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Broadcasting May 11

May 11 1987



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*A. Thomas Joyner
President
Joyner Broadcasting Company*



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Radio Station Brokerage & Financing

Broadcasting May 11

Journalists focus on Iran/contra hearings Preview of CBS affiliates meeting CPB's first 20 years

GEARING UP □ Television and radio journalists begin first of what is expected to be many months of Capitol Hill hearing coverage into Iran/contra controversy. **PAGE 31.**

CABLE TALK □ In wide ranging speech before National Press Club audience Tele-Communications Inc.'s John Malone discusses plans for possible new programming services and overall shape of industry. **PAGE 33.**

MUST-CARRY APPEAL □ Group of cable interests files with appeals court on FCC's new must-carry rules. **PAGE 34.**

FAST TRACK □ House Telecommunications Subcommittee passes fairness doctrine bill; legislation codifying doctrine moves to floor for vote this week. **PAGE 35.**

HALF-INCH DECISION □ ABC decides to go with half-inch Betacam videotape technology. **PAGE 36.**

20 YEARS ON □ Nearly 20 years ago the Corporation for Public Broadcasting was born to further the education and culture of the country. Not all of the hopes its original creators had have come to pass. **PAGE 60.**

BENNET ANALYSIS □ National Public Radio President Doug Bennet presents optimistic view on state of public radio at NPR annual convention. **PAGE 72.**

LATE GAINS □ Petry analysis reveals drop in viewing of late-night newscasts on affiliates, largely at the expense of independent programming. **PAGE 78.**

GILLETT'S MAN □ Gillett Broadcast Services taps former CBS executive Neil Derrough to run its rapidly expanding broadcast group. **PAGE 83.**

BETTER NUMBERS □ Viacom proxy statement released as merger with National Amusements draws near sports optimistic outlook. **PAGE 84.**

BOOK REVIEW □ *New Yorker* writer has authored book chronicling the political and manufacturing battles behind the introduction of videocassette recorders into the U.S. **PAGE 94.**

FIRST IN SPACE □ Communications conference at Catholic University examines First Amendment problems confronting journalists and government officials presented by advances in satellite photography. **PAGE 97.**

PEABODY HONORS □ George Foster Peabody winners are honored in New York. **PAGE 100.**

BONUS BABY □ Michael Lambert, at the tender age of 35, has already been in charge of domestic syndication divisions at two major program syndicators. **PAGE 119.**

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Kitchen sink

First draft of broadcast license renewal reform legislation surfaced in Senate last week. Communications Subcommittee staff has been working on measure and hopes to complete draft soon. Asserted purpose of measure is to give broadcasters relief from comparative license renewal process and "make public interest requirement meaningful." Number of elements are said to be under consideration. Among them: restoration of FCC's antitrafficking rule; codification of commission's minority preferences and distress sale policies; EEO requirements; codification of FCC's duopoly rules and elimination of provision in FCC's new must-carry rules that would sunset rules in five years. On last, sunset is reportedly being included as leverage to get broadcasters to accept provisions they might otherwise oppose.

Venerable presence

Paley programming touch may once again be recognizable in CBS's prime time schedule next fall. After what is said to be two-year absence, company chairman will rejoin final pilot selection process, beginning today in New York, along with President Laurence Tisch, CBS/Broadcast Group President Gene Jankowski and research and programing executives, including Bud Grant and Kim Lemasters.

Neutrality knocked

There's growing disquiet over failure of National Association of Broadcasters joint board of directors to take leadership position—one way or other—on radio programing issue that resulted in FCC's taking strong anti-indecency position. Board had considered one resolution urging prudence in programing, had been urged on other hand to make strong First Amendment case against FCC's intervention in programing. It did neither, position faulted in letters to BROADCASTING and in so-far backstage discussions among influential industry leaders.

Heat's on

U.S. and Canada may have to move quickly to adopt high-definition television studio system based on Japanese-developed 1,125-line, 60-hertz production technology if they hope to preclude possibility of competing single world standard emerging around European 50-

hz alternative, industry source warned from Europe last week. In at least one European country—West Germany—where broadcasters had voiced support of 1,125/60 interlaced line system, national consensus has now reportedly coalesced around 50-hz system with progressively scanned lines. Position emerged after switch by German government body, reportedly after pressure from backers of \$180-million, European-wide Eureka HDTV development project. U.S. standards body, Advanced Television Systems Committee, will receive report this week documenting 1,125/60 production system, but standards resolution in States is not likely soon.

Killer

Ted Turner, owner of superstation WTBS(TV) Atlanta, made his opposition to FCC's proceeding proposing to reinstitute syndicated exclusivity rules known at agency in person last week. Source said Turner, who met with FCC Chairman Dennis Patrick and Commissioner James Quello, contended that syndicated exclusivity rules would "break" him.

Self-help

Michael Reagan, President Reagan's son, whose recently released book details his being sexually abused as child, is set to appear in his own syndicated game show next fall. ABR Entertainment has given Reagan-hosted *Lingo*, game-show strip, "firm go," according to ABR President Burt Rosen. Rosen said that attention surrounding Michael Reagan's book has helped show's clearances. Before book was released, show had only reached 35% clearance of country, but it has picked up another 15% to give it current coverage level of roughly 50%. Among clearances are CBS-owned stations in New York, Los Angeles and Chicago.

Still talking

Discussions of broadcast license renewal reform legislation between National Association of Broadcasters and representatives of public interest groups appears to be making headway. At meeting last Friday (May 8), under auspices of Representative Al Swift (D-Wash.), parties made "a lot of progress," said one attendee. Follow-up session is planned and group will continue among other things to look at ways to streamline hearing process in petitions to deny. They are working through list of issues and

apparently have agreed to standard for two-step license renewal process.

Stiff-armed?

Plans by National Association of Broadcasters President Eddie Fritts to hold fund raiser next month at his Arlington, Va., home for House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) have been called off. Letter went out last week notifying those invited that Markey had canceled. Congressman's staff said he had conflicting appointment and could not make it. Event has not been rescheduled.

Four for five

CBS-TV is adding third original one-hour adventure program to its late-night schedule next season, when four of five nights will have original programing. Fifth night will have new off-network product. New show is called *Diamonds*, from Grosso/Jacobson, producer of *Night Heat*. Michael Brockman, vice president, daytime, children's and late night programing, CBS, described program as romantic adventure, "a twist on *Remington Steele*."

Trapped?

National Association of Broadcasters may find itself in squeeze in FCC's proceeding on network nonduplication rules for cable. NAB made concession in must-carry compromise reached with cable industry. Broadcasters relinquished network nonduplication protection for affiliates. Despite agreement, NAB official said association hasn't determined what action it will take on matter. Comments are due June 22.

Setting up shop

Turner Broadcasting's new CNN Center in Atlanta will have price tag as high as \$30 million—between \$10 million and \$12 million for new equipment, \$6 million for construction costs, \$10 million in existing equipment moved from current facility at Techwood Drive, \$1.5 million worth of existing computer systems and associated moving costs. Tentatively scheduled for weekend of June 26, move will involve 900 to 950 staffers from CNN, *Headline News* and *CNN Radio*, and will more than double square footage of company operations. Superstation WTBS(TV) remains at Techwood Drive.



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possible share, at
the right rate—and I
want to be included
on each and every
piece of business.

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WPTT-TV Pittsburgh, PA
WTTE-TV Columbus, OH

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Koch delays cable decision

New York Mayor Ed Koch said last week that "it is still premature to make a decision" to approve the amendments to the city's contracts with Cablevision Systems that would allow cable wiring to proceed immediately in the Bronx and parts of Brooklyn. Koch has opted against signing off on Cablevision's plan to raise money to build its franchises step by step instead of raising all the money upfront until the investigation on the awarding of the franchises is completed ("Cablecastings," March 2, April 27). (Cablevision's current contracts extend through the end of 1987, the mayor said.)

In a statement issued late last Thursday afternoon (May 7), Koch said he had received a letter from William Finneran, chairman of the New York State Commission on Cable Television that "expressed the commission's opinion that there were sufficient safeguards incorporated into the proposed amendments to the city's contracts with Cablevision Systems for me to approve the amendments" so that the cable wiring could begin. Although Koch said he shares "the sense of urgency" expressed in Finneran's letter and that cable service "for all New Yorkers is a high priority for this administration," there are "other factors that must be considered in determining what is in the overall public interest. There are ongoing investigations into the conduct of individuals who were involved in the awarding of cable franchises," Koch said.

He added that after seeking the advice of federal and state prosecutors conducting the cable television investigations, he has decided to wait before approving the contract amendments. Finneran could not be



Tarshis

reached for comment.

In the meantime, Morris Tarshis, the city's director of the Bureau of Franchises, has stepped down from that job, to be replaced temporarily by New York General Services Commissioner Hadley Gold, who becomes Bureau of Franchises' acting director.

Studied approach

The Cable Television Administration and Marketing Society has selected 25 case studies of cable operating and marketing problems and their solutions for presentation at the society's annual conference in San Francisco, Aug. 16-19.

The case studies, chosen from 143 submitted to CTAM, will also be published in a "digest" that will serve as a workbook for registrants at the conference and as resource for all operators.

"CTAM is committed to providing an open forum for peers to discuss and debate marketplace problems and solutions," said Victor Parra, executive director, CTAM, in a prepared statement. "The case study format has been successful in providing not only creative marketing and administrative programs to the industry, but in establishing a new base of information to build upon."

The 25 case studies (and their 33 authors): HBO/Coca-Cola Safeway Promotion (Steve Kreindel, Home Box Office, and Curt Robinson Dimension Cable TV); Serving the Low-income Customer (Henry Stein, Dale Ordoyne and Charlie DiToro, Cox Cable); A Strategy for Targeting the Busy, Single, Urban Professional Segment (Henrietta Gates, American Cablesystems); Prime Payoff with Fringe TV (Michael Vince, Comcast Cablevision); Not Just What Folks are Watching, but How They Are Watching (i.e. The VCR Challenge) (Rick Ericksen, Jones Intercable).

Seasonal Disconnect Program (John Gamin, Centel Cable Television of Florida); Profit in Image Building (John Mathwick and Donnie Clark, Jones Intercable); Marketing Strategies for Senior Resistors (Karen Carter, Continental Cablevision of Virginia); A Simple but Effective Marketing Plan in a Complex Urban Market (Bruce Williams, District Cablevision); A Financial Model to Analyze Bulk Service Contracts (Kevin Gavin, American Cablesystems); Basic and Pay Rates That Sell (Kim McAdams, Heritage Communications).

Using Databases for New Purposes To Make Marketing and Strategy Decisions (John Martin, Chadwick Martin Bailey Consultants); What's on TV Tonight (Terry Rich, Heritage Communications); Better Guide Development and Utilization (Joe Rozier, Cablevision of Central Florida); Effective Selection of Quality Employees Program (Margaret Durborow, United Cable Television); A System-wide Motivation and Learning Campaign Which Made a Difference (Lee Barrie, TEAMACTION Motivation and

Learning Network, and Lynne Parker Davis, Home Box Office); Supervisory Training (Nancy Larkin, American Cablesystems); Installation and Service Call Scheduling (Harry Urschel, American Cablesystems).

Indicators of Quality Service (Patricia Karpas and Jack Stanley, American Television & Communications); Improving Phone System Management (Roy Heffernan, American Cablesystems); Increasing Customer Satisfaction by Redesigning the Cable Service (Robert Schloss, Omega Communications); Programing, Promotion, Fulfillment: The Optimum Pay-Per-View Mix (Dave Archer, Viacom Cable); The Impact of PPV Subscriber Ordering Methods on PPV Buy Rates in a Three-Channel PPV Environment (Barry Babcock and John Clark Jr., Cencom Cable); Pay Per View Revenues: Where Impulse and ANI Can Take Us (Jennifer Lambert, Request TV, and Tom Wehling and Roger Wayland, Centel Cable), and Direct Sales Strategies and Territory Management (Norman Cogen, American Cablesystems).

Vanguard winners

The National Cable Television Association will present Vanguard Awards (formerly the National Awards), its highest honors, to seven individuals at its upcoming convention in Las Vegas (May 17-20).

The winners: Daniel Aaron, vice chairman, Comcast Corp. (distinguished leadership-male); Beverly A. Harms, vice president, Communications Equity Associates Managed Investments Division (distinguished leadership-female); C. Ronald Dorchester, senior vice president of operations, Prime Cable Corp. (young leadership); Robert J. Matthews, chairman, CableData (associates); Walter Ciciora, vice president, strategy and planning, American Television & Communications Corp. (science and technology); Anthony W. Accamando, vice president for corporate development, Adelpia Communications (state/regional leadership), and Doug Wenger, senior vice president, marketing, Storer Cable Communications (marketing).

Selected to receive President's Award for service to NCTA: William Bresnan, president, Bresnan Communications, and Arthur Sando, vice president of corporate communications, Turner Broadcasting System.

Vet bash

Actors Jon Voight and John Ritter got tears in their eyes when they told of Vietnam War veterans they had met and the traumas endured by some since returning from Vietnam. And Rich Zarembski, a Vietnam veteran, told those at a press conference in New York last week how Vietnam vets have been "suffering in silence" since returning to the States. The three men were among a group at HBO studios announcing *Welcome Home*, a concert honoring America's Vietnam War veterans to be held at RFK stadium in Wash-

Think soft drink.



ington on July 4. The event, which is also designed to raise money for Vietnam veteran support groups, will be shown on HBO in an exclusive tape-delayed cablecast beginning at 8 p.m. that night.

Organized by Welcome Home Inc., a non-profit, nonpolitical Vietnam veteran's support organization (of which Voight is national honorary co-chairman), the July 4 concert will also include participation by celebrities Peter Fonda, Ricardo Montalban, James Brown, Linda Ronstadt, Anita Baker, Kris Kristofferson, Neil Diamond and Crosby, Stills and Nash. The concert will incorporate music, words and mini-documentaries.

HBO will pay the full production costs of the event, with all profits going to WHI, said Chris Albrecht, HBO senior vice president of original programming. Distribution of the funds raised by an 800 phone number, which will be shown periodically during HBO's presentation of the event, will be approved by WHI's board of directors and membership, together with "recommendations of key veterans organizations," HBO said. Honorary chairmen of WHI include Tom Brokaw, actors Robert De Niro, Gregory Peck and Cybill Shepherd and singers Stevie Wonder and Kenny Rogers. Ken Ehrlich will produce the *Welcome Home* concert for HBO.

Scrambled sports

ESPN will begin scrambling its signal on June 22 using General Instrument's VideoCipher II equipment, ESPN said last week, adding that it has scheduled a roll-out period from May 11 through June 22 "so cable systems can test their descrambling equipment." Roger Williams, ESPN vice president of affiliate marketing, said that "there will be ample time and opportunities for ESPN cable system operators to test their descrambling equipment for problems" and that ESPN Scrambling Center personnel "are prepared to handle questions, and a hotline has been installed at General Instrument to respond to any descrambler unit malfunction." The cable network did not disclose details of its distribution plans to private earth stations last week, saying that it will "make arrangements" to continue distributing its programming to them after ESPN's signal is fully scrambled.

In other news, ESPN vice president of research and measurement, C. Dana Redman, said last week that ESPN's prime time household delivery in the first quarter of 1987 "increased 22% over 1986 first quarter—the network's largest increase ever in a year-to-year comparison for a given quarter." ESPN said that according to Nielsen, the cable network's prime time, first-quarter ratings increased from 1.7 (611,000 homes) in 1986 to a 1.8 rating (748,000 homes) this year, and that its 24-hour rating increased 23%, from 0.7 to 0.8.

More Sears for QVC

QVC Network Inc., a 24-hour teleshopping service, has extended its agreement with Sears, Roebuck & Co. for presentation of Sears products on QVC for two more years. (Sears merchandise currently represents about 20% of QVC's sales, QVC said.) In return for exclusive rights to present Sears

products, QVC has replaced Sears's previous option rights with a new option to purchase up to two million shares of QVC common stock at \$10 per share, QVC said. The agreement may be ended by either party "under certain circumstances," and all or a portion of the options will revert to QVC. Unless termination occurs, the agreement continues through March 31, 1989, QVC said.

Cable zoo

Jones Intercable Inc. and Edens Broadcasting, which owns WRBQ-FM Tampa, Fla., have signed a five-year agreement to carry 20 hours live per week of the station's *QZoo Morning Show* on cable TV. Called *QZoo Tube*, the new program will incorporate WRBQ-FM's morning show with music videos, electronic graphics, character animation, footage of the station's news, weather and traffic air personalities and taped interviews with national "show business personalities" and local celebrities, Jones said, adding that it plans to sell advertising on *QZoo Tube* which will be simulcast on Jones's cable channel 47 during the 6-10 a.m. *QZoo Morning Show*, Monday through Friday. The show will be repeated at 6 p.m. each evening.

Cable News numbers

According to Turner Broadcasting System Inc., Nielsen data has shown that audience viewing of the Cable News Network/Headline News combination increased 13% in 1987 from the first quarter of 1986, when it received a 17.2% share. TBS said that CNN/Headline together averaged a 19.5% share of national news audiences—its highest ever—in January-March of this year, and that it received a 20% share in March, 18%



First and 10. ESPN said last week it has signed Cable TV Co. of Berwick, Pa., as its first cable affiliate to carry its three-year National Football League package. The agreement was signed at the office of NFL Commissioner Pete Rozelle (center) by ESPN President and Chief Executive Officer J. William Grimes (r), and Joseph Gans, president and owner of Cable TV Co. (l). Cable TV owns and operates four cable systems in Pennsylvania and one cable system in New York and has 50,000 subscribers, ESPN said.

higher than in 1986, when it received a 17% share. TBS said that in March, ABC recorded a 10% loss over the same time last year, going from 29.9% to 27%; NBC had a 4% loss, from 20.8% to 20%, and CBS a 2% increase during the same period, from 32.3% to 33%.

Getting it together

Beginning early in June, the Lifetime cable network will introduce two first-run, exclusive, half-hour series on "contemporary relationships" to be telecast "in tandem" as an hour-long "relationships strip," Lifetime said. It said 65 episodes of each have been ordered. *Our Group*, produced by Chelsea Communications in association with LBS Communications Inc., is a dramatization of group therapy sessions, with Barbara Levy, a practicing therapist at Phoenix House in New York City, and actors who explore individual group member problems "through dynamic yet sensitive discussion and interaction," Lifetime said. *People in Crisis*, produced by Lynch/Biller Productions in association with Viacom Enterprises, features a radio personality and psychologist, Dan Kiley, who offers advice in a three-way exchange among two guests, himself and a studio audience. *Group* and *Crisis* are tentatively scheduled between 7 and 9 p.m.

Lifetime is also preparing to launch a variety-hour program produced in-house by the cable service. Although he declined to disclose details, Charles B. Gingold, Lifetime's vice president of programming, said that Lifetime has selected a female host for the show.

Travel time

The 24-hour Travel Channel, a subsidiary of TWA Marketing Services Inc., announced it has added more advertisers, including Pan American Airways, Pacific Southwest, Japan Air Lines and Trans World Airlines, Holiday Inn, Hilton and Marriot hotels, Snappy and Budget rental car companies. In addition to travel agencies, tour operators, foreign and domestic tourist offices and visitors' bureaus, Travel Channel has also signed such publications as *Architectural Digest*, *The Christian Science Monitor* and *The New Yorker*. The network, which was launched last Feb. 1, sells 30- and 60-second spots, in addition to two-minute sales videos "which are often integrated into a half-hour show, *The World of Travel Bargains*," Travel Channel said.

Baseball lineup

Madison Square Garden Network will present live coverage of the Big East Conference Baseball Championships in Bristol, Conn., for the first time May 14-17. The New England Sports Network (NTSN) will provide coverage of the tournament, with other regional sports networks, such as MSG in New York, Home Team Sports in Washington, Pro-Am Sports in Detroit, Home Sports Entertainment in Texas, SportsVision in Chicago and TCI Cable Television in Pittsburgh also presenting NESN's coverage, MSG said.

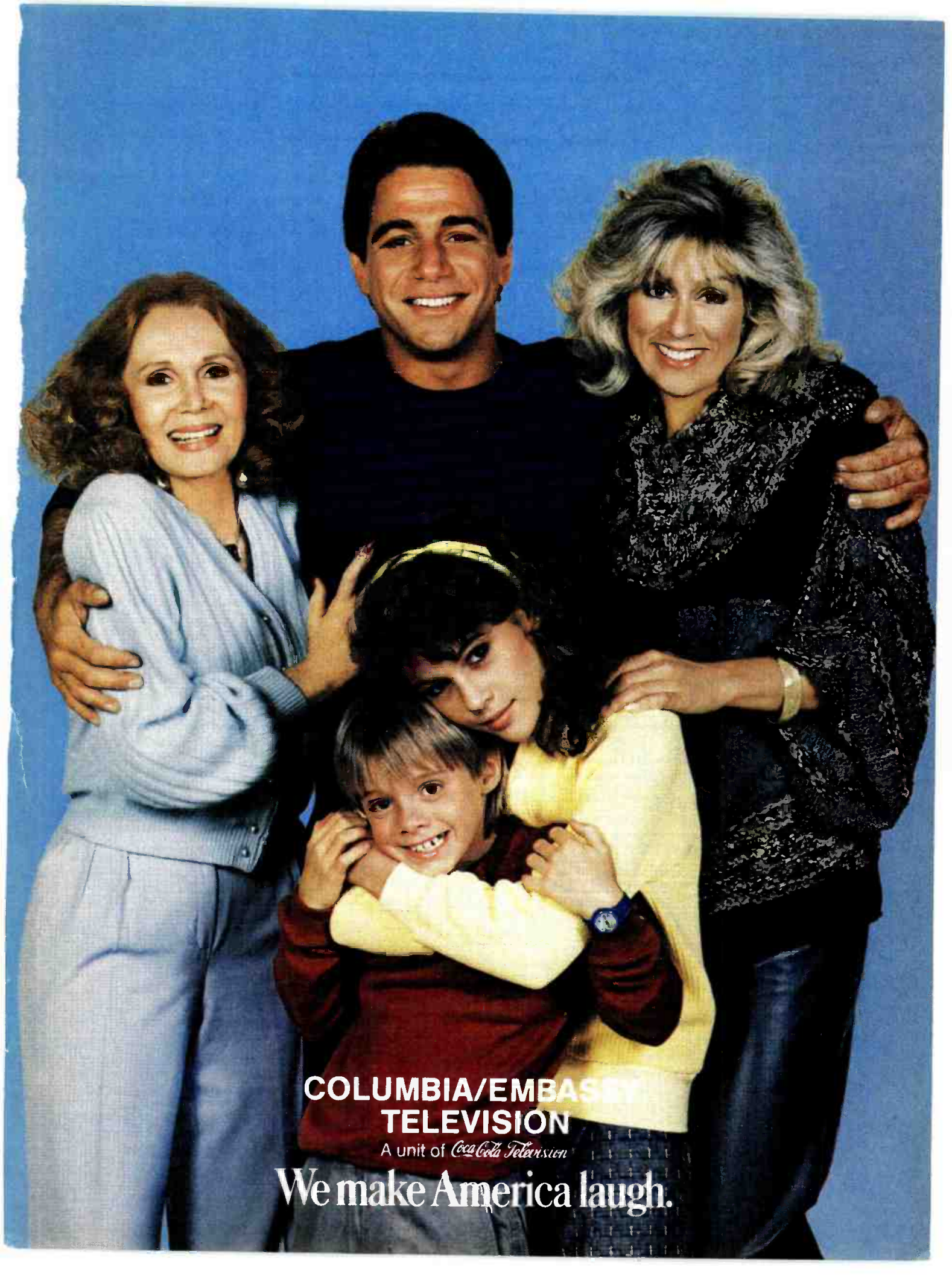
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Think
"Who's The
Boss?"



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TELEVISION**

A unit of Coca-Cola Television

We make America laugh.

Business Briefly

AdVantage

Grey pickup. Grey Advertising has announced acquisition of Fattall & Collins, West Coast-based creative firm that handles advertising for communications and entertainment companies. Grey's own entertainment division and F&C both work on ABC Entertainment accounts, which will now be shared.

Urge to merge. Earle Palmer Brown Companies, Bethesda, Md., and Burton-Campbell Inc., Atlanta, have signed agreement in principle to merge by July. EPB has billings of \$145 million, and B-C bills \$35 million. Agency will be renamed Burton Campbell/EPB as soon as consolidation is completed. EPB key clients are Roy Rogers, Sheraton Hotel, GEICO Industries and Safeway. Top clients of B-C include BellSouth, Sunbeam Appliances and Sunnyland Farms.

Movie totals. Figures compiled by Television Bureau of Advertising show that movie company television advertising rose by 16% in 1986 to \$278.4 million. MCA led spending with investment last year of \$33.6 million, down 11% from 1985. Other large spenders were Gulf + Western, up 47% to \$28 million; Tri-Star Pictures, up 45% to \$25 million, and Coca-Cola Co., down 13% to \$23.4 million. TVB used Broadcast Advertisers Reports data to compile figures.

Spanish sales. Katz Communications announced formation of new sales unit for advertising sales on Hispanic television stations. New division, Katz Hispanic Television Sales, will have as first client WLUU(TV) Caguas, Puerto Rico, in which Lorimar-Telepictures is major shareholder. Katz already has six English-language stations in Hispanic markets that are represented for sales to Hispanic advertisers. John Cuddihy is director of new unit.

TELEVISION

Lender's Bagel Bakery □ Murray Lender, company president, serves as spokesperson for new campaign budgeted at more than \$2 million in selected markets during 1987, starting in early May and continuing until November. Commercials will appear in prime, daytime and late-night periods. Target: women, 25-54. Agency: Geers Gross, New York.

Lotte & Co. □ Bubble gum will be spotlighted in 10-week campaign beginning in mid-May in 10 markets. Commercials will be placed in Saturday morning children's programming and in fringe periods. Target: children, 6-11, and teen-agers. Agency: Don Tennant & Co., Chicago.

Pilgrim's Pride Corp. □ Chicken products will be spotlighted in flights of six to eight weeks starting later this month in markets including Chattanooga; Nashville; Little Rock, Ark.; Memphis; Columbus, Ohio, and Cincinnati. Commercials will be placed in daytime and fringe periods. Target: women, 25-54. Agency: Evans/AFSC



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

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Radio scorecards. John Blair's Radio Representation Division reports that in the first quarter of 1987, the 25-54 demo continued as the leader in sales opportunities, amounting to 41% of requests, down 1.9 points from the comparable period of 1986. In second place was the 18-49 group with 17.4%, down 0.3 points, followed by 25-49, with 12.4%, up 1.6 points. The information was tabulated from a combination of Blair, Torbet and Select Radio business opportunities and considers the number of weeks in which a campaign is scheduled and the number of markets requested by the advertiser. Eastman Radio noted that for the first quarter of 1987, all of the agencies' availability requests have been weighted for the number of markets examined. Eastman calls this system "avail markets." Eastman said in the first quarter of this year avail market requests totaled 6,396, down almost 16% but flat in actual revenues, meaning each avail is more valuable when compared with the corresponding period of 1986. The top demographic group was 15-54, with 45% of requests, followed by 18-49, 21%, and 25-49 and 18-34, 9% each. On length of flights, 27.7% were one week or less; 27.6%, two to three weeks, and 30.2% were four to eight weeks.

SEVENTEEN

That's how many Emmy nominations KHJ-TV received... more than any other independent commercial TV station in L.A. Thanks to these talented individuals. Congratulations to them all!

TO KILL IN CALIFORNIA
Rob Sharkey, Producer
Walt Baker, Executive Producer

OFF HAND
Dawn Jeffery-Nelson, Producer
Sheldon I. Altfeld, Executive Producer
Richard T. Johnson, Executive Producer

SCHOOL BEAT
Roberta Weintraub, Producer
Richard T. Johnson, Executive Producer

LAKERS PRE-GAME SHOW
Ted Green, Producer
Stephanie Rank Brady, Executive Producer

**GAME SHOWS
(NINE O'CLOCK NEWS)**
Ron Tank, Producer/Reporter

**LARRY BIRD
(LAKERS PRE-GAME SHOW)**
Roy Firestone, Reporter
Ted Green, Producer

**LAKERS-DRUGS
(LAKERS PRE-GAME SHOW)**
Roy Firestone, Reporter
Ted Green, Producer

**W-4 FORMS
(NINE O'CLOCK NEWS)**
Jim Murphy, Feature Reporter

MMLA-MID-MORNING LOS ANGELES
Tommy Hawkins, Host/Moderator
Meredith MacRae, Host/Moderator

THE VIOLENT HEART
Laura A.S. Phillips, Director

TO KILL IN CALIFORNIA
Rob Sharkey, Director

**CAMERA 9:
L.A. DRUG WARS**
Nancy Sutton Smith, Film/Tape Editor

**THE FIRST LADY OF SPORTS
(LAKERS PRE-GAME SHOW)**
Pat Edmondson, Film/Tape Editor

**LARRY BIRD
(LAKERS PRE-GAME SHOW)**
Ted Green, Writer
Roy Firestone, Writer

**LAKERS-DRUGS
(LAKERS PRE-GAME SHOW)**
Ted Green, Writer
Roy Firestone, Writer

YOUR CHOICE FOR THE FILM AWARDS
Jody Miller, Graphic Designer

NINE O'CLOCK NEWS
Joe Raia, Producer
Bill Northup, Executive Producer

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Founded 1931. Broadcasting-Teletesting* introduced
in 1946. Television* acquired in 1961. Cablecasting*
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Dallas.

RADIO

Cort Furniture □ One-week flight is set to begin this week in Indianapolis and Cincinnati. Commercials will be presented in all dayparts. Target: women, 18-49. Agency: Smith, Burke & Azzam, Baltimore.

Hibernia Bank □ Four-week flight was launched last week in San Francisco and San Jose and will be followed on May 18 by campaign in seven markets adjacent to San Francisco. Commercials will be carried in various time periods, particularly in news programing. Target: adults, 35-64. Agency: Doyle Graf Mabley, New York.

American Dairy Dealers Association and United Dairy Industry Association □ About 100 markets will be used on radio for dairy month (June) and national ice cream month (July), starting end of May through July. Commercials will be placed in all dayparts. Target: adults and women, 18-54.

RADIO & TV

Northeast Utilities □ Campaign, including radio and television spots through end of November, will include five flights of three to five weeks to promote saving of energy and money. Eighteen Connecticut TV stations and 17 radio stations will be used, plus three Fairfield county cable systems. Commercials will run in all time periods. Target: adults, 25-54. Agency: Mintz & Hoke Advertising, Avon, Conn.

American Motors Dealers Association □ Campaign for dealers in five-state area (Delaware, Maryland, Pennsylvania, New York and New Jersey) began last week, covering eight markets on television and large number of markets on radio. Commercials will be placed in all dayparts. Target: adults, 35-49. Agency: Scharfberg & Associates, Jenkintown, Pa.

Shifting gears. William Esty Co. is on a losing streak. The agency lost the \$150-million Nissan Motor account 10 days ago, and last week it resigned the \$40-million Mastercard International business. Rumors had circulated that Mastercard was planning to leave Esty soon.

Esty had the Nissan account for almost 10 years, and for several years there were reports that Nissan would be severing the relationship. Adding to the strain in recent months was the acquisition of Esty by Ted Bates & Co., which in turn is owned by Saatchi & Saatchi. The last agency complex also owns DFS Dorland, agency for Nissan's rival, Toyota. A few weeks ago, Esty was removed from the Bates fold and placed directly under Saatchi & Saatchi.

There have been reports in recent years that some Nissan officials were disappointed with the advertising created by Esty. An official of Nissan said the decision to replace Esty was not sudden but was considered over a period of time.

Esty's dismissal came as the agency was attempting to strengthen its administrative and creative power. A month ago Joseph O'Donnell was appointed chief executive officer of Esty following his ouster from J. Walter Thompson Co. as chairman and chief executive officer. In turn O'Donnell hired a top-level creative executive, Marvin Honig, as executive vice president and executive creative director of Esty, effective last Monday (May 4).

Nissan spent about \$137 million in television last year and about \$10 million in radio.



Honor thy parents. Eastman Kodak's new advertising campaign supporting its VRG film line pays tribute to mothers and fathers. One network spot making its debut this month is a 30-second vignette remembering mothers as affectionate and sensitive individuals. The second 30-second spot will run in late May and salutes fathers. The commercials use authentic family snapshots and match the comments of real people as they remember their parents. The agency is J. Walter Thompson/New York.

TELEVISION & CABLE

Hartford Insurance Group □ Client is using commercials on network and cable television in two six-week flights, one in May and June and another next fall.



Radio in selected markets also is planned for fall effort. Television commercials will be in prime and evening news shows and on ESPN. Target: adults, 30-49, and over 50. Agency: McCaffrey & McCall, New York.

SURVIVAL RADIO

It really *is* a jungle out there. And in that jungle, Otari's MTR-10 audio machine gives you the ammunition you need to stay alive - like three speeds, micro processor control, a built-in cue speaker, and an optional ten-memory autolocator.



The MTR-10's "creative arsenal" helps you keep pace in the tough, competitive world of broadcast.

Whether you're doing spots, editing, or working "live", this rugged machine provides the features you'll need for the recording tasks of tomorrow. As one of our customer's put it, "Everything I even *think* I want to do, I *can* do on this machine."

Now add Otari's legendary reliability and customer support, and your chances of survival become even more certain.

Has a good business decision ever been easier to make? From Otari: The Technology You Can Trust.

Contact your nearest Otari dealer for a demonstration, or call Otari Corporation, 2 Davis Drive, Belmont, CA 94002 (415) 592-8311 Telex: 9103764890

OTARI



Put Punky in her place.



PUNKY BREWSTER

Come join the family.

88/110 EPISODES AVAILABLE FOR STRIPPING FALL '87.

With the family.

Remember Punky Brewster? Cute, precocious, an 8-year-old whirlwind of energy?

Well, look again. She's not just kid stuff anymore.

These days, Punky's place is with the family. Moms, dads, and kids of all ages.

With 44 new family-oriented episodes, plus all the charm of the original 44 shows, Punky's got the edge in turning everyday family

situations into everyday fun.

It's a half-hour of guaranteed laughs, love, and surprises for everyone. With enough "PUNKY POWER" to propel your station right to the top.

Punky Brewster. 88/110 episodes available for stripping, Fall '87. From Coca-Cola Telecommunications.



Coca-Cola

TELECOMMUNICATIONS

A unit of *Coca-Cola* TELEVISION

A radio programming commentary from Tyree S. Ford, president, T/S/F, Baltimore

'More music': radio programming problem, not solution

Why have so many radio broadcasters allowed themselves to lapse into the "gasoline war" mentality as applied to music programming?

The mentality that deduces that "if the competition plays four songs in a row, we will sound better if we play six," fails to consider what made the audience listen in the first place—companionship and entertainment, of which music is only a small part.

Back in the early 1980's, AOR radio found evidence in focus groups indicating the audience did not like overly talky announcers. The obvious quick fix was to string songs together and sell the "more music" benefit to the listener with a pre-written liner at the break. Because the idea was new and different, it worked for a brief time. Then AOR listening began to drop off. Listeners began to perceive AOR stations as lackluster background jukeboxes, and they were right.

Many who should have known better failed to recall that progressive album radio (AOR's predecessor) turned belly up in almost every market where a new more aggressive AOR counterprogrammed long music sweeps with tighter music rotations, more frequent breaks, and quarter-hour maintenance mechanics. Certainly a music rotation that was tighter than progressive, but more expanded than CHR, was partly responsible.

Another less obvious factor was that one of the prerequisites for choosing the AOR air staff was that each person sound "real," or without CHR affectations. This successful image projection gave the AOR stations a distinctive sound. This "natural" sound became part of the audio signature of most AOR stations and was also part of their appeal.

In those same focus groups where overly talky announcers received negatives, the same respondents gave high ratings to the station with a high-profile personality air staff. What first appeared as a contradiction was later realized to be a qualitative statement. If the content and style were not appreciated by the audience, the perception was negative—overly talky. If those elements were appreciated, the perception was positive—entertainment.

Programers and consultants found themselves in a difficult position. Although they could usually recognize talent and entertainment when they heard it, and although they could measure it in terms of rating points, many lacked the ability to develop these qualities in their own air staffs. In addition, many members of air staffs didn't have what



Tyree Ford spent 17 years in radio—1969 to 1986—in the Baltimore and Washington markets. He started as on-air talent, and progressed through the positions of production director, program director, chief engineer and operations manager. He now runs his own company in Baltimore, T/S/F, which provides creative writing, voice work and production for advertising agencies and corporations. In addition, he works with radio stations as a consultant.

it took. The easy but expensive route was to "buy" talent from another station, if you could afford to. Short of that, increased promotion and on-air production were used in an attempt to hypo the station's image.

These days, owners of newly acquired properties have to be more concerned with huge debt services, which are the result of ridiculously overinflated selling prices. The new owner is often an investor hoping to take advantage of the price spiral and is planning to make a profit and pass an even larger debt on to the next buyer. Not radio, its audience or its advertisers are well served by this trend.

Because talent and its development are elusive and organic, any analysis seldom does more than survey the surface. A program director's talent as a programer, strategist and organizer may greatly outdistance his or her ability to grow talent. The late Lee Michaels (of then Burkhart/Abrams/Michaels/Douglas) was passionately aware of the need for talent development. Those AOR programers who were lucky enough to work with him benefitted greatly.

Realizations that took place years ago in AOR are now taking place in other formats that have fallen prey to the lure of the "more music" quick fix. Barbara Mandrell spoke to the issue during her keynote address at this year's Country Radio Seminar in Nashville. Regardless of format, continuous music sweeps eliminate the element of human companionship. Those who perceive this element as too difficult to deal with and feel that it should be eliminated have overlooked its true importance.

The challenge of talent development is shared by the program director and the air person. If talent is made to feel like a dispensable spark plug in that "big engine you call a radio station," their performance will never reach its potential. Real expectations must be discussed, as well as reasonable ways to achieve them. Some failure during experimentation should be expected, from both air staff and PD.

The program director capable of developing a special positive collaboration with each air person will win. Unfortunately, too few PD's are able to establish the right rapport. Those who can't make the magic happen will go for simpler, less effective fixes.

Don't expect the application of stylistic delivery crutches such as: The Pucker, The Big Smile and The Big O to improve your air person's delivery. (If you're not familiar with these terms, The Pucker is the hyper-extension of CHR delivery. The Big Smile, prevalent on soft-rock and A/C formats, sounds as if a pre-formed plastic smile insert has been placed in the announcer's mouth. The Big O is the female talent who sound as though they are on the brink of orgasm each time they open the mike.)

Applying these surface fixes is easy and may give a superficial consistency to the air sound. It is also the mark of a mediocre radio station.

Put simply, it's not just what you say, it's what you say *and* the way you say it. Those stations that are successful have a sense of identity that is stronger than the strongest positioning statement. No collection of words can communicate more strongly than the intent of the individual who speaks them.

My first step is to introduce the difference between hearing and listening to those with whom I work. Only when hearing and listening are defined and separated can intent be perceived.

With ever-increasing debt services requiring that each property operate more efficiently, new owners, especially, will learn to survive by more effectively tapping into the talents of their people.

Just as a station requires an engineer to balance and maintain delicate electronic circuits, it also requires someone to adjust and maintain the delicate relationship between air person and audience.

Smart broadcasters know, or will learn, that strong subliminal messages are, and always have been, part of any station's sound. Smarter broadcasters will realize that talent cultivation is the key to the formation of this special communication.

Those who choose to disbelieve the concept are like those who only hear sounds up to 10 khz. For them, there is no sound above that frequency. Only those whose hearing extends above that, can know the sound of brilliance. ■

MAKE A FORTUNE OVERNIGHT.



This September start telecasting *Home Shopping Overnight Service*—the program created for broadcast television by the people who invented the home shopping phenomenon. It's already proven successful.

It's not cash. It's not barter. It's revenue sharing that will turn your overnight hours into a whole new profit center.

You'll share in every dollar generated in your market and retain every minute of commercial time for your own local advertising sales. No national advertising time will be withheld by MCA TV.

Don't delay. Call now. There's a fortune just waiting to be made...overnight.



ALSO COMING THIS JUNE: HOME SHOPPING GAME.

MCA TV

(212) 605-2786

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"Digital has final



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y adapted to me."

Sit down at a Sony PCM-3202 2-channel digital recorder and you'll notice something strange.

Mainly, that it's *not* strange.

You can rock its reels, splice the tape, in fact, you can do everything you're used to doing with a studio-quality analog recorder. But still get great digital sound.

And since it's Sony digital, you'll find that it's not only easier to work with, it's also easier to master with. Because the 3202 makes *direct* digital transfers to the world standard PCM-1630 CD mastering system.

So if you've been waiting for a great tape machine that happens to be digital; don't wait. Contact your Sony Pro-Audio representative for a demonstration.

For more information on the PCM-3202 and the PCM-3102 (7½ ips version) call the Leader in Digital Audio at (201) 833-5231.

SONY
PRO AUDIO



■ Indicates new entry

This week

May 10-13—*Central Educational Network* annual conference. Hotel Fort Des Moines, Des Moines, Iowa. Information: (312) 390-8700.

May 11—Comments due on internal *FCC* studies that appear to undermine rationale for proposal to reallocate UHF TV spectrum for land-mobile use. Comments also due on requests of broadcasters to defer reallocation of UHF-TV channels pending inquiry into effect such action might have on broadcast high-definition TV and to launch notice of inquiry on impact of HDTV on local broadcast services.

May 11-13—Sales training program for local and retail sales managers of television stations, sponsored by *Television Bureau of Advertising* in conjunction with *Sterling Institute*. St. Louis. Information: (212) 486-1111.

May 12—*International Radio and Television Society* "Second Tuesday" seminar, "The Future of Television Production." Panelists: Barbara Corday, Columbia/Embassy Television; Gerry Golod, TV producer; John McGuire, Screen Actors Guild and Motion Picture and Television Unions; Dick Freund, consultant to Capcities/ABC, and Paul Sorvino, actor, singer, writer and director. Viacom Conference Center, New York. Information: (212) 867-6650.

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

May 12—*New York Women in Cable* and *New York State Cable Association* luncheon. Speaker: Carl

Icahn, chairman, TWA. Gallagher's restaurant, New York. Information: 1-800-54-CABLE.

May 12—"A Stress Management Workshop on People Meters," sponsored by *Media Research Club of Chicago*. Lawry's restaurant, Chicago. Information: Beth Uyenco, (312) 861-0200.

May 12—"Customer Service: Working Smart," sponsored by *Southern California Cable Association*. Pacifica hotel, Culver City, Calif. Information: (213) 684-7024.

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

May 12-14—*Cable Television Association of Maryland, Delaware & the District of Columbia* annual spring meeting. Hilton hotel, Greenbelt, Md. Information: Charlie Ross, (301) 268-2721.

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

May 13—*National Academy of Television Arts and Sciences, New York chapter*, luncheon featuring Thomas Burchill, president and CEO, Lifetime Cable Network. Copacabana, New York.

May 13—Reply comments due in *FCC* proceeding considering alternatives to fairness doctrine.

May 13—*New Jersey Broadcasters Association* spring managers conference. Brookdale Community College, Lincroft, N.J.

May 13—"The Supreme Court Today: What Should Be Its Role," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel,

Washington. Information: (202) 331-7977.

May 14—"America's Court Systems: How Good? How Fair? How Just?" conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

May 14—"Five Things Everyone Should Know About How to Produce for Television," drop-in breakfast sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Speaker: George Heine-mann, president, Showmakers Inc. New York. Information: (212) 765-2758.

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

May 15—*International Radio and Television Society* newsmaker luncheon featuring panel of cable executives: Mary Alice Williams (moderator), CNN; Robert Alter, Cabletelevision Advertising Bureau; Bob Clasen, Comcast Cable; Terrence Elkes, Viacom, and J. William Grimes, ESPN. Waldorf-Astoria, New York.

May 15—Deadline for applications from journalists for fellowships in public health, sponsored by *Center for Health Communication, Harvard School of Public Health*. Information: (617) 732-1038.

May 16—*Georgia Associated Press Broadcasters Association* annual meeting and awards banquet. Waverly hotel, Atlanta.

May 16—"Electronic Post-Production for Film and Videotape: The 'New Wave in Electronic Post Production—An Update," seminar sponsored by *Hollywood Section of Society of Motion Picture and Television Engineers and Continuing Education Division of School of Cinema-Television, University of Southern California*. USC campus. Los Angeles. Information: (818) 843-7211.

May 16—Day-long seminar, awards luncheon and evening banquet sponsored jointly by *Michigan Association of Broadcasters, Michigan Associated Press and Radio-Television News Directors Association, region eight*. Hyatt Regency, Dearborn, Mich. Information: Carol Riha, (313) 965-9500.

May 16—39th annual Los Angeles Area Emmy Awards, sponsored by *Academy of Television Arts and Sciences*. Beverly Wilshire hotel, Los Angeles.

■ **May 16**—Elizabeth P. Campbell Lecture Series, sponsored by *WETA(TV) Washington*, featuring speaker Bill Cerri, WETA(FM) morning announcer. WETA, Arlington, Va. Information: (703) 998-2600.

■ **May 16**—"Packaging and Selling Your Project for Television," seminar sponsored by *American Film Institute*, co-sponsored by *New School*. Parsons School of Design, New York. Information: Lockie Chapman, (800) 221-6248.

May 16-23—Fourth International Festival of Comedy Films, sponsored by *Committee for Culture, Bulgar-*

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When news photographers cover drug busts, hostage situations and barricaded gunman stories, life threatening conditions may exist.

Now you can provide your news photographers with the same kind of soft body armor that law enforcement officers have been using for years.

The Media Tactical Jacket, manufactured by Second Chance, leader in the body armor industry, is specially designed by a news photographer for news photographers.

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Errata

Alan Godber is now NBC director of advanced technical development, operations and technical services division, and is no longer with CBS, as reported in April 27 "In Sync."

□

Correct name for **Broadcast Electronics'** new tape cartridge machine, which is designed to correct phase error automatically during playback regardless of what machine the cart was recorded on (BROADCASTING April 13), is **Phase Trak 90**.

St. Louis
loves a clown...
KMOV/*M-F
#1 IN ITS TIME PERIOD

Chicago
loves a clown...
WGBO/**M-F
BEST PERFORMANCE
IN ITS TIME SLOT
FOR OVER A YEAR!

Dallas
loves a clown...
KTVT/*M-F
UP 80%
FROM NOV.'86

New York
loves a clown...
WOR/*M-F **UP 14%**
FROM FEB.'86

Los Angeles
loves a clown...
KHJ/**M-F **UP 61%**
FROM NOV.'86

Birmingham
loves a clown...
WVTM/** **#1** IN
TIME PERIOD. BEATS
"ENTERTAINMENT THIS WEEK"



Canada and Spain love a clown.
Sweden and The Mid-East love a clown.
Australia loves a clown. . .

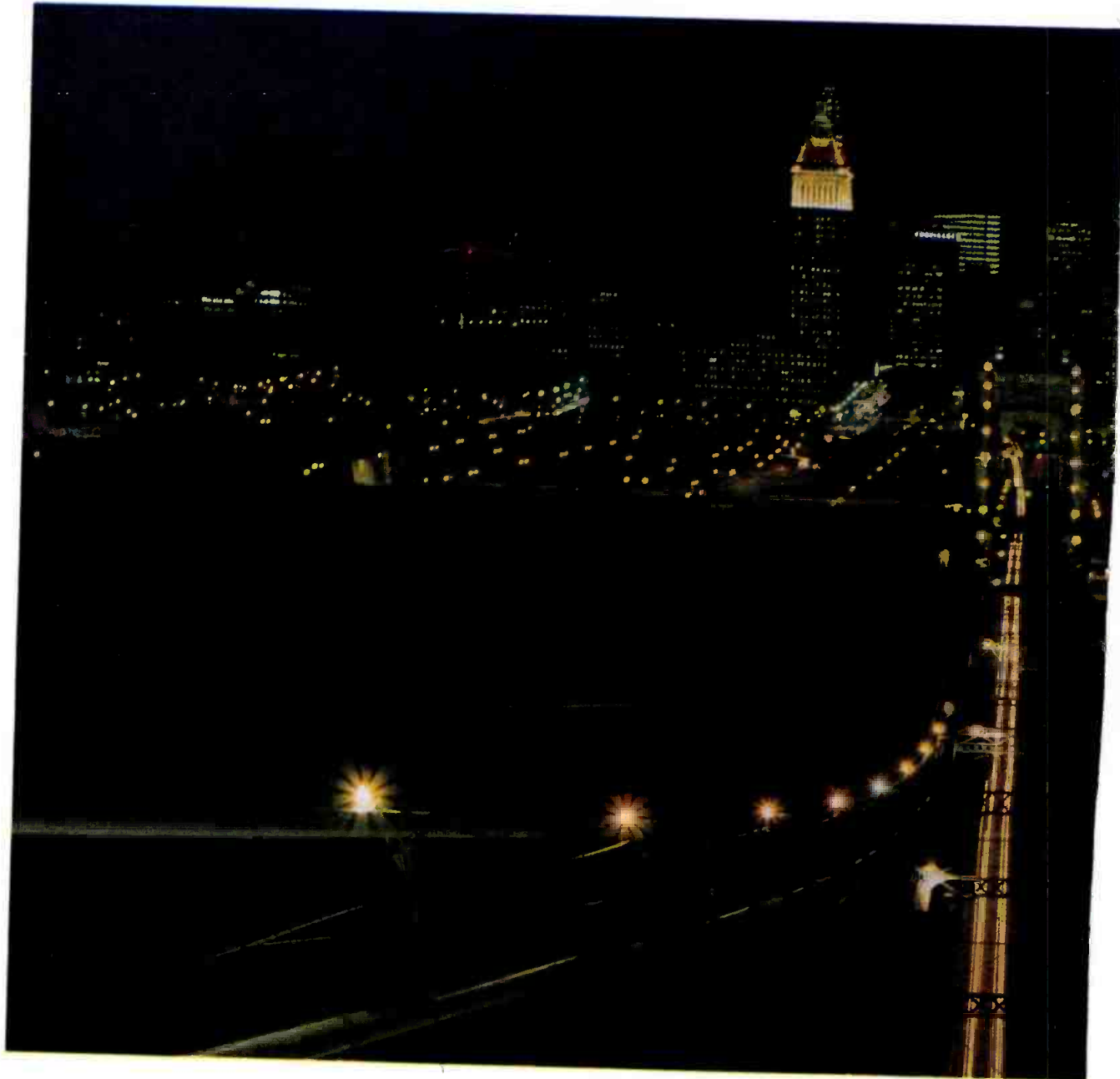
ALL THE WORLD LOVES A CLOWN

The Proven Winner
CAROL BURNETT and FRIENDS

For Information: JoAnne Leighton Director of Sales
C.B. Distribution Company 141 El Camino Drive, Beverly Hills, California 90212
Phone (213) 275-6114

Source: *ARBITRON/February, 1987 **A.C. NIELSEN/February, 1987

Batting a thousand in



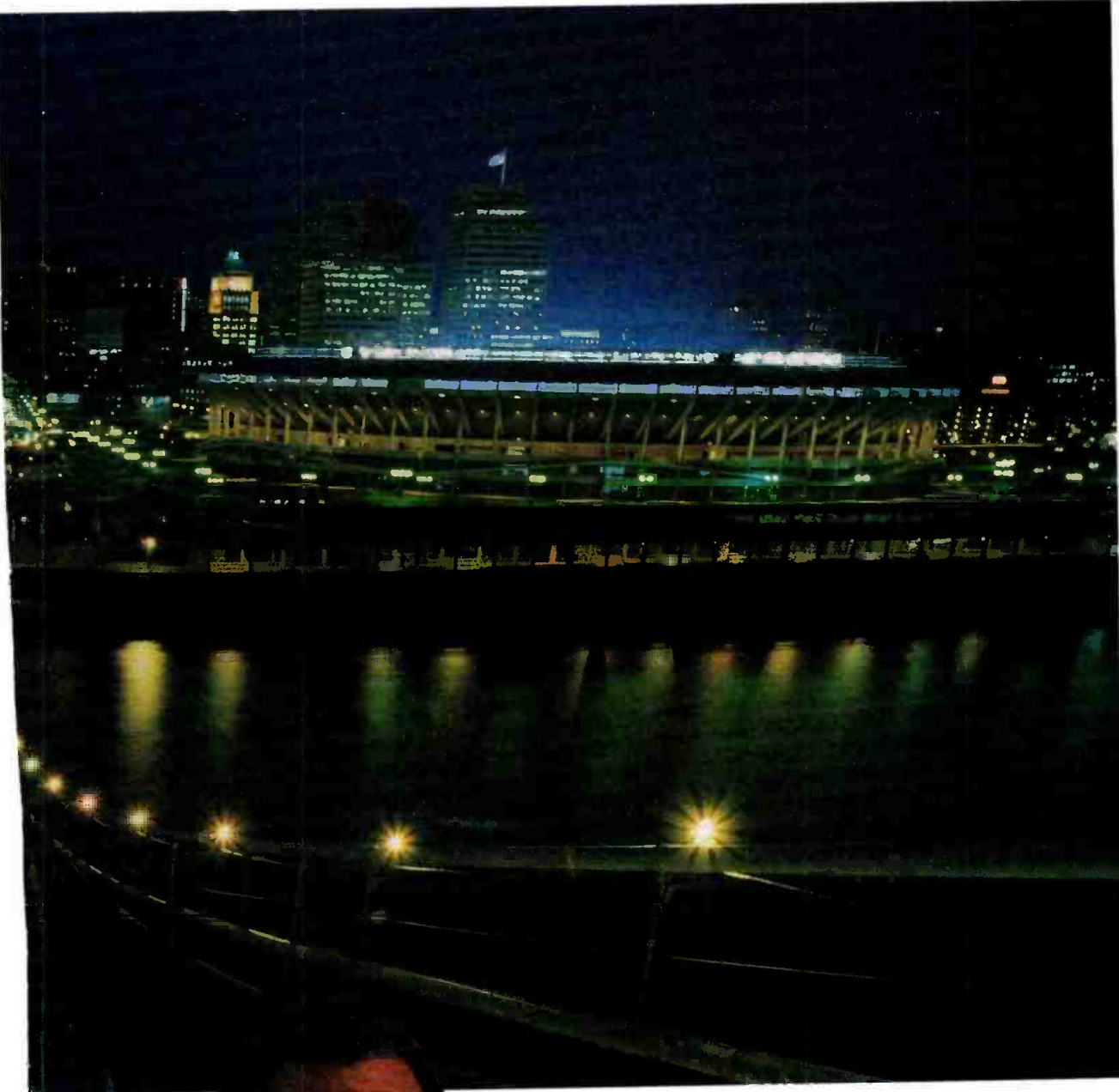
WLWT-TV

“As an NBC affiliate, we are delighted that we will be continuing the tradition of *The Cosby Show*, the most popular family show in television history, on Channel 5 in Cincinnati.”

Tony Kiernan, Vice President and General Manager, WLWT-TV, Cincinnati

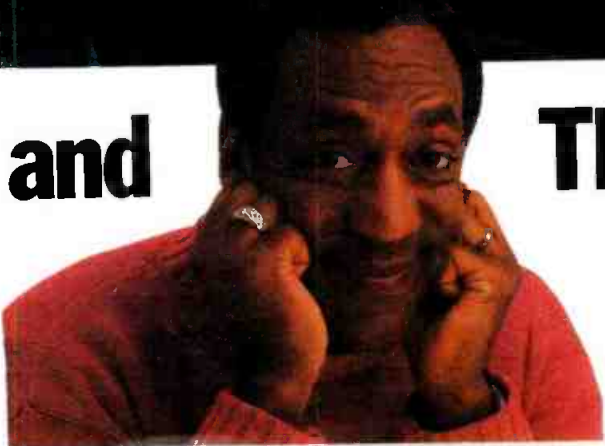


Cincinnati.



and

The Cosby Show



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ian Filmmakers Union, Committee for Television and Radio, Bulgarian Cinematography Corp. and House of Humor and Satire—Gabrovo. Gabrovo, Bulgaria.

Also in May

- May 17-20**—National Cable Television Association annual convention. Theme: "Television Serving America." Las Vegas Convention Center, Las Vegas.
- May 17-20**—CBS-TV annual affiliates meeting. Century Plaza, Los Angeles.
- May 17-20**—National Association of Broadcasters models for management seminar for radio. Henry VIII Inn, St. Louis. Information: (202) 429-5420.
- May 17-21**—Nebraska basic videodisk design/production workshop, sponsored by Nebraska ETV Network/University of Nebraska-Lincoln. UN campus, Lincoln, Neb. Information: (402) 472-3611.
- May 18**—Satellite Broadcasting and Communications Association meeting of information and education group. 801 North Fairfax Street, suite 402, Alexandria, Va. Information: Pam Bailey, (703) 549-6990.
- May 18**—"The XYZ's of Advertising Compliance and Negotiations," seminar sponsored by American Advertising Federation. Women's National Republican Club, New York.
- May 18-21**—Pacific Mountain Network annual meeting. Kona Surf hotel, Kona, Hawaii. Information: (303) 980-1411.
- May 19**—Virginia Public Radio Association quarterly meeting, market strategy session. Holiday Inn South, Charlottesville, Va. Information: (703) 568-6221.
- May 19**—"Networking Mixer," sponsored by American Women in Radio and Television, southern California chapter, with Women in Communications and Hollywood Women's Press Club. Hollywood Press Club, Los Angeles. Information: (213) 669-1936.
- May 19**—Satellite Broadcasting and Communications Association meeting of software/programmer group. Las Vegas Hilton, Las Vegas. Information: Pam Bailey, (703) 549-6990.
- May 19-21**—Media seminar sponsored by American Association of Advertising Agencies. Colony Square, Atlanta.
- May 20**—"Media Without Frontiers: A Global Phenomenon?" sponsored by International Advertising Fed-
- eration. Speakers include Right Honorable Lord Cockfield, Commission of the European Communities, and Robert James. McCann-Erickson Worldwide. Moderator: John Eger, Global Media Commission chairman. St. Regis hotel, New York. Information: (212) 557-1133.
- May 20**—Deadline for entries in Houston Association of Radio Broadcasters annual A.I.R. (Achievement in Radio) Awards. Information: (713) 621-9401.
- May 20**—"The New Frontier of Television News," luncheon speech by Norman Fein, senior executive producer, Rainbow Programming's News 12 Long Island, 24-hour local TV news service, sponsored by National Academy of Television Arts and Sciences, New York chapter. Copacabana, New York.
- May 20-21**—Satellite Broadcasting and Communications Association earth group meeting and meeting of board of directors. General Instrument facilities, San Diego. Information: Pam Bailey, (703) 549-6990.
- May 21**—Federal Communications Bar Association luncheon. Speaker: Jack MacAllister, chairman and CEO, US West. Washington Marriott, Washington. Information: Patricia Reilly, (202) 429-7285.
- May 21**—Illinois Broadcasters Association sales seminar. Pere Marquette hotel, Peoria, Ill.
- May 21**—Massachusetts Broadcasters Association spring seminar. Natick Hilton hotel, Natick, Mass.
- May 25-28**—Canadian Satellite User Conference, sponsored by Telesat Canada, private commercial corporation which owns and operates Canada's Anik satellites. Theme: "Directions for the Future." Ottawa Congress Center, Ottawa, Canada. Information: (617) 727-0062.
- May 26-27**—"Gambling in America: Where Are the Lotteries Taking Us?" conference for journalists sponsored by Washington Journalism Center. Watergate hotel, Washington. Information: (202) 331-7977.
- May 26-29**—Public Telecommunications Financial Management Association annual conference. The Pointe at South Mountain, Phoenix. Information: (803) 799-5517.
- May 26-29**—Fifth annual JCPenney-Missouri Television Workshop, sponsored by University of Missouri-Columbia School of Journalism. UM campus, Columbia, Mo. Information: (314) 882-7771.
- May 26-June 6**—Sixth annual Film & Video Institute, sponsored by American University School of Communication. AU campus, Washington. Information: (202) 885-2080.
- May 27**—National Academy of Television Arts and Sciences, New York chapter, luncheon featuring David Poltrack, VP-research, CBS/Broadcast Group. Copacabana, New York.
- May 27**—"Programming: Who Controls It Now?" second in series of three forums on "Television in Crisis?" sponsored by National Academy of Television Arts and Sciences, New York chapter. Panelists: Robert Chandler, former managing editor, NBC's 1986; James Miller, Showtime; David Salzman, Lorimar-Telepictures, and Joel Segal, Ted Bates Inc. Mark Goodson Theater, New York. Information: (212) 765-2450.
- May 27**—"Prime Time Television: This Year and Next..." From Status Quo to Anything Goes," luncheon speech by David Poltrack, VP-research, CBS/Broadcast Group, sponsored by National Academy of Television Arts and Sciences, New York chapter. Copacabana, New York.
- May 27**—Fourth annual Center for Communication award luncheon. Recipient: Katharine Graham, chairman, Washington Post Co. Guest speaker: John Chancellor, NBC News commentator. Plaza hotel, New York. Information: (212) 930-4878.
- May 27-28**—"Gambling in America: Where Are the Lotteries Taking Us?" conference for journalists sponsored by Washington Journalism Center. Watergate hotel, Washington. Information: (202) 331-7977.
- May 27-29**—Prix Jeunesse Munchen, children's television seminar. Bayerischer Rundfunk, Munich. Information: (089) 59-00-20-58.
- May 28**—Edward R. Murrow Brotherhood Awards annual luncheon, sponsored by Cinema/Radio/TV unit of B'nai B'rith. Awards (categories include TV and radio, national and local) offer "recognition to the finest in television and radio news production that best promotes human understanding and good relations among people." Guest speaker: Ted Turner, chairman and president, Turner Broadcasting System. MC: Mary Alice Williams, CNN. Marriot Marquis, New York. Information: (212) 686-3199 or (212) 247-1515.
- May 28-30**—Television Bureau of Advertising sales staff meeting. Stouffer hotel, White Plains, N.Y.
- May 28-31**—NATPE Educational Foundation management seminar for program executives. University of Colorado at Boulder. Information: (212) 949-8890.
- May 30-31**—"Nuts and Bolts of Screenwriting for Film and Television," workshop co-sponsored by American

Major Meetings

- May 17-20**—National Cable Television Association annual convention. Las Vegas Convention Center, Las Vegas. Future meeting: April 30-May 3, 1988, Los Angeles Convention Center.
- May 17-20**—CBS-TV annual affiliates meeting. Century Plaza, Los Angeles.
- May 31-June 2**—NBC-TV annual affiliates meeting. Century Plaza, Los Angeles.
- June 6-9**—American Advertising Federation annual convention. Buena Vista Palace hotel, Orlando, Fla.
- June 9-11**—ABC-TV annual affiliates meeting. Century Plaza, Los Angeles.
- June 10-13**—American Women in Radio and Television 36th annual convention. Beverly Hilton, Los Angeles.
- June 10-14**—Broadcast Promotion and Marketing Executives/Broadcast Designers Association 31st annual seminar. Peachtree Plaza, Atlanta; June 8-12, 1988, Bonaventure, Los Angeles, and June 21-25, 1989, Renaissance Center, Detroit.
- June 11-17**—15th Montreux International Television Symposium and Technical Exhibition. Montreux, Switzerland.
- Aug. 16-19**—Cable Television Administration and Marketing Society 14th annual meeting. Fairmont hotel, San Francisco.
- Aug. 30-Sept. 1**—Eastern Cable Show, sponsored by Southern Cable Television Association. Merchandise Mart, Atlanta. Future meeting: Sept. 7-9, 1988.
- Sept. 1-4**—Radio-Television News Directors Association international conference. Orange County Convention Center, Orlando, Fla.
- Sept. 9-12**—Radio '87, sponsored by the National

Association of Broadcasters. Anaheim Convention Center, Anaheim, Calif. Future meetings: Sept. 14-17, 1988, Washington; Sept. 13-16, 1989, New Orleans; Sept. 12-15, 1990, Boston, and Sept. 11-14 (tentative), 1991, San Francisco.

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

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

Oct. 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 33rd annual meeting. Atlanta Marriott.

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

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

Jan. 23-25, 1988—Radio Advertising Bureau's Managing Sales Conference. Hyatt Regency, Atlanta.

Jan. 29-30, 1988—Society of Motion Picture and

Television Engineers 22d annual television conference. Opryland hotel, Nashville. Future meeting: Feb. 3-4, 1989, St. Francis hotel, San Francisco.

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

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

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

April 9-12, 1988—National Association of Broadcasters 66th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 29-May 2, 1989; Atlanta, March 31-April 3, 1990; Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

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

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

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

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

Film Institute and New School. New Dramatists, New York. Information: Lockie Chapman, (800) 221-6248.

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

May 30-June 2—International Summer Consumer Electronics Show, sponsored by *Electronics Industries Association.* McCormick East, Chicago. Information: (202) 457-8700.

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

May 30-June 4—National Federation of Community Broadcasters public radio RF transmission training seminar, funded by *Corporation for Public Broadcasting.* Clarion hotel, New Orleans. Information: (202) 797-8911.

June

June 1—Deadline for entries in *National Broadcast Association for Community Affairs* community service awards competition, recognizing excellence in two broadcast categories: total station projects on community concerns and PSAs. Information: Connie Allen, public affairs director, WVA-TV, 801 Wavy Street, Portsmouth, Va., 23704; (804) 393-1010.

June 3—Northern California Broadcasters Association luncheon. Speaker: Dick Orkin, radio personality. Trader Vic's, San Francisco.

■ **June 3**—"What's Behind the Dynamic Growth of WNYC in Employment and Programing Opportunities, Expanding Air Time and Audience," luncheon speech by Mary Perot Nichols, director, WNYC-AM-FM-TV New York, sponsored by *National Academy of Television Arts and Sciences, New York chapter.* Copacabana, New York.

June 3-4—10th annual Contemporary Copyright and Proprietary Rights Issues Institute, co-sponsored by *Prentice Hall Law & Business and Federal Bar Association* in cooperation with U.S. Copyright Office. U.S. Copyright Office in Madison Building, Washington. Information: 1-800-223-0231.

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

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

June 5-7—"Competitiveness and the American Economy," conference for journalists sponsored by *Foundation for American Communications* and funded by grant from *Gannett Foundation.* Hyatt Regency Dearborn, Detroit. Information: (213) 851-7372.

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

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

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

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

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

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

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

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

June 10—Houston Association of Radio Broadcasters Achievement in Radio Awards presentation. Westin

Galleria, Houston. Information: (713) 621-9401.

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

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

June 10-14—Broadcast Promotion & Marketing Executives/Broadcast Designers Association annual seminar. Peachtree Plaza, Atlanta. Information: (212) 757-7232.

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

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

■ **June 12**—Arizona Cable Television Association mid-year meeting. Days Inn, Flagstaff, Ariz.

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

June 12-14—"Economic Redevelopment in Colorado," conference for journalists co-sponsored by *Foundation for American Communications, Gates Founda-*

tion, Denver Post and KCNC-TV Denver. Cheyenne Mountain Inn, Colorado Springs. Information: (213) 851-7372.

■ **June 14-16**—Jefferson-Pilot Data Services customer conference. Speakers include Thomas Leahy, president, CBS Television Network; Phil Jones, VP-general manager, KCTV(TV) Kansas City, Mo., and chairman of CBS affiliates board; Preston Padden, president, Association of Independent Television Stations, and Roger Rice, president, Television Bureau of Advertising. Peabody hotel, Memphis. Information: (901) 348-3544.

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

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

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

June 15-17—Sales seminar for account executives, sponsored by *Television Bureau of Advertising* and

Datebook continues on page 106.



Isn't excited

EDITOR: You hit the nail on the head relative to Reed Irvine as a spokesman for AIM: He's become a bore (BROADCASTING, April 27). He's also lacking class. Last week I viewed him on C-SPAN, fighting an overweight, overage match with a pipsqueak from the *New Republic* who could not have been shaving for more than a couple of months. Irvine won nothing by topping that mound of ultra liberal social science naivete.

But Accuracy in Media does have a place—for we do have excesses, irresponsibility, and downright ideological bias among newspeople, be they print or broadcast.

Most of all, I wish that someone in broadcast news would answer the question: What responsibility, loyalty, or allegiance do the working press owe to the government of the United States, put in place by the people of the United States? Shall we always expect that the CIA, for example, must protect itself from ABC, CBS, NBC, UPI and AP as well as from the KGB and TASS? Frankly,

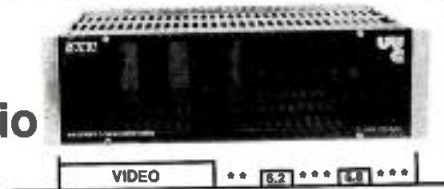
considering the glee with which our broadcast news worthies regularly "beat up" on the President of the United States, examinations of motives such as done by AIM are healthy for us all.

More AIM, less Irvine.—*John Scott Dav-enport, president, JSD Research Inc., Salt Lake City.*

Coverage kudos

EDITOR: The April 13 issue of BROADCASTING that contained the National Association of Broadcasters "Special Report" was one of the finest wrap-up pieces I've seen. What's more, it was immediate, while the NAB convention was still current. Most other NAB coverage will not be seen until the June issues. Please pass along my compliments for a job well done to Adam Glenn and the other editors for providing us with this great NAB reportage.—*Robert J. Estony, communications manager, Ikegami Electronics Inc., Maywood, N.J.*

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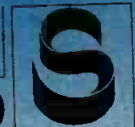
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Broadcasting May 11

Vol. 112 No. 19

TOP OF THE WEEK



Iran/contra hearing becomes mega-media event

Various parts of Fifth Estate converge on Capitol Hill to cover testimony before select committees into foreign policy drama; Hart story also claims time

The hearing had "big story" written all over it. The historic Senate Caucus Room was the setting. The special select committees of the Senate and House were sitting in joint session to hear the testimony. Seventeen microphones were bunched in a stakeout position outside the door to the hearing room, awaiting the emergence of key members of the committees. Network cameras were stationed in the passageway encircling the rotunda. And, along one wall, representatives of a score of stations, groups and independent networks—including Nippon TV—were hunched over monitors watching the feed they were getting from the four CBS pool cameras inside the hearing room. The real clue, though, of course, was the presence in Washington, on the first day, of the ABC, CBS and NBC anchors.

Clearly, broadcast journalists considered the hearing on the Iran/contra affair the most significant, and newsworthy, since Watergate. A Presidency did not seem to be hanging in the balance, as it did in 1973. But questions of how the administration subverted its own policy and approved and carried out the sale of arms to Iran and of how the powers of the Presidency were used to furnish arms to the Nicaraguan rebels after Congress had barred such aid are of no little moment. What's more, the question of whether President Reagan—despite his assertions to the contrary—knew that profits from the sale of arms to Iran were being siphoned off for the benefit of the contras has not yet been put to rest.

But thus far, only Cable News Network,

among the commercial networks, is covering the proceedings gavel to gavel. As for ABC, CBS and NBC, they covered live only a portion of the opening session on Tuesday—when every member of the Senate and House committees had an opportunity to speak on camera—and most of the afternoon session, when retired Major General Richard Secord, who played a major role in both aspects of the Iran/contra affair and who answered questions in considerable detail, began his testimony. CBS and NBC returned for the first half-hour of the morning session on Wednesday, and CBS covered 15 minutes of the afternoon session that day live. But after that, it was largely a matter of monitoring developments and "updating" coverage, although CBS and ABC, through *Nightline*, provided a hefty recap at 11:30 p.m. NY on Tuesday.

Why not more gavel-to-gavel? "It's a good story, an unfolding story," said NBC News President Lawrence Grossman. "A good part is very important—but a lot is 'inside baseball,' so difficult to convey to a

general audience." Testimony of some of the subsequent witnesses, like former National Security Council chief Robert McFarlane, which begins today (Monday), will be "interesting," Grossman said. But he likened the early stages of the hearing—which is scheduled to run through the middle of July—to creating "a mosaic." And putting that together, he said, is better left to *The Nightly News*.

Richard Wald, senior vice president, ABC News, took a similar position. "An enormous amount of [Secord's testimony] is what we've reported in great detail," he said, adding, "You want to show what a witness says and how he reacts, and we've done that. But there's not a great deal that's informative." But later, Wald said, when there are witnesses who may be able to testify, in effect, as to what the President knew and when he knew it, "we'll go live." He was referring to witnesses like former NSC adviser Rear Admiral John Poindexter and Marine Lieutenant Colonel Oliver North, whose name has become practically synonymous with "Iran/contra affair." According to an agreement the investigating committees reached with the independent counsel investigating the matter, Poindexter will testify sometime after June 15 and North, sometime after June 23.

But if ABC and NBC felt their less-than-total absorption in the hearing reflected good news judgment, CNN's executive vice president, Ed Turner, was expressing good, if qualified, cheer about that 24-hour news network's commitment to gavel-to-gavel coverage. "It's worthwhile—so far," he said. "It may get on the tedious side, but so far, so good." And CNN's patience was rewarded on Thursday with dramatic exchanges between Secord and the Senate counsel, Arthur L. Liman, and members of the Senate and



House committees, who questioned his truthfulness, accused him of profiteering from his activities and charged him with attempting to run his own foreign policy. "I didn't come here voluntarily to be badgered," said Secord at one point.

And while affiliates and the networks were receiving complaints about the live coverage of the hearings they were providing—an ABC spokeswoman said the network received "a couple of hundred calls" inquiring about the afternoon soaps—Turner said the telephone calls CNN was receiving "were overwhelmingly" positive. Of course, viewers of an all-news network are of a separate breed from those who watch the other networks, but Turner said past gavel-to-gavel coverage of a single event has drawn criticism from those who prefer continuous news items. Thus far, he said, the ratio of favorable to unfavorable calls on the hearing has been "25 to one." And after the first two days of its gavel-to-gavel coverage, CNN reported a 70% increase in its daytime audiences, both morning and afternoon.

The calls from unhappy viewers of ABC, CBS and NBC who missed their normal afternoon fare on Tuesday apparently were reflected in the ratings. According to ABC and NBC research, the overnight ratings and market shares for 1:45 p.m.-5 p.m. Tuesday were ABC, 5.6/19; CBS, 4.1/14, and NBC, 3.8/13. And an NBC spokesman said those figures, when compared with those normally achieved by soap operas and game shows, represent a drop of two share points for NBC, three for CBS—and 10 for ABC. So interrupting the regular schedule to cover a news event has its price.

The networks were not only competing with the soaps for viewers' attention. The Gary Hart story was a major, and finally, an overwhelming distraction. Hart's appearance before the American Newspaper Publishers Association on Tuesday, shortly before the start of the afternoon session of the Iran/contra hearing, was covered live by CNN and NBC—at least that part of the speech in which he sought to rebut the *Miami Herald's* story that he had spent Friday night and most of Saturday with the suddenly famous actress/model Donna Rice of Miami. Both networks abandoned the live coverage when Hart began discussing campaign issues. "You don't interrupt a schedule to cover a canned speech," as Grossman put it.

The Hart story continued to build; CBS, in its Tuesday night special report, and ABC's *Nightline* gave it some of the time that would otherwise have gone to the Iran/contra hearing. The media gave extensive coverage to Hart's news conference in Hanover, N.H., in which he again attempted to repair the damage to his campaign done by the story, and to his wife's meeting with reporters in Denver before flying to New Hampshire to join Hart. Then there was the word that Hart was breaking off the campaign to return to his home in Colorado. Finally, at 5:38 p.m. NYT, on Thursday, as the hearing in the Senate Caucus Room continued, ABC interrupted its schedule for a report by Peter Jennings: Sources in the Hart campaign had informed ABC that the candi-



Hart bows out. Gary Hart, until last week the dominant figure in the contest for the 1988 Democratic presidential nomination, withdrew from the running last week with a statement reflecting both anger and bitterness at what he said was the press-created environment in which such contests are conducted. Hart felt obliged to abandon the field after stories about his involvement with a 29-year-old woman and reports that there would be more of that kind of revelation.

In the statement that he read in a hotel ballroom in Denver and was carried live by ABC, CBS, NBC and CNN, Hart said the attention the media had focused on him had made it impossible for him "to maintain that link with the voters that lets you listen to their concerns and lets you offer your ideas and proposals." And he said he refused to continue a campaign in which his family and friends and he were subjected to "further rumors and gossip."

He called for a questioning of a system for selecting national leaders that he said discourages quality people from running for office. He said it is a system that "reduces the press of this nation to hunters and presidential candidates to being hunted—that has reporters in bushes, false and inaccurate stories being printed, photographers peering in windows, swarms of helicopters hovering over our roof, and my very strong wife close to tears because she can't even get in her own house at night without being harassed. Then, after all that," he added, "ponderous pundits wondering in mock seriousness why some of the best people in this country choose not to run for high office."

date would withdraw. Hart made the announcement in Denver at 12:17 p.m. NYT on Friday, and all the networks covered it live.

The coverage of the Iran/contra hearing is dramatizing another watershed in the manner in which major events are covered by television. While the presence of the network anchors—Dan Rather and Tom Brokaw in quarters at 400 North Capitol Street that afford a view of the Capitol as a backdrop and Peter Jennings anchoring the *World News Tonight* outside the Senate Russell Office Building, where the Senate Caucus Room is located—lend glamour to and help validate the importance of the hearing, the

country is not depending only on them. CNN was not the only network providing gavel-to-gavel coverage.

The *MacNeill/Lehrer NewsHour* was providing such coverage to public broadcasting stations around the country (though it was not known how many were carrying it live), and C-SPAN, at least during the first two weeks, was committed to gavel-to-gavel coverage on a delayed basis, beginning at 8 p.m. NYT. Then there were all of those correspondents and technicians of outfits like Gannett Broadcasting Group, the Christian Broadcasting Network, WBZ-TV Boston, Newslink, Post-Newsweek Stations, Univision and Fox Broadcasting Co., taking the CBS-provided feed (it will be ABC's turn to serve as pool this week) for live or taped broadcasts for their special audiences.

To some, the hearing seemed at times only to be "droning on," as *Today's* Bryant Gumbel said on Friday morning. But to the horde of broadcast and print journalists from around the country, the hearing laying out the sometimes byzantine details of the Iran/contra affair appears to be one of the true "big stories" of the decade.

Satellite technology providing stations flexibility in special event coverage of Iran/contra hearings

There is little doubt among network radio executives that satellite technology has been the key factor in expanding their news coverage during the past four years, but it now figures to be put through its most extensive use with coverage of the Iran/contra congressional hearings, which began last week and could last through midsummer.

ABC, CBS, NBC and Mutual Broadcasting are offering their affiliates continuous live coverage of the proceedings through their respective special events satellite channels. The United Stations Radio Network and National Public Radio said they will offer continuous coverage of "key" witnesses. Additionally, National Public Radio is broadcasting "gavel-to-gavel" coverage of the opening day of each phase of the "three-phase" congressional hearings.

Network radio news officials said stations can either air the testimony live or tape the feed and use portions of it in their local newscasts. "Several of our stations have called and wanted to know when their senators or congressman would do the questioning so that they can either monitor it or air it live," said Bart Tessler, Mutual's news director. (Prior to satellite distribution, which, for the majority of the commercial networks began about five years ago, networks had to rely on one main land-line channel for coverage of news events.) Also, virtually all networks are incorporating live reports of events in their regularly scheduled newscasts and most are offering special news reports each day the hearings are in session.

In addition to continuous coverage, ABC Radio is broadcasting 60-second hourly status reports from 10:30 a.m. to 5:30 p.m. NYT as well as a morning preview and an evening wrap-up, each running two-and-a-half minutes. CBS Radio Network is offering 90-second updates at 31 minutes past the

hour from 10:31 a.m. through 4:31 p.m. NYT and a five-minute wrap-up at 6:31 p.m. NBC Radio Network is feeding stations special 90-second reports every hour from 10:20 a.m. through 6:20 p.m. NYT. Mutual has no special reports on the hearings outside its regularly scheduled newscasts. "We found that our stations are more interested in long-form coverage, so they can pick and choose what they want," said Tessler. As for United Stations, the network is transmitting

an hourly, 45-second special report at 48 minutes past the hour while hearing are being held.

The Associated Press Radio Network has been feeding its stations two-minute special reports periodically throughout the day. UPI Radio Network said it is providing special 45-second updates every hour during the hearings at 55 minutes past the hour. Although it has only one main broadcast channel, said UPI Radio Network Director Mike

Freedman, the network "will go live" for some testimony.

CNN Radio, which is produced at CNN headquarters in Atlanta but is marketed and distributed by the Transtar Radio Networks in Colorado Springs, has been offering stations two 90-second wrap-up reports at 4:25 p.m. and 5:25 p.m. NYT. And National Public Radio is airing a daily, 30-minute report summarizing the day's hearing, as well as selected live coverage of key witnesses. □

Another TBS network envisioned by Malone

TCI president, who will be a director of Turner company, says copyright-paid cable network may be in future of TBS

Tele-Communications Inc. President John Malone, who plans to become a director of Turner Broadcasting System Inc. as soon as TCI concludes a deal to acquire up to 20% of TBS, told reporters in Washington last week that TBS would like to operate a "general entertainment" cable network that would not require cable affiliates to pay compulsory license fees.

"Clearly, somewhere down the road, in the back of our minds, is at least one general entertainment network from Turner that is a copyright-paid network," said Malone, already sounding like an influential TBS director. TBS is exploring several options, he said. It could "convert" superstation WTBS(TV) Atlanta—abandoning its broadcast license in Atlanta and taking it off the air so that cable systems outside Atlanta would not have to pay compulsory copyright license fees to carry it—or could buy another established cable service or start a new service from scratch, he said. "We're not sure which is the best route to go."

If TBS decides on conversion of WTBS, Malone said, it may also launch a regional sports channel in the Southeast anchored by the Atlanta Braves, which TBS also owns. With conversion, WTBS would have to drop its telecast of the Braves because it does not hold the national broadcast rights for the games. It can now carry most of the games because it is, in essence, a broadcast station serving Atlanta. The station has no control over its national distribution to cable systems, which is handled by a third-party common carrier, Tempo Enterprises.

Malone's comments followed a widely ranging speech at a packed Washington Metropolitan Cable Club luncheon at which he took the initiative in trying to resolve some of the differences between cable and motion picture and broadcasting industries that has exploded in harsh rhetoric from both sides (BROADCASTING, April 13).

In the speech and in the question-and-answer period and impromptu press conference that followed, Malone also touched on a number of other topics:

■ He confirmed that he met with Sumner Redstone, the prospective new owner of Viacom International, to talk about Redstone's financing and the troubles of some of Viacom's cable programming services. But he denied that they discussed any TCI investment

in Showtime, as some have speculated. "We did not get into anything as specific as a potential investment by us," he said. "I didn't think it was appropriate to engage in any further discussion with him until he owns the company. . . Showtime is a little bit of a sick puppy right now financially, but Sumner has lots of alternatives to explore."

■ He said deregulation of basic cable rates, which took effect Dec. 29, 1986, has "been good for us and good for consumers." In addition to raising basic rates, TCI lowered pay rates; began providing, on average, five new cable services per system, and eliminated extra charges for multiple hook-ups. The net result: TCI had the biggest first-



Malone

quarter gain in subscribership in its history, he said. "We are running way ahead of our internal budgets in terms of subscribers, revenues, cash flow, everything," he said. Despite an anticipated 6% increase in the average TCI bill, he said, TCI's average revenue per home will still be less than \$20 a month, the lowest in the cable industry. (Later in the week, Bob Thomson, vice president, government relations, TCI, said TCI netted at least 40,000 new subscribers during the first quarter.)

■ He announced a six-month promotion that, it is hoped, will generate 400,000 new subscribers for TCI and \$2 million for the Muscular Dystrophy Association. During the promotion period, which will start July 15, he said, TCI will offer basic service at regular rates and one pay service for \$2 a month. What's more, he said, it will reduce the installation charge to \$5 and turn the \$5 over to the MDA.

■ He predicted a "shakeout" among national home shopping services. "There are more aspirants than there will be survivors,"

he said. He acknowledged that the services are a "little gimmicky" now because they are trying to maximize revenues so they can raise enough capital to insure their survival. "How many cubic zirconiums can one guy use?" he asked. Nonetheless, he said, the surviving services would eventually evolve into "very meaningful services" for cable. (TCI, along with a number of other MSO's, is an investor in the Cable Value Network, one of the many shopping services.)

■ He said TCI has been looking into The Fashion Channel, a planned shopping service that will specialize in apparel and accessories. "It looks good—upscale, everything but cubic zirconiums." (According to a spokeswoman for the Fashion Channel, which is scheduled to debut Aug. 1, TCI and other MSO's are being offered equity in the service in exchange for a three-year commitment to carry it. So far, she said, 32 cable operators have signed.)

■ He said TCI is committed to bring cable programming to "underserved markets" by wiring cities like Chicago and Washington and offering packages of programming to owners of home earth stations. TCI's current home satellite package includes two pay channels and between 16 and 20 basic services for \$23.50 per month—"less than our cable customers pay for comparable services." To make sure dish owners in "white areas" have access to the broadcast network programming, he said, TCI is negotiating with Netlink USA to include Netlink's six broadcast signals, including those of three network affiliates, in its home satellite package. Meanwhile, he said, Netlink is negotiating with the networks and affiliates for rights to retransmit the affiliates' signal, and "we are helping that process along as much as we can," he said. What Malone failed to mention was that Netlink is affiliated with TCI through common ownership and that TCI Senior Vice President John Sie is doing the negotiating with the networks. Bob Thomson added that TCI has loaned Netlink money to help get the service off the ground.

■ He called X*Press, TCI's information service for cable subscribers with personal computers, a "gestational business." "I would be surprised if it is a meaningful business before the end of the century," he said.

In his speech, Malone called for discussions among the cable industry, the Motion Picture Association of America "and others, including key members of Congress" on amending cable's compulsory license, which enables cable systems to import dis-

tant broadcast signals like WTBS through the payment of federally set copyright fees.

"I am certainly willing to, at last, consider some adjustments," said Malone. "Things have changed in the last 10 years. We know that. The widespread use of satellites and the rise of superstations may well have altered the copyright protections for buyers and sellers of syndicated programming. Some carefully drafted and well thought out fine tuning may be necessary."

Malone said he did not believe compromise was possible as long as the FCC continues to press forward with proceedings aimed at eliminating the compulsory license and reimposing the syndicated exclusivity rules that would enable television stations to force cable systems to black out programs on imported distant signals for which the stations had exclusive local broadcast rights. Because of the proceedings, "the MPAA has no incentive whatsoever to negotiate," he said. "If the commission were to put its current efforts on hold for an adequate period of time, I believe we could get the MPAA to talk to us."

Malone also warned that reimposition of syndicated exclusivity rules could have severe ramifications. "A new black out rule... could inspire one of the most vocal public protests in the history of television," he said.

MPAA, which represents the major movie studios, has long objected to the compulsory license, believing it allows cable operators to pay well-below-marketplace copyright fees for the retransmission of the studios' programming.

It walked out of negotiations to reform the compulsory license last year after the National Cable Television Association refused

to consider a "sunset" of the license as part of the deal.

Despite the hard line taken by MPAA President Jack Valenti, Malone is optimistic something could be worked out. Judging from discussions he has had with MPAA members, Malone said, "we are not really as far apart as the rhetoric would indicate."

Responding to Malone's speech, FCC Chairman Dennis Patrick said the FCC will move forward with its proceedings as planned. "We encourage the affected industries to come together to discuss a satisfactory solution to the syndicated exclusivity and compulsory copyright issues," he said. "Contrary to Mr. Malone's suggestion, however, the commission's inquiries are not a disincentive to these discussions. The industry negotiations fell apart long before the commission began to examine these matters. We have not prejudged the issues in any way. Further, the commission's inquiries have a slightly different focus than inter-industry negotiations. While the various industry interests are key factors, the commission will focus ultimately on the broader public interest implications."

Malone's call for renewed compulsory license talks was part of what he said was TCI's growing sense of responsibility. Because of cable deregulation and because some cable companies are "bigger and stronger," Malone said, TCI feels it has a responsibility to improve customer service, programming and its relationships with broadcasters.

Regarding the last initiative, Malone announced that, following talks with the National Association of Public Television Stations, 11 TCI systems have agreed to move public stations to channels the stations con-

sider "more desirable." He also said he planned to open similar discussions with the Association of Independent Television Stations. "Some of... [the] problems [with the independent stations] will be hard to solve, but I expect discussions to begin soon," he said.

"The only real heat" TCI has gotten as a result of deregulation is from broadcasters who "really got bent out of shape" about being shifted from low channel positions to higher ones, Malone said. But, he said, TCI systems have been able to work out some kind of arrangement with most affected broadcasters. "There are very few that we have not been able to reach some accommodation with," he said.

To improve the relationship, Malone also said TCI systems would abide by the new must-carry rules, which require systems to carry certain local television stations, even though they have "caused no end of heartburn for our system managers" and even if the courts throw them out as unconstitutional. "Most of our systems are already complying with the carriage provisions of must carry and we think the industry is generally supportive of it," he said.

The NAPTS "cheered" Malone's announcement regarding the channel positioning of public stations in a press release issued immediately after the speech. "As we see today, these talks have yielded positive tangible results and we hope other MSO's will follow the strong leadership of TCI and move forward in similar discussions with public television," said NAPTS Vice President and General Counsel Baryn S. Futa.

The affected stations: KBDI-TV Broomfield, Colo.; WSIU-TV Carbondale, Ill.; WNIN(TV) Evansville, Ind.; WKMA(TV) Ma-

Cable operators take must carry into own hands

Group goes to appeals court to argue new FCC rules unconstitutional

A group of 15 cable television interests has gone into the U.S. Court of Appeals in Washington to challenge the constitutionality of the FCC's new must-carry rules. The group contends that the rules—a new version of rules that the same court declared unconstitutional in July 1985—are on their face "an unconstitutional abridgment" of the First Amendment guarantee of free speech. The group is asking the court for a summary reversal of the new rules and for a stay of their effective date, now set for June 1.

"Whatever the medium or media," the group said in seeking summary reversal. "it is difficult to conceive of a more direct, blatant or unprecedented violation of the First Amendment than regulations which intrude upon editorial discretion explicitly to control the content and distribution-format of speech for the avowed purpose of substantively favoring and protecting the communications of an already privileged class."

The rules, which among other things, require cable systems to devote up to 25% of their capacity to the carriage of local televi-

sion signals, are the product largely of a compromise agreement between the National Cable Television Association and the broadcasting industry as represented by the National Association of Broadcasters, the Association of Independent Television Stations and the Television Operators Caucus.

In its motion for stay, the group also talked of "those extraordinary conditions... serving to politicize the resolution of this rule-making to the extent of altogether denying basic due process to [those seeking the stay] and others." That was a reference to the congressional pressure that was exerted on the commission to adopt the compromise. The motion quoted an unnamed commissioner as describing the pressure as "unprecedented."

The commission has been attempting to put its new must-carry rules into effect since last year. It adopted them on Aug. 7, 1986, but did not release the text of the rules and the report and order until Nov. 28. Turner Broadcasting System Inc. and, in a separate filing, a group of cable interests led by Century Communications Corp. and represented by John Cole Jr. appealed the order in December. Then, in response to petitions for reconsideration, the commission modified

the rules slightly in an order adopted on March 26 and released on May 1.

In its new challenge to the must-carry rules, the group is taking a position at odds with the cable establishment that had reached the compromise with broadcasters. Two of the parties that participated in the Century group appeal that was filed in December—Percy Cable and the North Carolina Cable Television Association—have abandoned the fight.

Percy is under new ownership; Randy Frazier, secretary to and a member of the North Carolina association's board, said it had not discussed the issue with the NCTA. He said the state association was simply apportioning limited resources, and the likely fight over reimposition of the commission's syndicated exclusivity rules, he added, was of greater concern to members than the modified must-carry rules.

The appeals filed by Turner and the group are still pending and have been consolidated by the court. Turner, along with Quincy Cable TV Inc., had brought the challenge that resulted in the appeals court overturning the commission's original must-carry rules two years ago. □

disonville, Ky.; KTNE-TV Alliance, Neb.; KBHE-TV Rapid City, S.D., and KCWC-TV Lander, Wyo.

INTV President Preston Padden, who was in Los Angeles at the time of the speech, was unsure whether to cheer or boo Malone's initiative. "I don't know if it has any significance or if it was just something he thought would sound good," he said.

So far, Padden said, there isn't much to it. The Friday before the speech, he said, TCI's Thomson called INTV's Jim Hedlund and told him that TCI is "ready to review" the channel positions of independent stations on its cable systems and nothing more.

And Padden seemed skeptical that it would ever amount to much. Last November, he said, in a face-to-face meeting, Malone assured him TCI would not move any strong UHF independent it was then carrying on a VHF channel to a UHF channel. But, since then, he said, TCI systems "all over the country" have bumped independents from VHF to UHF channels, and TCI General Counsel John Draper has disavowed Malone's promise.

In a May 7 letter to Malone that he shared with the press, Padden refuted Malone's claim that most disputes over channel shifting have been resolved at the local level. "Channel shifts continue to be a problem for stations, cities and consumers all across the country, particularly at TCI systems," he said. Among the stations having problems with TCI systems, he said, are WTTV(TV) Indianapolis; KAME-TV Reno; WTTQ(TV) Birmingham, Ala.; KBHK-TV San Francisco; KDVR(TV) Denver; KRIV(TV) Houston, and WUTV(TV) Buffalo, N. Y.

In the letter, Padden also said he was "astounded and amazed" by Malone's willingness to comply with the must-carry rules. "Just off the top of my head," he said, "I know of [three] stations . . . that are not currently receiving the cable carriage on TCI systems to which they are entitled under the FCC's new rules."

Padden said he was willing to meet with Malone to discuss the differences between TCI and independents. "Let us begin by agreeing that no gracious recitation of factual misimpressions can ever be permitted to substitute for the real and meaningful relief that we need from the anticompetitive actions of cable operators," he said.

As evidence of TCI's commitment to bring "quality programming" to its subscribers, Malone cited its investments in Black Entertainment Television, The Discovery Channel, American Movie Classics, X*Press and Turner Broadcasting System.

TCI is among at least 16 other cable MSO's which, along with financier Kirk Kerkorian, have tentatively agreed to acquire 35% of TBS for \$550 million. TBS needs the cash so it can redeem preferred shares issued as part of its purchase of MGM/Entertainment Co. in March 1986. Because the preferred pays common stock dividends at a rate of 14% a year, it threatens Turner's control of the company.

According to Malone, TCI promised not to exceed a certain percentage of the company. But, he said, "when the smoke clears,

Syndex on the Hill

The lines were being drawn on Capitol Hill last week for what's anticipated to be a major struggle between the broadcasting and cable industries over the FCC's proposal to reinstitute syndicated exclusivity rules (BROADCASTING, April 27). Broadcasters working in tandem with the motion picture industry want the rules reimposed; cable wants them forgotten. Last week lobbyists representing the National Association of Broadcasters, the Association of Independent Television Stations and the Motion Picture Association of America called primarily on those House and Senate Commerce and Judiciary Committee members slated to attend the National Cable Television Association convention in Las Vegas May 17-20. They were laying the ground-work to fend off what they expect will be a significant push by NCTA to convince Congress to intercede in the matter. Broadcast lobbyists believe that cable will turn to Congress because it doesn't have the votes at the FCC to block reimposition of the syndex rules. (Among those making the rounds at various times were NAB's John Summers, MPAAs Jack Valenti, INTV's Preston Padden and Jim Hedlund.)

"There's no question they'll [cable] go to the Hill," said NAB's Summers, senior executive vice president for government relations, who described the congressional calls as "preventive maintenance."

There are already indications that cable might indeed be looking to the Hill. Industry leader John Malone, president, Tele-Communications Inc., in a speech at the National Press Club in Washington suggested that the industries in cooperation with "key figures in Congress" sit down to examine the entire issue of cable's compulsory copyright license including syndicated exclusivity (see story, page 33). "No one has contacted us about any role we might play in negotiations," said an aide to House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.). "If we were approached, I don't know what role we'd play," he added. On the Senate side, Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) is likely to hold hearings on the compulsory license this summer, an aide said.

In a handout distributed by NAB and INTV to the lawmakers, the need for syndicated exclusivity rules, which would enable broadcasters to protect the exclusivity of nonnetwork programming against distant signals carried by cable systems, was asserted. The handout also attacked the argument that bringing the syndex rules back is anticonsumer. "It is inconsistent for the cable industry to argue on the one hand that syndicated exclusivity is anticonsumer when on the other it encrypted its own satellite transmissions to preserve the exclusivity local cable operators demanded. In so doing, cable denied millions of home dish owners programming they had previously received," the paper said. In closing it pointed out that the cable industry has "spent millions of dollars in the marketplace trying to secure programming which is available only on cable—not TV stations—in order to drive cable penetration up. We would ask: 'If exclusivity is so valuable and important to the cable industry for its own programs, why is it not equally valid for broadcasters' programming?'"

TCI will own somewhere between 15% and 20% of the equity in Turner" and have two seats on the new 15-seat board. Saying he was a "good friend" of Turner's, Malone said he would probably hold one of the TCI seats. Malone indicated he also expects Time Inc., parent of American Television & Communications, to join the cable consortium buying into TBS. It, too, may have two seats on the board, but it depends "on how big they come in."

Although the deal will leave TBS President and Chairman Ted Turner at the helm of TBS with 51% of his stock, it will substantially weaken his control over the station. Turner will appoint eight members of the 15-member board, but he'll need a "supermajority" of 12 votes to launch any major undertakings like a new "copyright paid" cable service. Malone said the new board doesn't want to dim Turner's vision, which resulted in superstation WTBS and CNN and CNN Headline News. "What I really hope we end up with is Ted's creativity and aggressiveness at the front end of the machine and maybe a little bit of financial discipline and

logic at the back end," he said. "This is really an effort to get him out from behind the eight ball and see what he can scheme up and how we can support it." □

House carrying ball on fairness

Telecomsubcom reports bill codifying doctrine; passage seen in House

Fairness doctrine legislation, which sped through the Senate last month, is moving at a fast clip in the House. Last week the House Telecommunications Subcommittee approved by a voice vote a bill (H.R. 1934) that would codify the doctrine. The measure (virtually identical to the Senate bill) is slated for a vote this week (May 13) in the subcommittee's parent Energy and Commerce Committee where resistance is also likely to be minimal. It then should move quickly to the floor.

The subcommittee's action came only a

week after Subcommittee Chairman Ed Markey (D-Mass.), in concluding three days of hearings on the state of television network news, called for a return to the public trustee concept of broadcasting regulation (BROADCASTING, May 4). And Markey appears to be wasting no time in meeting that goal. After fairness, the subcommittee will turn to legislation that would reinstate the FCC's anti-traffic rule, said Larry Irving, senior counsel to the subcommittee. Markey, Irving said, is determined to respond to what Irving called concerns raised at the network hearings about the broadcasting business and its obligations to serve in the public interest.

Some opposition was expressed against the fairness measure in the subcommittee markup last week, but no concerted effort was made to block the bill. (For the most part the broadcasting industry has done little to fight it.) Representatives Dan Coats (R-Ind.), Tom Tauke (R-Iowa) and Ralph Hall (D-Tex.) came out against the measure. Hall said it was an "infracture of the First Amendment." Coats said it was "inconsistent" to impose the doctrine on the electronic media but not the print press. And Tauke said he shared New York Governor Mario Cuomo's position on the issue: "That if there had been a 6 o'clock news in the 18th century, the word in the First Amendment would have been 'media' instead of 'press.'"

Representative Wayne Dowdy (D-Miss.), a former broadcaster who still has broadcasting interests, refrained from voting but registered his objections. Matthew Rinaldo (R-

N.J.), ranking minority member on the subcommittee, protested applying the doctrine to radio. He said radio should be treated separately from television and would have been if the opposition weren't so great, and he offered an amendment to limit the fairness requirement to television.

In discussing the bill, Congressman Bill Richardson (D-N.M.) asked that the committee's report on the legislation direct the FCC to make a serious effort to distribute to women and minorities a fairness doctrine primer completed in 1981 by the agency.

Furthermore, he wants to see the guide translated into Spanish.

Markey told Richardson he was supportive of the first half of his request, and "sympathetic" to seeking the Spanish translation, but that part would have to be "worked out" with the Republicans. "I think it's doable, but give us some time to consult with the minority," the chairman said. There could be a problem as indicated by Rinaldo, who said: "People on this side had amendments but refrained in an effort to keep the bill clean." □

ABC formalizes Betacam decision

Final proposal by Matsushita fails to sway network's thinking

Capital Cities/ABC, ending two years of deliberation and some last-minute suspense, announced last Thursday, May 7, it had adopted the Betacam half-inch videotape format for news operations ("In Brief," April 20).

Betacam last week also strengthened its dominant grip on the broadcast market with a nearly simultaneous announcement that CBS, the first network to begin using the format in its news studios in 1985, would now use the system in field newsgathering as well.

Capcities/ABC declined to reveal the dollar value of its contracts with suppliers Sony

and Ampex, but confirmed it would total in the "tens of millions" of dollars and would bring the network approximately 1,000 Betacam studio and field recorders, camcorders and camera-mounted recorders over a five-year period. CBS, in its latest deal with Sony, will buy 22 portable VTR's, 13 camera-recorders and three ENG cameras.

Other networks using Betacam include CNN and the Canadian Broadcasting Corp. According to Sony, almost 400 U.S. TV stations also have Betacam products. A rival half-inch format from manufacturer Matsushita, M-II, is currently used only by a handful of broadcasters and NBC, which a year ago committed to a \$50-million-plus, five-year purchase agreement.

Capcities/ABC had been close to agreement with Sony and Ampex since mid-April but delayed the deal after Matsushita approached the broadcaster with a final pitch for its M-II system, which is incompatible with Betacam.

According to Max Berry, vice president of broadcast engineering at Capcities/ABC, the network ultimately chose Betacam over M-II for both technical and economic reasons. Cited as key factors were its availability from more than one vendor and an existing worldwide base of 35,000 Betacam units in operation (some two-thirds in the U.S.). Berry added that the Beta format had shown considerable technical improvement over the past two years, spurred on by competition from M-II.

Capcities/ABC's new half-inch units will gradually replace existing U-matic newsgathering equipment in the field and in the studio, where the network will use both formats in hybrid edit suites, he said.

Studio one-inch videotape recorders will not be displaced by the format, although Berry said the network has not yet decided if or how it will use enhanced Betacam SP recording technology, to be available soon from both Sony and Ampex. The improved SP format, which like M-II approaches one-inch quality by using a new metal particle videotape formulation, is being explored for possible uses such as documentaries and network delayed feeds.

Capcities/ABC owned-and-operated stations will purchase the half-inch products at their discretion under the agreement, explained Robert Niles, vice president, director of engineering, owned-TV-station division. KABC-TV Los Angeles and WTVD(TV) Durham, N.C., already use some Betacam

CC/ABC's Murphy on the road ahead

Capital Cities/ABC Chairman Thomas Murphy told assembled shareholders at last Thursday's annual meeting in Philadelphia that "excellence is not inconsistent with well-managed operations, and [we] feel our operators made significant progress in both areas." Most of Murphy's remarks focused, as did those of CC/ABC President Daniel Burke, on management and losses of the company's television network and on its broadcasting operations.

Murphy said the company's "most pressing challenges" for 1987 "revolve around the television network. . . . We need to achieve some incremental improvement in our prime time audience delivery, and we need to reverse the decline in our daytime performance." In the latter period, Murphy said the emphasis would be on improving the "11 to noon period. . . and further, on the revitalization of some of our daytime serials."

The television network's ratings decline in key dayparts, combined with advertising softness, would make it "difficult," Murphy said, "for the network to reduce its loss very much for the year." Burke said: "We have already reduced many of the costs that do not affect programming, but we see no significant prospect for containment of ongoing program-related expenses."

Burke talked about the company's other divisions, saying the outlook was good for the owned-TV stations (see "Top of the Week," May 4). "In our radio division," the CC/ABC president said, "we look for a flat profit year, reflecting a soft marketplace, especially in national advertising sales. While the radio networks reported an excellent first quarter, they have now encountered a weaker sales environment. We also are seeing some audience erosion at several of our owned radio stations in key markets."

Less certain, Burke said, were results at Video Enterprises where the "unknown" impact of ESPN's new NFL contract might reduce profit on expected revenue gains for the channel. Two other cable channels in which the company has an interest, Arts & Entertainment and Lifetime, were both expected to be "profitable" for the year.

The company's minority training program at CC/ABC newspapers was being expanded to the company's broadcasting operations, Burke said. He also talked about the company's development of a program "to keep the workplace free of sexual harassment."

gear purchased in previously made deals. KGO-TV San Francisco is also awaiting delivery of recently ordered Beta units.

No firm plans have yet been determined for network stations in New York, Chicago, Philadelphia and Houston, Niles added,

with each still considering how they would make the conversion.

Ampex President and Chief Executive Officer Charles Steinberg called the Capcities/ABC deal a "milestone order." And Stan Basara, head of Matsushita's U.S. sales arm,

Panasonic Broadcast, speaking prior to the agreement, acknowledged the network's decision would be "very important," but he said if his company did not get the sale it would just "try harder. . . . We can't fold up our tents, we have NBC to support." □

McDonald paints a bright picture for TVX

President says cost cutting and revenue raising are under way at five news indies; debt securities still to be sold; no plans for in-house sales rep for 12-station group

The TVX Broadcast Group's purchase of five independent television stations from Taft Broadcasting looks better now than when the deal was first proposed six months ago, TVX President Tim McDonald told BROADCASTING last week. McDonald said the company has no plans to spin off any of the five major-market properties to reduce the \$255 million in debt, which was to have been raised through the sale of securities but is so far held as "bridge financing" by Salomon Brothers. McDonald also said that CBS has contacted the New York-based investment banking firm several times about buying WCIX(TV) Miami from TVX.

"I don't want to sell the stations," the TVX president said. "I have had three other people asking about buying [WCIX(TV)]. . . . we are in this business to run stations." But McDonald said he would not reject any offers out of hand and would consider any proposal that made "good business sense." If the company sells any of its 12 stations it might trade up from a smaller market to a larger one. (A construction permit in Buffalo, N.Y., is scheduled to bring TVX to the 12-station ownership limit.

For the near term, the company has the task of swallowing the five stations—WCIX(TV), WDCA-TV Washington, WTAF-TV Philadelphia, KTXH(TV) Houston and KTXA(TV) Fort Worth—and getting operations up to speed before the working capital currently servicing the debt runs low: "I've got nine months to get my act together. . . . If we operate stations the way we should, 1988 should be a walk in the park." The TVX president said debt could be comfortably handled without even getting the stations' operating margins "into the mid-teens."

The station group is already well along the way toward meeting its goals, said McDonald. In the last six months, the five stations have outperformed a Taft projection that had the group losing money on a cash basis for the year ending March.

In addition, changes already made since the purchase closed one month ago are raising additional revenue and reducing costs. A previous Taft policy against running paid religious programming on WDCA(TV) was changed: "We think that was the wrong decision and changing it put in almost a million extra dollars on the first day." In Miami, McDonald said WCIX(TV) was able to pick up the telecast of New York Yankees baseball games from Grant Broadcasting's WBFS(TV),

adding roughly \$750,000 in extra revenue.

McDonald has been visiting the newly purchased stations for the past several weeks, talking with their general managers—all of whom stayed on following the sale—about revenue and cost projections. The TVX president previously said that he would not try to conform staffing at the major-market stations to the 37-person level of the company's other properties, but that changes are being looked at. For example, TVX will reduce by one (to two) the three-person traffic department Taft previously had at each of the independent stations—compared to one traffic person at TVX's other stations. He has put in a "one-year policy" of withdrawing the five stations from industry associations: "That saves us almost \$40,000 a station. . . . times five is \$200,000."

The most important expense line, programming, has been reduced due largely to strong relationships with a few syndicators: "On two occasions. . . they have approached me and have helped to. . . significantly reduce some program payables for 1987 and 1988. For some futures on out I made a couple of commitments to these companies which I think are good commitments and would have made anyway."

Another cost-cutting example is that the

production facilities at KTXH(TV) Houston will probably be used to produce "pre-produced pieces to open and close programs. . . . especially for our intermediate market stations." McDonald said he is also considering moving the station group's uplink in Washington to Houston to facilitate the distribution of in-house production.

Cost cutting would have to avoid harming three "franchises": news, sports and the Fox Network—the latter carried by all the company's stations except KTXH(TV), KTXA(TV) and WDCA-TV. The Fox programming has helped billings, allowing the TVX affiliates to get cost-per-point increases of "four or five times" in the Fox time slots: "It. . . is playing better than what was there before which is all we are asking." His personal favorites, he said, were *21 Jump Street* and *Married with Children*.

Having a dozen stations will not result in TVX establishing an in-house national sales representation arm, McDonald said. "I think the key is national billings per station, because it takes a similar effort to represent Little Rock as it does Philadelphia." Because TVX has a large number of smaller-market stations the cost of effectively staffing an effective in-house effort would not be economical, he said. □

Cable and TV follow Bakker problems

Systems and stations that carry PTL programming concerned over service's ability to raise funds to cover payment of all its debts

Many cable operators and television broadcasters have more than a passing interest in the trauma that the PTL ministry has suffered as a result of founder Jim Bakker's dalliance with Jessica Hahn. More than 1,300 cable systems (serving between 14 million and 15 million homes) carry PTL-The Inspirational Network, a 24-hour-a-day programming service with a lineup of ecumenical religious programming, and some 170 television stations air the hour-long *PTL Club* each weekday. (Before the Hahn scandal erupted two months ago, *The PTL Club* was *The Jim and Tammy Show* featuring Bakker and his wife, Tammy Faye.)

The broadcasters are more concerned than the cable operators about the fate of PTL. For the broadcasters, many of them independents, the PTL programming is an important source of revenue. PTL pays them anywhere from around \$100 to several thousand dollars a day to air the *PTL Club*, depending on market size and the responsiveness of the

market's viewers to PTL's pleas for donations. According to some of PTL's broadcast affiliates, PTL was slow to pay before the scandal. Their fear now is that as a result of the scandal PTL will be even slower.

For the time being, most of PTL's cable affiliates appear content to sit tight. The systems carry the network for free and they are loath to drop any service for fear of vociferous protests from loyal viewers. And as some know from experience, fans of religious programming are among the most loyal viewers.

PTL officials offer assurances that the cable network, which they say is more or less self-supporting, will continue as before, except, of course, that Jim and Tammy will no longer be seen. And, while acknowledging a proclivity for falling behind in payments to broadcasters, they say that PTL is financially viable and good for whatever it owes its broadcast affiliates.

The cable and broadcast networks are critical to PTL's future. Although an increasing portion of PTL's revenues come from its 2,300-acre Heritage USA theme park and hotels in Fort Mill, S.C., PTL spokesman Neil Eskelin said that most of the PTL's rev-

enue still comes from television fund raising.

Eskelin said that for fiscal 1986—the year ending May 31, 1986—PTL reported revenue of \$129 million. Although he would not break out the sources of the revenue, he did not dispute published reports showing \$99 million coming from television solicitations and \$30 million from the theme park and hotels.

Things began unraveling for PTL when Bakker admitted that he had paid Jessica Hahn \$115,000 (later changed to \$265,000) to hush-up a sexual encounter he had with her several years earlier and turned the PTL ministry over to Moral Majority head and fellow TV evangelist Jerry Falwell (BROADCASTING, March 23).

Although Bakker indicated he wanted to return to his video pulpit, the new PTL board, meeting on April 28, voted to block his return, cutting off all further payments to him. At that same meeting, the board forced the resignation of Richard Dortch, a long-time Bakker associate who had replaced Bakker as president of PTL and host of the *PTL Club*, for his role in the Hahn payoff.

Upon taking over as chief operating officer of PTL after the board meeting, Dallas business consultant Harry Hargrave called the ministry's books "a mess" and began tagging assets for sale and imposing cost controls in an effort to defray PTL's current debt of \$65 million. "Our goals are to right the ship from a fiscal standpoint, to create a balanced budget and to go in and provide services to the PTL partners and general public that in turn will glorify God," he said.

At a press conference last Friday afternoon, Hargrave and Jerry Nims, the new chairman of PTL's executive, announced the most drastic cost-cutting move yet—the lay-off of 200 employees. "When we arrived here we found a business situation that was out of control," Nims said. "The internal audit was virtually non-existent so there are many people that we have had to let go that should not have been employed...in the first place."

Eskelin is confident that PTL can still call upon its video flock to pour millions into its coffers. Immediately following Bakker's departure, he said, "there was a tremendous increase in donations from people showing their support for Bakker." Donations have since sagged below "normal levels," he said, but only because PTL has not been asking for any. "If we were to actively solicit funds on the air, we would experience a substantial increase in the revenues," he said.

(Eskelin's comments seem to contradict those of Falwell. On CBS's *Face the Nation* on April 26, Falwell said the Bakker scandal has caused a "terrific, terrific erosion of credibility" in television and radio ministers. "I can speak for my ministry," he said. "We have probably lost \$1 million, closer to \$2 million, in revenues in the past 30 days.")

According to Eskelin, PTL's goal is to make Heritage USA and the hotels the "offering basket for the entire ministry"—that is, to generate enough revenue from them to cover all the ministry's expenses so that PTL no longer had to rely on television solici-

tions.

April was a good month for the theme park and hotels, Eskelin said, because of the "negative publicity" generated by the Bakker affair. During the last 26 days of the month, he said, room occupancy at the hotels was up nearly 16% and revenue was up more than 12% over the same period in 1986. Attendance at Heritage USA was up 27% over April 1986, he said.

Buying broadcasting time is a major expense for PTL. According to Eskelin, it pays \$15 million a year to air the *PTL Club* on 170—give or take one or two at any given time—stations five days a week, 52 weeks a year. PTL gets behind on its payments to the stations because it operates with no debt financing and has cash flow problems from time to time. But, he said, PTL has been able to forge a strong relationship with broadcasters over the years because they know "we always pay our bill."

Well, not always. WDCA-TV Washington dropped the *PTL Club* three weeks ago because PTL had fallen "well in excess of \$100,000" in arrears, according to Bruce Lumpkin, general sales manager. Since PTL was being billed \$15,000 a month (or around \$750 a day), the amount due represents at least seven months of missed payments. The station tried to accommodate PTL, Lumpkin said, working out a payment plan by which PTL could stay on the station while paying off its mounting debt. But, he said, PTL failed to keep up with those payments.

John Trinder, executive vice president, TVX Inc., which just purchased WDCA-TV from Taft Broadcasting, said it's business-as-usual for PTL and other religious broadcasters to fall three or even four months behind, but not seven or more.

For some broadcasters, the Bakker affairs confirm their suspicions about TV evangelism. One sales manager at a station that carries the *PTL Club*, who asked not to be identified, said he would do away with the program tomorrow if it were up to him: "I think a lot of people are repulsed by it," he said. "It's awful. It's corrupt."

But, for the most part, stations seem willing to continue carrying the *PTL Club* as long as PTL keeps paying the bills—sooner or later. Chuck Hobbs, general manager, WPTT-TV Pittsburgh, said that any decision regarding the *PTL Club* will be made solely on business considerations. "If the show continues to be viable and we get paid in a reasonable time," he said, "we will keep the show on the air."

PTL, like other purveyors of paid religion, sometime falls behind on its payments, he said, but it eventually catches up. "We just keep an eye on them and give them gentle reminders," he said.

Ray Hansen, general sales manager, WVRN-TV Richmond, Va., which has carried the PTL programing since the station went on the air a year ago, said that, having received a partial payment of what PTL owed two weeks ago, the station is willing to continue airing *PTL Club*. "We still worry, but we're satisfied," he said.

Not all broadcasters complain about PTL.

Art Lanham, general manager and program director, WKCH-TV Knoxville, Tenn., said the station has had *PTL Club* on for several months and that, so far, PTL has been keeping up with its bills. As for viewer reaction to the scandal, he said it's pro and con. "Some say: 'We think this is a crock,' but others say: 'We love this show; we believe the devil is against it. Let's keep it on.'"

To convince its cable affiliates that the PTL Network is still viable, and to give the marketing of the service a boost, said Eskelin, Jerry Falwell will hold a press conference at the National Cable Television Association convention in Las Vegas next week, either in person or via satellite.

So far, said John McEntee, director of cable marketing for PTL, "the cable industry has been behind us 100%... There's been no fallout due to this problem at all... There have been one or two baby systems that have dropped us, but that was in the normal course of business."

According to McEntee, the PTL cable network supports itself by selling blocks of time to other TV evangelists. According to one A.C. Nielsen study, McEntee said, seven of the nation's most popular TV evangelical shows could at one time be seen on the network—those featuring Oral Roberts, Charles Stanley, Jim Bakker, Kenneth Copeland, James Robison, Jerry Falwell and Robert Schuler. All but Bakker can still be seen on the network.

What the network takes in from the sale of time to other evangelists more than covers the network's expenses, McEntee said. "The cable network is probably the most stable thing here," he said. If the rest of the PTL ministry collapsed, he said, the cable network could carry on as an "independent operation."

The cable service, however, does not have its own account, he said. Money that the service earns is funneled to the ministry's general fund, from which it draws money for its expenses, he said.

For the cable industry, it's going to be "business as usual" until it gets a handle on where the PTL Network is going, said Gene Linder, a former programing executive at American Television & Communications who now acts as a consultant. And where PTL is going, he said, will be determined not so much by the newly constituted PTL board as by the people who have been supporting PTL with their donations. "It's going to take some time for it to shake out."

Andy Holgate, Storer Cable director of public relations, said that well over a third of Storer's cable homes (580,000 out of 1.4 million) now receive PTL. Whether those homes will continue to receive it is up to the individual systems that carry it, he said. So far "none of the systems have indicated an intention to delete the service since the controversy started," he said.

Randy Fraser, president of the Raleigh-Durham, N.C., division of ATC, said the two systems he oversees would probably continue to carry PTL. Nobody objects to the service and "the people who give two hoots are still loyal to Jim and Tammy." □

The Hour.
A recap...

The Hour

Is an 8 o'clock
Hour the same as
a 9 or 10 o'clock
Hour?

9 and 10 o'clock Hours rely on adult themes and hard action. The 8 o'clock Hour is designed for family viewing—the Early Fringe marketplace—and we can prove it.



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The Hour

What kind of 8 o'clock Hours work?

One-dimensional Hours that are built on car chases, stunts and the like aren't strippable for syndication. The 8 o'clock Hour with strong relationships as its foundation works— and we can prove it.

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To be continued...

The Hour

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There are Hours whose network success depended on a single core demographic: the very young, the very old, etc. These Hours don't work in syndication. Then there are Hours that deliver the Early Fringe viewers—Young Adults, Teens and Kids—and we can prove it.



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The Hour

Can an Hour work in repeat?

There are Hours with narrowly defined characters and plots that just don't repeat. Then there are Hours that offer appealing, well-developed characters and a broad range of situations that bring viewers back again and again—and we can prove it.

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To be continued...

The Hour

Can an Hour handle strong competition?

There are syndicable Hours that can't even beat average competition. Then there are Hours that can face the toughest competition – Comedies – and win, and we can prove it.



T.J. Hooker

The Hour

How flexible is an Hour?

There are network Hours that, when moved to a different time period, died. Then there are Hours that already succeeded in different dayparts—and on different days—and we can prove it.

T.J. Hooker



To be continued...

The Hour.

We've talked about the Hour...and shown
that all Hours are not the same. In today's
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—and can be counted in dollars and cents.
That's what makes T.J. Hooker an undeniable value.

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The Hour



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Fifth Estate companies turn in upbeat 1986

BROADCASTING's annual ranking of Top 100 public companies in electronic communications shows combined revenue of \$193.2 billion and net income of \$11.2 billion; GE is once again number one on revenue list, while Capcities/ABC tops Electronic Communications Index

Mergers and restructuring continued to strongly influence the results of the Fifth Estate in 1986, according to BROADCASTING's annual survey of the Top 100 publicly traded companies in electronic communications. Combined, these companies reported 1986 revenue of \$193.2 billion and net income of \$11.2 billion. One in every six of Top 100's revenue dollars was derived from Fifth Estate enterprises, for a total of \$32 billion.

Revenue for the group was up 17%, with much of that increase due to continued acquisitions, but much of it was also due to strong sales growth. Mergers involving two of the three television broadcasting networks closed in 1986, as did several mergers among advertising agencies. Also, the entry of News Corp. into the independent television business added that \$3-billion company to the list. A similar move by an affiliate of Reliance Group Holdings to set up a Spanish-language television network added that insurance/holding company to the Top 100.

The wave of going-private buyouts that depleted the listing in previous years turned around in 1986, with various Fifth Estate companies conducting initial public offerings, both to take advantage of the stock market's continuing strength and its interest in media stocks. Among those recently taking the public plunge were Pulitzer Publishing, Outlet Communications, Home Shopping Network and Aaron Spelling Productions. And Reliance also had a public offering last year and proceeded to swallow John Blair & Co.

The total of Top 100 revenue dollars winding up as net income in 1986 increased 31% from 1985. That performance was turned in during a year in which one might have thought that a generally sluggish economy, along with interest payments and other merger-related expenses, would have pushed profits lower. Compared to the 3.9% average profit margin found in a survey of 1,000 large companies by Forbes, the Fifth Estate did well with a 5.8% net profit margin.

Perhaps one reason for the strong showing was that corporate restructuring, while continuing in 1986, served also to boost profits as divestitures provided one-time benefits to the bottom lines of companies such as Oak Industries, LIN Broadcasting, CBS and Tribune.

The first two companies led the way in profit margins with Oak—which had sold its materials division to Allied Signal—posting a 39.7% margin and LIN—helped along by gains from the sale of radio and paging businesses—33%. Others reporting large earnings percentages were Barris Industries, 25.1%; Lee Enterprises, 19.6%; Stauffer Communications, 17.2%; Affiliated Publications, 16.5%; Dow Jones, 16.2%; Disney, 15.6%; Tribune, 14.4%, and Times Mirror, 13.7%. But special writedowns also continued to negatively affect earnings elsewhere, such as at Taft, Western Union and Playboy.

BROADCASTING's Top 100 are publicly traded networks, group owners, MSO's, programmers, advertising agencies, ratings firms, equipment manufacturers and providers of post-production and other services. The list also includes companies engaged in satellite master antenna television, subscription television, direct broadcast satellite services, multipoint distribution service, teletext, videotex and low-power television businesses.

The companies are ranked by total revenue. Most companies figures are based on their fiscal/calendar-year reports. When a company's fiscal year does not approximate the calendar year, four-quarter totals most closely approximating the calendar year were used. BROADCASTING has also assigned each company an Electronic Communications Index (ECI) percentage (the percentage of total revenue contributed by a company's broadcasting, cable and related operations) and rank. Whenever possible it is calculated using line of business information provided by the company. In cases where the company does not make that breakout, the ECI is based on estimates by securities analysts or BROADCASTING's own estimates.

The listing of companies by their ECI revenue shows that broadcasters still dominate the Top 100 with Capital Cities/ABC reporting 1986 media-related revenue of \$3.2 billion. General Electric was next with \$3.1 billion, followed by CBS with \$2.8 billion, Time with \$1.5 billion, Viacom with \$919 million, MCA with \$913 million, Westinghouse with \$839 million, Omnicom Group—representing last year's merger of BBDO, Doyle Dane Bernbach and Needham Harper & Steers—with \$761

Story continues on page 60; Top 100 chart appears on pages 54-59

100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100

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VHF-TV

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

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

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

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

KNOB, FM-RADIO

John R. Banoczi, General Manager
Anaheim, CA:

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

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

KCOB, AM-RADIO

John Carl, General Manager
Newton, IA:

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

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

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

WEAT, AM-RADIO

Bert Brown, Chief Engineer
West Palm Beach, FL:

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

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

WSTQ, FM-RADIO

Al Moll, General Manager
Streator, IL:

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

KHBS, UHF-TV

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

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

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

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

WOMA, FM-RADIO

Dale Eggert, General Manager
Algoma, WI:

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

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

WKNO, VHF-TV

Pat Lane, Chief Engineer
Memphis, TN:

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

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TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP

Company	Revenues (000)		% Change
	1986	1985	
1 General Electric	\$36,725,000	\$29,252,000	25.55
2 Allied-Signal	11,794,000	9,115,000	29.39
3 Eastman Kodak	11,550,000	10,631,000	8.65
4 Westinghouse	10,731,000	10,700,200	0.29
5 Coca-Cola	8,668,556	7,212,093	20.20
6 3M	8,602,000	7,846,000	9.64
7 Sony Corp.	8,179,988	6,788,476	20.50
8 Motorola	5,888,000	5,443,000	8.18
9 CBS	4,753,700	4,452,000	6.78
10 North American Philips	4,531,600	4,395,200	3.10
11 Capital Cities/ABC	4,124,374	1,020,880	304.01
12 Gulf + Western	3,781,100	3,320,700	13.87
13 Time Inc.	3,762,000	3,403,554	10.53
14 Reliance Group	3,225,749	2,525,979	27.70
15 News Corp.	3,162,556	2,149,092	47.16
16 Dun & Bradstreet	3,113,500	2,771,669	12.33
17 GenCorp	3,099,000	3,020,748	2.59
18 Times Mirror	2,968,004	2,959,418	0.29
19 Warner Communication	2,848,000	2,234,891	27.43
20 Gannett Co.	2,801,497	2,209,421	26.80
21 Disney	2,722,291	2,093,052	30.06
22 MCA	2,441,374	2,098,525	16.34
23 Tribune	2,029,813	1,937,878	4.74
24 Harris Corp.	1,989,000	2,310,235	-13.90
25 Knight-Ridder	1,910,650	1,729,613	10.47
26 Zenith	1,892,100	1,623,700	16.53
27 McGraw-Hill	1,577,000	1,491,200	5.75
28 New York Times	1,564,663	1,393,772	12.26
29 American Family	1,401,463	954,800	46.78
30 Centel Corp.	1,369,912	1,331,649	2.87
31 Tektronix	1,352,409	1,419,812	-4.75
32 Washington Post	1,215,064	1,078,650	12.65
33 Maclean Hunter	1,151,789	972,996	18.38
34 Dow Jones & Co.	1,134,867	1,040,918	9.03
35 Jefferson-Pilot	1,040,000	1,016,182	2.34
36 Arvin Industries	995,620	820,995	21.27
37 Viacom	919,000	444,112	106.93
38 Varian Associates	908,255	962,851	-5.67
39 Western Union	889,192	982,639	-9.51
40 Interpublic Group	814,400	691,500	17.77
41 General Instrument	787,800	794,281	-0.81
42 Omnicom Group	761,776	681,276	11.82
43 Lorimar-Telepictures*	700,000	549,000	27.50
44 Anixter Brothers	669,400	658,900	1.59
45 JWT Group	649,052	582,434	11.44
46 SCI Holdings	648,904	592,417	8.70
47 Tele-Communications Inc.	645,724	577,251	11.86
48 Media General	634,627	578,560	9.69
49 Meredith Corp.	578,272	485,777	19.04
50 M/A-Com Inc.	577,500	552,164	4.59

Notes: NM means not meaningful. Percentage changes less than 0.5 are shown as 0. * 12 month figures unavailable from company. Estimates for 1985 and 1986 from Value Line.

100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100

Earnings		% change	Profit margin %	Earnings per share	P/E ratio	ECI %	ECI rank
1986	1985						
\$2,492,000	\$2,277,000	9.44	6.79	\$5.46	19	8.41	2
605,000	-279,000	-316.85	5.13	3.26	13	4.00	18
374,000	332,000	12.65	3.24	1.66	50	2.00	36
670,000	605,300	10.69	6.24	4.42	14	7.82	7
934,347	722,299	29.36	10.78	2.42	42	5.00	20
779,000	664,000	17.32	9.06	6.8	19	4.00	28
258,568	344,439	-24.93	3.16	0.85	23	6.00	16
194,000	72,000	169.44	3.30	1.53	40	7.00	23
375,100	27,400	1268.98	7.89	16.02	10	59.26	3
68,500	81,500	-15.95	1.51	0.34	116	5.00	37
447,689	142,222	214.78	10.86	11.2	31	76.50	1
267,400	247,800	7.91	7.07	4.22	17	30.30	13
192,000	199,819	-3.91	5.10	5.95	14	41.00	4
62,991	43,353	45.30	1.95	1.14	8	0.00	0
198,695	157,805	25.91	6.28	1.49	19	24.00	9
340,000	294,708	15.37	10.92	4.47	28	5.00	52
130,000	75,213	72.84	4.20	5.75	20	6.00	44
408,085	237,127	72.10	13.75	6.31	13	12.5	26
137,400	195,305	-29.65	4.82	1.26	23	17.00	17
276,404	253,277	9.13	9.87	1.71	27	12.53	27
423,635	176,018	140.68	15.56	2.22	29	4.00	56
155,204	149,959	3.50	6.36	2.02	23	37.41	6
292,870	123,844	136.48	14.43	7.26	10	22.97	19
68,600	80,287	-14.56	3.45	1.69	23	20.00	25
140,039	132,724	5.51	7.33	2.41	21	5.36	60
-10,000	-7,700	NM	-0.53	-0.43	NM	11.00	40
154,000	147,400	4.48	9.76	3.04	20	5.90	67
132,227	116,318	13.68	8.45	1.63	26	6.00	66
100,697	54,200	85.79	7.18	0.98	11	3.30	87
109,002	128,743	-15.33	7.96	3.88	15	6.60	69
55,131	70,168	-21.43	4.08	1.51	23	13.50	45
100,173	114,261	-12.33	8.24	7.8	24	15.50	43
69,274	59,426	16.57	6.02	0.72	28	5.00	80
183,362	138,608	32.29	16.16	1.89	26	0.90	111
123,100	128,050	-3.87	11.84	2.87	10	9.30	63
41,207	35,872	14.87	4.14	2.46	15	4.00	90
-9,900	37,049	-126.72	-1.08	-0.26	NM	100.00	5
-8,666	15,355	-156.44	-0.95	-0.41	NM	11.00	62
-531,205	-367,221	NM	-59.74	-22.72	NM	10.00	70
41,100	36,600	12.30	5.05	1.87	17	70.00	14
-80,400	-66,542	20.82	-10.21	0.48	69	34.00	31
-4,077	30,142	-113.53	-0.54	-0.17	NM	100.00	8
6,500	23,000	-71.74	0.92	0.00	NM	95.00	10
22,700	19,100	18.85	3.39	0.55	NM	40.00	32
5,923	19,402	-69.47	0.91	0.6	48	64.00	22
-122,159	-25,149	NM	-18.83	-1.11		100.00	11
72,296	10,119	614.46	11.20	0.92	32	100.00	12
17,107	32,824	-47.88	2.70	1.2	50	26.32	49
31,091	48,935	-36.46	5.38	1.64	18	23.00	55
7,200	41,349	-82.59	1.25	0.78	18	3.50	104

Clutter: Out of control?

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Things haven't really gotten that bad yet in television. Still...I am concerned.

This month, as you may know, I'm retiring from the world of broadcasting. It's an industry I love and which has been good to me. Filled with bright and dedicated people, it plays a uniquely important role in our country.

Yet for some time now, I've been troubled by certain trends. In an age of Federal deregulation, no industry code, and unprecedented financial pressures, I fear that broadcast television has begun to lose its identity and mission.

The Benefit of Traditional Regulations

We in Group W have long argued that American broadcasting would be best served by retaining certain traditional regulations. We believe, for example, that the Fairness Doctrine

has stimulated freedom of speech by requiring those granted a broadcast license to provide their communities with a broad range of viewpoints on controversial issues.

Similarly, by requiring licensees to own and operate a station for at least three years, the Anti-trafficking Rule encouraged the idea of broadcasting as a public trust and long-term investment, rather than overnight speculation.

A Threat To The Public Interest

After the FCC abolished this Rule in 1982, some stations have been owned by as many as three different licensees within a year. And our entire industry has been swept by multibillion-dollar mergers, acquisitions and takeover attempts, with concomitant levels of debt that threaten news and other public-interest programming.

But no less important is the immediately visible problem of commercial clutter. I believe that by permitting ever-increasing amounts of clutter, we're in real

danger of damaging television, of cheapening it.

Please understand. I'm not offering up a sermon on lofty ideals and the dangers of grubby materialism. The real conflict is not between business and charity, but rather between two kinds of business enterprise: smart and dumb. By aiming at today's maximum bottom-line, we risk diluting television's potential as the greatest advertising medium the world has ever known.

No One Wins

Clutter is like inflation. In the short run, inflation benefits a lot of people. In the short run, commercial clutter benefits many in our industry.

But in the long run, clutter -- like inflation -- is bad for everyone: our audiences, those who create our programming, the artists who design and execute the commercials, those who purchase advertising time, and eventually the very medium itself.

The facts of clutter are beyond dispute. Since 1965, the number of network commercials in the average week has almost tripled, from around 1800 to nearly 5400. In the last two years alone, local station commercials have increased by 20 percent.

Enter The 15-Second Commercial

Some of the recent surge has been caused by an introduction, in 1984, of the 15-second ad. Last year, network 15-second commercials represented about 20 percent of the total inventory. This year, they will likely account for about 30 percent. And by 1990, according to J. Walter Thompson, fully half of network ads will be 15 seconds.

These trends will be made even worse by two other forces.

The networks, under severe financial pressure, will almost certainly continue to increase the number of commercial minutes per week, as they have with regularity in the past.

The Proliferation Of PCAs

In the meantime, syndicators will continue to expand the commercialization of PCAs (promotional consideration announcements.) Not long ago, PCAs appeared only at the end of game shows -- brief flat camera-card pictures with voice-over: "Transportation for contestants was provided by X--- Airways." Today, they frequently are full-fledged 10-second moving commercials, scattered through the program, and often not even directly tied to the content of the show.

Six such announcements add another minute of commercial clutter per half-hour, with no financial benefit to the station. Add that to the prevailing 6.5 minutes of commercials, all of which could now be devoted entirely to the new 15-second ads, and we have a theoretical potential of 32 commercial messages in a 30-minute program.

And today's potential is likely to become tomorrow's reality. One can predict, as a kind of Gresham's law, that those stations and networks that clutter will gain a short-term economic advantage, thereby forcing everyone else to do the same.

Can anyone doubt the impact



Daniel L. Ritchie

that kind of clutter would have on broadcasting?

Viewers Become More Antagonistic

Audiences are very conscious of clutter. Indeed, they tend to overestimate it. On our logs, four 15-second spots look the same as one 60-second commercial. But most people don't view television with a stopwatch. They believe a cluttered minute has stolen additional time from the program they're watching. They're not only aware of clutter, they hate it.

This is particularly true of certain viewers, including adults between 18 and 34, cable subscribers, VCR owners, and viewers with remote-control devices. In other words, television is turning off those viewers who represent a growing percentage of our total audience, those who are above the median in affluence, and those who represent our future, rather than our past.

Advertiser Recognition Is Plummeting

But not only do our audiences hate clutter, they're also confused by it. Network commercials increased from 1965 to 1981 by 150 percent. During that same period, viewer recall declined dramatically.

Self Regulation Preferred

I'm certain that most broadcasters would agree with me in preferring self-regulation to any new regulations by Big Brother. A tough NAB Code on clutter would be more efficient and productive (and considerably more pleasant to work under) than any likely FCC regulation.

But any NAB Code will require a Congressional act, exempting the industry from the kind of antitrust judgement by which the Courts eliminated our old Code in September 1982. This makes many broadcasters nervous -- and with reason. There is a real danger that Congress, in considering a new Code for Television,

would soon intrude into questions of program content.

What broadcasting does not need is regulations based on vague, idiosyncratic opinions, on personal evaluations and judgment-calls -- just the kind of regulations that would threaten our genuine First Amendment freedoms.

Clutter Can Be Controlled

In contrast, the problem of clutter is particularly suitable for regulation. Clutter is a fact -- specific, discernible and quantifiable: so many messages, so many seconds. Yes. No.

This distinction is clear to leaders within our government and within our industry. If these leaders choose to work together, I believe the threat of commercial clutter can be defeated.

If it isn't, I'm afraid the day will come when people say of television, what Yogi Berra said of his once-favorite restaurant:

"Nobody goes there anymore. It's too crowded."

Daniel L. Ritchie
Retiring Chairman and CEO
Westinghouse Broadcasting Co.

TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP

Company	Revenues (000)		% Change
	1986	1985	
51 Ogilvy Group	560,132	490,486	14.20
52 Turner Broadcasting	556,917	351,891	58.26
53 United Artists Communications	552,804	499,684	10.63
54 Taft	511,000	430,387	18.73
55 Scientific-Atlanta	479,633	443,681	8.10
56 Comsat	466,300	444,400	4.93
57 Saatchi & Saatchi	443,900	469,000	-5.35
58 Rogers Communications	424,896	431,249	-1.47
59 Reuters	422,381	323,182	30.69
60 Business Men's Assurance	415,125	414,774	0.08
61 Affiliated Publications	401,109	350,669	14.38
62 A.H. Belo	397,233	385,151	3.14
63 Liberty	380,625	354,511	7.37
64 Multimedia	371,799	336,271	10.56
65 MGM/UA Communications	370,828	239,230	35.48
66 Pulitzer Publishing	329,115	272,086	20.96
67 Foote Cone & Belding	326,400	287,020	13.72
68 Grey Advertising	265,480	227,026	16.94
69 Durham Corp.	258,235	232,282	11.17
70 Tri-Star Pictures	254,377	258,886	-1.74
71 Home Shopping Network	238,918	35,856	566.32
72 Josephson International	237,941	208,795	13.96
73 Chris-Craft	223,992	190,257	17.73
74 Lee Enterprises	223,368	210,531	6.10
75 Scripps Howard	210,500	134,540	56.46
76 United Cable TV	209,181	180,182	16.09
77 Burnup & Sims	199,870	183,352	9.01
78 Aaron Spelling Productions*	197,197	105,179	87.49
79 LIN Broadcasting	195,340	141,718	37.84
80 Heritage Communications	192,739	157,373	22.47
81 New World Pictures	188,923	106,568	77.28
82 King World	174,263	117,187	48.70
83 Selkirk	171,911	207,427	-17.12
84 Playboy Enterprises	167,120	188,001	-11.11
85 Compact Video	155,689	33,904	359.20
86 Conrac	153,939	150,289	2.43
87 Oak Industries	151,745	153,116	-0.90
88 Cablevision Systems	150,839	136,968	10.13
89 C.O.M.B.	150,187	114,475	23.78
90 Park Communications	136,938	113,712	20.42
91 Comcast	130,854	117,312	11.54
92 Orion Pictures	125,940	198,122	-36.43
93 Stauffer Communications	118,158	113,657	3.96
94 Rollins Communications	112,370	99,953	12.42
95 Malrite	106,469	83,294	27.82
96 Price Communications	87,180	37,192	134.41
97 Adams Russell	73,876	86,529	-14.62
98 Century Communication	72,673	57,898	25.52
99 Reeves Communications	64,543	97,343	-33.70
100 Barris Industries	60,154	23,360	157.51

Notes: NM means not meaningful. Percentage changes less than 0.5 are shown as 0. * 1985 figures are for six months ending December.

100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100

Earnings	%	Profit	Earnings	P/E	ECI	ECI	rank
1986	1985	change	margin %	per share	ratio	ECI %	
26,995	30,247	-10.75	4.82	1.9	15	73.00	24
-187,314	1,157	NM	-33.63	-10.97	NM	92.30	15
7,547	13,961	-45.94	1.36	0.18	35	42.00	133
-60,300	41,195	-246.38	-11.80	-6.49	NM	56.00	30
-7,427	16,809	-144.18	-1.55	-0.32	NM	60.00	29
58,900	-41,527	NM	12.63	3.22	7	1.00	116
54,100	32,000	69.06	12.19	1.68	18	55.00	33
-20,989	11,189	-287.59	-4.94	0.00		100.00	21
51,905	38,939	33.30	12.29	1.72	38	1.50	114
-16,445	35,062	-146.90	-3.96	-2.54	NM	9.88	89
66,092	30,958	113.49	16.48	1.85	27	12.00	85
20,268	23,818	-14.90	5.10	2.93	20	45.00	47
34,730	28,073	23.71	9.12	2.84	13	24.78	65
-4,661	21,638	-121.54	-1.25	-0.42	NM	53.82	41
18,974	-59,880	NM	5.12	0.00	NM	25.00	68
16,443	20,021	-17.87	5.00	1.22	30	0.00	123
13,700	16,377	-16.35	4.20	3.3	15	33.00	57
9,109	10,061	-9.46	3.43	6.6	17	64.00	48
22,740	26,135	-12.99	8.81	2.98	16	4.80	108
13,760	1,579	771.44	5.41	0.55	18	25.00	75
117,870	2,669	4316.76	49.34	0.34	47	100.00	34
15,142	680	2126.76	6.36	3.06	4	19.60	86
14,747	18,333	-19.56	6.58	0.66	37	70.00	51
43,818	31,589	38.71	19.62	1.69	14	23.90	82
5,500	30,937	-82.22	2.61	0.53	154	100.00	38
2,601	10,950	-76.25	1.24	0.07	430	100.00	39
13,348	-1,144	-1266.78	6.68	0.1	46	34.00	74
22,514	13,187	70.73	11.42	1.22	7	96.00	42
66,240	35,788	85.09	33.91	1.15	33	93.00	46
-9,904	8,346	-9.46	-5.13	-0.5	NM	50.00	64
10,709	5,137	108.47	5.67	0.75	16	15.00	93
23,635	15,265	54.83	13.56	0.77	31	95.00	50
12,420	12,688	-2.11	7.22	0.46	43	82.00	54
-43,692	-16,693	NM	-26.14	-1.89	NM	12.00	105
-3,721	-267	NM	-2.39	-0.07	NM	37.12	79
7,838	7,231	8.39	5.09	1.16	23	8.00	109
60,243	-37,576	-260.32	39.70	0.58	2	16.00	100
-16,143	-50,495	-68.03	-10.70	-0.28	NM	100.00	53
-5,175	6,552	-178.98	-3.44	-0.36	NM	17.98	95
14,923	15,207	-1.87	10.90	1.08	28	51.00	73
16,925	14,570	16.16	12.93	0.47	42	80.00	59
8,340	-31,862	NM	6.62	-2.81	NM	50.00	76
20,374	6,703	203.96	17.24	6.07	22	18.00	103
13,237	12,014	10.18	11.78	0.9		90.00	61
-8,979	8,828	NM	-8.43	-0.53	NM	100.00	58
-24,594	-12,341	99.28	-28.21	-2.45	NM	100.00	71
2,457	9,662	-74.57	3.33	0.38	63	37.00	94
5,819	879	561.82	8.01	0.02	NM	100.00	72
2,027	-59,951	NM	3.14	0.05	229	34.00	102
15,112	7,112	112.49	25.12	1.82	7	95.00	81

Story continues from page 58

million, News Corp. with \$759 million and Tele-Communications Inc. with \$645.7 billion.

General Electric led the Top 100 in total revenue with \$36.7 billion, followed by Allied-Signal with \$11.8 billion, Eastman Kodak with \$11.6 billion, Westinghouse with \$10.7 billion, Coca-Cola with \$8.7 billion, 3M with \$8.6 billion, Sony with \$8.2 billion, Motorola with \$5.9 billion, CBS with \$4.8 billion and North American Philips with \$4.5 billion.

The cutoff at the bottom of the list rose from 1985's \$55.2 million to \$60.1 million this year. Several fast

growing companies pushed their way onto the Top 100, including Barris Industries and Price Communications.

Some companies would have made a top 100 listing of Fifth Estate revenue but fell short based on total revenue. In that category were Outlet Communications and Westwood One, both with \$59 million; Gray Communications, with \$52 million; Infinity Broadcasting, with \$51.9 million; TCA Cable TV with \$48.3 million; Western Tele-Communications, with \$47.8 million; American Cablesystems, with \$46 million; Chyron, with \$37.3 million; Fries Entertainment, with \$34.6 million, and Cetec, with \$31 million. ■

The Media

Twenty tumultuous years for CPB

The public broadcasting system has refined and defined its services under the corporation's oversight, despite continuing friction between CPB's board and rest of public system

Public broadcasting's patriarch, the Corporation for Public Broadcasting, has been dispensing advice and allowances for almost 20 years. As the titular head of the noncommercial family since its authorization on Nov. 7, 1967, CPB has done much to further education and culture in the United States. But the corporation has an authoritarian side that often incites rebellion among its beneficiaries

the Public Broadcasting Service and National Public Radio and their member stations, which have struggled for independence and squabbled among themselves from the start. Add to the picture CPB board-president relations that have been notoriously strained throughout the organization's history, and the screen shows a family whose tensions rival those of the soap operas on commercial television. In the ongoing struggle to fulfill E.B. White's vision of "our Lyceum, our Chautauqua, our Minsky's and our Camelot," public broadcasting has wrestled with the demons money, power and politics, usually in full public view.

■
In January 1967, a year-long, \$750,000-study of educational broadcasting financed by the Carnegie Commission on Educational Television changed the course of the non-commercial industry by concluding that "a well-financed and well-directed educational television system, substantially larger and far more pervasive and effective than that which now exists in the United States, must be brought into being if the full needs of the American public are to be served." The Carnegie Commission, headed by Dr. James R. Killian Jr., chairman of the Massachusetts Institute of Technology, recommended es-



In the beginning. More than 200 government, education and broadcast notables—many of them principal architects of the Public Broadcasting Act of 1967—were on hand at the White House when President Johnson signed the legislation. They included (l-r): Representatives William L. Springer (R-Ill.), Torbert H. Macdonald (D-Mass.) and Harley O. Staggers

(D-W. Va.), all of the House Commerce Committee; Senators Norris Cotton (R-N.H.) and John O. Pastore (D-R.I.), both of the Senate Commerce Committee; Alan Pifer, president of the Carnegie Corp.; Dr. James B. Killian Jr., who was chairman of the Carnegie Commission on ETV and John W. Gardner, secretary of Health, Education and Welfare.

TEN SOUND REASONS FOR ONE UNITED COMMITMENT.

WYST-FM
Baltimore
Adult Contemporary

WYST
Baltimore
Rock Hits

WDJY-FM
Washington, DC
Urban Contemporary

WINX
Rockville, MD
Adult Contemporary

UNITED CABLE of New Hampshire
Manchester, NH
CATV

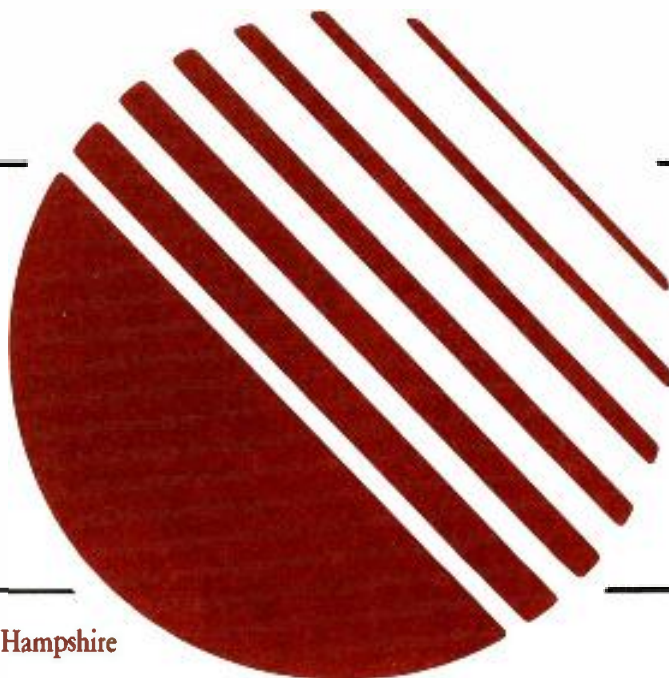
WJMO
Cleveland
Urban Contemporary

WRQC-FM
Cleveland
CHR

WKDM
New York
Spanish Contemporary

KALI
Los Angeles
Spanish Contemporary

KSOL-FM
San Francisco
Urban Contemporary



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WJMO/WRQC-FM Cleveland Heights, KALI San Gabriel, KSOL-FM San Mateo

Barney



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establishment of "a federally chartered, non-profit, nongovernmental corporation...empowered to receive and disburse governmental and private funds in order to extend and improve public television programming." Ten months later, President Lyndon Johnson signed the Public Broadcasting Act of 1967 into law.

The act provided for a board of 15 members (no more than eight from the same political party) and an initial federal grant of \$9 million. In remarks at the signing, Johnson stressed that the corporation would "get part of its support from the government. But it will be carefully guarded from government or party control" (BROADCASTING, Nov. 13, 1967). The first two board members named were Killian and Dr. Milton S. Eisenhower, brother of the former President, who had recently retired as president of Johns Hopkins University. The board, eventually headed by Frank Pace, a former secretary of the Army and president and chairman of General Dynamics Corp., was in place by early 1968 (BROADCASTING, Feb. 19, 1968). Its members, the majority of whom had long histories of community service: John D. Rockefeller III; Jack Valenti, president of the Motion Picture Association of America (a position he still holds) and former special assistant to President Johnson; Robert S. Benjamin, chairman of United Artists Corp.; Erich Leinsdorf, music director of the Boston Symphony orchestra; Oveta Culp Hobby, president and editor of the *Houston Post*; Frank E. Schooley, a University of Illinois station manager and past president of the now-defunct National Association of Educational Broadcasters; Carl Sanders, a former Georgia governor; Joseph D. Hughes, vice president of T. Mellon & Sons, Pittsburgh; Joseph A. Beirne, president, United Electrical and Communications Workers of America; Saul Haas, chairman, KIRO Inc., Seattle; Michael A. Gammino, president, Columbus National Bank of Rhode Island, and Roscoe C. Carroll, general counsel, Golden State Life Insurance Co. The first president was chosen in February 1969: John W. Macy Jr., who had been chairman of the Civil Service Commission under Presidents Kennedy and Johnson for eight years.

At the time of the Carnegie report, there were 124 educational television stations licensed to schools, states, universities and communities. "No one had ever heard of" noncommercial radio, said WETA-FM-TV Washington President Ward Chamberlin, who served as CPB vice president from 1968 to 1970 and helped establish PBS. "Radio was called the 'hidden medium,' and there were no production facilities that amounted to anything anywhere," he said.

On Nov. 3, 1969, PBS was created by CPB and public television licensees, and on Feb. 6, 1970, CPB and public radio licensees created NPR. According to Chamberlin, CPB was "able to create a production center in National Public Radio, and for years it was funded at a very high rate by CPB so we could have one central production agency to produce a lot of marvelous programs." But public television immediately developed structural problems, he said. "We didn't in-

vent this system—it grew up with a bunch of independent stations all over the country, many of whom have different approaches to what they're trying to do... We already had three or four stations that were production centers, and we tried to build on that rather than creating something new, and that led to this funny structure we've got."

The major production center in the early years of noncommercial broadcasting was



Macy

National Educational Television, New York, which fought and lost the battle to take over the distribution role awarded to PBS, and the major funder of public broadcasting was the Ford Foundation, which allocated \$22.7 million in fiscal 1967, \$6.5 million of that to NET. Eventually, NET merged with WNED(TV) New York, eventually becoming WNET(TV), now one of the major producing stations for noncommercial television, and Ford gradually withdrew its support. Today, public television programs are produced by a variety of stations, as well as independent production companies, with the majority of production being handled by WNET, WGBH-TV Boston, KCET(TV) Los Angeles, WQED(TV) Pittsburgh, WETA-TV Washington and Children's Television Workshop. Fund-



Chamberlin

ing comes primarily from PBS stations, through underwriting grants from major companies, and from CPB.

By the end of 1971, the public broadcasting system had "come up against the facts of life, hard," according to a "Special Report" published Nov. 8 of that year in BROADCASTING. The report pinpointed the system's dil-

lemma: If it "draws large audiences, it is attacked for seeking the masses; if it programs for small, select groups, it is damned as an insufferable snob. If it tackles a tough issue, it is trendy, left-wing, unrepresentative and misusing the taxpayers' money; if it presents fine drama and stimulating discussion, it is aloof and uninvolved. If it moves toward centralization, the specter of autocracy is raised; if it does not, there is that accusation that it is frittering away its public money without seizing the chance to make an impact on the national consciousness. Anything it does, in any realm, is sure to be attacked by someone as contrary to the spirit of the Carnegie Commission report or the Public Broadcasting Act," the BROADCASTING report said.

In addition, public broadcasting—like commercial broadcast news operations—was under attack by the Nixon administration, which launched a campaign to rid the noncommercial system of what it felt was "antiadministration" programming. White House papers—more than 1,000 pages of memorandums—detailing the administration's strategy from 1969 through 1974 were released in 1979 by the National Telecommunications and Information Administration in response to Freedom of Information requests (BROADCASTING, Feb. 26, 1979). Included were private remarks like the following, made by White House aide Jonathan Rose in October 1971: "In spite of what it may seem, no one participating in this exercise has ever been unclear as to the President's basic objective: to get the left-wing commentators who are cutting us up off public television at once, indeed yesterday if possible."

Among the programs under siege was WETA-TV's *Washington Week in Review*, a weekly public affairs series that recently celebrated its 20th anniversary (BROADCASTING, March 2). In 1972 the Nixon administration proposed elimination of all PBS public affairs programming, objecting, among other things, to *WWIR*'s coverage of Watergate. *WWIR* was saved by an on-air plea for support that generated 15,000 responses from viewers who wanted the program to remain on the air.

And there were other Nixon administration problems. In August 1972, CPB President John Macy resigned, citing "current trends in the development of the industry"—such as Nixon's veto of a bill to increase CPB funding for 1973 and 1974 (BROADCASTING, Aug. 14, 1972). The veto had taken the industry by surprise, and the bill's sponsor, Representative Torbet Macdonald (D-Mass.), called it an "incredible sacrifice of the public interest on the altar of partisan politics" (BROADCASTING, July 3, 1972). A Nixon supporter, Henry Loomis, deputy director of the United States Information Agency, was named the new CPB president effective Oct. 1, 1972 (BROADCASTING, Sept. 25, 1972).

Before he had even assumed office, Loomis was viewed by some Democrats in Congress as an enemy of noncommercial broadcasting. He had stated support for increasing CPB authority over and responsibility for programming decisions, which caused Sena-

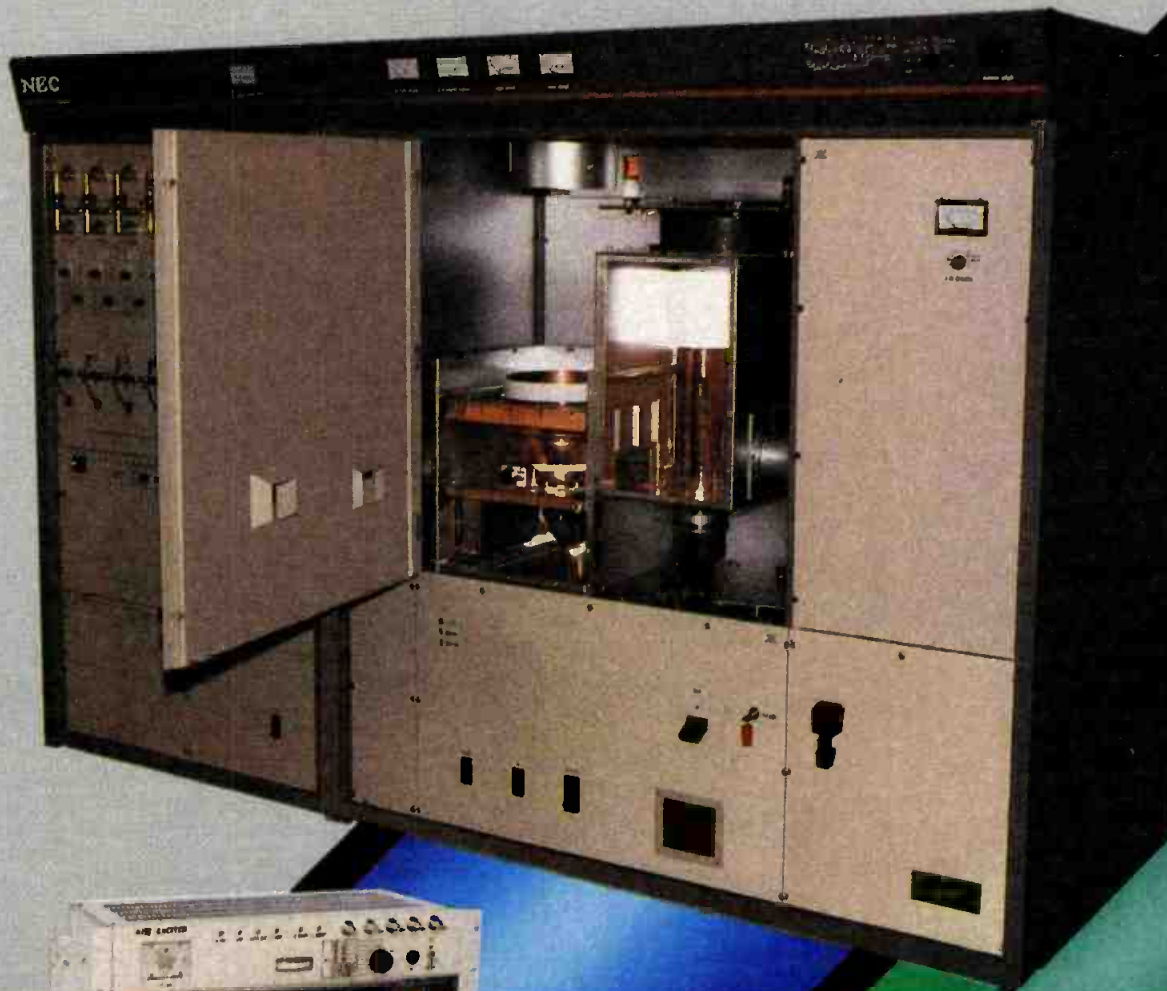
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Computers and Communications

tor William Fulbright (D-Ark.) to predict "the demise of independent public broadcasting," and he had seen little chance of the near-term launching of a campaign for long-range public broadcasting financing, which caused Representative Lionel Van Deerlin (D-Calif.), ranking member of the House communications subcommittee at the time, to express "disbelief and mild shock" (BROADCASTING, Oct. 2, 1972).

Loomis saw his role as fostering the independence of the local stations while increasing CPB's control over the spending of federal funds. In speaking today of relations between CPB and the noncommercial community then, Loomis identifies CPB's main problem: "We were locked in a strong struggle with PBS for most of my time." PBS wanted to determine who received funding to produce programs and was "always pushing toward having a common program," Loomis says, while "CPB, following what it believed was its directive, was pushing wherever possible, the concept of the independence of each local station." According to Loomis, the debate was "partly a turf problem and partly an ideological problem," a debate between the two entities "over how the system should develop—local versus national."

That debate erupted only three months after Loomis took office with the declaration by CPB that it was taking away PBS's control over public television programing and scheduling, leaving it to oversee technical operation of the interconnection (BROADCASTING, Jan. 15, 1973). A month later, station managers were briefed by PBS Chairman Robert Schenkkan and Educational Television Stations Vice Chairman Frederick Breitenfeld on negotiations with CPB and were asked to provide written statements endorsing the idea that ultimate responsibility for national programing priorities and operation of the national interconnection rests with both the stations and the CPB board (BROADCASTING, Feb. 5, 1973). CPB Chairman Thomas Curtis resigned in April after the compromise he had negotiated with the noncommercial stations failed to be passed by his own board, which he claimed had been influenced by phone calls from the White House (BROADCASTING, April 23 and 30, 1973). In early May, newly elected board Chairman James Killian joined Loomis in a closed-circuit plea for a "sense of partnership" among the stations, PBS and CPB. And finally, on May 31, CPB and PBS resolved their differences with a seven-point plan that left PBS with responsibility for scheduling decisions but took away its CPB funding for all but interconnection costs and gave CPB control over programs it funds (BROADCASTING, June 4, 1973).

The issue of where to find funding was never a problem for public broadcasting in the early days, according to WETA-TV's Ward Chamberlin. But President Nixon's refusal to pass blanket appropriation for the Departments of Labor and Health, Education and Welfare two years in a row had public broadcasters on edge by 1973, when CPB faced the prospect of a third year of operation at the \$35-million level authorized under a continuing resolution. Testifying before the

Subcommittee on Labor-HEW in July of that year, CPB President Loomis said: "Very little could be afforded [last year] in the way of curricular programs, adult education, or the arts and humanities. . . . That elusive, but most important, quality of momentum was lost in the development of innovative programs" (BROADCASTING, July 23, 1973). Ten years later, 25% cuts made by another President not enamored of public broadcast-



Loomis

ing, Ronald Reagan, led to belt-tightening in the noncommercial world in 1983 and a dearth of programing in 1985 (BROADCASTING, Feb. 16, 1981), and Reagan subsequently vetoed two public broadcasting reauthorization bills (BROADCASTING, Sept. 3 and Oct. 29, 1984). These days, it's rare to find CPB testimony given before congressional authorization and appropriation committees that doesn't include mention of the importance of having a stable source of funding set in advance.

That funding remains a chief uncertainty in public broadcasting is one subject on which all noncommercial broadcasters in America agree. Current PBS President Bruce Christensen claims members of the administration



Christensen

"don't seem to recognize the extraordinary value given to the United States citizen for such a small expenditure of money. It really is very, very little money." CPB and PBS board member, Lloyd Kaiser, president of WQED(TV) Pittsburgh, said: "We lack money for programing. We lack money for advertising. Our first goal is to at least have programs. Promotional dollars are in short sup-

ply, and that has hurt our being able to develop larger audiences. And it's a crime." William Kobin, president of KCET(TV) Los Angeles and a member of the PBS board: "We have to compete practically with one arm tied behind us, and there is not a paucity of ideas. . . . for programs." Ward Chamberlin points out that "corporate underwriting of national programs for PBS comes to some \$80 million or \$90 million a year, and that's just peanuts. That's about double the amount CBS is cutting its news division this year." But there is always a glimmer of optimism: "One hopes that a billionaire will leave his or her estate for [a public broadcasting] endowment. That we will be left a spaghetti factory so all the profits could go to this. So we keep hoping and not knowing," Kaiser said.

But much good has come of the noncommercial system in CPB's time, in spite of the uncertainties and the arguments. "I think that we've accomplished an enormous amount for the investment that's been made," said current NPR President Doug Bennet. "The United States has a cultural and information service today that it wouldn't have had without the Public Broadcasting Act."

The establishment of a satellite system for transmission of television and radio programing was CPB's "greatest achievement," according to Chamberlin. Noncommercial broadcasters "were first in the whole country to do it, and it saved us millions and millions of dollars," he says. Authorized by the FCC in 1977 during Loomis's presidency, the system was to cost \$39.5 million, with \$32.5 million of that coming from Congress through CPB (BROADCASTING, Feb. 14, 1977). Public television satellite service began March 1, 1978, and public radio's on Oct. 1, 1979.

According to Loomis, the change from terrestrial land lines to satellite made distribution of programing cheap, easy and quick. It also furthered CPB's goal of increasing the autonomy of local stations: Before the advent of satellite service, there was "just one telephone line, and PBS was the gatekeeper on that line," said Loomis. The satellite "broke the monopoly of a single connection" since multiple feeds are possible on one satellite transponder.

A second CPB accomplishment, negotiated by CPB's third president, Robben Fleming, was the establishment of an independent department to distribute money for CPB-financed programs, the Program Fund. In an effort to solve the problem of program oversight and to devote more resources to programing, Fleming, at his first board meeting as president of CPB, proposed separating CPB into a "management unit" and a "program fund." The management unit, as proposed by Fleming, would oversee fiscal affairs, plan and support training programs, represent CPB before Congress and develop ways to attract private funds; the program fund would concentrate exclusively on program funding (BROADCASTING, March 26, 1979). The fund was to have its own budget and staff, and its director was not required to seek prior approval of programing from the CPB board.

Now regarded as one of CPB's great achievements, the Program Fund did not re-

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Kaiser



Fleming

ceive the full support of the board at the time. It did have the strong support of then-Chairman Lillie Herndon, and passed with dissent from several members. Fleming says he presented the proposal at his very first meeting because he knew it was unlikely the board would fire him so soon. "I was in the happy position that I didn't really need tenure anywhere," he said.

Another success of Fleming's presidency was the establishment of the Annenberg/CPB Project, a \$150-million, 15-year program to promote adult learning through college courses offered on TV and radio. Former FCC Chairman Newton Minow was the go-between who matched up Fleming, the previous University of Michigan president, and the giver of the grant, former U.S. Ambassador Walter Annenberg.

A second subject on which all noncommercial broadcasters seem to agree is the major strength of the industry: its programming. Audiences are larger than ever, critics' positive response is greater, and "we, in that sense, are more effective and have finer programming and greater support than we have ever had," WQED's Kaiser said. "Our biggest strength is still our programming," said Chamberlin, "and our biggest achievement in 20 years has been our contribution to children's programming. It's been universal and it's cut across economic and racial lines." PBS's Christensen believes that people watching public television and listening to public radio "would by and large say: 'That's what we had in mind [in the Public Broadcasting Act]... There is our Lyceum. There's our

Chautauqua. There's our conversation on the political pickle. Yes, we've done what we wanted to do.'"

The most recent CPB success was the establishment of the Public Television Programming Challenge Fund, a three-year, \$12-million cooperative effort between CPB and PBS designed to provide funds "to stimulate the production of major new programs, especially series" (BROADCASTING, May 19, 1986), and negotiated in the term of CPB's fifth president, Martin Rubenstein.

Another CPB success grew out of unfortunate circumstances: the near-bankruptcy in 1983 of National Public Radio. It was during the term of fourth CPB President Edward Pfister that NPR revealed it was \$9 million in debt, leading to extensive negotiations among Pfister, then-CPB Chairman Sharon Rockefeller (who is related by marriage to the original Rockefeller on the board), then-NPR Chairman Donald Mullally and then-NPR Acting President Ronald Bornstein (BROADCASTING, Aug. 1, 1983). A CPB loan, paid back in three years by the NPR stations, saved NPR from financial ruin, and the radio network eventually reorganized under what is believed to be a much more efficient business plan.



The final subject of agreement within the noncommercial community, including station operators, organization heads and even some of the CPB board members, is that the CPB board is greatly in need of an overhaul. There are problems, most believe, with the process of appointment, the quality of appointees, the politicization of issues and the lack of leadership. Every former CPB president (except Macy, who is dead) lists as a major problem of his presidency the tensions between management and the board.

In determining whether the noncommercial system is functioning as it was set up to function by the Public Broadcasting Act, says Bruce Christensen, public broadcasters must ask themselves: "Is it managed in the way you think it should be? Does it have enough resources to do all the things you would like to see done? Has the dream everyone had for CPB to be the leader and the nonpolitical moderator of any kind of influence over the system politically [come

true]?" His answer: "Probably not."

According to Doug Bennet, no safeguard was built into the selection process to moderate "the propensity [of a President] to choose people who may have made extraordinarily valuable contributions to a political campaign, who are not necessarily aptly trained or prepared to decide all the kinds of programming decisions and allocation of resources decisions that are made by that board."

"We had always said in the industry," says Ward Chamberlin, "that CPB would set a standard—both in terms of the mission of public broadcasting and in terms of leadership in how to carry out that mission. In effect, in the last 10 or 15 years they've done neither."

"The initial dream," says board member Kaiser, "is clear: The CPB board was to be made of some of the most prominent and thoughtful leaders in America from the areas of science, business and industry, the arts, journalism. This board was to be a heat shield so that producers and journalists could perform in an atmosphere of freedom. And the group was to provide central leadership and direction for the system while working very carefully with stations. . . In the beginning, the board had great prestige."

Since March 26, 1987, the 10-member CPB board has had only four members—the fewest in 20 years—and five nominees are awaiting Senate confirmation hearings (BROADCASTING, April 27, 1987), some for seats that have been empty for more than a year. "What needs to be improved is how quickly the nominations get sent to the Hill from the White House and then how quickly they get confirmed by the Senate," said Sharon Rockefeller, who recently completed 10 years as a member of the CPB board (BROADCASTING, March 23, 1987).

Current CPB board member Daniel Brenner, professor of communications law at the University of Southern California, Los Angeles, suggested giving PBS or some other public broadcasting entity the responsibility for nominating board members, and added: "I don't see how the public is benefitting by having CPB board members appointed politically."

But CPB Vice Chairman and Acting Chairman Howard Gutlin expressed confi-



Kobin

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Rubenstein



Pfister



Rocketteller



Bennet

Public broadcasting's major players

Listed below are the national organizations with leading roles in noncommercial broadcasting.

■ **Corporation for Public Broadcasting**—A private, nonprofit corporation authorized Nov. 7, 1967, by the Public Broadcasting Act, and incorporated March 27, 1968. CPB's mandate is to "develop noncommercial radio and television services for the American people." It distributes federal funds through Community Service Grants (CSG's) to 296 public radio stations and 314 public television stations. It provides funding for production and acquisition of national public radio and television programming and conducts research and training. Money for CPB is authorized by Congress in three-year advance increments, and appropriated two years ahead of the fiscal year in which it will be used. CPB also receives support from foundations and other sources for special projects. It is governed by a 10-member board of directors who are appointed by the President and confirmed by the Senate, and who serve five-year terms. President: CPB's board has recommended that Acting President Donald E. Ludwig be named to succeed Martin Rubenstein who resigned in November 1986. Final action is expected at the board's June meeting. Address: 1111 16th Street, Washington 20036. Telephone: (202) 955-5100.

■ **Public Broadcasting Service**—A membership organization owned and operated by 319 member television stations and established in 1969 by public TV licensees with assistance from CPB. PBS acquires television programming and distributes it by satellite, but has no say in when or whether the programs are aired by stations. It provides promotion, development, technical, legal and educational services. PBS produces no programs. It solicits programs from member stations, independent producers and foreign sources. Through PBS's Station Program Cooperative, a program proposals are selected each year by the member stations to receive production funds. PBS is governed by a 35-member board of directors who serve three-year terms. President: Bruce Christensen. Address: 1320 Braddock Place, Alexandria, Va. 22314. Telephone: (703) 739-5000.

■ **National Public Radio**—A nonprofit, private corporation serving 335 noncommercial member radio stations and established in 1970 by public radio licensees and CPB. NPR produces and distributes its own programming by satellite and distributes programs produced by member stations. It also provides promotion, representation, development, marketing, training and engineering management services. NPR is governed by a 15-member board of directors who serve three-year terms. President: Douglas Bennet. Address: 2025 M Street, N.W., Washington 20036. Telephone: (202) 822-2000.

■ **American Public Radio Network**—An independent, nonprofit corporation serving 318 member radio stations and founded by a consortium of five producing stations in 1982. APR acquires programming from independent producers, foreign broadcasting organizations, affiliate stations and five major national production centers: WNYC-AM-FM New York, WGBH-FM Boston, WGUC(FM) Cincinnati, Minnesota Public Radio and KUSC(FM) Los Angeles. Programs are distributed by satellite. APR is governed by a 14-member board of directors who serve one-to-four-year terms. President: Al Hulsen. Address: 700 Conwed Tower, 444 Cedar Street, St. Paul 55101. Telephone: (612) 293-5466.

■ **National Association of Public Television Stations**—A nonprofit membership organization formed in 1980 by public television licensees. NAPTSS handles representation, research and planning for noncommercial television. It is governed by an 18-24-member board of trustees who serve three-year terms. President: Peter Fannon. Address: Suite 410, 1818 N Street, N.W., Washington 20036. Telephone: (202) 887-1700.

dence in the current process: "For better or for worse, there is a selection system that [provides] very real checks and balances—the President nominates, the Senate of the United States confirms. And I think that is as Democratic a process as you're going to get."

■ John W. Macy Jr. resigned as CPB's first president in 1972, following President Nixon's veto of a CPB authorization bill.

Henry Loomis, who served the longest term, from 1972 to 1978, under Presidents Nixon, Ford and Carter, admitted upon resigning that it was "conceivable that the board may have asked me to leave," and added: "There's no question there were dif-

fering views within the board" (BROADCASTING, Dec. 19, 1977). He says now that during his presidency he and the board disagreed "about everything." The board served as a "minor patronage assignment for people who wanted to get on it for ideological reasons," he claims, and attracted "a lot of people who were thinking of the CPB board as a stepping stone to something else." Most in need of change at CPB is the method of selecting the board, he says. Public broadcasters today "have no respect for the board and no reason to have respect. In fact, it's a laughingstock."

Robben W. Fleming, selected in 1978 but serving from 1979 to 1981 under Presidents Carter and Reagan, resigned for health reasons and because he had reached retirement

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age. He said of the administration: "I never had a single incident in which any significant heat was put on me to do anything. . . . I never saw much evidence that the White House put pressure on any of [the board]." The White House does, however, try to influence the political makeup of the board by appointing "an alleged independent" when the six-person-to-a-party quota is filled, says Fleming. "There's always factionalism within the board. There's always political posturing." Fleming says he was warned by Macy and Loomis that "the board relationship had been a problem from day one, and that it would continue to be." That prediction turned out to be "absolutely true," he says.

Edward J. Pfister served from 1981 to 1985 under Reagan, and resigned in a dispute with the board over its decision to withdraw from a planned trip to the Soviet Union for discussion of program exchange (BROADCASTING, May 20, 1985). Six members of the board, led by then-Chairman Sonia Landau, former head of Women for Reagan-Bush, voted against the proposal, with Landau stating: "It is not the corporation's role to negotiate with foreign governments, or any government that has state-controlled television." Four members, including Kaiser, Rockefeller and Lillie Herndon, voted for the trip and shared Herndon's opinion that CPB is "not an entity of the federal government, and it is very important for the future of CPB and public broadcasting that we defend that status." There were instances when some board directors expressed the belief that CPB's role was to act as a heat shield

not only against political influence but also against programs promoting an anti-American point of view, Pfister says. He cited as his biggest problem "my relationship with the board. I think the tension developed, and it developed more quickly than I thought it would."

Martin Rubenstein, president only six months, from Jan. 31 to Nov. 14 of last year, resigned over "differences in policy," reportedly under pressure from a Landau-led faction of the board on which she no longer served (BROADCASTING, Nov. 17, 1986). Rubenstein said of his relations with the board: "I think it is appropriate now, after 20 years, for the Congress, which established this whole system in the first place, to hold hearings and look back at the 20 years and see what has been positive and what has been negative. I think that the original idea was to establish CPB and its board as a buffer from the government, and a good part of the 20 years has been [used] to establish a buffer between the system and the board of CPB. That has to tell you something. It hasn't worked. The system has worked, the system has prospered, but the system has had to find a way to get around the CPB board."

There is reason to believe that the winds of change may be blowing toward the CPB board, say members of the noncommercial industry. Plans for a proposed "content analysis" of public television programming—overwhelmingly opposed by public televi-

sion licensees—were unanimously abandoned at the March 1987 meeting of the then-six-member board (BROADCASTING, March 9, 1987). "We saw the wonderful spirit and leadership that the board can exert in the system," said Kaiser. "I feel very positive about the current CPB board and the direction in which we started to move in Seattle."

"I think there is definitely an understanding among the four existing board members that we have to turn things around," Gutin said. "There have been very real lessons learned." Gutin said PBS's study of its program policies was long overdue after 15 years, and "I don't think it would hurt for CPB to do an introspective look at their operation. I think it's a good time. Let's start the next 20 years with a clean slate, with some new people. Let's take a close look at the next 20 years. I think now is the time to do that."

Doug Bennet said of the current situation: "You have to think of a better system. I'm not sure we know what that is at this point. I think it would be a mistake to try to start over with the legislation or with CPB. I think it may need some fine-tuning, but that's about it."

"I think we're all very hopeful now that we're going into a new era," said Kobin. "I would hope that the new [CPB] president would feel that the Corporation for Public Broadcasting is the Corporation for Public Broadcasting." □

By Jeanne Omohundro

Bennet assesses state of public radio

NPR president paints rosy picture at annual gathering; decision on unbundling postponed; weekend programming also under discussion

National Public Radio faces "a normal amount of uncertainty, but I think we have an unusual amount of opportunity," said President Douglas Bennet in addressing NPR member stations at their annual Public Radio Conference, held in Washington April 29-May 3. The picture painted by Bennet of the state of the organization was one of general stability—system audiences up 12%, NPR program audiences up 19%, expenses up 8%, revenue up 6%, non-Corporation for Public Broadcasting Service grants up 26% and cost-per-thousand gross impressions (an index of efficiency in reaching listeners) down 11%. Bennet said there were fewer net dropouts than expected following the institution of the organization's new business plan last October, and "audience growth continues to be the most promising key to future revenue growth." The audience for NPR news programming grew 22% from 1985 to 1986, he said.

Bennet gave updates on NPR's two new programming initiatives: the Fanfare Campaign for the Arts and *Performance Today*. Fanfare is 40% of the way toward its three-year goal of raising \$8 million, he said, and *Performance Today* has drawn an average of three station contributions of features and

performance material per program. Bennet cautioned members to "expect to see NPR's cost-per-station-hour broadcast rise when new programs go on the air and decline at times when more stations pick up existing programs and low-carriage programs are weeded out."

NPR's CPB-qualified stations should view the approximately 1,000 non-CPB-qualified stations "as an opportunity to expand and diversify our service," said Bennet. Those university and college licensees, community stations and religious broadcasters collectively "control an enormous quantity of noncommercial spectrum space, and represent a multimillion-dollar investment in facilities and programming," he said.

Unbundling, a system of program packaging proposed by the NPR board, would allow NPR to maintain innovative program services and better serve minorities, according to Bennet. But, he added, "in the broad scheme of things, it may not matter enormously whether we unbundle or not. . . . What will matter is whether we have the passion for service to the whole country and excellence that our success to date suggests we do."

NPR's annual membership meeting was the forum for another lengthy debate on unbundling (BROADCASTING, May 4), with many members stating they would like to consider more than the single plan introduced by the board. The membership voted

100-93, with four abstentions, to consider a resolution on unbundling offered by Eastern Public Radio—and ultimately adopted it in a 138-45 vote with two abstentions. The resolution affirms NPR's support for the concept of unbundling but calls for additional options and puts off the decision for another year. It states: "Whereas we believe that an unbundled structure would improve the climate for growth and innovation in national program production and services, and whereas we believe that an unbundled structure would promote the vitality of NPR program series, and whereas we believe that an unbundled structure would allow the participation of small-market and minority stations, and whereas we believe that an unbundled structure would create for public radio stations a more directly accountable relationship with program producers, and whereas we share many of the concerns stations have expressed about the specifics of packaging and pricing as proposed by the ad hoc committee [of the NPR board], now therefore be it resolved that National Public Radio's members: endorse the concept of an unbundled structure, and urge the NPR board of directors to develop at least three alternative multiyear plans for implementing unbundling, and ask the NPR board to present these options for full system discussion, including station consultation in late 1987, and with pricing information to be provided in early 1988, and the final plan, after con-

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sultation, to be forwarded to the membership for affirmation, and urge the ultimate decision on unbundling no later than July 1988." NPR's original resolution, amended by the members, had called for implementation of unbundling by July 1988.

The NPR board, at its meeting May 3, affirmed the unbundling resolution passed by the membership. In other action, it unanimously passed a resolution expressing "very serious concerns" about the effect of the FCC's recent decision on indecency, and directed management to "take immediate steps to express those concerns and to take whatever action is deemed most effective to have these new FCC standards set aside." The board also resolved that NPR management should "work with producers of current NPR Spanish-language programming and other experts to develop and implement an aggressive strategy and service plan," to be presented at the October meeting of the board, and should "secure special project funds to support the initiatives in that service plan in FY 1988."

Public radio's service to minorities was the topic of an earlier session attended primarily by minorities, who pointed out that minority issues are not integrated into majority sessions at the PRC. The focus of the session was an NPR study of Hispanic programming conducted by Belden Opinion Research Associates, Washington. The study surveyed 25% of 172 commercial stations operating with a Spanish-language format to ascertain their awareness of NPR specialized audience programming.

According to the study, most station directors were familiar with NPR's core news programming, *Morning Edition* and *All Things Considered*, but only one-third were familiar with NPR's half-hour Spanish programming. Seventy percent of the stations demonstrated an interest in carrying segments of the half-hour *Enfoque Nacional*, a half-hour Spanish-language news magazine program, the study said. According to Doug Bennet, the purpose of the study was to determine "whether there is a ready-made vehicle for reaching Spanish-language audiences." There is excellent potential for offering special programming to commercial Spanish-language stations, the study said.

Public winners. The Corporation for Public Broadcasting's Edward R. Murrow award, the highest award in public radio, has been given to Thomas J. Thomas and Theresa R. Clifford, public telecommunications consultants who formed the National Federation of Community Broadcasters and organized the Station Resource Group. The recipients head their own consulting firm and have played a major role in studying the public radio marketplace, and Thomas is credited with helping design National Public Radio's new business plan. The Murrow award has been given since 1977 and honors "outstanding contributions to public radio."

CPB also gave out its Public Radio Program Awards, the highest program awards in public radio, to four programs after studying 119 entries. The awards were given in four categories:

Continuity—WBUR-FM Boston for "a transition including a promo for an upcoming story and traffic and weather reports leading into *All Things Considered*."

News and public affairs—The Family of Women/RadioWest, Denver; Adi Gevins, executive producer, and Helene Rosenbluth, creator, for *The Family of Women: Stories From a World Gathering*.

Arts and humanities—National Foundation for Jewish Culture, New York; Richard Siegel, producer, for *One People: Many Voices—Jewish Music in America*.

Target audience—Children's Radio Theater, Washington; Joan Bellsey, Doris Indyke and David Thompson, producers, for *The Eighth Annual Henny Penny Playwriting Contest*.

Fifth Estate generosity. Metromedia Chairman John Kluge, a 1937 graduate of Columbia University, New York, has donated \$25 million to create a minority-group student aid program at the school to provide "John W. Kluge Presidential Scholarships" to 60-75 needy minority students each year. According to Columbia University public information director, Fred Knubel, although the decision on how to spend the money had been made weeks ago, and had been timed to coincide with the 50th anniversary of Kluge's graduation, the announcement of the largest gift in Columbia's history "has gained more attention than it might have," Knubel said, due to recent racial incidents on campus. Forty-five students of mixed racial identities were arrested April 21 in a demonstration demanding the arrest of four whites involved in a March 22 brawl between whites and blacks. "This is the best possible answer to charges of insensitivity on this subject," Columbia President Michael I. Sovern told *The New York Times*.

Kluge, who earned his economics bachelor's degree on a four-year scholarship and who has amassed an estimated \$3.5-billion fortune since then, is currently chairman of the Leadership Gifts Committee of The Campaign for Columbia, the school's \$500-million fund raising program. He has given "modest" scholarship donations over the years, Knubel said, and has been "very active" in alumni work for the school since the 1950s.

Thanks to a gift of \$1.25 million from California Oregon Broadcasting Inc. chairman and founding partner, William B. Smullin, construction of the largest academic facility on the campus of Willamette University, Salem, Ore., will begin in June 1987. Set to house the political science, psychology, economics, sociology, speech, mathematics and computer science departments, the building will be named in Smullin's honor when completed in little over a year. "This is an exceptional contribution from an exceptional man," said university president Jerry E. Hudson of the largest, single-payment cash donation in Willamette's history.

Smullin, a past president of the Oregon Association of Broadcasters who established the first radio station in Eureka, Calif., in the 1930's, and the first VHF television stations in Eureka and the state of Oregon, has already endowed two major library and scholarship funds at Willamette.

In the comment period, members of the audience showed frustration over NPR-minority relations. NPR's 1988 budget contained a \$50,000 cut from the \$1 million allotted for SAP, the result of a \$100,000 cut Bennet had proposed. *Enfoque's* associate producer, Maria Hinajosa, said the people involved with the program "feel like we're being squeezed to put out an excellent program, but we don't have any money." Diane Kaplan, executive director of the Alaska Public Radio Network, which produces a Native American news service, said producers need a source of seed money to replace the Satellite Program Development Fund, which was discontinued by NPR member stations in FY 1987. One audience member stressed that NPR cannot expect special audience programs to be carried by as many

stations as general news programs. "If you're going to measure it by the same ruler that you measure *Morning Edition* or *All Things Considered*, I think that is very unfair," he said.

Bennet underscored NPR's need to increase service to minorities, but said he needs "a driving and positive SAP plan." If minority programmers can provide that plan, said Bennet, "I can go get the money. I can raise it. If you make me snowballs, I can throw them. But you've got to give me more."

The results of 19 focus groups conducted with public radio listeners and members were presented by Greg Lalley and Jim Lauer, of Lauer, Lalley & Associates, who conducted in-depth interviews with 200 people in five cities—Washington, Seattle, Cleveland, East Lansing, Mich., and Tallahassee, Fla.

Lalley and Lauer found that public radio listeners are highly satisfied with public radio service because it treats them as "intelligent" and are highly critical of commercial broadcasting because they felt it is personality-dominated, ratings-driven and sensationalizes the news.

News programming was found to be public radio's biggest draw, with some interviewees saying public radio is their sole source of news. Public radio news was described as more likely to deliver "the story behind the story," Lalley said, with listeners perceiving that "commercial news is crisis driven—if Haiti blows up, they'll tell you Haiti blew up. But if you listen to public radio, they'll tell you why Haiti blew up, and they may have warned you six months earlier that the conditions there are leading to that." Lalley said he was surprised to discover that listeners identified less with news anchors than with the tone, motivation and intellectual

approach of programs. "There wasn't a domination of personalities like Noah Adams and Susan Stamberg and even Garrison Keillor," he said. According to Lauer, what public radio listeners like is "the nonintrusive nature of the personalities."

There was some member concern, however, over the tone of NPR's Sunday *Weekend Edition*, which debuted Jan. 18 with host Susan Stamberg. The program's senior producer, Katharine Ferguson, said she envisioned *Weekend* on Sunday as "a nice companion," a conversation with the host. But a

station representative commented: "It feels to me many times like it is a conversation with Susan, and I'm eavesdropping. I don't really know if I'm supposed to be there. Susan sounds like she's having fun, but I'm not sure I am."

There was also criticism of the program's reduced focus on hard news, which listeners are used to hearing from Stamberg, who anchored NPR's *All Things Considered* for 15 years. Ferguson maintained that Sunday *Weekend Edition* "was not envisioned as a hard news show," but said there has been an

effort to increase Stamberg's involvement in presentation of the news.

Not all the reaction to *Weekend Sunday* was negative: One member of the audience said she felt it was "a younger show" with listeners who are not as interested in news as they are in food. (The show contains cooking segments.) "I look at it as Sunday brunch with Susan," another member said. NPR's other weekend programs, *Saturday Morning Edition* and *Weekend ATC*, both received praise, as did the staple weekday programs, *Morning Edition* and *ATC*. □

CBS affiliates prepare hard questions for network

Dissatisfaction with morning, prime time and hour-news proposal likely to dominate annual meeting

The CBS affiliate body will convene for its annual meeting next week (May 18-20), and network executives in attendance will have some explaining to do, according to affiliate sources. The majority of affiliates are extremely dissatisfied with the network's current performance in the morning time slot. (Two weeks ago, *The Morning Program* scored the lowest rating ever for a program at 6 to 9 a.m.) Another big issue at the meeting will be how the network plans to get competitive again in prime time, given its further slide away from front-runner NBC this past season. A number of affiliates are particularly irked by what were seen as a number of largely unnecessary changes in the CBS prime time schedule this season that proved not only fruitless but also detrimental. Also, network executives will likely hear boos and hisses when the issue of an expanding the evening news to one hour inevitably comes up, after CBS Chairman Laurence Tisch's testimony before Congress last week that the network has plans on the drawing board.

Tisch is scheduled to address the full affiliate body, for the first time, in a luncheon speech on Monday. In another first, the affiliates will be the first to see the new CBS prime time schedule, which will be unveiled at a presentation Tuesday, May 19. Traditionally, all three networks have unveiled their new schedules first before the New York advertising community. This year, however, CBS is leading off the round of annual affiliates meetings, leaving little time to squeeze in a briefing to the ad community after finalizing the new schedule. In addition, the affiliate body itself indicated to the network that it was tired of "always being the last to know" about the new schedule. The network will present its schedule to advertisers in New York in late May, a network spokesman said. The format of the CBS meeting will also be different this year, conforming more to the formats traditionally used by ABC and NBC. The network was not able to secure the Plitt Theater across from the Century Plaza in Los Angeles where traditionally CBS screened for its affiliates full pilots of every new program joining the prime time schedule. Thus, it will screen only brief cuts of most new programs in the Century Plaza ballroom as the other

two networks customarily do.

As for the early morning daypart, there is considerable sentiment that in the last year, the network has leaped from the frying pan into the fire. "A year ago, CBS promised its affiliates a new broadcast that was going to answer all the age-old problems," said one affiliate executive who asked not to be identified. "Susan Winston came on board and they promised the show for July. Well, she was gone by July, and it wasn't until November we had any idea what they were up to and not until January that we had a show. I think it's a disaster." Many mistakes were made, contended the executive, not the least of which was scheduling a 90-minute block of hard news "followed by 90 minutes of whatever it is and giving a half-hour jump to the two established programs." He was referring to the fact that *The Morning Program* does not start until 7:30 a.m., while *Today* and *Good Morning America* start at 7 a.m.

"The network will say they need more time and our support," he said. "But I think they have something that is not going to work."

Some suggest the network might be better off giving the block back to the news division. "A lot of affiliates would be happy with that," said one station executive. "It would be better than what we have now."

According to Phil Jones, vice president and general manager, KCTV(TV) Kansas City, Mo., and CBS affiliate board chairman, the network must tell affiliates at the meeting exactly what its plan is for the morning block. But at least the network has tried to do something over the past year, he said, so that "people won't be as collectively irate as they were last year." Paul Raymon, vice president and general manager, WAGA-TV Atlanta, one of a few stations that have refused to clear the program, said the "morning news is a front-burner issue. I don't think anybody is convinced CBS is has found the answer."

As for prime time, many affiliates are unhappy with the constant juggling of the past season's lineup. In some cases, the juggling proved more a hindrance than a help. For example, during the February sweeps, the network yanked the movie on Sunday, a night that it had been winning consistently up to that point in the season. The move backfired when CBS lost two Sundays during that sweep, a period to which affiliates are particularly sensitive, because it is one of four months out of the year during which local advertising rates are set.

"There is a concern about how the prime time schedule has been moved around so much," said Jones, especially in light of some of the "progress we'd been making on some nights," including Sundays, Wednesdays and Mondays. Robert Morse, president and general manager, WHAS-TV Louisville, Ky., agreed that a primary issue at the upcoming meeting will be the "constant moving around of programs in prime time. People are creatures of habit and we seem to be moving programs around whether they are successful or not at a rate that prohibits viewers from finding the programs." Terrence Ford, president and general manager, KHOU-TV Houston, agreed: "There's a feeling we need to stabilize prime time and quit moving shows around."

The network gained little support, if any, from affiliates in the wake of Tisch's indication two weeks ago that the network has considered adding, in some form, a half-hour of evening news. Many of those affiliates contacted last week echoed Phil Jones's sentiment that to even consider another half hour of network evening news is "ludicrous, naive and insensitive." Not only is the idea an unacceptable encroachment on affiliate time, he and others said, "the audience is not interested in more national news. They are interested in more local news." If Tisch wants to expand the evening news, said Sy Yanoff, president, WNEV-TV Boston, "let him put it in his own time somewhere."

A big message from the network to its affiliates will be that the network needs improved clearances in both the morning game show block and late night, according to Tony Malara, senior vice president-distribution, CBS Television Network. "We need to get back on track [from 10 a.m. to 11 a.m.]," he said. "And there is a disturbing shift from live to delayed clearance," in the late-night time period, where the network is spending considerably more to produce original programming for the daypart. "They told us to stop putting off-network product there because they could do that themselves and keep all the spots," Malara said. "Original programming is an aggressive response to that and when we respond this way, we've got to have their support." Malara will also make a pitch to affiliates to curb one-time only (OTO) preemptions where they are preempting with entertainment product. OTO's, he said, not only limit the network's ability to exhibit product nationally, it is also in "the short-term interests of the stations." □

TELECASTINGS

Olympic overtime

ABC Sports, which plans to present 98½ hours of coverage of the 1988 winter Olympic games from Calgary, said the coverage will be the most extensive ever for the winter games. The network will present 53 hours of prime time coverage, 34½ hours during weekend daytime, seven hours of late night programming and four hours of pre-Olympic specials.

Unlike the six-hour time difference between New York and Sarajevo, Yugoslavia (site of the 1984 winter games), Calgary's mountain time zone will enable ABC to present most of the 1988 winter games live, ABC said. That "makes a huge difference," said Geoffrey Mason, vice president of ABC Sports Olympic production. "People simply have more interest in an event if they can see it live. They have a sense of participation in that event and can share in the emotions as the event actually unfolds. That's the real magic and appeal of live television," he said. Also, in 1988, hockey, figure skating and for the first time, speed skating, will be shown live in prime time, with most of the medal competition in Alpine skiing airing live on weekend afternoons, ABC said. ABC presented 63 hours of coverage from the 1984 winter Olympics and 53 hours from the 1980 games in Lake Placid, N.Y. "Excepting the 186 hours of coverage ABC provided during the 1984 summer Olympics from Los Angeles, there will be more hours of television coverage from Calgary than from any previous Olympic games—summer or winter," ABC said.

European home shopping

The European satellite TV service, Sky Channel, has launched its first home shopping program—*Space Shopping*—a daily, 15-minute lunchtime program. The service, offered by London-based Sky to more than nine million cable homes throughout Europe, was approved for telecast by the U.K. Cable Authority and will be identified as an advertising feature.

The program will have a staff of 80, handling orders through mail and telephone in the UK and the Netherlands, with delivery handled in association with Federal Express.

Pulling back

Noncommercial WNET(TV) New York has decided against airing home shopping programs during its nonoperating hours, 1-7 a.m., and has withdrawn its petition filed Feb. 4 with the FCC asking for permission to lease time to commercial services. George Miles, WNET executive vice president and chief operating officer, said the station began considering the prospect after it received inquiries from five catalogue com-

panies and surveyed the Corporation for Public Broadcasting, FCC, Congress, the station's board and members for reaction. "No one really said to us: 'Please don't do it,'" said Miles, but WNET determined that home shopping doesn't meet the station's mission or standards, and would not have raised enough money to justify use. (The estimate of potential yearly income was far below the \$1.5 million-\$2 million the station set as a minimum, Miles said.) Home shopping was considered because "development of new funding opportunities is a continuing problem for public television, in light of rising costs and the leveling off of traditional revenue sources," Miles said.

Adding a 'W'

WOR-TV New York is now WWOR-TV New York.

A second w has been added to the 26-year-old VHF (ch. 9) independent to distinguish it from WOR(AM) New York, a pioneer station that went on the air in 1922 and is now under separate ownership.

MCA Broadcasting Inc. concluded its purchase of WWOR-TV on April 3. WOR is still

WWOR-TV

owned by RKO General Inc.

In addition to its New York audience, WWOR-TV serves about 11.2 million cable homes across the nation as one of cable's three major superstations. (The others are WGN-TV Chicago and WTBS(TV) Atlanta.)

WWOR-TV is distributed to cable systems outside the New York market via satellite and microwave by Eastern Microwave.

Signed in Seattle

Nielsen reports that seven television stations serving the Seattle-Tacoma market have signed up for the company's overnight service that debuted there May 1. The stations subscribing to the service in the 15th-ranked market are KING-TV (NBC), KOMO-TV (ABC), KIRO-TV (CBS), independents KSTW(TV), KCPQ(TV), KTZZ(TV) and KVOS-TV (CBS) Bellingham, Wash.

Nielsen plans to add overnight service in Hartford-New Haven, Conn., in July.

Opportunity's knocking

Potential sponsors of a planned National Association of Broadcasters study of international media opportunities could include a half-dozen diverse media companies such as group broadcaster Hubbard Communications, radio station group EZ Communications and broadcast computer software sup-

plier Enterprise Systems Group.

But the association and Worldwide Media Group, the New York-based consulting firm that would conduct the study for the association, still must find several more companies willing to pay an \$8,900 sponsorship fee to finance the \$150,000-study, before they will commit to conducting it.

NAB first proposed the six-month study of media investment opportunities in Western Europe in February (BROADCASTING, Feb. 23), with the go-ahead planned if 10 sponsors could be found. The study would be released later in smaller form and at lower cost for other NAB members.

Communications Equity Associates, Hubbard, EZ Communications and Enterprise Systems all have confirmed they were evaluating the study, while others said to be considering participation were Capcities/ABC and Malrite Communications, as well as two Japanese companies, a British firm, Brazil's TV Globo and others.

According to John Eger, former CBS executive and now head of Worldwide Media Group, the proposed study has also been substantially expanded to include enhanced reviews of European media laws, as well as a more substantial financial analysis, to be subcontracted to a British investment research firm.

The NAB had originally set an April deadline for full sponsorship, but extended the date after NAB's Charles Oliver, senior vice president for research and planning, left the organization and was replaced by Rick Ducey, and membership mailings on the study were put off until after the annual convention in late March.

Youth slant

As part of its annual station project, WCBS-TV New York is producing three documentaries focusing on today's youth that the CBS O&O will use to pre-empt the network prime time schedule during July and August, a traditional low point in the ratings.

The three specials will be *What's Goin' On?*, a general look at the problems of youth today, hosted by anchorman Mike Schneider; *Urban Nomads*, hosted by investigative reporter Arnold Diaz, which will look homeless children in New York City, and *It's My World Too*, a look at disabled children hosted by *Channel 2 News at Noon* co-anchor Bree Walker. WCBS-TV will also air a fourth documentary this summer, hosted by anchorman Jim Jensen, on the subject of illegal aliens.

Roger Colloff, vice president and general manager of the station, said that the summer documentary work by the station is a continuation of a WCBS-TV commitment to documentaries on local affairs. WCBS-TV captured more Emmys (13) than any other New York station in the local Emmy awards recently.

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Independents showing late-night gains

Ratings increase has come largely at the expense of late-night news

Affiliate late newscasts in the top 50 markets have slipped 2.9 share points while counter programming on independents has gained 2.5 share points in comparisons of sweep periods of November 1986 and February 1987 with those of November 1985 and February 1986, according to Petry Inc. research. Those changes come after three straight years without gains or losses in shares of more than a point for either the affiliates or independents in the top 50 markets during the time periods researched (11-11:30 p.m. in Eastern and Pacific time zones, and 10-10:30 p.m. in central time zones).

The drop-off for affiliates and gains for independents come as something of a surprise. For the four years prior to the November 1986-February 1987 season, affiliate shares had averaged almost 79.9 in the top 50, but fell to 76.1 this season. Last year they stood at 79. For independents, shares had averaged 9.5 from November 1982-February 1983 through last season when they stood at 9.7. This season, during the two sweep periods, they stood at 12.2.

The Petry analysis cites three possible reasons for the late news gains in the past year for independents in the top 50 markets. First, *The Late Show starring Joan Rivers* has improved time periods by an average of

two share points for those independents that have affiliated with Fox Broadcasting Co. From February 1986 to February 1987, 70% of those Fox affiliates (still classified as independents) have improved their time periods while 15% declined.

Second, there has been the growth of choices for television viewers. According to NTI universe estimates, cable penetration has grown from 37.9% in 1983 to 48.7% in 1987. According to NSI sample estimates, VCR penetration has grown from 6.3% in 1983 to 48.7% in 1987.

Those gains come as HUT levels during the late-night time periods went from 44 in November 1982-February 1983, to 45.2 in November 1986-February 1987, a gain of almost 3%. Within that time period there was particular growth from November 1983-February 1984 to November 1984-February 1985 when HUT's grew 1.8 points from 43.4 to 45.2.

The third possible reason for the affiliate declines and independent gains in late news concerns a fall-off in the shares affiliates are getting from their networks' prime time schedules in the half-hour leading into their newscasts. The fall-off in late news shares has actually been less precipitous than the fall-off in network shares for the preceding half-hour (10:30-11 p.m. in Eastern and Pacific time zones, and 9:30-10 in the central time zone). From November 1982-February

1983 to November 1986-February 1987, shares for the half-hour of network prime time leading into affiliate news fell from 86.9 to 78.5, an 11% drop-off. Affiliate news shares dropped from 78.9 to 76.1, or 4%, during the time period.

From February 86 to February 87, affiliates fell in share in 36 of the markets, were up in 11 markets and were the same in three. Independents, on the other hand, were up in 37 markets, down in 10 and the same in three. From November 1985 to November 1986, 35 affiliates fell in share while nine rose and six were the same. From November to November last season to this season independents were up in 40 of the markets, off in five and the same in five.

Independent gains against affiliate late news were impressive in some of the the markets. In Los Angeles, from February 1986 to February 1987, independents, including four VHF stations, rose from a 30 share to a 37, as affiliates were off from a 70 in February 1986 to a 62 in February 1987. In February 1983, affiliates had a 70 share in that market, and independents had a 24 share.

In Boston, independents went from a 6 share in February 1983 to a 21 share in February 1987, as affiliates went from an 88 to a 69. Independents were up four points from February 1986 to February 1987, and affiliates were off two points. □

No prime time summer slump for NBC

NBC won week two of the summer prime time ratings season, scoring a 15.3/21 to beat second-place CBS (13.3/22.7) and third-place ABC (12.4/21). NBC won Monday, Thursday and Saturday nights, while CBS took Friday and Sunday and ABC Tuesday and Wednesday. Last year in the same week NBC won with a 15.5/26 to CBS's 14/23 and

ABC's 13.2/22.

The *NBC Nightly News* continued to win the network news race, scoring a 10.1/22 to the *CBS Evening News*' (9.6/21) and *ABC's World News Tonight* (8.8/19). Last year CBS edged NBC in the news race, scoring a 12.3/24 to NBC's 11.9/24. ABC had a 10.3/20.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	31.6/53	24.	Murder, She Wrote	CBS	15.2/24	47.	Mr. Belvedere	ABC	11.8/22
2.	Family Ties	NBC	30.8/50	25.	Matlock	NBC	15.0/25	47.	Highway to Heaven	NBC	11.8/21
3.	Cheers	NBC	26.0/42	26.	Night Court	NBC	14.9/24	49.	Monday Night Movie	ABC	11.5/19
4.	Golden Girls	NBC	19.5/36	27.	20/20	ABC	14.4/24	50.	Kate & Allie	CBS	11.4/20
5.	Sunday Movie	CBS	19.3/29	28.	Houston Knights	CBS	14.3/25	51.	Spenser: For Hire	ABC	11.3/22
5.	Monday Night Movies	NBC	19.3/32	29.	Ringling Brothers Circus	CBS	14.1/27	52.	Gimme a Break	NBC	11.1/17
7.	Nothing in Common	NBC	19.2/31	30.	L.A. Law	NBC	14.0/24	53.	Mariah	ABC	10.9/19
8.	Dallas	CBS	18.8/32	30.	Hunter	NBC	14.0/27	54.	Webster	ABC	10.7/21
9.	Growing Pains Special	ABC	17.4/30	32.	Newhart	CBS	13.7/22	55.	Tortellis	NBC	10.1/16
10.	Moonlighting	ABC	17.3/27	32.	Easy Street	NBC	13.7/22	55.	Our House	NBC	10.1/18
10.	Sunday Night Movie	NBC	17.3/27	34.	Perfect Strangers	ABC	13.3/24	57.	Ohara	ABC	9.9/18
12.	Falcon Crest	CBS	17.2/30	35.	Magnum, P.I.	CBS	13.2/21	58.	West 57th	CBS	9.6/16
13.	Dynasty	ABC	16.8/27	35.	Bronx Zoo	NBC	13.2/23	59.	Starman	ABC	9.0/18
13.	60 Minutes	CBS	16.8/29	35.	Miami Vice	NBC	13.2/22	59.	Alabama	CBS	9.0/15
15.	Superstars and Moms	ABC	16.4/26	38.	Stingray	NBC	12.8/23	61.	Roomies	NBC	8.8/17
16.	Knots Landing	CBS	16.0/27	39.	Sweet Surrender	NBC	12.7/25	62.	Fast Copy	NBC	8.7/15
17.	Disney Sunday Movie	ABC	15.9/25	40.	MacGyver	ABC	12.6/21	63.	Friday Night Movie	ABC	8.2/14
17.	ALF	NBC	15.9/28	41.	Designing Women	CBS	12.5/20	64.	Outlaws	CBS	8.1/17
19.	Sledge Hammer Special	ABC	15.8/26	42.	My Sister Sam	CBS	12.3/20	64.	Amazing Stories	NBC	8.1/15
20.	Valerie	NBC	15.7/26	42.	Simon & Simon	CBS	12.3/20	66.	Saturday Movie	CBS	7.9/15
21.	Me & Mrs. C	NBC	15.6/29	44.	Facts of Life	NBC	12.0/25	67.	Jack & Mike	ABC	7.2/12
22.	Tuesday Movie	CBS	15.4/25	45.	Max Headroom	ABC	11.9/20	68.	Wizard	CBS	7.0/12
23.	Head of the Class	ABC	15.3/26	45.	Mike Hammer	CBS	11.9/21	69.	Our World	ABC	5.9/10

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Stay Tuned

■ Von Zerneck/Samuels Productions, producer of ABC's *Queenie* mini-series, which stars Kirk Douglas and Mia Sara and began last night (May 10), is also producing *Celebration Family*, a two-hour movie set to air on ABC later this season. Robert Day directs Stephanie Zimbalist and James Read playing a young couple who adopt unwanted children. Robert Sertner is producer.

ABC will also air the three-hour *Happy Birthday Hollywood*, on May 18, from 8 to 11 p.m. ET. It is directed by Jeff Margolis and produced by Jack Haley Jr. and Alexander H. Cohen. On May 19, from 9 to 11 p.m., Lily Tomlin, Pee Wee Herman and others will be performers/hosts for *The American Comedy Awards*, produced by George Schlatter Productions and directed by Walter Miller.

NBC is giving viewers an opportunity to deliver a murder trial verdict, via a 900 telephone number, on May 26, when it telecasts *You Are the Jury*, from 10 to 11 p.m. Peter Graves narrates the Bob Stewart Productions/Dick Clark Company Inc. production starring Audrey Landers, Doris Roberts and John Amos as key figures in a romantic triangle, murder mystery directed by Joseph Manduke.

On May 4, the Landsburg Co., with director Arthur Allen Seideman, began production of *72 Hours* (working title), with Nancy McKeon (*The Facts of Life*) starring as a young woman diagnosed as schizophrenic and with Valerie Harper (*Valerie*) co-starring as her mother. NBC will telecast the movie during the '87-'88 season.

■ Eddie Albert will join the cast of CBS's *Falcon Crest* next fall in the recurring role of Carlton Travis, a man from Angela Channing's (Jane Wyman) past, and Red Buttons will join *Knots Landing*, also in a recurring role as vagrant Al Baker.

Universal has finished shooting three one-hour episodes of a CBS *Murder, She Wrote* spin-off, *The Law and Harry McGraw*, to star Jerry Orbach, a 1970 Tony Award winner and recent *Murder, She Wrote* cast member. In addition to a two-hour episode now filming, Universal has committed to 13 episodes, according to the Massachusetts Film Bureau.

CBS has announced its Saturday children's programming schedule for fall 1987. The five returning series include *Pee-Wee's Playhouse* (its second season), *Jim Henson's Muppet Babies* (fourth season), *CBS Storybreak* (fourth season, with Bob Keeshan), *Teen Wolf* (second season) and *Kidd Video*, updated with new videos (formerly seen on NBC). The four new series include D.I.C. Productions Inc.'s *Hello Kitty's Furry Tale Theater* (8 a.m. ET), with classic and modern fairy tale storylines; the Hanna Barbera/King Features co-production, *Popeye and Son* (11 a.m. ET), featuring Popeye Jr. and Bluto offspring, Tank; *The New Adventures of Mighty Mouse* (8:30 a.m. ET), from producer Ralph Bakshi and featuring "Deputy Dawg" and other Hanna Barbera characters, and *Garbage Pail Kids*, based on the six kid-superheroes trading cards characters.

■ Phylicia Rashad, Edward Woodward and Bruce Dern will star in the first full-length, sound movie version of *Uncle Tom's Cabin*, to premiere on Showtime on June 14 at 8 p.m. Stan Lathan is the director. Showtime producers Edgar J. Scherick, Michael Barnathan and Jeffrey A. Nelson have developed a high school and college screening program to supplement viewing of the movie to "set the historical record straight" concerning the central character, who has "been distorted by over a hundred years of misrepresentations" that lost sight of his "anguish, strength and pride," according to Showtime.

Showtime also offers the television debut of Paul Simon's *Graceland: the African Concert*, set to premiere May 16 at 10 p.m. ET. The 90-minute Rufaro Stadium, Zimbabwe, concert draws heavily from Simon's "Graceland" album, which won best album of the year at the Grammy Awards. It was produced by Ian Hoblyn and directed by Michael Lindsay-Hogg, and features self-exiled, black South African musicians Miriam Makeba and Hugh Masekela.

■ At Cinemax, talk show producer Robert Morton (*Late Night With David Letterman*) will produce six new editions of *The New Max Headroom Show from New York*, "an irreverent approach to the familiar" talk show. Max and guests will appear before a live studio audience, although the format will include some music video reminiscent of the original *Max Headroom Show* that first established the character on Cinemax.

■ Former pro football star O.J. Simpson returns as the new general manager of the California Bulls pro football team in 13 new episodes of HBO's comedy drama, *First & Ten: Going for Broke*, in production since April 13. Stan Lathan (director of Showtime's *Uncle Tom's Cabin*) will direct the first seven episodes of this Atlantic-Kushner-Locke Productions series. Gary H. Miller is producer/head writer.

HBO Pictures and Journey Entertainment have completed filming *The Man Who Broke 1,000 Chains*, based on the 1932 feature film, "I Am A Fugitive from a Chain Gang." It will star Val Kilmer, Charles Durning and Sonia Braga, and include acting and musical contributions by Taj Mahal. Directed by Daniel Mann, *1,000 Chains* is produced by Joram Ben-Ami with executive producer and screenwriter Michael Campus.

■ Westwood One Radio Networks will simulcast Showtime's May 16 *Graceland: The African Concert*, scheduled for 10 p.m. And on Memorial Day, May 25, at 10:30 a.m. ET, correspondent Jim Bohannon, a Vietnam veteran, will interview other vets on Mutual Broadcasting System's *Pain & Pride: Remembering Vietnam*.

■ From May 10 to 15, ABC Radio will air *Light My Fire*, a "Doors" retrospective, produced by Denny Somach Productions, including a never-before-broadcast interview with Jim Morrison.

■ NBC Radio News will run a series of five 90-second reports, *Doubts About a Deal*, from May 11 to May 15 in which Phil Till investigates European fears about the pending U.S.-Soviet arms deal.

■ From May 10 through Sept. 17, the Associated Press Broadcast Services will feed *Freedom's Almanac*, a series of 133 daily, 60-second spots that dramatize and celebrate the 200th anniversary of events during the 1787 Constitutional convention. The feed will follow the daily issue of AP's *Today In History* series.

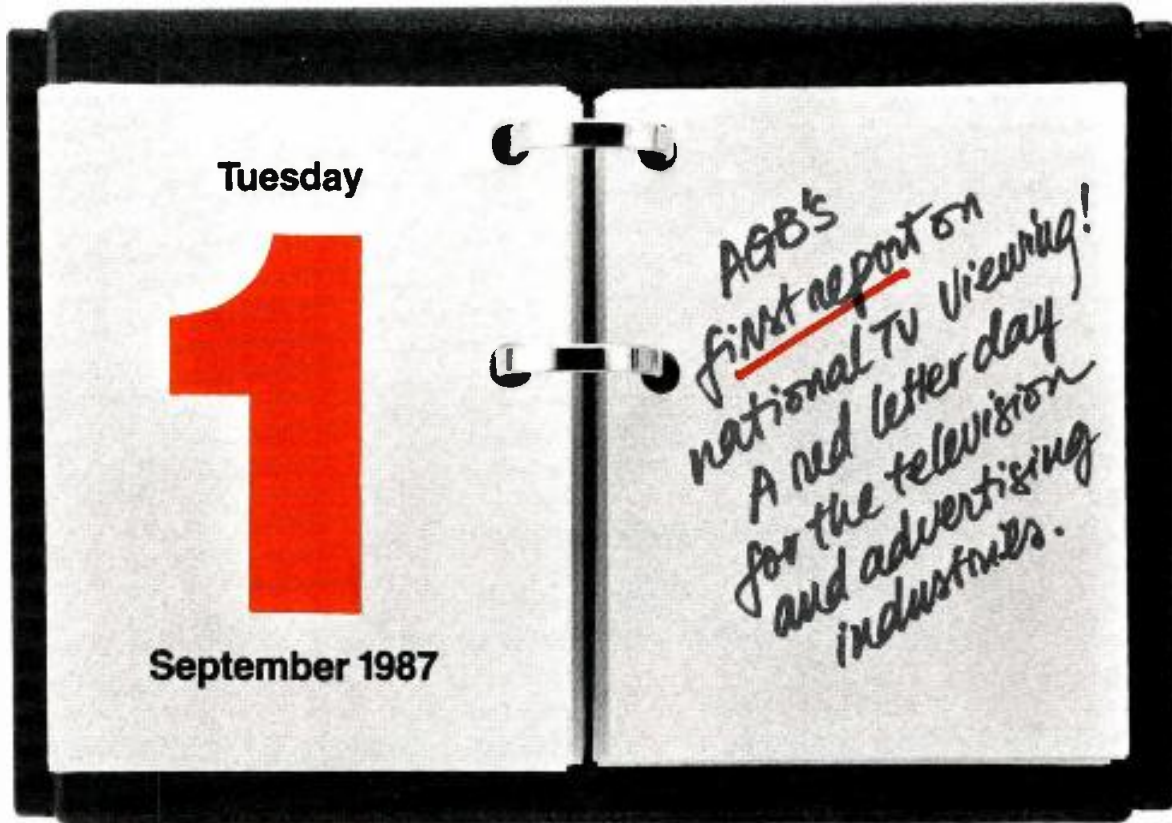
■ A new, 13-part PBS series, *Soapbox*, produced by Claudia Levin and Beth Curley of wgbv-TV Springfield, Mass., will debut at 6 p.m., June 6. Host psychologist/author Tom Cottle will talk to teenagers about sex, suicide, physical appearance, family communication and other young people's issues.

First Among Equals, a 10-part mini-series based on the Jeffrey Archer novel filmed by *The Jewel in the Crown* and *Brideshead Revisited* producer, Granada Television International, will air this summer on PBS. The story, which covers 30 years of private and public struggle by four members of Parliament and aspirants to be prime minister (two endings, with two different winners of that seat, are being provided to individual stations), is directed by John Gorie, Brian Mills and Sarah Harding. Mervyn Watson is series producer.

Two PBS productions will investigate modern, American Christian faith and practices this month. On May 12, at 9 p.m. ET, *Frontline's* Judy Woodruff will introduce the first of two films from producer Antony Thomas: *Thy Kingdom Come*, which traces fundamentalist Christian history. The other, to air May 19, is *Thy Will Be Done*. It will air in the same time slot and explore the Christian political right in Texas. And on May 13, at 9 p.m., PBS will telecast *The Mormons: Missionaries to the World*, a one-hour documentary providing first-time footage inside the Missionary Training Center and following the "outreach program" undertaken by all male Mormons. Bobbie Birleffi wrote, produced and directed for Sagebrush Productions in association with KCRS(TV) Seattle.

■ Next month, The Museum of Broadcasting, New York, hosts a seminar series, *60 Minutes: Creating a Tradition*, which, over three dates, will examine the production of individual segments for the series and the development of the news magazine format. Executive producer Don Hewitt and correspondents Mike Wallace and Morley Safer will appear at the museum on Monday, June 15, from 5:30 to 7 p.m. Hewitt and correspondents Ed Bradley and Diane Sawyer will appear Tuesday, June 16, from 5:30 to 7 p.m. Harry Reasoner and Andy Rooney join Hewitt Thursday, June 18, from 12:30 to 2 p.m. Tickets are available at the Museum of Broadcasting, 1 East 53d Street, New York 10022; (212) 752-4690.

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Syndication Marketplace

Speaking at a Wednesday luncheon of the New York chapter of the National Academy of Television Arts and Sciences last week, **Turner Program Services** President Russ Barry said TPS will soon be deciding on production of three pilots for syndicated series. Barry said TPS has already committed to a pilot for an updated version of the original *Our Gang* series for 1988. It will have TPS vice president of development, Dick Melcomb, as its executive producer. TPS will also produce a special celebrating the 50th anniversary of "Gone with the Wind," which is part of the MGM library sold by TPS.

Barry said TPS has delayed introduction of *Rocky Road* and *Safe at Home* because of the difficult sales environment for first-run series. Barry joined TPS, the syndication arm of Turner Broadcasting, as sales of *On Parade* were launched. Barry said the series never managed to get off the ground.

Barry also said that TPS will not syndicate the next *Goodwill Games* in 1990, leaving WTBS(TV) as the sole source of coverage for the games.

King World reports that *The Laugh Machine* is a firm go for fall

1987, with a lineup of 101 markets covering 76% of the country. *The Laugh Machine* is a weekly comedy, produced by George Schlatter Productions. It features up to 15 comedians in each weekly half-hour. *The Laugh Machine* is sold on a barter basis with three-and-a-half minutes for stations and three minutes for King World. Clearances include WNBC-TV New York, KNBC(TV) Los Angeles, WMAQ-TV Chicago, WCAU-TV Philadelphia, KGO-TV San Francisco, WCVB-TV Boston, WDIV-TV Detroit, KTVT(TV) Dallas, WUSA-TV Washington and KHOU-TV Houston.

Multimedia Entertainment reports that *The Dom Deluise Show* is now a firm go for a September start with clearances covering more than 60% of the country. Sales of the show are on a cash-plus-barter basis with one-and-a-half minutes for stations and five minutes for Multimedia. Clearances include WCBS-TV New York, KCBS-TV Los Angeles, WCAU-TV Philadelphia, KGO-TV San Francisco, WCVB-TV Boston and WDIV-TV Detroit.

■ Nielsen Syndication Service preliminary program audience estimates of syndicated shows for the week ended April 26:

Rank	Show	Rating/Markets	% coverage	Rank	Show	Rating/Markets	% coverage	Rank	Show	Rating/Markets	% coverage
1.	Wheel of Fortune	15.8/212	98	7.	Oprah Winfrey	7.3/168	96	13.	Divorce Court	4.9*/134	87
2.	Jeopardy	12.8/209	99	8.	Entertainment Tonight	6.9*/155	93	14.	It's a Living	4.8*/146	87
3.	Innocence Lost	10.3*/168	94	9.	Hollywood Squares	6.0/152	92	14.	Mama's Family	4.8*/159	89
4.	World Wrestling Fed.	9.0*/192	93	10.	Siskel & Ebert & Movies	5.8*/159	88				
5.	People's Court	8.2/193	96	11.	Lifestyles of Rich-Famous	5.4*/159	88				
6.	New Newlywed Game	7.6/189	96	12.	Hee Haw	5.1/213	90				

*includes multiple airings

In Sync

Environmental action

The Environmental Protection Agency's leading scientist in the radio frequency radiation (RFR) field will leave the agency in September to start an RFR consulting firm for broadcasting and other industries using electromagnetic energy. EPA's Richard Tell said the move should not affect the agency's current review of a new guidelines that would limit human exposure to RF energy.

The guidelines are scheduled to be released in the first quarter of 1988, Tell said. EPA is considering four options in the proceeding, including applying the limits now used by the FCC and developed by the American National Standards Institute (ANSI). Other options would make acceptable exposure limits five times and 10 times stricter than the ANSI levels, while a fourth option would require no action from the federal agency.

ANSI is also in the process of considering new standards. According to Tell, the ANSI committee considering the issue will meet in Portland, Ore., in late June to discuss a recommended draft revision of the current standard. Under review is whether to recommend a two-tier standard with distinct exposure limits for workers and for the general public, and whether to suggest limits for RF shocks and burns that occur from contact with very low frequency RF energy.

In related news, an independent study of literature on the biological effects of radio-frequency electromagnetic radiation has found "no decisive evidence of deleterious

effects" at low levels of exposure.

The study, commissioned by the Electromagnetic Energy Policy Alliance (EEPA), also found that some of the 32 scientific research papers reviewed provided inadequate or no statistical analysis of their results.

The scientists conducting the review, led by Murray Selwyn of the Auburndale, Mass.-based consulting firm, Statistics Unlimited, did note that several laboratory studies demonstrated "clear-cut effects" at high-intensity levels of RF radiation.

EEPA conducted the study so the findings could be used in public or zoning hearings on proposed transmission facilities that emit RF radiation, including radio and TV stations, or in litigation over injury liability. The work is available from EEPA for \$295, \$195 for EEPA members.

EEPA, which recently met in Washington, also reelected the National Association of Broadcasters' deputy general counsel, Barry Umansky, as its president.

High priced

Broadcasting engineers earned an average of \$67,600 in 1986, more than all other types of engineers except for engineering management, according to a salary survey to be released this month by the Institute of Electrical and Electronics Engineers in Washington.

Broadcasting engineers earned more on

average than those employed in consumer electronics (\$62,600), aerospace (\$56,800) computer hardware (\$52,200) and three dozen other categories of employment, according to the association.

Cable system engineers earned an average \$55,700 last year, IEEE said.

For specific job functions, the highest average salaries were earned in general and corporate management (\$81,800), consulting (\$60,300) and basic research (\$59,400).

The average income overall is \$53,889 as of January, the Washington-based association reported. IEEE member engineers living in Santa Cruz, Calif., and Atlanta, Ga., fare the best, it added.

The 107-page survey, available this week, also finds that while lower-level employees earn less in small companies than counterparts in larger companies, higher-level employees also earn more in small companies than in mid-sized or larger ones.

The study is available from IEEE for \$55.95 for members, \$69.95 for non-members.

Fiber futures

Half of all network affiliates will be hard-wired into fiber optic networks by July 1988 and the technology may allow stations to save as much as 20% in news operations compared to satellite newsgathering costs.

According to John Abel, National Association of Broadcasters executive vice president of operations, in a recent presentation to TV group broadcasters, fiber technology has some definite advantages over satellite,

particularly for multipoint-to-multipoint and multipoint-to-point communications like news and sports information coming from different locations back to a single point for processing and distribution.

Fiber also has advantages over satellite technology, Abel said, because of its increasing bandwidth capacity, resistance to interference and changing weather conditions, reliability, lower noise levels and stable availability during peak use periods.

Satellite technology is still the most economical for point-to-multipoint communication, he added, and difficulties still remain with fiber technology. Among fiber's disadvantages are that networks are not yet built, last-mile costs remain relatively high (especially for those not hardwired into fiber optic networks who must convert from digital to analog), there is a lack of TV broadcast standards and video coder-decoders for analog-to-digital conversion are still to be proved in field use.

Stereo rise

More than 767,000 color TV receivers with built-in stereo sound capability were sold during the first quarter of this year, a 15% increase over first quarter 1986, according to the Electronic Industries Association.

The stereo set sales represent approximately 17% of all color TV's sold so far in 1987, although EIA expects the stereo sets to account for about 28% of total color TV sales for the year, up from approximately

17% in 1986. More than five million stereo sets will be sold this year, the association estimates, bringing the total of stereo receivers up to nearly 10 million by year's end.

Dealers deal

Cable equipment supplier Anixter Bros. has purchased \$21.7 million in cable TV gear from General Instruments' Jerrold division as part of an ongoing customer stocking agreement. Anixter, based in Skokie, Ill., has ordered Jerrold's Starcom VI and other converters, Starsound stereo decoders and Commander MTS stereo encoders, addressable interfaces, digital scrambler encoders, amplifiers, modulators and other accessories.

Expanding partnership

Ampex and Cubicomp are broadening their broadcast marketing partnership for Cubicomp's three-dimensional animation and computer systems, Picturemaker.

Ampex, which purchased 20% of Hayward, Calif.-based Cubicomp a year ago and has been marketing the product to broadcast and post-production through its own sales force, will now be joined in those markets by the Cubicomp sales staff and dealer network.

Cubicomp, which reported 135% sales growth in 1986 over 1985 for the product and shipped more than 300 systems worldwide,

had previously limited its sales efforts to nonbroadcast users.

Satellite show

Electronic post-production for film and videotape is the subject of a satellite seminar May 16 sponsored by the Hollywood section of the Society of Motion Picture and Television Engineers and the School of Cinema-Television of the University of Southern California.

The tutorial, conducted on the USC campus at 8:45-3:30 p.m. (Pacific time), will be highlighted by sessions on post-production practices originated from the New York facilities of producers of *The Cosby Show* and *60 Minutes*.

Speakers from Universal City Studios, Lorimar-Telepictures, The Post Group, Tadd-A-O/Glen Glenn Sound, Complete Post and other companies will cover topics including linear and nonlinear editing, special effects, stereo television, sound manipulation, high-definition TV, tape-to-film and film-to-tape transfers and standards conversion.

A panel discussion is also scheduled with Matthew Knox of Lorimar-Telepictures, Ted Rich of MTM Enterprises and Bill Sullivan of Warner Brothers.

The seminar will be transmitted on both Ku-band (SBS IV, transponder 5) and C-band (Galaxy III, no transponder yet determined).

Business

Derrough tapped for top Gillett post

Former CBS executive to run broadcast group that is about to add Storer stations to its fold and enter the top 10 in national market coverage

Seven months after he was ousted as president of the CBS-owned television station division, Neil Derrough today takes on two new titles: executive vice president of Gillett Broadcast Services, which could soon become one of the nation's top 10 TV stations groups with its pending acquisition of six of Storer's seven TV stations, and president and general manager of Gillett's NBC affiliate, KSBY-TV San Luis Obispo, Calif.

As Gillett's executive vice president, Derrough, who spent 24 years at CBS until he was forced to resign last October over conflicts with CBS/Broadcast Group management (BROADCASTING, Oct. 13), will again be involved in the network's station operations. Only this time, if everything goes as planned, Derrough would oversee six affiliates, which would make Gillett the largest group owner of CBS stations. The network itself now owns four stations.

A multibillion dollar conglomerate, Gillett has been involved at one time or another with a wide array of businesses ranging from



Derrough

sports (The Harlem Globetrotters, Miami Dolphins and a dog track) and newspapers to banks, gas and oil interests. Until recently, its involvement in television had been primarily limited to smaller markets. But once the dust settles from this latest round of buyouts, Gillett will become a major player

in the broadcasting industry with its stations covering about 13% of the nation's television homes.

But Derrough's primary mission will be to rebuild Gillett-owned KSBY, which has outgrown its existing studios. Construction is about to begin on a larger facility to better serve its markets, San Luis Obispo and Santa Barbara. Derrough said a major factor in his decision to accept the Gillett job was the chance to return to his native California after spending the past 17 years in New York and Chicago. The opportunities presented by the company's rapid expansion and its lack of bureaucracy also contributed to the decision, he added.

While the former CBS executive was out of work, he said he heard from "a number of people who are chasing stations for start-up groups." Rather than take a chance, Derrough chose to go with Gillett. "It's a very exciting time to be a part of this," he said.

Pending FCC approval, Gillett will control 50.1% of the six stations belonging to SCI Holdings, which it has purchased for a price estimated at \$650 million (BROADCASTING, April 13). The deal, which came about after Lorimar-Telepictures pulled out from buying the Storer stations, would give Gillett five CBS affiliates—four belonging

to SCI (WJBK-TV Detroit, WJW-TV Cleveland, WAGA-TV Atlanta and WITI-TV Milwaukee) plus CBS affiliate WTVT(TV) Tampa, Fla., which it recently purchased for \$365 million. (The other two Storer stations are WSBK-TV Boston and KCST(TV) San Diego.) In addition, it is expected to hold on to one of the four CBS affiliates it now owns—KMEG(TV) Sioux City, Iowa; KOLN(TV) Lincoln, Neb., and WWMT(TV) Kalamazoo and WLUC-TV Marquette, both Michigan.

Final regulatory approval would give Gil-

lett 18 television stations, more than are permitted under the FCC's 12-station limit. Gillett is considering ways to spin off stations (it now has 11) in smaller markets, and is also looking at putting some into an independent trust for the children of George Gillett, the company's owner. A knowledgeable source said the most likely candidates for a trust would be WRLH-TV Richmond, Va.; KOKH-TV Oklahoma City; KTVO(TV) Kirksville, Mo.; WEAU-TV Eau Claire, Wis., and WLUC-TV.

Company owner Gillett has four children ranging in age from 12 to 17, but his attorney, Vincent A. Pepper, said questions must first be resolved over estate planning before the trust matter is resolved. "There are financial questions and FCC questions," Pepper said. "We are going to have to decide what we are going to do fairly soon." While the FCC is no stranger to independent trusts, having dealt with them before during hostile takeovers, Pepper said using them in this manner would be a first. □

Viacom proxy sets optimistic tone

Financial projections better than expected; stockholders will vote on merger proposal on June 3

Viacom International has set June 3 as the day on which it will ask shareholders to approve its merger/buyout by Arsenal Holdings. The terms of the proposed merger with Arsenal's parent company, National Amusements, as revealed in a 200-page proxy statement, were unchanged from those previously announced.

But projections for the future financial health of the company, in which current shareholders will maintain a one-fifth interest, were apparently better than some had expected. Common shares of post-merger Viacom on a when-issued basis rose from \$14 to \$19 last Wednesday.

The proxy statement's projections showed that for calendar year 1988 the company is expected to have operating cash flow of \$322 million on revenue of \$1,145,000,000. That is 56% more operating cash flow than the company reported for 1986 on a pro forma basis—assuming it had completed various acquisitions at the beginning of the year.

Among the assumptions made are that Viacom's two pay cable networks, Showtime and The Movie Channel, will show moderate growth compared to 1985. "Subsequent to 1988, the benefits of the company's exclusive programming contracts are assumed to result in strong market share gains." Those exclusive pay cable rights also account "principally" for the close to \$700 million the company will have to pay out in program license fees, the majority of such payments to be made in the next three years. As a result, the proxy statement said, operating margins for pay television will not return to 1985 levels until 1991.

Projections for Viacom's share of syndication revenue from *The Cosby Show* were said to be "approximately \$168 million in revenues to the company relating to the three cycles of syndication...over the 10-year period." With Viacom getting one-third of total revenue, which some think will come close to \$450 million in the first three-and-a-half-year cycle alone, the projected *Cosby* benefit may have struck some investors as low. Viacom has already started to receive some of those payments, although the show will not air, and thus revenue will not be reported, until the fall of 1988.

National Amusements projections also as-

sume that certain Viacom assets will be sold providing net proceeds of \$155 million in 1990 and \$35 million in 1991. Also assumed in the projections, which run through 1996, is a 25% sale of one of the company's divisions in 1988 or 1989 for net proceeds of \$401 million. No specific divisions or assets were mentioned.

Those sales would provide National Amusements with most of the money avail-

able to make necessary repayment of bank debt. The proxy discussed the reason for asset sales at length: "The cash flow from operations... is expected to be insufficient to enable the surviving corporation to satisfy the mandatory commitment reductions require by the terms of the bank debt beginning 18 months after the effective time [merger date] and to satisfy its other obligations... Mr. [Sumner] Redstone [chairman

Bottom Line

All gone. Former 20th Century Fox Film Corp. owner Marvin Davis has severed his last tie with studio. Davis and his partners in Denver real estate investment and development firm, Miller-Klutznick-Davis-Gray Co., last week sold their 50% equity interest in Fox Plaza, 34-story, 649,000-square-foot Los Angeles office tower valued at between \$110 million and \$150 million, back to Fox for undisclosed amount. Fox now has full control of building, where it has leased two entire floors. Building is located on 6.2-acre site adjoining 60-acre studio lot. □

American way. Tak Communications has completed \$110-million wraparound financing through Morgan Stanley. Group owner, started and majority-owned by Sharad Tak, bought first station, WKIO(FM) Urbana, Ill., Aug., 1 1984. Subsequently Tak, who is naturalized citizen, having come to U.S. roughly 20 years ago from India, bought four Wisconsin TV stations from Liberty Communications for \$22 million. Original capital to buy stations was built from Systems & Applied Sciences Corp., supplier of computer software to government, which Tak and partner built into \$65-million-a-year business. Recent purchases requiring additional capital are Hawaii stations (KMAU(TV) Wailuku, KITV(TV) Honolulu and KHVO(TV) Hilo) of Shamrock Broadcasting, bought for \$50 million, and WUSL(FM) Philadelphia, bought from LIN Broadcasting for \$32 million. Capital structure now consists of \$80 million in senior debt, arranged through lead bank, First Chicago. Additionally \$10 million in senior subordinated debt and \$10 million in junior subordinated debt, both with warrants, were purchased by Teachers Insurance Co. Tak, whose minority status enabled station sellers to qualify for tax deferral, contributed \$10 million equity for new package, which will also refinance remaining debt from Wisconsin TV stations purchase. □

Tele sales. Tele-Communications said it agreed to purchase Heritage Communications Inc. holdings of Robert M. Bass Group (RMBG), roughly 6%, for \$48.2 million, or \$34 per share. TCI also said it would sell to Midlands Cable Limited Partnership (affiliate of RMBG), cable television system serving roughly 18,500 subscribers in Columbia, S.C., for \$32.8 million. ■ Telecrafter Corp. said it had signed letter of intent to acquire all outstanding common stock of Wegener Communications. Lakewood, Colo.-based Telecrafter said it would pay for Wegener by issuing 5,865,000 new shares, which would then constitute 78.74% of all Telecrafter's shares outstanding. Wegener is Atlanta-based supplier of satellite communications equipment. □

News related news. Preview Media, San Francisco-based travel video publisher, has acquired News Travel Network, producer of broadcast travel reports, for undisclosed sum. Company said that NTN has more than 700 hours of travel material that will be used "to provide daily 90-second news features for use within television news and magazine programs." ■ GreyCom Inc. said it established new division, GreyCom Corporate and Financial, to offer client services "in the areas of corporate counseling, the marketing of financial services and investor relations." Two managing directors of new office, William F. Campbell and Owen S. Blicksilver, are both former principals of Adams & Rinehart Inc. ■

Charles E. Simon & Co. said it would begin providing information on SEC-filed mergers and acquisitions, other filings and SEC administrative actions. News service, called SEC FILE, is to be distributed through Los Angeles Times Syndicate.

□

Dis-warranted activity. Embassy Communications said it planned to sell all 964,936 shares of De Laurentiis Entertainment Group it held. Division of Coca-Cola Entertainment Business Sector had exercised warrant to obtain 11.2% of programing company's stock last June, and had agreed at time not to sell any De Laurentiis stock for six months.

□

'Chronicle' rewrite. Debt portion of Hearst Corp.'s payment for *Houston Chronicle* went up last week from \$100 million in notes paying 5% to \$115 million in notes paying 7%—in addition to \$300 million cash. Increase in terms for daily newspaper, which is owned by endowment regulated by Texas government, came at recommendation of state's attorney general's office, which noted that subsequent to original Hearst bid, \$500 million cash offer, turned down by endowment's trustees, was made by Dean Singleton, owner of *Dallas Times Herald*.

□

Growth oriented. Osborn Communications filed offering for \$30 million senior subordinated notes due 1997 and initial public offering of one million shares of common stock, expected to be sold for between \$9 and \$11. After offering, through firms of E.F. Hutton & Co. and Robinson-Humphrey Co., New York-based group owner would have four million shares (NASDAQ: OSBN) outstanding, 40.6% owned by directors and officers. Company currently owns WKRZ-AM-FM Wilkes-Barre, Pa.; WBGA(AM)-WGIG-FM Brunswick, Ga.; WJTS(AM)-WKIR(FM) Jackson, Tenn.; WMHE(FM) Toledo, Ohio; WNDR(AM)-WNTQ-FM Syracuse, N.Y.; KKRD-FM Wichita, Kan.; WVA(AM)-WVOK-FM Wheeling, W. Va., and WJSU-TV Anniston, Ala. Company is named after president, treasurer and chief executive officer, Frank Osborn, who formed Osborn Communications in 1984 after leaving Price Communications where he was senior vice president, radio. Osborn would own 23.4% after offering while group owner's chairman, Brownlee O. Currey, would own 7.6%. Currey is also chairman of board and chief executive officer of Nashville Banner Publishing Co. For calendar year 1986, Osborn Communications had revenue of \$5.9 million and operating income of \$667,000. Pro forma results—assuming planned acquisitions had been completed at beginning of 1986, show revenue of \$19.5 million and operating income of \$1.9 million. In both actual and pro forma results company showed net loss due to interest expense. Proceeds from offerings would be used to complete acquisitions; to reduce bank indebtedness by \$2.7 million, to \$16 million, and for general corporate expenses. After offering and acquisitions company would have roughly \$49 million in long-term debt.

□

Meeting notes. Zenith shareholders voted to double authorized common shares to 100 million, and to limit personal liability of company's directors.

□

Of forests and shopping centers. Times Mirror said it completed sale of 26,000 acres of timberland. Terms were not disclosed. Company's board approved \$385 million capital investment in new plant and facilities for the *Los Angeles Times*. ■ Time Inc. said it agreed to sell institutional training business of Time-Life Video to division's current president, William Ambrose, for undisclosed amount. ■ Walt Disney made proposal to Burbank (Calif.) Redevelopment Agency to build shopping and entertainment complex for between \$150 million and \$300 million.

□

Financial tinkering. New limited partnership for broadcasting properties became effective March 18 when Family Group Broadcasting sold 1,150,000 partnership units, through Raymond James & Associates, at \$10 each. Offering, filed last November, had initially been planned for 1.5 million units at price anticipated to yield \$17 million in net proceeds. Units of Family Group, trading over-the-counter under symbol "FGBPZ," were trading last week at 9¼ bid, 10 asked. Tampa, Fla.-based managing general partner is Ian (Mel) Wheeler.

□

Rate revision. Associated Press said it will begin implementing new rate structure in July for its broadcast services (BROADCASTING, Jan 26). Basing AP broadcast membership rates on station's market ranking and its FCC class, under new formula "stations of the same size and potential in markets of the same size have the same basic assessment in all states at all times," AP said. Any rate changes—either up or down—will be phased in over several years "to cushion the impact on members and the AP, as was done when a similar revision of the rate formula for newspaper members was implemented in 1985," AP said. New formula, which replaces one in place for 46 years, has been approved by AP's board of directors. According to Frank Batten, AP board chairman: "We believe we have reached a solution that is a vast improvement to what was becoming an outdated and very complex pricing system." AP said it will send members information summarizing new formula in next few weeks.

of National Amusements] has had conversations, and expects to pursue discussions at a later date, with executives of companies who have expressed an interest in purchasing such minority equity interest, [but] no determination has yet been made on the sale of any particular minority equity interest or assets, and no solicitation, negotiation or agreement has been entered into concerning any such sale."

Two leading banks, Citibank and Bank of America, have signed commitment letters to raise \$2.29 billion for the tender offer. Of the remaining \$2.6 billion cash needed by National Amusements—including \$80 million for merger and acquisition expenses—\$175 million is to come from debt securities sold by Merrill Lynch and \$161 million would come from the Dedham, Mass.-based exhibitor itself. Following the proposed merger, National Amusements would own 82.6% of Viacom with the remainder held by existing shareholders.

In addition to the one-fifth share provided those shareholders, National Amusements is offering \$42.75 cash—plus interest from May 1 until closing of the merger—and cumulative exchangeable redeemable preferred stock, paying 15.5% interest.

The proxy suggested that the merger might be completed before final approval by the FCC of the transfer of Viacom's station licenses—for financial projection purposes, the assumed date of merger is June 30. Currently there are two petitions to deny transfer of the licenses at the FCC. The proxy said Viacom has received approval from local franchise authorities to transfer cable systems in 51 out of 58 communities.

Last week Viacom also reported first-quarter results. Total revenue was up 10% to \$234.2 million, with results including the recently acquired KMOV-TV St. Louis, and the Pierce county, Wash., cable system. Operating cash flow was \$50.5 million, up 27%, included a \$4-million benefit from changing the method for recognizing Showtime/The Movie Channel programming costs.

Net income was erased due to an 81% jump in net interest expense, to \$22.3 million—in part due to the repurchase of shares from Carl Icahn—and \$48.5 million of expenses related to management's unsuccessful attempt to make a leveraged buyout. The company reported a \$45.8-million net loss, or \$1.27 per share.

Viacom's networks group had a 2% decline in cash flow, to \$11.6 million, on a 2% revenue increase, to \$125.6 million. Balanced against an improvement of the four MTV Networks channels were revenue declines at Showtime/The Movie Channel. If not for the accounting change, the division would have shown little, if any, profit.

Entertainment showed a 7% increase in cash flow, to \$6.6 million, on a 1% revenue increase, to \$17 million. Cable TV had revenue of \$66.3 million and cash flow of \$26.2 million, while broadcasting had \$27.3 million and \$9.8 million, respectively. The company said that excluding the acquisition of KMOV-TV, the division's earnings from operations would have been 9% higher. The Lifetime cable network, in which Viacom has a one-third interest, posted a "small profit" for the quarter, according to the company. □

RIDING GAIN

O N R A D I O

New rock in Chicago

A two-month, \$1-million advertising campaign introducing WLUP(AM) Chicago's "The Loop AM 1000" began saturating the market last Monday (May 4). Formerly religious WCFL(AM), the station is now Chicago's newest music outlet, presently simulcasting the "adult rock" format of the co-owned WLUP(FM), for all but six hours (6 p.m. to midnight) each weekday and most of the weekend.

The format change follows the late 1986 merger of Heftel Broadcasting, which owns WLUP(FM), and Statewide Broadcasting, which operates WCFL(AM), to form H & G (Heftel and Ginsburg) Broadcasting Corp. ("Riding Gain," Jan. 12.) According to H & G, the popular WLUP afternoon drive-time team of Steve Dahl and Garry Meier, who were with contemporary hit WLS Chicago from February 1981 through February 1986, and James E. deCastro, president and general manager of WLUP-AM-FM, will have equity in the AM station. (Dahl and Meier had been the morning team on WLUP prior to joining WLS.)



Launch party. Celebrating the launch of WLUP(AM) are (l-r): Cecil Heftel, president/CEO, H & G Broadcasting; Meier; Scott Ginsburg, executive vice president/COO, H & G Broadcasting; Dahl, and deCastro. The newly merged company said it plans to seek television properties to complement its radio division.

WLUP(AM) is designed to "fill the void for the 25-49-year-old listener in the Chicago marketplace where AM stations currently skew more heavily in the 35-44, 55-64 and 65-plus demographics," said deCastro. He noted that the new AM station, over the next year, will gradually develop its own "mainstream adult contemporary" sound

over the next year. For example, beginning on May 21, the AM station will have separate programming from 2:30 p.m. to midnight each weekday with Dahl and Meier heard only on the AM side from 2:30 p.m. to 7 p.m. "A year from now we will only be simulcasting WLUP(FM)'s morning drive-time show, hosted by Jonathon Brandmeier, and we will continue to simulcast that daypart," deCastro said. The WLUP president said he hopes to build the new station's audience upon the "loyal following" of Dahl and Meier as well as Brandmeier. (Dahl and Meier finished second in Arbitron 12-plus metro share audience for the Monday to Friday, 3 p.m. to 7 p.m. daypart while Brandmeier tied for third in the Monday to Friday, 6 a.m. to 10 a.m. daypart.)

Additionally, WLUP(AM) will eventually contain some sports programming. The station has captured the rights to Mutual's Notre Dame football for next season and will carry the Mutual Sunday package of NFL games, excluding the Chicago Bears' contests.

WCFL has consistently finished below a 1.0 12-plus metro share in the Chicago Arbitron quarterly market report for at least the past two years. In the new winter 1987 Arbitron book, WLUP(FM) landed in fifth place in overall metro share with 5.1—up from 4.6 in the fall.

Saw it on the radio

The primary announcers for CBS Radio's coverage of NFL Football will be CBS sportscasters Jack Buck (play-by-play) and Hank Stram (color), the network said last week. CBS, which held the exclusive NFL radio rights from 1978 through 1984, recaptured them from NBC last month (BROADCASTING, April 13). CBS will be paying \$17.25 million for 40 games—16 Monday night games, eight Sunday night games, two Thanksgiving Day games and 10 post-season games including the Super Bowl and Pro Bowl—

April 15, 1987

Wheeling Radio Company

(an affiliate of Burbach Broadcasting Company)

has acquired

WUNI (AM) and WZMM (FM)

Wheeling, West Virginia

from

Jarit, Limited

The undersigned initiated the above and acted as broker for the transaction.

Richard A. Foreman Associates

Media Brokerage & Consulting

330 Emery Drive East
Stamford, Connecticut 06902
203/327-2800

Signing On

MCA Radio Network, Universal City, Calif., has signed ABC sportscaster Al Michaels to host a three-minute daily sports commentary, *Al Michaels on Sports*. The series, which is scheduled to debut this summer, is the second sports feature set for distribution this year by MCA Radio. In March the company announced *Breakfast With O.J.*, featuring the former football player and ABC football color commentator, O.J. Simpson ("Riding Gain," March 30).

Cinema Sound Ltd., New York, is distributing a new, twice-weekly, 90-second "investment guide" series for radio stations, produced by Consumer Guide, a Chicago-based publisher of financial and automotive publications. The program features advice on investments including mutual funds, municipal bonds and industrial stocks and bonds. It is being offered to stations for free.

Mutual Broadcasting System is preparing a 30-minute news

documentary focusing on the impact of the Vietnam War on America. The show is scheduled to air Memorial Day (May 25) at 10:30 p.m. NYT. Entitled *Pain & Pride: Remembering Vietnam*, it will be hosted by Mutual news anchor and talk show host Jim Bohannon and will include a segment with Ron Nessen, Mutual's vice president of news and special programming, who was an NBC News correspondent in Vietnam.

MJI Broadcasting, New York, said it will produce and syndicate a two-hour music/interview special commemorating the 20th anniversary of the release of the Beatles' *Sgt. Pepper's Lonely Hearts Club Band* album. The special, which is being made available to stations on a market-exclusive, barter basis, is scheduled to run between May 29 and June 7. The program's host will be WRK(FM) New York personality Jimmy Fink.

during each of the next three seasons.

Buck and Stram, the primary NFL announcing team for the CBS Radio Network for the seven years it had the rights, will each work 23 games during the upcoming season. They will be teamed for 17 games—11 regular season and six post-season contests. But due to conflicting work schedules, CBS said Buck and Stram will be working another six regular season games with different partners. Stram will also serve as host for a one-hour post-game interview/telephone talk show. The program will air after each Monday night broadcast and the Super Bowl.

It was also revealed that CBS sportscaster

and anchor Brent Musburger will host a 15-minute pre-game show and a half-time show.

Tokyo calling

Noncommercial WGBH(FM) Boston is readying what it calls the "first live concert" radio broadcast from Japan to North America. Slated for this Thursday (May 14) from 5:30 a.m. to 8:30 a.m. NYT, the program, produced in conjunction with FM Tokyo, will feature the New Japan Philharmonic, conducted by Seiji Ozawa, in its 150th performance. Serving as hosts will be WGBH's Richard Knisely and FM Tokyo's Midori

Tanaka.

The digitally transmitted concert will air over both FM Tokyo and WGBH and will include Japanese and English commentary. WGBH said it will offer the special broadcast to public radio stations nationwide at 8 p.m. NYT that evening.

New documentary

American Public Radio, St. Paul, Minn., in conjunction with WJHU-FM Baltimore (which is affiliated with Johns Hopkins University), has unveiled plans for a new, weekly, 30-minute documentary series that will be produced by WJHU and distributed by APR. The working title for the series, expected to premiere in January, is *American Radio Show-*



Minority money. The Broadcast Capital Fund (BROADCASTCAP) has announced that it has committed \$2 million to six minority entrepreneurs to invest in nine radio stations. The announcement was made following a BROADCASTCAP board meeting in Washington. Pictured above, BROADCASTCAP board members: (seated, l-r) BROADCASTCAP President John Oxendine; Donald Thurston, Berkshire Broadcasting Co., North Adams, Mass., and Daniel Gold, Knight-Ridder Broadcasting, Miami. Standing (l-r): Erwin Krasnow, Verner, Liipfert, Bernhard, McPherson & Hand, Washington; Paul Van Hook, Heritage Capital Corp., New York; Hector Salvatierra, Phoenix; Charles Beard, Foley, Hoag & Eliot, Boston; Alvin Puryear, City University of New York, and Wesley Williams Jr., Covington & Burling, Washington. BROADCASTCAP is a nonprofit venture capital firm created in 1978 by the National Association of Broadcasters to aide minorities in the acquisition and ownership of stations. Those receiving BROADCASTCAP funds:

- McGovern-Barro Broadcasting Corp., Bakersfield, Calif., for a 24-hour AM Hispanic-language station in Bakersfield.
- T&W Communications, Columbus, Mo., for an AM-FM operation in Columbus.
- Davis Broadcasting, Columbus, Ga., for an AM-FM operation in Macon, Ga.
- Flint Metro Mass Media, Flint, Mich., for a 50 kw FM station in Chicago.
- THOR-TABB Broadcasting Inc., Montgomery, Ala., for AM-FM stations in Montgomery.
- Twenty First Century Communications, Midland, Tex., for a 50 kw AM station in Greenville-Spartanburg, S.C.

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Agency top 10. The Radio Advertising Bureau has released its "top 10" radio ad agency list in percentage of media disbursements to radio for 1986. The top agency was the Richards Group, Dallas, with 26% of its expenditures, or \$21.4 million, going to radio. The company unseated last year's leader, Davis, Johnson, Mogul & Colombatto, Los Angeles, which dropped to ninth.

Appearing for the fourth consecutive year on RAB's top 10 were W.B. Doner; Ross Roy; Bozell, Jacobs, Kenyon & Eckhardt, and D'Arcy MacManus Masius. The following is RAB's top 10 radio ad agency list.

Agency	% to radio	Radio billings (in millions)	1985 rank
Richards Group	26	21.4	—
Mojo MDA-Allen & Dorward	21	15.8	—
Eisaman, Johns & Laws	18	16.1	—
Cole & Weber	17	15.4	—
Bloom Companies	16.1	30.4	3
Ross Roy	15.6	65.0	7
Ingalls, Quinn & Johnson	15.3	18.0	—
W.B. Doner	14.2	29.8	5
Davis, Johnson, Mogul & Colombatto	14.1	18.4	1
Bozell, Jacobs, Kenyon & Eckhardt	13.2	148.5	6

case.

Additionally, APR President Al Hulsen said the Ford Foundation, New York, has awarded the five-year-old network a \$500,000 matching grant in support of the APR's program fund, which nurtures the development of new shows. (As a matching grant, every \$1 awarded by the Ford Foundation must be matched by \$2 in grants from other sources.)

Constitutional quiz

The National Association of Broadcasters is sending member stations a packet of 110 one-minute scripts focusing on the 200th anniversary of the Constitution. They can be utilized as either public service announcements or as commercially sponsored programs, NAB said. The packet also includes some 200 "quiz" questions about the Constitution and related history for on-air use.

Law & Regulation

Padden warns syndicators on PTAR repeal

INTV president urges programmers to take careful stance in battle

Preston Padden, the president of the Association of Independent Television Stations, warned syndicators last week that attempts to repeal the FCC's prime time access rule, which prohibits network affiliates from carrying off-network product to affiliates in access, could strengthen the networks' hand in the financial interest and syndication area.

Padden's comments urging programmers to choose their sides carefully in the upcoming battle came at an INTV reception in Los Angeles for about 50 top syndication executives. Relations between the two sides have been strained since the syndication market grew soft and independent stations gained the upper hand.

"I want to sound an alarm... about a problem that we're going to face in the immediate future, and that is an effort to repeal all or part of the prime time access rule," Padden said. "I want to say to this group I understand that you would like the opportunity in many cases to sell off-network product to network affiliates in access time. But before you leap onto that bandwagon, I urge you to get independent counsel representing your interest in Washington to take a look at the interconnections between the prime time access rule and the financial interest and syndication rules.

"In my humble opinion... those two rules are part of the same package. And if anybody thinks they're going to be able to make a surgical change in the off-network restriction in access time without jeopardizing the financial interest and syndication rules in this deregulatory environment, I think you're dreaming."

But Padden's arguments apparently did little to convince syndicators. Gary Lieberthal,

chairman and chief executive officer of Columbia/Embassy Television, said he is not sure the two issues can be tied together. Concerning the prime time access rule, Lieberthal said that without the ability to purchase off-network product, "affiliates in top 50 markets are operating at a disadvantage."

Padden also pleaded for support in INTV's ongoing battle with the cable industry over INTV's efforts to pass legislation to get rid of the five-year sunset on must-carry rules, end channel switching and bring about the return of syndicated exclusivity.

With exclusivity the cable industry's next priority at the FCC, Padden said, independents will be in for a tough battle and could

use all the support they could get. Saying he expects cable interests to flood legislators' offices with mail opposed to the reinstatement of exclusivity rules. Padden attacked the motives of the cable industry. "The cable people, the folks that just got themselves deregulated so they can raise their rates as high as they want and scrambled all their own program services, blacking out programming to millions of Americans, they've announced the return of syndicated exclusivity would be anticonsumer," he said.

When it comes to moving independents off the system or "up into cable Siberia," Padden said his side won a victory of sorts last week with a legal opinion obtained by

More relief for daytimers. The FCC last week proposed to permit about 1,600 AM daytimers operating on clear and regional channels to operate all night with up to 500 watts. James McKinney, FCC Mass Media Bureau chief, told *BROADCASTING* last week that the agency's proposal would result in all but about 200 to 300 of the nation's some 2,400 daytimers getting nighttime power. About 500 daytimers operating on foreign clear channels received nighttime authority in a previous proceeding. The 200 to 300 daytimers excluded can't be helped because they're too close to co-channel stations. McKinney said the agency hopes to adopt its final order by early fall to permit the daytimers, which he said are mostly located in "rural America," to carry high school football games and other local sporting events. McKinney conceded that most of the 1,600 stations are likely to receive only relatively small nighttime power—from 10 to 50 watts. But that may be enough for the stations to cover their communities, McKinney said. Under the proposed rules, the daytimers would not be required to protect one another against interference, nor would they have to meet city-coverage requirements. Those with nighttime facilities that don't achieve a field strength of at least 141 millivolts per meter one kilometer from their transmitters would not receive interference protection from subsequently authorized stations, nor would they have to comply with minimum operating schedule requirements. The FCC said the daytimers won't have to apply for the nighttime authorizations. The agency will calculate the powers and issue show-cause orders to the stations that can operate at night. The FCC also proposed to stop licensing new AM daytime-only stations. In addition, it proposed to reduce the minimum power for Class III AM stations on regional channels from 0.5 kw to 0.25 kw and to reclassify as Class III those Class IV stations authorized at least 0.25 kw power that have been assigned to regional channels. "This will permit these stations to obtain nighttime protection from subsequently authorized stations," the FCC said. "Unlike Class III stations, such protection is not afforded to Class IV stations."

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Thursday □ June 18

9-9:10 a.m.

Introduction and Overview

Mr. West and Mr. Wiley

9:10-9:40 a.m.

Keynoter

The Congressional Viewpoint

Senator Ernest F. Hollings,
Chairman, Senate Committee on
Commerce, Science and Transportation

9:40-10:15 a.m.

A Conversation with Mass Media Bureau Chief James McKinney

A discussion of the FCC staff view on major regulatory
issues and directions

10:15-10:30 a.m.

Break

10:30 a.m.-12 noon

Panel No. 1

Broadcasting/Cable Interrrelationship

(MUST CARRY, COMPULSORY COPYRIGHT LICENSE, CHANNEL SWITCHING,
SYNDICATED EXCLUSIVITY, CROSSOWNERSHIP, ETC.)

Joel Chaseman, Post-Newsweek Stations
(representing Television Operators Caucus)
Steve Effros, President, Community Antenna
Television Association
Eddie Fritts, President, National Association of
Broadcasters
James P. Mooney, President, National Cable
Television Association
Preston Padden, President, Association of
Independent Television Stations

Jack Valenti, President, Motion Picture Association
of America

12 noon-1:30 p.m.

Luncheon Speaker The FCC Viewpoint

Dennis R. Patrick,
Chairman, FCC

1:30-2:45 p.m.

Panel No. 2

FCC Transfer Policies

(TAKEOVERS, LEVERAGED BUYOUTS, TRAFFICKING, SETTLEMENTS, ATTRIBUTION,
ALIEN OWNERSHIP, ETC.)

Henry Geller, Washington Center of Duke University
Peter O'Connell, Pierson, Ball and Dowd
Roy Stewart, FCC Mass Media Bureau
Congressman Al Swift, House Energy and
Commerce Committee
Steven Weiswasser, General Counsel, Capital Cities/
ABC

2:45-4 p.m.

Panel No. 3

Programing Content Regulation

(FAIRNESS DOCTRINE, ISSUE RESPONSE PROGRAMING, NEGATIVE CAMPAIGN
ADVERTISING, CHILDREN'S PROGRAMING AND ADVERTISING, OBSCENITY AND
INDECENCY, CONDOM ADVERTISING, ETC.)

Peggy Charren, Action for Children's Television
Timothy Dyk, Wilmer, Cutler and Pickering
Diane Killory, General Counsel, FCC
Andrew Schwartzman, Media Access Project
George Vradenburg, General Counsel, CBS

4-4:15 p.m.

Break



Chaseman



Cohen



Dawson



Dennis



Dyk



Effros



Fritts



Marino



Marshall



McCormick



McKinney



Mooney



O'Connell



Padden



Smith



Stewart



Swift



Tannenwald



Valenti



Vradenburg



Weiswasser

4:15-5:30 p.m.

**Panel No. 4
FCC Licensing Procedures**

(COMPARATIVE HEARINGS, COMPARATIVE RENEWALS, MINORITY AND FEMALE PREFERENCES, KIST CORP. AND ITS PROGENY, ETC.)

Henry Baumann, General Counsel, National Association of Broadcasters
Edward Hummers, Fletcher, Heald and Hildreth
Joseph Marino, FCC Review Board
Pluria Marshall, National Black Media Coalition
Peter Tannenwald, Arent, Fox, Kintner Plotkin, and Kahn

5:30-5:45

Concluding Remarks

Patricia Diaz Dennis,
Commissioner, FCC

Friday □ June 19

9-9:30 a.m.

**Keynote Speaker
The Administration Viewpoint**

Alfred Sikes,
Assistant Secretary of Commerce for Communications and Information and Administrator of The National Telecommunications and Information Administration

9:30-10:45 a.m.

**Panel No. 5
Potential Congressional Initiatives**

(LEGISLATION, FCC OVERSIGHT, BUDGETARY ACTIONS, ETC.)

Tom Cohen, Senate Committee on Commerce,

Science and Transportation
(Majority)

Larry Irving, House Telecommunications and Finance Subcommittee
Mark MacCarthy, House Energy and Commerce Committee
(Majority)
Walter McCormick, Senate Committee on Commerce, Science and Transportation
(Minority)
Paul Smith, House Telecommunications and Finance Subcommittee
(Minority)

10:45-11 a.m.

Break

11 a.m.-12:30 p.m.

**Panel No. 6
Future Trends in Broadcasting/Cable Regulation and Policy**

(NEW TECHNOLOGIES AND PROGRAMING SERVICES, NEW POLICY TRENDS, NEW REGULATORY AND DEREGULATORY ACTIONS, ETC.)

Paul Bortz, Browne, Bortz and Coddington
Mimi Weyforth Dawson, Commissioner, FCC
Thomas Herwitz, Fox Television
Jay Ricks, Hogan and Hartson
Henry Rivera, Dow, Lohnes and Albertson
John Sie, Tele-Communications Inc.

12:30-12:45 p.m.

Concluding Remarks

James H. Quello
Commissioner, FCC

An Overview

This conference is designed to cover the major elements of mass media regulation and policy. It features key government policymakers (from the U. S. Senate, the House of Representatives, the Executive Branch and, of course, the Federal Communications Commission), leading spokesmen from the affected industries, representatives of public interest groups and, finally, members of the Federal Communications Bar Association.

The only prepared presentations will come from the keynote, luncheon and concluding speakers (Senator Hollings, FCC Chairman Patrick, NTIA Administrator Sikes and FCC Commissioners Dennis and Quello). All of the panelists will respond to the questions from the moderators (and co-chairmen of the conference), Donald V. West of BROADCASTING and Richard E. Wiley of Wiley, Rein and Fielding (president of the FCBA), and also from the audience. The objective of this procedure is to cover as many issues as possible and to provide an opportunity for an interesting exchange of views among the panelists.

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Washington Watch

No problem. FCC has declined review of staff decision approving \$40-\$45 million sale of Mandeville Broadcasting Corp.'s KROQ-FM Pasadena, Calif., to Infinity Broadcasting. In seeking to block sale, Tony Lazzarino, former consultant to Mandeville owner Kenneth J. Roberts, alleged, among other things, that Roberts had withheld information from commission in earlier proceeding that resulted in Roberts acquiring station (BROADCASTING, Sept. 1, 1986). In declining review, FCC said Lazzarino's filings had been "untimely" and that his allegations "clearly" lacked evidentiary support.

□

Petitions to deny. National Black Media Coalition has petitioned FCC to deny renewals of KTBS-TV Shreveport, La., and noncommercial stations KETS(TV) Little Rock, Ark., WLPB-TV Baton Rouge, La., and WYES-TV New Orleans. NBMC alleged that employment of minorities, particularly blacks, at stations has been "insubstantial or token at best."

□

More time requested. Land Mobile Communications Council has asked FCC for additional 30 days (until June 11) to comment on internal agency documents that appear to undermine rationale for proposal to reallocate UHF TV spectrum for land-mobile use (BROADCASTING, March 30). It requested same amount of additional time to comment on request of broadcasters to launch notice of inquiry on impact of high definition television on local broadcast services.

□

Nice try. FCC has upheld staff action dismissing application by International Broadcasting Network for license to operate its low-power TV station, KOSHX (ch. 5) Lufkin, Tex., at 100 watts. FCC said International Broadcasting had not presented "compelling reason" why it should get waiver to operate at power greater than 10 watts.

□

Synchronous transmission fan. National Public Radio has expressed support for rulemaking to consider authorization of synchronous transmitters for AM stations "based on the need to provide coverage for the underserved or unserved public." In early comments on FCC notice of inquiry, Harris Corp. said its involvement with FCC-authorized synchronous transmission experiments with KROL Laughlin, Nev., and KROB Albuquerque, N.M., had "shown the utility of synchronous transmitter operation in improving AM service." In separate comments, WDUN(AM) Gainesville, Ga.; WFUN(AM) Ashtabula, Ohio, and KATK(AM) Carlsbad, N.M., all supported changes in the rules to permit licensing of synchronous transmitters and urged that nontechnical restrictions on their use be kept to minimum. FCC Mass Media Bureau has extended comments deadline to permit synchronous transmitter experiments of KROL(AM) and others to begin. Comments are now due July 7; replies are due Aug. 6.

□

More deregulation. FCC has proposed to reduce time broadcasters must retain applications, ownership reports and supporting documents in their public-inspection files. Under current rules, licensees must retain applications and related material for seven years from date of application or until final FCC action on second renewal application. Under proposal, public inspection files would be retained for one renewal term or until grant of renewal, whichever is longer. Comments are due June 22; reply comments are due July 7.

□

End in sight? Voice of America Director Richard Carlson has welcomed what he said was evidence of growing sentiment in Soviet Union to end jamming of U.S. international radio broadcasts. Carlson issued statement calling attention to remarks by number of Soviet commentators indicating that, as one of them put it in article in Soviet government newspaper, *Izvestia*: "The time of the 'jammers' is coming to an end." Author of that remark, journalist and commentator Alexander Bovin, also said that Soviets should compete with foreign broadcasters by making Soviet domestic output more timely and credible. Carlson said similar views were expressed by editor of Soviet magazine, *Ogonyok*, in speech at National Press Club and by Soviet foreign ministry official at seminar of Polish and Soviet journalists in Moscow. Carlson said there was no assurance jamming will end. But, he said, Soviet acknowledgement that jamming is fact of life—which Soviet officials had always publicly denied—should make "the problem... easier to resolve." Soviets jam broadcasts that eight VOA foreign language services beam into Soviet Union as well as broadcasts of Radio Liberty and Radio Free Europe.

□

Preferential treatment sought. Gerald Proctor, associate at media broker/consulting firm of Clifton Gardiner & Associates, has petitioned FCC for rulemaking to change comparative criteria to award comparative preference in licensing hearing to entity that has "successfully and initially proposed the allotment of the channel in question to the commission's FM or television table of allotments."

the city of Torrance, Calif., from its Washington counsel stating that cities had the right to dictate channel positions to local cable franchisees. While conceding the opinion carries no legal weight, Padden said he is "very hopeful that opinion is going to open up a new area of opportunities for us to deal with the channel shifting problem."

The INTV president also asked syndicators to join its fight to have the A.C. Nielsen Co. improve its diary-based measurement system for independent stations. The organization, he said, commissioned Nielsen to break out metered and diary numbers from the November 1986 sweeps in its 13 metered markets and found that in each city "the independent audience was grossly under-reported in their own diaries." In Los Angeles, he said, there was a 17-point difference between meters and diaries, while in Atlanta he said the figure climbed to a 63% gap. "We know that meters and diaries are different methodologies, and we don't expect the results to be exactly the same, but we think they ought to just be a little better than 63% (differences)." Nielsen officials were unavailable for comment.

In exchange for the support it seeks, INTV has extended an olive branch to the distributors by taking steps to increase sales activity at its convention next January. The group will add screening hours, offer free registration to station programmers, dedicate a hotel channel that will allow syndicators to present a free 15-minute presentation of their products, and hand out a daily listing of markets cleared for each of the syndicators' programs.

□

Planned easing of auxiliary station rules draws general approval

The FCC's proposal to relax the operational and licensing requirements for remote pickup, aural broadcast auxiliary, TV broadcast auxiliary, low-power auxiliary and cable TV relay stations (BROADCASTING, Oct. 20, 1986) has drawn conditional support in comments at the FCC.

Among other things, the FCC proposed to issue blanket authorizations for mobile or portable operation, permitting use of any frequency in an appropriate band. The broadcast commentators generally believed that was fine, as long as operations are coordinated with local frequency coordinators. The National Cable Television Association registered some concern over how well those local coordinators would serve cable's needs.

In its comments, the National Association of Broadcasters recommended, among other things, issuance of blanket licenses for mobile and portable broadcast auxiliary service (BAS) users but retention of the existing review process for fixed-service applications. It also recommended requiring consultation with a registered local frequency coordinator.

CBS supported the proposal to license mobile and portable operation on all fre-

Worldnet contract. The U.S. Information Agency has awarded the French Telecommunications Administration a one-year contract with two one-year options to transmit USIA's Worldnet program service to Europe and Africa, with an option for the Indian Ocean. FTA says the value of the full three-year contract is estimated at \$14 million. The French service has been broadcasting the two-hour Worldnet program daily to Europe since its inception in April 1985.

The new contract, awarded after competitive bidding, represents a doubling of the daily program to Europe and expansion of the geographic service. The new service will be fully operational by August 1987.

The USIA will deliver a video signal in PAL-B standard to the Intelsat satellite over the Atlantic which will relay it to France, where it will be uplinked to Eutelsat 1-F1 and Eutelsat 1-F2 satellites. Eutelsat 1-F1 will transmit signal in PAL-B standard for Western Europe receivers, and Eutelsat 1-F2, in SECAM standard for receivers in Eastern Europe. The signal will be transmitted direct from the Intelsat satellite to African countries with power sufficient to allow it to be received by a 4.5-meter earth station.

quencies in a band that a station is eligible to use while requiring licensees to cooperate with local frequency coordinators. Yet CBS believed a proposal to grant local mobile or portable stations a priority over out-of-towners was unnecessary. "CBS has found that local coordinators generally have provided allocations for itinerant users while protecting adequately the ongoing needs of local users, subject to the limitations of the commission's existing regulations," CBS said. "Indeed, if a priority was given to local users, frequency coordination could become less flexible because local users, with preexisting rights to particular frequencies, might be reluctant to accommodate itinerant users."

NBC believed the frequency coordination process could work to alleviate much confusion under a blanket licensing scheme, as long as the FCC put some "teeth" into the process. "That is to say, frequency coordination should be required of all BAS users, regular or itinerant, and those who fail to coordinate properly should be subject to sanctions," NBC said.

Said the Society of Broadcast Engineers Inc.: "The substitution of individual broadcast auxiliary service licensing with blanket licenses for all mobile and portable Part 74 users is a desirable deregulatory action, provided that licensing is substituted with required frequency coordination, to prevent interference before it occurs."

The National Cable Television Association said it generally supported giving cable and broadcast auxiliary service licensees blanket authority for mobile or portable operations on a secondary basis to fixed operations. But it expressed some concern about what it said was the agency's proposal to rely "exclusively" on local frequency coordination committees [LFCC's], which NCTA said have been dominated by broadcast interests. "The cable industry, as the newest participant in the electronic newsgathering field, is justifiably concerned that some LFCC's may not be fully responsive to the coordination needs of nonbroadcast services," NCTA said. "NCTA believes that it is appropriate for the commission to give local coordinating groups the opportunity to show that they are capable of handling the coordination process for mobile and portable CARS and BAS spectrum." But the association also urged the agency to "remain alert to the possibility that further regulatory intervention could become necessary should undesired problems arise." □

BOOK REVIEW

Following VCR's from rarity to commonplace

New book traces the battles between Hollywood, Washington and Tokyo in development of home TV recording

TV viewers think little these days of popping a cassette into their videocassette recorder, setting the machine's timer and automatically taping a program they can watch another day. Also quite ordinary is the visit to a local video rental store to load up on prerecorded movies for the weekend.

Just a few years ago, however, such "time shifting" was not only unheard of but for a brief period was considered against the law, while the renting of movies on videocassette was under harsh attack as a hazard to the economic sanctity of the film-making process.

The VCR's climb to the commonplace, over the warring words of Hollywood studios, Japanese manufacturers and others, is a long and complicated one. Setting out to recall that journey in a new book, "Fast Forward: Hollywood, The Japanese, and the VCR Wars," is journalist James Lardner.

Lardner, a staff writer for *New Yorker* magazine, deftly turns what might have been a dry account of legal, business and technical contests over the VCR into a vivid, behind-the-scenes account of industry battles in Washington, Hollywood and Tokyo. The reader is also treated to an entertaining medley of characters: Lardner sketching with flair such principals as motion picture industry lobbyist Jack Valenti, Sony's Akio Morita and Sidney Sheinberg of Universal.

What may be the book's greatest strength

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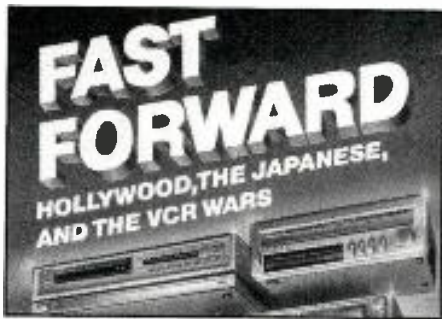
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is how it untangles for the informed and novice alike the complexities of what Lardner calls the "commotion" the VCR caused "in Hollywood, the courts, Congress, the TV networks, the retail world and the American living room." While Lardner's book ranges widely over many issues, the central one is the copyright dispute embodied in *Universal v. Sony*, a seven-year lawsuit in which the Supreme Court in 1983 ultimately established the viewer's right to tape programs off the air for home use.

The author, of necessity, devotes extensive space to explaining copyright's rich history, as well as the complex copyright debates that pit consumer freedoms against the intellectual property claims of a product's creator.

The book also gives readers a backroom glimpse of the massive lobbying campaigns mounted on Capitol Hill after the Supreme Court decision. Motion picture industry forces seeking royalties on VCR's and blank tapes and home recording advocates trying to block the effort mustered what Lardner calls "a vast Washington brain trust" to fight their battles.

Lardner examines, as well, how Hollywood studios reacted to the video phenomenon. Once they saw rental movies becoming big business for entrepreneurial video software dealers, they began concerted efforts to exercise greater control over their product. The dealers wielded an unexpected grass-roots strength, however, and were able to reject the studios' marketplace and congressional efforts in the early 1980's to win back a portion of the tape rental fees.

The author devotes several chapters to the American invention of videotape recording—Ampex in 1956 made the first practical recorder—and to the eventual dominance of Japanese VCR manufacturers who now supply the millions of units sold in the U.S. Lardner acknowledges the American electronics industry, and Ampex in particular, can be blamed for "drop[ping] the ball" on video technology. He adds, however, that few can complain about American business earnings through the manufacture, distribution and sale of prerecorded videocassettes, and also argues that videocassettes were also "a large part of why Wall Street, in the early 1980's, began to regard Hollywood with new respect."

With VCR penetration still growing in the U.S. (expected to exceed half of all TV households by the end of this year), Lardner's story has to be left unfinished, with conclusions still in the future. "While VCR's did not render movie theaters or commercially sponsored TV obsolete," Lardner

writes, "they forced those outlets to adjust to a new and less privileged place in the communications scheme of things. . . . Whether that added up to harm or not was a matter of definition."

James Larder's 365-page "Fast Forward: Hollywood, The Japanese, and the VCR Wars," is published by W.W. Norton & Co., New York; the hardcover edition costs \$18.95. □

Changing Hands

PROPOSED

KXKW(AM)-KSMB(FM) Lafayette, La. □ Sold by, respectively, Radio KXKW Inc. and KSMB Inc. to Fortune Media Inc. for \$6.4 million. **Sellers** are owned by Thomas Galloway and Charles Chatelain, who also have interest in KADN(TV) Lafayette, La. **Buyer** is owned by Ronald Hale, John Bomer and Thomas

Thornton. It also owns WAKK(AM)-WAKH(FM) McComb, Miss. KXKW is on 1520 khz with 10 kw day and 500 w night. KSMB is on 94.5 mhz with 100 kw and antenna 1,150 feet above average terrain. *Broker: Chapman Associates.*

KSSR(FM) Bastrop, Tex. □ Sold by Colorado River Broadcasters Inc. to Beasley Broadcasting of Illinois Inc. for \$5.2 million. **Sell-**

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er is principally owned by Robert Walker and Tolbert Foster. Foster has interest in KDET-(AM)-KLCR(FM) Center, Tex. Walker has no other broadcast interests. **Buyer** is owned by Bruce Beasley and his father, George. Elder Beasley owns Goldsboro, N.C.-based group of seven AM's and 12 FM's. KSSR is on 107.1 mhz with 3 kw and antenna 328 feet above average terrain. *Broker: Chapman Associates.*

KDLM(AM)-KVLR(FM) Detroit Lakes, Minn. □ Sold by Detroit Lakes Broadcasting Corp. to Ro D. Grignon for \$1,540,000. **Seller** is owned by Alver G. Leighton and David H. Knutson, who own Leighton Enterprises Inc., St. Cloud, Minn.-based group of five AM's and six FM's. **Buyer** is former executive VP of Taft Broadcasting Co. and has no other broadcast interests. KDLM is on 1340 khz with 1 kw day and 250 w night. KVLR is on 95.3 mhz with 3 kw and antenna 280 feet above average terrain.

WDAN(AM)-WDNL(FM) Danville, Ill. □ Sold by Sangamon Broadcasting-Danville Inc. to Majac Inc. for \$1,450,000. **Seller** is owned by Shelby Harbinson, who also has interest in KVSU-AM-FM Beloit, Kan., and WCSJ-AM-FM Morris, Ill. **Buyer** is owned by Marc D. Steenbarger and his father, Jack. Younger Steenbarger is sales manager at KYCK(FM) Crookston, Minn. WDAN is on 1490 khz with 1 kw day and 250 w night. WDNL is on 102.1 mhz with 11 kw and antenna 380 feet above average terrain.

KBUZ(FM) Arkansas City, Kan. □ Sold by Violet Broadcasting Co. to KBUZ Inc. for \$980,348. **Seller** is owned by Gary Violet. It has no other broadcast interests. **Buyer** is principally owned by John Peterson, who also owns WWGS(AM)-WSGY(FM) Tifton, Ga. KBUZ is on 106.5 mhz with 100 kw and antenna 465 feet above average terrain.

KRIJ(FM) Paradise, Calif. □ Sold by JIBO Broadcasting Corp. to One Ten Broadcast Group Inc. for \$700,000. **Seller** is owned by James T. Flood, who has no other broadcast interests. **Buyer** is owned by Tom Howard, his wife, Eileen, and two others. It also owns KSLE(FM) Seminole, Okla. KRIJ is on 92.7 mhz with 850 w and antenna 620 feet above average terrain.

WRSJ(AM) Bayamon, P.R. □ Sold by P.H. Broadcasting Corp. to A.B.G. Realty and Investment Corp. for \$622,000. **Seller** is owned by Paul Hernandez, who has no other broadcast interests. **Buyer** is owned by Andres Gomez and family. Gomez is Toyota representative based in San Juan. WRSJ is on 1560 khz with 5 kw day and 250 w night.

WHBU(AM) Anderson, Ind. □ Sold by Anderson Broadcasting Corp. to Anderson Communications for \$425,000. **Seller** is owned by Robert B. McConnell, who is also VP of WFYI(TV) Indianapolis. **Buyer** is owned by Marc S. Triplett, James A. Mougeotte and James C. McConville. Triplett owns WAXT(FM) Alexandria, Ind., and has interest in WWAT(TV) Chillicothe, Ohio. Mougeotte is general manager and McConville is sales manager of WAXT(FM). WHBU is on 1240 khz full time with 1 kw.

For other proposed and approved sales see
"For the Record," page 103.

Satellite newsgathering: defining the First Amendment in outer space

The limits of government regulation of satellite photography in the name of national security is subject of debate at communications seminar

Some time in the not-too-distant future, the U.S. news media may put what amounts to a color television camera in orbit, enabling them to take overhead pictures—with objects as small as a car clearly distinguishable—of virtually any spot on the globe.

While the space-age newsgathering technology intrigues many in the media, it worries many in the U.S. government who believe the media's roving satellite eye could blow state secrets and harm "national security."

To what extent the government should be allowed to regulate in the name of national security the so-called mediasats—should they ever exist—was one of the principal topics of a conference on "freedom of communication and the new space technologies" at Catholic University of America in Washington.

Who should decide what images from space should be withheld from the public on behalf of national security—the media or the secretary of Defense? asked Jack E. Thomas, a retired Air Force major general who, as an intelligence consultant to the Pentagon, represented the Defense Department's position at the seminar. "The media representatives will tell me that they are responsible people. They know what's best for the country. They know enough not to do something that would hurt the country. 'Trust us.' I agree. We could for the most part. But I'm not interested in the most part. We are interested in having something we can be sure of."

"The Defense Department is not convinced that the First Amendment is the only part of the Constitution that needs to be observed," said Thomas. "The preamble of the Constitution says it's being established to 'provide for the common defense.'"

Rules governing the licensing and operation of remote-sensing satellites, of which any mediasats would be a particular type, are being written today by the National Oceanic and Atmospheric Administration, a branch of the Department of Commerce. In NOAA's rulemaking proceeding, the State and Defense Departments have asked for broad authority to nix any photo from space that either of them deems harms "national security."

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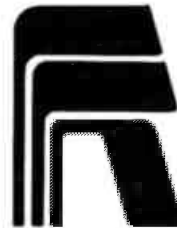
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Mediasat musings. Spurred by media interest in remote-sensing satellites, the Hughes Aircraft Co.'s Santa Barbara (Calif.) Research Center has done some thinking on parameters for a remote-sensing satellite tailored to the needs of the news media—what's come to be called a mediasat.

At a conference on freedom of communications in space sponsored by Catholic University of Washington and others, Stillman Chase, assistant laboratory manager, space sensors laboratory, system division, of the research center, discussed a "baseline" mediasat "sensor" that would be able to deliver full-color images with five-meters resolution—that is, producing pictures on which objects as small as five meters across could be resolved—of any spot on the globe every day.

The baseline sensor would achieve five-meter resolution, twice as great as what's commercially available today, through the use of a 212-centimeter reflective telescopic lens mounted on a one-axis gimbal and solid-state, three-color image detectors with more than 5,000 elements. The gimbal would permit the sensor to look 30 degrees east or west from straight down.

The sensor would be placed on a satellite in sun-synchronous polar orbit at an altitude of 705 kilometers. In "sun-sync" orbit, the satellite goes from pole to pole, crossing the equator at the precisely the same time each day and coming back to the same spot on the equator every 16 days.

Aboard such a satellite, the five-meter sensor pointing straight down would cut an image-swath 25 kilometers wide, but, because of the 60 degree of play in the gimbal, it would have a "field of regard" of more than 1,700 miles during each pass. That means it could not only see every spot every day but also could see spots in the northern latitudes, Moscow, for example, two or three times a day. Chase said that if the sensor were pointing at an angle, resolution would be degraded commensurately.

Other segments of the mediasat system—the transmission and reception systems—would determine the speed with which the satellite images will be delivered to the media and the final cost, Chase said. The most expensive way to go, Chase said, would be to relay imaging data through the TDRSS satellite for "near real-time delivery," he said. Less costly options are a dedicated earth station, that would guarantee pictures in no more than four hours, or a shared downlink (with other commercial users) that would mean pictures would take at least a day to receive. Chase said the five-meter sensor, which would weigh a quarter of a ton, would cost between \$60 million and \$80 million. He declined to estimate what a complete mediasat would cost. But, he said, "it doesn't take long to get up to several hundred million dollars."



New York

sion News Directors Association, in its comments to NOAA, have proposed that the government be allowed to prohibit use of satellite images only if it can convince a court that the those pictures would be a "serious and immediate threat" to national security, foreign policy or fulfillment of treaty obligations.

What the State and Defense Departments have proposed, said Laurent Scharff, a Washington attorney who represents RTNDA, is "the suppression of information that the media are quite capable of gathering, information that is not under the ownership... or control of the government. It is not only a newsgathering problem. It is a news publication problem. We think the same First Amendment standard that applies on earth in the case of prior restraint should apply with respect to images taken from space."

Under the "serious-and-immediate-threat" test that RTNDA has proposed, Scharff said, "we don't think there would be any case where true national security interest could be invoked to suppress information. Without that kind of a test, though, we strongly expect the government [to in-

volve]... national security to protect all kinds of sensitive information [that doesn't] truly endanger the national well being."

The news media have been making increasing use of images from commercial remote-sensing satellites, primarily Earth Observation Satellite Co.'s Landsat 4 and Landsat 5 and SPOT Image Corp.'s SPOT 1. EOSAT, a joint venture of RCA Corp. and Hughes Aircraft Co., took over the government's Landsat remote-sensing operations system after Congress voted to "privatize" it in the Land Remote-Sensing Commercialization Act of 1984. SPOT Image is a subsidiary of the French government, but images from its satellite are marketed around the world.

The commercial remote-sensing satellites, which have been around for 15 years, are used primarily for geology, agriculture, forestry, land and range management, hydrology, disaster planning and assessment and cartography. The U.S. and, it is assumed, the Soviet Union, also operate "spy" satellites for military purposes.

According to Thomas, the Defense Department is unconcerned about any images taken by the existing commercial remote-

sensing satellites because their resolution is relatively low—SPOT 1 can resolve objects as small as 10 meters across (32.8 feet); the Landsats can see things as small as 30 meters—and because it takes several days to process and deliver the images to broadcasters or publishers.

But, according to Thomas, the technology exists for the development of remote-sensing satellites capable of one-to-three-meter resolution and “near real-time” resolution. The Pentagon is working on the assumption it will eventually become “commercially feasible” for the media to launch and operate such a satellite, he said.

Although the Pentagon is not “frightened” by such technology in the hands of the media, Thomas said, it is, indeed, concerned. “What we are talking about is denial of access...to classified information,” he said. “We understand that there are going to be situations in which it will be essential on a temporary basis that denial of access be invoked on mediasat.”

The Pentagon seeks only to deny access for “hours” in cases where “the direct and immediate consequences will be the loss of a sizable number of U.S. lives,” Thomas said. He cited the invasion of Grenada. If the media had learned of the pending invasion from satellite images and tipped off the Cubans on the evening news, he said, it “could have made a lot of difference in terms of casualties.”

Nobody would argue that the Defense Department has the right to keep secret plans to rescue 300 hostages in a foreign country, Thomas said. Likewise, he said, it should have the right to keep secret the movement of troops and equipment in preparation of the rescue by censoring images from remote-sensing satellite.

The Defense Department is proposing nothing new, Thomas said. Under current law, he said, the government can prohibit the media from publishing or broadcasting photographs of classified facilities. Violators can be jailed from one to 10 years, he said.

Scharff said the “serious and immediate threat” standard that the State and Defense

Libel resource. The University of Iowa’s Libel Research Project has launched a two-year experiment aimed at exploring resolution of real-world libel allegations out of court. It’s looking for up to 30 cases to settle, using arbitrators and mediators provided by the American Arbitration Association.

Interested plaintiffs and defendants will have to agree to be bound by the results of the process and to permit project personnel to observe the proceedings and interview participants. No money damages will be available. “The alternative process is geared toward resolving the question of falsity; the remedy is subject to negotiation, but is likely to be publication of the finding on the falsity issue,” the project literature says.

Randall Bezanson, university law professor and project co-director, told BROADCASTING that the project, funded by a \$158,000 grant from the John and Mary R. Markle Foundation, is based on project research suggesting that an alternative to the courts might be of use.

Departments opposed is no more than what a court would articulate the first time the issue was adjudicated. He said the Department of Transportation thought the standard “reasonable,” including it in its regulations governing the launching of remote-sensing satellites about a year ago.

The government will know the precise orbit of the media’s remote-sensing satellite, Scharff said. If the Defense or State Departments finds that the satellite will pass over the wrong place at the wrong time (from their point of view), he said, they will be able to go to court and ask for the temporary restraining order to prevent publication or broadcast of the sensitive images based on the “serious and immediate threat” standard.

Thomas maintained that the Defense Department is not interested in regulating the licensing of remote-sensing satellites. But Mark Brender, an assignment editor at ABC News who chairs the RTNDA’s remote-sens-

ing task force, said there is a “classified 1978 directive” that says that the government should prevent the launching of any satellite with better than 10-meter resolution. If a company asks the Commerce Department for a license for such a satellite, it would, acting under the directive, turn the company down because it would enable users “to see and learn too much,” he said. “Now that is clearly prior restraint on the press, and constitutional issues come into play.”

John McWethy, national security correspondent, ABC News, who has used remote-sensing images in his stories, said the Pentagon’s fears about the new technology are “exaggerated.” The media have shown they can keep a story quiet for national security reasons, he said, citing the bombing of Libya last year. What’s more, he said, the satellite “doesn’t necessarily pose a greater threat than a reporter roaming around inside the

Weather opportunity. Mississippi State University with the cooperation of the National Weather Association and the MSU Climatology Laboratory, is offering a new broadcast meteorology program. The coursework, composed of eight three-credit-hour classes, demands no academic prerequisites and may be completed via correspondence. Radio and television meteorologists who graduate from the program, which includes classes in geography, climatology, data analysis and broadcast meteorology techniques, will obtain certification from the National Weather Association. Introductory classes begin in September. For further information: Broadcast Meteorology Program Department of Geology/Geography, Drawer 5167, Mississippi State University, Mississippi State, Miss. 39762, or Mark Binkley or Charles Wax at (601) 325-3915.

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State Department does already.”

The government shouldn't worry about the media telling the Soviets something they don't already know, McWethy said. "I firmly believe that the Soviet Union has the ability to take better pictures than any mediasat ever will," he said.

McWethy acknowledged, however, that the media's satellite imagery "could cost American lives" if it reveals, for instance, preparations for a U.S. attack against a Third World country—information the country could not have gotten on its own.

McWethy said he doubted Thomas's claim that the Pentagon, if given sweeping powers, would never deny access to images for more than a few hours. He said the Pentagon denied reporters access to Grenada for three days following the invasion.

McWethy also suggested that government officials may have been involved in preventing him from procuring Landsat images of a section of the Honduras-Nicaragua border for a report on U.S.-sponsored counter-revolution in Nicaragua. He said he has yet to receive a straight answer from the Landsat officials on why he couldn't get the image.

ABC News has enhanced "substantially" a half-dozen stories with satellite imagery, McWethy said. Soviet officials permitted an ABC crew to photograph the commercial harbor of Murmansk but not the nearby military harbor, he said. "We were able to show even with 30-meter resolution an incredible amount of detail about the extent of the shipping piers and where the sub pens were," he said. "It added a very interesting dimension to the piece of journalism we were attempting to do on the Soviet Union—to show how important the commercial port was and how important the military port was."

Nonetheless, he said, ABC News uses satellite imagery now primarily for its "novelty value." The images are "meaningless" without expert analysis, he said. And even with such analysis, he said, users of satellite imagery can still go wrong. Based on the faulty analysis of satellite pictures of Chernobyl, he said, ABC News wrongly reported that there were "two hot spots" at the site, implying that two reactors were damaged.

Brender said the broadcast networks should make greater use of remote-sensing satellites to further distinguish themselves

from their affiliates who are gradually usurping the networks' traditional roles as purveyors of national and international news. Any broadcaster can install a satellite antenna and tap into "a virtual video river" of news from around the world, he said. To make themselves vital, the networks should go "orbital."

Building and launching a remote-sensing satellite would cost a few hundred million dollars. Brender, despite his enthusiasm for the technology, suggested that the broadcast networks might balk at the price of a dedicated system or even a system that would be shared and paid for by other commercial users. The networks are going through "contortions" because of competition from other media like home video and cable that is driving down ratings and revenues, he said.

McWethy disagreed. If the networks want to launch a mediasat, they can find the money. Despite the cutbacks and cost-cutting, he said the revenue the networks generate "is still staggering." They are still making "a whole lot of dough," he said.

Sponsors of the seminar were the Institute for Communications Law Studies and the Law and Religion Program, both of Catholic University; Radio-Television News Directors Foundation, and the Reporters Committee for Freedom of the Press. Financial assistance came from Capital Cities/ABC Inc., CBS and The Chicago Tribune Foundation. □

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Peabody honors its winners

CBS, public broadcasters top list of honorees

Public broadcasting and CBS television and radio network programming collectively won nearly half of this year's 26 George Foster Peabody awards (BROADCASTING, April 27) during the 47th annual presentation, sponsored by the Broadcast Pioneers, last Wednesday (May 6) at New York's Plaza hotel.

The winners in the public broadcasting sector included: MacNeil-Lehrer Productions and the BBC for *The Story of English*, a nine-hour television series; Thames Television International and D.L. Taffner/Ltd. for *Unknown Chaplin*; Thames Television and WGBH-TV Boston for *Paradise Postponed*, a 12-hour broadcast chronicling British history since World War II, and WQED-TV Pittsburgh for *Anne of Green Gables* and *The National Geographic Specials*. The National Geographic Society also received a Peabody for the last entry.

CBS Television programs cited for Peabody awards were CBS Entertainment's and Garner-Duchow Productions' *Promise*, a "Hallmark Hall of Fame" film presentation and CBS Entertainment's *The 1986 Kennedy Center Honors: A Celebration of the Performing Arts*. Both Garner-Duchow Productions and the Kennedy Center for the Performing Arts took home Peabody honors for the respective productions, as did the CBS News series, *Sunday Morning*, for a Vladimir Horowitz April 1986 concert broadcast

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from Moscow and *CBS Reports: The Vanishing Family—Crisis In Black America*. Also, CBS News's weekly news and information series, *Newsweek*, which airs over the CBS Radio Network, won a Peabody for a broadcast entitled "Where In The World Are We?," which was narrated and written

by CBS News Correspondent Charles Osgood.

Two CBS Television affiliates accepted Peabody awards: Midwest Communications' WCCO-TV Minneapolis-St. Paul for *Project Lifesaver*, a month-long public affairs campaign addressing driver safety, and

Timely reading. As the House Telecommunications Subcommittee was holding hearings on the effect of network takeovers on "the quality of network news" (BROADCASTING, May 4), the spring issue of the *Virginia Journal of Law and Politics* became available with an article pertinent to that inquiry. "The First Amendment and Congressional Investigations of Broadcast Programming" argues that, in its investigations into broadcast programming over the years, Congress has more than once "overstepped the appropriate bounds of its investigatory authority," that it has investigated when it had no intention—and lacked the constitutional authority—to legislate. "Greater attention," it adds, "should be paid to the First Amendment questions raised by such congressional activity."

The article is by two lawyers with experience in representing broadcasting interests before the courts and Congress—Timothy B. Dyk, a partner in Wilmer, Cutler & Pickering, who represents CBS in First Amendment matters, and Ralph E. Goldberg, a former associate general counsel of CBS who is now adjunct professor, Center for Communication, Fordham University Graduate School of Business Administration.

The authors' concern is that, while the First Amendment protects the press specifically against acts of Congress, Congress has the power to deny press freedoms "by acts short of legislation"—by investigations. And under existing case law, the authors add, broadcasters cannot look to the courts for protection. In part, they say, that is because of the deference the courts afford Congress generally. "But," they add, "the uncertain constitutional protection afforded broadcasters under the First Amendment is the heart of the problem."

And the authors cite a number of examples of hearings of the kind they find threatening to First Amendment values—those designed "for the purpose of publicly castigating broadcasters rather than of enacting legislation." They mentioned CBS's *Project Nassau*, a 1966 story dealing with gun-running by Haitian and Cuban exiles that was never broadcast; the three networks' coverage of the 1968 Democratic national convention and the civil disorders accompanying it in the streets of Chicago; several allegedly staged news reports in the late 1960's and early 1970's; the two-part report on a pot party attended by university students, *Pot Party*, produced by CBS's WBBM-TV Chicago in 1969, and CBS's *The Selling of the Pentagon* and NBC's *Say Goodby*, both aired in 1971.

Indeed, *The Selling of the Pentagon* developed into a major confrontation between CBS and the House Commerce Committee when then-CBS President Frank Stanton refused, on First Amendment grounds, to comply with a congressional subpoena for outtakes. The committee, which said it needed the material to check on allegations of distortions in the documentary, sought to have CBS and Stanton cited for contempt of Congress, but the full House rejected the request.

Dyk and Goldberg note that broadcasters "have strong incentives to respond cooperatively to congressional criticism." Broadcasters, they say, "are sensitive to the possibility of adverse public reaction, as well as to the possibility that restrictive legislation could be enacted in the area of the congressional inquiry. . . . Perhaps even more important, broadcasters have a long shopping list of legislation they would like to secure or avoid, including legislation that abolishes comparative renewals."

Still, in offering a number of suggestions for "meaningful reform," the authors do not stop with those that require some restraint on the part of Congress. They say "broadcasters themselves should resist improper congressional demands." CBS, they note, succeeded in its 1971 confrontation over the *Pentagon* outtakes.



'Cosby' producer Carmen Finestra and J. Thomas Russell, dean of Georgia's school of journalism

Group W's KPX-TV San Francisco for *AIDS Lifeline*, a public affairs programming project.

ABC walked away with two Peabodys, one for its Sunday morning news program, *This Week With David Brinkley*, and the other for ABC Entertainment's and Churchill Films' *The Mouse and the Motorcycle*. Churchill Films also received Peabody recognition.

Four ABC affiliates were on the winners list: Clear Channels Communications' WHAS(AM) Louisville for a special broadcast entitled *A Disaster Called Schizophrenia*; Belo Corp.'s WFAA-TV Dallas-Fort Worth for *S.M.U. Investigation*; Cox Communications' WSB-TV Atlanta for a program about slain civil rights leader Dr. Martin Luther King Jr., called *The Boy King*, and Hearst Corp.'s WCVB-TV Boston for a multifaceted, public affairs programming effort on prejudice, *A World of Difference*.

NBC Entertainment picked up a Peabody for *The Cosby Show*, and NBC Radio News received one for its coverage of the U.S.'s attack on Tripoli, Libya.

"Personal" Peabody awards were bestowed upon Jim Henson, creator of the Muppets, for "30 years of outstanding entertainment," and upon Dorothy Stimson Bullitt, founder of King Broadcasting Co., Seattle, for her "outstanding contributions to broadcasting." The Peabody Awards are administered by the University of Georgia's School of Journalism and Mass Communications. □



Harriet Bullitt, accepting the award for Dorothy Stimson Bullitt, and Dr. Frank Manchel, chairman of the Peabody board

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For the Record

As compiled by BROADCASTING, April 30 through May 6, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific-Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

- KHOG(AM) Fayetteville, Ark. (1250 khz; 1 kw-D)—Seeks assignment of license from Bowman & Caselman Enterprises Inc. to Lonnie M. Horton for \$95,000. Seller has no other broadcast interests. Filed April 27.
- KZRQ(TV) Pine Bluff, Ark. (CP)—Seeks assignment of license from KIKX Inc. to Agape Church Inc. for \$40,611. Seller is principally owned by Charles Ray Shinn, who also has interest in KIKX(FM) El Dorado, Ark. Buyer is owned by H.L. Caldwell; his wife, Jeanne, and Mary S. Keleman. It has no other broadcast interests. Filed April 28.
- KRIJ(FM) Paradise, Calif. (92.7 mhz; 850 w; HAAT: 620 ft.)—Seeks assignment of license from JIBO Broadcasting Corp. to One Ten Broadcast Group Inc. for \$700,000. Seller is owned by James T. Flood, who has no other broadcast interests. Buyer is owned by Tom Howard; his wife, Eileen, and two others. It also owns KSLE(FM) Seminole, Okla. Filed April 29.
- KPIK(AM) Colorado Springs, Colo. (1580 khz; 5 kw-D)—Seeks assignment of license from KPIK Broadcasting Inc. to Patrick Communications II for \$200,000. Seller is principally owned by David J. Lynch, who also owns KBYE(AM) Oklahoma City, Okla. Buyer is owned by Edward J. Patrick, Richard J. Martin, Kathy Hybl and her husband, William. It also owns KWYD(FM) Security, Colo. Filed April 28.
- WOOO(AM) Royal Palm Beach, Fla. (1190 khz)—Seeks assignment of license from ASTI Broadcasting Corp. to George M. Arroyo for \$75,000. Seller is principally owned by Bruce J. Micek, president. It also owns WEND(AM) Brandon, WWSW(AM) Lynn Haven and WWWQ(AM) Fort Myers, all Florida. Buyer owns WONQ(AM) Orlando, Fla. Filed April 27.
- WDAN(AM)-WDNL(FM) Danville, Ill. (AM: 1490 khz; 1 kw-D; 250 w-N; FM: 102.1 mhz; 11 kw; HAAT: 380 ft.)—Seeks assignment of license from Sangamon Broadcasting-Danville Inc. to Majac Inc. for \$1,450,000. Seller is owned by Shelby Harbinson, who also has interest in KVSU-AM-FM Beloit, Kan., and WCSJ-AM-FM Morris, Ill. Buyer is owned by Marc D. Steenbarger and his father, Jack. Younger Steenbarger is sales manager at KCKY(FM) Crookston, Minn. Filed April 24.
- WHBU(AM) Anderson, Ind. (1240 khz; 1 kw-U)—Seeks assignment of license from Anderson Broadcasting Corp. to Anderson Communications for \$425,000. Seller is owned by Robert B. McConnell, who is also VP of WIFY(TV) Indianapolis. Buyer is owned by Marc S. Triplett, James A. Mougeotte and James C. McConville. Triplett owns WAXT(FM) Alexandria, Ind., and has interest in WWAT(TV) Chillicothe, Ohio. Mougeotte is general manager and McConville is sales manager of WAXT(FM). Filed April 28.
- KBUZ(FM) Arkansas City, Kan. (106.5 mhz; 100 kw; HAAT: 465 ft.)—Seeks assignment of license from Violet Broadcasting Co. to KBUZ Inc. for \$980,348. Seller is owned by Gary Violet. It has no other broadcast interests. Buyer is principally owned by John Peterson, who also owns

WWGS(AM)-WSGY(FM) Tifton, Ga. Filed April 27.

- KDLM(AM)-KVLR(FM) Detroit Lakes, Minn. (AM: 1340 khz; 1 kw-D; 250 w-N; FM: 95.3 mhz; 3 kw; HAAT: 280 ft.)—Seeks assignment of license from Detroit Lakes Broadcasting Corp. to Ro D. Grignon for \$1,540,000. Seller is owned by Alver G. Leighton and David H. Knutson, who own Leighton Enterprises Inc., St. Cloud, Minn.-based group of five AM's and six FM's. Buyer has no other broadcast interests. Filed April 23.
- WRSJ(AM) Bayamon, P.R. (1560 khz; 5 kw-D; 250 w-N)—Seeks assignment of license from P.H. Broadcasting Corp. to A.B.G. Realty and Investment Corp. for \$622,000. Seller is owned by Paul Hernandez, who has no other broadcast interests. Buyer is owned by Andres Gomez Yaquez, and family. Gomez is Toyota representative based in San Juan. Filed April 28.
- WHRP(AM) Portland, Tenn. (1270 khz; 1 kw-D)—Seeks assignment of license from Portland Broadcasting Inc. to Lindsey Christian Broadcasting Co. for \$25,000 cash and \$168,000 assumption of liabilities. Seller is owned by Bob Hudson, William Goad and his wife, Ann. It also owns WBDX(AM) White Bluff, Tenn. Buyer is owned by Rudy A. Lindsey and his wife, Faye. It also owns WWGM(AM) Nashville. Filed April 27.

Actions

- KLFF(AM) Glendale and KONC-FM Sun City, both Arizona (AM: 1360 khz; 5 kw-D; 1 kw-N; FM: 106.3 mhz; 2.25 kw; HAAT: 400 ft.)—Granted app. for assignment of license from Stanley Swaine, trustee to Madison Street Media Group Inc. for \$6.5 million. Seller is trustee in bankruptcy for Canyon Communications Corp. It has no other broadcast interests. Buyer is owned by James A. McDonald, who has no other broadcast interests. Action April 16.

- KAAV(AM) Little Rock, Ark. (1090 khz; 50 kw-U)—Granted app. for assignment of license from Sudbrink Broadcasting of Arkansas to Beasley Broadcasting for \$2.65 million. Seller is West Palm Beach, Fla.-based group of three AM's and four TV's owned by Robert W. (Woody) Sudbrink. Buyer is Goldsboro, N.C.-based group of six AM's and 11 FM's principally owned by George Beasley. Action April 22.
- KKDI(AM) Sheridan, Ark. (1540 khz; 250 w-D)—Granted app. for assignment of license from Ainsley Communications Corp. to Dixie Broadcasting Inc. for \$10,000. Seller is owned by William E. Henslee. It also owns KPAL(AM)-KAUL-FM North Little Rock, Ark. Buyer is owned by Harvey Fritts and his wife, Vivian. It also owns KMOA(AM) Kensett, Ark. Action April 27.
- KEYT(TV) Santa Barbara, Calif. (Ch. 3; 50 kw-vis.; 5.9 kw-aur.; HAAT: 3,010 ft.)—Granted app. for assignment of license from Shamrock Broadcasting Inc. to Smith Broadcasting for \$30 million. Seller is Burbank, Calif.-based group of four AM's, seven FM's and three TV's owned by Roy E. Disney and family. Buyer is Chicago-based group of five TV's principally owned by Robert N. Smith, William Reyner and Boston investment banker, TA Associates. Action April 21.
- WBMX-FM Oak Park, Ill. (102.7 mhz; 6 kw; HAAT: 1,170 ft.)—Dismissed app. for assignment of license from Egmont Sonderling to Northlake Communications Ltd. for \$28 million. Seller also owns co-located WBMX(AM) (which is being sold, see below) and is applicant for new FM in Arlington, N.Y. Buyer is owned by Mitchell Rubenstein, his wife, Laurie S. Silvers, and her father, Gordon Sherman. Rubenstein and Silvers own cable system in Palm Beach, Fla. Action April 16.
- KRIB(AM) Mason City, Iowa (1490 khz; 1 kw-U)—

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Granted app. for assignment of license from Radio Communications of Mason City Inc. to Boyd Communications Inc. for \$300,000. Seller is principally owned by C. Kenneth Kjeldseth. It has no other broadcast interests. Buyer is owned by Russell C. Boyd and his brother, Edward, who has no other broadcast interests. Action April 27.

■ WTHU(AM) Thurmont, Md. (1450 khz; 500 w-D; 100 w-N)—Granted app. for assignment of license from Dean and Petrina Aubol to Jenifer Broadcasting Corp. for \$206,250. Sellers own WATN(AM) Watertown and WTOJ(FM) Carthage, both New York. Buyer is owned by David W. Weisman, Peter A. Greenburg and Morton E. Fallor. It has no other broadcast interests. Action April 22.

■ KRWC(AM) Buffalo, Minn. (1360 khz; 500 w-D)—Granted app. for transfer of control from Donald Wolenhaus and his wife, Janel, to Kurt Weiche and his wife, Jayne, for \$178,884. Sellers have no other broadcast interests. Buyer is station's manager. Action April 27.

■ KSDY(FM) Sidney, Mont. (95.1 mhz; 100 kw; HAAT: 330 ft.)—Dismissed app. for assignment of license from Fischer Land & Development Corp. to Country 95 Inc. for \$115,000. Seller is owned by Gerald Fischer, who has no other broadcast interests. Buyer is owned by Linda K. Wells and her husband, Russell. It has no other broadcast interests. Action April 21.

■ WDST(FM) Woodstock, N.Y. (100.1 mhz; 3 kw; HAAT: 305.6 ft.)—Granted app. for transfer of control of Woodstock Communications to Pinnacle Too Communications Inc. for \$1,120,000. Seller is principally owned by Jerome and Sasha Gillman. It has no other broadcast interests. Buyer is owned by Richard Landy, who also owns WKNY(AM) Kingston, N.Y. Action April 23.

■ WLOE(AM)-WKLM(FM) Eden, N.C. (AM: 1490 khz 1 kw-D; 250 w-N; FM: 94.5 mhz; 100 kw; HAAT: 980 ft.)—Granted app. for assignment of license from Colonial Broadcasting Co. to WKLM-FM Broadcasting Inc. for \$2.5 million. Seller is Montgomery, Ala.-based group of two AM's and four FM's owned by David Coppock. Buyer is subsidiary of Speed-O-Print Business Machine Corp., publicly traded. Chicago-based office equipment distributor headed by Peter Nisselson. It also owns WJYE(FM) Buffalo, N.Y., and WNNR(AM) New Haven, Conn. Action April 23.

■ WCHU(AM) Soddy-Daisy, Tenn. (1550 khz; 5 kw-D)—Granted app. for assignment of license from C. Alfred Dick

to Ernest E. Boston for \$350,000. Seller has interest in WALI(AM)-WROG(FM) Cumberland, Md. Buyer has no other broadcast interests. Action April 23.

■ KPFL(AM)-KT XU(FM) Paris, Tex. (AM: 1490 khz; 1 kw-U; FM: 99.3 mhz; 3 kw; HAAT: 300 ft.)—Granted app. for transfer of control from Clifford B. Marshall and family to Jeff D. Methven. Seller owns WFIG(AM)-WVDM(FM) Sumter, N.C. Buyer is station's manager. Action April 22.

■ WKDW(AM)-WSGM(FM) Staunton, Va. (AM: 900 khz; 1 kw-U; FM: 93.5 mhz; 2.35 kw; HAAT: 350 ft.)—Granted app. for assignment of license from Shenandoah Valley Broadcasting Co. to Clark Broadcasting Co. for \$2,330,000. Seller is headed by Patsy E. Miller, president. It has no other broadcast interests. Buyer is owned by Jim Clark. It also owns WCEI-AM-FM Easton, Md. and WOVU-FM Ocean View, Del. Action April 16.

New Stations

■ Florence, Ala.—Muscle Shoals Bailey seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 1570 Woodmont Dr., Tusculumbia, Ala. 35674. Principal is owned by Bob Carl Bailey, who also owns WZZA(AM) Tusculumbia, WTQX(AM) Selma and has interest in WBTF-FM Sheffield, all Alabama. Filed April 20.

■ Rancho Mirage, Calif.—Desert Sun Radio Ltd. seeks 99.5 mhz; 707 w; HAAT: 560.2 ft. Address: 21535 Erwin St., #129, Woodland Hills, Calif. 91367. Principal is owned by William A. Cabranes, Edward S. Fukomoto and Donna B. Weiss, who have no other broadcast interests. Filed April 22.

■ Rancho Mirage, Calif.—Jeff E. Walker seeks 99.5 mhz; 3 kw; HAAT: 610.1 ft. Address: 72-063 Via Vail, 92270. Principal has no other broadcast interests. Filed March 22.

■ Rancho Mirage, Calif.—Anne K. Wallace and her husband, William, seek 99.5 mhz; 3 kw; HAAT: 610.1 ft. Address: 44 Kavenish Dr., 92270. Principal has no other broadcast interests. Filed March 22.

■ Reidsville, Ga.—Reidsville Broadcasting Corp. seeks

104.1 mhz; 1.35 kw; HAAT: 465.7 ft. Address: 114 Church St., 30453. Principal is owned by Robert A. Ritchie, who also owns WTNL(AM) Reidsville, Ga. Filed April 27.

■ Des Moines, Iowa—White Eagle Ltd. Partnership seeks 107.5 mhz; 50 kw; HAAT: 492 ft. Address: 3839 E. Tiffin, 50317. Principal is owned by Arenda Maxwell Eleanor St. John and Richard T. Wilson. It has no other broadcast interests. Filed April 29.

■ Meredith, N.H.—Winnepesaukee Broadcasting Co. seeks 101.5 mhz; 2 kw; HAAT: 397 ft. Address: Box 760; Kingston, N.H. 03848. Principal is owned by Richard A. DeFabio, William G. Steele and William Tucker. DeFabio has interest in WYRY(FM) Hinsdale, N.Y. Filed April 27.

■ Meredith, N.H.—Jeffrey H. Kaplan seeks 101.5 mhz; 1.05 kw; 397 ft. Address: 4403 Clearbrook Lane, Kensington, Md. 20895. Principal has no other broadcast interests. Filed April 27.

■ Vestal, N.Y.—KRB Associates seeks 103.3 mhz; 410 w; HAAT: 839.7 ft. Address: 210 Clinton St., Binghamton, N.Y. 13905. Principal is owned by Joanne Kocak and two others. It has no other broadcast interests. Filed March 22.

■ Vestal, N.Y.—Sherlock-Hart Broadcasting Inc. seeks 103.3 mhz; 420 w; HAAT: 843 ft. Address: Box 103, Route 22, W. Loretto, Pa. 15940. Principal is owned by Edward J. Horak and Neil F. Rosenbloom, who also own WBXQ(FM) Cresson, Pa. Filed April 22.

■ Waterloo, N.Y.—Archon Broadcasting Partnership seeks 98.5 mhz; 1.46 kw; HAAT: 452.6 ft. Address: 34 Grover St., Auburn, N.Y. 13201. Principal is owned by Minturn S. Osborn, who has no other broadcast interests. Filed April 29.

■ Everett, Pa.—Radio Everett Inc. seeks 104.3 mhz; 350 w; HAAT: 967.6 ft. Address: Box 187; Everett, Pa. 15537. Principal is owned by Melvin C. Baker and his wife, Sandra. It also owns WSKE(AM) Everett. Filed April 27.

■ Omega, Pa.—Shirley Marchant seeks 107.5 mhz; 3 kw; HAAT: 328 ft. Address: 111 Lamar St., Box 304, 31775. Principal has no other broadcast interests. Filed April 29.

■ Charlottesville, Va.—Skyline Broadcasting Co. seeks 107.5 mhz; 320 w; HAAT: 980 ft. Address: Box 1403 VHFS, Warrenton, Va. 22186. Principal is owned by William E. Garrison and family. It has no other broadcast interests. Filed April 24.

■ Charlottesville, Va.—Green Valley Broadcasting seeks 107.5 mhz; 316 w; HAAT: 1,000.4 ft. Address: 8805 Cliford Ave., Chevy Chase, Md. 20815. Principal is owned by Rita A. Capobianchi. Her brother, Joseph, owns CP for new

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Summary of broadcasting as of March 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,876	170	5,046
Commercial FM	3,954	418	4,372
Educational FM	1,263	173	1,436
Total Radio	10,093	761	10,854
FM translators	1,115	766	1,881
Commercial VHF TV	548	29	566
Commercial UHF TV	451	222	683
Educational VHF TV	113	3	116
Educational UHF TV	193	25	218
Total TV	1,310	279	1,583
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,891	145	3,126
UHF translators	1,989	292	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	2,606	165	3,002

* Includes off-air licenses.

FM in Fairmont, W.Va. Filed April 29.

■ Charlottesville, Va.—Eighty-Ninety Broadcasting Group seeks 107.5 mhz; 630 w; HAAT: 713 ft. Address: 1003 DeBeck Dr., Rockville, Md. 20850. Principal is owned by Kenneth R. Strawberry and Lawrence P. Kessel. They have interest in WANB-AM-FM Waynesboro, Pa. Filed April 29.

Actions

AM's

- Buena Vista, Ga.—Returned app. of Ruben Burton for 890 khz; 5 kw-D. Action April 27.
- Concord, N.H.—Granted app. of Concord Broadcasting Associates for 1140 khz; 10 kw-D. Action April 21.
- Falmouth, Va.—Returned app. of Radio 1170 for 1170 khz; 2.5 kw-D. Action April 27.
- Camas, Wash.—Returned app. of Family Stations Inc. for 700 khz; 25 kw-D; 1 kw-N. Action April 22.

FM's

- Dothan, Ala.—Granted app. of Dothan Community Educational Radio Inc. for 89.5 mhz; 5.5 kw; HAAT: 213.2 ft. Action April 28.
- Barling, Ark.—Granted app. of Teresa Brown for 94.5 mhz; 3 kw; HAAT: 193.5 ft. Action April 23.
- Sacramento, Calif.—Returned app. of California State University at Sacramento for 88.9 mhz; 50 kw; HAAT: 500 ft. Action April 20.
- Gulf Breeze, Fla.—Dismissed app. of Sabine Broadcasting for 95.3 mhz; 1.25 kw; HAAT: 492 ft. Action April 23.
- Mattoon, Ill.—Returned app. of Miller Communications Inc. for 101.3 mhz; 3 kw; HAAT: 328 ft. Action April 20.
- Salisbury, Md.—Granted app. of Salisbury Educational Broadcasting Foundation for 90.3 mhz; 378 w; HAAT: 180.4 ft. Action April 24.
- Saugatuck, Mich.—Granted app. for Ed Ver Schure Communications Inc. for 92.7 mhz; 3 kw; HAAT: 236.2 ft. Action April 23.
- Lawton, Okla.—Returned app. of Cameron University for 89.9 mhz; 50 w; HAAT: 462.8 ft. Action April 20.
- Seguin, Tex.—Returned app. of Maranatha Broadcasting for 88.3 mhz; 3 kw; HAAT: 333 ft. Action April 24.

Facilities Changes

Applications

AM's

Accepted

- KOFY (1050 khz) San Mateo, Calif.—Seeks mod. of lic. to operate trans. by remote control. Filed May 4.
- KGNO (1370 khz) Dodge City, Kan.—Seeks mod. of lic. to operate trans. by remote control. Filed April 30.
- WISM (1050 khz) Eau Claire, Wis.—Seeks CP to change TL and reduce power to 900 w. Filed April 29.

FM's

Tendered

- KZOU (98.5 mhz) Little Rock, Ark.—Seeks mod. of CP to change HAAT to 1,285.7 ft. Filed April 29.
- KQZE (95.7 mhz) St. Johns, Ariz.—Seeks mod. of CP to change TL and change HAAT to 1,160 ft. Filed April 29.
- WAYX-FM (102.5 mhz) Waycross, Ga.—Seeks CP to change TL and change HAAT to 979 ft. Filed May 4.
- KCEV-FM (88.3 mhz) Wichita, Kan.—Seeks mod. of CP to change TL; change ERP to 17 kw and change HAAT to 141 ft. Filed April 29.
- WJIE (88.5 mhz) Okolona, Ky.—Seeks mod. of CP to change ERP to 24.5 kw; change HAAT to 623.2 ft. and make changes in ant. sys. Filed April 29.
- WWMX (106.5 mhz) Baltimore—Seeks mod. of CP to change ERP to 7.4 kw and change HAAT to 1,217 ft. Filed May 4.
- KJUL (104.3 mhz) North Las Vegas—Seeks mod. of CP

to change TL; change ERP to 24.5 kw and change HAAT to 3,730.4 ft. Filed April 29.

- WDAV (89.9 mhz) Davidson, N.C.—Seeks CP to change ERP to 100 kw. Filed April 29.
- KVLJ-FM (106.1 mhz) Owasso, Okla.—Seeks mod. of CP to make changes in ant. sys. Filed April 29.
- WKNO-FM (91.1 mhz) Memphis—Seeks CP to change ERP to 100 kw; change HAAT to 642 ft. and make changes in ant. sys. Filed May 1.
- KHNC (89.5 mhz) Seattle—Seeks CP to change ERP to 30 kw. Filed May 1.
- WVPM (90.9 mhz) Morgantown, W.Va.—Seeks CP to change ERP to 5.2 kw. Filed April 29.
- WZMM (107.5 mhz) Wheeling, W.Va.—Seeks CP to change ERP to 16 kw and change HAAT to 877.7 ft. Filed April 30.

Accepted

- KWTB (106.3 mhz) Lonoke, Ark.—Seeks CP to change ERP to 2.5 kw and change HAAT to 353 ft. Filed April 29.
- WJSO (90.1 mhz) Pikesville, Ky.—Seeks mod. of CP to change TL; change ERP to 3.75 kw and change HAAT to 455 ft. Filed May 1.
- WHRO-FM (89.5 mhz) Norfolk, Va.—Seeks CP to change HAAT to 731.4 ft. Filed May 1.

TV's

Accepted

- KPOM-TV (ch. 24) Fort Smith, Ark.—Seeks CP to change ERP vis. to 4,519 kw, aur. 451.9 kw and make changes in ant. sys. Filed May 1.
- KJMH (ch. 26) Burlington, Iowa—Seeks MP to change ERP vis. to 201.4 kw, aur. 20.14 kw and change HAAT to 315.2 ft. Filed April 29.
- KAZQ (ch. 32) Albuquerque, N.M.—Seeks mod. of CP to change ERP vis. to 41.18 kw; change HAAT to 4,056.7 ft. and make changes in ant. sys. Filed April 30.
- WTVE (ch. 51) Reading, Pa.—Seeks CP to change ERP to vis. to 5,000 kw, aur. 500 kw; change HAAT to 1,333 ft.; change TL and make changes in ant. sys. Filed April 29.

Actions

AM's

- WLWI (740 khz) Montgomery, Ala.—Returned app. to change hours of operation to unlimited by adding night service with 335 w and make changes in ant. sys. Action April 27.
- KPZE (1190 khz) Anaheim, Calif.—Granted app. to increase day power to 10 kw and change TL. Action April 16.
- WRHC (1550 khz) Coral Gables, Fla.—Granted app. to change freq. to 1560 khz; increase day power to 50 kw and night power to 4.4 kw and change TL. Action April 20.
- WONQ (1140 khz) Orlando, Fla.—Returned app. to increase power to 10.5 kw. Action April 27.
- WMET (1150 khz) Gaithersburg, Md.—Granted app. to increase night power to 800 w. Action April 23.
- WLIM (1580 khz) Patchogue, N.Y.—Granted app. to change hours of operation to unlimited by adding night service with 500 w and make changes in ant. sys. Action April 17.
- WNOC (720 khz) Wake Forest, N.C.—Returned app. to change city of license to Apex, N.C.; change TL and make changes in ant. sys. Action April 27.
- WFIL (560 khz) Philadelphia—Granted app. to change SL. Action April 9.
- WENA (1330 khz) Penuelas, P.R.—Granted app. to change city of license to Yauco, P.R.; increase power to 2 kw; change TL and make changes in ant. sys. Action April 17.
- WCMG (1520 khz) Lawrenceburg, Tenn.—Granted app. to change freq. to 910 khz and make changes in ant. sys. Action April 16.
- KRJH (1520 khz) Hallettsville, Tex.—Returned app. to increase power to 300 w. Action April 27.
- KEVA (1240 khz) Evanston, Wyo.—Granted app. to change TL and make changes in ant. sys. Action April 23.
- KTTZ (103.1 mhz) Oracle, Ariz.—Dismissed app. to

FM's

- change ERP to 900 w. Action April 20.
- KSPN (97.7 mhz) Aspen, Colo.—Granted app. to relocate main studio outside of community of license. Action April 23.
- WOCL (105.9 mhz) Deland, Fla.—Granted app. to change HAAT to 1,581.9 ft. Action April 28.
- WVBH (103.9 mhz) Key Largo, Fla.—Dismissed app. to change TL; change ERP to 3 kw and change HAAT to 150.9 ft. Action April 20.
- KDVV (100.3 mhz) Topeka, Kan.—Granted app. to change TL and change HAAT to 985.5 ft. Action April 22.
- WSNX-FM (104.5 mhz) Muskegon, Mich.—Dismissed app. to change HAAT to 593 ft. and change TL. Action April 20.
- WXLY (93.5 mhz) Bay Springs, Miss.—Granted app. to change HAAT to 328 ft. Action April 27.
- KOOZ-FM (106.1 mhz) Great Falls, Mont.—Returned app. to change TL and change HAAT to 985.6 ft. Action April 20.
- WBIG (102.1 mhz) Reidsville, N.C.—Granted app. to change TL and change HAAT to 1,164.7 ft. Action April 23.
- WLLT (94.9 mhz) Fairfield, Ohio—Dismissed app. to change TL; change ERP to 15 kw and change HAAT to 898.7 ft. Action April 20.
- WNPQ (95.9 mhz) New Philadelphia, Ohio—Granted app. to change ERP to 2 kw and decrease HAAT to 396.9 ft. Action April 23.
- WJLC-FM (97.5 mhz) South Boston, Va.—Granted app. to change TL; change ERP to 100 kw and change HAAT to 980.7 ft.

Call Letters

Applications

Call Sought by

- New FM**
- KZRF Golden Valley Community Broadcasters, Chico, Calif.
- Existing AM's**
- WHN WFAN Emmis Broadcasting Corp., New York
- WLGM WHRP Lindsey Christian Broadcasting Co., Portland, Tenn.
- Existing FM**
- WQQY WASM Saratoga Broadcasting Co., Saratoga Springs, N.Y.

Grants

Call Assigned to

- New FM's**
- WEVS Ed Ver Schure Communications Inc., Saugatuck, Mich.
- WDON Ray-Mar Broadcasting Co., Geneva, Ohio
- KSYD Nanette Markunas, Reedsport, Ore.
- WSFX Luzerne County Community College, Nanticoke, Pa.
- Existing AM's**
- WOXY WXAM Encore Communications Associates, L.P., West Palm Beach, Fla.
- KZID KMCL Mountain Broadcasting Inc., McCall, Idaho
- WPNA WBMX Alliance Communications Inc., Oak Park, Ill.
- WWMO WCBX Stone Broadcasting Corp., Eden, N.C.
- Existing FM**
- WRRX WHKY-FM Keymarket of Charlotte Inc., Hickory, N.C.
- Existing TV**
- WWOR WOR-TV WWOR-TV Inc., Secaucus, N.J.

Datebook continued from page 27.

Sterling Institute, Washington. Information: Barbara Zeiger, (212) 486-1111.

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

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

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

June 16-20—Beijing 87, first international business, media and advertising conference, sponsored by *National Advertising Association for Foreign Economic Relations and Trade* and *South Magazine*. London. Great Hall of the People, Beijing. Information: Carolyn Nicholson, (212) 682-8714.

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

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

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

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

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

June 18—*Federal Communications Bar Association* luncheon. Speaker: FCC Chairman Dennis Patrick. Washington Marriott, Washington. Information: Patricia Reilly, (202) 429-7285.

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

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

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

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

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

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

June 18-21—Third annual *NATPE* Production Conference. Opryland hotel, Nashville. Information: (212) 757-7232.

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

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

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

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

■ **June 22**—Comments due in FCC proceeding (Gen.

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

June 23-26—*National Association of Broadcasters* board of directors meeting. NAB headquarters, Washington.

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

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

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

June 24-28—*Florida Association of Broadcasters* annual meeting. PGA Sheraton, Palm Beach, Fla.

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

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

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

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

July

July 2—14th annual Daytime Emmy Awards (ABC-TV), sponsored by *National Academy of Television Arts and Sciences*, jointly presented by *Academy of Television Arts and Sciences*. Waldorf-Astoria, New York.

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

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

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

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

July 12-17—*National Association of Broadcasters* management development seminar for radio. University of Notre Dame, Notre Dame, Ind. Information: (202) 429-5405.

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

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

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

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

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

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

July 20-22—*New England Cable Television Association* annual convention. Dunfey Hyannis hotel, Hyannis, Mass.

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

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

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

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

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

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

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

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

August

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

Aug. 1-4—*Association for Education in Journalism and Mass Communications* convention. San Antonio, Tex. Information: Ken Keller, (618) 536-7555.

Aug. 1-5—*Association for Education in Journalism and Mass Communication* annual convention. San Antonio, Tex.

Aug. 1-8—First TV Weathercaster Institute, sponsored by *Lyndon State College meteorology department*. Campus, Lyndonville, Vt. Information: (802) 626-9770.

Aug. 4-6—*CBS* press tour, in conjunction with *Television Critics Association*. Sheraton Redondo Beach, Redondo Beach, Calif.

■ **Aug. 6**—Reply comments due in FCC proceeding (MM Docket 87-6) considering use of synchronous transmitters to extend coverage of AM stations.

■ **Aug. 6**—Reply comments due in FCC proceeding (Gen. Docket 87-25) aimed at building case against cable's compulsory copyright license. Reply comments also due in FCC proceeding (Gen. Docket 87-24) considering reinstatement of syndicated exclusivity rules.

Aug. 9-11—*Arkansas Broadcasters Association* meeting. Royale Vista hotel, Hot Springs, Ark.

Aug. 9-14—*National Association of Broadcasters* management development seminar for television. University of Notre Dame, Notre Dame, Ind. Information: (202) 429-5366.

Aug. 13-16—*Tennessee Association of Broadcasters* annual convention. Hyatt Regency, Knoxville, Tenn.

Aug. 14-15—*Utah Broadcasters Association* convention. Prospector Square, Park City, Utah.

Aug. 16-19—*Cable Television Administration and Marketing Society* 14th annual meeting. Fairmont hotel, San Francisco. Information: (202) 371-0800.

Aug. 20-22—*West Virginia Broadcasters Association* 41st annual fall meeting. Greenbrier, White Sulphur Springs, W. Va.

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

September

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

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

Sept. 16-18—*National Religious Broadcasters* South-eastern chapter meeting. Atlanta. Information: (201) 428-5400 or J. Richard Florence, (305) 737-9762.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General manager: Dynamic sales-oriented pro needed for AM/FM turnaround situation in southern Minnesota college market. An exciting opportunity with equity possible for the right person. Box S-92.

Sales oriented general manager for top rated and top billing Arizona combo. Market is exploding. Resume to: Box S-86.

If you can motivate me, you can run my sales department. There is at least \$40,000 a year in it for you. Send me a resume. I am in northern California in a supermarket with a top station. Box T-20.

Local sales manager wanted for new, aggressive top-60 market station in 10th fastest-growing county in nation. People-oriented company with high growth plans needs like-minded person to guide new sales team to success. Ideal first-management slot for salesperson with solid track record or sales manager looking to break into major market. All inquiries kept in strictest confidence. Call Mr. Moore at 804-732-3478. We're interviewing during the next two weeks. Affirmative action. EOE.

General manager for Mid-South Class C AM/FM medium metro combo. Handle national sales and select local list, and, along with LSM, manage sales staff. Excellent market. Reply Box T-38. EOE.

LSM for Class C country giant in medium southern metro market. Carry local list and manage local sales staff. \$45,000+ income. Reply to Box T-39. EOE.

HELP WANTED SALES

I have the top rated country station in the market. I need the best sales team in the market. If you are a street fighter, who loves money and California, we should talk. Send resume to Box T-19.

Sales manager, full time North Carolina Christian AM. Creative self starter, solid spot sales experience a must! Salary, commission, override, benefits. Grow with young company that has vision. Tom Lamprecht, 112 S. Baywood Lane, Greenville, NC 27834, 919-753-4121.

Sales manager. A unique opportunity involving both radio and cable TV in a Rocky Mountain resort market. Are you an organizer? Reply to Box T-50.

National sales manager, for the nation's premier urban combo, WHRK/WZIA, Memphis. At least 3 years radio sales and/or management experience necessary, national sales experience preferred. Join one of the top combos in a fast growing broadcasting chain. Send brief summary of radio experience along with salary history and references to: Janet Armstead, GSM, WHRK/WZIA, 112 Union Ave., Memphis TN 38103. Minority candidates encouraged.

Sales manager: Top medium market. Excellent opportunity for experienced radio salesperson to move up to a selling management position. Resume to General Manager, Box 5204, Binghamton, NY 13902.

Solid sales professional, preferably from Western USA, with at least four years recent experience for long established dominant CHR FM in NW New Mexico. Call GSM 505-863-4444. EEO employer.

Cape Cod's #1 station is looking for one more hungry, aggressive sales person. Top money list for the right person. Experience a must. Fast-growing company with 8 stations in 4 exciting markets. No calls, please. Send resume to: Bill Moover, General Sales Manager, CAPE 104 FM, Radio Center, Orleans, MA 02653.

Sales account rep. for fantastic new ad program. ***\$50,000.00 plus potential!*** Send resume now to General Manager, Moneyline (tm), 2113 Wells Branch Pkwy, Suite 6100, Austin, TX 78728-6971.

HELP WANTED ANNOUNCERS

Top rated California FM modern country giant needs strong announcer. If you are creative in production, get me a resume fast! Box T-17.

Radio announcers wanted: We are a national advertising agency with several car dealer accounts who are seeking radio announcers with a hard-driving delivery to do their radio commercials. Send audio cassettes only to GAI, Communication Arts Bldg., Olney, MD 20832.

Highly informed talk host who's ready to move up to network? Send tape to: 6400 Georgia Avenue, N.W., Suite 111, Washington, DC 20012.

Radio announcers wanted: If you have a deep, sensual voice... then we have a client who is looking for you to do their radio commercials. Good Advertising, Inc. is accepting audio cassette audition tapes. Send tapes to Communication Arts Bldg., Box 400, Olney, MD 20832.

Sports talk show entertainer wanted for major market station. Tapes, resumes to: PO Box 1059, Avon, CT 06001.

HELP WANTED TECHNICAL

Chief engineer: Good-sized market in beautiful Northwest city. Good maintenance skills required with studios, directional AM stereo, Class C FM. EOE. Send resume to Box S-56.

Engineer: California AM/FM combo looking for full-time engineer. Must have at least five years experience and be strong in both studio and transmitter work. Send resume to Box T-16.

Chief engineer: AM 5,000 watt day 1,000 watt directional night. Class B FM. Studio repair, maintenance and downlink experience. General Class FCC License required. GM, WHCU, PO Box 69, Ithaca, NY 14851. 607-272-2345.

HELP WANTED NEWS

WBHP voted by AP as best major market news operation in Alabama is looking for a reporter-anchor. Must be a "team player" with strong writing and street reporting skills and a good self-starter with imagination. We have a heavy commitment to news and need an experienced person to join our award winning team in beautiful north Alabama. Send tape, resume and salary requirements to: Gary Hahn, P.O. Box 1230, Huntsville, AL 35807. No phone calls.

Reporter needed for small market CHR with good facilities and serious about local news commitment. Entry level requiring good voice and read. Internship or some experience helpful. Cassette, resume, and writing samples: Tim Walter, ND, WLKI, 610 North Wayne Plaza, Angola, IN 46703.

WBQQ-FM Augusta, Georgia, has immediate opening for experienced newperson. Good writing and delivery skills necessary. Send tape and resume to Jim DeFontes, News Director, Box 2066, Augusta, GA 30913. EOE/MF.

Broadcast journalist wanted for AM/FM with heavy news commitment. Strong writing skills a must. Send tape and resume to Joe Garifo, WMTR/WZHA, Box 1250, Morristown, NJ 07960.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Top rated California FM modern country giant needs strong announcer/program director. If you are creative, strong on promotion, and production get me a resume fast! Box T-18.

Classical music producer/host for WHA radio. Program and host classical music programs for statewide public radio network (Wisconsin Public Radio). Duties include: program up to twenty hours of classical music per week, produce live and recorded concerts, operate combo board, announce/host programed material, select and produce taped syndicated programs. Bachelor's degree required. Music degree preferred. Minimum three years experience in classical music programming and announcing. Conversational delivery and strong interviewing skills. Demonstrated ability to function as host for live concert program. Ability to edit tape, write for broadcast, and deliver material on air. Salary: \$20,000 annual rate. Application deadline: June 8, 1987. For required application, write or call: Mary Mead, WHA Radio, 821 University Avenue, Madison, WI 53706 (608-263-2170). Equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Major market pro with solid GSM and national experience seeks GM position in medium-large market or GSM position large market. Excellent background, top references, career broadcaster. Box S-63.

CRMC, 7 years experience, seeks first sales manager position. Desires people oriented/team concept environment. Reply Box R-128.

Years of station management experience with number one Arbitron station. Wanting same opportunity in small to medium western states market. Strong sales and programing skills. Resume available. Box T-27.

General manager with in depth knowledge of radio covering 20 years of successful management. Aggressive competitor dedicated to producing results. Strong leadership, heavy sales & promotion skills, people oriented. If interested, write Box T-36.

Bottom line results at your radio station will come from the effective hiring and management of people. Need to maximize your bottom line? Staff morale low? Not meeting your forecast? Want more creative promotions? Does your PD's ego need a boost? Or control? Reply in confidence: Box T-58.

Recent ownership change has experienced GM seeking new opportunity. Proven track record with established and turnaround situations. Prefer midwest but will consider all. Let's talk. Box S-32.

SITUATIONS WANTED SALES

Salesman/announcer: I'll pay my own way and make you money too. 22 years broadcasting experience. 512-381-0145.

Sales/announcing combo. Experienced morning or afternoon drive plus list. Small to medium market. Box S-89.

SITUATIONS WANTED ANNOUNCERS

Midwest. Returning, with thirty years all-around air experience. Very strong news: writing and beat. Professional production. Solid references. Prefer nights. 319-233-3792.

Air personality: entry level, ready to go, relocate anywhere. 312-731-9003 - T.C.

New York based voice-over lady with creative writing background and some radio experience seeks p/t or freelance, radio or video opportunities in narration, product promotion narration, etc. N.Y.C. based only. Tapes upon request. Call Mrs. Semeniuk. 212-249-2572.

Broadcast meteorologist. Major market Midwest based. Accurate and concise forecasts for your city. State of the art equipment, AMS seal. Reasonable cost. Box T-42.

Experienced announcer with B.A. and 7 years in radio seeks career advancement. Solid airshift and production with excellent sports p-b-p and reporting. If you want a versatile professional to help round out your team I'm your man. Invest in your future. Box T-40.

SITUATIONS WANTED TECHNICAL

Engineering level technician seeking permanent position as station engineer. Midwest or New England states. Experienced in AM-FM broadcast, STL, microwave, and land mobile radio. Maintenance oriented. FCC licensed and NARTE certified. Excellent technical skills. Reply to P.O. Box 11076, Eugene, OR 97440.

Experienced CE seeking responsible position. "Hands on" studio, transmitter, ENG, microwave, design, construction, staff, budgets. Inquiries 808-235-0396.

SITUATIONS WANTED NEWS

Veteran PBP man w/Sports broadcasting versatility looking to relocate immediately. Wants collegiate or major market job. Call Mike 813-758-7813.

Diamond in the rough. Top notch PBP/sports anchor talent too big for small markets. Looking for challenge. Bob 201-546-5546.

Football PBP. Freelance PBP or fulltime sports. 7 years college PBP, M.S. communications, former SD radio & TV, owner sports production company. Available now. Box T-4.

Sports director, named best in Texas 3rd straight year. Award winning PBP. Call Chip. 409-776-1240.

Award winning news/sportscaster seeks medium-/major market PBP opportunity. Can also do news. 303-241-6452.

Talk host. Presently employed in top western market. Not "beat em' to death" style, but I've got the ratings, and can prove it. Box T-22.

12 year veteran of news and sports, last two as news director. Strong PBP. Call Richard anytime: 216-371-1396.

Solid journalist. Seeking position as news director or reporter. Experienced, professional, aggressive, dedicated. Midwest. 309-833-3129.

AM must be dead! Radio news must be dead! Judging from response to my ads and half-hearted broadcasts, nationwide. Veteran ND can restore credibility. Prefers winning audiences to awards. News/talk, AC, rock, country background. 901-794-4695, after 2 CDT.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

Experienced broadcaster seeks small to medium market on air and production position. Would qualify for extra duties in middle management or as addition to sales staff! Box S-87.

MISCELLANEOUS

Sound ideas sound effects library! Over 4,000 sound effects at 15 I.P.S. stereo! Toned voice slates for easy access. Cross-referenced catalogs. Call Wilson Tennant, William Cook Adv., 800-626-8379.

TELEVISION

HELP WANTED MANAGEMENT

Local sales manager. Major market independent. Group owned. Outstanding income potential. Seeking aggressive, highly-motivated individual with strong management and people skills. Client development, retail, large agency experience important. Excellent career opportunity. Box T-15.

Local and regional sales manager: Network affiliate in a beautiful sunbelt community near the national sea shore. This is a growth opportunity in an "up and coming" station and broadcast group. We are seeking an experienced (5-7 years preferably) aggressive leader in local and regional sales to motivate and direct an 8 person sales staff plus a regional office. Only candidates with demonstrated results in the sales area will be considered. Send resume and letter in confidence to Box T-9. EOE, M/F.

Production manager for West Coast independent UHF. Applicant should be creative, aggressive and a self-starter with independent UHF experience. Competitive salary and fringe benefits. Excellent facilities. Send resume to: Box T-2. Equal opportunity employer.

Business manager/financial manager: Station needs aggressive, knowledgeable manager to oversee and maintain accounting records plus work with other department heads to monitor and maximize station operations. Send resume and salary requirements in confidence to: Box T-32. EOE, M/F.

Local or national sales manager: WIXT-TV, ABC affiliate is looking for an experienced person with TV sales or rep background. Prior management a plus. David M. Krause, GSM, 315-446-4780. EOE.

General sales manager: If you are a leader, able to manage and direct both local and national sales people, an East Central/Midwest dynamic station has an opening for you. Excellent salary and benefits. Send resume and salary requirements in confidence to: Box T-31. EOE, M/F.

Promotion manager: We are a medium market ABC affiliate looking for an aggressive, creative promotion producer. Applicants must have strong writing skills, knowledge of on-air graphics production and news promotion. Minimum of two (2) years TV promotion experience is required. Send resume and tape to: Frank Marafiotte, Pgm. Dir., WYTV, 3800 Shady Run Rd., Youngstown, OH 44502. EOE.

Promotion director. Top 20 ABC affiliate searching for department manager with creative ability and minimum 2 years management experience. Must be able to motivate personnel and make a major difference in on- and off-air product. Heavy emphasis on news promotion. Send resume and tape to: Cason Capps, Vice President/General Manager, KTVI, 5915 Berthold Ave., St. Louis, MO 63110.

General sales manager. Previous television station sales management experience. Send resume to: Peter K. Orne WISH-TV, P.O. Box 7088, Indianapolis, IN 46202. EOE.

Advertising & promotion manager: Number one NBC affiliate in West Michigan; prefer candidate with 3-5 years experience; heavy emphasis on news promotion; send resume and salary requirements to: Gary R. Bolton, President & G.M., WOTV, 120 College S.E., Grand Rapids, MI 49501. EOE, M/F.

HELP WANTED SALES

Top 20 Eastern affiliate has immediate opening for a sales development coordinator. Applicant selected will assist the sales development manager with plans for targeted account development including use of co-op and vendor programs. Will also be responsible for ascertainment and presentation phases of computerized research designed to assist clients with information of marketing and communication strategies. Must possess excellent presentation skills and have two years professional experience in research, marketing, or related field. Experience with IBM PC required. Send resume to Box T-49. EOE, M/F.

National sales manager. Top 25 independent seeks experienced national sales manager or national rep for newly created position. Unique, challenging opportunity. Minorities are encouraged to apply. Send resume and salary requirements to: General Sales Manager, WHCT-TV, 18 Garden St., Hartford, CT 06105. Equal opportunity employer.

Local sales manager. Highly motivated, aggressive individual needed to lead a television local sales staff. Retail marketing experience a must. 2-5 years local sales management/sales experience required. Send resume and cover letter to: WPGH-TV 53, 750 Ivory Ave., Pittsburgh, PA 15214. Attn: General Sales Manager. EOE, M/F. No calls accepted.

Research director. Independent television station looking for an individual with experience in the area of research and marketing. Must be able to read and analyze rating books. Independent TV background preferred. Send resume and cover letter to: WPGH-TV 53, 750 Ivory Ave., Pittsburgh, PA 15214. Attn: General Sales Manager. No calls accepted. EOE, M/F.

HELP WANTED TECHNICAL

Assistant chief engineer: KRIV-TV, Fox Television, is seeking a qualified assistant chief engineer. Must have minimum of 5 years television broadcast experience. Must have supervisory experience and be familiar with studio equipment, maintenance and UHF transmitter. Must also have good communication and budgeting skills. FCC license or SBE certificate required. Send resume to: KRIV-TV, P.O. Box 22810, Houston, TX 77227, Attn: Wendell Wyborny, VP/CE.

Maintenance engineer: FCC first class or general license. Experience with Ampex 2" VTRs, ACR 25, Sony 1" and 3/4" systems, studio and ENG camera systems, and character generators preferred. Resume to Rick Craddock, KKTU, Box 2110, Colorado Springs, CO 80901. EOE.

Chief engineer: Immediate opening in sunny south Texas. Previous experience as assistant chief or chief engineer is mandatory. Engineering degree preferred. Send resume to Billy Brotherton, Station Manager, KILL-TV, P.O. Box 6669, Corpus Christi, TX 78411, or call 512-854-4733. EOE.

Tape maintenance engineer needed to work in Philadelphia area television station/production house. Individuals with 3-5 years experience and RCA schooling on TCR100's apply today. Send resume to Box T-48. EOE.

Maintenance engineer for production and satellite facility. Requires experience in videotape and associated studio equipment. Prefer satellite facility experience. Send resume to Chief Engineer, P.O. Box 20066, Tallahassee, FL 32316 or call Bob Sims, Florida Public TV, 904-224-3784 for more details. EOE.

Experienced maintenance technician capable of studio maintenance with VHF transmitter as primary duty. FCC General Class licenses and SBE certification preferred. EOE, M/F. Send resume to Ralph A. Thompson, WIVB-TV, 2077 Elmwood Ave., Buffalo, NY 14207.

Engineers needed for major new production facility being constructed in desirable, south-central Sunbelt city. Long established, financially stable parent company with excellent benefits and competitive compensation. All new, state-of-the-art equipment. You must be at home in a microprocessor based facility and a production environment. Resume to Box T-37. EOE, M/F.

Broadcast operations technician, KISU-TV, Pocatello, Idaho. Responsibilities include switching master control audio/video, operating transmitter/studio equipment, production support, camera, audio, VTR set-up. Good knowledge of television operations and monitoring necessary. Salary range \$1193 to \$1598/month. Entry normally at lowest level. To apply, contact Idaho Public TV, 1910 University, Boise, ID 83725, 208-385-3727 for required state application form by 5/22/87. AA/EEO employer.

HELP WANTED NEWS

News producer: Want a people-person to help guide a 26 person news staff. Multiple live. Graphics. Chyron. ABC affiliate. Minimum 18 months experience. Reply Box T-14. EOE.

Assistant news director, to oversee daily operations of 50 person staff. 5 years commercial news experience. Send resume to News Director, WPRI-TV, 25 Catamore Blvd., East Providence, RI 02914.

Meteorologist or weather expert. Top 25 northeast market station seeking the best in presentation and forecasting for Monday through Friday "weather-intensive" newscasts. Two years television experience required. No beginners or agents, please. Send resume to Box T-25.

Executive producer: #1 CBS affiliate looking for take charge person to handle day-to-day operations and special projects. Must have superb people skills. Work with producers and reporters. Outstanding production and writing skills required. Tape & resume to: Steven Hammel, News Director, WHEC-TV, 191 East Ave., Rochester, NY 14604. WHEC-TV is an EOE.

Producer/anchor for early morning news. Will co-anchor 6:30 AM half hour, plus five-minute inserts in Today Show. Balance of shift is field reporting. Prior experience and broadcast degree preferred. Call news director at 502-442-8214 or send resume and tape to WPSD-TV, P.O. Box 1197, 100 Television Lane, Paducah, KY 42002-1197. Equal opportunity employer, M/F.

Anchor 6 & 10 PM news. ABC affiliate in Abilene, Texas, is looking for a co-anchor for its Monday through Friday, 6 PM and 10 PM newscasts. Must have anchoring experience...and good writing and editing skills. Send tapes and resumes to John Harrod, News Director, KTXS-TV, P.O. Box 2997, Abilene, TX 79604. 915-677-2281.

News graphics coordinator. WDIV/Post-Newsweek in Detroit has opening for a news graphics coordinator. Prefer applicants with television design and news graphics production experience. Knowledge of Chyron 4, Grass Valley 300 switcher and Quantell paint-box helpful. Must have strong design sense and good understanding of layout and typography. Able to prepare finished art for print. Set design, drafting and model making skills preferable. Send resume to WDIV-TV, Personnel Department, 550 W. Lafayette, Detroit, MI 48231. EOE.

Wanted: network anchor. 30 years experience. Send tape, resume, salary history to MBC-TV, Box 5822, Chula Vista, CA 92011-5822.

Weekend sports anchor wanted. Must shoot, edit, good writing skills. Strong interest in local sports events a must. No beginners, please. Send tape and resume to Jan Stratton, KSWO-TV, Box 708, Lawton, OK 73502.

Weekend co-anchor: Dominant NBC affiliate in Sunbelt needs anchor reporter with sunny disposition. Some regular anchor experience needed. No beginners. Send tape and resume to Scott Parks, News Director, WIS-TV, P.O. Box 367, Columbia, SC 29201. EOE.

General assignment reporter: We're looking for a driven, dedicated journalist to fill an immediate opening at this 40th market NBC affiliate. 3 years experience, good writing and live skills required. Send tape and resume to: News Director, WOTV, P.O. Box B, Grand Rapids, MI 49501. EOE.

Overseas experience. We're still looking for an investigative reporter and have two new openings. Inviting application for general assignments reporter and bureau chief for Saipan station. Join an award-winning four station chain in one of the most exciting news areas in the world. Call or send tape and resume to John Morvant, News Director, Guam Cable TV, 530 W. O'Brien Dr., Agana, Guam 96910 (671-477-9484 or 671-477-6397).

Bureau chief. Network affiliate seeks reporter to head up remote bureau. Sets own schedule. 2 years commercial TV news experience. EOE. Box T-59.

Weather. Sunbelt affiliate, top 50 markets, reorganizing weather department. Looking for aggressive, high energy professionals with at least three years on-air television weather experience. Send resume and salary requirements to Box T-57. Equal opportunity employer.

We need an experienced anchor to work with our established female anchor in late news co-anchor format. Sunbelt VHF, network affiliate. Send resume and salary history to Box T-55. EOE

Weekend TV anchor. Progressive Midwestern AM-FM-TV operation looking for anchor with general assignment reporting on weekdays. Prior TV experience a must. Send resume to Box T-51.

Television group expands! News directors, assignment editors, executive producers, and producers needed. We are a growth oriented, multiple station broadcast division looking for the best newsroom leaders available. Send resume to Box T-52. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Young, aggressive, rising conservative Christian television network seeks the following: producers, associate producers, directors, writers, production assistants, master control personnel, finance manager, and marketing specialist for immediate consideration. Two to three years of experience requested. Box S-93.

On-air producer: KRIV-TV, Fox Television, is seeking a qualified on-air producer. Requirements include a minimum of two years television production experience, excellent copywriting, video tape editing and production skills. Creativity, exceptional attention to detail and ability to work under tight time constraints a must. Qualified applicants send resume to KRIV-TV, P.O. Box 22810, Houston, TX 77227. Attn: Promotion Dept. No phone calls. EOE.

Promotion manager: Creative, hands-on person to manage aggressive, sophisticated, advertising and promotion campaigns with heavy emphasis on news. Experienced only, rush resume and tape to Buzz Floyd, KVBC, 1500 Foremaster Ln., Las Vegas, NV 89101.

Promotion producer. West Coast indy needs a producer with hands-on experience and strong writing skills. Send resume and salary requirements to Box T-43.

Production technician: Network affiliate looking for operators experienced in at least two of the following: camera, audio, master control, tape, CG. Excellent growth opportunity for the right individual. Send resume and letter to Keith Lasher, WTVQ-TV, Box 5590, Lexington, KY 40555. No phone calls. EOE.

Commercial/production manager. Aggressive, creative person with experience in writing commercials and promotion, working closely with clients, and able to operate production equipment at Midwest independent television station. Deadline of May 25th for resumes. EOE. Box T-53.

Feature producer: Are you creative and able to tell a great story? Top 40 affiliate needs an experienced story producer able to conceive, write, and produce one high quality promotable feature per week. If you're the best, rush resume to: Box T-56.

Promotion producer: NBC affiliate is seeking a strong writer/producer with experience in news and programming on-air promotion. Send tape, resume and references to Frank Biancuzzo, Director of Marketing & Advertising, WESH-TV, P.O. Box 7697, Orlando, FL 32854 (No calls).

SITUATIONS WANTED MANAGEMENT

Proven performance... experienced... dedicated... employed... manager looking for a GM/GSM position with an aggressive/progressive broadcaster. Experienced in local/regional/national TV sales and station operations. You have nothing to lose (except a 22¢ stamp) and everything to gain! No blind P.O. box's please. Box T-6.

Mature and self-confident professional ready for a change. Operating own business in Boston for six years, managing various projects, both corporate and commercial. Excellent organizational skills. Ten years television production experience. Looking for management opportunity with excellent company. A reply is worth your time. Box T-44.

SITUATIONS WANTED NEWS

Mature, single, will relocate... seeking entry level reporter position in small market. Either news or sports. Call 301-582-0479.

Young, female reporter/anchor. Dartmouth, Columbia Masters, May '87. Experienced, eager and dedicated. Foreign wireservice experience. Languages. Top credentials; any market. Chris - 212-749-8484.

Sportscaster: I will be the hardest working sportscaster you've ever had. Proficient in anchoring, reporting, editing and play by play. Willing to work anywhere, any size market. available immediately. Box T-45.

Meteorologist: Seeking position in small-medium market. Experienced in computer graphics, satellite and radar. Alex Salehi, 4531 Oakwood Dr., Okemos, MI 48864. 517-773-0718 or leave message at 517-349-6573.

Four years radio sports, news reporting, extensive PBP. Can shoot, edit TV. Seeking sports reporting/anchor job. Dependable, on the rise. Call Mike 404-548-3908.

Weather anchor. #2 in 30's market. Trained in latest technology. Personable. Dedicated. Hardworking. Box T-54.

Available August 1st. Medium market anchor with major market on-air background. Seeking anchor slot with reporting. Northeast or midwest family city preferred. I'm choosy, but a true find for the right station. Box T-65.

MISCELLANEOUS

Covering New Hampshire Primary or New England news. Two fully equipped broadcast quality ENG crews available with all bells and whistles and edit suite. Call 603-679-5648.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Experienced assistant producer of weekly magazine in top 20 market seeks new challenge. College educated, speaks multiple languages, well traveled. Writing, shooting, editing no problem. Call Kaye Zusman at 314-725-2460.

Eight years experience all aspects video production - Damned good! Christopher David Barnes 213-395-9474.

Antonelli sales training package. Improve performance of your local sales staff. Train new people. Developed by Martin Antonelli, President, Antonelli Media Training Center, 20 years in broadcast. Includes 100 page training manual, one hour videotape, prospecting, packaging, selling the independent, much, much more. Sold to stations all across the country. 212-206-8063.

Exciting availabilities... News anchors, reporters, including entry-level (all regions), magazine hosts (West, Northeast, Southeast). Sportscasters, including play by play (all regions). Weathercasters (Southwest, Midwest, Southeast). Videographers, production/promotion specialists (all regions). Media Marketing, P.O. Box 1476-PD, Palm Harbor, FL 34273-1476. 813-786-3603.

Primo People wants you. If you are a general assignment reporter who has some anchoring experience, send your tape and resume to Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Telecommunications: Assistant professor, full-time, tenure track teach TV production and any of the following: Introduction to Telecommunications, Writing, Communication Law, Management. Internship supervision will also be assigned. Competitive salary/benefits. Available Fall 1987. Deadline for all applications is May 15, 1987. In order to be considered for the position, applications must include letter of application, resume, transcripts and three letters of recommendation. Materials should be sent to Mr. Daryl Fairchild, Search Committee, Dept. of Telecommunications, Kutztown University, Kutztown, PA 19530. Kutztown University is an affirmative action/equal opportunity employer and actively solicits applications from qualified minority candidates.

Instructor, video production Tenure track. Teach single- and multi-camera production courses and advise student production unit. Position requires MA or MFA, video production experience, broad production interest, and a thorough understanding of the complete production process. Teaching experience helpful, along with experience or an interest in one or more of the following areas: computer-generated video imaging, audio production and media writing. Salary \$18-\$22,000 for 9 months, with summer teaching possible. Submit letter and resume by May 25, 1987, to: George Korn, Chair, Production Committee, School of Telecommunications, Ohio University, Athens, OH 45701. Ohio University is an affirmative action/equal opportunity employer.

Mass communication. Anticipated faculty position; full time, tenure track, Fall 1987. Teach introductory and upper level courses in expanding Department of Mass Communication. Primary teaching responsibilities in public relations, organizational communication, propaganda, persuasion, and writing for the mass media. Strong consideration given to candidates with professional experience; Ph.D. or near completion required. Attractive environment; highly competitive salary; excellent fringe benefits. Deadline for applications: June 19, 1987. Send cover letter, resume, three letters of recommendation, and transcript for most recent degree to: Personnel Office, Westfield State College, Westfield, MA 01086. An AA/EO employer.

Eastern Kentucky University: Tenure-track broadcasting professorship. Assistant-associate professor in broadcasting. Doctorate preferred; master's degree required. Professional experience in broadcasting or related field desirable. Will teach four classes per semester in the areas of electronic field production, broadcast performance, broadcast news and introductory mass communications courses. Requires a "hands-on, project-oriented" faculty member. Deadline for receiving applications: June 1, 1987. Send vita, transcript, and three letters of reference to: Dr. Glen Kleine, Chairman, Department of Mass Communications, Eastern Kentucky University, Richmond, KY 40475. Eastern Kentucky University is an equal opportunity, affirmative action employer.

Assistant or associate professor of journalism, University of Hawaii. Full-time, beginning August 1, 1987. **DUTIES:** To teach basic and advanced undergraduate courses in radio and TV journalism. **MINIMUM QUALIFICATIONS:** Good professional and teaching experience. Preference to applicant with advanced degree and ability to also teach one section of course on Introduction to the Mass Media. One-year visitor will be given full consideration. **MINIMUM SALARY:** \$22,728. Send resume to Search Committee, Journalism Department, 2550 Campus Road, Crawford 208, University of Hawaii, Honolulu, HI 96822. Closing date: May 29, 1987.

Eastern Kentucky University: One year visiting instructorship. Visiting instructorship with an emphasis in media sales and broadcasting. Master's degree required, in addition to experience and/or education in media production, media sales, as well as a knowledge of the broadcast industry. Will teach four classes per semester and advise the on-campus American Advertising Federation student organization. Deadline for receiving applications: June 1, 1987. Send vita and transcript to: Dr. Glen Kleine, Chairman, Department of Mass Communications, Eastern Kentucky University, Richmond, KY 40475. Eastern Kentucky University is an equal opportunity, affirmative action employer.

The University of Wisconsin - Milwaukee. The Department of Mass Communication is seeking application for a teaching academic staff position for Fall, 1987. Mass Communication continues its three-year planned expansion of staff and equipment to improve its instructional offerings. Salary commensurate with qualifications. This is a teaching academic staff position requiring extensive professional experience in broadcast journalism, with radio and television newsroom experience in news reporting and writing and editing. Courses to be taught would be broadcast journalism and news production plus administration of departmental production and editing facilities. BA required and teaching experience helpful. The University of Wisconsin - Milwaukee is one of the UW Systems's two doctoral institutions and is located in the state's major metropolitan and media center. Send letter of application, resume, and three letters of recommendation to Dr. Ruane B. Hill, c/o Mass Communication, University of Wisconsin-Milwaukee, Box 413, Milwaukee, WI 53201. Application deadline: May 15, 1987. UWM is an affirmative action/equal employment opportunity employer.

HELP WANTED NEWS

WeatherData, Inc. has an opening for a broadcast meteorologist. Duties would include telecasting the weather for KSNW-TV (NBC) in Wichita, broadcasts for our radio clients, and forecasting for our utility, newspaper, and other clients. Our meteorologists work in one of the most sophisticated weather facilities in the nation, and enjoy competitive salaries, insurance benefits, health club memberships, and what may be the best profit sharing plan in commercial meteorology. Applicants must have a minimum B.S. in meteorology with television experience. Experience in commercial meteorology is desired. To apply, send a 3/4" air check along with a complete resume to: Mike Smith, Weather-Data, Inc., 833 N. Main St., Wichita, KS 67203.

HELP WANTED TECHNICAL

Chief engineer, Major Chicago video production facility expanding operation seeks top notch chief engineer. Candidate should be familiar with Quantel Harry, Paintbox, Encore, GVC 300, Bosch FGS-4000. Duties include supervising technical staff, installation and maintenance. Excellent salary and benefits. Submit resume to Teleproductions, P.O. Box 11624, Chicago, IL 60611.

RADIO AND TV PROGRAMMING

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.

MISCELLANEOUS

For sale: MDS transmission time. Single channel MDS stations in San Antonio, Killeen, Victoria & Austin, Texas. Any time slot available for video and/or programs. For info call Judi at 512-223-6383.

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.

Wanted: used tower. 500 - 700'. Send details to Lifestyle Communications, 3817 S. 163 Circle, Omaha, NE 68130, or call 402-333-8924.

FOR SALE EQUIPMENT

AM and FM transmitter - used, excellent condition. Guaranteed. Financing available. Transcom 215-884-0888.

25KW FM-Harris FM25(1986), Harris FM25K(1983), CCA 25000DS(1972) CSI 25000E(1978) AEL 25KG(1977) **20KW FM-Harris 20H3(1970) Transcom Corp 215-884-0888, Telex 910-240-3856

5KW/10KW FM **RCA BTF 10D(1969)3KW FM-CCA 3000DS(1968) 5KW-RCA FM5B(1963)**2.5KW FM-Sparta 602A(1977), Gates FM-1C(1966). Transcom Corp 215-884-0888, Telex 910-240-3856**

Harris 1KW AM **SX-1A(1985)-SX1(1983) both in mint condition. Transcom Corp 215-884-0888, Telex 910-240-3856

Continental 317B(1964), Gates BC-50C(1966)**RCA 5T1(1965), RCA 10H(1960), Gates BC5P(1960), Gates BC-1G(1972), also 500G. Transcom Corp. 215-884-0888. Telex 910-240-3856.

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 Dirk Freeman. Television Technology 303-465-4141.

Excellent equipment! UHF-VHF transmitters: 110 KW, 55 KW, 30 KW - used; 1 KW AM, 5 yrs old - perfect! Grass Valley 950/955 sync, 1400-12 switcher Laird 3615A; antennas - TX line; much more! Call Ray LaRue 813-685-2938.

Microwave systems. Brand names. Bought, sold, traded. Call for current listing. Maze Broadcast. 205-956-2227.

Hitachi HR-200 1" VTR system. Ikegami HL-79DAL ENG. Harris 520 TBC. Best offer. Maze Broadcast. 205-956-2227.

Grass Valley 1600-1X production switcher. Grass valley 1600-4S master control switcher w/04 automation. Used only 6 mo. Maze Broadcast. 205-956-2227.

Ampex 1200 \$9,000; AVR-2 \$7,500; RCA TR-60, \$5,000; RCA TP-66 \$8,500 to \$12,000; RCA FR-35B \$19,000; RCA FP-35A \$15,000; RCA TP-55 \$4,500; RCA TP-7B \$4,500; RCA FR-16 \$15,000; Accepting film equipment in trade. International Cinema Equip., 6750 NE 4th Ct., Miami, FL 33138, 305-756-0699.

66 FM transmitters in our inventory. Harris 40H-3 & RCA 40-E 40kw's. Harris 20-K, current model. Harris 20-H-3 with MS-15. Continental 831-G with 310Z-2. Three RCA20-E's. CCA 20,000 E. Harris 10-H-3, MS-15. Collins 830-F, 310-Z2. Many other 20-10-5 & 1 kw. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600. Telex 510-1011-588.

41 AM transmitters: Continental-GE & Harris 50 kw. Harris 10-H. Continental 316-C. Four RCA 10-U's. Continental 5kw power rock-828-E. Many other 50-10-5-2.5 & 1 kw's. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600. Telex 510-1011-588.

Post production house moving. Selling complete 1" inventory consisting of Ampex ADO-3000, VPR-2B's, Quantel digital effects, more. Call for details & inventory. Maze Broadcast. 205-956-2227.

RCA TK-46 studio color camera systems. 2 units just removed. \$15k for pair. Maze Broadcast. 205-956-2227.

Gates FM-5H five kilowatt FM transmitter with TE-3 exciter. FOB Colorado. \$4500.00. Maze Broadcast. 205-956-2227.

RCA TTU-60 sixty kilowatt UHF transmitter in mid band. Complete with dual solid state exciters, remote, microwave, good klystrons, spare parts. \$125,000.00. Maze Broadcast. 205-956-2227.

Sony DXC-M3 ENG camera systems. 2 available. Excellent condition. 10k for pair. Maze Broadcast. 205-956-2227.

Used Truscon 4-leg angle, self supported tower. 183' excellent condition. Clearwater, FL. \$15,000.00. 813-461-1341. Can erect on your site.

VPR-2B, BVH-1100 editing suite. BVU-110s. Vital 114s, Ampex ADO 1000, Grass 400 routing switcher. Sony 5000s and 5600s. AVR-2, TCR-100s, TP-66s, TP-55s, TP-7s, VPR-1s, Datatron Vanguard editor, NEC TBC-10, CMX-Edge, must sell Crosspoint latch 6112 with 6403 interface \$2,500. Call Media Concepts 919-977-3600.

New and used broadcast towers. Custom designed for your needs. Call Tower Design and Fabrication for a quote. 314-687-3932.

Blank tape, half price! Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes \$6.99. Elcon evaluated 3/4 videocassettes guaranteed broadcast quality. To order call Carpel Video Inc. 301-845-8888, or call toll free 800-238-4300.

Sony VTR's: BVU 800's, BVU 820's less than 1000 hours total time. (4) 4800's-like new portables. Call Video Brokers 305-851-4595 for pricing.

Sony 1" VTR's: BVH 1100, BVH 2000, all low time with TBC's. Call Video Brokers 305-851-4595.

PAL VTR's & monitors: BVM 1100P, BVU 800P, triple standard monitors, Tektronix test equipment in PAL. Call Video Brokers 305-851-4595.

Tektronix waveform, vectorscopes & picture monitors, all like new & recalibrated. Save up to 50% Video Brokers 305-851-4595.

Sony BVE 800 editors, triple 5" rack mount color monitors. Panasonic 10" color monitors with audio, new \$200.00 each. Video Brokers 305-851-4595.

RCA TK 46 studio cameras with Vinten pedestals, RCA TR 600's, Ikegami 357's. Call for special reduced pricing. Video Brokers 305-851-4595.

Rank Mark 3 with Digiscan II, remote control console, Dolby NR, 4 standard encoder, monitor bridge & audio monitoring. 16 & 35. Excellent shape \$95K. Video Brokers 305-851-4595.

Ampex ACR25 cart machines, both A & B models. Also A model part machine. Call Video Brokers 305-851-4595.

Ikegami 79 DAL, 79E, 730's. Sony BVW 3, BVW 25, BVW 10. Save 50% from list. Call Video Brokers 305-851-4595.

RGB encoders: Computer output to video tape via these devices. \$2K. Video Brokers 305-851-4595.

Ampex VPR 2B's & VPR 3's, Hitachi HR300 w/3 hour kit. Special pricing. Call Video Brokers 305-851-4595.

ITE & Vinten pedestals w/heads. Save thousands of dollars. Video Brokers 305-851-4595.

Harris - MW-5B 19 months old, in our warehouse. We have never had one newer. Available now Besco International, 214-276-9725/214-630-3600.

This space could be working for you at a very low cost . . . and it reaches a most responsive audience.

RADIO

Help Wanted Management

Positions Available

FUTURE MANAGERS WANTED

The Ten Eighty Corporation has exceptional Account Executive positions available at two of the industry's premiere radio stations:

WTIC-AM-1080 — Hartford, Connecticut
96-TIC-FM — Hartford, Connecticut

If you have prior broadcast sales, marketing and management experience and would like to work for a broadcast company that promotes from within, please send your resume to:

Mr. Jim Simonetti, Sales Manager, WTIC-AM-1080, One Financial Plaza, Hartford, CT 06103.

Ms Paula Wilmer, Sales Manager, 96-TIC-FM, One Financial Plaza, Hartford, CT 06103.

No phone calls, please. EOE. M/F.

MPR

Minnesota Public Radio seeks Operations Director.

Minimum seven years experience in radio operations and engineering, three years in management. Responsible for technical operation of MPR's regional FM network, KSJN-AM, and full-service audio teleport. Must have expertise in studio production, remote recordings, live broadcasts, operation of satellite services (fixed and portable), and superior management skills.

Send letter, resume, and salary requirements to: Personnel, MPR, 45 East 8th Street, St. Paul, MN 55101.

Minnesota Public Radio

Personnel Department
45 East Eighth Street, St. Paul, Minnesota 55101
Equal Opportunity Employer

Help Wanted Announcers

TALK SHOW HOSTS TELEPHONE TALK

- Outrageous
 - Confrontational
 - Hard hitting
- AND
- All of the above

Top ten market - East
EOE

Cassettes and track record to:
Sklar Communications, Inc.
Radio Programming Consultants
100 Park Avenue
New York, NY 10017

MORNING SHOW HOST OR TEAM TALK STATION

Can be topical humor/provocative
Top ten market - East
EOE

Cassettes and track record to:
Sklar Communications, Inc.
Radio Programming Consultants
100 Park Avenue
New York, NY 10017

Help Wanted Sales

RADIO SALES

Goal oriented, experienced radio salesperson, eager to join one of the country's fastest growing radio groups. Looking for dedicated, career-minded individual with strong work ethics, and who likes the challenge, and has the desire to reach the top. Invigorating, competitive top 65, Northeast market. Send resume to Bill Giangobbe, WNTQ/WNDR Radio, 4317 E. Geneva St., Syracuse, NY 13214.

Situations Wanted Management

GENERAL MANAGER

Successful, profitable, general manager, 10+ years AM/FM, creator of original station promotions, 1.8 million per year last 6 in sales, will consider all serious replies.

Box T-61.

BROADCAST YOUR JOB OPENINGS!

TELEVISION

Help Wanted Management

PROMOTION MANAGER

Group Spanish language television station in Puerto Rico is looking for experienced Promotion Manager. Must have strong background in on-air, print and radio promotion of television station. Prior experience in budget control and staff management. Strong Spanish language background. Two years experience as Promotion Director or Manager required. Send resume and tape to: Wanda Costanzo, Program Director, WSTE-TV, Box A, Old San Juan Station, San Juan, PR 00902. Competitive salary and benefits. EOE.

TELEVISION PROGRAM MANAGER

We seek an aggressive individual who can negotiate and purchase programming for our Middle East Television department. Must know scheduling, contracts, develop budgets, and coordinate satellite feeds. Needs five years TV production experience, B.A. degree and ability to work in a cross culture environment. If you desire a position in a Christian television ministry, send a letter and resume to:

Christian Broadcasting Network, Inc.
Employment Department, Box-PS
CBN Center
Virginia Beach, VA 23463

A SEASONED PRO WITH A PROVEN TRACK RECORD IS NEEDED TO ASSUME THE RESPONSIBILITIES OF PRESIDENT/GENERAL MANAGER FOR A TELEVISION BROADCASTING NETWORK OF STATIONS IN C & D SIZED MARKETS. EXPERTISE IS REQUIRED IN ALL FACETS OF BROADCAST MANAGEMENT, WITH AN EMPHASIS ON SALES. QUALIFIED CANDIDATES ARE ASKED TO PLEASE SEND RESUMES TO:

SOUTHWEST OPPORTUNITY
9900 N. 52nd St.
Paradise Valley, AZ 85253

Help Wanted Management Continued

PROMOTION MANAGER DOMINANT NBC AFFILIATE

Qualified, experienced promotion person with hands-on skills to plan and lead Promotion Department of KYTV - #1 for the past 25 years. Will be responsible for planning, budgeting and administering all advertising and promotion. Please send your resume and salary requirements to VP and GM, KYTV, Box 3500, Springfield, MO 65808. EOE.

Help Wanted Sales

RF SALES ENGINEERS

Midwest's RF Products Division is a leading supplier of satellite news gathering and satellite transmission systems for the broadcast industry. Our current expansion program has created openings for Regional RF Sales Managers in several locations throughout the U.S. Open locations include: Seattle, Los Angeles, Denver, Chicago (or Detroit), Atlanta (or Miami), Norfolk (or Washington, D.C.) and Cincinnati.

A major responsibility of the position is direct customer contact in the television broadcast industry in a three to six state area. Thorough technical understanding of both C and Ku Band satellite technology is essential. Prior sales experience is helpful, but not mandatory.

We offer excellent compensation and fringe benefits and a unique opportunity to grow with a dynamic organization. For prompt confidential consideration, please send your resume to: Midwest Communications Corporation, Personnel Department, One Sperti Drive, Edgewood, KY 41017. An Equal Opportunity Employer.



Help Wanted Technical

LOS ANGELES

Major Teleproduction Facility seeks two engineering supervisors for expanding operations.

Positions require experience in client relations, coordination of union technical crews and a solid working knowledge of studio equipment and systems.

Send resume and salary requirements in strictest confidence to Box T-60
E.O.E.

**OVER 100,000
BROADCASTERS**
Turn to BROADCASTING's Classifieds every week

**Help Wanted Technical
Continued**

**ENGINEERING OPPORTUNITIES
MIDWEST INTERNATIONAL LTD**

Midwest International Ltd. has immediate openings for systems engineers. Midwest International handles all overseas business for Midwest Communications group. Projects include outside broadcasting vehicles, satellite communications systems and turnkey audio/video installations.

Applicants should possess strong video systems design and project management skills. Familiarity with international television standards and knowledge of a second language a plus. Relocation to Cincinnati area and worldwide travel required. Salary by negotiation. Excellent benefits package.

Senior Engineer - 1 position

Manage projects from pre-sales through customer delivery. Responsible for engineering staff and engineering details of projects. Education to P.E. level is desirable.

Intermediate Engineer - 2 positions

Responsible for interpretation of customer specifications, materials list preparation, cost management and assistance with project procurement.

Send resume and salary range to:

The Administrator
Midwest International Ltd
One Spertl Drive, Edgewood, KY 41017
An Equal Opportunity Employer



**ATTENTION
ASSISTANT CHIEF ENGINEERS**

- Are you an Assistant Chief at a state-of-the-art equipped station working under a Chief that has the first job locked up?
- Are you qualified for the Chief's job but know that he won't be leaving or retiring for a long time?
- Are you ambitious and ready to be Chief now?

If your answers are "Yes," then this may be the opportunity you've been looking for.

Strong Independent in attractive Southwest growth market is searching for an aggressive manager with talent for supervising people and working effectively with other department heads.

Salary commensurate with qualifications. EOE.
Send resume to: Box T-64

Help Wanted News

ANCHOR

CBN News, the News division of the Christian Broadcasting Network, is interviewing anchors for a position working in television and radio news. Must be professionally versatile and interpersonally flexible. If you are a team player with a record of excellence, and called to serve in radio and television news, send a resume and tape to:

The Christian Broadcasting Network, Inc.
Employment Department, Box PS
CBN Center
Virginia Beach, VA 23463

**Help Wanted Programing,
Production, Others**

**PRODUCER
FAMILY AND CHILDREN'S
PROGRAMING**

Create and produce quality programing for families and children in top 15 market. Includes regularly scheduled show and specials. Previous producing experience required. Skills in both field and studio producing strongly desired. Must exhibit ability to turn program ideas into TV production.

College degree and previous experience in children's and family programing strongly preferred.

Applicants should send resume and tape:

KING 5 TV
333 Dexter Avenue North,
Seattle, WA 98109.
NO PHONE CALLS PLEASE
An Equal Opportunity Employer, M/F/H/C



**SENIOR
PROMOTION PRODUCER**

The Christian Broadcasting Network, Inc., has an immediate opening for a Senior Promotion Producer in our Cable Network. The candidate must have 3-5 years experience in on-air promotion and must be fully competent with computerized editing and videographics. Demonstrated skills as a writer/producer of promotional material and a desire to work in a Christian ministry a must. Send letter and resume to:

Employment Department - Box SB
Christian Broadcasting Network, Inc.
CBN Center
Virginia Beach, VA 23463

Blind Box Responses:

BOX ???
c/o Broadcasting Magazine
1705 DeSales St., NW
Washington, DC 20036

(No tapes accepted)

**Help Wanted Programing,
Production, Others Continued**

**PM MAGAZINE
CO-HOST**

Requires dynamic on-air personality, good feature producing skills, and magazine format experience to work with male co-host. Attractive midwest university community. Resumes only to Dan Smith, WMTV, 615 Forward Dr., Madison, WI 53711. EOE.

Situations Wanted News

AVAILABLE AUGUST 1ST

Medium market anchor with major market on-air background. Seeking anchor slot with reporting. Northeast or Midwest family city preferred. I'm choosy, but a true find for the right station. Box T-65.

**ALLIED FIELDS
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.



10,000 RADIO, TV JOBS

The most current and complete computer print-out of job listings published ever. Up to 300 weekly, over 10,000 yearly! Disc jockeys, news, programing, sales engineering. All market sizes, all formats. Complete money back guarantee! 1 week \$7.00. Special: six weeks \$15.95. You save \$26.00.

American Radio/TV Job Market
Dept. F, 1553 N. Eastern
Las Vegas, NV 89101

Radio & TV 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



ARMY SPORTS BROADCASTING NETWORK

ARMY SPORTS BROADCASTING NETWORK (ASBN) IS LOOKING FOR A FEW MORE KEY MARKET RADIO STATIONS TO BROADCAST "THE BLACK KNIGHTS OF ARMY" FOOTBALL GAMES. ALL 11 GAMES WILL BE DELIVERED TO STATIONS VIA SATELLITE.

THIS EXCITING FOOTBALL SCHEDULE WILL BRING MAXIMUM AUDIENCE AS WELL AS NEW AND PREMIUM INCOME TO YOUR STATION.

BE THE EXCLUSIVE RADIO VOICE IN YOUR MARKET WHEN ARMY FACES NAVY, WHEN ARMY CHALLENGES HOLY CROSS OR WHEN THE ARMY CAPTURES MILLIONS OF SPORTS FANS EVERY SATURDAY DURING FOOTBALL SEASON.

CALL GUS NATHAN, NETWORK COORDINATOR AT (212) 538-9898 OR (914) 693-2400 FOR MORE INFORMATION. BECOME THE ASBN NETWORK AFFILIATE IN YOUR MARKET. BECOME A PART OF TRADITION. BE A PART OF THE WEST POINT TRADITION.

ARMY SPORTS BROADCASTING NETWORK
P. O. Box 551, White Plains, NY 10602
914-693-2400 212-538-9898

SOUTHWEST

Dominant AM/FM in strong market. Priced at less than 2 x sales. Asking \$1.35 million with \$300,000 down. Contact:

GREG MERRILL
(801) 753-8090



RADIO STATION TRANSFERS - 1987

The only comprehensive listing of 1,600+ station sales in 1985-1986. Over 140 pages of exclusive information including:

- Current/Past Selling Prices
- Price Appreciation
- Largest Sales
- Ownership Periods
- Group Sales

Introductory Price: \$95.00

Order Information: 212-302-8720



For Sale Stations

★ ★ ★ ★ ★ ★ ★ ★ ★ ★
★ Pick up the Pilot show of ★
★ **THE DOLLY DIMPLES HIT PARADE** ★
★ a new weekly one hour show for children ★
★ on Kayla Satellite Broadcasting Network ★
★ Satcom F2R Transponder 23 6.2 Audio ★
★ August 4th (Tuesday) or August 6th (Thursday) ★
★ 7-8 PM Eastern Standard Time 6-7 PM Central Standard Time ★
★ 5-6 PM Mountain Standard Time 4-5 PM Pacific Standard Time ★
★ If you are interested in having your station become ★
★ the KSBN affiliate in your market for this show call ★
★ Al Rubin (516) 781-7826. ★
★ This is the show all kids will be talking about! ★
★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Business Opportunity

Radio Station Owners
Get FREE Help and Get Paid for it
Accept my internship students. I'll pay you up to \$900.00 for each accepted. 14 markets already participating. Reply To: P.O. BOX 9767, San Jose, CA 95157
Make Extra Profits

Wanted to Buy Stations

NEW CP'S
Experienced broadcast group looking for FM CP's for equity partnership investments or to buy outright. Top 100 market signals only. Immediate funding available. Box T-63.

25 YEAR BROADCAST VETERAN
WANTS TO BUY RADIO STATION
Located in Midwest
Any facility considered
Good terms important
Reply: Box T-62.

**BOB KIMEL'S
NEW ENGLAND MEDIA, INC.**

AM VALUES

- Fulltime AM in large market. Good growth potential. \$600,000 with \$200,000 cash down.
- Single station market AM fulltimer with good track record and good cash flow \$550,000 cash. -\$100,000 down buys this fulltime AM with good leases available
- Coastal AM with good real estate \$345,000 cash
- 1.1 times sales buys this AM with good owned real estate
- Fast growing medium market fulltime AM \$700,000 cash.
- 6 times cash flow for this AM. \$675,000 with \$200,000 down.

CALL MIKE RICE: 203-450-1111
OR BOB KIMEL: 802-524-5963

8 Driscoll Dr., St. Albans, VT 05478
802-524-5963

MISSISSIPPI

Small FM. Asking \$350,000 with \$50,000 down. Contact:

ERNIE PEARCE
(404) 998-1100

AM-FM COMBO

in nation's number three growth market, leading contender for \$6 billion federal superconducting super collider project. Class C FM covers 5 markets (2 of them Arbitron metros) with city grade signal. Fulltime 1000 watt, highly rated, medium market AM. Positive cash flow Priced to sell at 2.1X 1986 gross. \$1,059,900 cash. Terms available. Very high growth potential. Financial qualifications with inquiry Box T-41

CAROLINA COMBINATION

Profitable Cl. 'A' FM and low frequency 1,000 W daytimer cover a market of over 300,000 households. New and excellent equipment. 1984 Harris tower. Growth area. Asking \$800k, down payment \$200k. Terms.

Ron Jones 804-758-4214
Reggie Martin 919-363-2891

TOP 100 MIDWEST AM/FM \$4,500,000

Class C FM - 5 KW AM in vibrant radio market. Excellent group acquisition. Details to qualified principals. Box T-46.

- Fulltimer in Nashville covering more than 500,000 people. \$700,000.
- 50,000 watt ERP plus fulltimer covering more than 230,000. Western Maryland. \$300,000 D.P. Total \$1.25 million. Attractive terms.

Business Broker Associates
615-756-7635, 24 hours

**BROADCASTING CLASSIFIEDS
MAXIMUM COVERAGE
at a
MINIMAL COST.**

FLORIDA AM

In Chapter 11 - valuable real estate included. Offered on a cash basis. Call today:

RANDY JEFFERY
(305) 295-2572

CHAPMAN ASSOCIATES®
nationwide media brokers

SO. CALIFORNIA

Class A FM in fast-growing resort 90 min. north of L.A. Possibly upgradeable - lots of potential. Asking \$1,900,000.

ELLIOT EVERS
(415) 495-3516

CHAPMAN ASSOCIATES®
nationwide media brokers

TOP AM-FM COMBO

Single station market with acreage. Good cash flow and gross billing. Monthly expenses under \$9,000.00. Located in South Central U.S.A.. Owner seeks larger market. Box T-5.

TOP 25 WESTERN COMBO

Class C FM - Fulltime AM. Good ratings and revenue growth during past year. 1987 revenue projected to exceed \$2.5 million and growing. Prefer to sell to a qualified broadcast group. Box T-47.

BILL - DAVID ASSOCIATES BROKERS-CONSULTANTS

303-636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

EARLY DEADLINE NOTICE

Due to the Memorial Day holiday, May 25, 1987, classified advertising for the June 1, 1987, issue is due Friday, May 22, 1987 at noon EST.



813.949.9311

Box 340617, Tampa, FL 33694

Donald K. Clark, Inc.
Media Broker

MEDIA BROKERS • APPRAISERS

Put my over 30 years of service to work for you ...

BURT SHERWOOD INC.
3125 Maple Leaf Dr. • Glenview, IL 60025
312 • 272 • 4970



BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Cash, check, or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday 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 ad-

dressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or 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.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. No personal ads. 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: \$80.00 per inch. Situations wanted: \$50.00 per inch. All other classifications: \$100.00 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



Smart

Harry B. Smart, chairman and CEO, Blair Television, New York, named to board of directors, Pegasus Broadcasting Inc., Northbrook, Ill.-based owner of two AM, one FM and four TV stations, and Telecentro Films, San Juan, P.R., commercial and program production com-

pany.

Daniel Charleston, general sales manager, KHAT-AM-FM Lincoln, Neb., named VP and general manager.

Anna Kosof, independent consultant, joins noncommercial WBGO(FM) Newark, N.J., as general manager.

Nancy C. Widmann, VP, CBS-owned AM stations, New York, named VP, CBS-owned radio stations.

Ron Rivlin, manager, affiliate relations, ABC Entertainment Network, New York, named manager, affiliate relations, ABC Rock Network.

James Morris, general manager, Harte-Hanks Cable's Elizabeth City, N.C., cable system, joins Warner Cable Communications Inc. as general manager, Lake City, Fla., system.

Kyle Thompson, system manager, Tele-Communications Inc.'s suburban St. Louis cable system, joins Warner Cable as general manager, Danville, Ill., system.

Loraine Hall Strait, assistant general counsel, Storer Communications Inc., Miami, named VP, general counsel and assistant secretary, Storer and its parent, SCI Holdings Inc.

Douglas W. Paul, associate, corporate department, Cummings & Lockwood, Stamford, Conn., law firm, joins Essex Communications Corp., Greenwich, Conn., multiple cable system operator, as general counsel and secretary. **Dennis T. Molloy**, sales and marketing manager, Daniels & Associates' Gainesville, Ga., cable system, joins Essex Communications as Gulf Coast regional marketing manager, Gulf Breeze, Fla.

Betsy Ferguson, director, government relations, Times Mirror, Washington, named head of Washington corporate office, succeeding **Patrick Butler**, named deputy to White House chief of staff, Howard Baker.

Barbara Shrut, assistant controller, Cox Enterprises, Atlanta, joins DKM Broadcasting Corp. there, owner of eight AM and eight FM stations, as controller.

John Quincy, operations manager, WXTG(FM) Charleston, S.C., named director, operations, WXTG and co-located WCSC(AM).

Robert Robinson, assistant general manager, noncommercial WSKG-FM-TV Binghamton, N.Y., named VP, operations. **Manfred Edwards**, director, finance, named VP, finance.

Daniel Neumann, business manager, WCIX(TV) Miami, joins WLOS(TV) Asheville, N.C., in same capacity.

Theresa M. Graham, traffic manager, WGBO-TV Joliet, Ill., joins WPVI-TV Philadelphia in same capacity.

Tami Mason, bookkeeper, WEMP(AM)-WMYX(FM) Milwaukee, named business manager. **Chris Runte**, secretary, succeeds Mason as bookkeeper.

Marketing

Timothy M. McAuliff, VP, ABC Division, Blair Television, New York, named president and chief operating officer, succeeding **Patrick J. Devlin**, who has resigned after 21 years with Blair. McAuliff has been with Blair Television for 12 years in various sales posts.

Tom Clark, vice chairman, BBDO Worldwide and president and CEO, BBDO, New York, named chairman, BBDO North America. He will retain title of vice chairman, BBDO



Clark



Campbell

Worldwide. **Norman Campbell**, chairman and CEO, BBDO Worldwide, adds duties as president and CEO, BBDO, New York. Other appointments at BBDO: **Judith Kenny**, assistant network buyer, New York, to network buyer; **Amy Saunder**, assistant producer, New York, to producer; **Michael C. Coleman**, account executive, Leo Burnett, Chicago, to senior account executive, BBDO, Chicago; **Dan Foster**, media buyer, Eisaman, Johns & Laws, Houston, same capacity, BBDO, Chicago.

Ted Littleford, executive VP and executive creative director, FCB/Leber Katz Partners, New York, named chief creative officer, succeeding **Marvin Honig**, who joins William Esty Co., New York, as chairman and chief creative officer. **Randy S. Wagner**, VP, FCB/Leber Katz Partners, named senior VP.

Ira S. Carlin, executive VP and media director, McCann-Erickson, New York, adds duties as national media director. **Carole Cohan**, director, broadcast production, and **Nina Sesa**, group creative director, named senior VP's.

Richard L. Sinreich, **Debra Stern** and **Cathy Donovan Aromando**, VP's and associate creative directors, and **Michael J. Schell**, VP and creative supervisor, Young & Rubicam, New York, named senior VP's.

Appointed senior VP's Saatchi & Saatchi Compton Inc., New York: **Jeffrey Frey** and **Dick Lopez**, VP's and group creative directors; **Stephen Smith** and **Joe Toto**, VP's and creative directors.

Appointed at DDB Needham Worldwide, New York: **Kay Satow**, VP and group research director, to senior VP; **Alan L. Krinsky**, account supervisor, to VP and management supervisor; **Veronica Spencer-Austin**, account executive, to VP; **Tom Rosenfield**, assistant art director, to art director. Account executives named supervisors, DDB Needham Worldwide, Chicago: **Senn Moses** and **Anthony Priore**.

Josephine (Joey) Cummings, executive VP and chief creative officer, Tracy-Locke, Dallas, resigned.

Nancy Rabstajnek Nichols, executive assistant to CEO, Bozell, Jacobs, Kenyon & Eckhardt, New York, named VP, corporate affairs.

Steve Doctrow, director, promotional marketing, Chiat/Day Advertising, Los Angeles, named VP. **Rich Wittstadt**, media director, DYR, Los Angeles, joins Chiat/Day as VP and associate media director. **Melanie Axtman**, media planning supervisor, Chiat/Day named associate media director.

Appointments at Carmichael-Lynch, Minneapolis: **Gregg Byers**, from Bozell, Jacobs, Kenyon & Eckhardt, Minneapolis, to VP and art director; **Steff Gumingo**, senior account executive, Carmichael-Lynch, to account supervisor; **Barb Korman**, assistant account executive, to account executive.

Marsha Cohen, VP and manager, research information services, Ally Gargano MCA, New York, joins O'Rielly O'Brien Clow/RSCG, New York advertising agency, as VP and account planner.

Sonny Purther, administrative assistant, creative; W.B. Doner & Co., Detroit, named business manager, creative. **Julle Benedict**, group supervisor, broadcast negotiations, named associate media director.

Appointments at Concert Music Broadcast Sales Inc.: **Janet Duffy**, national sales manager, WNEW-FM New York, to Western regional manager, Los Angeles; **Catherine Foster Robinson**, VP and Atlanta regional manager, Major Market Radio Sales, to Southeastern regional manager, Atlanta; **Sue Swigart**, account executive, CMBS, Dallas, to Southwestern regional manager.

Val Maki, co-op director, Emmis Broadcasting's WLOL(FM) Minneapolis, named national co-op director, Emmis, Indianapolis.

Brock Abernathy, general sales manager, WBFF(TV) Baltimore, and **Brian Costantini**,

director and actor, form Abernathy & Constantini Inc., Baltimore advertising agency.

Joe Sallay, VP, marketing, Design Group West, Del Mar, Calif., joins Knoth & Meads, San Diego, as senior account supervisor.

Marla Carr, from Sloan Advertising, Miami, joins media department, Ensslin & Hall, Tampa, Fla. **Linda G. Beaty**, freelance writer, joins Ensslin & Hall as copywriter.

Jerry Kelly, general sales manager, WNOX(AM)-WTNZ(FM) Clinton, Tenn., joins CBS Radio, New York, as account executive.

Rocky Cosgrove, account executive, Katz Radio, Seattle, joins CBS Radio Representatives, San Francisco, as account executive.

Barri Schnapp, senior media buyer, Ally & Gargano Advertising Inc., New York, joins Syndicast Services there as account executive.

Lori Tirbaso, from Hindall & Associates, Columbus, Ohio, joins Fahlgren & Swink, Cleveland, as account executive.

Laura K. Soffey, assistant to Stavros Cosmopolos, chairman of board and creative director, Cosmopolos, Crowley & Daly Inc., Boston, named traffic coordinator.

Richard Engberg, local sales manager, WFLD(TV) Chicago, named VP and general sales manager.

Jan Dickler, local sales manager, WTAJ-TV Philadelphia, named general sales manager.

Jim Wilcox, general sales manager, WGXA(TV) Macon, Ga., joins WKAB-TV Montgomery, Ala., in same capacity.

Sharon Taylor, regional sales manager,

WMMA(AM)-WHTQ(FM) Orlando, Fla., named general sales manager.

Frank Shurling, account executive, WMAZ-TV Macon, Ga., joins WGXA(TV) there as general sales manager.

Andrew Stewart, from WKZL(FM) Winston-Salem, N.C., joins WLK(FM) Statesville, N.C., as general sales manager. **Elaine McGinnis**, from Clarkson & Associates, Charlotte, N.C., joins WLK(FM) as account executive.

Jay Oliver, manager, West Palm Beach, Fla., sales office, WTVX(TV) Fort Pierce, Fla., named general sales manager.

Cheri Cancelliere, former general sales manager, KRNY(AM) Monterey, Calif., joins KYMS(FM) Santa Ana, Calif., as general sales manager.

William Hooper, account executive, WYST-AM-FM Baltimore, named local sales manager.

Victoria Turner, sales secretary, named director, co-op vendor sales.

Craig Blanke, account executive, KFSD-FM San Diego, named local sales manager.

Richard Renko, from WKRL(FM) Clearwater, Fla., joins WCZY-AM-FM Detroit as retail marketing director. **Teresa Kooi**, from WKSG(FM) Mount Clements, Mich., joins WCZY-AM-FM as account executive.

Kathleen Smith, senior research manager, Petry Television, New York, joins WUSA(TV) Washington, as research manager.

Mary Sweeney, research coordinator, WJW-TV Cleveland, joins WUAB(TV) Lorain, Ohio, as marketing director.

Lisa Louchart, executive assistant, client services, Dallas Dort & Co., Flint, Mich., joins WJRT-TV there as account executive.

Marty Kris, account executive, WHWH(AM)-WPST(FM) Trenton, N.J., named senior account executive.

Eric C. Corwin, from WROR(FM) Boston, joins WVBF(FM) Framingham, Mass., as account executive.

Ron Gash, senior planner/buyer, Bon Advertising, Louisville, Ky., joins WLKY-TV there as account executive. **Robert D. Tuell**, production photographer, WLKY-TV, named sales trainee.

Beth Majewski, secretary, sales service department, WPVI-TV Philadelphia, named sales service assistant.

Programing

David M. Forbes, independent consultant, joins MGM/UA Distribution Co., Beverly Hills, Calif., as president.

James Waltz, VP, finance and administration, WW Entertainment, New York, named senior VP. **Sylvia Della**, director, sales, named VP, sales, home video, cable and international TV.

John J. Campagnolo, VP and Western regional sales manager, Turner Broadcasting System, Los Angeles, joins 20th Century Fox Film Corp. there as VP, sales, domestic syndication, Western division. **Ted Baker**, VP, sales, ABR Entertainment, New York, joins 20th Century Fox as VP, Northeastern sales.

Eve Silverman, director, series development, Highgate Pictures, New York, joins Sunbow Productions there as senior VP, development.



Silverman



Mitchell

Cornelia Mitchell, director, pay television, Orion Pictures Corp., New York, named VP, pay television.

Paula Fierman, head of Screen Advantage, Los Angeles, private marketing and promotion company, joins Fries Distribution Co. there as VP, international distribution.

Eda Godel Hallinan, former executive in charge of features and movies of the week, Ruby-Spears Enterprises Inc., Los Angeles, joins ABC Entertainment there as director, children's program specials.

Harvey Cohen, director, management information systems, Viacom's MTV Networks, New York, named VP, management information systems, Viacom Networks Group.

Mike Hale, director, marketing, Times Mirror Cable Inc., Irvine, Calif., joins The Playboy Channel there as VP, marketing and product

Broadcasting

The Newsweekly of the Fifth Estate

1705 DeSales St., N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

Broadcasting **Magazine**

3 years \$190 2 years \$135 1 year \$70 6 mos. \$35

(International subscribers add \$20 per year)

Broadcasting **Cablecasting Yearbook 1987**

The complete guide to radio, TV, cable and satellite facts and figures—\$105. (if payment with order \$90) **Billable orders** must be accompanied by company business card or company purchase order. Off press March 1987. Please give street address for UPS delivery.

To order by MASTERCARD, VISA or CHOICE credit cards, phone toll free 800-638-SUBS

Name _____ Payment enclosed

Company _____ Bill me

Address _____ Home? Yes No

City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations Yes No

(required)

For renewal or address change
place most recent label here

development, Los Angeles.

Mike Lardner, manager, sports operations and coordinating producer, WTBS(TV) Atlanta, joins SportsChannel, Woodbury, N.Y., regional sports cable network, as executive producer and VP, programming.

Jim Thiessen, general manager, KVOD(FM) Denver, joins Transtar Radio Network, Colorado Springs, as VP, affiliate relations.

Edwin Lahti, production executive, television division, Walt Disney Pictures, Burbank, Calif., named director, production, The Disney Channel.

Nancy Lourdan, distribution manager, Access Syndication, Los Angeles, named director, operations.

Bill Goldman, freelance director and producer, joins Madison Square Garden Network, New York, as supervisor, broadcast operations.

Tim Kassick, national director, marketing, CBN Cable Network, Virginia Beach, Va., named acting program director.

Doug Panetta, production supervisor, J.C. Penny Communications Inc., New York, joins The Travel Channel there as executive producer and director, production.

Elizabeth Lewison, account executive and promotion director, KLUB(AM)-KISN(FM) Salt Lake City, joins ABC Radio Networks, New York, as program clearance representative, special programming.

William F. Snyder, acting director, New York Network, satellite radio service operated by University of New York, Albany, named executive director.

Shelley S. Dechant, accountant, Aaron Spelling Productions, Los Angeles, joins Peregrine Entertainment Ltd. there as assistant controller.

Paul Block, independent producer, joins Group W Productions, Los Angeles, as producer, *The Wil Shriner Show*, syndicated talk show to premiere in September.

Frank DiGraci, regional sales manager, TeleRep/TPE, New York, joins Blair Entertainment there as Eastern regional sales manager.

Terri A. Lenz, account executive, WQUE-AM-FM New Orleans, joins Praxis Media, South Norwalk, Conn., production company, as production coordinator.

Michael T. Baldwin, research manager, Katz Communications, New York, joins Orbis Communications there as manager, marketing and research.

Diane Lasek, manager, CNN inventory control, Turner Program services, Atlanta, named account executive, public broadcasting.

Bill Murray, reporter, WDTV(TV) Weston, W. Va., joins WSAZ-TV Huntington, W. Va., as co-host, *PM Magazine*.

Michael Clemens, announcer, WEMP(AM) Milwaukee, named program coordinator, WEMP(AM) and co-located WMYX(FM).

Ken Dashow, part-time announcer, WNEW-FM New York, named overnight announcer.

Mike Davidson, program director, WNNJ(AM) Newton, N.J., joins WHWH(AM)-WPST(FM)

Trenton, N.J., as afternoon announcer.

Jerry O'Donnell, from WLDR(FM) Traverse City, Mich., joins WGER-FM Saginaw, Mich., as announcer.

News and Public Affairs

William J. Keating, CEO, Detroit Newspaper Agency, named chairman of board of directors, Associated Press, New York. **Robert G. Marbut**, president and CEO, Harte-Hanks Communications Inc., San Antonio, Tex., named vice chairman. **Ronald Townsend**, president and general manager, WUSA(TV) Washington, named to board of directors, Associated Press Broadcasters Inc. **Dirk Beveridge**, from Phoenix bureau, AP, named correspondent, Roanoke, Va., bureau. **Joel Williams**, from Dallas bureau, named Harlingen, Tex., correspondent.



Townsend



Soto

Roberto Soto, producer, NBC News, New York, joins Univision-Spanish International Network, Los Angeles, as executive producer, nightly newscasts.

Jeri Love, assistant news director, WINS(AM) New York, named news director.

Richard A. Stone, VP, sales and marketing, Request TV, New York, joins Financial News Network there as senior VP, distribution.

Ronald Bilek, news director, WKYC-TV Cleveland, joins WTVN-TV Columbus, Ohio, in same capacity.

David Allen, news director, WUHQ-TV Battle Creek, Mich., joins WHOI(TV) Peoria, Ill., in same capacity.

Dave Kirby, news director and anchor, WSAV-TV Savannah, Ga., joins WDHN-TV Dothan, Ala., as news director.

Kristine Karter, reporter, KEYC-TV Yuma, Ariz., named news director and anchor.

Steve Joyce, assignment editor, WPXI(TV) Pittsburgh, joins KDKA-TV there in same capacity.

Jean Gilbertson, former news director, WCLO(AM)-WJVL(FM) Janesville, Wis., joins WIFR-TV Freeport, Ill., as assignment editor.

Michael O'Connor, former CBS News correspondent, Central America, joins KRON-TV San Francisco, as reporter.

Jeff Kelly, from KELO-TV Sioux Falls, S.D., joins KSNW(TV) Wichita, Kan., as Hutchinson, Kan., bureau reporter.

Mary Jane Popp, former talk show host, KXTV(TV) Sacramento, Calif., joins KRKB-TV there as weathercaster.

Jodi Adler, from KNWZ(AM) Palm Desert, Ca-

lif., joins KVEN(AM)-KHAY(FM) Ventura, Calif., as anchor and reporter.

Stuart Shepard, reporter, WLEX-TV Lexington, Ky., named weekend weather anchor. **Suzanne McGaha**, from WYMT-TV Hazard, Ky., joins WLEX-TV Lexington, Ky., as general assignment reporter.

Mike Brown, regional supervisor, Wisconsin Consumer Protection Bureau, joins WLUK-TV Green Bay, Wis., as consumer reporter.

Technology



Kurata

Kazunori Kurata, VP, customer service, Sony Communications Products Co., Park Ridge, N.J., named president, Sony Professional Products Co.

Charles Angelakis, CEO, BAF Communications Corp., Woburn, Mass., manufacturer of satellite

news vehicles, adds duties as president.

Wilbur H. Gantz, executive VP and chief operating officer, Baxter Travenol Laboratories Inc., Chicago, named to board of directors, Zenith Electronics Corp., Glenview, Ill.

Ronald N. McMillan, director, technical operations, Warner Cable Communications Inc.'s Houston system, named VP, engineering, Warner Cable.

Shellie Yaseen, director, sales, DUBS Inc., Hollywood, videotape duplication facility, named VP, sales.

Thomas M. Potter, from Zenith Electronics Corp., Glenview, Ill., joins Nurad Inc., Baltimore, manufacturer of microwave TV systems, as director, operations.

Kell Hays, editor, Palace Production Center, South Norwalk, Conn., post-production facility, named operations manager. **Donna Deans**, community relations director, New City Communications, Bridgeport, Conn., joins Palace Production as scheduling manager.

Promotion and PR



Goldberg

Ralph Elliot Goldberg, former VP and assistant to president, CBS News, New York, joins Hill & Knowlton Inc., New York public relations firm, as senior consultant. Before moving to news department at CBS, Goldberg was associate general counsel CBS Inc. At Hill &

Knowlton he will specialize in crisis planning and management.

Alan S. Parter, deputy commissioner of commerce, international division, state of New

York, Albany, joins GreyCom Inc., public relations subsidiary of Grey Advertising, New York, as executive VP, GreyCom International.

Joe Maggio, manager, press relations, ABC Public Relations, Los Angeles, retires after 35 years with ABC.

Appointments in media relations group, HBO Inc.: **Richard Rothenstein**, head of editorial and photo operations, New York, to director, unit publicity, Los Angeles; **Jon Young**, manager, editorial and photo publicity, New York, succeeds Rothenstein; **Jed Hauck**, senior editor, affiliate communications, New York, to senior writer, editorial and photo publicity; **Katherine Bacon**, listings editor, New York, to publicist; **Karen Gault**, research assistant, HBO, New York, succeeds Bacon.

Kim Ryan, director, promotional services, Lionheart Television, Los Angeles, named director, creative services. **Andrew G. Miller**, promotion assistant, named manager, promotional services.

Paige Anderson, director, client services, TalentMasters, Atlanta, joins WEGX(FM) Philadelphia as promotion director.

Mary Eriksson, promotion assistant, WMTV(TV) Madison, Wis., named promotion manager.

Vivian Wright, special projects producer, WSOC-TV Charlotte, N.C., named promotion operations manager. **Jennifer Barger**, recent graduate, Appalachian State University, Boone, N.C., joins WSOC-TV as promotion administrative and production assistant.

Marla Ballantyne, assistant to public relations director, Gustavus Adolphus College, St. Peter, Minn., joins WFMT(FM) Chicago, as public relations assistant.

Allied Fields

S.C. Ort, manager, applications development group, Nielsen Marketing Research, Green Bay, Wis., named VP. **Aryce Lillegaard**, director, corporate communications, Nielsen Marketing Research, Northbrook, Ill., named VP, customer training. **Olivia M. Vacalis**, client service executive, Nielsen Station Index, Atlanta, named account executive. **Debbie Barnstable**, advertising/media coordinator, Atlanta Specialty Retailing, Atlanta, joins Nielsen Station Index there as client service executive.

Donald Russell, managing director, and group VP, Communications Equity Associates, Atlanta, communications broker, named to head newly opened New York office. Also relocating to New York: **Diane Healey Linen**, group VP, television division; **Richard N. Savage**, senior VP, television division; **William D. Simon**, VP, entertainment division.

Thomas M. Kushak, president and general manager, WMAY(AM)-WNNS(FM) Springfield, Ill., named to radio board of directors, National Association of Broadcasters. He will serve remainder of term of **Thomas L. Davis**, former owner, WSDR(AM) Sterling, Ill., which expires in June 1989.

Robert P. Keim, president, The Advertising Council Inc., New York, since 1966, retires.



Terry P. (I) and Sanford B. Cohen, owners of KIHX-FM Prescott Valley, Ariz., were named Arizona's 1987 Small Business Innovators of the Year by the U.S. Small Business Administration. The Cohens, who were honored during a May 7 luncheon in Phoenix, were also named the SBAs Western regional Small Business Innovators. According to SCA, KIHX-FM is the first solar-powered commercial FM station in the U.S. built without government assistance. The Cohens founded the station in September 1985 and have been operating on solar power since June 1986. Sanford Cohen serves as president and general manager, and his wife, Terry, is VP and general sales manager.

Jim Boyle, former publicist, 1986, NBC News, Washington, joins National Cable Television Association there as director, consumer press.

Renee Licht, deputy chief, land-mobile and microwave division, Private Radio Bureau, FCC, named assistant chief, law, Mass Media Bureau.

Barry N. Shufeld, director, business information systems, International Paper Co., New York, joins Broadcast Music Inc. there as director, application systems. **Mary R. Weber**, law clerk, New York Supreme Court, Appellate Division, joins BMI in legal department.

Appointments at The Kamber Group, Washington communication consultancy: **Katherine Kinsella**, senior VP and director, public affairs, to director, newly established marketing department; **Robert F. Bonitati**, VP, to director, public affairs; **Drew Von Bergen**, VP and director, editorial department, to director, media relations.

Glenn A. Goldstein, former executive secretary and counsel to Philadelphia offices of American Federation of Television and Radio Artists and Screen Actors Guild, opens private Philadelphia law practice. Firm will specialize in entertainment and broadcast law.

Bruce N. Burnham, VP, cable acquisitions and mergers, Cox Communications, Atlanta, forms BNB Associates Inc., Atlanta media broker and consultant.

Officers elected by Broadcast Financial Management Association, Des Plaines, Ill.: **William H. Hankins**, business manager, KSHB-TV Kansas City, Mo., chairman; **Joseph Seaver**, VP, business affairs and chief financial offi-

cer, noncommercial KCET(TV) Los Angeles, president; **Harley Park**, executive VP and chief financial officer, Mid American Media, Kankakee, Ill., VP; **Philip J. Giordano**, senior VP, Capital Cities/ABC Radio Network, New York, secretary; **Patricia Foley**, of NewCity Communications, Bridgeport, Conn., treasurer. Officers elected by Broadcast Credit Association, Parsippany, N.J., subsidiary of BFM: **Hankins**, chairman; **Ana Perez**, manager, business affairs, Spanish International Communications, Miami, president; **Ted Weiss**, director, credit, Petry Television, New York, VP; **Frank Hurt**, credit manager, KPNX-TV Mesa, Ariz., secretary; **Diane Vallon**, credit and collections manager, WNOE-AM-FM New Orleans, treasurer.

Judy Jernudd, former feature reporter, KTTV(TV) Los Angeles, joins The Executive Television Workshop Inc. there as consultant.

Michael A. Morris, director, regulatory affairs, California Cable Television Association, Oakland, named VP, congressional and regulatory affairs.

Daniel F. Hayden, director, programing, WHCN(FM) Hartford, Conn., forms Pathfinder Communications, Kensington, Conn., consultancy.

Judy Laterza, from AAA Global Productions Inc., New York, joins Ailes Communications Inc., New York TV production consultant, as executive assistant to Roger Ailes. **Bruce Markewicz**, former production manager, "Up With People," entertainment group, joins Ailes Communications as account executive, corporate entertainment and special events division.

Tom Reiff, president and general manager, KPRC-TV Houston, named 1987 Distinguished Communication Alumnus, University of Houston Communication Alumni Association.

Deaths

William A. Queen, president and treasurer, The Queen Co., Boston, broadcast representative, died April 30 of cancer at Dana Farber Cancer Institute, Boston. He established The Queen Co. in 1965. Earlier Queen served as sales manager, WHDH(AM) Boston, and general manager, WTO(AM) Cambridge, Mass.-WXHR(FM) Boston (now WVLG(AM)-WJIB(FM)). He is survived by his wife, Alice Lee, two sons and daughter.

Cathryn Damon, 56, actress who played Mary Campbell on ABC's situation comedy, *Soap*, in 1977-81, died May 4 of cancer at Cedars-Sinai hospital, Los Angeles.

Everado Beasley (Buzz Benson), 54, retired radio announcer, died April 30 of cancer at Veteran's hospital, Nashville. Benson last worked as announcer at WAMB(AM) Donelson, Tenn., in 1976-84. In early 1970's he was general manager, WFMG(FM) (now WWKX(FM)) Gallatin, Tenn. Benson is survived by two sons.

John Digman, 42, promotion director, WMSN-TV Madison, Wis., died April 3 of complications following two heart attacks at University hospital, Madison. He is survived by his wife, Patty, son, daughter and stepdaughter.

Fox's Lambert: syndication's evergreen whiz kid

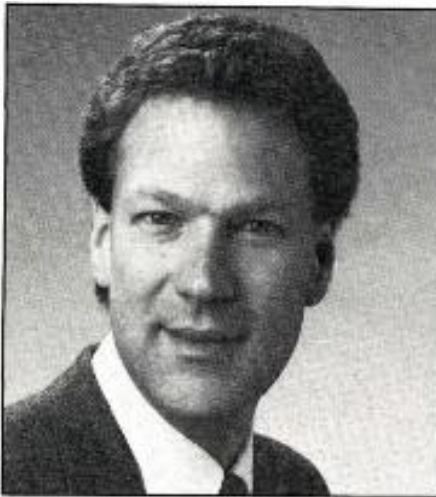
At the age of 35, after only 13 years in the business, Michael Lambert has run the domestic syndication operations of two of the major players in the television business—Viacom and 20th Century Fox. At the latter he is now executive vice president, domestic syndication. It has been a quick trip since he got his first taste of broadcasting as a disk jockey in college.

Lambert owes his start on the commercial fast track to Ralph Baruch, then chief executive officer of Viacom, to whom he wrote a brash letter soon after graduating from college. Lambert asked Baruch not what he could do for the company but what it could do for his career. "I had an uncle who had a friend who knew Ralph," recalls Lambert. "And although that relationship was very distant—I had never even met this friend of my uncle—I dropped his name in the letter. It was very aggressive. I said I wanted to find out what part Viacom could play in my career...fully expecting that the letter would get sent down to the personnel department or get tossed in the trash."

But after persistent telephone calls, Lambert got a face-to-face meeting with Baruch, who was impressed enough to set him up in Viacom's trainee program. Most of the time Lambert spent in the program was in the research and development department. "It felt like forever, but I guess it was about a year," he recalls. He copied ratings out of books for sales presentations. It was tedious work in those days before computers were in general use. "At the time I hated it," Lambert recalls. "But looking back it was the most important year I spent in the business."

Before joining Viacom, Lambert had considered becoming a professional photographer, for which he trained in college. He also had a general interest in the technical side of electronics. In fact he's won several prizes at New York science exhibitions for inventions, including an electronic voice and data scrambler. (Although new and different, it was not quite state of the art, he notes: "It was like inventing a new way of generating electricity by pedaling a bicycle.") Photography and do-it yourself electronics are still "hobbies of mine," says Lambert.

While attending the Rochester (N.Y.) Institute of Technology, Lambert landed a job at the school's radio station after convincing the station manager that he "knew everything there was to know about running a control board, which was not true except that since I had an interest in electronics it was easy for me to pick it up." He also ran a camera for the school's television station, and had so much fun at both jobs he contemplated a career as a station operator. "I decided that when I got out of school there must be a way to do this and earn a living." He



MICHAEL JOHN LAMBERT—executive vice president, domestic syndication, 20th Century Fox Corp., Los Angeles; b. April 5, 1952, New York; BS, communications and business, Rochester (N.Y.) Institute of Technology, 1974; disk jockey and programmer, WCMF(FM) Rochester, 1974; director and camera operator, WXXI(TV) Rochester, 1974; disk jockey, WYSL(AM)-WPHD(FM) Buffalo, N.Y., 1975; researcher, Viacom Entertainment, 1975, account executive, 1976; manager, syndication and development, Southeast region, 1976-77; East Coast manager, first-run syndication and development, 1977-78; director of programming, Petry Television, 1978, vice president, programming, 1979; vice president, domestic syndication, Viacom Entertainment, 1979-81, vice president, new programs, new media, 1981-83; senior vice president, HBO Enterprises, 1983-85; present position since February 1985; single.

landed a job as a disk jockey and programmer at WCMF(FM) Rochester. At the same time he did some camera and direction work for the local PBS station, WXXI(TV), and moonlighted as a camera operator at a local commercial station, WHEC-TV. Later that year (1974) he joined WYSL(AM)-WPHD(FM) Buffalo, N.Y., as a DJ.

After a few months in Buffalo, Lambert came to the conclusion that "there had to be something in broadcasting going on in New York City and that paid more than \$3.75 an hour." His encounter with Baruch followed a few months later. Recalling Lambert at that meeting, Baruch saw "a young man with excellent potential. He liked selling and was interested in our business."

Lambert's first test at selling came when he was given Viacom's inventory of so-called "evergreen" material to sell. The company had never really devoted resources to culling revenues from that elderly product, and Lambert was able to generate millions which Viacom saw as "found money." From there, he moved quickly, first with a small territory in the East, then as Southeast man-

ager and on to East Coast manager of first-run syndication and development.

In 1978, Lambert accepted an opportunity, as he puts it, to see "what was happening on the other side of the pitch." He joined Petry Television as director of programming, and within six months was named vice president, programming, for the rep firm. He succeeded John Serrao, now general manager of WATL(TV) Atlanta, who had persuaded Lambert to join Petry. "I knew I was going to end up back on the selling side of the business," Lambert said of his decision to take the Petry position.

Lambert was only at Petry a year when he got a call from Willard Block, newly installed president of Viacom Entertainment, wondering if he cared to rejoin the company as head of the company's entire domestic syndication operation. "I was 27 years old," Lambert said. "So to be running that division at that age was a tremendous opportunity. I mean, how do you say no to that?"

Two years later, Viacom made the corporate decision to expand aggressively into the business of developing and marketing programming to the new media, principally pay television. Lambert made the shift to vice president, new programs, new media. He also retained control of first-run domestic syndication (where he oversaw the launch of the syndicated version of *Family Feud*).

Two years after that, in December 1983, Home Box Office hired Lambert away from Viacom to develop a similar business for that company—developing and syndicating programs for markets such as home video and domestic and foreign syndication. He developed, for example, HBO's joint home video venture with Thorn/EMI. About a year later however, subscriber growth in pay television slowed dramatically, and Time Inc. abandoned many of its plans for ancillary markets, opting to focus on its basic business. HBO Chairman Frank Biondi, who brought Lambert to the company, resigned, and about 200 staffers were laid off. Lambert was under contract, but as he notes: "The signal was clear from the company that they were not focusing a lot of attention on my area any more."

The turn of events at HBO occurred in December 1984. Lambert began looking for other work. Two months later he found it—at Fox, where he was named executive vice president, domestic syndication, the post he currently holds. As to the current state of the business he has made his mark in, Lambert says: "The change in the marketplace has brought a sense of reality back. For the last five years stations were emotionally responding to the marketplace and many of them overpaid for product. Now stations are much more sensitive to what they can pay, and a healthier relationship has been cemented as a result of coming through these harder times. It is a very tough market out there right now. But it is the real market." ■

Columbia/Embassy informed stations in New York last week that its "minimum expectations" for weekly price for **Who's the Boss** will be \$125,000, same weekly price that Viacom set as minimum for *The Cosby Show* in that market. At \$125,000 per week for 182-week upfront deal on *Boss*, that comes to \$22,750,000, or almost \$190,000 per episode. Columbia/Embassy also told stations that any additional season's worth of episodes following upfront deals will be at 10% increase in price. Sources also said Columbia/Embassy also told stations that in upfront deals allowing stations to use 120 episodes in 182-week deals over 234 weeks, payment for show will be over 182 weeks.

Daytime Emmy award nominations were announced last week. CBS topped list with 78 nominations, followed with NBC's 37 and ABC's 32. PBS collected 24 nominations and syndicated programs netted 21.

Fox Broadcasting Co. is negotiating to be included in A.C. Nielsen Co.'s weekly national, three-network totals. Nielsen spokeswoman confirmed last week that contract exists but has not been signed. Indications are that Fox totals will begin appearing alongside those of ABC, CBS and NBC beginning June 1, when Fox unveils its Saturday night shows. Adding two-night weekend totals from Fox's 108 stations, which cover about 84% of country, should not present major technical difficulties for Nielsen, spokeswoman said. Fox now gets overnights from Nielsen's 13 metered markets, then has affiliates send in totals individually.

Fox Broadcasting official last week denied reports that it would launch **Friday prime time schedule** as early as next September. "Definitely not," said official. "We haven't even launched Saturday's schedule yet. The earliest it [Friday schedule] would be is next March." Friday schedule, like Saturday's, is currently planned for 8-10 p.m.

Viacom has set reserve price for **Cosby Show** of \$86,000 per week in **Philadelphia**, or \$15,652,000 for initial 182-week deal. Viacom also closed deals on *The Cosby Show* in five more markets recently—KTBC-TV Austin, Tex. (CBS), WTVM(TV) Columbus, Ga. (ABC), WMAZ-TV Macon, Ga. (CBS), WNDU-TV South Bend, Ind. (NBC), and KWTX-TV Waco, Tex. (CBS). Viacom opens Atlanta, Louisville, Ky., Oklahoma City and Amarillo, Tex. (rescheduled from two weeks ago), this week.

In wake of announcement that Emmis Broadcasting's WHN(AM) New York will switch from country to all-sports within next two months ("Riding Gain," May 4), **NBC** last Friday (May 8) said format for its **WYNY(FM) New York** will change from **adult contemporary to country** on July 1. NBC station had not been faring well in Arbitron 12-plus metro share audience ratings of late, posting only 1.6 in winter 1987 report—down from 1.8 last fall. "Research indi-

Public programing grants distributed. *The Television Programing Challenge Fund, a joint project of the Corporation for Public Broadcasting and the Public Broadcasting Service, has allocated the remainder of its \$6 million for 1987, the first year of the three-year, \$24-million venture. The fund will contribute up to \$2.8 million to WGBH-TV Boston for production of four series: Mexico, Columbus and the Age of Discovery, State of the World and The Universe Within. In addition, it has awarded five research and development grants: \$175,000 each to WNET(TV) New York and WGBH-TV and \$150,000 each to KCET(TV) Los Angeles, WETA-TV Washington and WOED(TV) Pittsburgh. The Challenge Fund's first grant, for \$2.4 million, was given to Bill Moyers for three projects. The purpose of the fund is to "insure the development and production of high-visibility, domestically produced, prime time programs." It is co-administered by CPB Program Fund Director Ron Hull and PBS Senior Vice President for Programing Suzanne Weil.*

cates that there is a real appetite for country music in New York. Since the FM band has become synonymous with music, WYNY's new format will be an ideal marriage," NBC Radio President Randy Bongarten said.

Segments of home satellite industry have been demanding **packager of cable programing services for dish owners** other than cable programers and cable operators: They may now have one. Last week, National Rural Telecommunications Cooperative announced it had "completed the initial phase of negotiations" with Turner Broadcasting System, United Video, Eastern Microwave, Satellite Broadcast Networks, The Travel Channel and Request TV, allowing it to offer 11 channels of service to dish owners. NRTC's planned basic package: CNN, CNN Headline News, WOR-TV New York, WGN-TV Chicago, WPIX(TV) New York; KTVT(TV) Dallas-Fort Worth and The Travel Channel. Offered as optional tiers will be Satellite Broadcast Networks' package of three network-affiliate signals—WABC-TV New York, WBEM-TV Chicago (CBS) and WXIA-TV Atlanta (NBC)—and Request TV, pay-per-view service. NRTC also has agreement with several others services, which will be included in the basis package as soon as they are scrambled. They are The Nashville Network, The Nostalgia Channel, Country Music TV, The Learning Channel, Hit Video USA and Home Sports Entertainment. In related development, SBN, responding to request of U.S. District Court in New York where it is being sued by Capital Cities/ABC and CES for copyright infringement, submitted "statement of position" to court. Congress intended compulsory license to be used to bring broadcast programing to public by means other than cable, it said. "To freeze [Copyright Act of 1976] at the moment of its enactment frustrates congressional intent, contravenes entrepreneurial endeavors and leaves millions of Americans without access to the educational and cultural benefits available only through television," it said. Since facts in case are undisputed, it said, SBN "is entitled to immediate judgement in its favor on its compulsory license."

CBS's The Morning Program is expected to be primary topic of discussion at upcoming **CBS affiliates meeting in Los Angeles** next week (see page 75). It just so happens that show will be originating from Disneyland in Anaheim that week, and producer Bob Shanks and two anchors, Mariette Hartley and Rolland Smith, have agreed to face affiliate body in presentation on Wednesday morning. Network is expected to plead for continued support for show, which it claims needs more time to build loyal following. Number of affiliates, however, think show won't fly no matter how much time it is given.

Capital Cities/ABC, CBS and NBC have asked **FCC to review part of decision** by Common Carrier Bureau **directing Communications Satellite Corp. to refund about \$62 million in alleged excess earnings** (BROADCASTING, April 13). In application for review, networks asked FCC to direct bureau to investigate reasonableness of Comsat's claimed Intelsat ownership cost for occasional TV service. "The commission should not allow revised occasional TV service rates to become effective until after the commission determines the reasonableness of Comsat's claimed Intelsat ownership cost for the occasional TV service, along with Comsat's claimed in-house costs for the service," networks said.

National Association of Broadcasters announced last week creation of **new radio awards called "Crystals,"** to be presented at its Radio 87 convention in Anaheim, Calif., Sept. 9-12. Award will be given to 10 stations which "best represent the ideals of community involvement." Among other convention news, country group Alabama will perform at close of meeting.

Stereophonic broadcasting has come to VOA Europe, Voice of America's English-language network in western Europe. New service was established on April 23, when switches were thrown at Anstalt fuer Kabel Communication in Ludwigshafen, West Germany, feeding VOA-Europe's audio signals to ECS-satellite. That



Peabody people. Among the Peabody Award winners (see story, page 100) were top row (l-r): Charles Kuralt, host, and Robert (Shad) Northshield, coproducer and codirector, CBS's Sunday Morning; Charles Osgood, narrator/writer, CBS's Newsmark; Fred Rappaport, vice president, variety and information specials, CBS, and Roger Stevens, chairman, Kennedy Center Honors; Peter Duchow, coproducer, CBS's Promise.

Middle row (l-r): George McQuilkin, ABC's The Mouse and the

Motorcycle; Andrew Fisher, Judy Cairo and Mark Engle, ABC's The Boy King; Jim Bunn and Hank Plante, reporters, KPDX(TV) San Francisco.

Bottom row (l-r): Brian Rublein, director, WHAS(AM) Louisville, Ky., and Mary Jeffries, producer, WHAS news; Richard Dunn, managing director, Thames Television, Paradise Postponed; Anne Birch, director of advertising and promotion, Reid Johnson, director of news, and Mike Sullivan, director of public affairs, WCCO-TV Minneapolis.

satellite provides link to 26 radio stations and cable networks throughout western Europe. VOA director Richard Carlson said that, with "inauguration of stereo broadcasting, VOA will provide its growing audience in Europe programing of superior broadcast quality." Improvement in quality of that service comes after congressional interest in 18-month-old VOA Europe saved it late last year from U.S. Information Agency director Charles Z. Wick.

□

Ratings for CBS News's West 57th sunk after moving to 8 p.m. Tuesday time slot. Program received 6.1 rating/10 share last Tuesday (May 5), compared to 9.6/16 on April 27 at 10 p.m. West 57 averaged 10.9/18.9 for four nights it aired at 10 p.m. Monday, garnering its highest rating on April 20—12.2/21, CBS spokesman said.

□

Board of **Corporation for Public Broadcasting** held mellow meeting last Friday, May 8, with four current members making all decisions unanimously and showing support for one another and for CPB staff. Acting Chairman Howard Gutin said board looked forward to Senate hearings May 18 for five nominees currently awaiting appointment to CPB board. Board member Lloyd Kaiser was appointed head of "Mission & Goals" committee, on which all four members will serve. Board voted to include funding for Station Independence Project as regular item in annual budget, deciding project is instrumental in raising funds for system and that committing money would not reduce board's flexibility; board left to management responsibility for deciding where budget should be

altered to come up with funds. CPB staff announced CPB will commit up to \$150,000 each to *Wonderworks* Children's and Family Consortium and WNYC-TV New York for research and development of weekend children's programing, with one project to be selected for full funding. CPB Acting President Don Ledwig communicated message of noncommercial television producer Bill Moyers, formerly with CBS News, who said he could not have returned to public television without grant from CPB/PBS Television Programing Challenge Fund. Board voted to recognize former board member Richard Brookhiser for his service to CPB board.

□

FCC staff has extended comments deadline on internal agency documents that appear to undermine rationale for proposal to reallocate UHF TV spectrum for land-mobile use (BROADCASTING, March 30) until June 10; reply comments will be due June 30. At same time, FCC staff extended comments deadline on request of broadcasters to launch notice of inquiry on **impact of high-definition television on local broadcast services** until June 10. Relief was requested by Land Mobile Communications Council (see page 93).

□

Ogilvy & Mather, New York-based ad agency, has **signed five-year agreement with Birch Radio Research** calling for use of Birch data as primary service for planning and buying radio. Birch's full national service will be used by Ogilvy & Mather's offices in New York, Atlanta, Chicago, Houston and Los Angeles. Agency will use Arbitron for markets not measured by Birch.

Editorials

Just a word in edgewise

For all that pressure for an hour-long evening network newscast, banded about at Representative Ed Markey's hearings last fortnight (BROADCASTING, May 4), no one seems to have mentioned that the public doesn't seem anxious to hear all that much more about the world at large. We asked the Television Bureau of Advertising to tote up the ratings results for the early evening news periods to confirm what no one told the House Telecommunications Subcommittee: that, in nine out of 10 markets, the combined ratings for the local news broadcasts on network affiliates, either before or after the half-hour network news, outranks the combined ratings for the three network news broadcasts. Combine that with the fact that local stations make one-third of their money from news and you can pretty much see how that issue's going to turn out. It just may be that, in hometown America, the nearer the news, the better.

Scene two

At the start of this session of Congress, broadcasters set out bravely to obtain legislation relieving them of the threat of rival applications at license renewal time. Bravely but, as it turns out, foolhardily. This Congress has demonstrated a willingness to consider license renewal reform only at the cost of unacceptable program regulation by the government.

Is there a way broadcasters can obtain at least a measure of licensing security, which the good ones are surely owed, while Congress is in its present mood and composition? Just possibly, but in a friendlier forum.

Nobody has thought much about it lately, but five years ago the FCC initiated a proceeding that was intended to develop ways of assuring renewal expectancy to deserving licensees under existing law. Comments were received, and there the matter stalled. Docket 81-742 is still awaiting action.

Readers who are bored by history may skip this and the next paragraph, but the setting of Docket 81-742 is relevant. In 1976 the FCC renewed the license of WESH-TV Daytona Beach, Fla. (then owned by Cowles), after a comparative hearing. Two years later, the appellate court sent the case back to the FCC with a decision that, if left undisturbed, would have exposed any licensee with multiple media holdings to displacement by challengers without media ties and small enough to put the owners in the station management.

The FCC perfected its WESH-TV decision, and that version was upheld on appeal in what is still the outline of comparative renewal standards. In essence the court said that a license would be renewed against a challenge upon a showing of substantial service, even if the challenger prevailed on such other criteria as diversification of media control or integration of ownership and management. Multiple owners at last began getting some sleep. The FCC then started its inquiry into new comparative criteria.

Back to the present. It is fully within the FCC's authority to write renewal standards that fit the provisions of the Communications Act and reflect modern media conditions. Since multiple ownership is permitted by law and FCC rules, the break-up of multiple ownerships need not be an objective of comparative renewals. Since the owner-manager is becoming the exception in a society that encourages corporate growth, that role is an unrealistic regulatory objective. Docket 81-742, brought to conclusion, could bring such criteria up to date.

Writing definitions of "substantial service" is another matter.

The difficulty is to do that without putting the FCC in the program director's chair. In comments received in November 1982, the FCC was given all kinds of advice on how to measure substantial service, and some of it was good. An updating might be better. And surely, this FCC would produce a more reasonable standard than this Congress can be expected to write in a law that would force the FCC into program control.

Shouldn't the scene shift from Capitol Hill to 1919 M Street?

If CPB's broke, fix it

There are two ways to judge the public broadcasting system: by what it has accomplished and by what it hasn't. Tomes could be written on each side of that ledger, with perhaps equal validity. For this writing, we choose to consider the bleak.

If someone had set out to insure that public broadcasting would never fully realize the dream many held for it, that person could hardly have done a better job than has been accomplished by the system's friends and enemies during the last 20 years. It has been that long since the Carnegie Commission, CBS (the first to endorse the concept with an enlightened contribution of \$1 million), Senator John O. Pastore and President Lyndon Johnson so confidently launched the Corporation for Public Broadcasting and, in its charge, the television and radio systems they hoped would provide a new dimension in the nation's informational and cultural life.

Indeed, marvelous things ensued. The list is distinguished and long, from *Sesame Street* to *MacNeill/Lehrer*, from *All Things Considered* to *A Prairie Home Companion*. Given the circumstances of these past two decades, the record may be wider and higher than anyone had a right to expect.

Yet public broadcasting is still an uncertain trumpet. The falters outnumber even the failures—never mind the successes—and after all this time it has no reliable constituency.

There's fault enough to go around. To the Congress, for failing to supply adequate, consistent and trustworthy funding. To a succession of Presidents, for failing to make of the Corporation for Public Broadcasting a nonpolitical, visionary, constructive organization able and determined to fulfill its mandate. To the system itself, for allowing a virulent parochialism to squander precious energies and resources in internecine warfare.

As a special report in this issue indicates, the nexus is CPB. Many feel that organization to be more trouble than it's worth, and we would agree that the record to date could hardly be more dismal—although there is recent reason to hope the worst may be over on that score. Yet CPB remains not only the hub but the head of public broadcasting, and a fundamental rethinking of its role is long overdue. That responsibility lies with Capitol Hill.



Drawn for BROADCASTING by Jack Schmidt
 "Hey! If we'd wanted a call letter change, we'd have asked the FCC."

"... AND I'M SURE I SPEAK FOR ALL OF US WHEN I SAY THE RAILROADS SHOULD BE REREGULATED."



Some people who claim to speak for everybody are really speaking for almost nobody.

For example, there's a group in Washington calling itself Consumers United for Rail Equity (C.U.R.E.) that claims to speak for rail shippers. It's a group that is supported principally by the coal and electric utility industries. And it's seeking revisions to the Staggers Rail Act of 1980 which—if they benefit anyone—would primarily benefit the coal and utility industries at the expense of most other rail customers.

Most shippers—87 percent of those surveyed recently—are happy with the improved service and rates brought about by deregulation. They don't want

to see this progress reversed. And they certainly don't want to change a law that has revitalized failing railroads and made it possible for all railroads to become so competitive with each other and with other modes of transportation that rates overall are dropping.

Even the rates paid by C.U.R.E.'s supporters for shipping coal have dropped for the past two years. Down 2 percent in 1985 and down 2.5 percent in 1986. They're now at their lowest level since 1981. In addition, the contracts made possible by the Staggers Act have assured many utilities of low rates in the future.

Nevertheless, C.U.R.E.'s members think they can use

federal and state governments to lower their rates still further.

Maybe. But if they win, most other rail shippers will lose—through higher rates, deteriorating service, and—as railroads decline—perhaps through loss of service altogether.

If you're a journalist interested in these issues, the Association of American Railroads will be happy to provide you with more information. Because we think that to tell the story properly, you need facts, not just assertions. To get the

facts, write Media Information, Association of American Railroads, 50 F St., N.W., Washington, D.C. 20001, Dept. 710. If you're on a deadline, call (202) 639-2555.



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