunity Employer

WESTWOOD ONE, INC.

Westwood One, Inc. has immediate openings in our New York Radio Networks location for the following positions:

BROADCAST OPERATIONS ENGINEERS
BROADCAST MAINTENANCE TECHNICIANS
BROADCAST OPERATIONS MANAGERS
NEWS EDITOR

Individuals with qualifications and experience in the above positions are invited to come in M-F 9A-5P and fill out an application, or to submit a resume to:

WESTWOOD ONE, INC.
Attn: Personnel
1700 Broadway - 3rd Floor
New York, New York 10019
An EOE, M/F.

Situations Wanted Management

INCREASE THE VALUE OF YOUR RADIO STATION

Which is more important to you? 80% of a station with increasing revenue? Or 100% of a station with declining revenue? The point is that I want to make your property worth more to you and get equity in the process. Give me the opportunity I'm a VP/GM of a very successful FM in a mid-size Midwestern market. I am organized, aggressive, and possess a real winning attitude. And I look forward to hearing from you. Box X-132

CLASSIFIED ADVERTISING IS YOUR BEST BUY

Situations Wanted Announcers

WE'VE HAD IT!

Veteran personality/newsman morning duo, over 30 years combined experience, all formats. Sick of traffic jams, plastic yuppies, and high cost of living. Seeking A/C morning show at established station in more livable environment--somewhere where radio will be fun again. Box X-89.

Situations Wanted News

LEGAL/BUSINESS CORRESPONDENT

Broadcast journalist, attorney/Wharton MBA, with extensive radio and television experience. Currently on-air on #1 radio station in major 4 market. Call Peter collect at 215-563-0424.

Situations Wanted Programing, Production, Others

RECOVERING ALCOHOLIC

Top rated AM drive in 1,000,000+ market. Adults 25-49/25-54. Extensive programming background including major market. Need company who understands my A.A. commitment. Honesty essential! Call Bill "W" 513-439-5745.

Miscellaneous

NEWS HORIZONS Radio News Consultants

Professional news
from news professionals.
We can make a difference.

Fred Walters 818-506-5793

TELEVISION Help Wanted Sales



ACCOUNT EXECUTIVE

Madison Square Garden Network seeks an account executive responsible for sale of multi-media sports sponsorship. Duties include intensive interaction with clients and ad agencies, drafting and presenting sales proposals, and writing contracts. Individual must have at least 2 years of media sales experience and a well rounded knowledge of sports. Excellent benefits. Please send cover letter, resume, and salary history in confidence to: Madison Square Garden Network, Attn: Human Resources - 18, 2 Penn Plaza New York, NY 10121 (Phone inquiries will not be accepted). EOE, M/F/H/V.

President, National Association Of Public Television Stations Washington, D.C.

Bornstein, Bolger & Associates, a comprehensive telecommunications consulting group, is coordinating the search for the position of President of the National Association of Public Television Stations (NAPTS), the nonprofit membership organization of public television licensees responsible for: 1) system research and planning; and 2) facilitating effective representation of public television to the federal government, the FCC, and other associated organizations and agencies related to public television. The president reports to an 18 member board of public television manager and lay trustees and administers a staff of 13 professionals and an annual budget of \$1.5 million. Nominees or applicants must have: a minimum of a bachelor's degree; significant senior level executive experience in strategic planning, policy development, and fiscal and personnel management; an understanding of the structure and missions of public broadcasting; an understanding of the federal government's relation to, and funding of, public broadcasting; superior interpersonal, analytic, oral and written communication skills; and vision, leadership and personal integrity sufficient to command the respect of the telecommunications community. Compensation is fully competitive to industry standards and commensurate with experience and qualifications. Nominations will be accepted through September 18. Applications must be received no later than October 2. Applications must be accompanied by: 1) a detailed professional resume; 2) a narrative letter that specifically describes how work experience directly relates to the outlined job responsibilities and qualifications; and 3) the names, addresses and telephone numbers of no less than five persons who can attest to the applicant's professional qualifications. Nominations and applications should be sent to: Ronald C. Bornstein, Bornstein, Bolger & Associates, Suite 817, First Wisconsin Plaza, Madison, WI 53703. AA/EOE.

GENERAL SALES MANAGER

WCBD-TV, Charleston, SC is seeking a GSM with experience in all areas of TV sales; rep experience highly desirable. College degree or equivalent experience.

Company offers excellent benefits package and salary to be commensurate with experience and performance. No phone calls, please. Guaranteed confidentiality for replies and references to:

WCBD-TV, Channel 2
P.O. Box 879
Charleston, SC 29401
Attn: Personnel Dept.

EOE M/F

COMPTROLLER ROME/ITALY

Excellent opportunity. Position requires fluent Italian, heavy background television station administrative systems, procedures, budgets and accounting. Box X-131.

Help Wanted Technical

BEAM ME UP SCOTTY

Up link and down link is what you'll need to know as a satellite terminal operator for the CBN Television Network. If you have good overall knowledge of Klystron and TWT transmitters, video and audio circuitry and understand frequency modulation, then you'll be able to help us clearly spread the gospel of Christ and tell others of the true force. If this enterprising venture interests you, send a resume to: The Christian Broadcasting Network, Inc., Employment Department, Box PS, CBN Center, Virginia Beach, VA 23463.

Help Wanted News

GENERAL ASSIGNMENT REPORTER

One of the nation's highest rated news departments (Top 40, Northeast Market) is looking for an aggressive, experienced reporter with anchor potential. This could be the opportunity of a lifetime for the right person who is highly motivated, creative and compelling. 3-5 years TV news reporting experience required. Send resume to Box X-130. E.O.E.

Help Wanted Programing, Production, Others

PROGRAM MANAGER

Aggressive, Top 10 Market Independent is seeking a Program Manager. Qualifications include: minimum of two years experience independent programming, computer skills applicable to programming, knowledge of traffic and film operations, budget preparation and programming administration for a major group-owned independent.

Send resume in confidence to:

BOX X-106

AN EQUAL OPPORTUNITY EMPLOYER M/F

SENIOR PRODUCER CORPORATE TELEVISION

If you're looking for creative freedom, have the ability to produce programming with a commercial look, and want to join a team of award-winning producers, send us your reel today! Senior producer will work in our in-house corporate facility for a multi-state company headquartered in St. Louis. The person we'll select will have excellent writing skills, demonstrated knowledge of all production techniques, the ability to manage other creative people, and be deadline oriented. Producer will utilize our state-of-the-art production facility which includes three on-line editing suites, audio post-production suite, paintbox, digital effects, still store, two studios and Ike-79E cameras. Person must enjoy some travel and be willing to work hard and be rewarded. Compensation for this management position includes excellent benefits. Send detailed resume and demo reel to: Television Communications, P.O. Box 69104, St. Louis, MO 63169. Equal opportunity employer.

DIRECTOR Enterprises Division

Our client, a leading PBS-member station, is seeking a bright, aggressive individual to direct its for-profit Enterprises Division. An in-depth knowledge of television production and a successful track record in sales are a requirement for this position.

In order to successfully market the facilities and creative expertise of this award-winning station, candidate must possess outstanding interpersonal and communications skills, as well as proven entrepreneurial/start-up ability. Prior public television experience a plus. Desirable Northeast location.

Resumes only, no phone calls
Arnold M. Huberman
THE GOLDMAN GROUP, INC.
149 Madison Avenue
New York, NY 10016

Situations Wanted News

EXPERIENCED, FULLY EQUIPPED NEWS TEAM

available for short term assignments in U.S. or Abroad. News, docs, commercial, industrial, educational projects welcomed. No job too difficult for versatile reporter/producer and photographer.

Call 301-881-8645.

ALLIED FIELDS

Business Opportunities

**Pacific Coast
Exclusive Listing**
RCC, Mobile telephone, Paging,
Answering service, Marine;
Some terms possible
call for details
**Clifton Gardiner
& Associates Inc.**
433 Park Point Dr.
Golden, CO 80401
303-526-1458

NEEDS PARTNER

Experienced on-air broadcaster with \$50,000 investment plans to purchase/operate small station. Seeking partner with at least equal down payment or a viable purchase situation.
Box X-104

Help Wanted Technical

Engineering Services Manager

Company providing engineering and equipment services to the broadcast industry is seeking a manager for its Irvine, CA, office. Extensive experience in the broadcast industry and a strong systems engineering background preferred. Must have excellent organizational abilities and hands on project management experience. Experience working with South American countries helpful. Domestic and international travel required. BSEE degree or equivalent experience required. Please send resume including salary history to:

Mr. D. Rice, V.P., Omega International
17011 Beach Blvd. 10th Floor
Huntington Beach, CA 92647

Employment Services

JOB HUNTING?

If you need a job, you need MediaLine. We give you job listings in news, weather, sports, production, programming, promotion, and engineering. For \$37.50 you get a daily report for 6 weeks.
1-800-237-8073 (In Missouri 314-442-3364). MediaLine, P.O. Box 10167, Columbia, MO 65205-4002.

MediaLine
THE BEST JOBS ARE ON THE LINE

Programing



Lum and Abner Are Back

...piling up profits
for sponsors and stations.
15-minute programs from
the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737
Jonesboro, Arkansas 72403 ■ 501/972-5884

Help Wanted Management



MAJOR GROWTH CREATES OPENINGS

TTC is a leading manufacturer of transmitting equipment for High Power TV, Low Power TV, and AM-FM Radio communications. Recent rapid growth has created openings for the following:

Engineering VP: To assume full responsibility for Engineering Dept. Also supervise new product design and related manufacturing support for all product areas.

Manager: Installations & Customer Service. Layout and plan logistics of field installations, supervise customer support services after sales. Limited travel, including some foreign.

Send resume in confidence to:

President
Television Technology Corporation
P.O. Box 1385
Broomfield, CO 80020
An Equal Opportunity Employer

Miscellaneous

VENTURE CAPITAL DEBT FINANCING

For broadcasters
Sanders & Co.
1900 Emery St., Ste. 206
Atlanta, GA 30318
404-355-6800

Consultants

LICENSE RENEWAL TIME?

Contact
BROADCAST MEDIA LEGAL SERVICESSM
a service of McCabe & Allen

FOR IMMEDIATE LEGAL ASSISTANCE CALL

1-800-433-2636

(In Virginia, call 703-361-6907)

QUALITY, FLAT FEE LEGAL SERVICES

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Wanted to Buy Stations

WANTED: STATIONS TO BUY

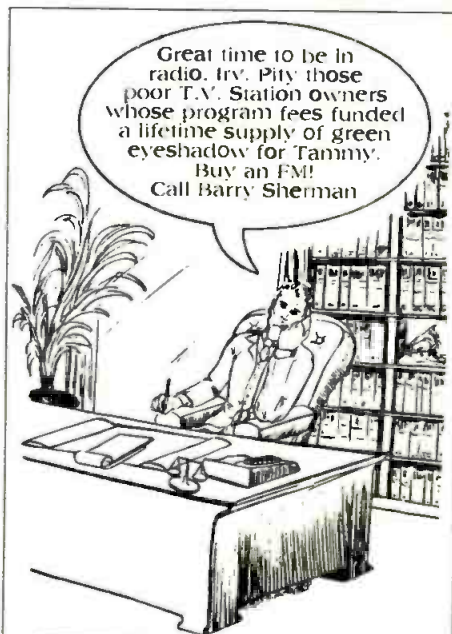
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& Company**
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For Sale Stations



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**Barry Sherman
& Associates, Inc.**
**Media brokers &
financial services**

1828 L St., N.W., Suite 300
Washington, D.C. 20036 202-429-0658

Nationwide Media Brokers
**Chapman
Associates**

CALIFORNIA FM

Fast growing Top 100 market.
Asking \$1,250,000; \$395,000
down. Balance on good terms.

ELLIOT EVERS
415/391-4877

R.E. Meador & Assoc.
MEDIA BROKERS

AM-FM-TV APPRAISALS

P.O. BOX 36
LEXINGTON, MO 64067 KANSAS CITY, MO.
816-259-2544 816-455-0001

50% ownership for a new fulltime radio station CP in small market with good coverage in metropolitan market. Must have funds to construct. All replies in strictest confidence. Box X-117.

STAN RAYMOND & ASSOCIATES, INC.
Media Brokers

NAB
HILTON - SUITE 7-212

Call for an appointment.

STAN RAYMOND & ASSOCIATES, INC.

1795 Peachtree Rd., N.E.
Suite 220
Atlanta, Georgia 30309
404-897-1418

Stan Raymond

Nick Imbornone

**Kepper,
Tupper &
company,
inc.**

TOP 100 MARKET

(75 - 100)

AM - FM
Unusual Growth
Opportunity

*Our firm is updating our files. Let us know of your
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300 Knightsbridge Pkwy. • Lincolnshire Corp. Ctr., Suite 360
Lincolnshire, Illinois 60069 • Phone (312) 634-9258

Nationwide Media Brokers
Chapman
Associates

MIDWEST

Class C FM in small market.
Profitable; terms available.
Make offer — need to sell.

BILL LYTLE
816/941-3733

East Texas Class A in growth area..\$400K..excellent terms.

Extremely solid AM in good South Central medium market. Exceptional cash flow \$950K with terms available.

Mississippi combo in solid market..ratings leader.. \$1.2M with good cash flow.

Texas Class A. Unrivaled facility for market this size..\$325K.

NUMEROUS PROPERTIES IN ALL MARKET SIZES.. MOST ON TERMS.

John Mitchell or Joe Miot
MITCHELL & ASSOCIATES
Box 1065, Shreveport, La. 71163
318-868-5409 318-869-1301

FLORIDA

Fulltime AM on Florida East Coast. 8+ acres of valuable rl. est. in one of Florida's fastest growth areas. 4,000 sq. ft. remodeled attractive bldg. Equipment recently new or in excellent condition. Inventory of tangible assets almost equals asking price \$475,000 cash. Possible terms to financially qualified buyer.

REGGIE MARTIN
& ASSOCIATES
919-363-2891

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MEDIA
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\$500,000 - \$5,000,000

CLIFF HUNTER

NAB RADIO '87

CONVENTION SUITE

INN AT THE PARK HOTEL

By Appointment

VIRGINIA

10 KW SW Virginia day-timer. Serves population of 500,000. Principals only.

Box X-129.

**EXCLUSIVE
OWNER/OPERATOR
OPPORTUNITIES**

**SOUTHERN
CALIFORNIA:**

Dominant combo in market, full-time AM and Class B FM. Owner/operator retiring. Offered at \$2.0 million with \$850,000 down.

**SAN FRANCISCO
SUBURB:**

Fulltime AM serving monopoly market of 40,000 under San Francisco umbrella. \$900,000 with \$250,000 down, includes transmitter site real estate.

WASHINGTON:

AM/FM serving dynamic central area of state with good economy. \$125,000 down payment and owner will finance the balance.

CALIFORNIA:

Retiring owner/operator will offer excellent terms on fulltime AM. Priced at \$450,000 with \$125,000 down.

**CALIFORNIA
MOUNTAIN RESORT:**

Class A FM in need of fulltime owner/operator. Needs development. \$250,000.

OREGON:

Class C FM and 5kw AM with real estate. Good regional market with growth potential. Priced at twice last year's gross. \$1.8 million with \$450,000 down and combination of bank and seller financing.

BILL EXLINE ANDY McCLURE
NAB RADIO '87
Suite 6-521 Anaheim Hilton

William A. Exline, Inc.

4340 Redwood Hwy., Suite F-230
San Rafael, California 94903
415-479-3484

AUCTION:

FOUR RADIO STATIONS

FCC License, Real Estate, Studio Equipment

To Be Sold In Bulk Only

**WKIQ-AM, Inverness, FL; WFIX-AM, Huntsville, AL;
WRAB-AM, Arab, AL; WHCM-AM, Sheffield, AL**

Auction to take place:

Huntsville Marriott Hotel

Salon C, #5 Tranquility Base, Huntsville, Alabama

TUESDAY, SEPTEMBER 15, AT 11:00 A.M.

FCC Broadcast Specs: WKIQ-5K, 1560 kHz, daytime; WFIX-1K, 1450 kHz, 24 hours; WRAB-1K, 1380 kHz, daytime; WHCM-1K, 1290 kHz, daytime; All daytimers with PSSA and PSRA.

TERMS: Deposit of 10% of bid price at time and place of sale. In cooperation with Lanny G. Thomas, Lic. #142. For inspection, Complete Terms, Information Packet, etc. contact:

Michael Fox Auctioneers,

Executive Offices • 3835 Naylor's Lane inc.

Baltimore, Maryland 21208 • 301/653-4000

CHECK THIS ONE

Rocky Mountain AM-class C FM combination, small market. Well equipped, including real estate. Price and terms negotiable to qualified buyer. Right property for single operator or as part of group. Phone 307-856-5558 or write Box X-121.

- Powerful daytime, in Knoxville, TN. \$350,000. Terms.
- UHF TV CP within 60 miles of Cincinnati. \$70,000.
- 100,000 watt FM plus powerful AM in a Colorado city. \$1.5 million.

**Business Broker Associates
615-756-7635, 24 hours**

NEW ENGLAND

Powerful AM/FM combo in high growth market. Very strong local economy as well as popular tourist area. Fulltime, non-directional AM, strong Class "B" FM. Excellent signal, good dial position, exclusive market format. Real estate included. \$1,500,000. Box 19057, Alexandria, VA 22320.

PENNSYLVANIA

Strong AM/FM combo; only radio stations in this resort area. 2,500 watt daytimer AM; Class "A" FM; low overhead formats. Asking price of \$1,350,000 is 8 times cash flow. Box 19057, Alexandria, VA 22320.

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

NEW AND IMPROVED

This AM station was previously listed when it had little cash flow and people were concerned about the region's economy. The economy is strong, with no indications of any future worries. The station has had steady increases in income. Our new listing on this much improved station is priced at \$550,000. 1.2 x sales, 4.9 x cash flow. The station is still in Northern New York.

8 Driscoll Dr., St. Albans, VT 05478
802-524-5963

Nationwide Media Brokers
**Chapman
Associates**

SOUTHWEST

Oklahoma metro FM. Top 50 market. Asking \$725,000. Call for information.

**BILL WHITLEY
214/788-2525**

FLORIDA RADIO/TV

AM/FM COASTAL \$2,650,000
AM/FM CENT. FL \$1,250,000
UHF TV INDY. \$8,850,000

**DOYLE HADDEN
305-365-7832**

EARLY DEADLINE NOTICE

Due to Labor Day holiday, Monday, September 7, 1987, classified advertising for the September 14 issue is due Friday, September 4, 1987, at noon, EDT.

BROADCASTING'S CLASSIFIED RATES

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

Henry S. Schleiff, senior VP, business affairs and administration, HBO, New York, joins Viacom International there as chairman of Viacom Broadcast Group, overseeing operations of three AM's, six FM's and five TV's, and of Viacom Entertainment Group programming and distribution.



Schleiff



Borton

Walter W. Borton, assistant to chairman, Park Communications Inc., Ithaca, N.Y., owner of 10 AM's, nine FM's and seven TV's, named VP and assistant to chairman.

James R. Terrell, executive VP, Gaylord Broadcasting Co., Dallas, named president and chief operating officer, succeeding William S. Banowsky, who has taken leave of absence to serve as president and CEO of Dallas/Fort Worth Superconducting Super Collider Authority, nonprofit organization competing for \$4.4-billion federal project to study superconductor technology.

John J. Martin, Midwest sales manager, CBS Radio Networks, New York, named VP, affiliate relations.

Nell Payne, former minority chief counsel, Senate Budget Committee, Washington, joins Turner Broadcasting there as director, government affairs.

Dick Fraim, VP and general manager, Landmark Broadcasting's KNTV(TV) San Jose, Calif., named VP, TV and radio, broadcasting and video enterprises division, Landmark Broadcasting, owner of one FM, one AM and two TV's.



Shaw

Curtis E. Shaw, general manager, WJMO(AM) Cleveland Heights, Ohio, named VP of station's licensee, Friendly Broadcasting, subsidiary of Bethesda, Md.-based United Broadcasting Co., owner of five AM's and four FM's.

Kenn Brown, general manager, KLSQ(FM)

Henderson, Nev., joins KGW(AM) Portland, Ore., in same capacity.

Fran Parkey, general manager, ML Media Partners Cable TV's Fairfield, Calif., system, named VP and general manager, company's

northern California cable television system, Fairfield and Rohnert Park, Calif.

Margaret Anne Ragsdale, general manager, WPTY-TV Memphis, joins Eagle Communications, Missoula, as VP and general manager, Eagle's KECI-TV Missoula, KCFW-TV Kalispell and KTVM(TV) Butte, all Montana.

Jack Dash, co-founder and original president and general manager, WBCB(AM) Levittown-Fairless Hills, Pa., retires.

Gregory J. Hunt, assistant general manager and VP, operations and radio, noncommercial WXXI-AM-FM-TV Rochester, N.Y., joins Greater Rochester Cablevision there as VP, marketing and programming.

David Tabor, management trainee, Daniels & Associates, Denver, named general manager, Daniels's Round Rock Cablevision, Round Rock, Tex.

Marketing



Shubert

Jeffrey M. Shubert, senior VP, Foote, Cone & Belding International, Chicago, and president, FCB/Japan, Tokyo, named chairman and CEO, FCB/Hong Kong.

Appointments at BBDO Worldwide: **Mark Gleason**, VP and group account director, Information Re-

sources Inc. research, Chicago, to BBDO there, as VP, management supervisor; **Theresa Rupp**, assistant media planner, New York, named media planner.

Lynne Wellbrock, VP, personnel, CBS/Broadcast Group, New York, joins Blair Television and Blair Entertainment there as director, human resources.



Diamond

Marsha Diamond, director, research, Camelot Entertainment Sales, King World's barter subsidiary, Los Angeles, named VP, research.

Appointments at DDB Needham Worldwide, Chicago: **Lois Welch**, research supervisor, to associate research director; **Sheila Couring-**

ton, research associate, to research supervisor.

Randy Applebaum, senior media buyer, William Esty Co., New York, joins Avrett, Free & Ginsberg there as broadcast supervisor.

Greg Wilde, video production manager, Excellence in Training Corp., Des Moines,

Iowa, joins Warren Anderson Advertising, Davenport, Iowa, as associate creative director.

Appointments at Banner Radio: **Barbara Grosiak** and **Rosemary Zimmerman**, account executives, to sales managers, New York; **Catherine Boyle**, account executive, WNIC-FM Dearborn, Mich., to same capacity, Boston; **Julie Barrack**, account executive, Select Radio, Los Angeles, to same capacity there.

Doug Gealy, national sales manager, WKEF(TV) Dayton, Ohio, named local sales manager. **Tom Reardon**, account executive, WKEF(TV), named national sales manager.

Appointments at CBS Radio Representatives, San Francisco: **Steve Weitz**, account executive, WLTT(FM) Bethesda, Md., to same capacity; **Jeff Cena**, manager, Los Angeles, Banner Radio, to account executive.

Appointments at WBFF(TV) Baltimore: **Kim Laxton**, account executive, to national sales manager; **Frederic Hamilton Jr.**, account executive/co-op sales coordinator, WLIF(FM) Baltimore, **Donna Cooper**, director, marketing, WABC-TV New York, **William Masters**, account executive, WDCT(AM) Fairfax, Va., **Timothy Dotson**, media specialist, Faulkner Advertising & Associates, Baltimore, and

SHERLEE BARISH DISCOVERS THE FUTURE.



In today's cost-conscious world, Sherlee Barish

can provide station managers and news directors with some of the best up-and-coming news talent in the business.

Because she discovers the comers. And represents them as a personal manager.

Call her for your new stars.

Sherlee Barish & Associates
Broadcast Personnel, Inc.

400 Broad Street
Milford, PA 18337
717/296-5044

Dawn Walker, assistant manager and associate producer, Cam-Tel production house, Baltimore, named account supervisors.

Joe Bell, account executive, WDAE(AM)-WUSA-FM Tampa, Fla., joins WQYK-FM St. Petersburg, Fla., in same capacity.

Sonya Nance, media buyer and planner, Rosenberg & Co. Advertising, Dallas, joins KMEZ-AM-FM there as account executive.

Tom Porterfield, account executive, KXTX-TV Dallas, joins KDFW-TV there in same capacity.

Lynn O'Connell, account executive, WMEX(AM)-WMJXFM Boston, joins WSSH(FM) there in same capacity.

William F. Hardrick Jr., account executive, WGER-FM Saginaw, Mich., joins WJRT-TV Flint, Mich., in same capacity.

Patti Wells, account executive, WING(AM) Dayton, Ohio-WGTZ(FM) Eaton, Ohio, and **Douglas Wharton**, sales staff, Radio Shack Business Products Center, Dayton, join WIZE(AM) Springfield, Ohio, as account executives.



Duitsman

ATAS elections. In upset victory, Doug Duitsman, vice president of publicity, advertising and promotion for Warner Bros. Television, has been elected president of Academy of Television Arts & Sciences, defeating incumbent president, Richard Frank, head of Walt Disney Studios. Duitsman, now in his third term as academy's first vice president, begins his two-year term as president Oct. 20. Frank, who had waged active campaign to be re-elected to top post of 6,000-member organization, led negotiations that in April resulted in academy severing its 31-year relationship with three television networks and moving both prime time Emmy Awards and Television Academy Hall of Fame shows to Fox Broadcasting Co. Some academy members were known to be displeased about probable audience declines for Emmys because of Fox's lower coverage level.

New members elected to two-year terms on ATAS board of governors are Arthur Nadel, animation branch; John Barber and Stu Brower, broadcast executives; Robin Groth, broadcast journalism; Cliff Chally, costume designers/costumers; Alexander Singer, directors; Fred Berger, editors (film); Dorothy Andre, makeup artists/hairstylists; Jon Felthimer, members at large; Curt Behlmer, sound; John Gay, writers; Anthony Magliocco, graphic design; Carole Cartwright, Los Angeles area.

ATAS last week also agreed to become theme tenant in new \$350-million, 22-acre redevelopment project in North Hollywood, Calif. Ground breaking is scheduled for January with completion planned for 1989. New site will not be large enough to accommodate prime time Emmy Awards presentation.

Programing

Rich Battaglia, director, finance, HBO, West Coast, Los Angeles, named VP and assistant controller there. **Barbara Bloom**, coordinator, summer television writers workshop, American Film Institute, Los Angeles, joins HBO Pictures, programing operations, as director, creative affairs, responsible for locating and developing properties and writers.

Ken Kaess, senior VP and management supervisor, DDB Needham, Los Angeles, joins Marvel Productions there as VP, program development.



Kaess



Suser

Andrew E. Suser, senior general attorney, Capital Cities/ABC, Los Angeles, joins Harmony Gold there as VP, business and legal affairs.

Constance Kaplan, executive director, comedy development, network television division, Paramount Television Group, Los Angeles, named VP, comedy development.

Kenneth Lemberger, senior VP, general counsel and secretary, entertainment business sector, Coca-Cola Co., New York, named executive VP, entertainment business sector.

Appointments at financial division, Paramount Television Group, Los Angeles: **Phil Midiri**, director, television accounting, to executive director; **Alan Abrams**, senior counsel, The Cannon Group there, to director,

business affairs and legal, domestic television division; **Mike Masters** and **Laurie Woken**, managers, financial reporting and analysis, named directors, financial reporting and analysis.

Appointments at Cinema Group Pictures, Los Angeles: **James R. Sabo**, manager, Southern division, Cinema Group distribution, to VP, theatrical distribution; **Linda Malcolm**, national sales manager, classics department, Warner Bros. Television, Los Angeles, to Western division sales manager.

Craig Wilson, VP, studio relations, Request Television pay-per-view service, New York, named VP, sales, marketing and programing.

Steve Bradbury, VP, SpringGreen Marketing Associates, New York, joins Peregrine Entertainment, Los Angeles, as marketing coordinator.

Katherine Klapper, freelance story analyst, DeLaurentis Entertainment, Los Angeles, joins Fries Entertainment's Avanti Enterprises there as manager, development.

Gretchen Bunn, manager, programing services, Daniels & Associates, Denver, named director, programing.

Abby Wolf, story editor, New World Entertainment's Highgate Pictures, Los Angeles, named director, development, mini-series and movies of the week.

Barbara Travers, manager, network production, USA Network, New York, named manager, network production and on-air coordination.

Appointments at ABC-TV's *All My Children*, New York: **Stephen Schenkel**, story consultant, CBS-TV's *As the World Turns* and *Guiding Light*, and former executive producer, NBC-TV's *Another World*, to producer; **Kristen Martin** and **Tom deVilliers**, associate producers, to coordinating producers.

Mary Hogan, national account director, The Disney Channel, Burbank, Calif., joins The Weather Channel, Atlanta, as Western regional director.

Nicholas Clapp, independent documentary

producer, joins KCET(TV) Los Angeles as supervising producer, *California Stories*, weekly series; **Joseph Kwong**, producer, noncommercial KQED(TV) San Francisco, joins series as project producer/writer.

Stephen Gallagher, program director, wwsn(FM) Dayton, Ohio, joins WSSH-FM Lowell, Mass., in same capacity.

Bob Kirby, general manager, KEDD(AM) Dodge City, Kan., joins KLZR(FM) Lawrence, Kan., as program director.

Ross DuClair, chief photographer, KSCH-TV Stockton, Calif., named production manager.

Charlie Cassidy, from KYKC(AM) Sioux Falls, S.D., joins KKCS-AM-FM Colorado Springs as program director.

John Frawley, operations director, WLYT(FM) Haverhill, Mass., joins WBZ(AM) Boston as program manager.

Dale Snyder, program director, KMPH(TV) Visalia, Calif., joins WJZY(TV) Charlotte, N.C., as program manager.

Jim Randall, program director, WKPE-FM Orleans, Mass., joins WKSS(FM) Hartford-Meriden, Conn., in same capacity.

Eileen Collins, producer, National Association of Television Arts and Sciences regional Emmy Awards, Boston, to host/producer, *Revista*, program for Hispanic community Boston WNEV-TV there.

Appointments at noncommercial WUOM(FM) Ann Arbor, Mich.: **Ray Klatt**, operations manager, to director, programing and production; **Bob Whitman**, producer, to director of information programing; **Peggy Watson**, production coordinator, to production manager.

Suzee Smith, program manager, Times Mirror Cable of Arizona's Dimension Cable Services, Phoenix, named director of programing.

Diane Gladu, programing assistant, noncommercial KRBD(FM) Ketchikan, Alaska, named program director.

Cristopher Caldwell, announcer, WSLT(FM) Ocean City, N.J., joins WOBM-FM Toms Riv-

er, N.J., as programing director and afternoon announcer.

Appointments at WTSP-TV St. Petersburg, Fla.'s *PM Magazine*: **Pat Weaver**, associate producer, *PM Magazine*, WIS-TV Columbia, S.C., to producer; **John O'Conner**, host, *PM Magazine*, WCPX-TV Orlando, Fla., and **Julie Brannon**, former co-host, *PM Magazine*, KOVR(TV) Stockton, Calif., to same capacities; **Miriam SanMartin**, production coordinator and producer, WPEC(TV) West Palm Beach, Fla., to field producer; **Richard Birchett**, photographer and editor, WYFF-TV Greenville, S.C., and **Ilene Safron**, special projects producer and photographer, to photographers and editors.

News and Public Affairs

William Lemmer, graphics consultant, TV Direct, TV news service produced jointly by UPI and Conus Communications, Washington, named director, graphics, UPI's PYXYS electronic transmission system.



McConnell

John McConnell, managing editor, WOR(AM) New York, joins United Stations Radio Networks there as VP, news and sports.

Appointments at Cable News Network: **Michael Chinoy**, London correspondent, to Beijing bureau chief; **Jim Walton**, senior producer, live re-

motes, CNN Sports, to acting executive producer, sports on CNN Headline News, Atlanta.

Appointments at Associated Press: **Alan L. Adler**, correspondent in charge of San Diego bureau, named news editor, Michigan, Detroit; **Ron Sirak**, general desk editor, New York, to general desk day supervisor; **Eva Parziale**, night editor, Miami, to correspondent in charge of Portland, Me., bureau; **William H. Stracener Jr.**, newsman, Columbia, S.C., to correspondent in charge of Springfield, Ill., office; **Robert Wade**, news editor, Nashville, to same capacity, Newark, N.J.

Don Rollins and **Brian McFadden**, New York-based correspondents, UPI Radio Network, join Dow Jones & Co.'s *Dow Jones Report* syndicated radio program (scheduled to launch Aug. 31) there as anchor-correspondents.

Marc Brown, reporter, KNTV(TV) San Jose, Calif., named producer and weekend co-anchor.

Judy Horan, assignment editor, WPBN-TV Traverse City, Mich., and WTOM-TV Cheboygan, Mich., named news director.

Appointments at WWOR-TV Secaucus, N.J.: **Gary Scurka**, news producer, KOVR(TV) Stockton, Calif., to producer, investigative unit; **Pete Fuentes**, feature reporter, KCRA-TV Sacramento, Calif., to same capacity.

Appointments at WBBM(AM) Chicago: **Chris Berry**, executive producer, CBS Radio Stations' New Service, Washington, to assistant news director and executive editor; **Craig Del-**

imore, legislative correspondent, named managing editor.

Susan King, co-anchor and feature reporter, WJLA-TV Washington, joins WRC-TV there in same capacity.

Dan Lewis, reporter and anchor, WJLA-TV Washington, joins KOMO-TV Seattle, in same capacity.

Ronda Scholting, freelance writer and producer and former co-anchor and executive news producer, KHAS-TV Hastings, Neb., joins KAKE-TV Wichita, Kan., as news producer.

Barbara Gardner, researcher, investigative unit, *Bergen Record*, to associate producer, investigative unit.

Peter Rief, assistant news director and afternoon news anchor, WGY(AM), Schenectady, N.Y., named news director WGY(AM)-WGFM(FM). **Jeff Gluck**, reporter and anchor, WGY(AM) and WRGB(TV) Schenectady, named radio news manager, WGY(AM)-WGFM(FM).

Steve Cangialosi, managing editor, *Sports Connection*, WNEW(AM) New York, joins WINS(AM) there as sports anchor.

Lisa Cooley, reporter, WTVR-TV Richmond, Va., named 6 p.m., weekday weather anchor.

Tim Van Vooren, sports anchor and producer, WTMJ(AM) Milwaukee, joins WMBD(AM) Peoria, Ill., as sports reporter and weekend anchor.

Ned Colt, reporter, WRAL-TV Raleigh, N.C., joins WNEV-TV Boston as general assignment reporter.

Technology



Bisschops

Johan Bisschops, former president of executive committee, Agfa-Gevaert Inc. magnetic tape manufacturer, named chairman of the board.

John P. Frank, senior VP, sales and marketing, Zenith Electronics Corp.'s Zenith Data Systems, Milwaukee, named president.

Realignments at Varian Associates, Palo Alto, Calif.: **Norman H. Pond**, executive VP, Varian, and president, electron device group, assumes additional responsibilities for semiconductor equipment group; **Larry L. Hansen**, executive VP, Varian, and president, semiconductor equipment group, to corporate planning, long-range strategy and corporate relations; **Tony Juvetson**, VP, operations, semiconductor equipment group, to group president, reporting to Pond.

Lindsay Allen, staff engineer, mix processes, Ampex Corp., magnetic tape division, Redwood City, Calif., named product manager, industrial audio products.

Paul Gilling, senior editor, Phipps & Co. post-production facility, Tulsa, Okla., named director, production.

Gary L. Freed, chief engineer, Z-Axis Corp.

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computer animation and postproduction service, Aurora, Colo., named manager, technical services.

Joseph Szutarski, former colorist, NFL Films, Mount Laurel, N.J., joins Movielab Video, New York, as senior colorist.

John G. McCurdy Jr., supervisor, news satellite uplinking, WJLA-TV Washington, named assistant chief engineer and building construction coordinator.

Promotion and PR

Gene Walsh, VP, media relations, NBC Productions, and head of West Coast press operations, Los Angeles, named VP, media planning and publicity.

Edward E. Frumkes, director, advertising and publicity, Europe, Middle East and Africa, Columbia Pictures International, Los Angeles, named VP, advertising and publicity.

Sue Raymer, media supervisor, creative services, KCOP(TV) Los Angeles, joins Harmony Gold there as VP, marketing services, responsible for marketing and advertising.

Doug Verb, president and CEO, Chicago Sting professional soccer team, Chicago, and co-founder, Major Indoor Soccer League, joins Raycom Inc., as director, department of information and promotion.

Ed Segal, press secretary to Congressman Mickey Edwards (R-Okla.), and freelance writer, Oglivy & Mather Public Affairs, Washington, joins Earle Palmer Brown Public Relations, Bethesda, Md., as senior associate.

Claire Lee, director, publicity affairs and administration, Coca-Cola Telecommunications, Los Angeles, joins Warner Bros. Television there as director, advertising, publicity and promotion.

Bert Gould, manager, marketing programs, Showtime/The Movie Channel, New York, joins WBS(AI) there as director, promotion.

Appointments at Caraway Kemp Communications Public Relations, Jacksonville, Fla.:

Tom Brown, senior art director, to art department manager; **Juliet Negrete**, information specialist, P.I.E. Nationwide, Jacksonville, to account group assistant; **Christopher**, director, public relations, Marriot hotel, Ponte Vedra Beach, Fla., to public relations account executive.

Dru Gibson, segment producer, *The Morning Show*, WABC-TV New York, joins M.K. Thomas and Co. television syndication company, Chicago, as director, publicity and promotion.

John Michael Werner, managing writer and producer, Trans World Airlines *The Travel Channel*, New York, joins WWOR-TV Secaucus, N.J., as writer and producer, on-air promotion.

Kathleen Burns, promotion manager, KNXV-TV Phoenix, joins WGNO-TV New Orleans, as creative services-promotion director.

Sandy Molhoek, commercial production assistant, Rockford Park Cablevision, Rockford, Ill., joins WFR-TV Freeport, Ill., as public relations director.

Bruce Carlin, senior sales creative producer-

director, Burlington bureau, WPTZ(TV) North Pole, N.Y., named promotion manager.

Allied Fields

Maggie Mulhall, associate media director, Cole & Weber Advertising, Seattle, joins Leigh Stowell & Co. market research and consulting firm there, as director, media services.



Webster

David Webster, former U.S. director, BBC, and resident associate, Carnegie Endowment for International Peace, Washington, joins Annenberg Washington Program of Northwestern University, Evanston, Ill., as senior fellow.

Dennis J. McIntosh, director, broadcaster-congressional relations, National Association of Broadcasters, Washington, joins Corporation for Public Broadcasting there as director, office of government affairs, effective Sept. 8.

Lance Webster, member services director and executive editor, *BPME Image*, Broadcast Promotion and Marketing Executives, Lancaster, Pa., named executive director.

Jerry Reckerd, marketing consultant, retail services, Jefferson-Pilot Communications Co. consultancy firm, Charlotte, N.C., named operations manager and general sales manager.

Whit Adamson, regional sales manager, WSMV(TV) Nashville, joins Tennessee Association of Broadcasters there as executive director.

David H. Weaver, professor, journalism, Indiana University, Bloomington, Ind., named national president, Association for Education in Journalism and Mass Communication for 1987-88.

Marie Mueller, managing director, Dance Alloy, Pittsburgh, and former special projects coordinator, noncommercial WQED(TV) San Francisco, joins WAMO-AM-FM Pittsburgh as director, marketing and promotion.

Rose O. Robertson, freelance writer and editor, newsletter development and production, San Francisco, joins Mother Lode Communications there as partner.

Robert M. Berkowitz, senior partner, Touche Ross & Co. accounting firm, Newark, N.J., and commissioner and first vice chairman, New Jersey Public Broadcasting Authority, Trenton, N.J., named chairman, NJPBA.

John M. Laabs, former assistant secretary, Wisconsin Department of Revenue, Madison, Wis., joins Wisconsin Broadcasters Association, Platteville, Wis., as associate executive director.

Michelle Ward, researcher, Gammon & Ninowski Media Investments Inc., Washington, joins KIDSNET, children's programing database service, there as research manager.

Steve Hess, former producer, CBS News,

New York, joins The Executive Television Workshop Inc., New York, as associate ETW helps business executives prepare for TV appearances.

Philip Kopper, editor, *Museum and Arts Washington* magazine, joins noncommercial WETA TV Washington as editor, *DIAL/WETA* magazine.

Appointments at Nielsen Marketing Research, Northbrook, Ill.: **Edgar W. Aust**, director, operations, to senior VP and director, operations; **David L. Wladaver**, operations executive, Nielsen Station Index/Nielsen Syndication Service Operations, to VP; **Mary A. Arbuthnot**, operations manager, Data Command, to VP; **Thad G. Eidman**, manager, Nielsen's Monitor-Plus, to VP, planning, and member, executive committee; **Michael J. Spindler**, VP, general manager, Western region, to VP and director, national accounts; **John R. Walling**, VP and group product manager, SCANTRACK Plus consumer packaged goods promotion and advertising analysis service, Chicago, replaces Spindler; **J. Anthony (Tony) Taylor**, VP and account manager, Nielsen's Atlanta client service, replaces Walling in Chicago; **Ron P. Meyer**, account executive, to coordinating VP; **Laurie A. Martino**, media research coordinator, to client service assistant; **Danny R. Miletic**, group financial manager, group management, to client services associate; **Natalie S. Kahn**, regional manager, Los Angeles, to VP there; **Beth Bachrach**, **Catherine M. Flaherty**, **Christina Zicarelli**, **Colleen C. Shannon** and **Carol L. MacFarlane**, client service executives, and **Mark Rice**, agency/network staff, to account executives.

Deaths

Hayden Rorke, 76, television, film and stage actor who played Dr. Alfred Bellows on 1960's, NBC-TV comedy series, *I Dream of Jeannie*, died of cancer Aug. 19 at his home in Studio City, Calif. Graduate of American Academy of Dramatic Arts, New York, and veteran of more than 200 plays. 16 Broadway productions and over 50 feature films, he began in 1950's string of 300 guest appearances in television series and movies that included *I Love Lucy*, *The Loretta Young Show*, *Playhouse 90*, *Dr. Kildare*, *Bonanza*, *Perry Mason* and *Barnaby Jones*. He played continuing roles as actors agent Steve in *Mr. Adams and Eve* (1957-58), and Colonel Farnsworth in *No Time for Sargeants* (1964-65). From 1965 through 1970 seasons, he appeared in most of 140 episodes of *I Dream of Jeannie* as NASA psychiatrist Dr. Bellows, chronically baffled antagonist of astronaut Tony Nelson, secretly "master" of a magical genie. He is survived by two brothers.

Robert Phil Crawford, 73, broadcasting and communication educator, died of cancer at his home in Douglaston, Queens, N.Y., July 28. Salt Lake City radio announcer in late 1940's, he began career in 1957 as director of broadcasting and associate professor at University of Utah, Salt Lake City, and in same capacity at Michigan State University, East Lansing, Mich., and Queens College, CUNY, N.Y. After retiring in 1977, he served as senior Fulbright lecturer at University of Glasgow, Scotland. He is survived by daughter and son.

Advice of counsel

On Friday morning, at 9 o'clock, in one of the rooms in the Orlando, Fla., Convention Center set aside for the Radio-Television News Directors Association Convention, Washington lawyer Bruce Sanford will hold forth in another of his videotape presentations on how television news teams get themselves and their stations in deep libel trouble. The word here is that those in attendance would do well to, as military drill instructors like to say, listen up. For Sanford wrote the book on the subject. Literally. Two of them, in fact.

A 35-page "Synopsis of the Law of Libel" was written in 1977—revised twice since then—and is now in newspaper and broadcast station newsrooms across the country. The book advises journalists on how to avoid libel and invasion of privacy suits, on common types of libel and of defenses against them, on mitigating circumstances and on protecting confidential sources, even on "red flag" words, those to be treated with special care. Then, feeling he had something more to say on the subject, Sanford, in 1985, produced his "Libel and Privacy: The Prevention and Defense of Litigation," an 800-page treatise, published by Harcourt Brace Jovanovich, that is more formal in presentation, designed for the lawyer and the editor rather than the reporter on the beat. And he is still only 42 years old (and, with his soft, round cheeks and lank, brown hair, looks more like 30).

Sanford, a partner in the Washington office of Baker & Hostetler, one of America's mega law firms, with 350 lawyers in five cities, is regarded as one of the country's leading authorities on libel and invasion-of-privacy law. For he lived as well as wrote those books that journalists praise as explaining the law in "practical," rather than theoretical, terms. He has handled 500 such cases in his 17 years as a lawyer. And some of his experience is distilled into the videotape presentation he has used at National Association of Broadcasters and regional RTNDA gatherings as well as at libel clinics for clients, to advise broadcasters on how to avoid trouble in those areas.

Sanford's principal client is Scripps Howard and its newspapers and broadcast stations. He is also United Press International's libel lawyer. And, as he says, he has done "a lot of a la carte work," for CBS, Gannett Co., Storer Broadcasting Co., Time Inc. and The Hearst Corp. And while none of his cases has had the prominence of a *Westmoreland v. CBS* or *Sharon v. Time Inc.*, he has had an impact on the law. In a case in which he was representing E.W. Scripps in California, he succeeded in establishing the right of a defendant in a libel proceeding to file a countersuit before the plaintiff's suit was completed. Lawyers regard that as an important precedent for libel defendants.



BRUCE WILLIAM SANFORD—partner, Baker & Hostetler, Washington; b. Aug. 5, 1945, Massena, N.Y.; AB, Hamilton College (Clinton, N.Y.), 1967; JD, New York University Law School, 1970; Baker & Hostetler, Cleveland, 1971-1979, and Washington since 1979; member, advisory board, Media Law Reporter, and associate editor and member of editorial board of *Litigation Magazine*; m. Marilou Green, May 17, 1980; children, Ashley Anne, 4; Lisa, 17, by wife's first marriage.

Sanford's expertise is not limited to libel and invasion of privacy. He has been active in a variety of First Amendment and communications law cases. As counsel for the Society of Professional Journalists, Sigma Delta Chi, particularly, he has sought repeal of the FCC's fairness doctrine and has been allied with those attempting to open the courts, including the Supreme Court, to cameras and microphones.

He has also been active, as a lobbyist for SDX, in opposing administration efforts to whittle away the scope of the Freedom of Information Act and to clamp down generally on the flow of information from the government to the governed by way of the news media. ("This administration has made an assiduous and effective effort to control information," Sanford says, "much more so than previous administrations.") And, as Scripps Howard counsel, he is involved in the effort to overturn on constitutional grounds the Florida advertising tax that has outraged media in that state and has frightened media in every other state as a portent of what may be in store for them. Sanford, then, is a kind of paladin, ready to saddle up and ride off to do battle in behalf of broadcast or print journalists in need of help, whatever or whoever the villain.

Sanford comes by his specialty naturally. There was a time, when still an undergraduate at Hamilton College, in upstate New York, that he saw himself pursuing a career in journalism. He was editor-in-chief of an award-winning college newspaper, *The Spectator*, served as an intern with Dow Jones's The Newspaper Fund, and worked in Chicago one summer as a reporter for *The Wall*

Street Journal. "I liked it very much," he says. "I had a tough time deciding whether I wanted to go to journalism school or to law school." He finally decided on law school; he thought it would be "more useful to get a law degree."

As things turned out, he found the law a congenial enterprise. He joined Baker & Hostetler out of law school, in 1970, was assigned to its Cleveland office and began representing a host of media clients, including Scripps Howard (he transferred to the Washington office in 1979). Sanford recalls that his friends in New York turned up their noses at his Cleveland assignment. But where large firms in New York would have required him to specialize in one area of the law, in Cleveland he was free to range over a variety of disciplines—libel, communications, acquisitions, transactions, copyright, among them. That experience, says Sanford, made him a better lawyer.

But it is his feeling for and experience in journalism that seems to give him an edge in his field. Although hardly the reckless type, Sanford is not a lawyer to suffocate a media client in counsels of caution. "Television ought to do more investigative journalism," he says—"and not just look into what the local high school principal is doing." He is proud of the Scripps Howard station, WCPO-TV Cincinnati, that did the investigation that led to the arrest of the nursing aide who pleaded guilty earlier this month to killing 24 elderly or ill patients at the hospital where he worked. And Sanford talks admiringly of an editor who says he does not feel he is doing his job properly "unless he has a couple of libel suits going."

Journalists, apparently, see in Sanford a kindred spirit. Bill Burleigh, Scripps Howard's vice president, news, says, "Editors are very tough people in dealing with lawyers. They [lawyers] seldom speak the editorial language, so editors look upon them skeptically. Bruce is one of the few who won over editors and reporters. He is regarded as a partner by editors and reporters in a way I haven't seen with other lawyers." And Burleigh likes what he says is Sanford's "recognition of the guts" of the news business. When a libel suit is threatened over a piece of investigative journalism, Burleigh says, "it doesn't take me to tell the other side it's a matter of principle. Sanford tells them."

Still, Sanford's principal occupation is not whipping his clients to a frenzy of muckraking. It is to keep them out of trouble, and to get them out when all else fails. And as his clients will attest, he does it well. "He's bright as hell," said William J. Brooks, vice president and general manager of Scripps Howard's WPTV(TV) West Palm Beach, Fla. Then he offered an unsolicited promo for Sanford's appearance at the RTNDA convention later this week: "His libel seminars are the best in the business."

Five media groups including **Florida Association of Broadcasters, National Association of Broadcasters and Scripps Howard** went into court on Friday to challenge constitutionality of state's new **tax on advertising**. Suit, filed in Circuit Court of Leon County, seeks declaratory judgment and injunction barring state from collecting 5% tax now imposed on advertising sold or used in Florida. Plaintiffs contend law violates First and 14th Amendments of Constitution. William Brooks, FAB president and general manager of Scripps Howard's WPTV(TV) West Palm Beach, said new tax "will make the public poorer"—that it will "inevitably curtail both the amount of useful information consumers receive from commercial advertisements and the amount of critical political information voters need in a democracy." Joining FAB, NAB and Scripps Howard in suit are Independent Florida Agrinet Inc., network that produces news and information programs on matters of interest to Florida agriculture, and Heritage Communications Inc., owner of WEAR-TV Pensacola, Fla.

NBC and its striking technical union resumed negotiations last week in longest face-to-face meetings since strike began June 29. Neither side provided details of talks, which were continuing with federal mediation until late Friday, but National Association of Broadcast Employees and Technicians representing 2,800 NBC employees did say it had withdrawn proposal for four-day work week, earlier condition for accepting NBC's request for extended temporary hiring, still dispute's main sticking point.

MTM Entertainment is going public to raise \$100 million-\$112 million with initial offering of four million shares. Two million of shares are those of principal shareholders MTM President Arthur Price, Senior Executive Vice President Mel D. Blumenthal, Executive Vice President Thomas E. Palmieri Jr., and actress Mary Tyler Moore, after whom 17-year-old company was named. Funds raised will be used to redeem \$9.32 million in preferred stock and \$3 million debenture held by principal stockholders, as well as to reduce indebtedness incurred for working capital purposes, including production of new TV series, company said.

CBS/Broadcast Group has appointed **Backer Spielvogel Bates**, New York, as its first full-service agency for company's entertainment, news, sports and international divisions. Account is reported to be billing about \$50 million. CBS will continue to be responsible for station and programing on-air promotion. Other agencies in contention for CBS/Broadcast account were Ogilvy & Mather,

Industry squeeze. The National Association of Broadcasters, which found itself in an uncomfortable position because of the FCC's proposed retention of its network nonduplication rules (as well as reimposition of syndicated exclusivity) for cable television, is in the clear ("Closed Circuit," May 11). NAB traded away network nonduplication protection for TV affiliates as part of the must-carry compromise reached with the cable industry and agreed not to file in the FCC proceeding. However, a group of affiliate members (mostly from small markets) put pressure on NAB to do something to help preserve the rules. Consequently, last week NAB's executive committee allocated \$30,000 to the group to help defray the legal costs of its July FCC comments arguing for the rules.

NAB President Eddie Fritts said the money did not violate "either the letter or the spirit" of the must-carry agreement. NAB, he continued, did not file as an institution and "our agreement was not to do anything at the commission." National Cable Television Association President Jim Mooney, who slammed the Association of Independent Television Stations for violating the must-carry deal by filing comments calling for limiting the application of the compulsory license (BROADCASTING, Aug. 10), had no comment on the NAB's action. But one industry source indicated NCTA had agreed to "look the other way."

D'Arcy Masius Benton & Bowles and SSC&B.

Nielsen said last week it will **expand its local meter-based service to its 16th market, Sacramento, Calif.**, as of May 1988. Initial sample will be 300 meters, which will expand to 400 in 1989.

QVC Network posted net loss of \$1,390,000 in second quarter, loss of 14 cents per share. (No comparable figures exist for year earlier period.) Net revenue for quarter was \$19,673,000 on billing of \$21,261,000.

Paul Hughes has resigned as president of Viacom's Entertainment Group and Broadcast Group. Replacing him is former HBO program executive **Henry Schleiff** (see "Fates & Fortunes"). Hughes was with Viacom for nine years and had been president of Broadcast Group since 1982, and head of Entertainment Group since October of 1986. No word yet on Hughes' plans.

Viacom added 12 more stations to its list of clearances for **The Cosby Show** last week, including Gaylord Broadcasting's **KHTV(TV) Houston**.

MCA Inc.-owned wvor-TV New York will broadcast **Miami Vice-a-tho** on Tuesday and Wednesday, Sept. 1-2. On Sept. 1 station will broadcast special on **Miami Vice** (8:30-9 p.m.) and episode called "Prodigal Son," at 9-10 p.m.; on Sept. 2 episodes of "Smuggler's Blues" and "No Exit" (featuring Bruce Willis) will be seen at 8 and 9, respectively. Move was perceived among station reps in New York last week as method of giving show ratings track record before reintroduction into syndication. MCA-TV pulled **Miami Vice** from syndication in February (BROADCASTING, Feb. 16).

KTVU(TV) Oakland, Calif., has pulled its advertising from television supplement of **San Francisco Chronicle and Examiner**, two competing dailies that publish jointly on Sundays, following critical review of station's news. In Aug. 20, column, *Chronicle* TV critic John Carman described KTVU's 10 p.m. newscast as "a steaming cauldron of crime and gore." Kevin O'Brien, Cox-owned independent's vice president and general manager, responded by ordering station to divert its advertising to other newspapers, magazines and radio stations. KTVU had reportedly spent about \$290,000 over past 20 months with two largest circulation dailies in Bay Area. O'Brien, who declined comment on incident, also reportedly said station's publicity department would no longer provide information or comments to *Chronicle* until Carman leaves. Newspaper management stands by Carman, who formerly wrote for Cox flagship property *Atlanta Journal and Constitution*.

National Association of Broadcasters and Association of Independent Television Stations filed brief last week in Court of Appeals generally supporting FCC's defense of its new **must-carry cable rules**. They say rules—modification of those that same court found unconstitutional in July 1985—are not invalid under First Amendment: "They do not forbid speech by cable operators, cable networks or anyone else; they are content neutral. . . ." New rules, requiring carriage of some local stations, "constitute no more than an incidental burden on First Amendment interests and satisfy the standards applicable to such incidental burdens," brief adds. But it takes issue with commission's argument that provision sunseting rules after five years is essential to meet those standards. Even assuming agency regulations may become unconstitutional at some date because of agency's failure to reexamine basis and purpose of rules in light of changed circumstances, brief says, "it does not follow that the First Amendment requires the agency to employ a crystal ball" when it adopts rules. It notes sunset provides no guarantee regulations will "self-destruct" on specified date; future commission can change that decision. What's more, it says, sunset provision is "superfluous," since commission is obliged to adjust policy to new conditions as they develop.

35-TV has reduced number of affiliates not picking up struggling **ie Morning Program** (weekdays, 7:30-9 a.m.) to one. WAGA-TV Atlanta agreed last week to air program. Station general manager Paul Raymon could not be reached at deadline to discuss decision. One holdout now is New Orleans affiliate WWL-TV.

Federal court in Eastern District of New York dropped criminal charges last week against two operators of **Radio New York International (RNI), unlicensed pirate radio station** that aired "free-form" rock music for nearly week in late July while anchored four-and-a-half miles off coast of Long Island, N.Y. (BROADCASTING, Aug. 1).

Government said that by shutting down station, FCC had affirmed its authority to regulate offshore broadcasts. Members of station maintain they were broadcasting outside three-mile territorial limit in international waters. Seven pirate disk jockeys involved with ship, however, have been given their own weekly rock show, entitled *The Pirate Party*, over adult contemporary WNYG(AM) Babylon, N.Y., beginning Saturday, Sept. 5.

All-Industry Radio Station Music License Committee will receive assistance from National Association of Broadcasters for restructuring committee for **future ASCAP and BMI negotiations**, said Wally Jorgenson, president, Jefferson-Pilot Communications, and joint IAB board chairman, after executive committee meeting last week. "But [music licensing] committee should remain independent and autonomous from NAB," he said. Interim All-Industry Committee Chairman Don Thurston, who is president of Berkshire Broadcasting, North Adams, Mass., had asked NAB to take more active role in choosing committee members and in communicating needs of committee to industry ("Riding Gain," June 8). Thurston had also requested up to \$300,000 from NAB to help clear committee's legal and administrative debt incurred in last round of negotiations with ASCAP and BMI—latter ending last spring. IAB executive committee, however, said it will need more financial information from music licensing group before advancing plan.

IAB's HDTV Task Force, meeting in Washington last week, **approved projects that will cost \$200,000** by end of first quarter of 1988. Funds will come from \$700,000 earmarked for task force's work by NAB's board last June. Most of projects are designed to support work of Advanced Television Systems Committee subgroup that is trying to set standards for HDTV transmission and videotaping.

Board of **Essex Communications**, cable MSO serving 125,000 subscribers, **reviewed bids** last Monday for company's **3.9 million shares of Class A and B stock**. Company official said neither names of bidding companies nor date when Essex would make decision would be released. Systems are primarily in Southeast and split between owned and managed systems. Waller Capital Corp. has been retained to handle sale.

National Association of Broadcasters and National Cable Television Association have filed comments with FCC on proposal to allow both **broadcasters and cable operators to share vacant UHF television spectrum for remote pick-up and ENG transmissions**. NCTA, commenting in favor of proposal, wrote that it "had long maintained that, as broadcasters and cable operators engage more extensively in on-the-spot coverage of news and sports events... the commission should continue to allocate additional spectrum for such ENG transmissions and should insure that broadcasters and cable operators have access to any such spectrum on a co-equal basis." Paper states that while cable operators have been aided by opening of two and six ghz bands for ENG transmissions, it has not eliminated congestion and that NCTA supports the opening of UHF spectrum due to increases in both broadcaster and cable use of ENG frequencies. Edmund A. Williams, director, broadcast systems engineering, authored comments from NAB. His paper claims "that the UHF-TV bands are becoming the 'dumping grounds' for a proliferation of secondary

and shared services which will make frequency coordination difficult and increase the potential for interference not only to channel UHF-TV station viewers, but to secondary users as well." NAB paper concludes that additional restrictions beyond those in FCC proposal should be considered before allowing proliferation of remote pick-up and ENG transmissions into UHF band. Such restrictions are needed, paper says, to avoid interference with primary UHF broadcasters.

Radio broadcasters can expect lively exchange on number of legislative issues during session planned at **National Association of Broadcasters' "Radio '87" convention** in Anaheim, Calif., next week (Sept. 9-12). Senator Malcolm Wallop (R-Wyo.) and Representatives Bill Thomas (R-Calif.), Jim Bates (D-Calif.) and Hank Brown (R-Colo.) will appear on panel Saturday at 9 a.m. to discuss, among other things, congressional drive to codify fairness doctrine and proposal to limit deductibility of advertising expenses.

CPB board member and former chairman **William Lee Hanley**, chairman of New York oil exploration firm, Hanley Co. Inc., has announced intention **to seek CPB vice chairmanship** in October. Hanley, who said he has support thus far of four to five members of eight-member board, hopes to push ahead with strategic plan for public broadcasting and feels vice chairmanship would allow him to do so. Hanley said "time problem" constrains him from seeking chairmanship but that he feels he could work well with Acting Chairman Howard Gutin, who is seeking chairmanship ("Closed Circuit," July 13) and who was vice chairman to Hanley's chairman year ago.

Dun & Bradstreet Corp., parent company of A.C. Nielsen, said last week it has **signed definitive agreement to acquire** market research company, **Information Resources Inc.** Based on value of publicly traded IRI stock last week, at time deal was announced, sale price is approximately \$572 million.

National Academy of Cable Programming has announced panelists for its **second fall forum luncheon**, to be held Sept. 29 at Grand Hyatt hotel in New York. Luncheon topic will be "Cable TV: How High is Up?" and will feature panelists **Frank Biondi Jr.**, president and chief executive officer, Viacom International; **Michael Fuchs**, chairman and chief executive officer, Home Box Office; **Fred Silverman**, president of Fred Silverman Co., and **Charles Dolan**, chairman and chief executive officer, Cablevision Systems. Panel will be moderated by USA Network President **Kay Koplovitz**.

NCTA President **Jim Mooney** and MPAA President **Jack Valenti** will square off for debate at Federal Communication Bar Association luncheon on Oct. 21 at Washington Marriott hotel.

Today weatherman Willard Scott has been given recurring role in NBC comedy, **Valerie's Family** (formerly *Valerie*). He will play Hogan family neighbor, Peter Poole, husband of existing character, known only as Mrs. Poole (Edie McClurg). Lorimar, producer of program which airs Mondays at 8:30 p.m., recently replaced star Valerie Harper with Sandy Duncan in contract dispute. Scott makes his debut on program Oct. 5.

John Huston, veteran movie actor, director and producer, 81, died Aug. 28 of complications resulting from emphysema at his rented Newport, R.I., home near filming site of "Mr. North," feature being directed by son, Danny, starring Robert Mitchum and Huston's daughter, Angelica, and of which Huston was executive producer. Director of more than one Hollywood classic recently colorized for television and cable broadcasts, **he voiced strong opposition to use of colorizing process** last May, via videotaped message delivered to Senate Subcommittee on Technology and Law saying film industry is being "bushwacked by coloroids" (BROADCASTING, May 18).

Editorials

Next step

The Radio-Television News Directors Association has reason to celebrate at its annual gathering this week, the FCC having restored to broadcast journalists a large measure of the editorial freedom so long misappropriated by the government through the so-called fairness doctrine. But as RTNDA has indicated, the job is not yet complete—vestiges of the doctrine remain in the form of personal attack and political editorializing rules.

Toward the completion of that job, RTNDA, along with a number of other broadcast and journalistic organizations, has asked the FCC to do away with those rules, either by issuing an order in a four-year-old rulemaking that proposed their elimination or by acknowledging "that the...personal attack and political editorial rules—adjuncts of the fairness doctrine and recognized to be even more intrusive and chilling than the general doctrine—are similarly unconstitutional and inimical to the public interest and accordingly must be eliminated."

Such clarification would be a natural progression on the course the FCC has set away from regulation of content and toward an electronic press with an editorial voice as free as it is powerful. In the context of the fairness repeal, the commission "repudiated the notion that it was proper for a governmental agency to intervene actively in the marketplace of ideas," said the broadcasters' latest filing. Personal attack and political editorializing rules are such an intervention. As the FCC said in 1983, when it proposed elimination of the rules, they "afford a right of access for specific individuals to a broadcaster's facilities, thereby removing from licensees almost all editorial discretion." Even while it was upholding the fairness doctrine in its *Red Lion* decision, the Supreme Court found that under the personal attack and editorializing rules, "the broadcaster does not have an option of presenting the attacked party's side himself or choosing a third party."

A responsible press should strive to be fair, but, as the FCC has emphasized with its recent ruling, a free press should not be made to adhere to some governmentally concocted recipe for fairness. The public interest, as the FCC has rightly concluded, is better served by a free press than an almost free one.

Summer rerun

Action for Children's Television, an alias used by Peggy Charren, has petitioned the FCC to reimpose at once the commercial time limits it formerly enforced in children's television programming. ACT, nee Charren, says it is a social necessity to restore the ceilings of nine-and-a-half minutes per hour on Saturday and Sunday mornings and 12 minutes an hour at other times. The question nags: Isn't this where we came in?

Return with us now to the thrilling days of yesteryear, or 1974 to be precise. Under the incessant prodding of Charren and a small army of other foundation-supported activists, members of the Congress had begun talking darkly of laws to keep all advertising out of children's television fare and to make commercial broadcasters carry noncommercial educational television. (In those days Charren had a larger following than her current retinue of one, Henry Geller, the ever-present public service lawyer.) The word from the Hill to the FCC was: Do something or we will. (Don't things ever change?)

The FCC did something—once removed. At the persuasion of the FCC's chairman, the television code review board of the National Association of Broadcasters went into deep thought and decided that the NAB television code (which later was abandoned in an antitrust prosecution by the same U.S. government) would

limit nonprogram material in children's shows to 10 minutes an hour in weekend programming beginning the following January and nine-and-a-half minutes as of January 1976. The limits on other days would be 14 minutes effective Jan. 1, 1975, and 12 minutes as of Jan. 1, 1976. The Association of Independent Television Stations voted to go along, almost. It accepted the Monday-Friday standard but wanted 12 minutes each weekend hour for another year and a half. On schedule, the FCC adopted the broadcasters' standards as its own.

"Is it possible," this page asked at the time, "that grown men voted for those standards? If 14 minutes of commercials an hour are good for the kiddies next January, why must the limit be reduced to 12 a year from then? By what reasoning are nine-and-a-half minutes considered the maximum dose that children may take on Saturdays and Sundays if their tolerance level is up to 12 minutes on other days of the week? The ghost of Lewis Carroll must have been engaged by both associations. There is neither research nor logic to support the wholly arbitrary figures that the NAB and INTV boards pulled out of the air."

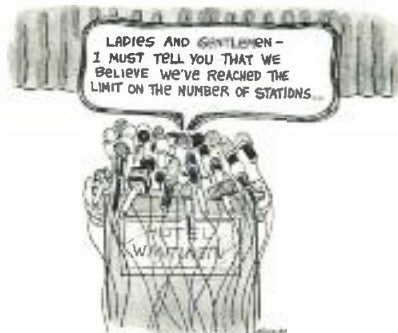
Research and logic are still missing, but never mind. Charren has been back on the Hill with such willing listeners as Chairman Ed Markey (D-Mass.) of the House Telecommunications Subcommittee, whose district, surprise, surprise, lies within the ADI of Boston, Charren's old hometown. Her petition to the FCC is a prelude to testimony she is preparing for Markey hearings.

Once again the FCC will be told to do something or the Hill will. This time there is no NAB code to be used as a regulatory device. The FCC will have to say no all by its lonesome.

Sheep's clothing?

Some advertisers and Florida broadcasters were hailing as a positive sign the announcement by that state's governor that he would attempt to put the controversial ad tax, in the form of a constitutional amendment, on the ballot in a March election. There is reason, however, to be less sanguine about that prospect.

Granted, the legislature and the governor are undoubtedly responding to the heat of an intense print and broadcast campaign against the measure. To put the measure to a public referendum would effectively shift the responsibility—and culpability—for the decision to the voters. Although polls have shown a majority of Floridians is generally against the tax, if a sales tax on services is presented as the only viable alternative to a personal income tax—the absence of which rivals the climate in the list of Florida's attractions—its appeal could increase dramatically. Perhaps enough for Florida to have an ad tax set in constitutional concrete, and a governor and legislature absolved of guilt in the deed. Hold the champagne.



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