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Broadcasting Jun 29

June 29



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News Director
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Broadcasting **Jun 29**

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NBC puts three radio stations on block... page 80.

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Television legend Jackie Gleason dead at 71... page 34.

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PACKED AGENDA □ NAB joint board deals with host of issues at summer meeting. **PAGE 31.**

SWEEP RESULTS □ CBS makes gains while first place NBC and third place ABC are down in May market-by-market sweeps. **PAGE 38.**

RATINGS WRANGLING □ WCCO-TV Minneapolis sues KARE(TV) over alleged distortion in local ratings. **PAGE 40.**

TV VERSION □ *USA Today* announces agreement with GTG Entertainment to bring the newspaper to television. **PAGE 43.**

SATELLITE HEARING □ Officials from both government and private companies testify on international satellite communications issues before House Telecommunications Subcommittee. **PAGE 44.**

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CONCENTRATION □ Lorimar-Telepictures tells analysts of its intention to concentrate on programing; sell other parts of company. **PAGE 49.**

IN FORCE □ INTV general managers lobby Hill on syndex, must carry sunset repeal. **PAGE 52.**

STEPPING DOWN □ Peter Fannon, president of the National Association of Public Television Stations, resigns. **PAGE 54.**

STRIKE TALK □ Hollywood studios facing possible strike of Directors Guild of America and NBC may be hit with NABET walkout. **PAGE 56.**

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Lowered expectations

There were signs out of last week's National Association of Broadcasters joint board of directors meeting that interest in gaining legislative relief from comparative renewal process is waning. Fate of any renewal bill could be sealed by Representative Tom Tauke (R-Iowa). Tauke is author of renewal measure that NAB directors are said to prefer. Tauke and Representative Al Swift (D-Wash.) are in midst of negotiations on Swift's version of renewal bill. And as one key observer noted, "It will be difficult for the board to sign on if Tauke doesn't sign on."

FTC and football

Federal Trade Commission source confirmed last week agency has begun antitrust investigation of National Football League television rights contracts awarded to three broadcast networks and ESPN earlier this year. And both NBC and ABC (which owns 80% of ESPN) confirmed late Friday they had received FTC subpoena in case. One key facet of inquiry is believed to be award of Monday Night Football rights to ABC over Fox Broadcasting, with one high-level Fox executive last week insisting its bid for package was higher than ABC's. Fox and HBO, latter also losing bidder, both denied initiating complaint against league. CBS and NFL were saying Friday they have not heard from FTC, nor received subpoenas in case. News of preliminary FTC examination had been circulating since May, and sources at ESPN, Fox and HBO have been questioned by agency as recently as last week.

Meter differences

Nielsen people meter (PM) numbers for 1986-87 season show NBC winning household race handily, with average rating of 17.3 and share of 28, although that average was 2% off mark network set under Nielsen's meter/diary measurement. CBS fared much worse, with PM average of 14.7/24, 7% off its meter/diary mark in regular season. ABC was only network to gain (1%), still placing third but narrowing gap considerably with PM average of 14.3/23. In key demographics, all three networks suffered declines. For women 18-49, for example, NBC was, on average, 9% off its prime time regular season mark, according to PM, while CBS was off

10% and ABC was down 4%. One caveat: Last season's PM numbers were based on sample universe of 1,000 homes, and ratings were often erratic week to week. Next season's numbers will be based on sample twice that size.

In evening news race for past season, NBC and CBS, which tied with 12/22 according to meter/diary, were off 5% and 6%, respectively, in household numbers, according to people meter. ABC's *World News Tonight* was only gainer under PM, by only 1%, which left show in third place.

Running scared

National Association of Broadcasters not only let Senator Bob Packwood (R-Ore.) know they thought presidential veto of fairness doctrine bill was not in association's best interest ("Closed Circuit," June 1), but both NAB President Eddie Fritts and John Summers, senior executive vice president for government relations, told White House that NAB would rather not have veto. (Association reportedly opposed veto for fear it would harm its chances of winning legislative reform of comparative renewal process.) NAB was said to have told White House that veto would "seriously complicate our lives." But association said if President vetoed measure, it would fight to sustain veto.

Deal

Discussions between cable industry and Hollywood over compulsory license are expected to re-open debate on must carry. Motion Picture Association of America's Jack Valenti and Association of Independent Television Stations' Preston Padden are said to have understanding that MPAA will push for INTV's participation in its negotiations with cable. INTV would like to see cable's compulsory license conditioned on must carry. Under INTV proposal, in exchange for compulsory license, cable systems would have to carry all local television signals including those ineligible for carriage under FCC's new must-carry rules.

Goodbye, Storer

Formal agreement was filed last week between Storer Communications and Gillett Holdings to transfer six TV stations from Storer to new joint venture, to be called Gillett Communications. Allocation of \$1,285,000,000 value for six

stations assesses WAGA-TV Atlanta at \$460 million; KCST-TV San Diego at \$275 million; WJBK-TV Detroit at \$200 million; WJW-TV Cleveland and WSBK-TV Boston at \$150 million each, and WITI-TV Milwaukee at \$50 million. Agreement gives operational responsibility to Gillett, but requires budget to be approved by board composed equally of Storer and Gillett representatives. Until 1990, neither party is allowed to sell more than 30% of its interest in joint venture, with other partner having right of first refusal to buy any stock.

Ante in

Gaylord Broadcasting has put its checkbook behind proposal to help develop over-air high-definition television system for U.S. TV stations. Following National Association of Broadcasters' approval last week of \$700,000 in HDTV research projects and formation of committee to explore funding for work, Gaylord's Harold Protter was suggesting one or two dozen group broadcasters join it in supplying \$100,000 each for next two years, using money to back single, compatible HDTV broadcast system, even taking investment position in work. Approach contrasts with what Protter believes must be NAB's role of neutrality in face of competing HDTV broadcast approaches. Protter hopes to bring group broadcast executives together to discuss proposal in July.

.500 average

Senate is likely to OK only one of two pending nominees to 10-member board of Corporation for Public Broadcasting—Charles Lichenstein, whose name was submitted by President (see story, page 59). Lichenstein's nomination reportedly generated complaints at White House and in Senate because of his participation on 1980 Reagan transition team that recommended termination of federal funding for CPB, but Senate source said that unless documents, speeches or statements linking Lichenstein to that view are uncovered, his chances of confirmation are good. On flip side, candidacy of second nominee, former board member Harry O'Connor, whose renomination has been delayed several times since expiration of his term in March 1986, was described as "dead in the water" by public broadcasting source, and term was not disputed by Senate source.

ESPN's winning bidders

Three broadcasters last week won the rights to air ESPN's local market National Football League games for the next three years. ESPN, which has a three-year, \$153-million contract to carry NFL preseason and regular season games, agreed as part of the deal to sell local broadcast rights for its games through a third party to serve viewers without access to local cable systems.

The winning bids, collected last Thursday, were from ABC O&O WLS-TV Chicago, Post-Newsweek's WPLG-TV Miami, Gannett's KUSA-TV Denver and KARE(TV) Minneapolis-St. Paul. Bids for Los Angeles, Dallas and San Diego were also in negotiation late last week.

Additional bidding is expected in the next two to three weeks in six more markets—New York, San Francisco, Boston, Washington, Cleveland and Seattle—where regular season games are also scheduled this year.

The seven stations already named will have the right to air both preseason and regular season games for their local teams, but can only broadcast if the host stadium in the home or away markets is sold out 72 hours before game time. The preseason schedule begins Aug. 16, and ESPN's regular season schedule begins Nov. 8.

The amounts of the seven broadcasters, winning bids were not announced, but in at least one market, Miami, the bidding floor had been set at \$140,000 per game. According to Bill Liss, spokesman for Ohlmeyer Communications Co., which handled the bidding for ESPN, the bidding was "aggressive" and above the bidding floors in each market. The preseason games were an undisclosed percentage of regular season games and there will be a 10% increase in the rights fee each year of the deal, Liss added.

Up to \$2 million in proceeds from the broadcast bids will be rebated to cable operators pro rata to reduce their rights payments, which range from 10 to 14 cents per subscriber, based on system size, according to ESPN.

The broadcasters will have to carry all of ESPN's national advertising spots, accounting for half or more of all available ad time. And according to ESPN President and Chief Executive Officer J. William Grimes, in Washington last Tuesday to address the Washington Metropolitan Cable Club, ESPN, charging its highest advertising rates ever, has already sold out nearly 50% of its ad inventory for the games.

The sports cable network is charging \$50,000 per 30-second ad unit for regular season games and approximately \$20,000



Grimes

per unit for preseason games, Grimes said, with advertisers being guaranteed a 10.5 rating for the regular season with 90% of ESPN's subscriber base delivered. Among the national advertisers already signed are Ford, Mazda, BMW and Anheuser-Busch.

Sixteen independent broadcasters in 13 markets were excluded from the bidding by ESPN, including superstations WGN-TV Chicago and New York's WPIX(TV) and WWOR-TV. The action elicited a letter of strong protest from Association of Independent Television Stations President Preston Padden to Cap-

ital Cities/ABC, which owns 80% of the cable sports network.

ESPN excluded the independents, it explained in response, because cable systems that could obtain the games through superstations and other widely available independents would have "little incentive" to pay ESPN for the package of games.

So far, cable system operators representing some 22 million subscribers and including TCI, ATC, Heritage, Storer, United, Warner and Telecable have signed on to carry the games, Grimes said in Washington last week. ESPN expects to have 95% of its 43 million-subscriber base signed by the time its preferential rate offering expires on Wednesday, July 1, he added.

ESPN, for its part, has pledged to cover all production costs, and to orchestrate a \$10-million marketing and promotional campaign, with \$6 million worth of ESPN airtime and \$4 million for cash buys on other media.

Grimes also said he expected cable operators to offset their investment in the games through aggressive advertising sales efforts (as well as the rebate from broadcast rights). Operators will have 40% of the total NFL ad time, double the normal inventory, he said.

Telecable's 500,000-subscriber systems, Grimes noted, have already generated an incremental half million dollars in the last several weeks, virtually recouping Telecable's investment in the ESPN games. Another cable system in the San Francisco Bay area has closed \$100,000 in sales orders from two local advertisers, with unit price per commercial at \$2,500, 10 times the \$250 unit price the system normally averages, he said.

Grimes also used his address to outline the cable network's NFL programming plans. ESPN's Mike Patrick, who last year called the network's college football games, will anchor all play-by-play with Emmy Award-winning commentator Roy Firestone.

ESPN will begin Sundays at 11:30 a.m. with the hour-long *NFL Gameday* to preview the day's televised games, then at 7-8 p.m. *NFL Primetime* will recap the day's games with video highlights. During the regular season, *NFL Primetime* will also preview ESPN's upcoming game with studio analyst and former New York Giants coach Allie Sherman.

During halftime and postgame shows for ESPN's matchups themselves, Sherman will use a new "X/O camera" production feature that provides shots from above the 50-yard-line using separate mobile unit and satellite uplink for camera control from ESPN's Bristol, Conn., headquarters.

Approaching 50%

Nielsen Media Research reports that cable penetration reached 49.2% or 43,279,980 households in May 1987, a 4% increase over May 1986. The highest penetration figures recorded for the top 20 markets include Pittsburgh (61.8%); Boston-Manchester, N.H. (57%); Seattle-Tacoma (56.6%); San Francisco-Oakland (53.6%) and Tampa-St. Petersburg, Fla. (51.4%).

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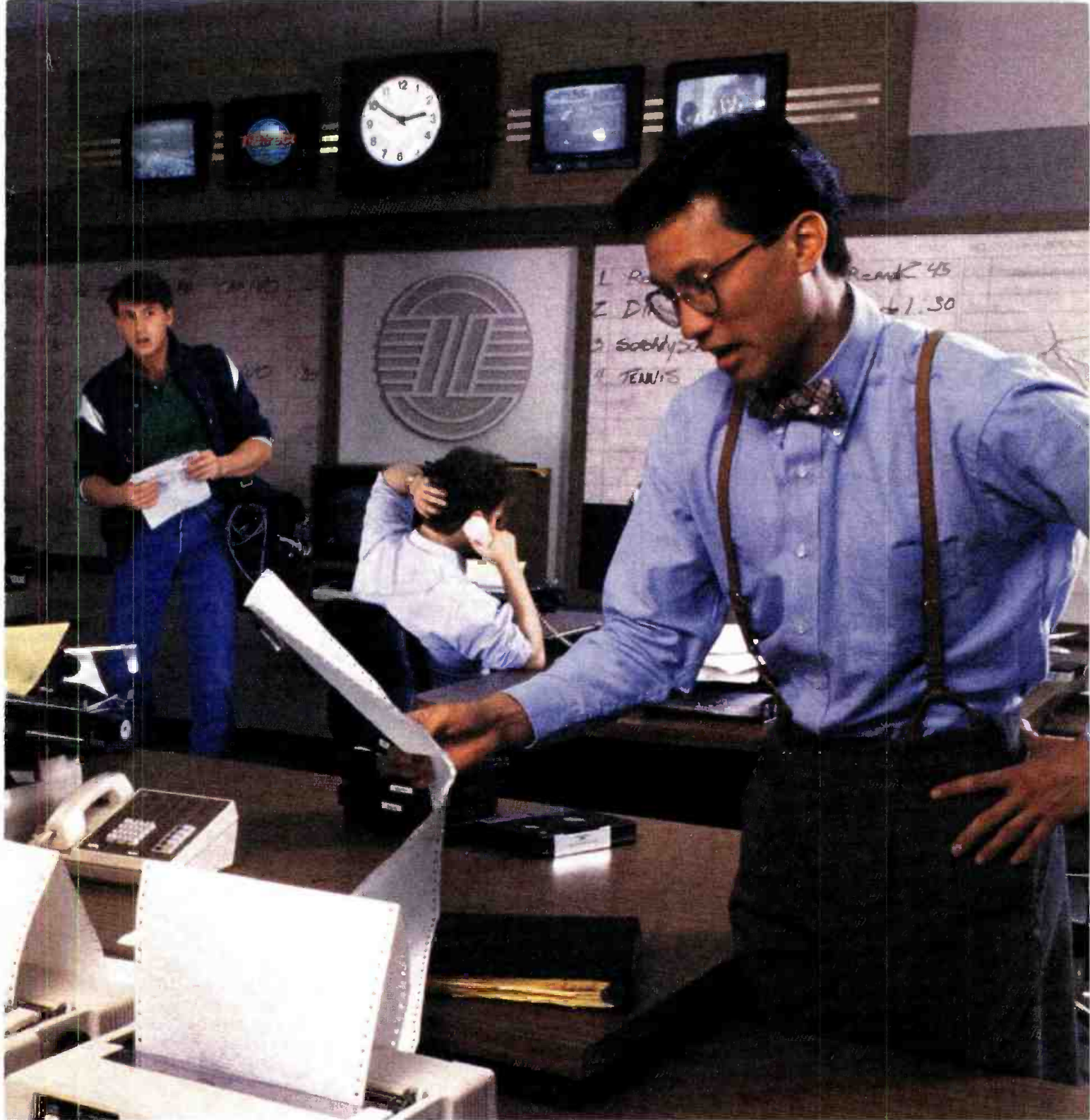
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Business Briefly

TELEVISION

Valvoline Motor Oil □ Campaign includes mail-in rebates that allow consumers to redeem 20-cent coupon at cash register. First flight of commercials started June 22 and will continue until July 7. After two-week break, campaign will resume with second flight from July 20 to Aug. 9.



Commercials will be carried on TV networks and spot television and will be carried in all dayparts. Target: men, 25-

54. Agency: Bozell & Jacobs, Kenyon & Eckhardt, Atlanta.

American Cyanamid Co. □ Combat, cockroach bait tray, will be highlighted in seven-week flight starting in late June in about 30 markets throughout country. Commercials will be slotted in daytime and fringe segments. Target: women, 24-54. Agency: Carratiello, Diehl & Associates, Irvington, N.J.

Lotte & Co. □ Bubbl-eze bubble gum will be promoted in 10-week flight in early July in 18 markets, primarily in Midwest. Commercials will be positioned in early fringe on programs directed at children. Target: children, 6-11. Agency: Don Tennant Co., Chicago.

Lennox Industries □ Maker of heating equipment will launch fall campaign in mid-September for 11 weeks in 250 markets. Commercials will appear in all dayparts. Target: men, 35-64. Agency: Ross Advertising, St. Louis.

RADIO

Nordstrom Stores □ Retail chain will kick off anniversary campaign in at least six markets, starting in late July. Commercials will be scheduled in all dayparts. Target: women, 25-49. Agency: Elgin Syferd, Washington.

Just Pants □ Retailer catering to young people will inaugurate campaign in July in about 50 markets for three weeks. Afternoon and early evening time slots will be used for commercials. Target: persons, 12-34. Agency: Cohen & Greenbaum, Chicago.

Clothestime □ Retail store with apparel for young people will stage summer advertising campaign in July for two weeks in about 65 markets, including Atlanta, Austin, Tex., and Reno. Commercials will run in all time slots. Target: women, 12-24. Agency: International Communications Group, Los Angeles.

Bil-Mar Foods □ Six-week schedule will be launched in mid-August in 40 markets. Included in buy are Atlanta, Chicago, Dallas, Cincinnati and Pittsburgh. Commercials will be scheduled in daytime periods. Target: women, 18-49. Agency: Campbell-Ewald, Warren, Mich.

RADIO & TV

Famous Footware □ Retail shoe chain will launch campaign from August through November in 16 markets on

Rep Report

Ktzz(TV) Seattle: To Independent Television Sales from Seltel.

WXRT(FM) Chicago: To CBS Radio Representatives from Select Radio.

WILD(AM) Boston: To Roslin Radio Sales from Masla Radio.

WAMO-AM-FM Pittsburgh: To Hillier, Newmark, Wechsler & Howard from Masla Radio Sales.

KDKB(FM) Phoenix: To Christal Radio from Banner Radio.

WMKJ(AM)-WQUE(FM) New Orleans: To Hillier, Newmark, Wechsler & Howard from Eastman Radio.

KCBQ-AM-FM San Diego: To Republic Radio from CBS Radio Representatives.

WLCS(FM) Jacksonville, Fla.: To Christal Radio from Select Radio.

WMME-AM-FM Augusta, Me.: To Christal Radio from Kettell-Carter.

KMKT(AM) Denison, Tex.: To Roslin Radio Sales (no previous rep).

WLMX-FM Chattanooga, Tenn.: To Republic Radio (no previous rep).

KFNA(AM) El Paso, Tex.: To Major Market Radio (no previous rep).

KDIF(AM) Riverside/San Bernardino, Calif.: To Major Market Radio from Caballero Media.

WAV(FM) Marco, Fla.: To CBS Radio Representatives (no previous rep).

WJBR-AM-FM Wilmington, Del.; WAEB-AM-FM Allentown, Pa.: To Katz Radio from McGavren Guild.

Temporary offices. Banner Radio's new office in Philadelphia will be located temporarily at suite 1050, 8 Penn Center, 19103. Phone is: (215) 564-2533.

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Interests: Travel, photography, piano

Mother of April & Michelle

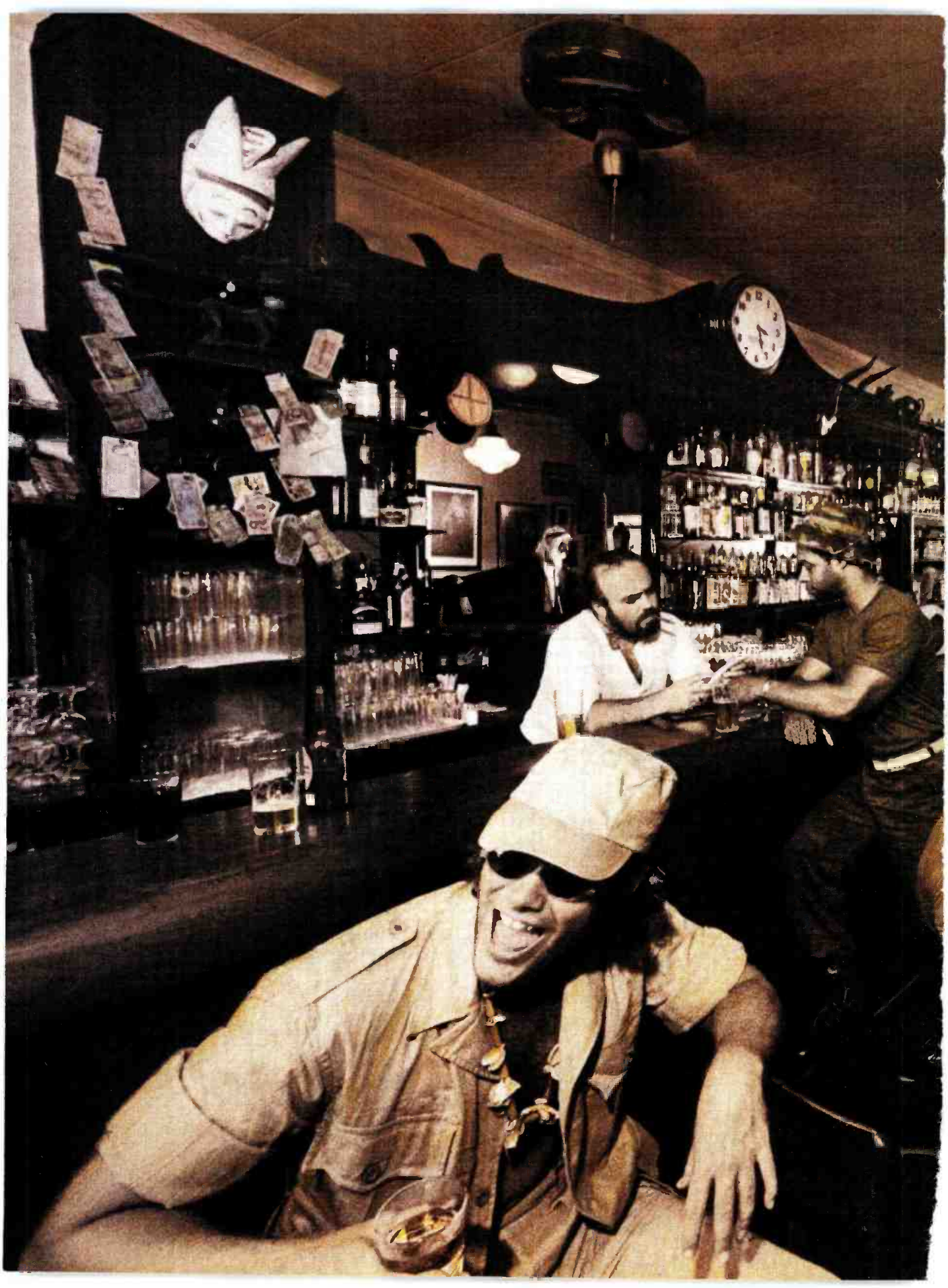


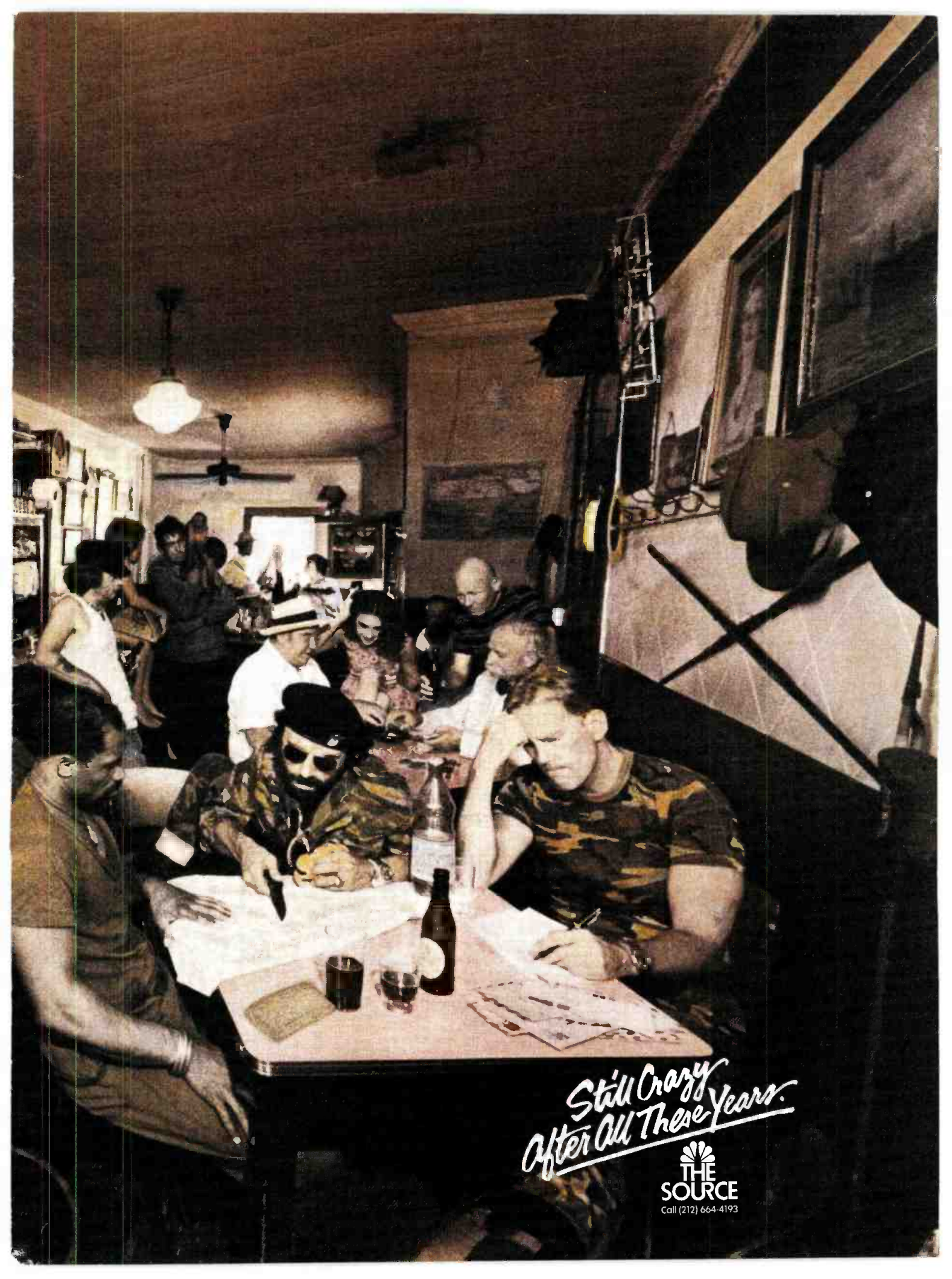
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Small Wonder is a joint venture of the New Program Group and
SFC Productions, Inc. Produced by MVM Video Productions, Inc.
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television and seven on radio. Commercials on television will be placed in early and late fringe and sports programs and on radio in various dayparts. Target: women, 25-54. Agency: Wiebig Corp., Madison, Wis.

Chic-fil-A □ Fast-food restaurant chain will implement promotion in early August for three weeks in 12 television and 33 radio markets. Commercials will

be presented in all dayparts. Target: adults, 18-49. Agency: Cargill, Wilson & Acree, Atlanta.

Community Coffee □ Advertiser will begin six-week effort in late June in 12 markets on radio and five on television, including New Orleans, Baton Rouge and Beaumont, Tex. Commercials will be placed in all dayparts. Target: women, 25-54. Agency: Liller Neal, Atlanta.

Advantage

BBDO moves. New address of BBDO New York and headquarters of BBDO Worldwide, effective July 2, is 1285 Avenue of the Americas, New York 10019. Telephone number is (212) 459-5000.

Ad grant. Museum of Broadcasting has received three-year, \$375,000 grant from Advertising Education Foundation, which MOB said will enable it to "collect, preserve and catalogue" radio and TV commercials and establish permanent radio and television collection for broadcast commercials. Additionally, MOB has formed steering committee to "help with the overall direction of the collection and to help properly preserve the cultural heritage of radio and television advertising," MOB said.

Black resources. Seventh annual edition of "The Black Resource Guide," national black directory, is now available. "Guide" provides information on blacks in media, advertising and other areas. Section on media includes radio stations with black-oriented formats. Listed also are black church leaders, politicians, lawyers, bankers, federal judges, accountants, newspaper editors, college presidents, business leaders and heads of national associations, among others. "Guide" (\$30; 240 pages) for first time features business statistics on black America. Reference book, published by R. Benjamin Johnson and Jacqueline L. Johnson, is available from Black Resource Guide Inc., 501 Oneida Place N.W., Washington 20011.

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San Francisco **KBHK** IND.
Minneapolis/St. Paul **KMSP** IND.
Phoenix **KUTP** IND.
Portland **KPTV** IND.

MCA BROADCASTING
New York **WWOR** IND.

VIACOM BROADCASTING
St. Louis **KMOV** CBS
Hartford **WVIT** NBC
Albany **WNYT** NBC
Rochester **WHEC** CBS
Shreveport **KSLA** CBS

Sacramento **KCRA** NBC

Miami **WTVJ** CBS

Salt Lake City **KUTV** NBC

GAYLORD/BROADCASTING
Dallas/Ft. Worth **KTVT** IND.
Houston **KMTV** IND.
Cleveland **WUAB** IND.
Seattle **KSTW** IND.
Milwaukee **WVTV** IND.

GROUP W
Philadelphia **KYW** NBC
Boston **WBZ** NBC
Pittsburgh **KDKA** CBS
Baltimore **WJZ** ABC

Flint/Saginaw/Bay City **WJRT** ABC

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Lubbock **KJTV** IND.

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Based on the international best seller by A. E. Hotchner, the famous Ritz Hotel in Paris becomes the arena for a deadly battle between the Nazi High Command and the French Resistance. Caught in the vicious power play is a handsome young American and his beautiful French lover. Produced by Bill McCutchen.
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A commentary on cable's constitutional status from L. Andrew Tollin, Wilkinson, Barker, Knauer & Quinn, Washington

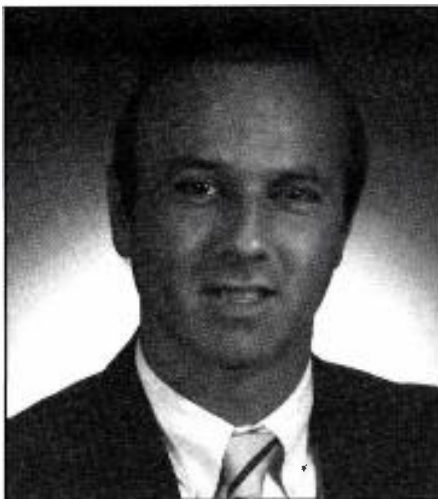
The cable paradox: pursuing heightened protections in the face of gateway control

The cable industry has been vigorously pursuing First Amendment and other constitutional protections normally associated with private, nonregulated companies. Simultaneously, however, cable has been attempting to protect its "gateway" control of a significant portion of the total video market—thereby perpetuating its resemblance to traditionally regulated industries. Trying to obtain private company status for constitutional and regulatory purposes while continuing near-monopoly control over subscriber access is an extraordinary balancing act.

For example, cable has sought protection in the courts from the alleged "bottleneck" control of utility pole companies while attempting before regulatory bodies such as the FCC to perpetuate its own control over subscriber access. Ironically the pursuit of such conflicting goals may lead to the establishment of a body of law that minimizes the constitutional rights of regulated entities (e.g., public utilities, broadcasters) and finds cable to be such an entity.

As currently constituted, cable more resembles a public utility than a private company. It is regulated because it operates either explicitly under an exclusive franchise or, de facto, with little or no competition from other cable providers or broadcasters. Similar to utility companies, cable also obtains scarce rights of way from local authorities. Thus, the most salient characteristic of the cable industry is that it functions as an exclusive antenna system for most subscribers, thereby controlling a gateway for the passage of information and entertainment. The ability to protect the reception of its transmissions distinguishes cable from broadcasters. But for the fact that programming and not telephone or electric services are provided over its wires, cable functions much like a public utility.

These characteristics of the cable medium would ordinarily be the most important factor in measuring the level of constitutional protection due the industry. In *Red Lion*, the Supreme Court found that because broadcasting was characterized by use of public airwaves and spectrum scarcity that limited the number of competing stations, the First Amendment would not be applied to protect the industry in the same manner as toward newspapers. In contrast, however, in the much-heralded *Quincy Cable* case, the cable industry was able to convince one panel of the Court of Appeals that neither its maintenance and use of scarce public rights of way nor its exclusive franchise status should be a basis for diminished First Amendment pro-



L. Andrew Tollin is a broadcast/telecommunications partner at Wilkinson, Barker, Knauer & Quinn, Washington. He represented telephone company interests in the *Florida Power* and *Preferred* cases discussed in this article. He formerly worked in the FCC's Office of General Counsel. His firm represents a variety of broadcast and common carrier clients.

tection. In fact, the court dismissed any analogy between the economic scarcity that severely limits the number of competing cable systems with purported spectrum scarcity that limits the number of competing broadcast stations. *Quincy's* departure from traditional First Amendment analysis of the operational nature of the medium has provided cable with a springboard for asserting broad constitutional protections while downplaying its similarity to other regulated industries.

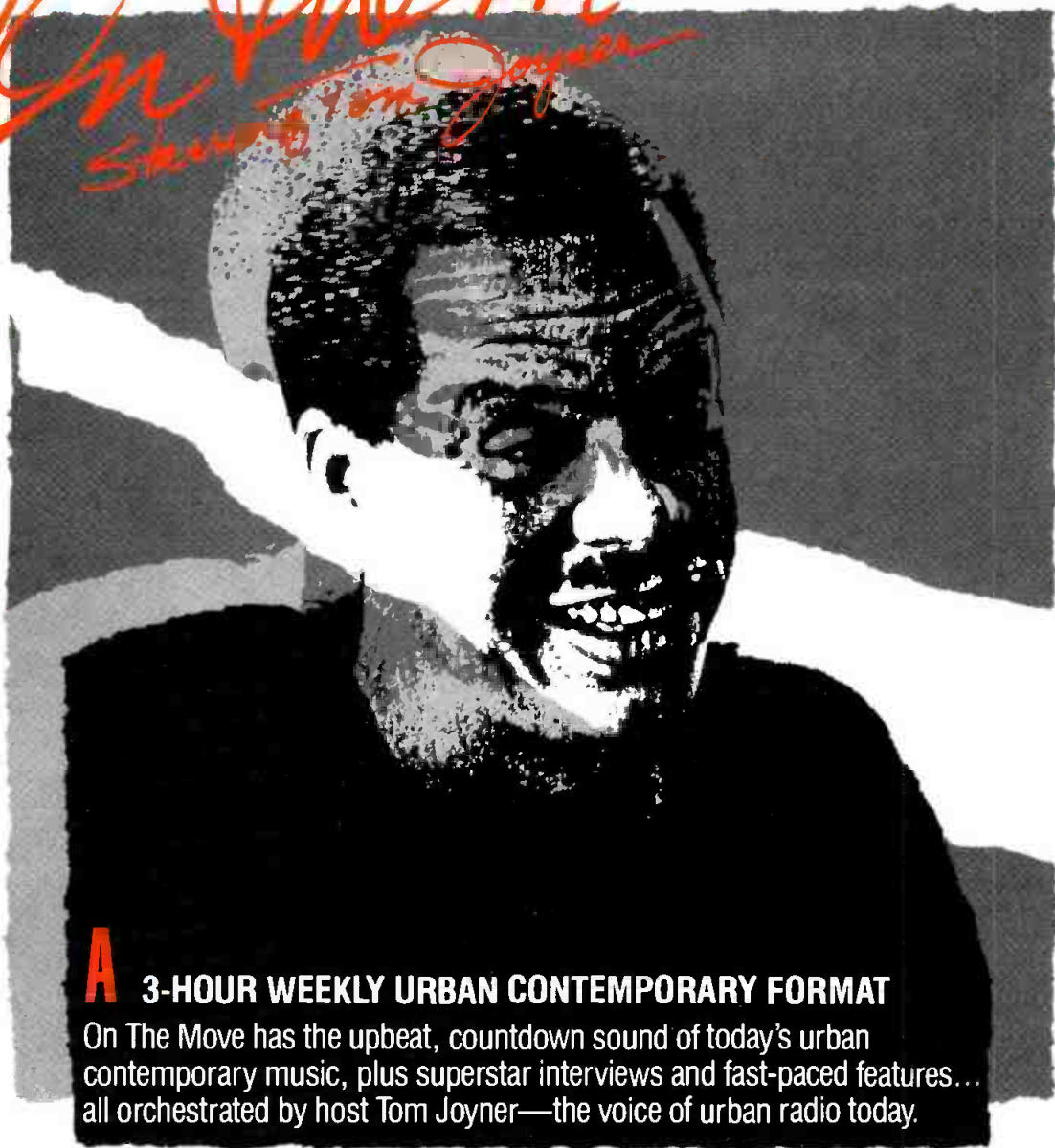
For instance, cable actually took the offense against the constitutional rights of public utilities in the subsequent *Florida Power* Supreme Court case. There, the industry relied on the monopoly control of utility companies over pole and conduit facilities in arguing against strict recognition of these entities' constitutional property rights. Cable contended that it finds itself with little or no bargaining power against electric and telephone utility pole owners, because the utility owners have monopoly control over such facilities by virtue of obtaining scarce rights of way from local authorities. Despite considerable doubt about the utility companies' ability to evict cable operators, the cable industry argued that utility property rights were not involved in FCC rate determinations governing cable system occupation of the poles even though the rate setting replaced previously agreed-to charges. Rather, cable characterized this as little more than permissible rate regulation of a communication "service."

The Supreme Court, relying on the fact that Florida Power had voluntarily entered into an agreement to carry the cable wires, found that no constitutional values were involved (despite the fact that price was an essential ingredient of the agreement). Thus, the cable industry successfully focused the court's attention on the regulated nature of public utilities and away from recognition of these entities' property rights. To the extent cable interests argued that regulatory intrusion into areas traditionally protected by the Constitution (e.g., property rights) was permissible given the regulated monopoly nature of a utility's services, their position placed them in jeopardy since the industry itself continues to pursue protection from direct competition. In other words, although the cable industry prevailed in *Florida Power*, albeit on very limited facts, its ultimate goal of unbridled constitutional protection was jeopardized by its attempt to diminish the constitutional rights of public utilities because the regulatory classification of cable itself is still very much in issue.

Indeed, the Supreme Court has itself indicated confusion over how to categorize cable in another prominent case commonly known as *Preferred Communications*. There, while the court generally observed that the various communications media operate very differently and are thus treated differently for analysis of First Amendment protection, it retreated from any classification of cable. The court compared the industry with both the broadcasting and newspaper media, stating that "cable television partakes of some aspects of speech and the communication of ideas as do the traditional enterprises of newspapers," but cable activities also "implicate First Amendment interests" similar to "the activities of wireless broadcasters." Ultimately, the case was sent back for a full trial to develop evidence as to the nature of cable. Thus, *Preferred* leaves open the appropriate classification of cable for First Amendment analysis. To the extent that cable continues to take positions such as those expressed in *Florida Power*, it jeopardizes its long-term ability to obtain full First Amendment rights.

Similarly, cable's strategy in the FCC regulatory arena undercuts its attempt to gain private company constitutional treatment similar to newspapers. For example, the FCC has been recently examining structural changes in cable's near-monopoly provision of services to its customers by considering ideas like the A/B switch. Until the advent of this proposal, cable's control over access to its subscribers appeared unthreatened. The cable industry has been successful in diluting imposition of the proposed rule. Thus, cable's attempt to slow the move to open competition with broadcasters has served to continue cable's resemblance to traditionally regulated industries and, under its own legal

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*Source: Winter '87 Arbitron, Total Persons 12-49. AQH-Total Survey Area KKDA-FM Sun. 6 PM-9 PM WGCI-AM & FM Sat. 7 AM-10 AM.

PROGRAMS



theory espoused in cases like *Florida Power*, should diminish its constitutional protections.

What cable seems to ignore in pursuing its interest is that being part of a regulated industry does not eliminate property, speech and other rights under the Constitution. In fact, Justice Marshall recently observed in the *Pacific Gas* case, that:

A "consumer who purchases food in a

grocery store is 'paying' for the store's rent, heat, electricity, wages, etc., but no one would seriously argue that the consumer thereby acquires a property interest in the store. That [a] utility passes on its overhead costs to ratepayers at a rate fixed by law rather than the market cannot affect the utility ownership of its property, nor its right to use that property for expressive purposes."

Thus, despite a utility's ability to disburse

costs through a rate base and its recognized monopoly status, it does not lose property and speech rights under the Constitution. Therefore, if the cable industry wishes to receive the protection which it is due, it would be better served to support, rather than attack such observations—otherwise cable's challenges to the rights of other "bottleneck" providers will be eventually self-defeating. ■

Datebook

■ Indicates new entry

This week

June 28—14th annual daytime Emmy Awards presentation (nontelevised) luncheon primarily for creative arts categories sponsored by the *Academy of Television Arts and Sciences* and *National Academy of Television Arts and Sciences*. Premiere hotel, North Hollywood. ATAS: (818) 953-7575.

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

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

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

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

July 1—Second deadline for entries in *Academy of*

Television Arts & Sciences' 39th Annual Primetime Emmy Awards. Deadline is for programs broadcast May 14 and June 30, 1987. Information: (818) 953-7575.

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

Also in July

July 6—Reply comments due in FCC proceeding (Docket 86-484) reexamining constitutionality and advisability of its practice of granting preferences to females and minorities in broadcast licensing and its distress sales and tax certificate policies. FCC, Washington.

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

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

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

■ **July 10**—Deadline for entries in third annual Nancy Susan Reynolds Awards for sexual responsibility in television, sponsored by *Center for Population Op-*

tions. Information: (818) 766-4200.

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

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

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

July 12-17—*National Association of Broadcasters* management development seminar for radio. University of Notre Dame, Notre Dame, Ind. Information: (202) 429-5405.

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

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

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

July 15—*Satellite Broadcasting and Communications Association* meeting of earth segment group. 501 North Fairfax Street, Alexandria, Va.

■ **July 15**—Deadline for entries in *American Film Institute's* National Video Festival, to be held Oct. 22-25

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

Major Meetings

California Cable Television Association. Anaheim Convention Center, Anaheim, Calif.

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

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

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

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

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

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

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

Vegas, April 29-May 2, 1989; Atlanta, March 31-April 3, 1990; Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

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

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

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

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

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

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

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

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

in Los Angeles. Information: (213) 856-7787.

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

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

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

July 16-18—*National Federation of Local Cable Programmers* 10th annual convention. Chicago Hilton, Chicago. Information: (202) 544-7272.

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

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

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

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

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

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

July 20-22—*New England Cable Television Association* annual convention. Keynote speaker: Former House Speaker Tip O'Neill. Dunfey Hyannis hotel, Hyannis, Mass.

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

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

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

July 22—Comments due in *FCC* proceeding (Gen. Docket 87-24) considering reinstatement of syndicated exclusivity rules.

July 24-25—*South Carolina Broadcasters Association* summer convention. Radisson hotel, Myrtle Beach, S.C.

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

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

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

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

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

July 29—*Virginia Public Radio Association* meeting. Holiday Inn-South, Charlottesville, Va. Information: (703) 568-6221.

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.

July 31—Comments due on *FCC* proposal (MM Docket 87-154) to eliminate cross-interest policy.

Errata

May 25 story reporting **Lorimar** as having most **hours of programing** on 1987-88 network prime time schedules, failed to list renewed **Max Headroom** (ABC) among company's programs.

□

June 15 "Stay Tuned" item on USA Network purchasing 24 new episodes of **Airwolf** was incorrect. USA has **renewed rights to existing 24 episodes**.

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. 1-8—First TV Weathercaster Institute, sponsored by *Lyndon State College meteorology department*.

Campus, Lyndonville, Vt. Information: (802) 626-9770.

Aug. 2-7—*Television Bureau of Advertising/All-Harvard Faculty Taught General Sales Management Program*, sponsored by *TVB*. Stouffer's Bedford Glen (Boston), Bedford Glen, Mass. Information: (212) 486-1111.

Aug. 3—Deadline for reply comments on *FCC* proposal to permit about 1,600 AM daytimers operating on clear and regional channels to operate all night with up to 500 watts (MM Docket 87-131). FCC, Washington.

Aug. 3—Deadline for reply comments on *FCC* inquiry to consider authorizing short-spaced FM stations using directional antenna systems (MM Docket 87-121). FCC, Washington.

Aug. 3—Deadline for reply comments on *FCC* proposal to eliminate Carroll doctrine and UHF impact policy (MM Docket 87-68). FCC, Washington.

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—Comments due in *FCC* proceeding (Gen. Docket 87-25) aimed at building case against cable's compulsory copyright license.

The logo for "Open Mike" is centered within a rounded rectangular frame. The word "Open" is in a serif font, followed by a lightning bolt symbol, and then "Mike" in a larger, outlined serif font.

Freedom to choose

EDITOR: Lee Shoblom's June 15 "Open Mike" misses the point in his disagreement with BROADCASTING's First Amendment remonstrance directed at the FCC and its "anti-indecency" posture. Sadly, so do his NAB board colleagues.

He contends one must "purchase, pick up and specifically read any publication. . . ." Such an individual is likely to be intelligent enough to notice dials on the front of his radio or TV set and presumably can operate them.

Pornography has existed downy cheek by ugly jowl with the great writings of man. No matter how "mindful" Mr. Shoblom is of broadcasters' need for full First Amendment rights, they cannot exist with government intrusion into programing content. As I've written BROADCASTING before, I conduct an adult reading program, "The Bookstall," and have never had "to stoop to garbage radio." Neither, however, will I censor because a government bureaucrat feels that such First Amendment incursions are "serving the public interest." So far as I know, the FCC is the only arm of the United States government considering institution of a Department of Censorship.

Think . . . what comes next? Even if the NAB board hasn't speculated on what may come next, all of print has. BROADCASTING's attack on First Amendment incursion has been joined by similar attacks by columnists. They realize that once the bureaucratic camel gets one foot in under the tent, all media are at risk. What "we seem unable to do ourselves"—at least our national trade organization—is to defend our First Amendment rights.—*Jerome Gillman, president and general manager, WDST(FM) Woodstock, N.Y.*

Channel correction

EDITOR: Congratulations on "The Broadcasting/Cable Interface" forum. It was an absolutely first class addition to the Washington scene, and one which I hope will be repeated annually from now on.

One relatively minor personal note: After I had said that Dade county, Fla., is an example of widespread channel switching, John Sie of Tele-Communications Inc. accused me in particular and broadcasters in general of distortion and of not knowing the facts. He stated that TCI is in fact carrying the local Miami stations on their designated channels.

As usual, Mr. Sie was both narrowly correct and widely disingenuous. In fact, TCI is to be congratulated. Their Dade county system (approximately 25,000 subs) did move the Miami channels to their correct numbers on June 1, 17 days before your event. Our Channel 10 [WPLG-TV], which had been carried on their 21 since the inception of their service, was moved to the correct channel, and we are grateful to TCI.

However, also in Dade county, Storer's 91,000 subs can only see us on channel E-18, Harte-Hanks 22,000 subscribers find us on channel 29, and Dynamic Cablevision (45,000 subs), which has carried us on channel 10 for some time, is now, I am told, asking us how much we are willing to pay them to be kept in that position.

So, as grateful as we may be to Mr. Sie's company for moving us on June 1, the overall point still holds—it is impossible for a television station in Miami to promote its channel number or even to be certain from one month to the next where it will be located on any given system.—*Joel Chaseman, president, Post-Newsweek Stations Inc., Washington.*



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TOP OF THE WEEK

Reagan vetoes fairness doctrine bill

Senate punts on override, as Democratic leadership is unable to muster two-thirds vote; bill sent back to Commerce Committee; majority is expected to attach it to must-pass piece of legislation; courts may still have final say on matter

President Reagan sent a strong signal of his support for broadcasters' First Amendment rights June 20, vetoing legislation to write the fairness doctrine into law. The action angered if it did not surprise the bill's supporters in the Senate and House—but their anger remains to be translated into effective action. The Senate Democratic leadership conceded it lacked the votes to override by instead marshalling the votes to refer the veto message to the Commerce Committee, where the bill originated, as a means of preserving an option. Despite the high tension between Capitol Hill and the White House, it seemed to many observers that the main drama regarding the fate of the doctrine that has been in place since 1949 may be played out in the courts.

"This kind of content-based regulation by the federal government," the President's veto message said of the doctrine that requires balanced treatment of controversial issues of public importance, "is... antagonistic to the freedom of expression guaranteed by the First Amendment." Indeed, the message added, "In any other medium besides broadcasting, such federal policing of the editorial judgment of journalists would be unthinkable. The framers of the First Amendment, confident that public debate would be freer and healthier without the kind of interference represented by the 'fairness doctrine,' chose to forbid such regulations in the clearest terms"—through language barring Congress from enacting laws interfering with freedom of speech or the press.

The administration had given plenty of advance indications that the President would veto the bill; the Justice and Commerce De-

partments had recommended a veto, and word had leaked that the White House staff had endorsed that position. When it came, the veto precipitated bitter denunciations in Congress. Senator Ernest Hollings (D-S.C.), who as chairman of the Senate Commerce Committee introduced the bill in the Senate, said: "The President's veto makes a mockery of the fundamental premise of broadcasting: The American people, not the broadcasters, own the airwaves." And Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee and co-sponsor of the bill in the House, said the veto "flies in the face of urgings from citizens of all political persuasions and from all parts of the political spectrum." He called the doctrine "a limited requirement imposed on broadcasters in

tance" and to make clear that "the enforcement and application of [that] requirement... shall be consistent with the rules and policies of the commission in effect on Jan. 1, 1987"—attracted considerable support in Congress, particularly in the House. There, the legislation passed by a vote of 302 to 102, more than the two-thirds necessary to override a veto. In the Senate, however, the 59-31 margin was less than the two-thirds needed. And Senator Bob Packwood (R-Ore.), principal opponent of the bill in the Senate, expressed confidence the opposition was solid and could be counted on to sustain the veto. Senate Majority Leader Robert Byrd (D-W.Va.) and Hollings, after some nose counting, came to the same conclusion. So, on Tuesday, after Packwood refused to grant the unanimous consent a postponement of

the issue would have required—and rather than expose the bill's backers to defeat on the issue—Hollings called for referral of the message to his committee. The motion carried by a generally party-line vote of 53 to 45. The strategy denied the President a clear victory on the issue and, at the same time, preserved the backers' option of bringing the override matter up again in the future. Still, Packwood, who in the debate before the vote said "support for the fairness doctrine is support for the government's deciding what the public should be watching or

hearing," later declared the outcome "a win."

But the option the bill's backers are expected to exercise is not an effort to override. Rather, they are expected to attach it to a piece of "must" legislation—a bill the President would feel compelled to sign. Dingell, in his statement, for instance, said: "We will move forward, and will give the President many opportunities to reconsider the misguided judgment shown by this veto." And an aide to Hollings said the senator "will be patient and persistent and get this [the fairness doctrine bill] into law." The issue, he said, "is a long way from being resolved." The bill that qualifies as a "must" has yet to



A BROADCASTING editorial team discussing the fairness doctrine codification veto with President Reagan last Thursday (June 25). L to r: Managing Editor Don West (standing), Chief Correspondent Len Zeidenberg, Publisher Larry Taishoff. The full text of an exclusive interview with the President is on pages 29 and 30.

exchange for the highly lucrative privilege they obtain with their licenses for exclusive use of a scarce national resource: the broadcast spectrum." And Representative Edward J. Markey (D-Mass.), chairman of the House Telecommunications Subcommittee, and the other co-sponsor, said, "We have been living with the doctrine for decades, and now Mr. Reagan wants to abandon the public interest to the wolves."

The legislation—which would amend Section 315 of the Communications Act of 1934 to require broadcasters to "afford reasonable opportunity for the discussion of conflicting views on issues of public impor-

be selected.

White House Chief of Staff Howard Baker on Friday indicated such a piece of legislation has not yet been invented. Speaking at a joint conference of the Radio-Television News Directors Association and the Society of Professional Journalists, Sigma Delta Chi, Baker said: "I'm here to advise you—and Congress, if it wants to listen—that, in his present frame of mind, the President considers no legislation veto-proof." Other high-ranking officials in the White House have indicated otherwise. One said an 11th-hour addition of the codification measure to legislation raising the debt level ceiling, for instance, would be almost impossible to veto.

For members of Congress who make no secret of their lack of faith in broadcasters' fairness, the codification issue became a critical one last fall, when a three-judge panel of the U.S. Court of Appeals in Washington, in a 2-1 vote, held that the doctrine was not a statutory obligation imposed by Congress but was policy the commission was free to repeal (BROADCASTING, Sept. 22, 1986). Until then, most lawyers believed the doctrine had been codified when Congress liberalized Section 315—the equal-opportunities section of the Communications Act—in 1959. And the commission, under former Chairman Mark Fowler and the current one, Dennis Patrick, has not hidden its antipathy for the doctrine.

In a report on an inquiry into the doctrine, in 1985, the commission held that the doctrine "chills" instead of encourages robust debate and is constitutionally suspect—despite the Supreme Court's 8-0 decision in *Red Lion*, in 1969, that the doctrine passed constitutional muster. The court said it was the rights of the viewers and listeners that were paramount, not the rights of the broadcasters. The court, however, based its decision largely on the scarcity argument and indicated a readiness to reconsider the matter if the doctrine was found to inhibit rather than promote debate. And opponents of the doctrine maintain—as the President did in his veto message—that the surge in station population since 1969 has destroyed the scarcity argument. According to statistics compiled by the the National Association of Broadcasters, the number of radio stations has grown from 6,725 in 1970 to 10,097 in 1986, and the number of television stations, from 872 to 1,241, over the same time span.

Packwood focused on the increased number of broadcast stations, as well as the proliferation of mass media technologies, in the debate that preceded the vote on Hollings's motion to commit the veto message to the Commerce Committee, as having destroyed the scarcity argument. Senator Timothy Wirth (D-Colo.), who as a House member had chaired the Telecommunications Subcommittee, ridiculed the argument that the proliferation of radio and television stations had destroyed the scarcity argument. Noting that a television station in Los Angeles—KTLA(TV)—had sold for \$510 million, he said, "Tell me that [the frequency on which it operates] is not a scarce resource." And Hollings, for his part, argued that he does not agree "with [former] FCC Chairman

Mark Fowler that broadcast stations should be treated like toasters," a reference to one of Fowler's more celebrated similes. "I continue to strongly believe that the broadcast marketplace is not so competitive as to relieve broadcasters of their public trust obligations," Hollings said, adding, "The fairness doctrine is at the heart of these obligations."

Lobbying had been intense preceding the Senate vote. The White House had made a vigorous effort to hold the line on opposition to the Hollings bill. So did Packwood. And

so did broadcasters, particularly CBS, which has been in the forefront of the effort to eliminate the fairness doctrine. The network, learning from the White House's legislative liaison office the names of senators whose votes were in doubt, notified the appropriate affiliates, directly or through affiliate organizations, and asked them to contact the senators involved. By Friday, before the President issued his veto, reportedly, the White House was confident it had the votes to sustain. Indeed, last week, a White House aide said the White House was confident it could count on 40 votes, six votes more than enough.

Now, members of the broadcasting establishment are gearing up for a fight to block codification, whether the effort is made in a motion to override the veto or to attach it as an amendment to legislation. The National Association of Broadcasters, which had been silent as the sides formed on the issue in the Senate and House—apparently fearful that opposition to codification would cost it important support for other legislation high on broadcasters' agenda—was indicating it was ready to do battle. Before the vote in the Senate on Tuesday, it had issued an "alert" to state legislative liaison committees, calling on them to urge members of their congressional delegation to support the veto. Later, NAB President Eddie Fritts—while indicating the association's silence on the issue earlier had been misunderstood—said, "We'll fight it [the codification bill] hard." The joint board's resolve on the issue, he added, is firm (see page 31). The Radio-Television News Directors Association was also calling on its members to contact their congressional delegations on the issue. Its Washington office also contacted every senator directly.

But of the networks, only CBS is expected to participate in the legislative battle. Board Chairman William S. Paley and former news anchor, Walter Cronkite, were among those who had written to the President urging a veto. (On Tuesday, Paley dashed off a letter to the President, thanking him for withholding approval of the legislation.) And the Washington office was active in helping Packwood and the White House line up votes to support a veto. NBC, while opposed to the doctrine, is expressing that opposition only as an intervenor in a court case challenging the constitutionality of the doctrine. A spokesman for Capital Cities/ABC noted that the network has never opposed the doctrine. "We've learned to live with it," he said.

Pitted against those groups in the lobbying war now is a wide-ranging collection of organizations under the banner Friends of the Fairness Doctrine. They include religious groups, conservative, liberal, labor, civil liberties and environmental organizations. Phyllis Schlafly, of the Eagle Forum, is involved. So are Norman Lear's People for the American Way, the Motion Picture Association of America and the Media Access Project. In all, 56 groups are part of the coalition. Melanne Verveer, of the PAW, a spokesperson, said the groups are united on two counts. One is abstract: the belief that fairness "is a minimal requirement" broad-

Senate track records

Following are Senate voting records on S. 742 and the President's veto message. The first column shows the votes on S. 742 on April 21 to codify the fairness doctrine. (+ indicates "yea," - is "nay," P means "present" [indicates a senator was present, but did not vote for some reason, to avoid a conflict of interest, for example] and * indicates "not voting"). The second column shows the voting on June 23 on whether to send the President's veto message of the bill to the Commerce Committee.

Adams	+	+	Karnes	-	-
Armstrong	P	P	Kassebaum	-	-
Baucus	-	+	Kasten	-	-
Bentsen	+	+	Kennedy	+	+
Biden	+	+	Kerry	+	+
Bingaman	+	+	Lautenberg	+	+
Boren	+	+	Leahy	+	+
Bond	-	-	Levin	+	+
Boschwitz	-	-	Lugar	-	-
Bradley	+	+	Matsunaga	+	+
Breaux	+	+	McCain	-	-
Bumpers	+	+	McClure	-	-
Burdick	+	+	McConnell	-	-
Byrd	+	+	Melcher	-	-
Chafee	+	-	Melzenbaum	+	+
Chiles	+	+	Mikulski	+	+
Cochran	+	-	Mitchell	+	+
Cohen	+	+	Moynihan	+	+
Conrad	+	+	Murkowski	-	-
Cranston	+	+	Nickles	-	-
D'Amato	-	-	Nunn	+	+
Danforth	+	+	Packwood	-	-
Daschle	+	+	Pell	+	+
DeConcini	+	+	Pressler	+	-
Dixon	-	-	Proxmire	-	-
Dodd	+	+	Pryor	+	+
Dole	-	-	Quayle	-	-
Domenici	-	-	Reid	+	+
Durenberger	+	-	Riegle	+	+
Evans	-	-	Rockefeller	+	+
Exon	+	+	Roth	+	-
Ford	+	+	Rudman	+	+
Fowler	+	+	Sanford	+	+
Garn	-	-	Sarbanes	+	+
Glenn	+	+	Sasser	+	+
Gore	+	+	Shelby	+	+
Graham	+	+	Simon	+	+
Gramm	-	-	Simpson	+	-
Grassley	+	-	Specter	-	-
Harkin	+	+	Stafford	+	-
Hatch	-	-	Stennis	-	+
Hatfield	+	-	Stevens	-	-
Hecht	-	-	Symms	-	-
Heflin	-	-	Thurmond	+	-
Heinz	+	-	Trible	+	-
Helms	+	-	Wallop	-	-
Hollings	+	+	Warner	+	-
Humphrey	+	-	Weicker	-	-
Inouye	+	+	Wilson	+	-
Johnston	+	+	Wirth	+	+

casters should bear as part of their "public trust." The other is concrete: Most of the groups are involved in controversial issues and want the assurance broadcasters will cover those issues in a balanced manner.

For all of the attention focused on the President's veto and the failure of the Senate Democratic leadership to muster the votes necessary to override, some opponents of the codification bill feel the fairness doctrine issue will ultimately be resolved in the courts. The determination and parliamentary skill of the likes of Hollings, Dingell and Markey, they say, cannot be discounted. Eventually, they feel, the scenario in which the fairness bill is attached to a piece of "must" legislation and sails through both houses of Congress to become law, whether the President likes it or not, will be carried out. "We're not gloating," a CBS official said after the vote in the Senate on Tuesday. "There's nothing to gloat about."

Before the appellate court are two cases challenging the constitutionality of the fairness doctrine.

One was brought by RTNDA and a host of other media groups, including CBS, which is providing most of the financial support. The groups are appealing the commission's failure to repeal the doctrine following its 1985 inquiry that concluded that the doctrine

is constitutionally suspect. At present, the full bench of the appeals court in Washington is reviewing a decision by a three-judge panel that the court lacks the jurisdiction to consider the constitutional issue. In the other case, Meredith Corp., with NBC's backing, appealed a commission decision that Meredith's WTVH(TV) Syracuse, N.Y., violated the fairness doctrine. The Washington appeals court sent the case back to the commission either to consider the fairness issue in light of the fairness report, or to moot the issue by declaring that enforcing the doctrine would be contrary to the public interest. Whatever the commission's decision, it would be subject to appeal.

However, observers say the likelihood that the issue will ultimately be decided in the courts does not make the legislative battle and presidential veto an unimportant sideshow. The presidential veto, they say, is now part of the legislative history of the dispute over the constitutionality of the doctrine, and will be considered by the courts. Opponents of the doctrine, therefore, see the veto as a valuable addition to their lawyers' arsenal of arguments.

Meanwhile, it was evident last week that the President's and Packwood's success in the Senate will not be cost-free for broadcasters. Legislation they have sought in

Congress will be stymied. That was the word from Representative Al Swift (D-Wash.), a member of the House Telecommunications Subcommittee, and Larry Irving, senior counsel to that panel. Both said there would be no action on such matters until the fairness-doctrine-codification issue is resolved. Swift spoke at a luncheon of Association of Independent Television Stations general managers (see page 52). One measure likely to be sidetracked is the broadcast license renewal bill that has been high on the NAB's list of legislative priorities. Swift is author of one of two versions. The only broadcast-related bill Irving thought likely to move is Swift's antitrafficking measure, which would reintroduce the commission rule barring the sale of stations within three years of their acquisition. In the Senate, a Hollings aide said, "the mood here is similar to that in the House."

To some broadcasters, that is a stiff price. But they now have a president who has entered the legislative arena to battle for their First Amendment rights. "Well intentioned as S. 742 [the Senate codification bill] may be," Reagan said in his veto message, "it would be inconsistent with the First Amendment and with the American tradition of independent journalism." That kind of support does not come cheap. □

The President vs. the fairness doctrine

President Reagan did not exhaust his views on broadcasters' First Amendment rights in the veto message that accompanied his rejection of legislation to codify the fairness doctrine into law. In response to questions submitted by BROADCASTING, the President provided written answers indicating that he would support efforts to accord broadcasters full First Amendment rights. He also provided at least a broad hint that the time has arrived for the FCC to seize its opportunity to repeal the doctrine. ¶ "Ultimately," the President said in response to one question, "we must rely on competition in the broadcast industry to insure that all reasonable views are presented. Further efforts to deregulate the broadcast industry, and essentially treat it like the print media, will insure freedom of the press." And, in response to a question as to whether he would recommend that the commission move on its own to eliminate the doctrine, he noted that, as "an independent body," that decision is its to make. And he noted that "many of the concerns" he was discussing had been raised by the commission itself. ¶ As for whether broadcasters could be counted on to be fair without a fairness doctrine, the President said: "The public trusts and expects those in the media to provide news and information without bias. Maintenance of that trust will do far more to insure fairness than any law."

By vetoing the so-called "Fairness in Broadcasting Act," you became the first President in history to side with broadcasters in a specific way on a specific issue, in defense of their First Amendment rights. What motivates you to take this stand? (Does it trace back to your beginnings as a broadcaster?)

My motivation was my belief in the inherent wisdom of the First Amendment which says, "Congress shall make no law abridging the freedom of speech, or of the press." The bill I vetoed would have codified content-based regulation of the editorial judgments of broadcast journalists by the federal government. I vetoed the bill because I felt that to be unconstitutional.

My feelings about freedom of speech and broadcasting go back many years. As I wrote in BROADCASTING last September ["Monday Memo," Sept. 8, 1986], radio has been part of my life since I first scratched a crystal with a wire and heard a faint voice saying, "This is KDKA Pittsburgh, KDKA Pittsburgh." Before mov-

ing to Washington, I earned my living exercising my First Amendment rights on radio. I spoke about controversial public issues five days a week.

Do you feel that broadcasters will be fair without a law to make them so?

It shouldn't take the force of law to compel broadcasters to be fair. The public trusts and expects those in the media to provide news and information without bias. Maintenance of that trust will do far more to insure fairness than any law. On that point let me share briefly from a letter I received from Walter Cronkite:

"We seek to govern ourselves by a standard of journalistic ethics which requires us to present both sides of controversial issues. No one will ever be able to assure that we always achieve that goal. We do not. We inevitably make mistakes. But I respectfully submit that the nation can better tolerate some limited number of journalistic abuses than government oversight of the journalistic process with all

its attendant risks.”

Over the years, I've taken my share of unfair hits from the media. Walter Cronkite calls them “journalistic abuses.” And I'm sure there are issues where we don't see eye to eye. But I'll agree with him on this one.

Do you think, on the other hand, that any law can insure so vague a concept as fairness?

While fairness is a central issue here, an equally important issue in this debate is the role that government would confer upon itself in making decisions that should be made by a free press. I don't believe any member of Congress is opposed to the intent of the fairness doctrine. Proponents of this bill have argued that the fairness doctrine requires broadcasters to treat the news fairly, to cover controversial issues, and to report both sides or all sides of an issue. But there is one little phrase supporters of the “fairness doctrine” generally do not add: That is “as the government sees it.”

Ultimately we must rely upon competition in the broadcast industry to insure that all reasonable views are presented. Further efforts to deregulate the broadcast industry, and essentially treat it like the print media, will insure freedom of the press.

Do you think that the media, in general, are fair? Have they been fair to you and/or your administration?

One's views concerning the fair treatment on an issue largely depend on where one stands. But in many ways that is beside the point. My



Zeidenberg, West, Taishoff and the President

thoughts about a particular broadcast or the media in general do not shake my belief in the importance of a free press.

As you know, many conservatives support codification of the fairness doctrine because they believe the media treat conservative positions unfairly. Some of my closest friends in the conservative movement perceive the doctrine as their principal avenue for getting on the air. What these sincere individuals may overlook, however, is the extent to which the fairness doctrine has had the effect of silencing both conservatives and liberals. In many cases, broadcasters simply decline to cover controversial issues to avoid demands for competing air time.

If the media turn out not to be fair on a given issue, what do you think is the best recourse for a public official or for the public interest?

In a competitive communications market, public officials have virtually unlimited opportunities to be heard. The Founding Fathers did not consider scarcity a viable rationale for government restrictions. At the time, in fact, newspapers were rare commodities: The entire United States in 1791 boasted only eight daily newspapers and a handful of news weeklies.

Proponents of the fairness doctrine contend the government must regulate electronically transmitted information because the broadcast spectrum is presumed to be limited. This is not true. Under the deregulatory policies of the FCC and the technological advances of

recent years, the number of media outlets and the number of people who can use the broadcast spectrum have increased tremendously. If one broadcaster or broadcast medium refuses to provide fair coverage of a particular issue, you simply take your message to the people through another one.

What was your political judgment of the chances for sustaining the veto? Did you take that into account before issuing it?

My judgment was centered in part on the confidence that as the nation's broadcasters, editorial writers and columnists debated this issue, enough persuasive information would be available to the Congress that my veto would be sustained. But I didn't strike down S. 742 because of the direction of political winds. Indeed, they were not favorable. I took into account a range of opinions before vetoing this bill. The Republican-controlled Senate held six hearings on the fairness doctrine in 1982 and 1984, receiving testimony from more than 50 witnesses on both sides of the aisle. The Federal Communications Commission undertook an exhaustive study of its own. When I concluded that the bill was unconstitutional it became my duty to exercise the veto power—in defense of the Constitution.

What will you do, beyond your veto, to achieve full First Amendment rights for the broadcast media?

As I said earlier, we will continue to encourage competition throughout the communications industry. That is not only good communications policy, it is a policy most consistent with the government's responsibility to guarantee freedom of the press. Meanwhile, the courts have proven to be the best forum for settling disputes involving particular First Amendment rights.

Are you encouraged or discouraged by the Senate's action last Tuesday to put off consideration of your veto?

By putting the measure off indefinitely, the Senate was acknowledging that the votes to override my veto weren't there. It's a clear victory for the right of free speech in America and I'm very pleased.

If Senator Hollings's fairness doctrine bill is attached to another piece of legislation, would you veto that whole package under those circumstances?

In 1879, the Congress tried to repeal sections of the federal election laws by attaching “riders” to various appropriations bills. President Rutherford B. Hayes vetoed five successive appropriations bills that summer before Congress finally relented. In his personal diary, Hayes wrote that to abandon principle in the face of this congressional tactic would be to violate a public trust. I do not intend to limit my options, but I will say that I sit at the very desk President Hayes used in the White House—and it may provide some inspiration in the months ahead.

How would you answer Representative John Dingell, Senator Ernest Hollings and others who maintain that without the fairness doctrine neither the public nor political candidates would have access to the airwaves?

The fairness doctrine *per se* has nothing to do with the ability of declared political candidates to buy television or radio time.

I do not believe television or radio stations would cease covering elections without the fairness doctrine. In fact, as I noted earlier, a convincing case can be made for the argument that the doctrine actually inhibits political debate.

Since your veto has been effectively sustained, would you recommend that the FCC move on its own to eliminate the fairness doctrine?

These recent events have allowed my position on the fairness doctrine to become well known, and again, I've stated it here. There is nothing “fair” about the so-called “fairness doctrine.” It is not fair to broadcast journalists or to the public they serve. The FCC is an independent regulatory body, and the decision on repeal of the fairness doctrine is its to make.

I will note, however, that many of the concerns I have discussed here today are concerns that have been raised by the commission itself.

NAB puts brakes on Hill renewal initiative

Board puts association executives on short leash in any further negotiations; fairness doctrine veto, indecency also discussed

There was a great sense of urgency at the National Association of Broadcasters joint board of directors meeting in Washington last week. For three days, the directors engaged in a series of robust discussions aimed at determining the association's future course on broadcast license renewal reform as well as First Amendment issues such as the fairness doctrine and the FCC's new policy on obscene and indecent broadcasts.

Leading the action: After the board examined a draft bill, NAB's legislative initiative to eliminate the comparative renewal process came to a screeching halt and it was agreed that the association needed to renegotiate with affected parties. It's anticipated a special board meeting will be called if NAB can come up with a renewal package that falls within the parameters the directors established last week. There was also strong sentiment expressed by the broadcasters that NAB should beef up its stand on fairness and indecency and, according to one director, "not just roll over on these issues."

But it was the directors' dissatisfaction with the draft renewal bill that dominated the meeting. Reaction to the measure was so strong that many board members felt the NAB staff had gone too far in negotiations without receiving any board input.

The target of their discontent was John Summers, senior executive vice president for government relations, and chief negotiator on the renewal bill. Summers came under heavy fire during a closed executive session where, it was reported, NAB President Eddie Fritts defended his chief lobbyist. There were some who felt Summers was operating from his own agenda and not the board's. "He hasn't been listening to us," said one director. Indeed, Summers was accused of seeking the legislation out of his own self-interest. "He wants a trophy," commented another angry board member.

But one board member thought Summers "took the heat... because he was the messenger." Still another director questioned the executive committee's role in overseeing the negotiations on license renewal. Both Fritts and Ted Snider of KARN(AM)-KKYK(FM) Little Rock, Ark., then joint board chairman, participated in at least one negotiating session with Summers and representatives of public interest groups. Summers has been working with those groups and Representative Al Swift (D-Wash.) to hammer out a deal.

Summers told BROADCASTING he wasn't "surprised by the criticism." This is a "tough position, there's always going to be criticism. That's the nature of the job," he said.

On the radio side, those directors who joined the board as part of NAB's merger with the National Radio Broadcasters Association were perhaps the most vocal critics of the legislative package. And some were voicing reservations about how NAB operates on the Hill in general. As a result, a

majority of the former NRBA directors advocated holding onto the escrow account established at the time of the NAB-NRBA merger for at least another two years. The money was set aside in case the proposed union with NAB failed.

But a statement released by former NRBA executive committee members (they are required to oversee the fund) at the close of the board meeting did not convey those concerns. It commended the NAB for "the excellent progress that has been made since the unification, in becoming sensitive toward radio's unique problems and legislative objectives." The statement, however, expressed an interest in seeing radio's profile "become more and more visible, especially in relationships with Congress and the FCC in those cases where radio's agenda differs from television."

It was a fast-paced meeting as the directors worked on an abbreviated timetable. Normally the board convenes for a week but at the request of the directors the meeting was shortened to three days. They gathered at the Ritz-Carlton hotel to accommodate the 62-member joint board.

Most of their time was spent discussing renewal legislation—combing through the bill took five hours. For starters some directors began questioning the need for legislation. "We're not going to sell our soul for comparative renewal," said one director. By week's end many directors were beginning to think the price of renewal relief as proposed was too high. "They [Congress] want not only our first born but our second born,"

commented one radio board member. Even the concept of making trade-off's with Congress was beginning to bother some directors.

Among some of the more troubling provisions in the draft (BROADCASTING, June 22)



Swift



Patrick

were its recordkeeping requirements. The requirements were considered far too onerous, particularly for smaller stations. Also of concern was that broadcasters wouldn't be able to take credit for programming unless it was in the station's public file. And there was resistance to the overall premise of the draft. The directors are opposed to conditioning renewal on whether a station has provided "meritorious service." They were troubled, said one source, by using any type of adjective. And the directors thought some of the language was too close to a quantified system of content regulation.

Even the draft's author, Representative Al Swift (D-Wash.), wasn't able to enlist much enthusiasm for his measure. Swift and Re-



New leadership. The NAB directors chose new executive committee officers last week. L-r: Radio Board Vice Chairman Robert Fox, KVEN(AM)-KHAY(FM) Ventura, Calif.; TV Board Vice Chairman Margo Cobb, WLWZ-TV Bangor, Me.; network representative Robert Hynes Jr., NBC; Radio Board Chairman Jerry Lyman, RKO Radio; TV Board Chairman Ben McKeel, Nationwide Communications; Radio Board unification rep Bill Clark, Shamrock Broadcasting; Joint Board Chairman Wallace Jorgenson, Jefferson-Pilot Communications; immediate past Chairman Ted Snider, KARN(AM)-KKYK(FM) Little Rock, Ark., and NAB President Eddie Fritts.

Only on the radio side were there any contests. Fox defeated Bill Sanders of KICD-AM-FM Spencer, Iowa, and George Hyde of WQBA-AM-FM Miami. In the first ballot cast, Fox had 16 votes, Sanders, 13 and Hyde 10. In a runoff Fox received 21 votes and Sanders, 17. In the radio chairmanship race, Lyman won with 21 votes against Ray Lockhart of KOGA-AM-FM Ogallala, Nebraska's 18.

Homage to the leader

The National Association of Broadcasters last week honored Senate Majority Leader Robert Byrd (D-W.Va.) for his part in opening the Senate to coverage by the electronic media. Byrd (l), who spoke at the NAB's radio board luncheon, was presented with an award by NAB President Eddie Fritts (r). The senator, whose political career spans 41 years, said the presence of television had improved Senate procedures. There were "dire warnings" that televising Senate proceedings would be disruptive and



disturb the deliberative nature of the body, said the senator. But "none of these fears have materialized," he said. On the contrary, there have been some improvements: "Senators have become more polished speakers," he said. The Senate "is surviving, and TV and radio in the Senate are here to stay," said Byrd.

At the NAB luncheon Byrd asked the broadcasters for support in efforts to reform campaign financing. Byrd said the high costs of political campaigns create the sense that "politics is open only to the affluent."

Budget report

In other NAB board business last week, directors received the final tabulation of the last fiscal year's budget (April 1986-March 1987). It listed revenue of \$12,788,077, \$120,077 more than the projected \$12,668,000. Expenses were \$12,492,974, \$92,274 more than the projected \$12,400,700. The result was a net income of \$295,103 with a fixed reserve of \$216,000 for earnings of \$79,103.

As for revenue, income from radio dues in FY 86-87 was \$3,245,105 (\$3,258,000 projected). Television dues amounted to \$3,400,776 (\$3,400,000 projected). Net income from the NAB's annual convention was \$3,276,038. NAB had estimated \$500,000 in revenue for its 1986 radio convention but actually took in \$476,054. Income from the association's station services department was \$1,123,096.

Expenses by department were: government relations, \$1,103,903 (some \$50,000 more than projected, part of it for the NAB's annual state presidents meeting); legal, \$747,451; public affairs, \$935,784 (\$18,784 more than estimated); station services, \$798,969; minority and special services, \$121,082; science and technology, \$603,452 (\$48,552 over the expected amount, much of it due to engineering projects); research and planning, \$703,225; radio, \$1,092,571, and television, \$690,109.

The NAB's general administrative expenses amounted to \$5,696,428 (\$107,428 more than expected). Among other NAB expenses was the \$388,810 tab for NAB's June 1986 and February 1987 board meetings, up from the \$370,000 approved. NAB's legislative forum held before its winter board meeting in Laguna Niguel, Calif., cost \$43,164, less than the estimated \$65,000. The association's alcohol and drug abuse campaign ran to \$79,394. Staff salaries were \$1,455,360 and travel and entertainment came to \$252,514.

A number of unbudgeted costs were included: \$24,761 for activities associated with NAB President Eddie Fritts's role as vice chairman of the President's Commission on Private Sector Initiatives; \$15,800 for a study NAB and the Radio Advertising Bureau commissioned to develop a marketing campaign to boost the image of radio, and \$10,802 in consultant fees to help develop a new logo for the association.

representative Tom Tauke (R-Iowa), sponsor of another renewal bill that NAB has endorsed, spoke to the board. The two lawmakers are attempting to settle their own differences on renewal relief.

But Swift, according to sources, was confronted by some NAB directors on another matter, his bill (H.R. 1187) that would reimpose the FCC's antitrafficking rule. (The joint board unanimously voted to oppose H.R. 1187, although there was some discussion of a possible compromise on the issue if it were part of a renewal package. It was further suggested to apply the rule to television but not radio.)

It was reported that Swift was "disgusted" by his encounter with the board. The congressman, who talked with BROADCASTING following his remarks to the board, admitted he met with some opposition. "They're nervous and they've got lots of questions," Swift said. "We've been at this stage many times before where this thing can die on the nits. I think the board is prepared to buy the concept if the nits don't bother them too much."

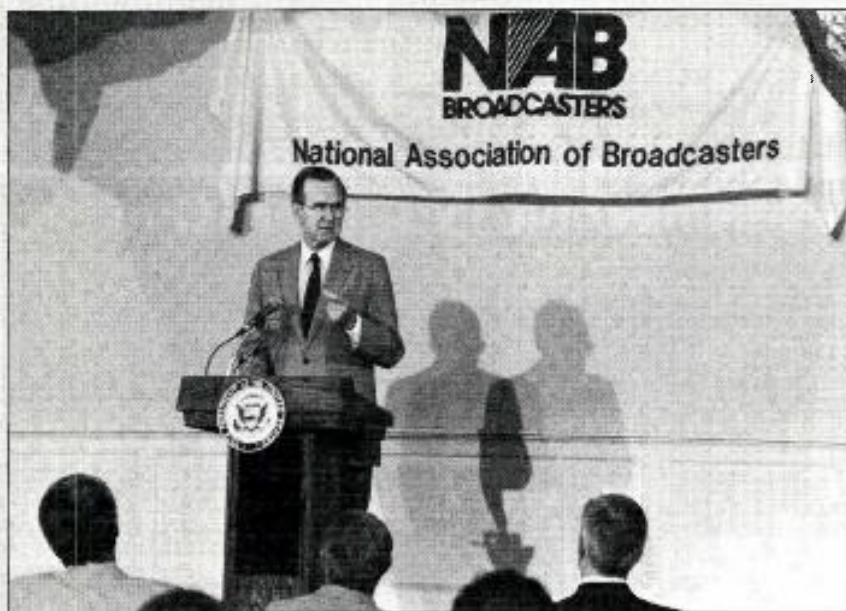
FCC Chairman Dennis Patrick was asked whether the FCC "could" and/or "would" take on reform of the renewal question. The chairman was said to express concern about the proposed bill although he said there is a general feeling at the FCC that comparative renewal needs reform. But Patrick told BROADCASTING it would be up to the broadcasters to raise the issue with the commission. The chairman said he didn't foresee any legal problems with correcting abuses within the comparative process. As for whether the FCC can legally move on the two-step renewal process, Patrick said the matter was "not entirely without legal doubt." Fritts later revealed during a press briefing following the board meeting that he has told the FCC chairman NAB would like him to proceed on that front.

If the board wanted to revise its position on license reform, it also wanted to re-evaluate NAB's position on the fairness doctrine and indecency. A "heated discussion" occurred on that front, according to several directors. There was a sense among the directors that NAB should have taken a more active role in opposing codification of the fairness doctrine. (The association did not launch a major campaign to kill Senate and House legislation that would have codified the doctrine [BROADCASTING, April 27].)

"I am not going to say it was our grandest hour of lobbying," Fritts said at the press briefing. He also admitted to the directors that NAB had "made a mistake" on the fairness doctrine. But Fritts later qualified that by saying he meant "we made a mistake by not conveying to the world that we were opposed to the fairness doctrine as strongly as we did." Fritts said, "this time we have a commitment out of this meeting to fight codification."

The board adopted a resolution which commended President Reagan for vetoing the fairness bill, and Senator Bob Packwood (R-Ore.) and Representative Tauke for their efforts in fighting the measure.

As for NAB's stand on indecency, the as-



Bush before the board. Vice President George Bush was among political luminaries to address the NAB's joint board last week. He called the President's veto of legislation that would have codified the fairness doctrine a "victory for the broadcasting industry." Bush also predicted that any attempt to override the veto would fail. He told NAB directors the administration was still "striving to do better on deregulation." Asked how he felt about the Florida ad tax, Bush preferred to "stay out of that fight." Radio Director George Hyde of WORA-AM-FM Coral Way, Fla., expressed concern that Florida Governor Bob Martinez (author of the ad tax) was playing a crucial role in the Bush campaign. Hyde, who felt Martinez was "antibusiness," asked Bush if the governor would remain part of the campaign. "Absolutely," said Bush who defended Martinez. "I am pleased to have Martinez at my side," Bush said.

sociation is seeking clarification of the FCC's policy. But there is increasing pressure from directors and members that NAB should seek reconsideration. Radio director William O'Shaughnessy, WVOX(AM)-WRTN(FM) New Rochelle, N.Y., offered a resolution to that effect, but the board was only willing to go part way. The final resolution, after several rewrites, read: "Be it resolved in the event the FCC action on reconsideration and clarification of its indecency rulings does not provide sufficient guidance to broadcasters to enable them to determine what constitutes compliance with federal statutes on indecency, then it is the sense of this board that the staff should evaluate an appeal to the courts."

One area that was expected to generate a lively debate was the FCC's proposed rulemaking to reimpose its syndicated exclusivity rules. Television directors discussed the merits of the proposal with Fritts. Earlier this month, Fritts expressed concern in a letter to his board that support of the syndex rulemaking might be counterproductive. His suggestion caused quite an uproar and was even criticized by some directors (BROADCASTING, June 8 and 15). It was expected Fritts might come under fire for that action. However, a resolution adopted by the television board restated the NAB's support for the rulemaking as well as recognized Fritts' efforts. "Be it further resolved that the television board is sensitive to the many issues surrounding syndicated exclusivity suggested by NAB's President and again voices its strong support for the maintenance of man-

datory carriage rules for local television broadcast stations by cable systems pursuant to a compulsory license."

A committee to investigate funding for a U.S. HDTV system was also established by the television board, with estimated development costs put at \$700,000 over two years. □

Appeals court reverses FCC on children's TV commercialization

It says commission was wrong in relying on marketplace to keep advertising loads in check

The FCC was reversed and sharply rebuked by a panel of the U.S. Court of Appeals in Washington last week in connection with the commission's elimination of its long-standing guidelines governing permissible commercialization in television programming aimed at children. The panel, in sending the case back to the commission, said the commission had failed sufficiently to justify its deregulatory action—but it did not stop there. It denounced the commission's rationale that the marketplace provided sufficient regulation.

The panel, in the opinion written by Judge Kenneth W. Starr, said the commission had

offered neither facts nor analysis to support the view that its earlier concerns about market failure—expressed in a report on children's television, in 1974—had been over-emphasized or incorrect. "Without explanation, the commission has suddenly embraced what had therefore been an unthinkable bureaucratic conclusion that the market did in fact operate to restrain the commercial content of children's television," Starr wrote.

The commission had eliminated the guidelines at issue in the same order in 1984 in which it deregulated television generally. The commission said those deregulatory actions were "consistent." "True," wrote Starr, "but insufficient" as an explanation. Joining with Starr in the decision were Judge Harry Edwards and Senior Judge Luther Swygert of the U.S. Court of Appeals for the Seventh Circuit, who was sitting by designation.

The court acted on an appeal brought by Action for Children's Television and Black Citizens for a Fair Media. And Peggy Charren, head of ACT, said, "Now it's up to the FCC to prove the relaxation of guidelines did not increase commercialization in children's programming. It would take a Houdini to do that." □

Networks' upfront: price increases

C-P-M's up 20% to 50%; use of people meters seen as factor

The television network upfront marketplace slowly began to build steam last week with NBC and ABC said to be submitting plans to at least a few advertisers. There were not yet enough deals to provide a reliable sense of the market and, as a result, impressions varied.

Most of those who commented said the initial plan submissions—which are now subject to negotiation between the networks and buyers—were calling for 20% to as high as 50% increases in cost-per-thousand measured viewers (C-P-M's). Those estimates, made by comparing last year's C-P-M's based on diary-based audience numbers against projected C-P-M's using people-meter-based numbers, were provided by agency executives, who will have to justify the cost of the particular buys made on behalf of their clients. Said one top-10 agency executive who asked not to be named: "This would translate into [three-network] unit price increases perhaps higher than 6%-to-8%; for NBC the number might be 12%-to-15%. The difference (between C-P-M increases and unit price increases) is an estimated fall off of [measured] viewers of between 20%-and-30%. The networks seem to be holding the whip hand. Maybe they feel that having to provide guarantees under the imponderables of people meter numbers gives them the right to ask for big increases."

A different perspective was provided by another agency executive: "On a people-meter-to-people-meter-basis, the C-P-M increases provided so far are up by 13% on the target audience and 6% on homes. Every-

body at the networks seem to be afraid of their own shadows."

Already some plans with movie companies may have been finalized as of last week, said one agency executive, but those deals would be less meaningful because the stu-

dios typically were not concerned about guarantees.

One security analyst who follows CBS and Capital Cities/ABC said it is possible the networks have so far refused to sign a new contract with A.C. Nielsen (which, along

with AGB will provide the ratings information used for guarantees) as part of a strategy: "The longer they [the television networks] delay, the longer demand is pent up, and the faster plans will be sold when the market finally does break." □

Jackie Gleason: remembering TV's 'Great One'

The veteran comedian-actor who died of cancer last week at 71 left a video legacy to stand with TV's best

Jackie Gleason, 71, whose television career began with a guest spot on Ed Sullivan's *Toast of the Town* in 1948, and who went on to become one of the new medium's highest paid stars and creator of one of its longest running shows, died of cancer June 24 at his home in Fort Lauderdale, Fla. His death followed by two days that of another veteran entertainer who made his television debut on the Sullivan show, dancer Fred Astaire (see box, page 75).

Gleason's most famous creation, *The Honeymooners*, was born as a sketch in 1950 when Gleason was hosting *The Cavalcade of Stars* on the DuMont television network. It was on that hour-long variety show that Gleason also developed many of the characters that would appear on his later shows—Reggie Van Gleason III, The Poor Soul and Joe the Bartender.

Gleason was born on Feb. 26, 1916, to Irish parents in Brooklyn. He quit school at 16 to work in vaudeville where he became a master of ceremonies, danced, did impressions and worked up a comedy act with a friend. He then took a solo act on the vaudeville and burlesque circuits. He was working in a New York nightclub in 1941 when he attracted the attention of Jack Warner, who gave him a Warner Bros. contract later that evening. In addition to appearing in six films between 1941 and 1950, he appeared in four stage productions.

After his appearance on Sullivan's show, radio writer Irving Brecher suggested Gleason for the starring role in NBC's television version of Brecher's *Life of Riley*. (The radio version starred William Bendix, who was under contract to RKO, which refused to allow him to perform on TV.) *Life of Riley* ran from Oct. 4, 1949, to March 28, 1950. (Bendix eventually got to play Chester A. Riley in the second NBC version of the show which began in 1953 and ran for more than five years.)

After *Riley's* end in 1950, Gleason left Hollywood for New York where he was hired to host *Cavalcade of Stars*. In one show he was teamed up in a sketch with an actor the show's writers had seen on Morey Amsterdam's show, 32-year-old Art Carney. In a biography of Gleason, Carney remembered: "I had never heard of Gleason before we did the sketch, but I'm telling you, we clicked like we had been doing an act together for years. Whatever he gave me I gave him back in spades. It was incredible the way we hit it off." In the fall of 1950, Gleason came up with an idea for a sketch about a blue-collar couple who lived in a flat in Brooklyn simi-

lar to ones he remembered from childhood. Among titles suggested for the sketch were "The Beast" and "The Lovers," both discarded when Gleason came up with "The Honeymooners."

The first sketch aired in 1951, with Gleason as bus driver Ralph Kramden, Pert Kelton as his wife, Alice, and Carney as a neighborhood policeman. It was a hit and became a regular feature with Carney playing Gleason's neighbor and friend, sewer worker Ed Norton.

Frank Sinatra asked Gleason to be a guest on his CBS show in 1952 and when CBS



Jackie Gleason/Ralph Kramden

founder William Paley saw him he wanted the comedian for his network. So in September of that year Gleason signed a two-year, \$11-million contract to deliver a one-hour variety show on Saturday night. He had control over every aspect of the *The Jackie Gleason Show*: writing, editing, producing, lighting, music, etc.

In 1955 Buick approached Gleason with an offer to sponsor a live-on-film half-hour version of the *The Honeymooners* which had been the second half-hour of *The Jackie Gleason Show*. Buick gave him a two-year contract for \$14 million, and he produced the 39 shows with Carney, Meadows and Joyce Randolph as Norton's wife, Trixie, that have since become TV classics. After that 1955-56 season, Gleason decided the writers couldn't keep up the same quality of writing, and he refused to film a second year. But those 39 shows have been seen on stations through syndication (from Viacom) since 1957.

Those reruns led to an interesting turn of events in 1985. The year before, *Honeymooners* director Frank Satenstein, speaking at the annual convention of the show's fan club, RALPH (the Royal Association for the Longevity and Preservation of the Honeymooners) said that CBS had some kinescopes of other *Honeymooners* sketches

from the 1952-56 *Gleason* show. Viacom approached CBS and Gleason (who had been keeping them in an air-conditioned vault) and, beginning in August 1985, 75 episodes of varying lengths were shown, preceded by much fanfare, on Viacom's pay cable service, Showtime. After a year's exclusive run on the pay channel, Viacom put the "Lost Episodes" into syndication and, the syndicator said, had phenomenal sales. (Viacom said last week that 113 stations are currently airing the original and new *Honeymooners*. One station, superstation WPIX(TV) New York, said a Viacom spokesperson, has shown the 39 "120 to 130 times each.")

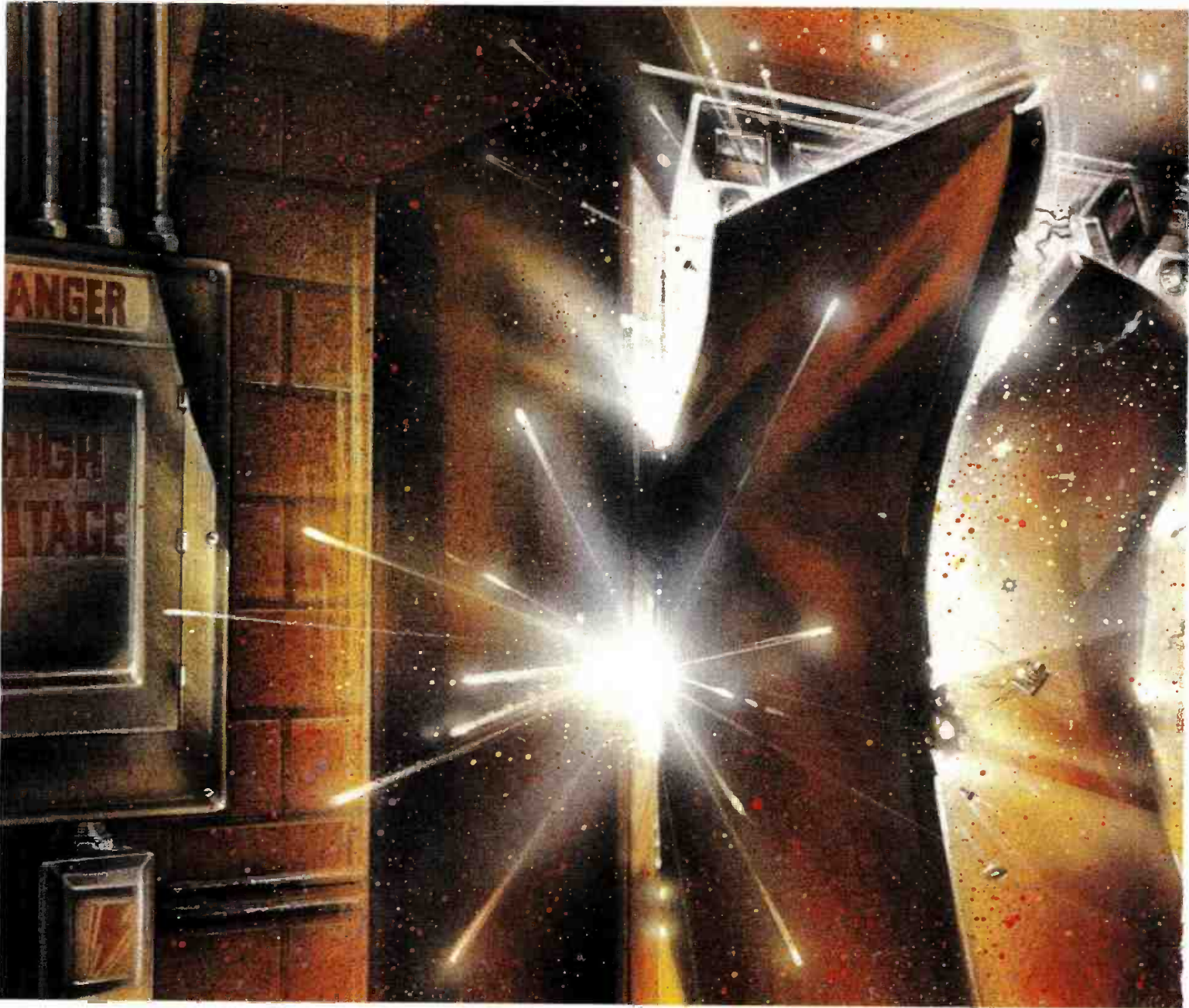
Gleason continued his variety show format on CBS with brief hiatuses until 1970. In 1966 he moved the show from New York to Miami so he could attend to another of his passions, golf. According to Dick Green, Gleason's long-time lawyer, the city of Miami Beach "romanced Gleason. It provided him with the Miami Beach Auditorium" where the show originated. Gleason reciprocated with great promotion for the city; each show opened saying it originated from "the sun and fun capital of the world." Once again Gleason was in charge of everything. As Green said, "He paid for everything. His contract with CBS called for him to deliver a piece of tape." He hired the cast, the musicians, the dancers, the technicians. And as a result, Green said, "nobody had as much freedom from network or sponsor control as Gleason."

In 1970 his show was canceled by CBS. He signed briefly with NBC (no show resulted) and ABC.

He began spending more time on plays and films, most notably his Oscar-nominated portrayal of pool hustler Minnesota Fats in "The Hustler" in 1961. A newer generation remembers him as the cantankerous Southern sheriff in Burt Reynolds's "Smokey and the Bandit" and in its two sequels, in "The Toy" with Richard Pryor, in "Sting II" and most recently "Nothing in Common," with Tom Hanks. In addition to "Hustler," Gleason's earlier film work included "Gigot" (he wrote both the story and musical score); "Requiem for a Heavyweight" (1962); "Soldier in the Rain" (1963), and "Papa's Delicate Condition" (1963). He won a Tony award for his 1959 performance in "Take Me Along," but he never won an Emmy.

When asked his thoughts last week on "The Great One," CBS Chairman Paley said: "Television and Jackie Gleason were simply made for each other. He flooded the screen with talent. He was an original from start to finish. Behind all those wonderful characters was a warm and generous person. His work seems as fresh as ever today. Happily, that part of him will be with us forever." □

“WHEN OUR TRANSMITTER STOPPED...EXCEPT THE



Chattanooga. January 26, 1987. WTVG's transmitter — from a Harris competitor — exploded. Doors blew away. Quarter-inch-thick sheet steel melted. And Channel 9 went off the air.

Working through the night in subzero weather, Director of Engineering and Broadcast Operations Manager Dennis Brown and his staff would bring the station to half power in 18 hours. But less power

BLEW UP, EVERYTHING EXPENSES”

F. Lewis Robertson
Vice President/General Manager,
WTVC



still meant less revenue. They needed a replacement fast . . . in 30 days rather than 30 weeks. Says Brown with a smile, "We knew if anyone could, Harris could."

The day after the accident, a Harris rep was on site. Assessing damage. Identifying needs. Rolling up the shirtsleeves to pitch in. And once Lewis Robertson gave the go-ahead, a new Harris transmitter was in place and operating just 30

days after the order. Channel 9 was back on the air at full power . . . with a picture viewers felt was better than ever!

At Harris, we understand the special pace and requirements of the broadcast industry. We've responded fast and effectively to our customers' needs for over 65 years. Supplying a full line of transmitters, antennas, control systems, and other high-quality communications products.

So when your signal goes up in smoke, depend on Harris to put you back on the air. For the full story, and your free *On The Air* poster, call us today TOLL FREE:

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CBS up, NBC and ABC down in May sweeps

NBC is off 4%, CBS up 8% and ABC down 19%, according to Arbitron

Household delivery in prime time by affiliates to the three major networks was down 4% in the Nielsen May sweep, averaging a combined 36,146,000 homes, and down 5.4% in the Arbitron May sweep, averaging a combined 33,943,000 homes. That's according to a preliminary analysis of the May sweep ratings by NBC.

In the Arbitron sweep, as in Nielsen, NBC affiliates were first, although their combined average household delivery was off 4% to 12,566,000 homes in prime time, according to the NBC analysis. CBS recaptured second place in homes delivered in the Arbitron with an average 11,674,000, up 8%. ABC affiliates fell 19% in homes delivered, with a combined average of 9,703,000 households.

The following is a market-by-market pre-

sentation of daypart audience estimates for TV households in total survey areas during network prime time (Monday-Saturday, 8-11 p.m., and Sunday, 7-11 p.m., Eastern time). Numbers are in thousands (add 000). Bold-face numbers indicate the market winner. A dash indicates no primary or secondary affiliation in the market. Not included are markets Arbitron does not measure, including those in Hawaii, Alaska and the U.S. Virgin Islands.

ADI (rank)	1987 TSA households (000)			ADI (rank)	1987 TSA households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
Abilene-Sweetwater, Tex. (157)	13	15	22	Des Moines (66)	35	53	54
Albany, Ga. (153)	3	—	55	Detroit (7)	221	205	285
Albany-Schenectady-Troy, N.Y. (51)	56	73	79	Dothan, Ala. (160)	7	37	—
Albuquerque, N.M. (65)	49	42	63	Duluth, Minn.-Superior, Wis. (120)	24	23	26
Alexandria, La. (161)	5	—	36	El Centro, Calif.-Yuma, Ariz. (182)	—	3	8
Alexandria, Minn. (183)	—	29	—	El Paso (105)	28	27	39
Alpena, Mich. (212)	—	6	—	Elmira, N.Y. (165)	10	—	15
Amarillo, Tex. (117)	28	24	26	Erie, Pa. (137)	17	17	37
Ardmore-Ada, Okla. (174)	12	16	12	Eugene, Ore. (133)	23	29	15
Atlanta (12)	140	170	180	Eureka, Calif. (187)	—	7	7
Augusta, Ga. (99)	39	37	25	Evansville, Ind. (90)	35	33	35
Austin, Tex. (72)	35	52	36	Fargo, N.D. (104)	22	27	29
Bakersfield, Calif. (148)	19	20	22	Farmington, N.M. (201)	—	—	6
Baltimore (21)	128	133	143	Flagstaff, Ariz. (206)	—	—	5
Bangor, Me. (154)	12	21	21	Flint-Saginaw-Bay City, Mich. (56)	64	35	81
Baton Rouge (91)	49	58	40	Florence, S.C. (144)	19	51	—
Beaumont-Port Arthur, Tex. (122)	27	37	38	Fort Myers-Naples, Fla. (101)	16	39	36
Bend, Ore. (208)	—	3	3	Fort Smith, Ark. (147)	16	27	14
Billings-Hardin, Mont. (163)	11	14	8	Fort Wayne, Ind. (97)	31	35	30
Biloxi-Gulfport-Pascagoula, Miss. (179)	23	—	—	Fresno-Visalia, Calif. (63)	46	45	52
Binghamton, N.Y. (132)	9	42	19	Gainesville, Fla. (169)	19	—	—
Birmingham (Anniston), Ala. (43)	73	51	106	Glendive, Mont. (213)	—	1	1
Bluefield-Beckley-Oak Hill, W.Va. (143)	17	—	24	Grand Junction-Durango, Colo. (175)	6	12	9
Boise, Idaho (138)	16	18	24	Grand Rapids-Kalamazoo, Mich. (40)	63	68	84
Boston (6)	228	240	298	Great Falls, Mont. (178)	8	10	4
Bowling Green, Ky. (197)	16	—	—	Green Bay-Appleton, Wis. (68)	45	48	59
Bristol, Va.-Kingsport, Johnson City, Tenn. (82)	14	37	62	Greensboro-Winston Salem-High Point, N.C. (50)	60	88	80
Buffalo, N.Y. (36)	77	82	104	Greenville-New Bern-Washington, N.C. (96)	23	39	51
Burlington, Vt.-Plattsburgh, N.Y. (93)	9	39	34	Greenville-Spartanburg, S.C.-Asheville, N.C. (38)	65	89	117
Butte, Mont. (188)	6	9	7	Greenwood-Greenville, Miss. (168)	19	11	—
Casper-Riverton, Wyo. (184)	3	5	9	Hagerstown, Md. (194)	—	—	13
Cedar Rapids-Waterloo-Dubuque, Iowa (75)	33	37	54	Harrisburg-York-Lancaster-Lebanon, Pa. (45)	43	63	103
Charleston, S.C. (109)	26	40	42	Harrisonburg, Va. (200)	14	—	—
Charleston-Huntington, W.Va. (47)	54	69	105	Hartford-New Haven, Conn. (23)	95	145	79
Charlotte, N.C. (32)	72	117	53	Helena, Mont. (210)	—	—	4
Charlottesville, Va. (196)	—	—	9	Houston (10)	204	164	184
Chattanooga (80)	37	39	53	Huntsville-Decatur-Florence, Ala. (89)	32	41	42
Cheyenne, Wyo.-Scottsbluff, Neb. (192)	—	10	4	Idaho Falls-Pocatello (159)	8	15	14
Chicago (3)	407	320	415	Indianapolis (24)	93	112	136
Chico-Redding, Calif. (141)	21	19	10	Jackson, Miss. (85)	23	53	61
Cincinnati (28)	70	89	105	Jackson, Tenn. (191)	23	—	—
Clarksburg-Weston, W.Va. (166)	—	21	20	Jacksonville, Fla. (57)	33	75	52
Cleveland (11)	201	190	202	Johnstown-Altoona, Pa. (86)	—	52	67
Colorado Springs-Pueblo (100)	26	33	33	Jonesboro, Ark. (176)	20	—	—
Columbia, S.C. (88)	26	34	76	Joplin, Mo.-Pittsburg, Kan. (118)	21	28	24
Columbia-Jefferson City, Mo. (142)	11	23	23	Kansas City, Mo. (29)	74	104	101
Columbus, Ga. (121)	34	36	16	Knoxville, Tenn. (61)	47	75	43
Columbus, Ohio (34)	73	100	117	La Crosse-Eau Claire, Wis. (136)	14	25	31
Columbus-Tupelo, Miss. (135)	6	27	44	Lafayette, Ind. (192)	—	9	—
Corpus Christi, Tex. (119)	24	21	25	Lafayette, La. (112)	34	50	—
Dallas-Fort Worth (8)	183	226	191	Lake Charles, La. (172)	—	—	35
Davenport, Iowa-Rock Island-Moline, Ill. (74)	34	41	58	Lansing, Mich. (102)	—	46	36
Dayton, Ohio (48)	53	86	64	Laredo, Tex. (199)	3	3	4
Denver (19)	116	118	132	Las Vegas (94)	23	32	39



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ADI (rank)	1987 TSA households (000)			ADI (rank)	1987 TSA households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
Laurel-Hattiesburg, Miss. (162)	—	3	27	Rochester, N.Y. (70)	42	50	55
Lexington, Ky. (73)	32	53	47	Rockford, Ill. (114)	24	26	28
Lima, Ohio (195)	—	—	14	Roswell, N.M. (180)	—	14	—
Lincoln-Hastings-Kearney, Neb. (92)	17	41	11	Sacramento-Stockton, Calif. (20)	104	107	143
Little Rock, Ark. (53)	54	63	69	St. Joseph, Mo. (189)	12	—	—
Los Angeles (2)	473	433	539	St. Louis (18)	107	151	176
Louisville, Ky. (49)	47	83	92	Salinas-Monterey-San Jose, Calif. (111)	33	19	36
Lubbock, Tex. (150)	13	22	20	Salisbury, Md. (164)	11	24	22
Macon, Ga. (131)	14	33	16	Salt Lake City (41)	68	68	79
Madison, Wis. (107)	26	37	34	San Angelo, Tex. (190)	—	10	—
Mankato, Minn. (209)	—	12	—	San Antonio, Tex. (44)	57	79	75
Marquette, Mich. (185)	—	18	—	San Diego (25)	78	90	89
McAllen-Brownsville, Tex. (116)	22	23	19	San Francisco (5)	224	227	269
Medford, Ore. (155)	10	16	27	Santa Barbara-Santa Maria, Calif. (113)	19	20	19
Memphis (39)	53	93	113	Sarasota, Fla. (156)	13	—	—
Meridian, Miss. (177)	16	9	7	Savannah, Ga. (110)	17	43	35
Miami (14)	138	167	168	Seattle-Tacoma (16)	119	131	157
Milwaukee (30)	77	94	113	Shreveport, La.-Texarkana, Tex. (62)	57	76	60
Minneapolis-St. Paul (15)	118	158	139	Sioux City, Iowa (123)	20	10	29
Minot-Bismarck-Dickinson, N.D. (146)	5	19	26	Sioux Falls-Mitchell, S.D. (98)	25	46	19
Missoula-Butte, Mont. (173)	10	9	12	South Bend-Elkhart, Ind. (84)	29	49	56
Mobile, Ala.-Pensacola, Fla. (55)	42	83	72	Spokane, Wash. (78)	37	40	48
Monroe, La.-El Dorado, Ark. (115)	11	49	22	Springfield, Mass. (106)	27	—	44
Montgomery-Seima, Ala. (108)	12	30	59	Springfield, Mo. (83)	14	44	49
Nashville (31)	67	126	123	Springfield-Decatur-Champaign, Ill. (76)	36	51	50
New Orleans (33)	71	122	107	Syracuse, N.Y. (67)	46	59	65
New York (1)	760	804	906	Tallahassee, Fla.-Thomasville, Ga. (129)	9	40	10
Norfolk-Portsmouth-Newport News, Va. (46)	56	68	81	Tampa-St. Petersburg (17)	133	184	176
North Platte, Neb. (211)	—	—	5	Terre Haute, Ind. (127)	8	31	36
Odessa-Midland, Tex. (140)	20	26	22	Toledo, Ohio (64)	45	65	78
Oklahoma City (37)	58	95	83	Topeka, Kan. (144)	9	27	19
Omaha (69)	46	45	54	Traverse City-Cadillac, Mich. (139)	13	39	31
Orlando-Daytona Beach-Melbourne, Fla. (27)	99	110	231	Tucson, Ariz. (81)	35	35	43
Ottumwa, Iowa-Kirksville, Mo. (204)	13	—	—	Tulsa, Okla. (52)	65	65	67
Paducah, Ky.-Cape Girardeau, Mo. (77)	24	56	52	Tuscaloosa, Ala. (186)	—	8	—
Palm Springs, Calif. (181)	6	—	7	Twin Falls, Idaho (203)	—	8	—
Panama City, Fla. (171)	14	—	23	Tyler-Longview, Tex. (125)	37	8	4
Parkersburg, W.Va. (198)	—	—	9	Utica, N.Y. (158)	12	—	24
Peoria, Ill. (103)	22	27	33	Victoria, Tex. (207)	3	—	7
Philadelphia (4)	374	333	389	Waco-Temple, Tex. (95)	12	41	29
Phoenix (22)	92	129	116	Washington (9)	165	188	183
Pittsburgh (13)	168	199	154	Watertown-Carthage, N.Y. (170)	—	16	—
Portland, Ore. (26)	82	100	105	Wausau-Rhineland, Wis. (130)	25	29	11
Portland-Poland Spring, Me. (79)	45	33	52	West Palm Beach-Ft. Pierce-Vero Beach, Fla. (54)	41	32	72
Presque Isle, Me. (205)	—	6	—	Wheeling, W.Va.-Steubenville, Ohio (134)	—	41	36
Providence, R.I.-New Bedford, Mass. (42)	66	63	102	Wichita-Hutchinson, Kan. (58)	35	65	49
Quincy, Ill.-Hannibal, Mo. (151)	—	23	22	Wichita Falls, Tex.-Lawton, Okla. (126)	16	20	22
Raleigh-Durham, N.C. (35)	76	96	46	Wilkes Barre-Scranton, Pa. (59)	65	52	75
Rapid City, S.D. (167)	17	—	12	Wilmington, N.C. (152)	21	7	52
Reno (124)	20	19	21	Yakima, Wash. (128)	16	23	19
Richmond, Va. (60)	48	67	59	Youngstown, Ohio (87)	30	50	52
Roanoke-Lynchburg, Va. (71)	27	63	52	Zanesville, Ohio (202)	—	—	10
Rochester-Austin, Minn.-Mason City, Iowa (149)	17	17	21				

Lines blur between hype and distortion in local sweeps

WCCO-TV Minneapolis suit charging KARE(TV) with distorting ratings by sending survey to viewers asking them to watch and comment on KARE news during sweeps bespeaks problems in other markets

As the television networks and other national programmers are confronting the disruptive transition to the people meter, local TV stations are facing a different audience measurement trauma—one that has called into question the integrity of station operators as well as the rating services supplied by Nielsen and Arbitron.

Some broadcasters say that the number of stations around the country attempting to distort ratings in the sweeps has increased dramatically, as a result of Arbitron and Nielsen policies they see as nothing more

than a slap on the wrist—a footnote on the offending behavior in the applicable rating book. Some believe that such soft-hearted sanctions from the rating services may lead in the coming months to an epidemic of attempted ratings manipulation that could for all practical purposes render the current audience measurement system meaningless.

“What’s at stake here is the total reliability of the rating services,” said Paul Raymon, vice president and general manager of WAGA-TV Atlanta. The Atlanta market was one of three markets where the local May books were footnoted by both Arbitron and Nielsen for alleged “research projects” conducted on behalf of one station in each of the three markets by the Minneapolis-based Atkinson Research. Competing stations in those markets, which also included Minneapolis and Orlando, Fla., charged that the Atkinson

surveys amounted to gross distortions of the sweeps period ratings and called upon Arbitron and Nielsen to delist the offending stations.

In one of the markets involved, Minneapolis, Midwest Communications, parent company of WCCO-TV there, has filed an unprecedented lawsuit against Gannett Co.’s KARE(TV), charging the latter with gaining an illegal and unfair competitive advantage in the market for both viewers and advertising sales by commissioning the Atkinson research survey (“In Brief,” June 22). The survey, mailed out at the end of April, just as the sweeps started, included a three-page questionnaire and cover letter purporting to solicit viewer information about local news viewership. The cover letter, signed by company President Ronald P. Atkinson, said the survey was trying to determine, on behalf of

KARE (ch. 11), "what viewers want" in news stories. "I would like you to watch channel 11 as often as possible for the next seven days, then tell us your reactions to what you saw. Try to watch at 10 p.m. especially."

In its court papers, WCCO-TV's Midwest says that KARE's 10 p.m. news ratings increased by 30% in the market and that the station climbed to second place in the time period, displacing KSTP-TV. WCCO-TV remained in first place. Midwest charged that the Atkinson survey was a manipulative ploy that illegally interfered with WCCO-TV's contractual relationships with advertisers in the market, and that damages in excess of \$50,000, perhaps much more, will be incurred. (Minnesota's so-called "Hollywood statute" prohibits plaintiffs from citing a damage figure of more than \$50,000, designed to curb headlines reporting multimillion dollar lawsuits. Midwest called on the court to issue a permanent injunction against rating-distorting ploys by the station, and Atkinson, in the future.

According to Jim Rupp, Midwest president and chief executive officer, and others, the Minneapolis case, and other cases, such as that involving KABC-TV Los Angeles, where the station did a heavily promoted eight-part special report in the May sweeps on Nielsen families, are signs the worst is yet to come. Rupp cited KABC-TV general manager John Severino's justification for the piece that while it probably manipulated the viewing of Nielsen families in Los Angeles, "there is nothing in the Nielsen policy that says you cannot do that." It's that kind of mentality, coupled with a lack of harsh penalties for blatant violations, that leads Rupp to believe that "before you know it, you'll have 20 markets," in a given sweeps period

where ratings distortion occurs. "Within a year, maybe you'll have hundreds of stations doing it."

WAGA-TV's Raymon agrees. When he found out about the survey that Atkinson did for the Gannett station in Atlanta, WXIA-TV, which was similar to the one done in Minneapolis, he urged both Arbitron and Nielsen to delete WXIA-TV's ratings from the May book for distortion tactics. Both declined to do so, citing policies that call for such action only if there is proof that an attempt was made to manipulate the viewing of diary keepers or persons in metered households. In both the Minneapolis and Atlanta surveys, it is believed that Atkinson sent out perhaps tens of thousands of questionnaires. Rupp said between 20 and 30 employees at his station alone received a copy in Minneapolis, while Raymon reported almost as many staffers at his Atlanta station receiving the survey.

If something isn't done to prevent such manipulation in the future, said Raymon, "I would have to believe we are going to see a lot more of this, if for no other reason than self defense. The ratings will no longer reflect which station has the best programming, but rather which station comes up with the best effort to manipulate."

Despite the complaining from stations that feel they were wronged, there is a flip side to the issue that complicates matters. Promotional efforts customarily intensify during sweep periods, and, promotional contests to enhance sweeps viewership are often tacitly accepted by the broadcast community as a part of doing business. For example, during the same sweep period for which WCCO-TV is suing KARE for distortion, a footnote appearing in the Minneapolis

book indicates that WCCO-TV staged a contest of its own. It was called the "Jeopardy Minnesota Trivia Contest," which the station ran from May 4 to May 20 during its *Jeopardy* telecast from 4 to 4:30 p.m.

While such contests violate the spirit of guidelines of both Arbitron and Nielsen, broadcasters accept them as part of the promotion game. Station people refer to it as "hypoing" the ratings. "Hypoing is hypoing and there is a certain tolerance for it," said Nolan Quam, general manager of WESH-TV Orlando, Fla. One example, he submitted, was a contest his station ran last November, with a free trip as a prize, when the syndicated version of *Magnum P.I.* premiered on the station. The contest was footnoted in both the Nielsen and Arbitron November books. Thus, the difference between hypoing and distortion appears to be one of degree. "Exactly," stated Quam. For the past four sweep periods, he said, a competitor in the market, WCPX-TV, has overstepped the boundary from hype to distortion with its own Atkinson surveys, similar to those the company did in Atlanta and Minneapolis.

Quam challenged the "integrity" of the station, and has not ruled out legal action. He has also asked the rating services, so far unsuccessfully, to impose harsher sanctions for what he says are violations of rating manipulation. "If they don't get this thing nipped in the bud, its going to spread like wildfire," he said.

A number of observers suggested last week that the two rating services may be reluctant to revise their policies, for fear of annoying clients and perhaps encouraging a flurry of law suits around the country. KABC-TV, for example, has sued Nielsen for delisting the ratings in Los Angeles for the 11-to-

NBC wins prime time; CBS's news slump continues

NBC continues to win the off-season prime time race, taking the week ended June 21, according to the Nielsen numbers, with a 13.5 rating and a 25.5 share. CBS's prime time average was a 10.1/19.3, while ABC pulled in a 9.9/18.9. A year ago NBC won with a 12.7/24. ABC had an 11.1/21 and CBS a 10.5/20.

In the evening news race, it was also NBC's win, this time with a 10.1/22, followed by ABC's 9.0/20 and CBS's 8.7/19. Last year it was CBS

with a 10.1/22, NBC with a 9.9/22 and ABC with a 9.3/20.

In news, ABC has taken second place, ahead of CBS, for the last four weeks (ended June 21). That tightens up the news rankings for the three networks on both a year-to-date and summer-season-to-date basis. (In both cases, CBS holds second place.) For news, the Y-T-D stats run: NBC 11.6/22, CBS 11.4/22 and ABC 10.1/19. For this year's summer season, the rankings are: NBC 10.3/22, CBS 9.6/21 and ABC 9.3/20.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Family Ties	NBC	21.5/40	24.	Crime Story	NBC	13.3/27	47.	Thurs. Special Movie Prsnt.	CBS	8.7/16
2.	Cosby Show	NBC	20.3/39	25.	L.A. Law	NBC	13.2/24	48.	Monday Night Baseball	ABC	8.6/15
3.	Cheers	NBC	18.4/35	26.	Sunday Night Movie	ABC	13.1/23	48.	Summer Playhouse	CBS	8.6/18
4.	20/20	ABC	18.2/32	27.	Equalizer	CBS	12.5/23	50.	Our House	NBC	8.4/18
5.	Golden Girls	NBC	17.7/36	27.	Cagney & Lacey	CBS	12.5/23	51.	Starman	ABC	8.3/17
6.	Growing Pains	ABC	17.3/32	29.	My Sister Sam	CBS	12.2/21	52.	Stingray	NBC	7.9/17
7.	Murder, She Wrote	CBS	16.8/32	30.	Me & Mrs. C	NBC	12.0/27	53.	Hard Copy	CBS	7.4/15
8.	Sunday Movie	CBS	15.8/27	31.	MacGyver	ABC	11.9/22	54.	Saturday Movie	CBS	7.2/16
8.	Tuesday Movie of the Week	NBC	15.8/28	31.	20 Years Charles Kuralt	CBS	11.9/23	55.	Shell Game	CBS	7.0/13
10.	Who's the Boss?	ABC	15.6/30	33.	Kate & Allie	CBS	11.7/22	56.	Heart of the City	ABC	6.9/13
11.	Miami Vice	NBC	15.3/30	33.	Facts of Life	NBC	11.7/22	56.	Dallas	CBS	6.9/14
11.	Monday Night Movie	NBC	15.3/27	35.	Head of the Class	ABC	11.4/22	58.	Friday Night Movie	ABC	6.5/13
13.	Molly Dodd	NBC	15.1/27	36.	Spenser for Hire	ABC	11.3/20	59.	Bugs Bunny	CBS	6.3/12
14.	Moonlighting	ABC	14.9/26	37.	Time Out for Dad	NBC	11.1/21	60.	Our Kids	ABC	6.2/12
14.	Hunter	NBC	14.9/31	38.	227	NBC	10.9/25	61.	Our World	ABC	6.1/12
16.	Matlock	NBC	14.6/27	39.	Perfect Strangers	ABC	10.7/22	61.	Sidekicks	ABC	6.1/14
17.	60 Minutes	CBS	14.5/31	40.	Alf	NBC	10.6/20	63.	West 57th	CBS	6.0/13
17.	Night Court	NBC	14.5/26	40.	Highway to Heaven	NBC	10.6/21	64.	Webster	ABC	5.8/14
19.	Newhart	CBS	14.3/24	42.	Hotel	ABC	10.5/19	65.	Dads	ABC	5.7/12
20.	Valerie	NBC	14.1/25	43.	St. Elsewhere	NBC	10.0/18	66.	Wizard	CBS	5.4/10
21.	Amen	NBC	14.0/28	44.	Mr. Belvedere	ABC	9.9/20	67.	Gung Ho	ABC	4.3/9
22.	Designing Women	CBS	13.8/23	45.	Sledge Hammer	ABC	9.2/20				
23.	Sunday Night Movie	NBC	13.5/23	46.	Tuesday Movie	CBS	8.8/16				

*indicates premiere episode

11:30 p.m. half-hour in the week its Nielsen family special ran. (The first night the special ran, the station scored an 18.2 late news rating, compared to the 8.3 rating it received the prior evening.) It is claiming that Nielsen has no formal written policy expressly forbidding the kind of news report it did and that company officials, who participated by granting interviews for the piece, cooperated fully, giving no indication the report was a violation of Nielsen's rules.

Roy Anderson, a senior vice president at Nielsen, said the company is currently reviewing its policy concerning rating manipulation. "What can actually be done is something else," he said. "There seems to be an intent to increase this type of behavior and we'd like to address it."

Pierre Megroz, vice president, marketing and sales, Arbitron, said that the company's policies concerning contests and promotions would come under review at an upcoming advisory board meeting at the end of July. He

said several station general managers and the Electronic Media Ratings Council had been invited to make presentations at the meeting. "We won't interfere with a person's right to do business in the open market," he said. But, he added, "We would welcome any proposal to quantify and define the conditions under which we do certain things," such as the use of footnotes or harsher sanctions.

Of the stations involved in Atkinson survey cases, only KARE(TV) general manager Joseph Franzgrote commented, and he defended the decision to commission the survey. "WCCO-TV appears upset about our ongoing research," he said. "It appears to be a reaction to the fact that our ratings in May continue on an upward growth trend," a trend he said has been evident since 1983. He added that the WCCO-TV suit has "no basis whatsoever."

Ron Atkinson could not be reached for comment, but he also vigorously defended

the timing and method of his station research on a recent edition of *Nightline*. Asked if he'd do it again, Atkinson replied, "Absolutely. I'm doing something that has two components that every station in the country does—they ask people to watch their product in one of a variety of ways, and they ask most aggressively during sweeps periods, and they do research asking viewers' reactions to their product."

The Electronic Media Research Council has also gotten into the act. The council's executive director, Melvin Goldberg, said last week that its subcommittee on standards would meet this week to discuss possible guidelines for stations and rating services. "We are against ratings distortion," he said. "But the problem is the definition—at what point does it become distortion." Goldberg suggested that any "intent" to influence the rating sample amounts to distortion. Proving that, he said, is "very tough." □

Syndication Marketplace

Tribune Entertainment reports clearing *Sons of Scarface: The New Mafia*, the next Geraldo Rivera special, on 157 stations, covering more than 90% of the country, including the Tribune stations and WDAF-TV Philadelphia, KTVU(TV) San Francisco, WKBD-TV Detroit, KTVT(TV) Dallas and KHTV-TV Houston. Barter distribution of the special gives stations 12 minutes and Tribune 12 minutes. It will run on Aug. 17 from 8 to 10 p.m. *Sons of Scarface* will include produced field segments, live field segments and live segments with an audience from the CBS Broadcast Center in New York.

Dow Jones and Co. has signed Consuelo Mack to host *The Wall Street Journal Report on Television*. Mack was formerly host of Buena Vista Television's canceled series, *Today's Business*.

Columbia/Embassy Television has renewed its contract with Tribune Entertainment for the national sales of barter time through the 1987-88 season. The second phase of the "Embassy Night at the Movies" package will kick off in October with "Fright Night."

Orbis Communications and the NBC-owned stations have partnered for the distribution and production of *Headlines on Trial*, a half-hour public affairs series hosted by Arthur Miller. *Headlines on Trial* currently is produced by NBC's WRC-TV Washington, where it has appeared since Jan. 24. Miller, a professor at Harvard Law School, also hosts the PBS program, *Miller's Court*, and writes columns for the *Boston Globe* and *USA Today*. Barter distribution of 30 first-run episodes and 22 repeats will give stations three-and-a-half minutes, and Orbis three minutes.

In other Orbis news, David Frost has signed 10 presidential candidates for his series of 13 one-hour programs, *The Next President*. Republicans include George Bush, Bob Dole, Pat Robertson, Alexander Haig and Jack Kemp. Democrats are Jesse Jackson, Michael Dukakis, Joseph Biden, Richard Gephardt and Bruce Babbitt. Orbis also reports that it has now cleared *Spiral Zone*, a 65-episode animated strip, in over 60% of the country for a debut in September. Tonka Toys is the national sponsor of the series. Barter distribution gives stations three-and-a-half minutes (with two-and-a-half minutes for Orbis) in the first, second and third quarter and four minutes in the fourth quarter (with two minutes for Orbis). Orbis has also declared *Force Three* a firm go with 55 stations covering 52% of the country.

MCA TV reports that it has now cleared its special about the making of "This Time It's Personal: JAWS, the Revenge," in over 80% of the country. It will run July 13-24 to coincide with the movie's debut on July 17. MCA also reports that it has signed Mercury 7 astronaut

Scott Carpenter to appear in an episode of the first-run sitcom, *Out of This World*, now cleared in 75% of the country including the NBC O&Os. Carpenter will also be a technical advisor to the series.

SyndiTel will hold its fall season preview on July 28 for the Television Critics Association at the Sheraton-Redondo Beach, California. Twelve syndicators will be in attendance—Blair, Gaylord, Group W, King World, Lorimar-Telepictures, MCA TV, Orion, Paramount, Television Program Enterprises, Tribune Entertainment, Viacom and Worldvision. Synditel will provide critics transportation to the NBC and cable television press tours at the Century Plaza on June 28.

Major League Baseball Productions has cleared *Light Moments in Sports*, a monthly series of bloopers and blunders in sporting events from around the world, on 110 stations. The series is hosted by Joe Namath with Sportschannel reporter Sean Mooney. It debuts between June 6 and 28. Clearances include WNBC-TV New York, KNBC(TV) Los Angeles, WMAQ-TV Chicago, KYW-TV Philadelphia, WXYZ-TV Detroit and WCVB-TV Boston. Barter distribution gives stations three-and-a-half minutes and MLB two-and-a-half minutes. National sponsors include Miller, Beatrice and Beacham.

GGP Sports has cleared its half-hour *1987 Swimsuit Special* in 80 markets for a three-week window in August. Former Miss America Shawn Weatherly will host the program, which features Kathy Ireland, who was featured in this year's *Sports Illustrated* swimsuit issue. Clearances include ABC-owned WABC-TV New York, KABC-TV Los Angeles, WLS-TV Chicago and KGO-TV San Francisco. Stations will play the special on weekend afternoons after NFL preseason games. Barter distribution gives stations four minutes and GGP two-and-a-half.

Paramount reports that it has cleared its film package, Portfolio XII (26 films including "Beverly Hills Cop," "Witness," "Footloose" and "Star Trek II: The Wrath of Khan") on 155 stations covering 93% of the country including WNYW-TV New York, KCOP(TV) Los Angeles, WFLD-TV Chicago, WPMI-TV Philadelphia, KBHK-TV San Francisco, WKBD-TV Detroit, KDAF-TV Dallas, WTTG(TV) Washington and WUAB(TV) Cleveland.

Worldvision Enterprises has decided to bring out *Trivial Pursuit* for a fall 1988 start, following its cancellation for a start next fall. Most of the stations originally committed to air the series this year are expected to return for the fall of 1988, according to Worldvision. *Trivial Pursuit* was launched at NATPE this year.

■ Nielsen Syndication Service preliminary program audience estimates of syndicated shows for the week ended June 7:

Rank	Show	Rating/Markets	% coverage	Rank	Show	Rating/Markets	% coverage	Rank	Show	Rating/Markets	% coverage
1.	Wheel of Fortune	14.5/211	97	6.	New Newlywed Game	7.3/186	96	11.	Fame	4.7/143	92
2.	Jeopardy	11.5/208	99	7.	Entertainment Tonight	6.2/153	92	11.	Star Search	4.7/176	94
3.	World Wrestling Fed.	8.5/209	94	8.	Hollywood Squares	5.5/154	92	13.	Divorce Court	4.6/128	86
4.	People's Court	8.3/195	97	9./	Lifestyles of Rich-Famous	5.2/182	95	14.	Hee Haw	4.5/214	90
5.	Oprah Winfrey Show	8.1/173	97	10.	Wrestling Network	5.0/178	84	14.	Siskel & Ebert & Movies	4.5/162	89

*includes multiple airings

Video version of 'USA Today' on the way

Steve Friedman-Grant Tinker to develop syndicated TV program

Former NBC President Grant Tinker, in one of the first projects of his program production venture with Gannett Co., will develop a daily half-hour information and entertainment program based on Gannett's *USA Today* newspaper.

The program, to be syndicated for prime time access beginning in the fall of 1988, will be produced by Emmy Award-winning Steve Friedman, the former NBC *Today* show executive producer who officially joins the Tinker-Gannett's GTG Entertainment next September.

Gannett Chairman and *USA Today* founder Allen H. Neuharth announced the project last Tuesday in Gannett's Arlington, Va., headquarters and said the company had been discussing a televised version of the newspaper for some time, but delayed it in part until *USA Today* achieved financial success. The 1.5-million-paid-circulation weekday paper saw its first profitable month in May, four-and-a-half-years after launch and six months ahead of projections.

The still-unnamed program, which Friedman claimed would "change the landscape of prime time access," is to be modeled on the newspaper's four sections—news, money, sports and life—featuring topical news with previews of stories from the paper's next-day edition, as well as interviews with correspondents for behind-the-scene perspectives on breaking news. Local station inserts are also planned.

The show will be broadcast five days a week from *USA Today*'s suburban Washington headquarters, with satellite feeds at 6-6:30 p.m. (East Coast) and 9-9:30 p.m. (West Coast). A one-hour weekend edition is planned as well.

Although the program will have its own personnel, Friedman said he will also work closely with the *USA Today* editorial staff (now more than 330) in developing story ideas and leads, and will tap other Gannett resources including its 14-bureau news service and 90 daily newspapers.

Gannett's eight owned TV stations in Bos-



Tinker, Curley and Friedman

ton, Washington, Denver, Atlanta, Phoenix, Minneapolis-St. Paul, Oklahoma City and Austin, Tex., may also supply video material, and additional overseas bureaus are anticipated for the program, possibly including London.

Tinker declined to detail the program's costs at last Tuesday's press conference, but said Gannett will underwrite the show until a sufficient number of stations have agreed to carry it. No decision has yet been made on how the program will be syndicated, Tinker added, or whether syndication will be handled in-house or by an outside company. A final decision on the program launch will be made in early 1988.

Tinker also explained that the *USA Today* program is separate from the five-year entertainment program development deal GTG made with CBS last February, giving that network two-year exclusive rights to programs developed by the company, along with a three-year "first-look" option.

GTG's entertainment program development is continuing, Tinker said, although the company is still focusing its efforts on the \$15-million remodeling of its Culver City, Calif., studios purchased with Gannett last December for \$24 million.

Tinker is also continuing to add to his still small staff of producers, directors and writers, who already include Senior Vice President Jay Sandrich, *Cosby Show* director; creator-producer Michael Kozoll, former co-creator of *Hill Street Blues*; writer-creator

Donald Todd, a comedy writer most recently for NBC's *ALF*, and producer-creator Deborah Aal, former president of the Leonard Goldberg Co.

Within the last month, GTG has also hired a new vice president of business affairs, Richard Katz from CBS, who will join, on the company's business side Executive Vice President Stuart Erwin Jr., formerly with Tinker's MTM Enterprises, and Vice President of Production Jack Clements, joining the company from Telepictures Productions.

GTG's first entertainment program for CBS won't be ready before midseason in 1987-88, and probably later, because of the time to build staff. Tinker said the first CBS project, however, would appear no later than Friedman's *USA Today* effort.

Friedman, who will head GTG's East Coast division in New York, is also in charge of developing the company's other "reality-based" shows, a program format he argued would be "the thing of the future." The possibilities for such nonfiction programming, he said, include specials for network and syndication, alternatives to network programs in late night and daytime dayparts, and other reality-based movies and series.

Also present during the announcement of *USA Today*'s daily news program were Gannett President and Chief Executive Officer John Curley; Douglas McCorkindale, Gannett vice chairman and chief financial and administrative officer, and Gannett Broadcasting President Cecil Walker. □

Stay Tuned

■ A number of special radio and television programs are scheduled for airing over the Independence Day weekend, including Speaker of the House Jim Wright (D-Tex.) reciting from Thomas Jefferson's patriotic writings on American Public Radio's *The Testament of Freedom*; the writings provided the structure and inspiration for Randall Thompson's four-movement musical composition. Ara Guzelimian produced the program with executive producer Michael Nitka for KERA-FM Dallas.

'60's *At the Beeb*, a "golden age of rock" retrospective culled from BBC archives and featuring The Who, Led Zeppelin, Donovan, Cream and Jimi Hendrix, will close July 4 celebrations for Westwood One. Westwood One also continues a series it began Memorial Day weekend with *The Beat Goes On, Part II* (focusing this time on rhythm and blues and urban contemporary artists) and creates a "make-believe 4th of July picnic" using live country music concerts recorded by Westwood One-Mutual's mobile recording studios.

On television, PBS's *A Boston Pops Fourth with John Williams and the Boston Pops Esplanade Orchestra*, with Johnny Cash, will

air at 8 p.m. ET. *A Capitol Fourth* follows at 9:30, with Marvin Hamlisch conducting the National Symphony Orchestra from the west lawn of the U.S. Capitol. CBS-TV will air the *Old Timers Baseball Classic* at 3 p.m. on July 4. And on July 2, superstation WTBS(TV) Atlanta will air *Superstation Salutes America*, a collection of patriotic cartoons, many from the World War II era.

■ Arts & Entertainment and the BBC have co-produced a four-part mini-series, *The Life and Loves of a She Devil*, based on British novelist Fay Weldon's best-seller about a vengeful woman who destroys her house, her husband and his mistress. Part of an A&E "umbrella series," *Love and Money*, began June 27 and airs each Saturday at 10 p.m. It will include mini-series and documentaries from Orion Pictures.

■ July 2, 11 p.m. ET, HBO will debut *Not Necessarily the News: Inside Washington* (featuring an "in-depth 'interview' with Senator Jesse Helms [R-N.C.] on pornography), the first in a series of hour-long *Not Necessarily the News* specials devoted to a single theme. John Moffitt and Pat Tourk Lee are executive producers for HBO.

International communications satellite competition examined

Hill subcommittee hears from State and Commerce, Comsat, Orion and PanAmSat

Officials of the agencies principally concerned—the State and Commerce Departments and the FCC—see some problems in the way the government administers its policy of promoting competition in the international communications satellite business, but none serious enough to require major changes in the law. They even offered some praise for the way the Communications Satellite Corp.—often criticized for its role as U.S. signatory to the International Telecommunications Satellite Organization—is performing that role. But representatives of two of the companies involved—Orion Satellite Corp. and Pan American Satellite Corp.—expressed sharply different views on both questions.

The issues were aired on Wednesday in a hearing that Representative Edward J. Markey (D-Mass.), chairman of the House Telecommunications Subcommittee, said was the beginning of an examination of the evolution of competition in the international communications satellite field. Markey made it clear the subcommittee was interested, among other things, in a reexamination of the Communications Satellite Act of 1962, which established Comsat and led to the creation of Intelsat, and to the potential need for its reform—a subject the Senate Commerce Committee is studying on the basis of written comments that were submitted on Friday.

The one issue that appears to trouble the U.S. government—though not to the degree it bothers the separate systems that would compete with Intelsat—is the potential conflict of interest Comsat faces in representing both its own interests and those of the U.S. FCC Commissioner Mimi Dawson noted that Comsat's and the U.S.'s interests are not always identical. She also said the FCC, State Department and Commerce's National Telecommunications and Information Administration "do not always readily agree" on the instruction. She described the process as "cumbersome."

Accordingly, she said, the commission is considering whether the Communications Satellite Act should be amended. And she suggested that Congress amend the act "to clearly provide authority for the U.S. government to directly participate" in meetings of the board of governors and the signatories "under limited circumstances when Comsat's corporate interests conflict with U.S. national interests."

Christopher J. Vizas II, one of the founders and currently vice chairman of the board of Orion Satellite Corp., which in 1983 was the first company to apply to the commission to establish a separate satel-



Sikes, Dougan and Dawson

lite system, was more forceful. He said the "potentials for Intelsat anticompetitive actions are driven mainly by the major owners"—and the U.S. is the largest among them—and their concern for their own commercial interest. The problem, he said, is that Comsat represents the U.S. "So what you can do to help us," he said, "is to exert greater control over Comsat as signatory. And as we have in the past, we ask legislation to amend the instructional process."

And Frederick Landman, president of PanAmSat, the only one of eight separate satellite systems that has received conditional authorization from the commission to have completed the Intelsat Article XIV(d) consultation process, denounced, as he has in the past, what he says are Intelsat's anticompetitive practices. He said the U.S. has failed to exercise the leverage over Intelsat that is available to it through the commission's regulatory authority over Comsat. That tool, he said, has proven to be "largely ineffectual, particularly in the many situations in which Comsat's interests as a 25% owner of Intelsat conflict with what the government perceives to be the public interest."



Richardson

He said the "inherent conflict of interest in Comsat's dual role" cannot be resolved by any means short of the U.S. government taking over the signatory functions.

Landman used his appearance to make the point that PanAmSat is not backed by any entity with "deep pockets"—only by PanAmSat chairman, Rene Anselmo. Landman said Anselmo, former head of Spanish International Network and Spanish International Communications Corp., has already invested "approximately \$30 million of his own money" in the project, and expects to pay all costs associated with it—which he estimated would run to \$130 million—"in pursuit of his dream."

Bruce Crockett, president of Comsat's World Systems Division, did not deny that Comsat at one time opposed the emergence of separate systems, considering them a competitive threat. But once President Reagan issued his "determination" in November 1984 that such systems were in the national interest—and, at the same time, strongly endorsed the Intelsat system—Comsat's efforts were devoted to seeing that the policy was successfully implemented, he said. Indeed, he said, Comsat's efforts in securing the coordination of PanAmSat were "extraordinary."

Crockett also acknowledged, both in his prepared testimony, and in response to questions from Markey, that the instructional process does not always work smoothly; at times, instructions are not received "in a timely manner." And "sometimes," he added, "the instructions are too specific." But he said changes in the instructional process that have been made—they provide for input from the public and for the seating of government observers with the Comsat delegation at board and signatories meetings—show the current arrangement has the necessary flexibility. The U.S.'s recent successes, including "the tremendous victory in electing, against great odds, an American, Dean Burch, as director general of Intelsat show concretely that the current processes are working well and to the United States' inter-

ests and should not be changed," he said.

Alfred Sikes, who as assistant secretary of commerce for communications and information heads NTIA, echoed Dawson in expressing concern about the potential for a conflict of interest in Comsat's dual role. He has also criticized Comsat on occasion—most recently earlier this month—for what he said was an abuse of its role as signatory. But, in answer to a question from Markey, he said he would not recommend legislation to update the 1962 Act. Sikes said, "I don't know of any problems that cannot be resolved within the instructional process." And as for the integrity of Comsat's representation of U.S. interests, Sikes acknowledged that early in his career at Commerce—he joined the department in May 1986—he felt Comsat was "less than enthusiastic about competition." But "after a convergence of effort" by the FCC, NTIA and State, he said, "Comsat has tried in a more vigorous way to help get [PanAmSat] coordinated."

Support for the 1962 Act as it stands was also voiced by Ambassador Diana Lady Dougan, assistant secretary of state for International Communications and Information Policy. Markey had noted that responsibility for international telecommunications policy was divided in the government, with the FCC responsible for regulation and the job of policymaking split between State and NTIA. The distinctions between the agencies, he said was "hazy," and added, "how do we insure an instructional process that sends a clear signal to the world at large?" Dougan acknowledged that "we're all seeking a process of refinement." But she also said: "We find the 1962 Act provides flexibility, and we use it."

The hearing was held at the request of Representative William B. Richardson (D-N.M.). In April, at the request of PanAmSat's Anselmo, Richardson had drafted an amendment to the omnibus trade bill, then pending before the parent Energy and Commerce Committee, that would call for non-discriminatory treatment of all international satellite systems, including separate systems. In view of vigorous opposition from the administration, which felt it would conflict with its trade policy, as well as Markey and Chairman John Dingell (D-Mich.) of the parent Committee, consideration of the measure was postponed, although not until Markey had promised to hold hearings on the issues involved in development of competition in the international communications satellite field.

PanAmSat sought the legislation out of what appeared to be frustration over an inability to secure any additional foreign partners. Its only proposed service is with Peru, and it has said that foreign companies interested in using the PanAmSat system encounter strong resistance from telecommunications entities owned or controlled by foreign governments (BROADCASTING, April 27). Landman last week said the PanAmSat satellite's footprint would cover 49 countries, and added, "We need help from the government" in securing foreign correspondents. "PanAmSat is not looking for the government to coerce other governments," he said. "But we're looking for a level playing field."

Still, the Richardson proposal was not winning friends among the government witnesses. Dougan, response to a question from Richardson, said, "We want to and have been successful in moving separate satellites forward without putting it into a trade context." Nevertheless, Richardson said later he would introduce his measure, perhaps in expanded form.

Landman's call for help from the government came after Sikes said the government has a role in helping separate satellite systems secure foreign correspondents. "This is not an area where we can just say, 'Trust the marketplace,'" Sikes said. "Government must help companies get a foot in the door." While it is not government policy to attempt to negotiate operating agreements, he said, "we have endeavored to persuade foreign administrations to enter into discussions with separate satellite systems."

But Dougan spoke of the market's power. She saw customers as the driving force behind any liberalization of foreign markets she said now are subject to a "monopoly mentality." She recalled that the government four years ago had met with "a blank wall" in trying to help a number of U.S. companies seeking to provide transborder communications services over U.S. satellites to South American and Caribbean countries. The U.S. had sought to interest governments in the area in joining with it in coordinating the proposed services with Intelsat. But the problem, Dougan said, was that no one in the foreign governments was aware of any need for the services. "So we went back to the American companies and told them to get their customers to demonstrate their need. That produced "a dramatic turnaround," she said. "In a year's time, we coordinated 19 satellites with 21 countries."

That experience, she said, "reinforces the reality of the merits of liberalization and competition." □

Bill to repeal must-carry sunset introduced

No action expected until fate of fairness doctrine has been settled on Hill

Legislation to repeal the FCC's sunset of its must-carry rules has been put on the back burner until the legislative fate of the fairness doctrine is resolved. As promised, House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) last week introduced a sunset bill (H.R. 2736), but there were strong warnings from Capitol Hill that the measure wouldn't move unless the fairness doctrine becomes law (see "Top of the Week").

Representative Al Swift (D-Wash.), a key subcommittee member, made that clear in a speech before independent broadcasters (see story, page 53) last week, and Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) delivered a similar message to independents who were making the rounds on Capitol Hill.

"Everything is on hold," explained Larry Irving, senior counsel to the Markey subcommittee. Ideally, he said, Markey would act rapidly on the sunset legislation. But, he added, "nothing will be done as long as fair-

Dennis dialogue. FCC Commissioner Patricia Diaz Dennis responded to questions on the FCC's new indecency standards last week at a brown-bag lunch held on the eve of her first anniversary as commissioner. Stressing that the FCC's role is not to search out indecent or obscene broadcasts but to respond to complaints, Dennis said regulating indecency is "not something that any of us [commissioners] relish particularly." Regulation must proceed on a case-by-case basis, she said, and the commissioners "have no other option other than to look at each individual complaint."

Dennis said the FCC cannot become involved in screening programming ahead of time because it does not have the power to censor speech. The FCC is relying on broadcasters' good judgment to keep obscene material off the air and to restrict indecent material to hours when children are not present, Dennis said. "The protection of minors is a very important federal interest that we are trying to promote," she said, and the FCC may use research to determine when indecent material would be least likely to reach children. "As government we should not be supplanting the role of the parents" in determining what children can watch, she said, but "I don't think the government should make it any more difficult" for parents. The FCC could come out with a generic rulemaking governing the hours during which the airing of indecent material is appropriate, she said.

The FCC will study indecent material in the context in which it appears, Dennis said, but a broadcaster cannot assume that material based on a classic is safe for airing. "We would have to look at what was said and the way in which it was said, primarily, to make that determination," she said. "There's no safe haven in saying that this particular material was based on or is somehow related to a D.H. Lawrence novel." Dennis stressed that she would not differentiate between new works and classics when determining whether indecent speech should be allowed.

Asked whether there has been any change in broadcasts since the FCC's standards went into effect, Dennis said the FCC does not monitor stations, but "we're talking about a very finite number of broadcasters, so I doubt there has been any change." Ninety-nine percent of broadcasters do a good job of monitoring indecency, Dennis said, and only "a very few are testing the lines to see how far they can go before the commission says: 'That's too far'." Dennis said she doubted the FCC would hold audio and video to different standards for indecency, and noted that the FCC has not received any video complaints.

ness is unresolved." However, Irving said broadcasters "may see action" on a bill that would reimpose the FCC's antitrafficking rule.

The must carry measure is considered crucial by broadcasters because it would eliminate a provision in the FCC's must-carry rules that calls for the rules to sunset in five years. The National Association of Broad-

casters and the Association of Independent Television Stations sought Markey's backing for the legislation.

"We hope that it gets resolved in time to permit something to be done," said INTV President Preston Padden. There is some dispute as to whether eliminating the sunset will weaken broadcasters' case in defending the rules' constitutionality in court. It has

been argued, primarily by the cable industry, that it's best not to remove the sunset until after the court acts because the sunset is part of the FCC's case for the rules' constitutionality.

Washington Watch

Fee coverage. Crowell & Moring, Washington law firm, has asked FCC for declaratory ruling on how commission's fee collection program squares with portion of must-carry rules that calls for stations to petition for significantly viewed status in order to be carried. Under dispute is language in FCC's fee collection program which sets fees to "defray part of the administrative costs of acting on applications and requests for authorization." Petitioners for declaration of significantly viewed status are currently charged \$700 filing fee—"an unfair financial burden," according to motion, "particularly for stations which need that determination the most, new independent stations."

□

Audit report. Intelsat Board of Governors has appointed special, four-member audit committee of board. Action, taken at board's meeting in Bali, Indonesia, is seen as another effort to tighten financial procedures in wake of scandal that led to dismissal in December of Director General Richard Colino and Deputy Director General Jose L. Alegrett (BROADCASTING, Dec. 8, 1986). Earlier, board named Dewey Arnold as director of audit. Bruce Crockett of Communications Satellite Corp. is one of committee's members. In other relatively routine matters at quarterly meeting, board approved long-term Intelnet allotments for United Kingdom and Australia and conditional sales under planned domestic service program of three Ku-band west spot beam transponders to Norway and three Ku-band east spot beam transponders to Israel. Transponder sales to Argentina and Japan were also approved under same program.

□

Book of rules. In response to queries from journalists on legal matters, New York State Bar Association has published "Legal Handbook for New York State Journalists." Looseleaf volume is divided into 22 topics and also includes glossary of legal terms, suggestions for further reading and index. While 'Handbook' spells out specifics of New York law, it also includes many sections applicable to journalists in other states (for example: legal citations, civil and criminal cases, federal courts, fair trial/free press, access to courtrooms, cameras in court, juveniles, libel, privacy, freedom of information, tape recordings, journalist's privilege, attorney discipline and bar). Updates will be made available to reflect changes in law or in bar association's position on issues. 'Handbook' is available for \$20 from NYSBA, 1 Elk Street, Albany, N.Y. 12207; (518) 463-3200.

□

Pressing on. Pacifica Foundation is continuing to press its court fight against FCC in its establishment of new indecency standards (BROADCASTING, June 22). In one filing in U.S. Court of Appeals in Washington, Pacifica appealed commission's refusal to issue declaratory ruling clearing for broadcast portions of James Joyce's "Ulysses" by Pacifica's WBAI(FM) New York. Pacifica noted that Commissioner James Quello had been quoted as saying broadcast of excerpts would not comply with new standard. Station proceeded with broadcast on June 16, but Pacifica in its appeal said that commission's refusal "chills" its First Amendment rights "and compounds and perpetuates the injuries inflicted on Pacifica" in commission action in April holding that its KPFK(FM) Los Angeles had violated new indecency standards (BROADCASTING, April 20). In appealing that action, Pacifica said it violates First Amendment and Communications Act's anticensorship provision. In second filing, Pacifica responded to commission motion asking appeals court to hold KPFK appeal in abeyance pending review of petitions for reconsideration of new indecency standards. Pacifica contended that standards have "chilling" effect on broadcasters and asked commission to set them aside pending its review.

□

Colorization copyright. Colorized versions of black-and-white films will now receive copyright protection by federal Copyright Office at Library of Congress. Colorized picture will be copyrighted as "derivative work," if exhibiting certain minimum amount of individual creative human authorship and produced by existing computer-coloring technology, library said. Works that add only relatively few colors, or multiple color versions of same basic work will not be registered, and copyright status of underlying black-and-white films will not be affected.

Wick generally pleased with Soviet meetings

Head of USIA found most in USSR ready to talk about cooperation; exceptions included Radio Moscow broadcasts from Cuba and charges leveled by press agency chief

U.S. Information Agency Director Charles Z. Wick on his return from Moscow two weeks ago had kind words for most of the meetings he had with Soviet officials. The Russians, he said, were "cordial and showed a desire to cooperate to achieve a better understanding" between the two countries. But Wick also made it clear he felt that, if the potential for improved relations were to be turned into reality, it was up to Moscow to move on a variety of measures he had proposed. There was, for instance, Wick's suggestion that top officials of the two governments submit to televised interviews by journalists in the other's country.

Wick had spent seven days in the Soviet Union in connection with the first USIA "Information USA" exhibit to travel to that country since 1979. But Wick also kept up a fast pace, holding 15 meetings with Soviet officials in five working days. His message during his visit was the importance of broadening the exchange of films, books and artists—and of opening Soviet media to U.S. opinion makers, officials and experts.

There was some static in the talks, however—the Soviets' Radio Moscow broadcasts from Cuba, for instance. Wick, in lengthy meetings—each lasting more than four hours—with Aleksandr Yakovlev, candidate member of the Politburo and the Central Committee secretary responsible for propaganda, information and culture, and Aleksandr Aksonov, chairman of the state-owned radio and television service, Gosteleradio, delivered a complaint about what he said was the Soviets' "illegal" use of 1040 khz on a station in Cuba for weekend broadcasts to the U.S. Wick also found it necessary to walk out of a meeting with the head of the Novosti Press Agency, Valentin Falin, after Falin accused the U.S. of developing a poison gas for use in Africa that was deadly to blacks but not harmful to whites.

But although Wick came away with no agreements, he planted seeds for a number—including the use of USIA's worldwide television network, Worldnet, to enable Soviet journalists to interview top American officials. Wick said the proposal would be part of an agreement under which American journalists would interview Soviet officials. A time-honored complaint Wick restated in his talks with the Soviets was that their officials have far more frequent access

to American television than Americans have to Soviet television.

Wick also said he had proposed that the U.S. be allowed complete freedom to do a documentary on life in the Soviet Union. The Soviets, given that freedom in the U.S., produced a piece that painted American life in less than flattering colors. Wick also proposed an exchange of radio and television technicians that would be designed, at least in part, to demonstrate to the Soviets the kind of journalism practiced in an open society. And he suggested a resumption of New Year's television greetings by President Reagan and General Secretary Gorbachev. The practice was initiated in 1986 but relations between the two countries were not conducive to a repeat in 1987. Yakovlev told Wick that an exchange in 1988 would depend "on the maturity of relationships."

Still simmering is the proposal for a swap of AM radio programming that Wick advanced to Yakovlev when both attended the summit in Reykjavik, Iceland, last October. Wick, in his meeting in Moscow, informed Yakovlev and Aksyonov that one U.S. broadcaster—Mutual Broadcasting System, owned by Westwood One—had indicated it would carry Soviet programming, provided the U.S. was allowed to broadcast on an AM frequency in the USSR. The Soviets feel at a disadvantage in the exchange of ideas and information, for while many Soviet citizens own shortwave receivers on which they can hear VOA broadcasts, few Americans have receivers that can pick up Soviet shortwave transmissions. Wick remains hopeful the proposal will be implemented—but there was no indication as to when an agreement would be reached. "They'll get back to us," he said.

Wick indicated he saw the Soviets' response to those and other proposals for exchanges as a test of the seriousness of Gorbachev's highly publicized policy of "glasnost," or openness. Indeed, he referred to the proposals as "markers" that had been laid down in the context of their goals. It's up to the Soviets to deal with them, Wick indicated. "We hope glasnost is for real," Wick said. "It would be a great harbinger for peace."

The Soviets' entry into AM broadcasting in the western hemisphere by way of a Cuban station was not what Wick had in mind when he originally proposed the swap of U.S. and USSR AM programming. Wick's oral complaint followed a written one that the State Department had delivered to the Soviet embassy in Washington on May 29. The FCC has also complained, in a telegram to Havana (BROADCASTING, June 15). The U.S. contends that the Radio Moscow broadcasts—300 kw strong—are causing interference to two Florida stations—WHBO(AM) Pinellas Park and WYFX(AM) Boynton Beach. The Soviets were not helpful. Wick said Yakovlev described the issue as one involving only the U.S. and Cuba. For the record, at least, Wick asserted that the U.S. holds Moscow responsible, a position Wick said he maintained in a meeting with Anatoliy Dobrynin, former Soviet ambassador to the U.S. who is now chief of the International Department of the Central Committee.

The Soviet weekend broadcasts from Cuba began on May 23, about the same time the Soviets ceased jamming VOA broadcasts to the Soviet Union in Russian and eight other languages. Wick said he expressed the U.S.'s pleasure at the cessation of the jamming. But he said he also made it clear the U.S. still objects to the jamming that continues. The Soviets are jamming VOA broadcasts to Afghanistan and Poland, as well as Radio Free Europe and Radio Liberty broadcasts to Eastern Europe and the Soviet Union. West German and Israeli broadcasts are also jammed.

While Wick described most of his meetings as cordial, he would not use that adjective in describing his session with Novosti's Falin. In fact, Wick said "stormy" would be an accurate description. Besides claiming the Central Intelligence Agency had developed the substance fatal to blacks but not whites, Wick said Falin contended that the U.S. had set up 130 terrorist-training facilities. Wick said he was unable to argue with Falin. "His answers were unresponsive, polemical and right out of the Stalin era," Wick said. "So I picked up my papers and walked out." □

House passes USIA authorization bill

It allocates agency \$821 million for 1988, \$918 million for '89

The House of Representatives last week approved an authorization measure that contains \$821 million for the U.S. Information Agency for 1988. The two-year bill also provides \$918 million for the agency in 1989. The amounts are the same as those recommended by the House Foreign Affairs Committee, and reflect the belt-tightening under way in Congress under the Gramm-Rudman-Hollings deficit-reduction law.

The amounts are \$121 million less than the administration requested for 1988 and \$151 million less than it sought for 1989. And the 1988 figure is close to the appropriations levels for fiscal 1987, in keeping with the guidelines of the House-passed budget resolution.

The same is true of the \$171 million provided for the Board for International Broadcasting, which oversees and funds Radio

Free Europe and Radio Liberty, for 1988 and the \$219 million for the board in 1989.

The USIA authorization contains \$193 million for the Voice of America in 1988 and \$266 million in 1989. Those figures include \$3 million for VOA/Europe in 1988 and \$3.1 million for 1989, \$13 million for Radio Marti in 1988 and slightly more in 1989, and, for the agency's salaries and expenses, \$177 million in 1988 and \$184 million in 1989. The bill has been written in a way to insure that the funds are earmarked for those uses. The committee wanted to guard against funds being reallocated to favored projects of USIA director Charles Z. Wick, specifically Worldnet, the international television service. The bill contains \$31 million for television and film service in 1988 and \$33 million in 1989.

The budgetary pressures on the committee were such that it deferred action for a year on administration requests for funds for programs to modernize the transmission facilities.

Fire fund. The Public Broadcasting Service executive committee, meeting in Washington last week, approved the allocation of \$2.6 million resulting from a settlement with the U.S. Postal Service over a fire that damaged PBS headquarters, which shared a building with the Postal Service, in 1984 (BROADCASTING, Oct. 22, 1984). The money was earmarked for five nonrecurring projects: capital equipment replacement (\$1 million); replacement of working capital that had been used for FY 1987 unbudgeted projects; the National Narrowcast Service (\$500,000) and satellite replacement (\$150,000); an additional investment in NNS (\$250,000); and additional amounts for satellite replacement 1988-91 (\$600,000) and long-range funding strategies (\$100,000). Allocations for the latter two will reduce the increase in stations' FY '88 general assessment by 1.17%. The executive committee discussed the proposal to forward-fund certain programs purchased by stations through the Station Program Cooperative, a bidding process generally held in February and March of each year.

PBS's Peter Downey, senior vice president, program support and development, presented the results of a survey showing that the majority of stations responding (63%) favored making two-year commitments to certain programs that need longer production cycles, provided the stations could be released from the commitment in certain circumstances and provided the quality and timeliness of the programs could be assured. Fifty-five percent of the stations also supported holding the SPC process earlier in the year, with Program Fair screenings occurring in June rather than October or November and bidding in September or October.

The committee voted to amend the policy on sanctions for violations of the Station Users Agreement, such as the unauthorized alteration of programs. The new policy provides an escalating series of penalties rather than the previous single penalty, suspension of membership or program service.

After considering the system response to the questionnaire, the committee altered rules governing on-air offers of program-related goods and services. It determined that posters and calendars should not be offered with PBS programs; books, records and videocassettes that are not transcripts should not be offered before the PBS logo appears but may be offered afterward, and stations offering items for \$5 or less that generate less than \$5,000 will not be required to share their revenue.

ties of the VOA and RFE/RL. The administration had sought \$90 million as its 1988 installment on a multiyear \$1.3-billion modernization program for the Voice, and \$41 million as the final payment on a \$77-million program to improve RFE/RL facilities. The Voice, at least, need not halt its program in 1988; it has \$142 million in unobligated

modernization funds from prior years that it can spend.

The Senate Foreign Relations Committee, meanwhile, last week reported out its authorization bill including funds for USIA and BIB, and it is even tighter than the House measure. It contains \$779,500,000 for USIA, and would limit VOA to

\$180,200,000, including funds for VOA/Europe and Radio Marti. Like the House bill, it would provide no funds for the modernization program. And it would limit the funds for television and film to \$15 million. The Senate bill contains \$174 million for BIB, \$12 million of that for modernization. □

Arbitron wants K and W calls kept separate

Ratings service says change in east-west separation would cause confusion among diary keepers; support also given to people meters

Elaborating on the service's earlier filing with the FCC, an Arbitron Ratings Co. official appearing at an American Women in Radio and Television convention panel session provided data to back the company's claim that proposed deregulation of television and radio call letters would confuse survey participants.

Arbitron and most broadcasters oppose elements of the FCC proposal to eliminate the rule that limits assignment of call letters beginning with K to stations west of the Mississippi river and call letters beginning with W to areas east of the river. The rating service also wants to block a proposal to permit broadcasters to use any basic call sign that is not already assigned to another station in the same service area (BROADCASTING, Feb. 16 and April 27). The commission, which is studying the subject, will consider the matter this summer, perhaps in July, an FCC spokeswoman said.

Speaking on the quality of ratings and other broadcast market research, Rhody Bosley, vice president of radio sales and marketing for Arbitron, said recent findings indicate 89% of television diary keepers and 87% of

radio diary keepers use call letters to identify stations. He said that any attempt to change call letters would lead to confusion and distorted ratings figures. After Arbitron's conversations with individual commissioners, Bosley said he believes the FCC "will back off changing those rules."

Looming even larger on the minds of broadcasters than the outcome of the call letter issue is the impact people meters may have on ratings and advertising rates. Thomas Hargreaves, vice president, Nielsen Station Index, defended the accuracy of the new measuring device.

Hargreaves admitted the biggest differences between the people meter and NTI readings have occurred in the prime time network household ratings. ABC-TV fares best in the people meter universe, averaging a 14.9 people meter rating compared to 14.6 for NTI. Next comes NBC-TV, with a 17.3 people meter rating and 17.9 NTI average, followed by CBS-TV, with a 14.8 people meter reading and 16 NTI reading.

The networks' Saturday morning daypart is also a problem, with people meter results lower than the NTI sampling. Although Nielsen is investigating, Hargreaves said the gap could be due to the different samples between the two measuring systems or "perhaps people meters are providing more reliable data than is the NTI sample at this point."

Ratings for independent and pay television stations have increased slightly in the people meter universe while superstations and advertising-supported cable have experienced some drop-off, he said.

The people meter system has a lower cooperation rate—51%—than Nielsen's passive meter system, but Hargreaves said it is high enough to provide an accurate sampling for advertisers. Nielsen now has the full 2,000 household sample that will be used when its national service is initiated in September, but the networks and their affiliates argue 4,000 to 5,000 households are needed for a truly accurate database.

Demographic figures provided by people meters, Hargreaves said, closely reflect the "actual universe" in such categories as "head of house," "race," "presence of children" and "working status of the woman of the house." However, he added, the people meters "tend to overrepresent" better educated, larger families and single set households.

HUT (homes using television) levels are lower in the people meter universe than in the NTI universe, according to Hargreaves. The only exception, he said, occurred last January when HUT levels for the 10 a.m.-4:30 p.m. daypart were higher than NTI levels.

With the debate raging between the networks and rating services about people meters skewing toward younger, more urban segments of society, Arbitron's Bosley said research indicates a "slight tendency for the population to be more urban and more urban in its thinking" today than in the past.

Bosley cited other changes that may account for the people meter data: men between the ages of 18 and 24 are staying home longer, with that group occupying about a quarter of U.S. households, he said. Also, the number of women in their child-bearing years has reached an all-time high—which researchers call the "echo boom"—a factor that he said is creating another "wave" of births. And the expansion of telemarketing, especially computer-generated messages, has made the public more reluctant to cooperate with rating services.

Despite the difficulties Nielsen has experienced with its experimental national people meter service, Arbitron officials have said the company is angling toward a total changeover to the new people meter technology, with the first step being the recent introduction of ScanAmerica to the Denver ADI (BROADCASTING, June 15). But Bosley said the research firm is also experimenting with an electronic diary system—one he said that has not yet proved to be a "panacea."

The shifts in population patterns, new

Libel in Montana. Media interests concerned about the danger of libel suits suffered a setback last week at the hands of the Supreme Court which refused to block retrial of a suit charging a Montana newspaper with falsely accusing a deputy sheriff of theft. The high court, without comment, denied the Missoula, Mont., *Missoulian's* petition for review of an order by the Montana state supreme court overturning a jury verdict in favor of the newspaper. The state court's action reinstated a \$90-million libel suit against the newspaper and the reporter who wrote the disputed article—which concerned an alleged theft by Deputy Sheriff Warren E. Sible of a meat smokehouse valued at about \$20.

The article, by Donald Schwennesen, reported an allegation by former Flathead County Sheriff's detective Max Salisbury that Sible stole the property and that Sheriff Al Rierson, who was seeking re-election, tried to cover up the theft. Sible contended that the story was false and that the newspaper published it with malice—knowing the charges were false or with reckless disregard for truth. That is the standard the Supreme Court has laid down for judging libel cases involving public figures.

But in overturning the jury verdict that there was no evidence the newspaper held actual malice toward Sible, the Montana supreme court held that the trial judge had instructed the jury improperly. The judge had held that to be guilty of malice, the newspaper must have published the material despite "serious doubts as to the truth of the publication." That instruction, the state supreme court said, protects "a newspaper where it knows that the source of its information is highly suspect but fails to investigate." It added, "such a rule encourages irresponsible journalism. When a newspaper has facts that indicate material is highly suspect, it should, and it does, have a duty to investigate before publishing."

The state court found that that the reporter had failed to contact a subordinate of Sible who would have denied the charges. The trial judge was also faulted for allowing the reporter to keep his notes secret.

technology and what Bosley described as an "information explosion" have led television and radio stations to place a greater emphasis on research data, according to John Abel, executive vice president of operations for the National Association of Broadcasters, who served as moderator of the panel. "In the

past five or 10 years, we at the NAB have seen a tremendous increase in interest in marketing and research of all types," he said.

New research could result in a shift in the focus of some radio station formats, according to Sam Paley, president of Custom Audi-

ence Consultants, a Washington-based research company that Paley founded in 1974. While acknowledging that most radio listening away from home occurs in cars, Paley said data indicates the best potential for future growth is in formats aimed at office workers. □

Business

New tack for Lorimar-Telepictures

Adelson says it's now concentrating on filmed entertainment, will sell TV stations and publishing, may sell advertising agencies, will repurchase shares with proceeds

There is a new, clearly focused Lorimar-Telepictures. At least that's what the company's chairman, Merv Adelson, told security analysts last week at a two-hour meeting in New York. At the meeting Adelson announced the anticipated divestiture of several of the company's divisions and its concentration on filmed entertainment: theatrical, television and home video ("Closed Circuit," June 22). Proceeds from the divestitures, including the company's six television stations—the largest of which was purchased just six months ago—would be used to repurchase up to 15% of L-T's stock.

The stock market initially made the share repurchase easier, with selling pushing the stock down 1/4, to close at \$16 on Wednesday's (June 24) moderately heavy volume. Explained one security analyst, who asked not to be identified: "That [stock action] is not surprising. It says people are still wondering where the earnings are going to come from."

At least some analysts were positive about the plans to sell or "explore the sale of" the TV stations, publishing and advertising agencies. Said one: "Why should they spend time with these businesses if they aren't going to get anything out of it? Both the TV stations—most of them in small markets—and publishing are really remnants of Telepictures' past. Advertising was an area they didn't know a whole lot about and now Lee Rich is gone." (Rich, an advertising executive before joining Lorimar, is now chairman of MGM/UA.)

The stations to be sold are WGPB-TV Pittsburgh; KMID-TV Midland-Odessa, Tex.; KSPR-TV Springfield, Mo.; KCPM-TV Chico-Redding, Calif., and WLII-TV San Juan and WSR-TV Ponce, both P.R. The company said there is already an agreement in principle to sell KMID-TV, KSPR-TV and KCPM-TV to certain investors including Joel Goldfarb, in the office of the president of Lorimar Broadcasting.

Adelson told BROADCASTING that Alan Bell, office of the president, Lorimar Broadcast Group, is negotiating to buy WGPB-TV. The company is also talking with the managements of *US* magazine, and advertising agency, Bozell, Jacobs, Kenyon & Eckhardt, about possible management-led

buyouts of those operations. But the L-T chairman added that although the company would like to divest properties to the executives currently running them, it intends to get "full value" and will take as long as necessary to do so. He said there is no timetable for the restructuring.

The Lorimar-Telepictures chairman acknowledged that investors had been "confused with our strategic focus and probably had a right to be confused." The company's stock price had fallen since it first announced plans to purchase six television stations from SCI Holdings. Even after the proposed purchase was aborted, the company's stock did not rebound and analysts talked of

a "credibility" problem.

Even while the strategic review leading up to last week's announcement was under way, L-T put in a bid, jointly with MCA Inc., to purchase an amusement parks company. Said Adelson of that bid: "There were good reasons for that, including that we thought we could run them better because of our strength in the show business area. We aren't ashamed of that move, but if the same situation came up tomorrow, even though that was a strong strategy, we would not consider it." The new strong suit of Lorimar-Telepictures, he said, will be its entertainment business. "To distract resources and management's time from that business, anything



Saatchi moves. Saatchi & Saatchi's numerous moves in the past year in acquiring major advertising agencies led to a restructuring last week at some of the agencies. The most noteworthy development was the merger of DFS and Compton Advertising in New York to form Saatchi & Saatchi DFS Compton with U.S. billings of more than \$2 billion.

In the changeover, Dorland Advertising in Britain, which had been aligned with DFS in DFS Dorland Worldwide, has been detached from DFS and has been placed under the supervision of the parent company, Saatchi & Saatchi.

The newly reconstituted New York agency will handle such clients as General Mills, Johnson & Johnson, American Motors, Toyota, Sara Lee and RJR-Nabisco. A possible conflict exists with American Motors at Compton and Toyota at DFS.

The New York agency will be led by Gary M. Susnjara (r) of DFS and Edward L. Wax (l) of Saatchi & Saatchi Compton, who will be chairman and president, respectively, and will share the office of chief executive officer.

A U.S. holding company will have subsidiaries that will include the New York agency and offices in Los Angeles, San Francisco and Minneapolis as well as a direct marketing company. It will be called Saatchi & Saatchi DFS Advertising Inc.

Fifth Estate Earnings

Company	Quarter	Revenue (000)	% change	Earnings (000)	% change	EPS
Cablevision Systems	First	\$64,725	80	(\$9,196)	NM	(\$0.47)
Carlton Comm.	Half	\$64,804	48	\$11,828	75	\$0.372
Coca-Cola	First	\$1,896,122	9	\$185,448	15	\$0.49
Cosmos Brdcast	First	\$22,709	9	\$1,147	-39	NM
The Walt Disney Co.	Second	\$766,300	29	\$91,200	76	\$0.66
Emmis Broadcasting	Year	\$33,646	165	(\$8,628)	NM	NM
General Instrument	First	\$280,065	80	\$11,965	133	\$0.37
New World Pictures	First	\$84,247	135	\$10,684	421	\$0.73
Price Comm.	First	\$21,572	19	(\$754)	NM	(\$0.09)
Republic Pictures	First	\$4,192	7	\$162	-53	\$0.04
SCI Holdings	First	\$146,706	-2	(\$33,058)	NM	(\$0.41)
TVX Broadcast	First	\$6,743	82	(\$4,603)	NM	(\$0.77)
The Vista Org.	First	\$9,312	2306	\$422	2022	\$0.02

In previous first quarter, **Cablevision Systems** had net loss of \$4.7 million. Operating profit dropped 27%, to \$4.8 million, in part because of 125% jump in depreciation and amortization, to \$17.8 million. ■ **Carlton Communications** results are translated from English pounds at rate of \$1.607 per pound. ■ **Cosmos** is wholly-owned subsidiary of Liberty Corp. Group owner said that on comparable basis, six TV stations owned during first quarter of both 1986 and 1987 showed cash flow increase of 10%: "Local revenue growth showed a solid increase of 9%, while national revenue growth was up 6%." ■ Operating income for **The Walt Disney Co.** rose 51%, to \$192.1 million. Operating income for company's filmed entertainment division tripled, to \$43.7 million. Company said: "Domestic syndication of two major packages from the Disney library, which started last fall, together with the licensing of feature films for network and pay TV programming, and outstanding domestic home video sales contributed to the favorable results." ■ Net loss for **Emmis Broadcasting** in previous year was \$1 million. Indianapolis-based radio group operator said aggregate broadcast cash flow grew from \$6 million in 1986 to \$8.4 million for year ending Feb. 28, 1987. Strongly contributing to results was KPWR-FM Los Angeles, where revenue and cash flow were \$12.1 million and \$4 million, respectively, up from \$7.1 million and \$1.3 million in prior year. ■ **General Instrument** said "we have seen growing strength in the cable equipment market for the past six months." ■ In previous year's first quarter, net loss for **Price Communications** was \$4.4 million. Most recent quarter includes \$2.4 million "unrealized noncash gain on marketable securities." ■ Television distribution revenue for **Republic Pictures Corp.** was \$2.1 million, up 44%. Operating income was down 65%, to \$221,000. ■ Operating income for **SCI Holdings** increased 7%, to \$22 million. In first period of previous quarter company had net loss of \$48 million. SCI said that cable revenue, on comparable-systems basis, grew \$13.2 million. Television station revenue was down 2%, to \$45.8 million, "primarily due to softness in the local advertising markets. Net revenue declines in the Atlanta, Detroit, Milwaukee and Toledo, Ohio, markets were offset by revenue gains in the Boston and Cleveland markets." Seven percent increase in TV station expenses, to approximately \$37.7 million, included \$1-million charge, "associated with film program costs in excess of amounts to be recovered over the film contract period." Station personnel expenses increased 2% over previous year's first quarter. ■ **TVX Broadcast Group** had loss of \$1.7 million, before depreciation and nonfilm amortization, and interest expense. Company said that for stations owned during first quarter of both 1986 and 1987, revenue increased 1.8%, while "total broadcast expense" for same stations decreased 3.3%: "film amortization increased 1.6%, other programming and operating expenses decreased 0.6%, and selling, general and administrative expenses decreased 7.9%." ■ **The Vista Organization** said first-quarter results included \$7.1 million in revenue and \$1 million in operating profit from *At Mother's Request*, which aired on CBS in January.

Bottom Line

Cable converter convertibles. General Instrument said it completed \$175-million offering of 7¼% convertible subordinated debentures due 2012, through Lazard Freres & Co. and Salomon Brothers. Offering of debentures, convertible at \$40.625 per share, was increased from initially planned \$150 million, company said. Net proceeds are to be used "primarily to repay debt under the company's European revolving credit facility that was incurred in connection with the acquisition of its Cable/Home Communications business as well as to repay other outstanding indebtedness."

□

Pulp stories. Southeast Paper Manufacturing Co., Dublin, Ga.-based newsprint-production joint venture of Knight-Ridder, Cox Enterprises and Media General, announced plans to double production capacity from current 200,000 tons per year. New capacity would be on line by January 1990. ■ Times Mirror Co. said it sold roughly 17,000 acres of Oregon timberland. Company still owns 226,000 acres in Northwest.

else will have to be extremely profitable over the long-term."

Over the short term, one leg of the of film entertainment business has proved embarrassing. L-T said last week that it would take a fourth-quarter writedown of \$31 million for its home video operations. Although sales were increasing rapidly (from \$24 million last year to over \$100 million this year, said Adelson), the operation's previous management had, unbeknownst to corporate leadership, established a returns policy "totally inconsistent with what we had been led to believe and with industry practice at the time. Basically in June we began to get returns of videocassettes, previously reported as sold, totally unexpectedly. Once that happened we had to take a much closer look at total inventory and wound up by taking a writedown along broad lines of almost every piece of inventory. In addition to that, about \$6 million which had previously been capitalized, we thought better to expense."

Last week's revelation follows the resignation in March of three top officers, including president and chief executive officer, Stuart Karl, after conflict-of-interest charges were raised. Adelson told BROADCASTING that the home video operations are now part of the divisional structure of the company, rather than being an autonomous operation. Furthermore, he said that additional product, some of it being produced by Lorimar-Telepictures, will insure the home video operations are profitable in the coming fiscal year. □

Battle over board seat at Warner

In a rare public display of disharmony among a company's directors, the chairman of Warner Communications feuded with another director, Herb Siegel, chairman of Chris-Craft Industries, the company's largest single shareholder. The forum for the feud was in New York at Warner's annual meeting, which ran over three hours. The meeting saw Warner cut back the size of its board, to 14, by declining to re-nominate Howard Arvey, a friend of Siegel, who is also a Chris-Craft director. Arvey, nominated himself anyway, receiving 21% of the votes cast—Chris-Craft has voting control over 17.4% of total shares outstanding. At a board meeting preceding the shareholders meeting, Siegel did not indicate he would support the company's slate of directors, leading Ross to drop Arvey from the slate, a possibility previously suggested in Warner's proxy statement. The current board of Warner has four Chris-Craft nominated directors, with the company giving no indication it would replace former Senator Abraham Ribicoff, who was initially nominated by Siegel and who resigned in February. At Wednesday's meeting Ross reportedly said that Ribicoff had explained "he couldn't take three more years of our board meetings." The meeting also saw film and television director/producer Steven Spielberg give a testimonial on behalf of Ross, who was recently given a lengthy and potentially lucrative contract (BROADCASTING, March 16). □

RIDING GAIN

O N R A D I O

CBN on radio

Christian Broadcasting Network (CBN), the Virginia Beach-based cable and broadcast ministry, last week said it has signed nearly 45 AM and FM radio stations for a new satellite-delivered programming service, CBN Radio, that offers a 24-hour package of contemporary Christian music, a one-hour talk show and a 30-minute news program. The new network service contains a number of local availabilities and it is being offered free-of-charge to stations, said David Clark, vice president of marketing for CBN.

CBN Radio's 60-minute show, entitled *700 Club On The Line*, is an adaptation of the CBN's 90-minute broadcast television and cable show, *The 700 Club*, a Christian news/talk magazine program that first aired in 1963. *700 Club On The Line*, to air from noon to 1 p.m. NYT each weekday, is hosted by Ben Kinchlow, co-host of cable/broadcast television's *700 Club* show, who will continue in that role as well, and Scott Ross, a celebrity interviewer who appears regularly on the video version. The radio broadcast opens with a five-minute CBN newscast. It also features an audience call-in segment utilizing a toll-free 800 number. According to Clark, some of the guests on the *700 Club*, which goes off the air at 11:30 p.m. NYT, stay for the radio program.

At 5 p.m. NYT each weekday afternoon, CBN Radio airs a half-hour, "in-depth" news series, dubbed *CBN News Today*. It begins with a rundown of the day's top news stories followed by a major feature and a news analysis segment that features interviews with newsmakers. The show is co-hosted by Steve McPheeters, who has served as director of special projects for CBN, and Dale Hurd, formerly news director for WUGN (FM) Midland, Mich. "We rely on our news bureaus in Washington and the Middle East [Jerusalem] for national and international stories," Clark said.

Among the stations that subscribe to CBN Radio, which began full operation earlier this month, are KPZE(AM) Anaheim, Calif., WROL(AM) Boston, WYNX(AM) Atlanta and KOXI(AM) Denver. The goal, said Clark, is to have 100 stations affiliated by the year's end. Stations have the option of taking any or all three of the CBN Radio programming components. CBN Radio's audio signal is carried on the subcarrier channel of CBN's video signal over Galaxy I.

Although there are currently no national sponsorships for CBN Radio, Clark told BROADCASTING that CBN is looking to launch five-minute hourly news summaries around the clock that would be sold to national advertisers. That expansion is expected to take place early next year.

CBN Radio is not CBN's first attempt at a national radio programming service. In 1981, CBN offered a mix of contemporary Chris-



Kinchlow and Ross

tian and secular music to radio stations under the name of Continental Radio. The service, which at the time was based on CBN's WXRI(FM) Norfolk, Va., format, was discontinued the following year.

'Dragnet' returns

Charles Michaelson Inc., Hollywood, Calif.-based program distributor of "classic" radio shows, has signed a deal with MCA Enter-

tainment to renew syndication of the original *Dragnet* radio episodes.

As part of the package, stations were asked to participate in a six-week *Dragnet* trivia contest, slated to have begun last Friday (June 26). The contest is designed to cross-promote the new *Dragnet* comedy film, distributed by MCA's parent company Universal. According to MCA, listeners who answer questions correctly are awarded tickets to see the "Dragnet" movie.



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INTV lobbies Hill on must-carry sunset

Association also seeks support for FCC's syndex proceeding; Swift tells general managers that broadcast bills will have to wait for outcome of fairness doctrine issue

The independent television community was in full force in Washington last week. Some 100 managers of independent television stations participated in a two-day conference aimed primarily at gaining congressional support for passage of a House bill that would repeal the FCC's sunset of its must-carry rules (see story, page 45) and Hill backing for the commission's rulemaking to reimpose syndicated exclusivity. The broadcasters also spent time examining some of the programming and marketing challenges facing independent television.

They called on more than 50 House members and over 20 senators. Although must carry and syndex were INTV's top agenda items, the independents broached other issues with the lawmakers. The broadcasters registered their concerns over the practice by some cable operators of shifting independent stations from their present channel position on a cable system to a new location often on a higher tier, which studies indicate receive less viewership.

Independents are also concerned about the so-called siphoning off of sporting events from over-the-air television to pay cable. The general managers asked members to back legislation (H.R. 2687) that would require Major League Baseball teams to broadcast at least half of their televised games on over-the-air stations until 75% of the homes in the teams' markets have access to cable.

They were said to have stated their objections to any attempts by Congress to tax advertising as a means of raising new revenues. And they sought support for legislation that would eliminate the current blanket license for the music rights in syndicated television programs and replace it with a source licensing system.

□

A glimpse of prospective Capitol Hill action on broadcast issues was provided by Representative Al Swift (D-Wash.) during an INTV luncheon. Swift, a key member of the House Telecommunications Subcommittee, predicted there would not be enough Senate votes to override President Reagan's veto of legislation codifying the fairness doctrine (see "Top of the Week") and as a result he said there would be no action on any broadcast legislation until the fairness doctrine matter is resolved. Swift said: "Congress tried to send a signal that it wouldn't tolerate the loss of the fairness doctrine, but that message was ignored by the President and the FCC." Furthermore, he underscored that the doctrine's champions—Senator Ernest



Swift

Hollings (D-S.C.) and Representative John Dingell (D-Mich.)—were not known for "noodle-like backbones."

Calling the 1934 Communications Act a "retroactive work of genius," Swift said it has enabled broadcasters to prosper. He said any charges that the fairness doctrine violates broadcasters' First Amendment rights were "great rhetoric... but pure nonsense. The dire consequences predicted about the fairness doctrine have never come close to happening."

Swift also expressed some frustration with broadcasters whom he felt were asking for regulation of the "other guy" while seeking deregulation for themselves. The public interest standard provides no defense against

competing technology, he said. As an example, Swift pointed to broadcasters' support of must carry compared to their demand for more spectrum for high-definition television. Swift said that parallel regulations are necessary and that the road broadcasters are headed down is a "dead-end trap."

Swift warned that the program content regulation offered by the departing FCC Chairman Mark Fowler (on indecency) was "wildly radical" and not indicative of careful conservative causes it supposedly represented. He compared Fowler to an old *Lucy Show*, where Lucy's departing boss gives a grand speech, turns and promptly walks into a closet. "Mark Fowler slipped on a banana peel in the worst way," said Swift. □

Young, white males get better jobs in TV writing

Writers Guild report examines careers at networks, film and TV studios and finds employment picture tougher for women, minorities and those over 40; Guild's Walton calls situation 'unacceptable'

Television and movie writers who are young, white and male get to work more often, receive higher wages and often obtain better jobs than women, minorities and writers over the age of 40, according to a 200-page report released last week by the Writers

Guild of America West.

The report took 18 months to prepare and reviews career experiences of 5,434 writers from January 1982-December 1985, documenting discrimination in every segment of the entertainment industry. It covers the three networks, seven major film and television studios and six leading independent production companies.

While throwing out a multitude of statistics aimed at startling the industry into changing its attitudes and practices, one of the report's purposes is to convince the tele-



At the FCC. Independent television broadcasters were not just making the rounds on Capitol Hill last week. They went to the FCC as well to enlist support for the commission's rulemaking to reinstate syndicated exclusivity. INTV officials and members called on all three commissioners, Chairman Dennis Patrick and 10 members of the Mass Media Bureau staff. Pictured, l-r: Jim Hedlund, INTV vice president for government relations; INTV President Preston Padden; Commissioner Patricia Diaz Dennis; Joseph A. Young, vice president and general manager of wxii(tv) Indianapolis; Diane Hofbauer, acting legal assistant to Commissioner Dennis; Susan Rynn, INTV research director; Michael Schuch, vice president and general manager of wuab(tv) Cleveland, and Gene Loving, chairman of the board for TVX Broadcast Group.

Among the chief arguments advanced by INTV were:

- "Reinstitution of the syndicated portion of the FCC's program exclusivity rules is not barred by the Cable Communications Policy Act of 1984, (INTV presented a legal opinion from its attorneys on that matter).
- "Syndicated exclusivity existed at the time of the adoption of the Copyright Act of 1976 and is a consistent and integral part of the statutory scheme.
- "Cable wants to have it both ways—'cable exclusive' program rights for cable but no exclusive rights for their competitor, the local broadcast stations.
- "Distant signal duplication of exclusive programs does siphon audience from local stations.
- "Audience losses injure a station financially and undermine its efforts to 'earn' its way onto cable under the revised must-carry rules." (INTV also provided a short analysis of audience loss.)

vision networks and advertisers that "they will have more chance of success if they broaden the appeal of their stories," said Brian Walton, the guild's executive director.

"The picture painted by this report is simply unacceptable in 1987," Walton said at a press conference. Major television and film production companies, he said, are generally sympathetic when the problems are discussed during contract negotiations but "tend to deny that a major problem exists" and insist the statistical imbalance will cor-

rect itself with the passage of time.

In introductory remarks to the report prepared by William and Denise Bielby, research specialists at the University of California, Santa Barbara. WGAW President Melville Shavelson and Walton said "the door to access and opportunity in Hollywood is all but closed to writers who are ethnic minorities. Writers who are women are excluded from 80% of writing opportunities. Writers over 40 no longer receive a premium for their experience and are beginning to lose the access they once held."

Among the study's findings: that women and minority writers get paid between 60 and 70 cents for every dollar earned by white males; the industry increasingly values younger writers in both pay and employment opportunities; women are less likely than

men to employed as staff writers for television; women four times as often write for daytime soaps as they do for prime-time action/adventure dramas; minority writers have greater difficulty than non-minority writers in obtaining freelance employment in television and are concentrated on the staffs of a few series that have minority actors in leading or feature roles. But the report shows that barriers to employment faced by women, minorities and writers over the age of 40 are greater in feature film, especially at the major studios, than in television.

The salary gap between men and women has grown substantially over the years, the study showed. In 1982, for instance, women writers made 12% less than men who started at the same time. Four years later, there was a 30% difference. The story is similar for writers over 40, who seven years ago received the highest salaries of any guild members, and by the end of 1985 made only 83 cents in comparison to every dollar made by median writers under 40.

Singleed out by the report as the worst offenders when it comes to hiring and paying women, minorities and older writers are MTM Enterprises and Walt Disney Productions, but officials for the two companies declined to comment on the study's findings.

"I don't believe there are many committed ageists, racists or sexist bigots (in the entertainment industry)," said long-time writer Alfred Levitt. "It is just [that] conventional thinking holds that whites can write white material and black, that blacks can only write black. Similarly, as this belief goes, Hispanics can only write brown where as whites can write both white and brown. . . . Correspondingly, the dominant Hollywood attitude is that women can write women's stories, but not action/adventure. That is a male preserve. Yet there is no hesitation about hiring male writers for so-called women's material such as serials, daytime or nighttime. And of course young writers can write about young and old characters while older writers are thought to be limited to writing about their contemporaries, if that."

Calling the statistics in the report "really terrible," Walton said he would bring the matter up at the bargaining table when negotiations resume with producers in December, but hoped something could be accomplished before then. "I think we can expect that the producers will be responsive to the requests," he said. □

LPTV networking. Channel America, a New York-based, low-power television station owner, intends to start an LPTV network in January 1988, the company announced. CA has ownership interest in an Atlanta production studio, according to CA Chairman David Post, and will produce programming—two hours a day of original programming are planned at the start—both for its owned and operated stations (it has 15 on air or under construction) and for other LPTV stations. Although he would not be more specific, Post said that two "substantial...cable people" are passive investors in Channel America. In conjunction with that announcement, the company has named Robert F. Mauro president and chief operating officer. Mauro most recently was director of operations and planning, public affairs sector, CBS News, responsible for "production, personnel and financial activities for *60 Minutes*, *West 57th* and *CBS Reports*, among other responsibilities."

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New New York slate. The New York Market Radio Broadcasters Association elected new officers and two new board members during a dinner meeting at New York's Gallagher's restaurant. The new NYMRAD officers are (front row, l-r): Dean Thacker, vice president and general manager, WHTZ(FM) Secaucus, N.J., treasurer; Mark Bench, vice president and general manager, WNSR(FM) New York, chairman; Barry Mayo, vice president and general manager, WRKS(FM) New York, secretary; and Matt Field, vice president and general manager, WNCN(FM) New York, vice chairman.

Other board members in attendance were (back row, l-r): Peter Doyle, executive vice president, McGavren Guild Radio; Mike Kakoyiannis, vice president and general manager, WNEW(AM) New York; Rod Calarco, vice president and general manager, WCBS(FM) New York; Jim Morley, vice president and general manager, WEZN(FM) Bridgeport, Conn.; George Wolfson, vice president and general manager, WLTV(FM) New York; John Irwin, vice president and general manager, WYNY(FM) New York; Paul Sternbach, NYMRAD counsel; Warren Bodow, president and general manager, WQXR-AM-FM New York; Lee Simonson, vice president and general manager, WOR(AM) New York; Sandy Josephson, NYMRAD vice president of marketing; NYMRAD president Maurie Webster (formerly executive director); Jim Haviland, vice president and general manager, WABC(AM) New York; Peter Arnow, president, WMTR(AM)-WDHA(FM) Morristown-Dover N.J., and Tom Chiusano, vice president and general manager, WXRK(FM) New York.

Not pictured is Steve Soule, vice president of sales, NBC Radio Networks. Soule and Calarco are newly elected NYMRAD board members.

NAPTS loses Fannon

President resigns, will leave by end of August; his future plans are undecided; search committee will be formed to find successor

Peter Fannon, president of the National Association of Public Television Stations, public television's lobbying organization, resigned last week, citing his desire to move on to other projects after eight years with the organization and almost three as its president. Fannon's resignation, effective Aug. 31, reportedly came at the request of the NAPTS board, although NAPTS Chairman Richard Ottinger, executive director of the Georgia Public Telecommunications Commission, would not confirm the rumor. In a public statement, Ottinger accepted Fannon's resignation "with deep regret and great appreciation," describing Fannon as "one of the brightest men in public broadcasting..." Ottinger credited Fannon with "turning around the steep decline in federal funding from the dark days of the early 1980's."

According to Fannon, he felt that with the



Fannon

public broadcasting industry approaching a new cycle, it would be a good time for new leadership to take over. "Things are in progress now, but they start really turning again at the end of the year and the beginning of next," he said. "The sooner there is somebody full time with attention on it the better." His job, Fannon said, has been "very productive and very satisfying, but there just comes a time when, if it's a natural break, you do it." Fannon will be working through August to tie up loose ends at NAPTS, and does not expect to resolve any major issues in the interim.

The NAPTS board plans to form a search committee to find a new president. Fannon himself was selected after serving as acting president during a seven-month search for a successor to former President Bruce Christensen, now president of the Public Broadcasting Service (BROADCASTING, Dec. 17, 1984). Fannon, who has served as budget examiner in the Office of Management and Budget, as assistant to the vice chairman at PBS and in two positions on task forces serving President Ford, has not yet decided whether he will continue to work in public broadcasting. □

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Changing Hands

PROPOSED

KSTS(TV) San Jose (San Francisco), Calif. and unbuilt TV in Galveston, Tex. □ Sold by, respectively, National Group Inc., and Bluebonnet Broadcasting Co. to Telemundo Group Inc. for total of \$25 million. **Seller**, National Group, is principally owned by N.J. Douglas and his wife, Hazel, who have no other broadcast interests. **Seller**, Bluebonnet, is owned by Raymond G. Schindler, who has no other broadcast interests. **Buyer** is group of four Spanish-language TV's purchased last year from John Blair & Co. It is owned by Reliance Group Holdings, publicly traded, New York-based investment firm principally owned by financier, Saul Steinberg. Telemundo is headed by Henry R. Silverman, president. KSTS is independent on channel 48 with 4,550 kw visual, 455 kw aural and antenna 2,070 feet above average terrain. Galveston station is unbuilt construction permit on channel 48 with 1,618 kw visual, 323 kw aural and antenna 1,161 feet above average terrain.

KMVP(AM)-KRXY(FM) Lakewood (Denver), Colo. □ Sold by Malrite Communications Group Inc. to Capital Cities/ABC Inc. for \$10.7 million. **Seller** is publicly traded, Cleveland-based group of five AM's, eight FM's and six TV's headed by Milton Maltz. **Buyer** is publicly traded, New York-based television network and station group of 10 AM's, nine FM's and six TV's headed by Tom Murphy, chairman. KMVP is on 1600 khz full time with 5 kw. KRXY is on 107.5 mhz with 100 kw and antenna 670 feet above average terrain. *Broker: Wertheim Schroeder Co.*

WCSC(AM)-WXTC(FM) Charleston, S.C. □ Sold by WCSC Inc. to Ralph Guild for price said to be between \$5 million and \$6 mil-



Dotted line. Ralph Guild (r), president of Interep National Radio Sales, signs the agreement to purchase WCSC(AM)-WXTC(FM) Charleston, S.C., from John M. Rivers Sr. (l) and John M. Rivers Jr. (center). Senior Rivers became president of station in 1938 and owner in 1944. Rivers family continues to own co-located WCSC-TV. The Ted Hepburn Co. brokered the sale.

lion. **Seller** is owned by John Rivers, who also owns WCSC-TV Charleston. **Buyer** is president of Interep National Radio Sales (formerly McGavren Guild Inc.), owns KFRE-AM-FM Fresno, Calif. WCSC is on 1390 khz full time with 5 kw. WXTC is on 96.9 mhz with 100 kw and antenna 1,750 feet above average terrain. *Broker: The Ted Hepburn Co.*

WENE(AM)-WMRV(FM) Endicott, N.Y. □ Sold by WENE Inc. to Beacon Broadcasting Corp. for \$4.5 million. **Seller** is owned by Julann Griffen, who has no other broadcast interests. **Buyer** is owned by brothers, Robert and Alford Lessner. It also owns WSCR(AM) Scranton, Pa., and WBNR(AM) Beacon, WSPK(FM) Poughkeepsie and WINR(AM) Binghamton, all New York. WINR will be spun off to comply with FCC duopoly rules. WENE is on 1530 khz full time with 5 kw. WMRV is on 105.7 mhz with 35 kw and antenna 570 feet above average terrain. *Broker: Kozacko-Horton Co.*

WCHY-AM-FM Savannah, Ga. □ Sold by Bluegrass Broadcasting Inc. to Roth Communications Inc. for between \$3 million and \$4 million. **Seller** is owned by Kentucky Central Life Insurance Co. and headed by H. Hart Hagan, president. Based in Lexington, Ky., it owns two AM's, two FM's and two TV's. It recently sold WMMA(AM)-WHTQ(FM) (formerly WHOO-FM) Orlando, Fla. ("Changing Hands," April 27). **Buyer** is

Melrose, Mass.-based group of four AM's and four FM's owned by Dr. David A. Roth. WCHY is on 1290 khz full time with 5 kw. WCHY-FM is on 94.1 mhz with 100 kw and antenna 1,320 feet above average terrain. *Broker: The Ted Hepburn Co.*

KOCM(FM) Newport Beach, Calif. □ Sold by Donrey Media Group to Electra Financial Corp. for \$3.25 million. **Seller** is Fort Smith, Ark.-based group of two AM's and one FM owned by Donald W. Reynolds. It publishes newspapers in 16 states and operates cable systems in four states. Station was sold and approved last year for \$2,950,000 ("Changing Hands," Dec. 15, 1986) but that deal fell through. Donrey also recently sold KOLO(AM) Reno ("Changing Hands," June 15). KOCM is on 103.1 mhz with 2 kw and antenna 300 feet above average terrain. *Broker: Blackburn & Co.*

KVSF(AM)-KNYN(FM) Santa Fe, N.M. □ Eighty percent sold by Fiesta Communications Corp. to Radio New Mexico Inc. for assumption of \$1,865,000 debt. **Seller** is principally owned by Fred Senna, who has no other broadcast interests. He will retain 20% interest in station. **Buyer** is owned by Bill Bereman and Ron Hunt. Bereman owns WPAD(AM)-WDDJ(FM) Paducah, Ky. Hunt is Santa Fe-based investor with no other broadcast interests. KVSF is on 1260 khz with 5 kw day and 1 kw night. KNYN is on 95.5 mhz with 100 kw and antenna 280 feet above average terrain. *Broker: Norman Fischer & Associates.*

WDVH(AM)-WKYS(FM) Gainesville, Fla. □

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Sold by Sunshine Wireless Co. to Albert J. Gillen Associates Inc. for \$1.8 million. **Seller** is owned by Dan Cohen, Jeffrey D. Greenhawt and Don Verlanti. It also owns WQAM(AM)-WKQS(FM) Miami. **Buyer** is principally owned by Albert Gillen, retired vice president of Knight-Ridder Broadcasting Inc. It has no other broadcast interests. WDVH is daytimer on 1390 khz with 5 kw. WKYS is on 105.5 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Blackburn & Co.*

WSEY(FM) Sauk City (Madison), Wis. □ Sold by Madison Radio Ltd. to Odon Madison Ltd. Partnership for \$1.6 million. **Seller** is principally owned by Kimberly Gerber. It has interest in WWZZ(AM) Sarasota and WBGB(FM) Mount Dora, both Florida. **Buyer** is owned by William C. O'Donnell and Donn E. Winther. O'Donnell and Winther have interests in WHFB-AM-FM Benton Harbor, Mich., and WNFL(AM) Green Bay and WKFX(FM) Kaukauna, both Wisconsin. WSEY is on 96.7 mhz with 1.78 kw and antenna 430 feet above average terrain.

WMXQ(FM) Moncks Corner, S.C. □ Sold by Atlantic Broadcasting Inc. to Ceder Communications Inc. for \$900,000. **Seller** is owned by Fred Avent and Harold J. Miller. It also owns WJYW(FM) Southport, N.C., and WJMX-AM-FM Florence, S.C. **Buyer** is owned by Marvin Ceder, Miami-based investor with no other broadcast interests. WMXQ is on 105.5 mhz with 3 kw and antenna 265 feet above average terrain. *Broker: The Thorburn Co.*

WAGR(AM)-WJSK(FM) Lumberton, N.C. □ Sold by Southeastern Broadcasting Corp. to O'Connell Broadcasting Inc. for \$600,000. **Seller** is owned by Al Kahn, who has no other broadcast interests. **Buyer** is owned by Vincent D. O'Connell, Los Angeles-based investor with no other broadcast interests. WAGR is on 1340 khz full time with 1 kw. WJSK is on 102.3 mhz with 3 kw and antenna 270 feet above average terrain. *Broker: Chapman Associates.*

KCYX(AM) McMinnville, Ore. □ Sold by Radio 1260 Inc. to Matrix Media Inc. for \$681,812. **Seller** is owned by Deane Johnson, who also owns KOSO(FM) Patterson and

KKNU(FM) Fresno, both California. **Buyer** is owned by S. Michael Symons president, Albert S. Harvey and two others. It also owns KBCH(AM)-KCRF(FM) Lincoln City, Ore. KCYX is on 1260 khz full time with 1 kw. *Broker: Doyle Peterson, Media Broker.*

KUBR(AM) San Juan, Tex. □ Sold by Dale Chapman Broadcasting Inc. to Paulino Bernal for \$445,000. **Seller** is owned by Dale Chapman, who also owns new TV in McAllen, Tex. **Buyer** owns KJAV(AM) Alamo, Tex., and KMFM(FM) Premont, Tex. KUBR is on 1210 khz with 10 kw day and 1 kw night.

For other proposed and approved sales see "For the Record," page 63.

Networks, unions appear at loggerheads

This week could see strikes by NABET against NBC and DGA against studios

The television industry appears headed for a double-barrelled confrontation with labor this week—the Hollywood studios confronting a threatened work stoppage by members of the Directors Guild of America and NBC facing the strong likelihood it will lose one-third of its payroll to a walkout by technicians and newswriters.

□

With the Hollywood-DGA negotiations deadlocked, and chances for a resolution appearing remote by Tuesday's deadline (June 30), the television and movie industries were bracing for a first-ever strike by the 51-year-

old union.

Representatives of the 8,240-member union have reported no progress in their talks with the three major broadcast networks or in their separate negotiations with the Alliance of Motion Picture and Television Producers, which represents the seven major studios and more than 200 independent production companies. The DGA came close to a strike in 1984, but this time around observers have said the rhetoric is far more intense. As an example of how serious the DGA is taking the threat of a strike, it has established a \$2-million strike contingency fund, set up a strike committee office and won commitments from 212 independent producers to abide by the existing contract in the event of a work stoppage.

The biggest stumbling block to a settlement in both sets of negotiations appears to involve personnel rollback demands, with guild members claiming the networks' proposal would reduce the number of staff positions they hold by 30% to 70%—a point network representatives contest. Producers, who claim that rising production deficits and the soft syndication market are harming their profit margins, are also seeking to reduce residual payments and freeze the guild's pension plan (BROADCASTING, May 4).

Although the networks and alliance are negotiating separate contracts with the guild, a DGA official said last week that it would be "highly unlikely to have an agreement in one area without an agreement in the other."

After receiving their leadership's final recommendation, DGA members will vote Wednesday in Los Angeles and Thursday in New York on whether to accept the management offers. If they are rejected, a guild spokesman said, the next step will be to decide when and where picket lines will go up.

The DGA will have the support of other Los Angeles county labor unions. The executive committee of the county's Federation of Labor, comprised of representatives from such key southern California entertainment unions as the Screen Actors Guild, Screen Extras Guild, American Federation of Musicians, International Brotherhood of Electrical Workers, four International Theatrical & Stage Employee locals and the AFL-CIO, announced Thursday (June 25) that it had authorized a strike sanction against producers and the networks if the directors guild, which is not affiliated with the federation,

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walks out. Bill Robertson, the federation's executive secretary, said he expects the DGA "will have the support of our peers on the East Coast" as well.

Contractually, Robertson said unions cannot prohibit workers in these unions from crossing picket lines, but noted most union members normally respect them anyway. Those who do report to work will not fill in for DGA members, he said.

If the strike lasts more than a month, industry officials said it could delay the fall roll-out of the networks' prime time series, which are slated to debut in late September.

ABC-TV, considered to be the most vulnerable of the three networks because of its wholesale schedule shakeup, has most of its new shows entering production in late July, according to a spokesman. The network has four episodes of *Who's The Boss* and *Growing Pains*, six episodes of *Perfect Strangers* and seven episodes of *Head of the Class* in the can, as well as a few new programs. But ABC Entertainment President Brandon Stoddard said it would have to rely on its stockpile of about 60 theatrical titles in case of a prolonged strike ("In Brief," June 22).

CBS-TV has 12 completed episodes of *Dallas* and *Falcon Crest*, nine episodes of *Knots Landing*, eight episodes of *The Law and Harry McGraw* (including a two-hour pilot), five episodes of the *Equalizer*, four episodes of *Kate & Allie* and *My Sister Sam* and three episodes of *Designing Women*. Production of the network's other series will begin July 6, with *Cagney & Lacey*, and continue through early August.

NBC-TV has nine episodes of *Our House* in the can, seven episodes of *Highway to Heaven*, six episodes of *J.J. Starbuck*, five episodes of *A Different World* and *ALF*, four episodes of *Facts of Life* and *227*, two episodes of *Private Eye* and one two-hour episode of *Matlock*.

A work stoppage by directors is not expected to have much impact on the roll-out of Fox Broadcasting's Saturday night lineup since most episodes of the new programs are completed, providing Fox with original programming through September, officials said. Its original batch of Sunday night programs will enter reruns July 12, beginning with *21 Jump Street* and then continuing according to the start date of the series which were rolled out over several weeks in early April.

Much of the new fall television season will depend on whether production companies decide to use management and hire non-union help in the event of a prolonged work stoppage or to wait for the strike issues to be resolved. From early indications, however, it would appear producers will take whatever steps are necessary to maintain shooting schedules.

For instance, The Walt Disney Co., which is already involved in another strike that began June 15 between the Screen Actors Guild and five major animation studios, last week advertised for non-SAG actors to provide voices for lead characters in a cartoon series. Disney management would not comment on whether it would take the same action in the event of a DGA strike, but industry sources said Disney is prepared to play hardball with the unions.

Perhaps the most dramatic effort to recruit

directorial help came when representatives of the NBC daytime serial, *Days of Our Lives*, recruited college students from UCLA's department of theater, film and television, which produces a professional-quality soap called *University* for a local cable public access channel. George Schaefer, department chairman and a DGA board member, said several students—one source placed the number at six—were contacted individually by the program's producers. "I told them it was something they would have to decide for themselves, that this may go on for a long time and that they are going to have to look at the issues," Schaefer said. "It's a personal decision." The students, some of whom are said to have taken the offer because it was too good to pass up, would likely be used to assist directors and assistants drawn from non union work on commercials, public and cable television shows.

The producers' attempts to attract non-union talent led the DGA to take out an ad in a trade paper warning "all future directors" who accept "scab" labor jobs during a strike that "you are forever closing the door on

your future membership in the DGA." AMPTP responded with an ad of its own, telling strike-breakers that "employees have an absolute, legally protected right to work during a strike," and could continue to work after a strike "whether or not they are members of the guild." If the DGA attempted to keep those members from obtaining industry jobs, AMPTP said, it "is prepared to take appropriate legal action to enforce those rights."

At NBC, the moment of truth is expected to come today (June 29) at 12:01 a.m., when the network has plans to implement a new contract for 2,800 technicians, newswriters and others, despite lack of agreement with the National Association of Broadcast Employees and Technicians representing them.

NABET, which objects to NBC's proposed increases in temporary hiring, a loosening of certain technical jurisdictions and the contract's two-year term, has called for a strike 30 seconds after implementation.

No talks were scheduled between the two as of midweek last week, the parties having abandoned the bargaining table last April 1



Remembered and honored. A tribute was given posthumously to the late WNEW(AM) New York personality William B. Williams, who was honored by the International Radio and Television Society as its "Broadcaster of Year." Williams, who died last August, had a 40-year career at WNEW. Veteran radio and recording star Jim Lowe, a colleague of Williams at WNEW, served as master of ceremonies for the tribute. The award was presented to Williams's widow, Dorothy, by James Greenwald, president of IRTS. Eulogies were delivered by singer Margaret Whiting, WNEW personality Ted Brown and John Van Buren Sullivan, former general manager of WNEW.

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except for one unproductive session June 16. The NABET employes have been working without a contract since the last four-year pact expired March 31.

And in a blow to the union late Thursday, the National Labor Relations Board dismissed all unfair labor practice charges filed by NABET against NBC in mid-April.

Each side last week was blaming the other for the deadlock. NBC, which from the start of negotiations has been seeking a rapid conclusion to avoid running into the 1988 political-Olympics year, cited the union's refusal to put the contract to a membership vote as the key to forcing network implementation of the pact.

NABET, declined to present to members a contract it termed "totally unacceptable," charged NBC with bargaining in bad faith in discussion of union proposals and called the network's decision to implement "dictatorial."

NABET's network representative, Thomas Kennedy, argued last week that a strike would hurt the company "profit-wise and rating-wise, and will devastate them news-wise." Several hundred newswriters in New York, Chicago and Los Angeles are covered under NABET's jurisdiction with NBC, and NABET employes include engineers and technicians involved in virtually all aspects of the TV and radio networks and owned-stations operations and engineering, as well as other NBC services staffs handling everything from communications to building maintenance.

But NBC has been preparing for the job

action, putting into place contingency plans to continue operations using trained management employes. Michael J. Sherlock, NBC president of operations and technical services (O&TS), told BROADCASTING last week nearly 800 O&TS management employes had been extensively trained to take over technical operations vacated by NABET staff.

And while Sherlock acknowledged "minimal problems" might be expected because of the wholesale transition to new operators, Sherlock predicted they "will not be significant," adding he was "absolutely convinced [the network] can handle any eventuality."

According to Sherlock, the network is also entering one of its least busy production periods during the year. No tapings are scheduled next week, for instance, for *Donahue*, normally produced at NBC's 30 Rockefeller Plaza studios; *Late Night with David Letterman* will be dark for two weeks; taping of *The Cosby Show* does not begin again until August, and *Saturday Night Live* is out of production until the fall.

Shows on continuing production schedules, however, include all news programs; the soap operas *Another World*, *Days of Our Lives* and *Santa Barbara*; all of NBC's game shows, and live sports such as baseball, golf and, in the next several weeks, Wimbledon tennis (the latter is largely produced, however, by a contracted British production firm).

Sherlock said a strike action would have little effect on the network's now-heavy technical preparations for the 1988 summer Olympics. Several months ago the company

announced that the entire Olympics operations facility would be designed and constructed by the British engineering firm DTL, a decision Sherlock described as a carefully made strategic one "not to allow union disruption" of those preparations.

NABET representatives say the union is ready, however, to dig into its treasury to support striking members during what could be their first strike against NBC since a walkout in 1976 that lasted nearly two months.

According to NABET's Kennedy, the union has the "financial wherewithal to maintain a long strike if necessary," tapping "millions of dollars" in resources from the international union and its locals to cover, for instance, striking employee's medical benefits. "We've done a 20-week strike at ABC [in 1977]," Kennedy added. "I can see this one going longer than that."

In addition, Kennedy said other broadcast industry unions have pledged support for NABET if a strike occurs, among them DGA, IBEW (which represents CBS technicians in talks scheduled to start next fall), the IATSE and AFTRA.

Kennedy declined to say whether any of the other unions would ask members not to cross NABET picket lines. Some unions are contractually precluded from such actions, but individual union members have the right to respect any line, he said.

NBC's chief negotiator with NABET, Day Krolik III, said last week the network had not been seeking implementation, which he acknowledged is an uncommon step. He also said the implementation might be suspended if the union agreed to allow a membership vote on the package, but the suspension depended on the circumstances under which a vote was taken. If union leadership agreed to a vote, for instance, but recommended members reject the package, Krolik said that the network's implementation would then proceed.

Krolik said the network was implementing the package because it had made "hundreds of modifications" in its positions already, and wanted to avoid "protracted bargaining." Among the proposals the company withdrew after strong opposition by the union were separate seniority designations for radio and TV networks and owned stations in place of the master seniority lists now used in layoffs and a proposal to cut newswriter jobs without basing layoffs on seniority (a major issue in the Writers Guild of America walkouts this spring at CBS and ABC).

The network also backpedaled on its temporary hiring proposal, which has drawn some of the union's strongest fire. The current offer would allow for "daily hires" of up to 4% in the first year of the contract and up to 6% in the second year. Daily hires, which are not covered under network-NABET contractual conditions, are currently allowed only in network field ENG and remote news operations.

NBC's economic package, which would take effect with the implementation, provides a 3.64% salary increases in the first year and 4.68% in the second year. Existing RCA benefit packages will remain in place through the duration of the contract.

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NABET, in a letter circulated to NBC employees earlier this month, outlined its disagreement with several of the key NBC proposals, but also took issue with what it characterized as a network refusal to discuss issues raised by the union, such as a four-

year contract, four-day work week, protections for one-person ENG crew assignments, negotiated buyouts in place of layoffs and others.

In another letter to members, NABET's Kennedy wrote: The "NBC bargaining com-

mittee has steadfastly refused to bargain in good faith and have made a mockery out of the collective bargaining process." Kennedy later told BROADCASTING: "Their underlying position may be to break this union, but if it's a war they want, it's a war they'll get." □

New CPB board takes shape

Leadership has task of changing image of group that has fired two presidents, threatened PBS with content analysis and earned reputation for politicizing issues

Three Californians, two Texans, a Pittsburgher, a New Yorker and a Washingtonian; two Democrats, two independents and four Republicans; five veterans and three neophytes; seven caucasians and one black; seven men and one woman—the new Corporation for Public Broadcasting board—will meet together for the first time Thursday, July 2, in Washington. "I think we'll work very well together," says veteran Lloyd Kaiser, president of WQED(TV) Pittsburgh, who has served on the board since September 1984.

A formidable task faces the eight members of the CPB team: They must erase institutional memory of a body that has fired two presidents in two years, threatened the Public Broadcasting Service with content analysis and generally earned a reputation for politicizing issues and failing to lead the non-commercial broadcasting community. Five of those members—Kaiser, Gutin, Ken Towery, Dan Brenner and Lee Hanley—played roles in the organization's previous life. Their mission will be to work with the three new members of the CPB board—Democrat Archie Purvis, an ABC executive from Los Angeles, and Republicans Marshall Turner, a San Francisco venture capitalist, and Sheila Burke Tate, a Washington publicist—to rebuild the organization in a new image. Among their tasks will be choosing a permanent chairman and president.

The CPB board has not operated at full capacity—10 members—since March 1986, and has had just four members—Gutin, Kaiser, Towery and Brenner—since March 1987, when the terms of three members, including former Chairman Lee Hanley, ran out. At that time, Gutin took over the chairmanship temporarily. The nomination of Harry O'Connor to one of the two open seats is still pending ("In Brief," June 8), and a week ago President Reagan nominated Charles M. Lichenstein, senior fellow of international relations at the Heritage Foundation, to the final seat. (Lichenstein is a former PBS senior vice president, a national program distributor (1975-79) and assistant to then-FCC Chairman Dean Burch from 1971 to 1974. He was a member of the 1980 Reagan transition team that recommended abolition of CPB at the end of then-current appropriations in 1983 [BROADCASTING, Jan. 26, 1981].) Confirmation of Republicans O'Connor and Lichenstein would give the Republicans a majority of six members on the 10-member board.

In addition to CPB's unsettled board situation, the organization has not had a permanent president since last November. A three-member committee of the four-member board concluded the search for a new president last April by voting to recommend Acting President Donald Ledwig to a larger board once that board was in place (BROADCASTING, April 27), and Gutin said last month he expects to move forward with that decision at this week's meeting ("Closed Circuit," May 25). According to Kaiser, the only likely obstacle to Ledwig's appointment would be a new member asking for more time to get to know him. But Kaiser pointed out that the board will have the opportunity to make changes in officers at its annual meeting in September if it has to, and "so why not [choose Ledwig] now?"

As for major issues facing the new board, there don't seem to be any. Thursday's meeting will mainly be an opportunity to "get the lay of the land," said Dan Brenner, a communications law professor at UCLA.

In their answers to questions posed by the Senate prior to their confirmation hearings,

new members Turner, Purvis and Tate and returning member Hanley showed a consensus on many subjects. All four said the CPB board should not be directly involved in determining what is appropriate program content, a controversial subject addressed by the board over the past year ("In Brief," March 9), and they agreed that insuring the accuracy and fairness of programming is a role of CPB management. None felt that "federal assistance in the production of programs should in any way restrict the subject matter of or viewpoints expressed in such programs."

Programming and funding were given top priorities by the new members of the board. Purvis called for "a more stable, broader based and, hopefully, increased source (or sources) of needed funding," and Turner identified as his second priority maintaining "the independence and health of public broadcasting's financial support." Turner's first priority was programming, his third was the system's physical infrastructure and his fourth was establishment of the board in a leadership role. Hanley named as top priori-

June, 1987

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Satellite Footprints

The future is now. According to a new study from Satellite Systems Engineering Inc., a Bethesda, Md., consulting company, trouble is looming in satellite communications. Unless commitments are made to build new satellites by 1989, satellite users—from cable programmers to operators of private networks—may start to find shortages in Ku-band transponders by 1991 and C-band slots by 1993.

The 150-page report, "Transponder Supply and Demand Forecast," found the supply of transponders dwindling rapidly. By 1993, it said, 70% of today's 402 C-band transponders and 30% of today's 122 Ku-band transponders will be out of service. And, by 1996, it said, "every single C- and Ku-band transponder currently operating will be out of service."

Over the same period, it said, demand will be increasing, particularly for Ku-band transponders by broadcast and cable television networks and operators of private networks. Demand for C-band transponders will grow from 324 today to 356 in 1996, it said, while demand for Ku-band slots jumps from 103 to 354.

"The communications satellite industry is rapidly approaching a critical decision point," the report said. Because it takes at least three years to finance, build and launch a satellite, it said, "hard construction decisions" have to be made by the end of 1989 to insure an adequate supply of transponders for the 1990's.

To a certain extent, supply and demand in the future will be self-regulating. Because of the rapidly rising costs, it said, "it is unlikely that a system operator would proceed with construction and launch unless the new transponders were already sold, or at least until they were tied up in a long-term lease."

Assuming its demand forecasts are on target, the report said, 41 in-orbit satellites—18 C band with 24 transponders each and 23 Ku band with an average of 18 transponders—will be needed to meet the demand. That, along with 10 ground spares, translates into \$2.5 billion in business for satellite manufacturers and \$2.7 billion in business for suppliers of launch services.

The report had some harsh words for the FCC's practice of authorizing satellite construction and launches in groups years apart. The practice was called "unuseful." It introduces "cycles of shortage and glut. Supply is no longer tied to demand, but, instead, to bureaucratic procedures," The report said. "The cycles introduced by these procedures have also introduced price distortions that ultimately interfere with the rational introduction of new capacity."

Users have become accustomed to low prices because of the

current oversupply of transponders, it said. "They are bound to resist the upward pressure on prices that will result from the spiraling cost of launch services and launch insurance," it said. "In some cases, resistance will take the form of abandonment. We expect to see a shakeout of marginal [cable and broadcast] services as a result of high distribution costs."

Heard it here first. Some of the points SSE makes in its study have been made by Crimson Satellite Associates in its efforts to sell cable programmers Ku-band transponders on Satcom K-3 and Satcom K-4, which it hopes to launch around 1990. Crimson, a joint venture of HBO and RCA Americom, has been telling programmers that they need to start making plans now for satellite distribution in the 1990's and that the high price of the Ku-band transponders (high when compared to what users are paying now for C-band capacity) is a result of the rapidly increasing cost of launch services.

Kurt Thoss, vice president, audio-video, RCA Americom, is pleased with the progress Crimson has made thus far in the marketplace. Although Crimson has yet to sell any transponders, he said, much of the groundwork needed to make sales possible is being completed. In particular, he said, programmers are working out arrangements with cable operators that will give them a chance to get in on the direct-to-home satellite broadcasting business that will spring from the use of Crimson's Ku-band satellites. (The satellites are powerful enough to beam signals to home dishes as small as one meter in diameter.)

According to Thoss, operators are concerned about programmers' using the Ku-band satellite to "bypass" them and go directly to the home. If the direct-to-home business develops, he said, the operators want "a fair shot" at being a part of it.

(According to some cable operators, HBO has promised to give its affiliates exclusive satellite broadcasting rights within their franchise areas. HBO has yet to confirm the policy.)

One indication that operators' concerns about Ku band are waning is the acceptance by many operators of the HBO-RCA offer of free Ku-band earth stations for reception of cable programming from Satcom K-1. RCA is reserving transponders on Satcom K-1, a Ku-band satellite already in orbit, for programmers that buy transponders on Satcom K-3 or Satcom K-4 and want to get an early start on Ku-band distribution. By the end of July, Thoss said, HBO and RCA will have found homes for all 3,000 dishes they had planned to give away. Eight of the top 10 MSOs—all but Tele-Communications Inc. and United Cable—are participating in the program, he said.

ties addressing competing program sources and providing the noncommercial system with "the tools it needs, such as interconnection..." Tate named children's educational programming and public affairs.

Tate's and Turner's personal interests mirrored their views of the system's top priorities. Hanley named children's educational programming and "the development of a long-

range, strategic plan for all of public broadcasting." Purvis took special interest in development of programming that is responsive to the broad needs of the public, insuring the educational value of programming and developing special interest programming by, for and about minorities and women.

All four members supported continued federal funding of public broadcasting, but

Turner said it would be "a mistake to increase the proportion of public broadcasting financing which comes from government funding..." The new members agreed that alternative forms of financing should be explored.

Perhaps the most controversial issue addressed by the members in their prehearing statements was the airing of advertising by noncommercial stations. Turner came out against ads, stating that enhancing underwriting credits to the point of advertising would be "extremely dangerous." Tate acknowledged the need for finding additional money for the system, but said she "would forsake the lure of advertising revenue to preserve the noncommercial integrity of public broadcasting." Purvis described himself as "mindful of the potential pitfalls," but said that "if push came to shove, I would not shy away from exploring [advertising] as a possible revenue source, subject, of course, to appropriate safeguards." Hanley said that "as long as the advertising does not intrude upon programming and is not blatantly commercial, it could be less disruptive than sitting through the 'tin cup' approach or auctions on public television."



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Doug Grimm and Don McCoy, principals of Magic Broadcasting, have acquired*
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TELECASTINGS

Guiding anniversary

Procter & Gamble's *Guiding Light* serial, which premiered as a 15-minute radio program 50 years ago, celebrates its 35th year on CBS-TV tomorrow, June 30. During what the network has termed the show's "anniversary week, June 29-July 3," a series of "encore" scenes selected by viewers will be seen at the end of each of the week's episodes, introduced by former and current *Guiding Light* stars. The seventh-ranked daytime network program currently airs from 3 to 4 p.m.

CBS doings

CBS said last week *Magnum P.I.* will return to the summer schedule on Wednesday, July 1, at 9 p.m. The *Shell Game*, a midseason show that was in that time period, had its final broadcast June 17. CBS also confirmed last week it has ordered eight more episodes of the 1986-87 midseason comedy, *The Cavanaughs*, for use as a replacement show next season. The program was the ninth-ranked new program of last season and 32d-ranked program overall with an average 16.2/24.

Shriver assignment

Maria Shriver, co-anchor of NBC News's new *Sunday Today* (which begins Sept. 20), will also co-anchor *Main Street*, NBC News's monthly news program for teen-agers. On *Main Street* she replaces Bryant Gumbel, who continues as *Today* show co-anchor in addition to serving as prime time host of the network's 1988 summer Olympic coverage (BROADCASTING, June 8). Don Bowers, senior producer of *Main Street* since the show began in September 1985, has been appointed executive producer of the show, and Shelley Lewis, general manager of NBC News's affiliate news services, A-News, has been named senior producer of *Main Street*.

Special telecast

As part of its coverage of the VII International Special Olympics competition in South Bend, Ind. (July 31-Aug. 8), ABC-TV will televise, for the first time, a two-hour prime time special, *Special Olympics Opening Ceremonies*, Aug. 3 (9-11 p.m. NYT). The program includes appearances by Whitney Houston, Arnold Schwarzenegger, Frank Gifford and Susan St. James, and will celebrate "the new life given the mentally handicapped the world over by the Special Olympics," ABC said. (Founded in 1968 by Eunice Kennedy Shriver, the Special Olympics is a program of year-round sports training and athletic competition for children



Safekeeping. The Museum of Broadcast Communications in Chicago officially opened to the public June 13. The 14,025-square-foot facility at River City, 800 South Wells Street, houses a number of permanent collections plus special exhibits, shows and seminars, a research center, radio studio and a video auditorium, the Kraft Television Theater seating 99 people and built with a \$400,000 grant from Kraft Inc. The museum is a nonprofit organization, "national in scope but Midwest in focus, concentrating on the significant contributions Midwesterners have made to the development of broadcasting in the United States." Shown above at a June 12 reception preceding the opening: veteran Chicago and ABC Radio broadcaster Paul Harvey (l) and museum president, Bruce Dumont, political correspondent for noncommercial WTTW-TV Chicago.

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and adults with mental retardation.)

Additionally, *ABC's Wide World of Sports* will air a 90-minute program of the Special Olympics competition on Aug. 15 (4:30-6 p.m. NYT). Hosted by Frank Gifford, with commentators Donna de Varona and Lynn Swann, the focus of the show, ABC said, "will be a celebration in which everyone is special and winning or losing is unimportant." (Gifford and de Varona also are members of the board of directors of the Special Olympics.) Some 6,000 athletes from 73 countries, including for the first time, the People's Republic of China, will compete in more than 100 different events in 14 sports. About 300,000 spectators are expected to attend the week of international games, ABC said.

Coverage of the Special Olympics is produced by Ned Simon. Executive producer of the opening ceremonies telecast is Robert S. Shriver.

Antidrug campaign

Concerned that the percentage of alcohol and drug abuse in its communities "was far in excess of national averages," WRAL-TV Raleigh, N.C., has launched a multifaceted drug prevention project targeted primarily at teen-agers and parents of school-age children. Following a contest last April, in which "The Way to Be is Drug Free" was chosen as the slogan for the project, a poster contest among students was launched. The winning entry will be printed and distributed throughout the area to schools and businesses. Additionally, the station is preparing public service announcements to

introduce the slogan and the concept of the program, and singers Lee Greenwood and Roberta Flack have taped announcements for WRAL-TV urging the importance of being drug free.

A drug prevention program using improvisational theater techniques is also getting under way with the drama department of a local Raleigh high school, WRAL-TV said. The troupe, which will travel to different schools, will act out improvisational vignettes "centered on conflict that could lead to drug abuse," the station said, adding that it will videotape the dramas and make them available to schools in North Carolina that are unable to schedule live sessions. Capitol Broadcasting Co., WRAL-TV's parent company, is funding the cost for that phase of the drug prevention project, the station said.

The final phase of the project will be a major fund raiser next fall, with proceeds to help finance the start-up of a Wake county adolescent drug prevention clinic that will be available to residents of North Carolina, said Neil Kuvin, WRAL-TV station manager. He said the station is now negotiating with a "major national recording talent" about arranging a fund-raising concert.

Traumatic television

The asserted inadequacy of trauma care in the United States is the subject of *Critical Minutes*, a one-hour documentary produced by Group W Television under the auspices of its *Lifeguard* health series. The program, which will air in syndication on 144 stations between June 10 and July 10, was viewed at a reception on Capitol Hill featur-

ing Senator Alan Cranston (D-Calif.), who has introduced the Emergency Medical Services and Trauma Care Improvement Act of 1987 (S. 10). Cranston was presented with a petition signed by several trauma survivors flown in for the luncheon, including a head injury victim featured in the film, *Bill Esposito*. *Lifeguard* is sponsored by Bristol-Myers Co.

Foreign sales rep

MGM/UA Communications, Paramount Pictures and Universal Studios, which have a joint deal to supply TV programing and theatrical films to the People's Republic of China, have chosen Worldwide Media Sales, a unit of Worldwide Media Group, as exclusive sales agent with multinational advertisers.

The TV programs, including the series *Murder, She Wrote*, *Marcus Welby, M.D.* and *Family Affair*, as well as mini-series, *The Winds of War* and *The Jesse Owens Story*, will be shown on China Central Television's national network beginning in January 1988.

Worldwide Media Sales will sell five minutes of advertising per hour for the one-and-a-half to two hours of programs shown each Tuesday night. Theatrical sales will include two minutes of advertising trailers both on American films provided by the venture and on an unlimited number of Chinese and foreign films. Advertisers also will be able to develop product tie-ins or become exclusive sponsor of a particular theatrical title.

Worldwide Media Sales is headed by Charles E. Walsh, former vice president of advertising for CBS Worldwide Enterprises, which took to China its first regularly scheduled, advertiser-supported programing in 1983. Former CBS Worldwide head John Eger is president of Worldwide Media Group, parent company of Worldwide Media Sales.

Jones-Eastern Radio, Inc. has acquired radio stations:

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WYAK AM/FM serving Surfside Beach, South Carolina
WWOK-FM serving Nags Head, North Carolina
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Summary of broadcasting as of April 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,878	170	5,048
Commercial FM	3,959	418	4,377
Educational FM	1,265	173	1,438
Total Radio	10,102	761	10,863
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	467	222	689
Educational VHF TV	113	3	116
Educational UHF TV	197	25	222
Total TV	1,320	273	1,593
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

As compiled by BROADCASTING, June 18 through June 24, 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

Applications

- KOWN-AM-FM Escondido, Calif. (AM: 1450 khz; 1 kw-U; FM: 92.1 mhz; 3 kw; HAAT: 1,024 ft.)—Seeks assignment of license from Palomar Broadcasters Corp. to North County Broadcasting Corp. for \$3 million. Seller is Encino, Calif.-based group of three AM's and three FM's owned by media brokers. John D. Feldmann and Arthur Hogan. Buyer is San Rafael, Calif.-based group of one AM and two FM's owned by N. Arthur Astor. Filed June 12.
- KOLO(AM) Reno (920 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from Donrey of Nevada Inc. to Constant Communications Co. for \$800,000. Seller is Fort Smith, Ark.-based group of two AM's and one FM owned by Donald W. Reynolds. It publishes newspapers in 16 states and operates cable systems in four states. Buyer is Portland, Ore.-based group of two AM's and three FM's owned by Fred W. Constant. Filed June 10.
- WROW-AM-FM Albany, N.Y., and WLKW(FM) Providence, R.I. (WLKW: 101.5 mhz; 50 kw; HAAT: 500 ft. WROW: 590 khz; 5 kw-D; 1 kw-N; WROW-FM: 95.5 mhz; 8.3 kw; HAAT: 1,020 ft.)—Seeks assignment of license from JAG Communications Inc. to Wilks/Schwartz Broadcasting for \$15,390,000. Seller is owned by John A. Gambling and Morton Hamburg. It also owns WLIF(FM) Baltimore and WFOG(FM) Suffolk, Va. Buyer is Longmeadow, Mass.-based group of three AM's and four FM's owned by Donald Wilks and Mike Schwartz. Filed June 8.
- WATN(AM) Watertown and WTOJ(FM) Carthage, both New York (AM: 1240 khz; 1 kw-D; 250 w-N; FM: 103.1 mhz; 3 kw; 363 ft.)—Seeks assignment of license from A.P.A. Communications Inc. to Hastings Broadcasting Corp. for \$1.7 million. Seller is owned by Dean Aubol and Frank Penny. Penny owns WEBO(AM)-WQWT(FM) Oswego, N.Y. Aubol was former owner of WTHU(FM) Thurmont, Md. Buyer is owned by Gordon H. Hastings and his wife, Linda. Hastings is former president of Katz Television and also owns WDOSt(AM)-WSRk(FM) Oneonta, N.Y. Filed May 29.
- KCYX(FM) McMinnville, Ore. (1260 khz; 1 kw-U)—Seeks transfer of control of Radio 1260 Inc. from M. Deane Johnson, his wife, Kathleen, Vera T. Frederick and Delwin P. Peterson and his wife, Marilyn, to Matrix Media Inc. for \$681,812. Seller Johnson also owns KOSO(FM) Patterson and KKNU(FM) Fresno, both California. Buyer is owned by S. Michael Symons, president, Albert S. Harvey and two others. It has no other broadcast interests. Filed June 12.
- KEZB-AM-FM El Paso, Tex. (AM: 1150 khz; 1 kw-D; FM: 93.9 mhz; 100 kw; HAAT: 1,210 ft.)—Seeks assignment of license from Pasa Del Norte Communications Inc. to Heritage Broadcasting Co. for \$5.5 million. Seller is owned by Jack Rich, who has no other broadcast interests. Buyer is owned by Mario F. Iacobelli, who also owns WXXA-TV Albany, N.Y. Filed June 10.
- KUBR(AM) San Juan, Tex. (1210 khz; 10 kw-D; 1 kw-N)—Seeks assignment of license from Dale Chapman Broadcasting Inc. to Paulino Bernal for \$445,000. Seller is owned by Dale Chapman, who also owns new TV in McAllen, Tex. Buyer owns KJAV(AM) Alamo, Tex., and KMFM(FM) Premont, Tex. Filed June 10.
- WSEY-FM Sauk City, Wis. (96.7 mhz; 1.78 kw; HAAT: 430 ft.)—Seeks assignment of license from Madison Radio

Ltd. to Odon Madison Ltd. Partnership for \$1.6 million. Seller is owned by Kimberly Gerber. It has interest in WWZZ(AM) Sarasota and WBGB(FM) Mount Dora, both Florida. Buyer is owned by William C. O'Connell and Donn E. Winther. Winther has interest in WHFB-AM-FM Benton Harbor, Mich.; WNFL(AM) Green Bay and WKFX(FM) Kaukauna, both Wisconsin. Filed June 9.

Actions

- WIPC(AM) Lake Wales, Fla. (1280 khz; 1 kw-D; 250 w-N)—Granted app. of assignment of license from Ayers Broadcasting Inc. to Seggi Broadcasting Inc. for \$365,000. Seller is owned by James M. Ayers, who has no other broadcast interests. Buyer is owned by Ronald G. Seggi, who has no other broadcast interests. Action June 3.
- WBEE(AM) Harvey, Ill. (1570 khz; 1 kw-D)—Granted app. of assignment of license from Clinton Cablevision to Mariner Broadcasters Inc. for \$425,000. Seller is subsidiary of Heritage Broadcasting Group Inc., Des Moines, Iowa-based group of seven AM's, three FM's and seven TV's. Buyer is principally owned by Charles R. Sherrell, station's general manager. Action June 11.
- 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.)—Granted app. of 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.
- WQNY(FM) Ithaca, N.Y. (103.7 mhz; 5 kw; HAAT: 100 ft.)—Granted assignment of license from Kimmanger Communications Inc. to Cooney Communications Corp. for \$1,250,000. Seller is owned by George W. Kimble, two AM's, two FM's and five TV's. Buyer is owned by Matthew T. Cooney. It also owns WCHN(AM)-WKZX(FM) Norwich, and WTKO(AM) Ithaca, both New York. Action June 5.

■ WWHY(AM) Huntington, W.Va. (1470 khz; 5 kw-D)—Granted app. of assignment of license from Leo J. Meisel to Marshall University Foundation for \$30,000. Seller has no other broadcast interests. Buyer is headed by William C. Marshall. It also owns WMUL-FM Huntington, W.Va. Action June 18.

■ WIBA-AM-FM Madison, Wis. (AM: 1310 khz; 5 kw-U; FM: 101.5 mhz; 50 kw; HAAT: 450 ft.)—Granted app. of assignment of license from Price Communications Corp. to LL Broadcasting for \$10.8 million. Seller is publicly traded New York-based group of nine AM's, nine FM's and four TV's headed by Robert Price. It bought station in August 1985 for \$6 million. Buyer is owned by Lee Leisinger, former general manager of WWJ-AM-FM Detroit. Action June 15.

New Stations

Applications

AM's

■ Patillas, P.R.—Community Broadcasting Inc. seeks 610 khz; 500 w-D; 1 kw-N. Address: P.O. Box 902, Arroyo, P.R. 00615. Principal has no other broadcast interests. Filed June 8.

FM's

- Bethel, Alaska—Bethel Communications seeks 107.9 mhz; 3 kw; HAAT: 164 ft. Address: Omni Enterprises Inc., 22105 23rd Dr., S.E., Bothell, Wash. 98021. Principal is headed by John E. Nelson. It has no other broadcast interests. Filed June 15.
- Key West, Fla.—Keys Broadcasting System seeks 107.9

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David LaFrance - (415) 391-4877

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Bill Whitley - (214) 788-2525

SOUTHEAST

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mhz; 100 kw; HAAT: 446.1 ft. Address: 1600 1st Ave., Stock Island, 33040. Principal is owned by David H. Smith and his wife, Maureen, and James E. Spisiak and his wife, Patricia. It has no other broadcast interests. Filed June 15.

■ Key West, Fla.—CSI Investments Inc. seeks 107.9 mhz; 100 kw; HAAT: 462.5 ft. Address: 2506 N. Roosevelt Blvd., 33040. Principal is owned by Hilario Ramos. It has no other broadcast interests. Filed June 15.

■ Key West, Fla.—Major-Keene Partnership seeks 107.9 mhz; 100 kw; HAAT: 902 ft. Address: 607 Petronia St., 33040. Principal is owned by Mitchell Major and L. Russell Keene, who have no other broadcast interests. Filed June 15.

■ Key West, Fla.—Key West Broadcasting Co. seeks 107.9 mhz; 100 kw; HAAT: 462.5 ft. Address: P.O. Box 1206, Buxton Rd., Blowing Rock, N.C. 28605. Principal is owned by C.J. McGuire and nine others. It has no other broadcast interests. Filed June 15.

■ Key West, Fla.—Ocean Front Radio Ltd. Part. seeks 107.9 mhz; 100 kw; HAAT: 980.7 ft. Address: 2222 Patterson Ave., 32040. Principal is owned by Todd Swoford and 26 others. It has no other broadcast interests. Filed June 15.

■ Key West, Fla.—Conch Communications Corp. seeks 107.9 mhz; 100 kw; HAAT: 269 ft. Address: 812 Thomas St., 33040. Principal is owned by Roy D. Grant and Col. Peter Knaup. It has no other broadcast interests. Filed June 15.

■ Key West, Fla.—South Star Communications Inc. seeks 107.9 mhz; 98.4 kw; HAAT: 754.4 ft. Address: 701 S.W. 27th Ave., Suite 2000, Miami 33135. Principal is owned by Esther Favole, Vickie Frazier and Jeffrey H. Watson. It has no other broadcast interests. Filed June 15.

■ New Haven, Ind.—Allen County Broadcasting Ltd.

seeks 107.9 mhz; 3 kw; HAAT: 328 ft. Address: 2516 Chandler Dr., Fort Wayne, Ind. 46816. Principal is owned by Louis R. Dinwiddie and his wife, Joan. It has no other broadcast interests. Filed June 15.

■ New Haven Ind.—Frank Kovas seeks 107.9 mhz; 3 kw; HAAT: 328 ft. Address: 5011 Tacoma Ave., Fort Wayne, Ind. 46807. Principal owns WONX(AM) Evanston, Ill., and WGL(AM) Fort Wayne, Ind. Filed June 15.

■ New Haven Ind.—Joseph G. Parson seeks 107.9 mhz; 3 kw; HAAT: 328 ft. Address: 6310 Laurelwood Cove, Fort Wayne, Ind. 46815. Principal has no other broadcast interests. Filed June 15.

■ New Haven Ind.—Larko Communications Inc. seeks 107.9 mhz; 3 kw; HAAT: 328 ft. Address: 124 W. Washington Blvd., Fort Wayne, Ind. 46802. Principal is owned by Christopher Larko, who has no other broadcast interests. Filed June 15.

■ Midway, Ky.—Herbert Regenstreif seeks 107.9 mhz; 3 kw; HAAT: 328 ft. Address: 3174 High Ridge Dr., Lexington, Ky. 40502. Principal has no other broadcast interests. Filed June 15.

■ Midway, Ky.—Hughes-Moore Associates Inc. seeks 107.9 mhz; 3 kw; HAAT: 328 ft. Address: 269 W. Main St., Court Square Penthouse, 40507. Principal is owned by Paul J. Hughes and Kevin A. Moore. It also owns WMAK(AM) London, Ky. Filed June 12.

■ Midway, Ky.—Belhouse & Associates seeks 107.9 mhz; 3 kw; HAAT: 328 ft. Address: 603 South Broadway, Lexington, Ky. 40508. Principal is owned by Vicki S. Bell House and Lennie G. House. It has no other broadcast interests. Filed June 15.

■ Midway, Ky.—Midway Communications Ltd. seeks

107.9 mhz; 3 kw; HAAT: 328 ft. Address: 105 Laurel Way, Versailles, Ky. 40383. Principal is owned by Gary W. Gillis, who has no other broadcast interests. Filed June 15.

■ Muskegon, Mich.—Shoreline Broadcast Partnership seeks 107.9 mhz; 3 kw; HAAT: 328 ft. Address: 854 Oak Ridge Rd., 49441. Principal is owned by Michael L. Maciejewski, Thomas J. Olejniczak and Jeffrey S. Sobolewski. It has no other broadcast interests. Filed June 15.

■ Muskegon, Mich.—Richard L. Culpepper seeks 107.9 mhz; 3 kw; HAAT: 328 ft. Address: 1834 Linden S.E., Grand Rapids, Mich. 49507. Principal owns WKWM(AM) Kentwood, Mich. Filed June 12.

■ Muskegon, Mich.—Golbar Broadcasting Co. seeks 107.9 mhz; 3 kw; HAAT: 328 ft. Address: 252 Hinkle, Columbus, Ohio 43207. Principal is owned by Domell Barton, who has no other broadcast interests. Filed June 15.

■ Kirksville, Mo.—Irvin Davis seeks 107.9 mhz; 100 kw; HAAT: 980.7 ft. Address: 8229 Maryland, St. Louis 63105. Principal owns KTUF(FM) Kirksville and new FM in Galveston, Tex. Filed June 15.

■ Kirksville, Mo.—Dr. Irene Hickman seeks 107.9 mhz; 70 kw; HAAT: 559.6 ft. Address: 4 Woodland Lane, 63501. Principal has no other broadcast interests. Filed June 15.

■ Kirksville, Mo.—Northern Missouri Christian Broadcasting Inc. seeks 107.9 mhz; 100 kw; HAAT: 466.4 ft. Address: 110 West Harrison, 63501. Principal is owned by Monte K. Hanson and seven others. It has no other broadcast interests. Filed June 15.

■ Kirksville, Mo.—Jay Daugherty, et al seeks 107.9 mhz; 100 kw; HAAT: 980.7 ft. Address: 1202 W. 67th Terrace, Kansas City, Mo. 64113. Principals have no other broadcast interests. Filed June 11.

■ Delaware, Ohio—Adams Broadcasting Corp. seeks 107.9 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 1226, 43015. Principal is owned by JoAnne Adams, who has no other broadcast interests, and Thomas Beauvais and Gregory Theokas, who have interest in WKQZ(FM) Midland, Mich. Filed June 15.

■ Altamont, Ore.—Peter Moncure seeks 101.3 mhz; 100 kw; HAAT: 1,052.9 ft. Address: 1111 Fawn Rd., Saugerties, N.Y. 12477. Principal has no other broadcast interests. Filed June 9.

■ Tobyhanna, Pa.—Tiab Communications Corp. seeks 107.9 mhz; .56 kw; HAAT: 751.1 ft. Address: 444 Park Ave., Mt. Pocono, Pa. 18344. Principal is owned by Jeff W. Woerhle, who has no other broadcast interests. Filed June 15.

■ Tobyhanna, Pa.—Resort Broadcast System Inc. seeks 107.9 mhz; 2.85 kw; HAAT: 337.8 ft. Address: P.O. Box 547, Mt. Pocono, Pa. 18344. Principal is owned by George R. Buynak and his wife, Janet, and Ralph Sole and his wife, Mary. Buynak has interest in WPCN(AM) Mount Pocono, Pa. Filed June 22.

■ East Ridge, Tenn.—Highland Broadcasting Partnership seeks 107.9 mhz; 2.4 kw; HAAT: 360.8 ft. Address: 9408 Seasons Dr., Chattanooga, Tenn. 37421. Principal is owned by Leonard Scott and his wife, Diana. Filed June 15.

■ East Ridge, Tenn.—Michael J. Bennis seeks 107.9 mhz; 3 kw; HAAT: 328 ft. Address: 4228 McCahill Rd., Red Bank, Tenn. 37415. Principal has interest in WFLI-AM-TV Cleveland, Tenn.; WMYG-FM Braddock, Pa.; WMYK(FM) Elizabeth City, N.C., and WZAM(AM) Norfolk, Va. Filed June 15.

■ East Ridge, Tenn.—Roy Davis seeks 107.9 mhz; 1.72 kw; HAAT: 436.9 ft. Address: 7641 DeWayne Road, Chattanooga, Tenn. 37416. Principal has no other broadcast interests. Filed June 12.

■ East Ridge, Tenn.—John H. Totten and his wife, Jennie, seeks 107.9 mhz; 3 kw; HAAT: 328 ft. Address: 5813 Ringgold Rd., 37412. Principal has no other broadcast interests. Filed June 12.

■ East Ridge, Tenn.—East Ridge Ltd. Partnership seeks 107.9 mhz; 3 kw; HAAT: 328 ft. Address: 4012B Arbor Place Lane, Chattanooga, Tenn. 37416. Principal is owned by Bradford T. Card and 25 others. It has no other broadcast interests. Filed June 15.

■ East Ridge, Tenn.—Rebecca Radio of East Ridge seeks 107.9 mhz; 3 kw; HAAT: 305.1 ft. Address: 3530 N.E. 25th Terrace, Fort Lauderdale, Fla. 33308. Principal is owned by Rebecca Ann Fulton and Kathleen D. Walker. It has no other broadcast interests. Filed June 15.

■ East Ridge, Tenn.—Virginia Ann Salter seeks 107.9 mhz; 3 kw; HAAT: 328 ft. Address: 4743 Sussex Lane, Chattanooga, Tenn. 37421. Principal has no other broadcast interests. Filed June 15.

■ West Point, W.Va.—West Point Radio Ltd. Partnership seeks 107.9 mhz; 3 kw; HAAT: 246 ft. Address: P.O. Box 185, Norge, Va. 32127. Principal is owned by Stephen Barton and 27 others. It has no other broadcast interests. Filed

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June 15.

■ West Point, W. Va.—R. Tyler Bland seeks 107.9 mhz; 3 kw; HAAT: 252.6 ft. Address: P.O. Box 1702, 426 First St., 23181. Principal has no other broadcast interests. Filed June 15.

TV's

■ Ozark, Ala.—Samuel Durwood Judah seeks ch. 34; 500 kw; HAAT: 1,000 ft. Address: 823 East Andrews, 36360. Principal has no other broadcast interests. Filed June 10.

■ Destin, Fla.—Emerald Coast Broadcasting seeks ch. 64; 2,750 kw; HAAT: 426.4 ft. Address: 884 Highway 98 East, Suite 102, 32541. Principal is owned by James Harvey Tipler and Bruce Kuerten, who have no other broadcast interests. Filed June 10.

■ Newton, Iowa—Newton Broadcasting Co. seeks ch. 39; 1,330 kw; HAAT: 656 ft. Address: 806 Orchard Dr., Marshalltown, Iowa 50158. Principal is owned by Audrey G. Omdundson and family. It also owns KDAO(AM) and K39AS(LPTV) both Marshalltown, and KGCI(FM) Grundy Center, all Iowa. Filed June 10.

■ Corning, N.Y.—Rural New York Broadcasting seeks ch. 48; 250 kw; HAAT: 413.3 ft. Address: RD #2, Box 25, Addison, N.Y. 14801. Principal is owned by J. Michael Mangione and David W. Rinehart. It has no other broadcast interests. Filed June 10.

■ Fond Du Lac, Wis.—Skycorn Inc. seeks ch. 68; 5,000 kw; HAAT: 1,569.7 ft. Address: 209 Maple Ct., Lake Forest, Ill. 60045. Principal is owned by John D. Stebbins, who has no other broadcast interests. Filed June 10.

Actions

AM's

■ Rincon, Ga.—Returned app. of Janice L. O'Brien for 940 khz; 2.5 kw-D. Action June 17.

■ Huntington, W.Va.—Dismissed app. of Randal Graham and Grant Gamma for 1470 khz; 10 kw-D. Action June 17.

FM's

■ England, Ark.—Dismissed app. of Charles B. Henderson for 96.5 mhz; 3 kw; HAAT: 327 ft. Action June 6.

■ Julian, Calif.—Returned app. of Susan Lundborg for 100.1 mhz; 150 w; HAAT: 1,476 ft. Action Dec. 17, 1986.

■ San Clemente, Calif.—Returned app. of Arlene L. Farnsworth for 104.9 mhz; 620 w; HAAT: 552 ft. Action June 4.

■ Colorado Springs, Colo.—Dismissed app. of Vista Grande Broadcasting Corp. for 88.9 mhz; 100 kw; HAAT: 248 ft. Action June 4.

■ Goodland, Kan.—Granted app. of Grace Communications Inc. for 107.7 mhz; 100 kw; HAAT: 445.4 ft. Action June 12.

■ Pittsburg, Kan.—Dismissed app. of Pittsburg State University for 88.1 mhz; 72 kw; HAAT: 498.6 ft. Action June 10.

■ Bar Harbor, Me.—Returned app. of Tanist Broadcasting Corp. for 107.7 mhz; 26 kw; HAAT: 118.1 ft. Action June 18.

■ Zeeland, Mich.—Granted app. of Echo Broadcasting Inc. for 89.3 mhz; 30 kw; HAAT: 500 ft. Action June 15.

■ Holt, Mo.—Dismissed app. of Family Stations Inc. for 88.1 mhz; 50 kw; HAAT: 493 ft. Action June 5.

■ Rocky Mount, N.C.—Returned app. of Contemporary Family Radio Inc. for 98.5 mhz; 3 kw; HAAT: 328 ft. Action June 17.

■ Watonga, Okla.—Dismissed app. of Joy F. Stephens for 93.5 mhz; 2 kw; HAAT: 400 ft. Action June 16.

■ Orangeburg, S.C.—Dismissed app. of Nanette Markunas for 102.9 mhz; 1.1 kw; HAAT: 551 ft. Action June 12.

■ Kerrville, Tex.—Returned app. of Kerrville Radio, a Ltd. Partnership for 92.1 mhz; 3 kw; HAAT: 326 ft. Action March 24, 1986.

■ Rock Springs, Wyo.—Returned app. of Big Wyoming Broadcasting Corp. for 104.5 mhz; 100 kw; HAAT: 1,630 ft. Action Oct. 4, 1984.

Facilities Changes

Applications

AM's

Tendered

■ KPIK (1580 khz) Colorado Springs, Colo.—Seeks CP to change TL and make changes in ant. sys. Filed June 23.

■ KGOL (1180 khz) Humble, Tex.—Seeks MP to make changes in ant. sys. Filed June 23.

Accepted

■ WLCK (1250 khz) Scottsville, Ky.—Seeks CP to make changes in ant. sys. Filed June 18.

■ WFIL (560 khz) Philadelphia—Seeks CP to make changes in ant. sys. Filed June 18.

■ KIXL (970 khz) Del Valle, Tex.—Seeks CP to change TL and make changes in ant. sys. Filed June 18.

FM's

Tendered

■ KHYE-FM (105.5 mhz) Hemet, Calif.—Seeks CP to change freq. to 105.7 mhz; change ERP to 170 w; change HAAT to 1,023.4 ft. and change TL. Filed June 18.

■ KXOA-FM (107.9 mhz) Sacramento, Calif.—Seeks CP to change TL and change HAAT to 492 ft. Filed June 19.

■ KBBZ (98.5 mhz) Kalispell, Mont.—Seeks CP to change HAAT to 2,378 ft. Filed June 19.

■ KLUV-FM (98.7 mhz) Dallas—Seeks CP to change ERP to 76.37 kw and change HAAT to 508.5 ft. Filed June 22.

■ WEMI (100.1 mhz) Nennah-Menasha, Wis.—Seeks mod. of CP to change TL and change HAAT to 328 ft. Filed June 22.

Accepted

■ WTUN (100.1 mhz) Selma, Ala.—Seeks mod. of lic. to make changes in ant. sys. Filed June 22.

■ KRRY (102.3 mhz) Kearney, Neb.—Seeks mod. of CP to change TL. Filed June 18.

■ WFMU (91.1 mhz) East Orange, N.J.—Seeks mod. of lic. to make changes in ant. sys. Filed June 22.

■ KNLE-FM (88.1 mhz) Round Rock, Tex.—Seeks CP to change TL. Filed June 19.

TV's

Accepted

■ KEEF-TV (ch. 68) Los Angeles—Seeks MP to change HAAT to 2,883.1 ft. Filed June 19.

■ WFGC (ch. 61) Palm Beach, Fla.—Seeks MP to change HAAT to 1,426.8 ft. Filed June 19.

■ WRXY-TV (ch. 49) Tice, Fla.—Seeks MP to change HAAT to 1,023.4 ft. Filed June 23.

■ WADL (ch. 38) Mount Clemens, Fla.—Seeks MP to change ERP vis. to 5,000 kw; change HAAT to 636.3 ft. and change TL. Filed June 23.

■ WWAT (ch. 53) Chillicothe, Ohio—Seeks MP to change ERP vis. to 5,000 kw and change HAAT to 1,190 ft. Filed June 19.

Actions

AM's

■ WNZK (690 khz) Westland, Mich.—Granted app. to increase power to 1 kw. Action June 11.

■ WKQW (1120 khz) Oil City, Pa.—Granted app. to increase power to 10 kw. Action June 17.

■ WGFV (1580 khz) Morovis, P.R.—Granted app. to increase day power to 5 kw. Action June 15.

■ WKGM (940 khz) Smithfield, Va.—Dismissed app. to change TL and make changes in ant. sys. Action June 11.

■ WSBW (99.7 mhz) Sturgeon, Wis.—Granted app. to change freq. to 99.7 mhz; change ERP to 30.75 kw and change HAAT to 610.1 ft. Action June 17.

FM's

■ KMJX (105.1 mhz) Conway, Ark.—Granted app. to change TL; change ERP to 79 kw and change HAAT to 1,052.9 ft. Action June 8.

■ KAHM (102.1 mhz) Prescott, Ariz.—Granted app. to change TL; change ERP to 45 kw; change HAAT to 2,551.8 ft. and make changes in ant. sys. Action June 16.

■ KYA (93.3 mhz) San Francisco—Granted app. to change TL; change ERP to 50 kw and change HAAT to 492 ft. Action June 11.

■ WNLT (95.7 mhz) Clearwater, Fla.—Granted app. to change ERP to 100 kw. Action June 11.

■ KNAC (105.5 mhz) Long Beach, Fla.—Granted app. to change ERP to 1.05 kw and change HAAT to 469 ft. Action May 29.

■ WUCF-FM (89.9 mhz) Orlando, Fla.—Returned app. to change ERP to 3.25 kw horizontal; 100 kw max. and change HAAT to 185 ft. Action June 4.

■ WNEK (105.5 mhz) Perry, Fla.—Granted app. to change TL and change HAAT to 345 ft. Action June 12.

■ WCAL-FM (89.3 mhz) Northfield, Minn.—Dismissed app. to change TL; change ERP to 97.6 kw; change HAAT to 1,009.3 ft. and make changes in ant. sys. Action June 6.

■ WFMZ (100.7 mhz) Allentown, Pa.—Returned app. to change ERP to 11.5 kw and change HAAT to 1,047.3 ft. Action June 18.

TV's

■ WHLL (ch. 27) Worcester, Mass.—Granted app. to change ERP vis. to 2,301 kw, aur. 230 kw. Action June 11.

Call Letters

Applications

<i>Call</i>	<i>Sought by</i>
New AM	
WCIS	Beacon Broadcasting, Morgantown, N.C.
New FM's	
WRKR	The Air-Borne Group Ltd., Portage, Mich
KNJR	Minnesota Public Radio, Collegeville, Minn.
Existing AM's	
KXKL	KBRO Shamrock Broadcasting Inc., Denver
WMJZ	WZXM Classic Radio Inc., Gaylord, Mich
KMIK	KAFE Classic Radio Inc., Santa Fe, N.M.
WTNR	WNBG Pioneer Radio Inc., Waynesboro, Tenn
Existing FM's	
KXKL-FM	KBRO-FM Shamrock Broadcasting Inc., Denver
WMJZ-FM	WZXM-FM Classic Radio Inc., Gaylord, Mich.
KRGE	KRGV Daytona Group of Texas Inc., Waco, Tex.

Grants

<i>Call</i>	<i>Sought by</i>
New FM	
KRKC-FM	King City Communications Corp., King City, Calif.
New TV's	
KHBI	Hispanic Broadcasting Inc., Lake Worth, Tex.
WMBU	Minority Broadcasters of East St. Louis Inc., East St. Louis, Ill.
KCTD	Community Christian Television Inc., Butte, Mont
Existing AM's	
KIOQ	KHWY Folsom Radio Ltd., Folsom, Calif.
KIZN	KWOW Constant Communications Co. of Idaho Inc., Boise, Idaho
WSEZ	WWWJ Indiana Pakota Development Corp., Paoli, Ind.
WKIT	WGUY Sunspot Broadcasting Co., Brewer, Me.
WCLY	WSES Robert F. Bell, Raleigh, N.C.
WJQI	WCPK Radio WJQI Inc., Chesapeake, Va.
Existing FM's	
KVA-FM	KSTM Beta Communications Inc., Apache Junction, Ariz.
KSSY	KPKE KPKE Acquisition Corp., Denver
WEJZ	WLCS Win Communications of Florida Inc., Jacksonville, Fla.
WKIT-FM	WGUY-FM Sunspot Broadcasting Co., Brewer, Me.
WWMY	WKLM WKLM-FM Broadcasting Inc., Eden, N.C.
KBHT	KCKR B S T. Broadcasting Inc., Crockett, Tex.
KZRK	KDNF-FM 94.5 Radio Inc., Gainesville, Tex.
Existing TV's	
KABB	KYRT Alamo Broadcasting Corp., Houston

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Power 97 WQMG Greensboro/49th market urban format seeks GSM. Aggressive megarete team builder. Send track record/salary history. No calls. Rees Poag, P.O. Box 14702, Greensboro, NC 27415. Equal opportunity employer.

Financial V.R. Upgrading classical format station in Houston. Excellent opportunities for experienced person. Send resume to Box U-57.

General manager. Promotion within company creates opening in medium Indiana market for experienced GM with heavy sales background and demonstrated administrative and organizational abilities. \$50K plus cash and stock incentives available in first year to right person. Send resume and salary history in confidence to Box U-89. EOE.

General manager. AM/FM stations in growing central Kentucky market seek sales oriented general manager. Sales and management experience preferred. Partial ownership available. Confidentiality assured. Send resume and salary expectations to Box U-83.

Internal auditor. Mobile, AL, based radio group owner with multi-state operations has a need for an experienced auditor. About 50% travel is involved in first few years. Eventually, successful candidate would move to light-travel position inside headquarters. Candidates must be certified and have at least two years experience in auditing - preferably a regional or "Big 8" firm. Must be assertive and have good oral and written communications skills. EDP exposure would be helpful. Excellent opportunity. Send resume to. Box U-80.

Sales manager for small market AM station in Tidewater, Virginia, area. Experience preferred. Compensation package open and negotiable. Box U-79.

General sales manager, Fort Pierce/West Palm Beach dominating Class C FM...looking for highly motivated energetic GSM with proven management track record. Excellent compensation and benefit package. Send resume to: John F.X. Davis, Southwind Broadcasting, P.O. Box 3032, Fort Pierce, FL 33448. EOE.

General managers: Growing group looking for one or two special people to join our winning team's next acquisitions. EEO. 415-461-7200.

Medium market, fullservice FM station in the Middle Atlantic area seeks a top quality individual for position of general manager. The right person will be able to act as the catalyst for a successful sales effort as well as provide people-oriented leadership for all station departments. We offer excellent income and benefits as well as the possibility of equity in the company. If you believe in quality radio and desire a unique opportunity to serve a community and make money, please reply. Box U-102.

General manager: Coastal South Florida power FM in one of America's most desirable markets. Successful candidate will be currently employed GM with proven sales successes ready to move up with expanding group. Box U-112.

General manager: KFJM AM/FM, NPR affiliate stations. Management experience in public radio required. M.A. degree preferred. Salary based on background, experience. Deadline July 27. Contact Dr. Vernon Keel, Director, School of Communication, University of North Dakota, Box 8118, University Station, Grand Forks, ND 58202. Equal opportunity employer.

Traffic manager: WBZA-FM, Eastern L.I., N.Y. Fully automated dept. Dynamic environment, P.C. Literacy required. Call Paddy Soito 516-765-1017.

Excellent sales/management opportunity at one of the Midwest's best! Big ten college town, well established list. Top dollar for the right person who can make it grow. Resume to General Manager, WKIO-FM, 505 S. Locust, Champaign, IL 61820. A Tak Communications station. EOE.

Opportunity in Sunbelt. Small market seeks aggressive, selling general manager to take advantage of above average growth. 24k salary plus generous override/profit sharing plan. Send resume and sales history to Box U-103. EOE.

HELP WANTED SALES

Don't delay on this one. Strong, very competitive FM signal expands into prime market area. Amazing growth area. Need sales execs now! Someone's going to make a ton of money, and join a great growing broadcast organization. Resumes to: Bob Defelice, Sales Manager, WCZX, 319 Mill Street, Poughkeepsie, NY 12601. 914-454-7400. EOE. M/F.

WLEM-WQKY seeking an experienced, self-motivated sales consultant. Progressive, growing stations. Draw, commission, bonuses, co-insurance. D. Lanzillo, P.O. Box 310, Emporium, PA 15834.

Southern California medium market FM seeks aggressive salesperson with management potential to sell urban/CHR format. Contact Mike Thomas, KMYX, Box 1060, Ojai, CA 93023.

WGT Portland, ME looking for aggressive team oriented account person. Greenwood training preferred. Join a growing group...name your comp. plan an excellent lifestyle and opportunity. Call Tom Talbot 207-775-6321.

Washington, D.C. area. 107.7 WMJR, 50,000 watt FM station serving Northern Virginia looking for aggressive outgoing salesperson. Media experience in agency and direct selling preferred. Guaranteed high billing list available. Immediate opening. Call for appointment, Rick Scharf, 703-369-1080. EOE.

Country station in Mid-Atlantic states has position in sales for an experienced person. Great opportunity to grow with new broadcasting group. Please send resume to Box U-107. EOE.

Radio sales/management opportunity. Jesup, GA WLOP/WIFO is seeking an experienced radio sales person. Minimum one year's sales experience. Good base salary, good commission, company benefits. Chance to progress into management in growing chain of stations. Reply in confidence to: General Manager 1-912-427-3711 E.O.E.

General sales manager: Pennsylvania fulltime FM contemporary Christian music station. Aggressive, experienced individual with good track record. Salary, commissions, vehicle. Resume, PO Box 434, Russell, PA 16345. 814-757-8751.

Wanted: Experienced salesperson for top rated combo in top thirty Midwest market. Great opportunity great growth potential. Call Steve, 513-621-6960 before July 2. EOE.

HELP WANTED ANNOUNCERS

Evening position open, good A/C communicator, PBP helpful, not necessary. T & R to WLBR, P.O. Box 1270, Lebanon, PA 17042.

Radio spot producer & air talent. One of America's finest small market operations seeks the right talent to join team of creative producers and personalities. Do you want to earn what you're worth and see your earnings grow as your skills grow? Do you want to help advertisers get results from radio's creative power? Are you good at creating new ideas for campaigns and skillful in a studio? Would you enjoy life in a family community, 40 minutes from a metro but without the hassles? Do you enjoy air work and can present an entertaining shift every day? Do you find community involvement a meaningful part of your radio life? Are you seeking career stability? If yes, you may feel right at home with us. Good pay, excellent incentives and benefits, and a great place to work and live. Three time winner of Billboard's "Station of Year." Send air work and production samples tape and resume to: Ray Reynolds, WDFI Radio, Box 10,000, Marion, OH 43302.

Top pay for morning personality: Medium market country FM seeks mature pro. If you have what it takes to generate strong relationships with loyal adult listeners, we want you! Personality and knowledge of current events a must. Send resume and salary history to Box U-86.

HELP WANTED TECHNICAL

\$1,000 reward for recommending our new engineer. Once hired, the reward is yours. If you're the engineer, consider it a bonus. Must be experienced. North Carolina resort power FM. Resume to Jerry Brown, P.O. Box 1125, Cary, NC 27512-1125 or telephone 919-469-8383. EOE.

Broadcast engineer. Full responsibility for day-to-day technical needs of university radio-TV facilities. Heavy maintenance of professional equipment. Serves as chief engineer for FM station. Five years maintenance experience required. \$20,000 plus. For information contact Dr. Joe Oliver, Department of Communication, Stephen F. Austin State University, Nacogdoches, TX 75962. 409-568-1299. An equal opportunity-affirmative action employer.

KNIS-FM, non-commercial Christian ministry near Reno, seeks full-time, experienced professional to maintain station and growing translator network. Resume to Manager, 6363 Highway 50 East, Carson City, NV 89701. EOE.

Established consulting engineering organization has a career opportunity for a bright, curious, capable, resourceful engineer to develop expertise in design, construction and adjustment of AM directional broadcast antenna systems. Please send resume to Box U-108.

HELP WANTED NEWS

News director: Minimum 2 years experience. Send tape, resume, references and salary history. Salary, \$15,000 - \$18,000. Replies to General Manager, WJEQ, 1506 East Jackson, Macomb, IL 61455.

Huntsville, Alabama: News writer/announcer. #1 country FM expanding news department. On-air presentation very important! Send resume and tape to WDRM Country 102 FM, 1019 Old Monrovia, Huntsville, AL 35806.

News director. WFPL-FM/WFPK-FM, Public Radio in Louisville, Kentucky Responsibilities: Organize and supervise news department. Write and broadcast news. Produce news magazine program. Produce documentaries. Submit pieces to NPR. Qualifications: BA degree in communications/journalism. One year experience with radio news, preferably public radio. Familiarity with NPR style and formats. Send resume and demo tape to: City of Louisville, Department of Employee Relations, 609 West Jefferson Street, Louisville, KY 40202. Attn: Recruitment Division.

East Coast top ten AM/FM seeks versatile news anchor/writer with good writing and commercial production skills. Send resume and photo. Equal opportunity employer. Box U-106.

News director/hard worker for popular Central Virginia AM/FM combo. Great opportunity. T & R: Joe Beal, WJLT/WKZN, Box 8011, Charlottesville, VA 22906 AA/EOE.

AM drive news anchor: Experienced newscaster needed to join our top rated morning team. Personality presenter, talker, interviewer, creative mind to round out "info/zoo" format. Good pay, benefits, incentives. Small market, quality-of-life community. Send tape & resume to: Rob Kemper, WDIF, Box 10,000, Marion, OH 43302. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Dedicated jazz broadcasters! Managers, salespeople, announcers, producers, engineers, news people; interested in joining future NYC area jazz broadcasting family? Send handwritten letter with salary history, credentials, track record, resume, and tapes to: Director, POB 400, Red Bank, NJ 07701.

PD/Ops manager. Top rated, AC format seeks experienced team player who understands business side of broadcasting to lead our air staff. Good air work, production skills, and management ability a must. We offer excellent pay and benefits, stable position. AC format, Midwest. For more information, send resume to Box U-114.

SITUATIONS WANTED MANAGEMENT

Successful small market GM/GSM. Three straight successes in 10 years. Family man ready to settle down for the long term. I carry a list and watch the bottom line like a hawk. Box U-94.

General manager seeks a future, not just a job, with a growth company. Excellent sales, management, motivational and administrative skills. Medium and large market experience. 919-544-4278.

Experienced employed general manager. Carefully and confidentially seeking relocation. Taken present station located in top 50 market from "nowhere" to no. 1. Background in sales, promotion, and sales management. Skills in building sales, profit, and people motivation. Box U-119.

SITUATIONS WANTED ANNOUNCERS

All-in-one DJ plus characters, commentaries, comedy, copywriting. Call Greg 313-261-2812.

Brown Institute graduate desires entry-level DJ position at your station. Call Jeff at 701-258-8104 between 4pm and 6pm. Creative!

Announcer with 10 years experience currently doing Central Pennsylvania mornings, looking for move to the Southeast. Great production and technical abilities. Call Kris, 215-373-4181 after 3pm EST.

Experienced announcer, available now, college graduate. Call Kevin 703-629-2509 (work phone) after 12pm.

Professional attitude and sound with three years experience...anytime... call Bill...308-534-1211.

Broadcasting graduate working part-time. Looking for full-time position. Smooth voice. Call collect 303-278-0106 Dave.

Seeking entry-level announcer position. Broadcasting school and college graduate with B.A. in Communications. Solid on-air and written skills. Newscasting/voice-over ability also. Looking for full-time position on Long Island or New England. Contact Jim Masters, 254 Olm St., Brentwood, NY 11717 516-273-6492 or 516-231-1990 ext. 212.

Four years experience, creative and community oriented. Good voice with smooth delivery. All markets considered. Mike Ryan 716-546-3893.

SITUATIONS WANTED TECHNICAL

Chief engineer at extremely successful mid-South Class B FM will be chief engineer at yours. Aware management as important as salary. If station not yet operational I will put it on the air. If operational I will run it like a top. Nine year's experience. Not one year's experience nine times. Box U-98.

Seasoned pro. 30 years exp. All areas FM & AM, incl. satellite, computer automation systems, digital, construction & maintenance, supervisory & business experience, studio & XMTR. Seeks position as director of engineering for group or chief of medium/major market station with good progressive broadcaster or group. Prefer New England, NY, PA. Dick Kane, P.O. Box 35, New London, CT 06320. 203-447-8751.

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.

Solid journalist. Seeking position as news director or reporter. Experienced, professional, aggressive, dedicated. Midwest. 309-833-3129.

Award winning sportscaster. 12 year pro seeks college/pro football/basketball PBR. 303-241-6452.

Young aggressive sportscaster with three years sports director experience in college seeks small to medium market position. Willing to relocate. Versatility in anchoring, reporting and play by play. Box U-84.

First class, ten year pro seeks division one college football/basketball p-b-p. Call Doug 319-583-0573.

Sports talk radio is booming. I can help you reach prime demographic audience with this programing, plus can do other announcing, PBP. Will relocate. Call Chuck, 914-428-6111.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

Southern stations (North Carolina, Tennessee, southward). Personable broadcaster, 13 years experience, be your programing supervisor with air shift, real country or oldies. Use ability to your profit, continue strong community relations. College nearby. Want this to be last move. Questions? Please ask, very negotiable. Box U-120.

TELEVISION

HELP WANTED MANAGEMENT

Management-general sales manager. Viacom Cable, a leader in the fast growing cable TV entertainment field is seeking a dynamic general sales manager to manage our established advertising sales department with Viacom's Cable System in Nashville, Tennessee. The successful candidate will be an aggressive, self-motivated individual with previous media sales and media management experience preferably in broadcast or cable. Qualified applicants should submit a resume with salary history for consideration to: Viacom Cable, Employment Department #911, P.O. Box 13, Pleasanton, CA 94566-0811. Equal opportunity employer. Women and minorities are encouraged to apply. Viacom Cable.

Director of research. Outstanding opportunity at one of the country's leading independent television stations - KTVU-TV/San Francisco. Excellent salary and benefits. Direct involvement with both sales and programing. Address inquiries to General Sales Manager, KTVU, 2 Jack London Square, Oakland, CA 94623. Or phone 415-874-0111.

Local sales manager: Established group owned independent TV station seeks local sales manager for Salinas-Monterey, CA, market. The successful candidate will be an aggressive motivator with a proven track record as manager. Indy experience a plus. Send resume to KCBATV, Search Committee, P.O. Box 3560, Salinas, CA 93912. EOE.

Manager-underwriting/memberships, WEIU FM/WEIU TV. Position would be responsible for developing and conducting membership campaigns; developing underwriting strategies and associated print materials; soliciting underwriting; coordinating execution of contracts, billings, and deposit of receipts; and developing other fund raising activities for the stations. Bachelor's degree preferred. Successful track record and significant experience will be considered in lieu of degree. Applications due July 15, 1987. Starting date September 1, 1987. Send resume to John Beabout, Director, Radio/TV Center, Eastern Illinois University, Charleston, IL 61920. Eastern Illinois University is an affirmative action/equal opportunity employer. Applications from women, minorities and handicapped individuals are encouraged.

Marketing manager. Catholic Telecommunications Network of America seeks executive for expanding network. Establishes goals and strategies; strengthens affiliate satisfaction; engages new affiliates; develops commercial clients; directs PR. Immediate opening. resume to President, CTNA, Teleport One, The Teleport, Staten Island, NY 10311-1003. Deadline: July 15, 1987.

Local sales manager: Top 50 NBC affiliate. Minimum four years local TV station sales experience; previous TV station sales management and/or regional TV station sales experience preferred. Fastest growing city in Mid-west. Send resume to Box U-124. EOE, M/F.

Station manager for KOCV-TV, a PBS station at Odessa College in Odessa, Texas. Responsibilities include overseeing station operations, personnel, and budgets and possible assignment to teaching one class or broadcasting laboratory. Bachelor's degree in radio/television, mass communications, or related field required as well as professional experience in broadcasting. Salary ranges from \$31,500 - \$33,800 for twelve months depending on qualifications and experience. Deadline to apply is noon, July 6, 1987. Contact Personnel Office, Odessa College, 201 W. University, Odessa, TX 79764; 915-335-6606. EO/AA employer.

Director of operations. New York City non-commercial (ITFS) station seeks hands-on professional with ten years in production and management. New organization. New opportunities. Fluency in Spanish desirable. Salary range: \$30,000 - \$35,000. Send resume, letter of application and supporting materials to: President, Hispanic Information & Telecommunications Network, 80 East 11th St., New York, NY 10003.

Business manager. New York City non-commercial (ITFS) station. Working knowledge of public television business procedures, personnel administration, budgeting, and financial management. Marketing experience desirable. Salary: \$20,000. Send resume and letter of application to: President, Hispanic Information & Telecommunications Network, 80 East 11th St., New York, NY 10003.

Promotion manager: Tell us why you are the right person for this outstanding opportunity in major market. Include resume and salary requirements. Box U-125.

HELP WANTED SALES

Underwriting sales manager to develop and service corporate accounts for TV and to act as liaison with FM counterpart to ensure consistency of on-air image. Salaried position first year; commission and incentives thereafter. Requires strong sales record in corporate area and familiarity with issues affecting public broadcasting revenue sources. Medium-market PBS affiliate located in state capital region. Attractive and expanding educational, recreational, and cultural opportunities. Send resume with cover letter. Manager of Human Resources, WMHT-TV/FM, Box 17, Schenectady, NY 12301. EOE.

Manager of broadcast sales: Responsible for the management of the cable advertising spot sales team. This new position will develop client sales on our greatly watched cable networks. ESPN, CNN, USA, MTV, HTS, and Lifetime. In addition, the presentation/sales to select list of ad agencies, retailers, and regional accounts. This dynamic sales/management position offers a competitive compensation package with high income opportunities. Send resume and salary requirements to: Media General Cable of Fairfax, 14650 Lee Rd., Chantilly, VA 22021, ATTN: Human Resources Dept. EOE.

Supervisor of print sales: Advertising sales department. Responsible for the management of the print advertising sales team. This new position will be responsible for the training and development of the print account executives. Presentation and sales to agencies and large retail accounts. This dynamic sales/management position offers a competitive compensation package with high income opportunities. Send resume and salary requirements to: Media General Cable of Fairfax, 14650 Lee Rd., Chantilly, VA 22021, ATTN: Human Resources Dept. EOE.

Vibrant Southeast market CBS affiliate has an opening for experienced account executive. If you are motivated to succeed send your confidential resume to Box U-122.

Account executive: WBAY-TV, Green Bay. Currently looking to hire an experienced salesperson. Outstanding opportunity with a growing broadcast group. We need an assertive salesperson not a passive order-taker. Send resume to Gary Andrich, G.S.M. WBAY-TV2, 115 S. Jefferson, Green Bay, WI 54301. An equal opportunity employer.

HELP WANTED TECHNICAL

Director of engineering: Supervises engineering staff and facilities including studio, transmitter, satellite earth station, and telecommunications non-broadcast operations. Supervises design of engineering facilities. Responsible for supervision of maintenance, repair, testing, and air operations. BSEE or BS with television specialization, accredited technical school, five years in television, including at least two years of supervisory experience, or equivalent combination of education and experience. Must hold valid general class radiotelephone license. \$37,007-\$44,945. Interested persons should send the following, no later than Thursday, July 2, 1987: letter of application, resume, name, address, and telephone number of three professional references with thorough working knowledge of candidate's work experience, and copy of FCC license. Applications should be sent to Mr. Donald Johnson, General Manager, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204. M/F EOE.

Qualified broadcast maintenance engineer: Strong digital - for So. Cal. TV station. Send resumes to George Murray, P.O. Box A, Santa Ana, CA 92711. EOE.

Air operator: Person with heavy background in air switching on a commercial or educational TV station. Minimum 1 year experience. Contact: TBN, P.O. Box A, Santa Ana, CA 92711. EOE.

Two maintenance engineers with basic electronic training and/or qualifying experience for South Texas VHF. EOE. Box U-91.

Assistant chief engineer with growth potential and good technical experience for South Texas. EOE. Box U-93.

Supervisor: Engineering field maintenance and operations. Duties: maintenance of all news and field production equipment including live units and microwave facilities. Technical supervision of remote telecasts and special events. Qualifications: experience in ENG maintenance, FCC general class. Contact Albert Scheer, Vice President-Engineering, WLEX-TV Inc., P.O. Box 1457, Lexington, KY 40591. 606-255-4404. WLEX-TV is an affirmative action/equal opportunity employer.

Maintenance engineer: Major market SE sunbelt. Solid organization, NBC affiliate. Extensive experience required in maintenance of all studio equipment, ENG, SNG, and VHF transmitters. Strong digital for state-of-the-art facility. Box U-104.

Maintenance technician: Installation and repair of studio and transmitter equipment. Some design, planning, and training responsibilities. Rotating shift including nights and weekends. Requires associate's degree in electronic technology or equivalent formal training, plus experience in electronic repair/troubleshooting. FCC license or SBE certification. Send resume: Manager of Human Resources, WMHT-TV/FM, Box 17, Schenectady, NY 12301. EOE.

Chief engineer: Excellent opportunity for hands-on chief. New RCA full power UHF transmitter and state-of-the-art studio and production facilities. Growing independent with aggressive production schedule. Send resume and salary requirements to Dave Miller, General Manager, WRGT-TV, 45 Broadcast Plaza, Dayton, OH 45408. EOE.

Assistant chief engineer: 3-5 yrs. experience in engineering hands-on maintenance. UHF experience beneficial. Stereo NBC affiliate. Growing company. Send resume and earnings history to Joe Spears, WMG-TV, P.O. Box 4328, Macon, GA 31213.

Engineer needed immediately for full power station in Marion, Indiana. Going on air in August, 1987. Person selected must possess the ability to manage staff and perform chief engineering duties. Station now under construction and need person to start ASAP, but no later than August 1, 1987. Call R-Group 513-351-9110. EOE.

TV maintenance engineer, group-owned CBS affiliate. Studio maintenance background. Troubleshooting skills and valid FCC license a must. SBE certification preferred. Resume to Roger Topping, C.E., WIFR-TV, P.O. Box 123, Rockford, IL 61105. No phone calls, please. EOE.

Assistant chief engineer needed for medium market sunbelt CBS affiliate. Good organizational and communicative skills a must. Applicants should have prior hands on maintenance experience with VHF transmitters, live ENG and general studio equipment. Knowledge of on-air operational procedures helpful. Send resume and salary requirements to Lee Davis, Chief Engineer, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. EOE.

Transmitter maintenance engineer. UHF Harris BT-110U experience. Send resume to George Ness, Chief Engineer, WJKS-TV, PO Box 17000, Jacksonville, FL 32216

HELP WANTED NEWS

Executive producer/assignments manager to keep NBC affiliate dominant! Challenging position for news professional with minimum 5 years experience, background in writing and producing, knowledgeable in all facets of TV news. Will supervise 25 person staff. Resume to Robert Hile, WJAC-TV, Box 38, Johnstown, PA 15907. EOE.

Producer: Expanding staff. Industry leader in top 30 market. Need hard news expert to produce fast-paced, well-written cast. We have all the tools - live trucks, uplink, graphics systems. No beginners. Box U-113. EOE, M/F.

Producer: Need news junkie who can deal with the pressure of being the best. We have the toys and the people to do the job right. If you think, manage people, write and produce fast-paced, dynamic newscasts, call us, KWTV, Billye Gavitt, 405-843-6641, Oklahoma City, OK. EOE, M/F.

Experienced reporter: Needed at New York Times owned station. No phone calls. Send resume & non-returnable tape to Frank Verdell, News Director, WHNT, P.O. Box 19, Huntsville, AL 35804. EOE.

Satellite news gathering (SNG) cameraperson: Applicants will shoot and edit news stories in the field as well as set up live shooting and editing news stories for broadcast; heavy experience with microwave remotes; and the ability to work under adverse time requirements with little or no supervision. Position requires frequent out of town assignments and selected individuals must be available to travel on short notice. Must have valid California drivers license. Union position. Submit resume and tape to: Bud Harmon, Chief Photographer, KCRA-TV News, 3 Television Circle, Sacramento, CA 95814-0794 no later than July 17, 1987. No calls, please. EOE, M/F.

Reporter. Mature individual who can cover beat and break stories. Aggressive news department in competitive market. Tapes to Craig Alexander, News Director, WTVO-TV, Box 5590, Lexington, KY 40555. EOE.

Satellite news gathering (SGN) manager: Responsible for conceiving and mapping out live satellite shots for all newscasts and checking locations on-the-road. Must have strong managerial, logistical, production and creative skills, with 3-5 years experience to: Jim Drennan, CA 95814-0794, no later than July 17, 1987. No phone calls, please. EOE, M/F.

Producer for noon and 6pm at #1 station. If you have 2-3 years experience, send tape with letter to Jon Janes, News Director, KWQC-TV, 805 Brady St., Davenport, IA 52808.

TV sports. Report weekdays, anchor weekends. Small-market station with major university to cover adding second sportscaster. Must know how to shoot and edit videotape. No phone calls. Resume, letter and videotape to ND, WVR-TV, PO Box 769, Charlottesville, VA 22902. EOE.

Immediate opening for anchor/producer to work with experienced male co-anchor on 6 and 10 newscasts. Three years reporting/anchor experience required. Minimum two-year commitment. Willingness to report, devote time to community projects. Send non-returnable tape and resume to: News Director, KFDA-TV, PO Box 1400, Amarillo, TX 79189.

Reporter: ABC affiliate, South Bend/Elkhart, seeking a reporter with minimum two to three years experience. Must be aggressive and creative with mature authoritative style. Good salary and benefits. Send tape and resume to Morrie Goodman, News Director, WSJV-TV, P.O. Box 1646, Elkhart, IN 46515. No calls, please. EOE.

Anchor: 6 & 10pm newscasts- on #1 rated Gulf Coast affiliate. Minimum 3 years anchoring experience. Send resume and tape to: Jon Mangum, ND, WKRG-TV, 555 Broadcasting Dr., Mobile, AL 36601. No phone calls. EOE.

Hard news reporter: Needs to be overly aggressive, tough, and highly motivated. Willing to take lead stories and run with them "live". No feature reporters and no beginners. Radio background considered, 116 market. Send non-returnable tapes and resumes to Richard Howard, News Director, WWAY-TV, P.O. Box 2068, Wilmington, NC 28402. EOE.

Sports anchor/reporter: Southeastern market. Someone that is not interested in reading scores, but telling great stories! We want to know the people behind the scores! Establish yourself in our market and move up to the top job! We want you to dare to be different! Box U-121. EOE.

Producer: Expanding news program in 43rd market, serving Pennsylvania's capital, seeks experienced producer with excellent journalistic credentials, knowledge of graphics, live shots, and newsroom organization. If you enjoy producing an outstanding newscast we want to hear from you. Send resume to: Personnel, WITF-TV, Box 2954, Harrisburg, PA 17105. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Executive producer: KJRH-TV is looking for an executive news producer. Good people skills needed for 45 person staff. Must have extensive producing and management experience. Will be responsible for content and direction of daily newscasts. Excellent writing skills a must. Send resume to Tom Allen, News Director, P.O. Box 2, Tulsa, OK 74101. EOE.

Commercial director position available with strong, award winning, independent. Good production facilities. If you can write, shoot, edit, direct, and have at least two years commercial TV experience, send resume to Production Manager, WVAH-TV/23, 23 Broadcast Plaza, Hurricane, WV 25526. EOE, M/F.

Graphic designer: South Florida net affiliate seeks graphic designer with television experience to design for on-air and print, and prepare composites and mechanicals. Knowledge of electronic graphic equipment preferred. Resume to Box U-111. EOE.

Production manager for San Francisco-based TV production and syndication company. Job includes managing current TV projects and marketing new post-production facility. Send resume to: GGP, 400 Tamal Plaza, Corte Madera, CA 94925.

Operations director and news director (2 positions) needed for regional PBS station. Base: \$16,580 operations; \$17,570 news. Good equipment/excellent fringe benefits. Essential part of both jobs includes training students. Send application letter, resume, transcripts, three reference letters postmarked by 7/16/87. Duane Ryan, KENW-TV, Eastern NM University, Portales, NM 88130. EEO/AA employer.

Post production director. State-of-the-art commercial production facility in major SE market seeks creative post director with 3-5 years hands-on experience. Good client communication skills a must. Box U-18.

Post production editor. State-of-the-art commercial production facility in major SE market seeks experienced CMX editor. Box U-19.

Production manager, 3 to 5 years experience, strong management skills, news direction, commercial production, local program, and sports experience essential. Resumes only: Russ Read, WTVN-TV, P.O. Box 718, Columbus, OH 43216. EEO, affirmative action employer.

Videographer, PM Magazine, Columbus, OH: we will soon lose a multiple local Emmy and national award winning senior videographer/editor. Interested candidates must have highly polished skills demonstrating a thorough understanding of their craft. Send resume, demo tape and salary expectations to: WCMH-TV, Operations Manager, 3165 Olentangy River Rd., Columbus, OH 43202. EOE, M/F.

Co-host and story producer for PM Magazine in Columbus, OH: Our PM co-host for the past six years has an exciting opportunity in a top 12 market. Her good fortune makes available an opening for a sparkling and sincere on-air communicator and producer of entertaining stories. Previous experience greatly preferred. Send resume, demo tape and salary expectations to: WCMH-TV, Operations Manager, 3165 Olentangy River Rd., Columbus, OH 43202. EOE, M/F.

Director of programing. Experienced, bi-lingual (English/Spanish) professional sought for New York City non-commercial (ITFS) station. Acquisition, scheduling, community relations, promotional skills required. Salary range: \$25,000 - \$30,000. Send resume and letter of application to: President, Hispanic Information & Telecommunications Network, 80 East 11th St., New York, NY 10003.

SITUATIONS WANTED NEWS

Knowledgeable, versatile, hardworking sportscaster seeks challenging position. Experienced in radio and TV with journalism degree. Bill, 914-623-5651.

Meteorologist with AMS seal and lots of Monday-Friday experience at network affiliate seeks position in larger market. 912-598-0071.

Fast learner, diligent worker, will relocate... Seeking entry level position as a news or sports reporter. Please, give me a chance. Call 301-582-0479.

Beginning photographer seeking opportunity. B.A. in B.J., trained by photographers at top 15 affiliate. Can write, edit. Mature, responsible, will relocate. Dedicated to photojournalism career. Call Harry. 206-746-2102, for resume, tape.

Ex-congressional counsel, FBI oversight experience (ABSCAM, Missing Children's Bill), professor, successful trial lawyer, seeks opportunity for on-air position, news/commentary; TV/radio 415-439-8381.

Young, aggressive sportscaster with three years sports director experience in radio during college also proficient in TV sports producing, reporting and anchoring. Also, have recent experience with leading TV station in the #13 market. Willing to relocate to any small to medium market. Box U-85.

Bright, talented communications graduate with internship at top 50 CBS affiliate seeks entry level reporter position. Will relocate! Call Jeff 304-343-6347.

Jeff Gibson: Your Source for Sports. Seeking sports reporter/anchor position. BA in broadcast journalism. Anchoring and reporting experience. Need opportunity to show outstanding sportscasting ability. Call at 214-343-3680

Sportscaster: Talented, hardworking, can anchor, report and edit. Willing to relocate anywhere. Call Ron 412-221-4338.

Small markets! News director, ND/anchor, or anchor position sought by highly experienced reporter/anchor ready for leadership role. Reach through 315-387-5428.

Enterprising Columbia Journalism School graduate seeks to break in on-air. 22-year-old black female. Can shoot, edit. Parttime, internship experience. Tape. Lisa Robinson, 301-542-5109.

News helicopter pilot. 8 yrs. experience in top 15 market. Former police officer. Great investigator and public speaker. Excellent pilot and TV credentials. With or without ENG Bell Jet Ranger. Gary Gross 412-439-4077 412-439-0444.

#3, #7 market television and radio black talk host seeking anchor, reporter or talk position. 313-471-5462.

Meteorologist! Currently employed. Eight years experience; award winning. NWA certified, AMS eligible. Excellent references. Desire fulltime weather position. Will relocate for right position. 213-431-5846.

Award winning, news, magazine, and documentary photographer. 12 years shooting and editing experience, looking for a top notch station. 804-467-1203.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Experienced programmer. All top market, plus pay cable, international and sales. Black belt in movie and nostalgia programming. Immediate avail. 516-796-3006.

Production manager ten years production experience. Excellent organizer and people person. Ready for a new challenge. Will relocate. David 617-244-4223.

8 years at big independent in major market. T.D., graphics, even some CMX. I am a workaholic who needs a new challenge. Call Ken Mertz at 602-242-1728; nights, Fridays and weekends.

Videographer/editor needs first break. Great eye, experience in news and sports. B.S. in communications. Will relocate. Fred 617-599-0621.

Videographer/editor with 1", 3/4", Betacam and DVE experience in San Francisco market seeks position with broadcast station or similar. Andy 4164 Seven Hills Rd., Castro Valley, CA 94546. 415-582-7278.

Expert in health and fitness with extensive programming experience is seeking position with commercial TV station to create, develop and manage public health programs, news segments, and other related television projects. Contact Jonathan Doctor 203-255-4514.

MISCELLANEOUS

Primo People: wants you. If you are a general assignment reporter who has some anchoring experience, send your tape and resume to Steve Porricelli or Jackie Roe at 203-637-3653, Box 116, Old Greenwich, CT 06870-0116.

Agency seeking news talent, promotion, producers, directors, production, engineers. We're a new company eager to place you at not cos. Call D&A Talent 1-800-554-0017, Mailbox 3005.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Georgetown University Law Center. Faculty position: associate director, institute for public representation Citizens Communications Center Project. Georgetown University Law Center is seeking to fill a full time clinical professor position on a long term contract track beginning no later than January 1, 1988. The person hired will work in the area of broadcast and common carrier communications law and will be responsible for supervising the work of law students and graduate fellows on litigation and administrative and legislative advocacy. Send resume with list of references by July 15, 1987 to Professor Wallace Mlyniec, Coordinator of Clinical Education, 600 New Jersey Avenue, N.W., Washington, D.C. 20001. Georgetown University is an affirmative action - equal opportunity employer.

HELP WANTED MANAGEMENT

Executive director, BPME: Principal administrator for international Broadcast Promotion and Marketing Executives association. Under direction of Board, exercises general control over association's business affairs and day-to-day operations. Must have outstanding administrative ability, excellent public relations and interpersonal skills, knowledge of association finance and operations. Experience in broadcasting and/or association management a plus. Salary range: \$55,000 - \$70,000, depending on experience. Headquartered in Los Angeles. Send resume and letter of application to: BPME Executive Director, c/o Joseph Logsdon, WFTS-TV, 4501 E. Columbus Drive, Tampa, FL 33605. EOE/MF.

HELP WANTED TECHNICAL

Maintenance and supervision: Video duplication facility in Detroit seeks an experienced individual for the repair and maintenance of video duplication equipment and systems including 1" machines, time base correctors, monitors. VHS, Beta and 3/4" recorders/players and terminal equipment. Supervisory experience, design and installation background, ability to maintain quality control, and strong organizational skills are required. Submit resume including salary requirements to: Personnel, P.O. Box 451, Lathrup Village, MI 48076.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

New major, San Francisco Bay area studio opening Summer, 1987. Full component Betacam production facility, sound stage, Abekas DVE, Grass Valley switcher, Grass Valley editor, Ultimatte V. All positions open for application. Send resume, salary requirements, and tape to: Paul Brookes, 101 First St., Suite 482, Los Altos, CA 94022. No calls.

Research director. Capitol Broadcasting Company is seeking an experienced person to develop and manage a new in-house research department. The department will serve marketing research needs and perform direct marketing functions for the company's various subsidiaries. Contact Corporate Department of Human Resources, Capitol Broadcasting Company, P.O. Box 12000, Raleigh, NC 27605. EOE, M/F.

Suburban New York cable production department with 3/4 inch A-B roll, DVE, and Chyron graphic capability, seeking creative photographer/editor. Must have 2-3 years hands-on experience producing tight commercials and/or magazine features; some studio and location switching. Resume and salary requirements. 3/4 cassette available for later request. To Box U-105. Do not send tapes.

CMX editor: Competitive full service production facility in a fast growing market, is seeking a talented 1" editor. CMX-3400A and ADO experience required. Lots of commercial work including regional/national. Client relationship and attitude very important. Salary commensurate with experience. Send resume and demo to: Bill Lewis, Desert Video & Film, 1616 E. Osborn, Phoenix, AZ 85016.

Full service video production and post production facility has an immediate opening for a producer/director with a proven track record in single and multiple camera productions for corporate clients. Broad knowledge of the entire production process from scripting thru post production a must. Resume and salary history to: Box U-123.

PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

EMPLOYMENT SERVICES

Government jobs \$16,040 - 59,230/yr. Now hiring. Call 805-687-6000 ext. R-7833 for current federal list.

EDUCATIONAL SERVICES

On-air training: For TV reporters (beginners, veterans, cross-overs from print). Polish your delivery, appearance, writing. Prepare for better career. Learn from former ABC Network News correspondent and New York local reporter. Call 212-921-0774. Eckhart Special Productions, Inc. (ESP).

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040 Manuel Flores 512-723-3331.

Instant cash- highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 303-665-3767.

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

FM antenna(s): Will buy used FM broadcast antenna(s) - any make - any model - Call 806-372-4518.

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

10KW/5KW FM Harris **FM 10H3 (1974) W/MS-15, RCA BTF 10D (1969) 5KW-RCA FM5B (1963)* 2.5KW FM-Sparta 602A (1977), Gates FM-1C (1966) Transcom Corp. 215-884-0888, Telex 910-240-3856.

Continental 814R-1, 1KW AM also Harris 1KW AM**SX-1 (1983)-MW1 (1983) all in mint condition. Bauer 701A (1983), Harris BC500 Transcom Corp. 215-884-0888, Telex 910-240-3856.

50KW AM **Gates BC-50C (1966)10KW**Harris BC10H (1979) RCA 10H (1960)**5KW**Gates BC5P (1960) 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.

Abekas A-232 digital effects system. Complete with documentation and accessories. Immediate delivery. \$21,000.00. Maze Broadcast. 205-956-2227.

RCA UHF transmitters. TTU-55, TTU-60, TTU-110. All can be inspected. Best offer. Maze Broadcast. 205-956-2227.

Microwave systems. Brand names. Bought, sold, traded. Call for current availability. Maze Broadcast. 205-956-2227.

Grass Valley 1600-1X fully loaded \$14K; Chyron RGU-2B w/all options \$13K, Sony DXC-M3A w/lens \$3500; Ike-ITC-62 B & W title CAM w/CCU \$1000; BVW-10's and 3/4" machines -- all of the above on best offer basis. Must go. Call Brian or Dan at 212-691-1300.

Transportable C-Bank uplink truck & mobile production truck. Both less than 2 yrs. old. 803-244-1616. Ask for Mike or Ted.

Kelth Monks record cleaning machines and parts. 317-962-1471

KU earth station- New 5.5 meter SA antenna, used Hughes uplink/downlink equipment - \$87,500. Call Mike Starnes 919-266-3567.

Over 100 AM-FM trans. in stock. All powers, all complete, all manufacturers, all spares, all inst. books. AM - 1kw thru 50kw. FM - 1kw thru 40kw. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248, 214-630-3600. New # 214-276-9725.

3/4" evaluated videotape! Guaranteed to look and work as new. Prices: Field mini KCS-20 minute cassettes \$6.99. 30 minutes \$8.99. 60 minutes \$11.99. Elcon are wrapped and delivered free! Master broadcast quality at half the price. Hundreds of thousands sold to professional users. To order call Carpel Video Inc. collect 301-845-8888 or toll free 800-238-4300.

10KW FM transmitter: McMartin BF-10M 7KW to 15KW complete with exciter, tube set, manual, and some spares. Excellent condition - Call 806-372-4518.

Slo-mo sports controllers for Sony and Ampex 1" VTRs. 5800/5850/440 editors. Ikegami HL-79Ds. One Ikegami HL-79A. Digital DPS-1 TBCs. Adda ESP-2 frame store. Beta cameras and VCRs. Grass 1600-7K switcher. If you're not receiving our complete listing each month, you can! We're Media Concepts, 919-977-3600.

1" VTR's--low cost: Several Ampex & Sony, \$15-\$23K. All VTR's with TBC, some with slo mo, all with 30 day warranty. These machines have been refurbished and are in good to excellent condition. Call Video Brokers 305-851-4595.

Tektronix test equipment: vectorscopes, waveform monitor, sync generators, and test sets. Call Video Brokers 305-851-4595.

Ampex ACR-25B cart machines: Get an extra unit for back-up while you wait for next generation of digital units. The ACR's are just out of service in major markets. Several A model ACR's also available for operation or as parts machine. Call Video Brokers 305-851-4595.

Sony BVU 800's & 820's: Several fully refurbished VTR's available for late July delivery. All with 30 day warranty. VTR's look and perform like new recorders. Reserve one or more now. Call Video Brokers 305-851-4595.

Sony BVU 850 & 870: Less than 75 hours total use, 3 VTR's available all with TBC's. Call Video Brokers 305-851-4595.

Sony BVE 900 editor, 2550 switcher, T29 reel to reel audio, digital router. Sony audio mixer, full system & consoles. Unplug, pack, ship, plug it back in, you are ready to rock & roll! Full system ready for immediate delivery. Call Video Brokers 305-851-4595.

Sony BVH 1100 VTR's: In full console with slo mo, low hours, with or without Tektronix monitoring. Less than 500 hours on upper and lower drum assemblies. Call Video Brokers 305-851-4595.

2 ITE P5A pedestals with ITE H5 heads, \$5K each. Call Video Brokers 305-851-4595.

Long play 1" VTR's: Several Sony and Ampex with Merlin extended record/play mod's. Up to 2 1/2 hours play time on one reel. Great for movies, etc. All VTR's with 30 day warranty, complete with TBC's. All with low time heads. Call Video Brokers 305-851-4595.

28" video van, 3 camera/triax, 2 - 1" VTR's, C.G. switcher, audio, 12KW power, many extras. 215-489-1070.

RADIO Help Wanted News

ON THE GROW AGAIN

Metro Traffic Control, the nation's largest radio traffic reporting system, has immediate and future openings for operations managers, airborne reporters, engineers, anchors, studio and mobile reporters, both local and national levels. Serving major markets with 300 affiliates and growing. Send resume and recent aircheck (if applicable) to Jonathan Fricke, V.P. Operations, 4828 Loop Central Dr., Suite #800, Houston, TX 77081. No phone calls, please.

Newswriter

WEEI Newsradio 590, is looking for a serious Newswriter to produce clear, concise broadcast copy. This is a full-time position for someone with small market radio experience. This will not lead to an on-air position.

Interested candidates should contact Susan Griffin or Rosemary Lappin at 262-5900, or send resumes to: Leslie Fletcher, 4450 Prudential Tower, Boston, MA 02199.

WEEI is an Equal Opportunity Employer.



THE BEST

Sports radio station in America is looking for a new member of our sports department. WJR is home to Detroit Tigers, Lions, Red Wings and University of Michigan football and basketball. If you have at least 3-5 years in major or medium markets, along with a wide range of experience in anchoring, sportstalk, general reporting, as well as play-by-play (especially basketball) this could be for you! You'll need an authoritative delivery, solid references and are someone who's not a "know it all" but has the curiosity to become one, rush a cassette, cover letter and resume today to:

Gary Berkowitz
Program/Operations Manager
WJR Radio
2100 Fisher Building
Detroit, MI 48202

No calls please! WJR is a Capital Cities/ABC Owned Station. EEO.



Help Wanted Management

MANAGER RADIO STATION CLEARANCE

**Talk To Us About An Opportunity
That Has Millions Listening.**

As Manager of our Station Clearance Department for the Radio Network Division located in New York City, you will be responsible for commercial clearances for 2,100 affiliate stations. We'll look to you to analyze the quality of data received from our affiliates as well as daily activity reports. A Bachelor's Degree in Communications, and at least 3 years' related management experience are required. Good communication skills are essential for extensive interaction with affiliates and network management. A knowledge of radio network, stations, computerized systems and PCs is highly desirable.

We offer an excellent salary and competitive benefits. Send your resume, including salary history, to: ABC, 1345 Avenue of the Americas, 2nd Floor, New York, NY 10019. Attn: NV/Personnel Department. Capital Cities/ABC is an equal opportunity employer m/f/h/v.



We Belong Together

Help Wanted Sales

Radio Sales

Katz Radio-America's largest national radio representative is looking for highly motivated salespeople to fill immediate expansion openings in various Katz Radio offices across the country. If you are interested in establishing a solid career in a company which recognizes the potential for growth, please send resume in confidence to:

Bob McCurdy
Vice President
General Sales Manager
Katz Radio

1 Dag Hammarskjold Plaza
New York, NY 10017
(212) 572-5208

KATZ COMMUNICATIONS INC
An Employee-Owned Company



Katz Radio. The best.

Situations Wanted Progaming, Production, Others

RECOVERING ALCOHOLIC

Now dominating AM drive in 1,000,000+ market. Number 1: Adults 18-49/25-54. Extensive programing background including major market. Need company who understands my A.A. commitment. Honesty essential. 513-220-9685.

Blind Box Responses:

BOX ???
c/o Broadcasting Magazine
1705 DeSales St., NW
Washington, DC 20036

(No tapes accepted)

TELEVISION

Help Wanted Management

GENERAL SALES MANAGER

Network affiliate in desirable coastal market is seeking a dynamic GSM. Excellent growth opportunity for successful TV Sales Manager with major market rep work history. Include references for all prior sales positions.

Company offers excellent benefits package and salary to be commensurate with experience and performance. Guaranteed confidentiality for replies to:

BOX T-77

an equal opportunity employer m/f

Help Wanted Technical

PRODUCTION

OPERATIONS

MAINTENANCE

Dynamic Midwest VHF Indy has immediate openings for qualified personnel in Production, Operations and Maintenance. Consideration given to all levels of experience. Please send letter and resume to:

CHIEF ENGINEER

KPLR-TV

4935 Lindell Boulevard
St. Louis, MO 63108

EOE



Help Wanted Management Continued

TV Production Manager

Major East Coast television sports production operation seeks outstanding manager. Should have strong production skills as well as management and marketing expertise. Prior management experience a necessity. The person will supervise a team of 10-plus free lancers and be responsible for more than 100 telecasts per year. Interested in expanding beyond sports production by marketing our production capability to others. Send resume, references, and salary requirements to:

Box U-101.

TOP 20 PROMOTION MANAGER

Qualified, experienced person with hands-on skills and leadership ability. Will be responsible for handling promotion planning and execution. Competitive salary and benefits package. Please send your resume and salary requirements in confidence to Box U-126.

THIS PUBLICATION AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road,
Dept. P.R., Ann Arbor, MI 48106

**Help Wanted Management
Continued**

PRESIDENT - TELEVISION BUREAU OF ADVERTISING

The television industry's marketing and sales organization seeks applicants for this leadership position. Recommended background for this position includes: group head or general manager of a major TV station with bottom line responsibility for profit-making organization, goal oriented, broad knowledge of the commercial TV industry, particularly at the station level; proven creative sales ability, good understanding of station GM's and SM's thinking and concerns. Applicants submit one-page resumes and accompanying letter to TvB Selection Committee c/o Roger Rice, 477 Madison Avenue, New York 10022, in envelope marked personal and confidential, no later than July 6.

**Help Wanted Programing,
Production, Others**



LYRIC WRITER

Media General Broadcast Services, Inc., subsidiary of a Fortune 500 Company, needs a lyric writer to create musical images for its clients. Learn advertising the right way, hands on experience. The successful applicant will have a solid music foundation and education. Must have exceptional listening and communication skills in order to understand a clients needs and to produce the music and lyrics package that will sell the product. Demo tape helpful.

RETAIL JINGLE SALES POSITION

Markets available now for a super self-starter seeking 6-figure income. Must be willing to travel extensively. Auto furnished, high commissions, all expenses paid. Experience in syndication sales, radio and/or TV sales or sales management. Must have outstanding sales track record.

To apply in confidence, send resume or call 901-320-4301

Jack Adkins, Vice President Human Resources
Media General Broadcast Services, Inc.
2714 Union Avenue Extended, Memphis, TN 38112
EOE M/F

**Situations Wanted Programing,
Production, Others**

EMMY AWARD WINNING PRODUCTION TEAM

AVAILABLE FOR LIVE SPORTS EVENTS AND SPECIALS
OTO OR PACKAGES

Experts in ALL aspects of production, transmission and facilities
Call 404-381-6452

ALLIED FIELDS

Help Wanted Technical

HANDS ON SUPERVISING ENGINEER

- Major in 1" & 1/2" tape machine maintenance.
- Minor in RF transmission systems maintenance.

Please send resume, letter of interest and salary history to
Frank Cavallo, VIDEOCOM, 502 Sprague Street, Dedham, MA 02026.

Programing

★ ★ ★ ★ ★ ★ ★ ★ ★ ★
★ 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! ★
★ ★ ★ ★ ★ ★ ★ ★ ★ ★

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.

Business Opportunities

FM, LPTV, and TV APPLICATIONS
Call the "Advisors to the Communications Industry" D.B. Communications, Inc., 301-654-0777.

For Sale Equipment

Near 1" Quality From Standard 3/4" U-matic Recorders!
• 350 to 400 lines color resolution • 49 db signal to noise in color • 4.2 Mhz bandwidth • Quality 4th generation DUB • No moire or color bleed • Kits for all JVC and SONY 3/4" U-MATIC Recorders • New JVC CR-850U/CR-800U 3/4" VCR with 400 lines resolution / 49.5 db S/N • CCI is a full service dealer for JVC, SONY and Panasonic • Fully compatible with standard 3/4" U-MATIC VCR's • Better than 300 lines color resolution in playback on unmodified VCR
CCI MOD 400 3/4" High Res. Kit \$1,895.00
Cottonwood Communications, Inc.
California 1-800-826-7025 • National 1-800-331-8333
1-805-344-3335

**Help Wanted Programing,
Production, Others Continued**

**Government of the
District of Columbia
Office of Cable Television**

is seeking experienced Municipal Access Production Assistants (\$23,000 plus benefits) and a Cable Producer (\$34,000 plus benefits)

- Must have experience producing programing for government channel
- DC residency required
- Positions begin October 1, 1987

Send resumes to: Office of Cable Television, 1090 Vermont Avenue N.W., Suite 1007, Washington, DC 20005. Or phone 202-727-0424 to schedule an interview at the NFLCP Conference in Chicago July 15-18.

An Equal Opportunity Employer

Situations Wanted Management

Former CEO, GM, UHF-TV and radio stations, presently employed TV GM in south. Finest professional & financial credentials. Looking for a change. Excellent teacher and motivator, budget trained and disciplined. Resume and references on request.

Write Box U-116.

Situations Wanted News

NEWS DIRECTOR/ANCHOR MAN
Company player. I make it work. Mature, handsome, solid journalist. No ego problems. Networks veteran. Box U-117.

Consultants

UPGRADING A STATION?

Contact
BROADCAST MEDIA LEGAL SERVICESSM
 a service of McCabe & Allen

FOR IMMEDIATE LEGAL ASSISTANCE CALL
1-800-433-2636
 (In Virginia, call 703-361-6907)

QUALITY, FLAT FEE LEGAL SERVICES
 AMEX MC VISA CHOICE

For Sale Stations Continued

Hoguen - Feldmann, Inc.
 MEDIA BROKERS • CONSULTANTS
 P.O. Box 146
 Encino, California 91426
 Area Code (818) 988-3201

SOUTHWEST
 AM/FM serving over 200,000.
 A leader in the market. Asking
 \$725,000 with terms.

DAN ROUSE
 (214) 788-2525

CHAPMAN ASSOCIATES
 nationwide media brokers

Wanted to Buy Stations

WANT TO BUY
 FM's, Combo, CP's - All mar-
 kets - serious sellers should
 contact us - we're serious
 buyers. Box U-88.

ROCKY MOUNTAINS
 Top rated AM/FM in medium
 mkt. Priced at an attractive mul-
 tiple of cash flow. Asking \$1.35
 million with \$300,000 down.

GREG MERRILL
 (801) 753-8090

CHAPMAN ASSOCIATES
 nationwide media brokers

- Fulltime. Southern Louisiana. Powerful. Covers 1.3 million people. \$1.5 million.
- AM/FM. southwest North Dakota. Bargain at \$1.8 million.
- Ethnic AM covering Lexington, KY. \$250,000. Terms.

Business Broker Associates
 615-756-7635, 24 hours

FM STAND-ALONES
 Experienced investor group seeks FM prop-
 erties in ARB-rated markets 25 through 125. Can
 be any class of facility, with emphasis on those
 with upgrade potential. Write in confidence
 with details of your situation. Brokers protect-
 ed. Concord Communications, Suite 200, 1407
 Sumner Street, St. Paul, MN 55116

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertise-ment.

Deadline is Monday at noon Eastern Time for the follow-
 ing 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 tele-
 phone 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, 1705 DeSales St., N.W., Washington, DC 20036

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: (personal ads): \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

For Sale Stations

WISCONSIN
 Combo serving population of
 over 200,000. Real estate,
 good equipment. Asking \$1.05
 million with \$300,000 down.

BERNIE KVALE
 (312) 490-0470

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BROADCAST MEDIA ASSOCIATES
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CALIFORNIA-OREGON-WASHINGTON
 TEXAS-UTAH-HAWAII
 FM'S & FM/AM COMBOS
 \$500,000 - \$5,000,000

CLIFF HUNTER - MARK STEVENS

Midwestern Christian AM
 in 500,000 market - no competition. Can get
 power increase. 2 pieces of real estate includ-
 ed are worth \$200,000. \$750,000 firm. Princi-
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Fates & Fortunes

Media



Reiss

Paramount Domestic Television and Video Programming.

Neil Pugh, VP and station manager. WHIO-TV Dayton, Ohio, named VP and general manager.

Richard J. Jacobson, manager of treasury operations. Cox Enterprises, Atlanta, named assistant treasurer.

Peter H. Smyth, general manager. WMEX(AM)-WMJX(FM) Boston, named vice president.

Bobbi Sonn, director of financial analysis. American Television & Communications Corp., Englewood, Colo., named assistant treasurer.

Greg Williamson, production director. KGEM(AM)-KJOT(FM) Boise, Idaho, joins KHEZ(FM) there as general manager.

Richard A. Hook, VP and general manager. Cox Cable Quint Cities Inc., Moline, Ill., named to same position. Cox's Omaha system. He is succeeded by **Kay A. Galligan**, VP and general manager. Cox's Cedar Rapids, Iowa, cable system.

Gregory S. Marchbanks, VP and chief financial officer. Prime Cable, Austin, Tex., multiple cable systems operator, named senior VP.

Richard Drilling, account executive. KJEO(TV) Fresno, Calif., joins KMST(TV) Monterey, Calif., as station manager.

Debra Tausendfreund and **Joseph Raia**, managers, personnel. NBC Inc., New York, named directors, personnel.

Kenneth J. Koller, business manager. WKBW-TV Buffalo, N.Y., named VP and chief financial officer of parent. Queen City Broadcasting of New York Inc.

Beth Flanigan, marketing executive. Radio Advertising Bureau, New York, joins ABC Information Network there as manager, affiliate relations.

Fred Thomas, from WPCQ-TV Charlotte, N.C., joins WJZ-TV Baltimore as broadcast operations manager. **Fred Synes**, business manager, news department. WJZ-TV, named senior accountant, business department. **Vee Benedetto**, senior accountant, business department, named business manager, news department.

Kent Von Hertsberg, assistant business manager. KTXH(TV) Houston, joins WTAF-TV Philadelphia as business manager.

Donovan J. Rinker, president and general manager. KTOO-FM-TV Juneau, Alaska, named executive director. Arkansas Educational Television Network, Conway.

Toney Brooks, president. Sandusky Radio, Denver, resigned "to build or acquire another radio group in the near future."

Benjamin J. Costa, director, data processing. United Stations Radio Networks, New York, named VP, information systems.

Jack J. Bankson, VP and general manager. KNBQ(FM) Tacoma, Wash., retires.

Bob Poe, general manager. Susquehanna Radio Corp.'s WKIS(AM) Orlando, Fla., and The Florida Network, radio news service, resigns.

Dwight Kuhlman, assistant director, traffic. Westwood One Radio Networks, Los Angeles, named director, traffic department.

Legrand (Randy) M. Mathis, salesman. KOOG-TV Ogden, Utah, named general manager. KDAB(FM) there.

Marketing

Rob Donnell, associate creative director. Leo Burnett, Chicago, joins Tatham-Laird & Kudner Advertising there as creative director.

Ronald F. Zabka, former president and general manager. Botway/Libov Associates, Chicago, joins The Media Bureau International Inc., Chicago-based media buying firm, as

head of new advertising agency division.

Herb Holland, associate creative director. Gulf State Advertising Agency Inc., Houston, named creative director.

Judy Heady, advertising sales manager. Storer Communications' Louisville/Jefferson county, Ky., cable system, adds duties as general advertising manager. Kentucky/Virginia region.

Michael Rix, national sales manager. WGBO-TV Joliet, Ill. (Chicago), named northeast regional sales manager. Harmony Gold, New York.

Appointments at Ted Bates Worldwide, New York: **Sabrina Ross**, **Diana Calligan** and **Mary Ann Nelson**, account executives, to account supervisors; **Hillary Newton**, research account executive, to research supervisor; **Karen Pierce**, media planner, to media supervisor.



Kinney

Craig Kinney, account executive. KTTV(TV) Los Angeles, named general sales manager. KMEX-TV there.

Dan Lutgen, local sales manager. KTZZ-TV Seattle, named general sales manager.

Martin R. Damin, VP and general manager. Eastman Radio, New York, joins ABC Radio there as account executive.

Michele DiLorenzo, business manager. Nicklodeon, New York, named director, market-



Astaire with Barrie in 1958

Fred Astaire, 88, stage, film and television dancer and actor whose name became a synonym for elegance and a seemingly effortless grace, died of pneumonia June 22 at Century City hospital, Los Angeles. Astaire's credits included the vaudeville circuit and the Broadway stage with his partner and sister, Adele, and many films, perhaps most notably those—"Flying Down to Rio," "Top Hat" and "Gay Divorcee" and others—with partner Ginger Rogers. Whether it was dancing with coat racks, on walls and ceilings, or gracing a ballroom scene in what became a trademark tux and tails, Astaire made dancing look as easy as breathing, and in the process left breathless all those who knew how easy it wasn't.

While his greatest popularity came during the heyday of the movie musical, Astaire also left his mark on television, as a dramatic actor as well as dancer. His first variety special, *An Evening with Fred Astaire*, which aired on NBC in 1958 and featured Barrie Chase as his dancing partner, garnered a record nine Emmys, including an individual award for Astaire. The program also won a Peabody award. Astaire won another Emmy for his second special for NBC, *Astaire Time*, in 1960. He earned a third Emmy in 1978, this time for his performance in the NBC drama, *A Family Upside Down*, with Helen Hayes. Astaire also appeared for two seasons (1968-70) on ABC's *It Takes a Thief* with Robert Wagner, and was the narrator of the syndicated Christmas special "Santa Claus is Coming to Town," in 1970, and the Easter special, "The Easter Bunny is Coming to Town." In 1949, Astaire won a special academy award for "raising standards of all musicals." And in 1981, he was given the Life Achievement Award from the American Film Institute. Astaire is survived by his wife, Robyn Smith, and a son and daughter from a previous marriage. His first wife, Phyllis, died in 1954.

ing development. **Scott Schiller**, senior account executive, Kool Aid account, Grey Advertising, New York, named manager, advertising sales, Nickelodeon and Nick at Night. **Richard Glassberg**, production coordinator, MTV, New York, named account manager, advertising sales, Nickelodeon and Nick at Night.

Gerry Himmel, Chicago sales manager, CBS Radio Representatives, named Midwest regional manager.

Edwina Carberry, assistant accounting manager, Weightman Group, Philadelphia, named accounting manager. **Joanne C. Michael**, assistant account executive, Weightman Advertising, named account executive.

Glenn Littman, senior research analyst, TeleRep, New York, named account executive.

Greg McCastle, account executive, Blair Television, Charlotte, N.C., named account executive, Atlanta.

Appointments at MMT Sales Inc.: **Mary Ellen O'Brien**, from WLVI-TV Cambridge, Mass.; **Terri Weiss**, from Katz Continental, New York; **Don Levinson**, from Katz Independent, New York, to account executives, New York; **Diane Lamb**, from Katz Independent, Chicago, to account executive there; **Mandy Steinman**, sales assistant, MMT, Los Angeles, to account executive, San Francisco.

Appointments at Lewis, Gilman & Kynett Inc., Philadelphia: **Renee Maslow**, assistant art director, SSC&B Lintas Worldwide, New York, to art director; **Michael D. Hutter**, account supervisor, Ketchum Advertising, Washington, and **Roslyn Holberg**, director, advertising, PSFS, Philadelphia, to account supervisors; **Xenia Politis**, from Spiro & Associates, Philadelphia, and **Michael B. Smith**, from Weightman Advertising, Philadelphia, to copywriters; **Leslie Bloch**, from Weightman Advertising, Philadelphia. **Roger Farabee**, from D'Arcy Masius Benton & Bowles, New York, and **Todd Hilsee**, from Greenwald/Christian Advertising, Philadelphia, to account executives.

Glenn Corneliess, general manager, WHLI(AM)-WKJY(FM) Hempstead, N.Y., named account executive, Katz Radio, New York.

Rebecca Ruthven, VP, Eastern region, Disney Channel, Atlanta, named VP, affiliate sales and relations, The Weather Channel there.

Jerry Sharell, senior VP, MCA Home Video, Los Angeles, named executive VP/entertainment marketing, Westwood One Inc., Los Angeles.

Dick Morley, account executive, Katz Radio, Chicago, joins CBS Radio Networks there as account executive.

Jay Maxey, general sales manager, KMTV(TV) Omaha, named to same position at KCPQ(TV) there, succeeding **Lloyd Low**, named Western regional sales manager.

Nick Gentile, VP, marketing, Cable Management Associates, Hershey, Pa., named VP, Eastern region sales, The Nostalgia Channel, New York.

Nancy Cowen, from KBCO-AM-FM Boulder,

Colo., joins Major Market Radio, Chicago, as account executive.

Michael A. Wolff, account executive, WPHG-TV Pittsburgh, named local sales manager.

Tom Forst, account executive, WCHT-TV Hartford, Conn., named local sales manager.

Vanessa Garrido, account executive, KMEO-AM-FM Phoenix, named director, marketing research.

Peter Sautter, national sales manager, WCMO-AM-FM Miami, named general sales manager, WIRK-AM-FM West Palm Beach.

Steve Burgess, from CBS's WSUN(AM)-WYNF(FM) Tampa, Fla., joins co-owned WMRQ(FM) Boston as sales development specialist. **Marcie Mills**, recent graduate, Framingham State College, Framingham, Mass., joins WMRQ as account executive.

Cathy Kelly, acting district director, CBS RadioRadio Network, New York, named account executive, co-owned WCBS-FM New York.

Sonya Gregory, from J. Walter Thompson, Chicago, joins WLS(AM)-WYTZ(FM) there as account executive.

Jo Chase, account executive, Independent Television Sales Inc., New York, named group sales manager. **Laurie Meyer**, account executive, ITS, Los Angeles, named sales manager.

Joe Sylo, from Eastman Radio, Houston, and **Marsha Smith**, from KEGL(FM) Fort Worth, join KLIF(AM) Dallas-KPLX(FM) Fort Worth as account executives.

Merry Ewing, from WHI(TV) Cincinnati, joins WCPO-TV there as account executive.

Jim Dyer, general sales manager, KLT(Y) FM Liberty, Mo., joins KCFX(FM) Harrisonville, Mo., as account executive.

Hilary Greene, account executive, WWMX(FM) Baltimore, named to same position, WYST-AM-FM there.

Sally J. Buchanan, from KSEO(AM) Durant, Okla., joins KITX(FM) Hugo, Okla., as account executive.

Marilyn Cilo-Cross, from J. Walter Thompson/USA, Chicago, joins Satellite Music Network there as account executive, central division.

Kristin Long, former VP and sales manager, Blair Television, New York, joins WBAL-TV Baltimore as national sales manager.

Mike Bustell, retail sales manager, KBPI(FM) Denver, and **Fred Silha**, manager, Electricity City, Chicago retail store, join WFYR-FM Chicago as account executives.

Nancy J. Hansen, traffic manager, WXXA-TV Albany, N.Y., named account executive.

Jan Ammons, account executive, WJKA(TV) Wilmington, N.C., named general sales manager.

Joanne Adduci, account executive, Blair Radio, Boston, joins WMRQ(FM) there as senior account executive.

Nancy Delapa, from WTTE(TV) Columbus, Ohio, and **Kristen Sawyer**, student, University of Toledo, Ohio, join WUPW(TV) Toledo as

account executives.

Tim Sweeney, from WMT-AM-FM Cedar Rapids, Iowa, joins WHBF-TV Rock Island, Ill., as account executive.

Gina Ianucilli, from WZRQ(FM) Columbia City, Ind., joins WFFT-TV Fort Wayne, Ind., as account executive. **Nancy Kraemer**, sales assistant, WFFT-TV, named account executive.

Amy Lynn Chenette, from WXKS(AM) Medford, Mass., joins WMEX(AM)-WMJX(FM) Boston as account executive.

Larry Zember, research coordinator, Rock-N-Roll Hall of Fame committee, Cleveland, named research coordinator, WJW-TV there.

Programing

Charles Hirschorn, director, prime time programing, Fox Broadcasting Co., Los Angeles, named VP-development. **Michael Lansbury**, program executive, current programing, named director, series programing.

Kenneth J. Arber, senior VP, programing, LBS Communications, Hollywood, named VP, program development, MCA TV Enterprises there.

Ilene Chaiken, director of television development, Aaron Spelling Productions, Los Angeles, named VP of television development.

Lynn Fero, manager, business affairs administration, Viacom Enterprises, New York, named director, business affairs administration. **Mary Ann Russo**, assistant manager, international sales service, named manager, international sales service.

Corinne L. Baldassano, regional manager, affiliate relations, United Stations Radio Networks, New York, named director, ABC Entertainment Network there.

Horace Collins, VP and chief counsel, film programing, HBO, New York, named senior VP and chief counsel, film programing, now based in Los Angeles. **George Cooke**, senior counsel, New York, named VP and senior counsel there.

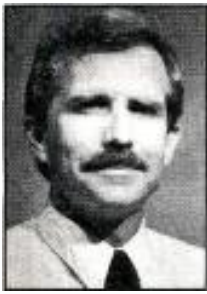
Terry McNiff, manager, client services, AGB Television Research Inc., New York, joins American Movie Classics, cable service distributed by Rainbow Program Enterprises, Woodbury, N.Y., as sales manager, Eastern region.

Sasha Zeif Emerson, director of development, Walt Disney Co., Los Angeles, named director, original programing, HBO, there.

Kathleen Wagner, sales representative, Western region, Tempo Television, Los Angeles, named manager, affiliate sales, Western region.

Samuel Gang, international sales director, King Features Entertainment, New York, named VP, international sales.

Bill Behrens, VP, sales, Behrens Co., Miami, joins Access Syndication, Atlanta, as Southeast division manager.



Sullivan

Richard Sullivan, director of programming/operations. WAWS(TV) Jacksonville, Fla., named program director. WOIO(TV) Shaker Heights, Ohio (Cleveland).

Monica Foster, from CBS-TV, New York, joins USA Network there as manager, program acquisitions.

Malcom (Mike) B. James, manager, program sales. SFM Entertainment, New York, retires.

Paul Coss, senior VP-programing. Hospital Satellite Network, Los Angeles, named VP-program development. Coca-Cola Telecommunications Inc., Burbank, Calif.

Olga Grimalt, recent graduate. Fairfield University, Fairfield, Conn., joins Vicam, Westport, Conn., production company, as project coordinator.

Robert Jaffee, associate producer. Columbia Pictures Television, Los Angeles, named director of production. Blair Entertainment, there.

Appointments at The Preview Network. Baltimore cable service: **Mary Ellen Iwata**, executive producer. *Evening Magazine*, WJZ-TV Baltimore, to executive producer; **Sarah J. Potter**, account executive, video information systems. Adams Russell Corp., Boston, to director, Northeast region; **Gary Leventhal**, former field producer, CNN, Washington. **Steve Hagedorn**, from WDCA-TV Washington. **Marla Aaron**, from Vansant Dugdale Advertising, Baltimore, and **Lisa Allen** and **Michael Pianowski**, field producers. *Evening Magazine*, WJZ-TV, to producers.

Laurie J. Giddins, marketing manager. The Playboy Channel, Los Angeles, named director, marketing.

Appointments at Transtar Radio Network, Colorado Springs: **Scott Gilreath**, from The Programming Consultants Inc., Albuquerque, N.M., to Gulf Coast and Southeast regional manager; **Lee Arbuckle**, from The Programming Consultants Inc., to Northeast regional manager; **Penny Tucker**, general manager. KYXE(AM) Selah-KZHR(FM) Toppenish, Wash., to Western regional manager; **Kim Stanek**, from KOAA-TV Pueblo, Colo., to Midwest regional manager.

Paula Ringer, creative services director. KOLR(TV) Springfield, Mo., named operations manager. KSPR(TV) there.

Larry Michael, manager of sports operations. Mutual Broadcasting System, Arlington, Va., named director of sports.

John Paley, assistant general manager. Lotus Communications Corp.'s KWKW(AM) Pasadena, Calif., adds duties as president, co-owned Lotus Satellite Network.

Jay April, independent writer and producer, joins Movietime, cable service to premiere this summer, as director, remote production.

Sherri London, sales assistant. Arts & Entertainment Cable Network, New York, named



More talk for Tom. ABC Radio reached a multi-year agreement last week with television news and talk personality Tom Snyder (shown above at ABC Radio's Los Angeles studios) to host a three-hour interview/call-in show from 10 p.m. to 1 a.m. NYT ("Closed Circuit," June 8.) The program, which ABC officials now expect to be on the air by early September, will originate from Los Angeles.

account representative. Canadian affiliate sales and marketing.

John Rice, former partner. Investment Video Corp., New York, joins Studio 5, Boston production company, as producer and marketing account executive.

Elizabeth A. Cheng, producer. WCVB-TV Boston, named executive producer of programming.

Jack Silver, interim music director. KIIS-AM-FM Los Angeles, named music director.

Michael O'Malley, national research director. Metroplex Communications, Cleveland, joins WYNY(FM) New York as program director.

Regional program directors appointed by EZ Communications Inc., Fairfax, Va., owner of four AM and 11 FM stations: **Jim Richards**, program director. EZ Communication's WBZZ(FM) Pittsburgh, adds duties as Eastern regional program director; **Shadow Stevens**, program director. EZ's WEZB(FM) New Orleans, adds duties as Southern regional program director; **Don Langford**, program director, EZ's KRAC-AM-FM Sacramento, Calif., adds duties as Western regional program director.

Jim Felber, producer-director. *PM Magazine*, WJW-TV Cleveland, named show's executive producer.

Chuck Crane, director, programing. WYNY (FM) New York, joins KKHT(FM) Houston as program director.

Tim Spencer, operations manager. Satellite Music Network, Chicago, joins WGR(FM) Memphis as program director.

Jamie Roberts, production manager. WJZ-TV Baltimore, named special project producer.

James Strader, director, operations. WLTN(TV) Jacksonville, Fla., joins WTSP-TV St. Petersburg, Fla., as production manager.

Dan Peacock, producer. WCPX-TV Orlando, Fla., joins noncommercial WMFE-FM-TV there

as production manager.

Susan Whitaker, promotion administrator. WLS(AM) Chicago, named producer and program coordinator.

Kevin O'Neill, night announcer. WOMC(FM) Detroit, named late afternoon announcer.

Ray Massey, program director. WYNK-AM-FM Baton Rouge, joins WIL-AM-FM St. Louis in same capacity.

Bob Woodruff, program director. KGO-TV San Francisco, joins WWOR-TV Secaucus, N.J., as executive producer, programing.

Gene Steinberg, corporate director, creative services. Grant Broadcasting, Miami, joins WBFS-TV there as program director.

Jim McGhee, production manager. WBIR-TV Knoxville, Tenn., adds duties as program manager.

Mike Oakes, program director. WIL-AM-FM St. Louis, named to same position at WIRK-AM-FM West Palm Beach, Fla.

Charles W. Thorne, evening technical director, newscasts. WYFF-TV Greenville, S.C., named evening director/supervisor. WTVQ-TV Lexington, Ky.

Phil Stephens, music director. WLGA(FM) Valdosta, Ga., named to additional post of program director. **Doug Hudson**, assistant program director. WLGA, named operations director.

John Chommie, from WGBB(AM) Freeport, N.Y., joins WFLY(FM) Troy, N.Y., as program director.

Glen A. Denny, creative services and production manager. WNRW(TV) Winston-Salem, N.C., joins WXII(TV) there as production manager.

Monica Logan, announcer. WBLX(FM) Berkeley, Calif., named music director.

Patrissa I. LaSorte, former reporter. TeleAruba Channel 13, Aruba, West Indies, joins WGN(AM) Chicago as morning producer.

Fred Cook, personality. WREC(AM) Memphis, named program director for WREC and co-owned WGR(FM).

Julie Lux, program manager. KSHB-TV Kansas City, Mo., named host. *AM Live*, morning program.

Art Sosenko, film editor. WUAB(TV) Lorain, Ohio, joins WOIO(TV) Shaker Heights, Ohio, in same capacity.

Mike Aarons, marketing manager. Satellite TV Antennae Systems Ltd., London, named UK and Ireland network manager. Sky Channel Satellite Television there.

Richard Eigendorff, director, financial planning. Showtime/The Movie Channel Inc., New York, named VP, planning and analysis. Viacom Network Enterprises there.

David Andrews, midday personality and assistant promotion director. WQSM(FM) Fayetteville, N.C., named afternoon personality. WHIO-FM Dayton, Ohio.

Tina Pashos, midday personality. WDOS(AM) Oneonta, N.Y., named music director. **Dick Sterling**, personality. WNCQ(FM) Watertown, N.Y., named production director and afternoon personality. WDOS.

News and Public Affairs

John W. Reid, AP director of broadcast services, Washington, named director of communications and technology, based at AP headquarters in New York. He succeeds **Richard Atkins**, who has resigned and not yet an-



Reid



Tobias

nounced future plans. Reid will be succeeded in Washington by **James R. Williams**, deputy director/sales, broadcast services. **Ed Tobias**, assistant managing editor/administration, AP Broadcast Services, Washington, named assistant managing editor/news.

Randy Little, anchor, WKRC-TV Cincinnati, joins WCPO-TV there as reporter and noon anchor.

Janet Peckinpugh, anchor, producer and reporter, WXEX-TV Petersburg, Va., joins WFSB(TV) Hartford, Conn., as anchor.

Chris Fickes, news director, WHP-AM-FM-TV Harrisburg, Pa., adds duties as producer. *Talk to 21*, weekly public affairs show. Other appointments at WHP-TV: **Scott Benjamin**, night producer, to morning producer: **Noreen Carnahan**, producer, WJAC-TV Johnstown, Pa., to night producer: **Liz Giuliano**, producer and reporter, Cornell Media Service, Ithaca, N.Y., to anchor and reporter: **Gene Lepley**, executive producer and anchor, WJAC-TV, to anchor: **Ron Ruman**, morning producer, to capitol reporter: **Jeff Gingerich**, anchor, WHP-TV, to special assignment reporter: **Sue Hensel**, general assignment reporter, to Lebanon-Hersey, Pa., reporter: **Susan Cort**, anchor, WJAC-TV, to weekend anchor and reporter: **Ed Gallek**, reporter, WTAJ-TV Altoona, Pa., to anchor and reporter: **Jerry Trently**, photographer, to ENG supervisor: **Elaine Entzinger**, from WNEP-TV Scranton, Pa., and **Al Pollock**, from WBNG-TV Binghamton, N.Y., to photographers. Appointments at WHP-AM-FM: **Kendra Hames**, from WKBO(AM) Harrisburg; **Larry Roberts**, from WSBA(AM) York, Pa., and **Gordon Weise**, from WARM(AM) Scranton, Pa., to anchors and reporters.

Gayle Lynn Falkenthal, managing editor, KSDO(AM) San Diego, named executive producer.

Jill Rappaport, host, *Made in New York*, WNYW(TV) New York, joins WCBS-TV there as entertainment correspondent.

Brian Sussman, from KNTV(TV) San Jose, Calif., joins KDKA-TV Pittsburgh as weekend meteorologist.

Denise James, reporter, Capital Cities/ABC's WTVD(TV) Durham, N.C., named general assignment reporter, co-owned WPVI-TV Philadelphia.

Stewart Schwensen, associate producer.

KDFW-TV Dallas, joins KSTF(TV) Scottsbluff, Neb., as sports director.

Mike Bartley, anchor and reporter, WBAY-TV Green Bay, Wis., joins WITI-TV Milwaukee as general assignment reporter.

Hillary Howard, weathercaster, WTZA(TV) Kingston, N.Y., joins WAVY-TV Portsmouth, Va., as reporter and weekend weather anchor.

Jerry Gross, former play-by-play announcer for Major League Baseball's San Diego Padres and National Football League's San Diego Chargers, joins KVSD(AM) San Diego as host, nightly sports call-in show.

Scott Bryant, sports director, WCBI-TV Columbus, Miss., joins WWMT(TV) Kalamazoo, Mich., as sports director.

Otis Buchanan, anchor and producer, WGN-TV Chicago, joins WMAR-TV Baltimore as general assignment reporter.

John Whelehan, sports director, KTVE(TV) El Dorado, Ark., joins KSBY-TV San Luis Obispo, Calif., as weekend sports anchor. **Cynthia Sanchez**, reporter and morning anchor, KECY-TV Yuma, Calif., joins KSBY-TV as general assignment reporter.

John Matthews, news assistant, WMAL(AM) Washington, named reporter.

Technology

David J. McLaughlin, managing partner, Sibson & Co., Princeton, N.J., consultant, named to board of directors, Scientific Atlanta.

Linda Murray, director, technical operations, Minnesota Public Radio, St. Paul, joins IDB Communications Group Inc., Culver City, Calif., satellite carrier, as audio manager.

Robert A. Jacobs, general sales manager, Dynair Electronics, San Diego, manufacturer of routing switchers, control and distribution equipment, named systems marketing manager.

T. Michael Ezell, assistant chief engineer and chief studio engineer, WLVI-AM-FM Montgomery, Ala., joins WAAO(AM) Andalusia, Ala., as chief engineer and director, technology.

Walter Rice, from Corporate Communications, Dallas, joins Harris Corp., Camarillo, Calif., as district manager, broadcast division.

Promotion and PR

Barbara Fleeman, promotion manager, MTV Networks, New York, joins The Weather Channel, Atlanta, as promotion coordinator.

Santi Herrera, from WWOR-TV Secaucus, N.J., joins WPVI-TV Philadelphia as promotion producer.

Elizabeth Martin, account executive, Fran Kaufman & Co., public relations, New York, joins Children's Television Workshop there as director, information. **Mary Sue Holland**, publicity associate, Fran Kaufman & Co., joins Children's Television Workshop as publicist.

Mary Wilson, senior account executive, public relations, Cargill, Wilson & Acree Inc., Atlanta, named account supervisor.

Rebekah W. Ingalls, associate editor, *Showcase* magazine, New York, named director of publicity, Worldvision Enterprises there.

Theresa Mandula, assistant account executive, Wyse Landau Public Relations, Cleveland, named account executive.

Arthur Greenwald, creative services director, KDKA-TV Pittsburgh, named creative director.

Jim Dunford, on-air promotion producer, WQTV(TV) Boston, named promotion manager.

Allied Fields

Benjamin F.P. Ivins, attorney, Covington & Burling, Washington, named assistant general counsel, National Association of Broadcasters there.

Officers elected to Iowa Broadcasters Association: **Betty Baudler**, president and general manager, KASH(AM)-KCCQ(FM) Ames, president; **Earl Schoberg**, general manager, KIMT(TV) Mason City, VP; **Mary Quass**, VP and general manager, KHAK-AM-FM Cedar Rapids, treasurer; **Bob Wood**, of Iowa Central Community College, Fort Dodge, executive secretary.



Poehner

Michael J. Poehner, director of mid-range systems, IBM information systems group, New York, named CEO, AGB Television Research there, succeeding Dr. Stephan Buck, who remains member of company's managing board.

Salvatore M. DeBunda, chairman, cable and communications law group, Fox, Rothschild, O'Brien & Frankel, Philadelphia law firm, named partner of firm.

Nanci E. Banks, senior project director, Widener-Burrows & Associates, Annapolis, Md., marketing and advertising research firm, named VP.

Deaths

Dick Drayne, 49, public affairs counsel, CBS News, Washington, died of cancer June 19. Drayne joined CBS in 1980. Earlier he worked in politics including jobs with Senator Edward Kennedy's presidential campaign, 1979-80, and R. Sargent Shriver's presidential campaign, 1976. He was Kennedy's press secretary in 1965-75. Following military service, Drayne began news career at copy desk of *Washington Post*, and later became news editor, WBZ-TV Boston. He is survived by his wife, Patricia, one son and three daughters.

Jim Russell, 59, news editor, KWXY-AM-FM Cathedral City, Calif., died June 14 in automobile accident. He is survived by son.

Paramount's Bruce Gordon: programming the world

Talk to Bruce Gordon, president of Paramount Television International, about the state of television programming sales in the international marketplace and he gives the impression that little has changed since he first got into the business 32 years ago.

While conceding that delivery technologies such as satellites and cable have altered the international television landscape, Gordon says that making sales in the 120 territories Paramount covers—with their divergent tastes, governmental regulations and other indigenous conditions—still comes down to a special sort of tenacity. Although he eschews the title of "dean" of international sales, it has often been conferred upon him by the foreign trade press and his peers both for his tenure on the international scene and his knowledge of the field. The native Australian prefers to think of himself as one who, growing up with TV in the Far East, rose through the ranks naturally.

His description of his early days in an Australian sales job make it sound something of a programming outback: "I sold for Desilu out of a little back office with one secretary. You had to be what we call in Australia a bush lawyer, a bush accountant. You weren't only a salesman."

As a "bush lawyer," he drafted contracts before contracts for programming sales were common, and later represented Paramount on the board of Australia's Channel 9 network (then owned by the Australian media mogul Sir Frank Packer). Gordon has seen television grow around the world and has been with it each step of the way.

Important to that journey, and to his ability to sell programming, has been his perspective as a broadcaster. Along with his contacts at Channel 9—he represented Paramount's interest in that channel while employed by the company in Australia—Gordon himself is on the board of a publicly traded Australian company with interests in a number of stations in Australia, including a majority share in a station in Wollongong (Gordon is prevented from selling programs to that station by a conflict of interest clause in his Paramount contract).

Gordon's introduction to the business of television came in Australia in 1962, as the medium was just beginning to take hold there. At the time Gordon was business director of the Tivoli Circuit of theaters, which provided the region with imported stage shows such as the *Folies-Bergere* from Paris or "West Side Story" from New York, as well as domestic productions.

His rise to the position of business director of the successful chain had represented 10 years of experience in the theatrical business as a public relations man. He had originally broken into the business through contacts made while performing as a magi-



BRUCE GORDON—president, Paramount Television International, Bermuda; b: Feb 9, 1929, Sydney, Australia; advance man, front-of-house manager, advertising director and business manager, Tivoli Circuit [live theater chain], Sydney, Australia, 1952-1962; sales director, Far Eastern territories, Desilu Studios, Sydney, 1962-68; managing director, Paramount Television International, Sydney, 1969-74, Sydney; executive vice president, Paramount Television International, New York, 1974-81; present position since 1981; m. Joan Patricia; children—Andrew, 16.

cian in clubs and in shows for soldiers during World War II. He had gone into magic after graduating from the Australian public education system at the age of 15. University education was beyond his means. Gordon says he does not feel disserved by the lack of higher education. Education, he says, can "box one into things."

In 1962, Desilu Studios offered Gordon the job of running its new offices in Sydney. Gordon says that the choice before him was "a hell of a decision, probably the hardest decision in my life." There were reasons to make the change, however. "David N. Martin [the head of Tivoli] had died, and I didn't think the balance of the company could keep going." While Gordon still "loved the theater business, I could see that it was going to be hurt by television."

At the time, foreign markets such as Singapore, Malaysia, the Philippines and Thailand averaged perhaps one station each, with Australia and Japan the biggest markets. In some cases the stations were under military control. Gordon's first several years in the business were spent getting to know his customers and their tastes.

With the purchase of Desilu by Paramount in 1968, Gordon was given more inventory to sell. He sold it well enough for Paramount to move him to New York as successor to the studio's international head, Manny Reiner, who had died. Gordon headed Paramount's international sales from 1974 to 1985 from New York, when his headquarters was

moved to Bermuda both for easier access to Europe and for economies associated with operating offshore.

Paramount International now operates offices in London, Sydney, Toronto, Los Angeles and Bermuda, with a staff of eight. With the sun rarely setting on his territory, Gordon's business day typically lasts until midnight as he makes calls to time zones around the world.

Gordon's arrival in New York provided the opportunity to broaden Paramount's product offerings. Under Gordon, Paramount's first acquisitions of movies for international distribution included "My Fair Lady" (a 15-year arrangement with CBS) as well as a number of movies of the week and mini-series, and the Stephen J. Cannell Productions, *Riptide* and *Hardcastle & McCormick*. With the growth of satellite coverage of Europe, Paramount offers the Miss Universe pageant internationally, as well as *Entertainment Tonight*.

With programming tastes that run the gamut internationally, trends among buyers are hard to pin down, and pricing across the spectrum of buyers and economies tends to be irregular. One thing that does not change, however, Gordon says, is the demand for blockbuster movies. Gordon also adds that there seems to be a growth now in the purchase of TV comedies abroad. He estimates that Paramount's sales mix is composed of roughly an equal split of comedies and movies. While humor is often inextricably tied to the language and culture of its native country, the physical comedy of a show like *I Love Lucy* transcends boundaries and helps make it an international success. Other comedies sold successfully abroad include *Cheers* and *Happy Days*. "The Fonz is as well-known in Italy as he is here," says Gordon.

The role of international sales in financing the cost of production has grown in importance, Gordon says, from its former place as "fruit on the sideboard" to a critical role in making series profitable, especially considering the abundance of comedies in production these days, and the deficits they are incurring. Gordon declines to give any information on the international division's revenues beyond saying that it makes "at least" 10 times the \$8 million it grossed when he joined the company.

Gordon's knowledge of broadcast stations makes him a strong supporter of local programming, which he tells his customers to make sure is part of their broadcast schedules.

"I don't share a lot of people's views" that television abroad will be dominated by cable and satellites in the future, said Gordon. Although programming from satellites will compete with terrestrial stations, he says, it will not kill many stations off. Gordon cites the historical success of the three American networks and their affiliates in withstanding the intrusions of a variety of other programming sources.

NBC Radio President Randy Bongarten, in memo distributed to all radio division staffers late last week, said NBC will remain radio group operator ("In Brief," June 22), but will "reconfigure" its station portfolio, **selling off** three of its eight properties: adult contemporary **KNBR(AM) San Francisco**, news/talk **WMAQ(AM) Chicago** and urban contemporary **WKYS(FM) Washington**. NBC, however, will **also undertake "station acquisition program"** while positioning existing stations—**WNBC(AM) WYNY(FM) New York**, **KYUU(FM) San Francisco**, **WKQX(FM) Chicago** and **WJIB(FM) Boston**—to operate more competitively, said Bongarten. NBC memo ends six months of uncertainty over whether General Electric, which purchased NBC in December 1985, would stay in radio. Bongarten said NBC has decided to look for "strategic alliance" with another network radio company in order to "participate in a radio network operation that will provide larger market share and greater diversity." Bongarten said that although NBC networks offer number of "high-quality" program products, they haven't generated "significant" profits. Said Bongarten: "Even though the stations and networks are interrelated, each business must stand on its own."

White House Chief of Staff Howard Baker says White House "is close to a decision" on nominee **to fill seat on FCC** that has been vacant since former Chairman Mark Fowler left agency on April 17. Baker was asked status of White House effort to fill vacancy, in luncheon appearance at annual meeting of Radio-Television News Directors Association and Society of Professional Journalists, Sigma Delta Chi. Baker said matter "has been been addressed by White House personnel office" but that he was not prepared to say who nominee will be. "A decision has not finally been made, but we're close to a decision," he said.

Grant Broadcasting System submitted reorganization plan to Philadelphia bankruptcy court late Friday afternoon. Plan, reached after three weeks of negotiations with most major syndicators and representatives of bondholders, **calls for GBS to keep all programing obligations but extend terms of payment until 1995**, paying syndicators out of available cash flow—that which remains after other necessary operating expenses and certain reserves. If syndicator payments have not been completed by 1995, sale of stations could

Court upholds FCC's daytimer preference. *An FCC order granting a preference to daytime broadcasters competing in comparative hearings for new FM licenses has been upheld by a panel of the U.S. Court of Appeals for the Second Circuit. The National Black Media Coalition had contended that the preference constitutes an abuse of discretion in reducing or eliminating the opportunity of minorities to win the licenses—and in the process had departed, without notice, from past commission policy of encouraging minority ownership of broadcast properties. But the panel said the commission had acted within its authority.*

The commission had established the preference as a means of improving the lot of daytimers who have labored under the disadvantage of limited hours of broadcast. Its principal public interest rationale was that broadcasters who had served the public well under the difficult conditions of daytime operation were especially likely to operate an FM in the same community in the public interest. And that, the court panel said, was reasonable. It also considered reasonable the commission's stated belief that the daytimer enhancement will "serve as an incentive to licensees in general that operation of facilities in the public interest... can lead to certain added benefits."

As for the potential reduction in opportunities for minority ownership, the panel noted that the commission maintained that "the correct balance was struck" between the importance of improving the condition of daytimers and the policy of encouraging minority ownership. The panel, citing an earlier case, acknowledged that the explanation possesses "less than ideal clarity" but said it should uphold any agency's determination where its "determination may reasonably be discerned."

be forced. Most major syndicators, including MCA and Paramount, were represented in negotiations that arrived at plan, said E. Clive Anderson Jr., of GBS law firm, Morgan, Lewis & Bockius, but he said he was not sure whether Embassy and other Coca-Cola entertainment subsidiaries participated. Programmers alternatively have option, under plan, of forcing GBS to reject contracts, thereby becoming unsecured creditors, who will be paid 40 cents on dollar, also over eight years. Holders of debt securities, including one class that is supposed to be earning current cash interest, are to have maturities extended, also to 1995, with all interest capitalized (delayed until maturity) and rates adjusted. Reorganization plan calls for management to stay "essentially as is," said Anderson, with syndicators and bondholders to be offered one seat each on GBS board and to receive, respectively, 10% and 23% equity interest in GBS (bondholders have warrants that could entitle them to increase their GBS holdings to 49%). Legal maneuvering will continue in bankruptcy court, which will not decide on reorganization plan until GBS has obtained enough creditor votes to approve, process for which company has 60 days. Anderson said that three-independent TV station group is running "cash positive" so far for the year, although it is not paying interest on debt and pays syndicators on pay-as-play basis: "Some months they [stations] are on budget, some months they are not."

Holder of permit for channel 13, Salt Lake City, which plans to operate as independent, last week **signed agreement to buy license, programing and facilities of market's existing independent kSTU(TV)**, channel 20, for \$30 million. Buyer is MWT Limited Partnership, whose general partner was established by Sid W. Foulger, builder and developer in Salt Lake City; George Gonzales, Ogden, Utah-based producer of Hispanic radio and TV programs; Joseph Lee, former news director, KBUG(AM) Salt Lake City, and Jo-ann Wong, writer with *The Deseret News*. Major limited partner in buyer is Northstar Communications of Washington, established by Washington-based consulting firm, Frazier Gross & Kadlec, with financial backing from Allstate Insurance Co. President of Northstar is Bill Lincoln. Arranging transaction was Sandler Capital Management Co. MWT will take over operation of kSTU until channel 13 is operational. Possible disposition of channel 20: turn assignment back to FCC or donate channel allocation to charitable organization.

Odyssey Partners said last week that it had **agreed to acquire**, subject to FCC approval, **wphl(TV) Philadelphia**, owned by Providence Journal Co., for undisclosed price.

CBS-owned **wbbm-TV Chicago** **picked up Columbia/Embassy's Who's the Boss** last week for **\$72,000 per week, or \$20,000 less than \$92,000 per week price that C/E had set as its minimum for bidding**, according to station sources. Sources said that there were two other bidders for *Boss* in Chicago—**WPWR-TV** and **WFLD-TV**. According to one bidder, reason bids were low is *Boss*'s perceived lack of appeal to black viewers. Sources also said that bid by **WFLD-TV** may not have been very high because of Fox policy limiting amount that its stations can pay for half-hours. So far C/E has cleared *Boss* in eight markets—five affiliates and three indies. Other recent clearances for *Boss* include **WTAE-TV Pittsburgh**, **WSB-TV Atlanta** and **WEAR-TV Pensacola, Fla.**

Antitrust subcommittee of Senate Judiciary Committee heard testimony last Thursday (June 25) from supporters and opponents of **Television Violence Act (S. 844)**, legislation reintroduced by **Senator Paul Simon (D-Ill.)** that **would give television industry antitrust immunity for three years to discuss and adopt standards on TV violence**. Lone television representative at hearing, Bruce McGorrill, chairman, legislative committee, NBC-TV Affiliate Board, said he does "not feel that on network television today there is excessive or gratuitous violence." But Senator Strom Thurmond (R-S.C.) said there is definitely violent programing on stations in his area, and broadcasters "ought to take it off... And I'm going to do all I can to make you take it off if you don't take it off." Senator Gordon Humphrey (R-N.H.) said values of network executives "must be substantially different from the values of the public" if they believe there is not abundance of violence on TV. "I could think of no

single act that a family could do to better advance the welfare of its members than to . . . blow up its TV," Humphrey said. "No industry, save the drug industry, has done a greater injustice to our youth than the broadcasting industry." Simon cited studies that have found correlation between television violence and violence in society, and asked how networks can say 30 minutes of violence will have no effect on viewers but 30 seconds of advertisements will.

Federal mediators have called for **meeting Sunday between NBC and union** representing 2,800 technical and other employees to avert impending strike Monday (see page 56). **Progress was also reported Friday in negotiations between Alliance of Motion Picture & Television Producers and Directors Guild of America.** AMPTP spokeswoman confirmed that management had dropped demand that would have eliminated DGA residuals for videocassette releases of theatricals. Until late in week, producers had demanded that all supplemental market residuals be dropped. AMPTP, however, will now reportedly intensify its efforts in revamping or totally eliminating pay television residual formula. Producers also reportedly introduced new percentage residuals formula for television syndication that would replace existing fixed residuals formula, which has potential to boost syndication sales for product that otherwise might collect dust on shelves. While producer proposals represent major breakthrough, DGA President Gilbert Cates warned at press conference Thursday that number of issues stand in way of agreement by Tuesday (June 30) deadline.

CBS News's special, *The Soviet Union—Seven Days in May*, which offered glimpses of Soviet life as gathered by nine CBS News correspondents (including Dan Rather) and their crews, **won its 9-11 p.m. time period** last Wednesday, June 24. According to Nielsen, *Seven Days* received 12.7/23, with ABC repeats of *MacGyver* and *Hotel* receiving 11.6/21 and NBC (with rebroadcasts of *Facts of Life*, *Night Court* and *St. Elsewhere*) receiving 10.8/19. But even as CBS News was celebrating *Seven Day's* ratings victory, its *CBS Evening News with Dan Rather*, was last in three-network ratings race for unprecedented fourth consecutive week. From June 15 to 19, with Rather returning to anchor seat after three-week absence, CBS received, according to Nielsen, 8.7/19, compared to *ABC's World News Tonight with Peter Jennings's* 9.0/20, and *NBC's* 10.1/22.

CBS News will drop its one-minute news updates at 9:58-9:59 p.m. (NYT) when fall season begins next September because it was not carried in 38% of country (including major markets such as Boston, San Francisco and Cleveland), CBS News spokesman said last week. He added that 45 seconds now given to news during minute brief returns to programming, with 15 seconds of commercials continuing.

In **summer scheduling moves at CBS**, Thursday movie rejoins network's summer schedule July 2, replacing *Simon & Simon* and *Twilight Zone*, with latter show moving to Friday at 10 p.m. *Hard Copy* now in that time period leaves schedule after July 3 broadcast. Movie will leave schedule at start of new season. CBS mid-season replacement, *Houston Knights*, picked up for next fall, rejoins network's summer schedule July 28.

Takeover of JWT Group Inc. was negotiated by **WPP Group PLC** last Friday for **\$55.50 per share**, totaling \$566 million. Following merger, JWT would become wholly owned subsidiary of WPP. British-based suitor (see "Top of the Week," June 15) said it would amend existing tender offer to reflect higher bid, approved by JWT board, which would expire July 13, unless extended. Consummation of merger is subject to various conditions, including WPP tender receiving majority of JWT's outstanding shares; approval of merger by stockholders of WPP, and completion of financing.

Continental Cablevision said last week that it may try to "acquire or control" **Adams-Russell Co.**, Waltham, Mass.-based MSO, in which Continental already has 19.7% stake. In SEC filing, Boston-based Continental said it had earlier in week met with Adams-Russell executives about merger, but could not reach agreement on price.

Five cable MSO's representing seven million households and 2.3 million addressable homes **announced plans last week to launch pay-per-view network** of movies and special events next fall. Joint venture among American Television & Communications, Continental Cablevision, Cox Communications, Telecable and Newhouse Broadcasting would give new network about as many addressable homes as two existing PPV services, Viewer's Choice I and II and Request TV, which reported 2.2 million and two million addressable homes, respectively, in May.

Home shopping service **QVC Network** has signed seven-year **affiliate agreements** with cable system operators **Tele-Communications, Comcast** and **United Cable.**

Laurent Scharff, of Washington law firm of Pierson, Ball & Dowd, was honored on Friday with 1987 **Distinguished Service Award of Radio-Television News Directors Association.** Award, given in recognition of Scharff's more than 20 years of service to RTNDA as legal counsel, cites his "dedicated efforts on behalf of the association to end government regulation of the content of electronic journalism and to insure access to news events by electronic journalists with their cameras and microphones."

Joshua Sapan, Showtime/The Movie Channel senior vice president for marketing, has been named president-COO of the National Services Division of Rainbow Program Enterprises, Bravo and American Movie Classics, effective Aug. 1. Sapan will oversee day-to-day management of AMC and Bravo, including sales, marketing and programming.

Among witnesses scheduled to appear before **House Telecommunications Subcommittee** at Wednesday, July 1, **hearing on scrambling:** FCC Chairman Dennis Patrick; Justice Department's Charles Rule; National Cable Television Association President Jim Mooney; National Telecommunications and Information Administration's Al Sikes; representative of Turner Broadcasting Systems; Cinemax and HBO's Larry Carlson, Viacom's Ronald Lightstone; Home Satellite Services' David Wolford; National Rural Telecommunications Co-op's B.R. Phillips II; Frederick Finn, partner, Brown & Finn, Washington; Charles Hewitt, Satellite Broadcasting and Communications Association; Channel Master's Donald Burg; General Instruments' Larry Dunham, and Millie Fotenot, Satellite Earth Stations East.

Rural feed. *NBC will allow its TV programming to go to rural satellite home dish owners not served by broadcast stations or cable systems, becoming the first network to do so. On Capitol Hill last Thursday, NBC's Tom Rogers said the network will distribute KCNC-TV Denver through Netlink, a satellite distribution company partly owned by the largest cable MSO, Tele-Communications Inc.*

At the same briefing, Representative Robert Kastenmeier (D-Wis.), House Copyright Subcommittee chairman, and ranking minority member Representative Carlos Moorhead (R-Calif.), said they would introduce a Satellite Home Viewer Copyright Act in Congress this week. The draft bill legitimizes satellite superstations by extending the compulsory license to cover satellite distribution of both independents and network affiliates to home dish owners.

But NBC believes the compulsory license is unnecessary, said Rogers, a former senior House telecommunications counsel, citing the NBC-Netlink deal as evidence that solutions through the "private marketplace" are achievable. Kastenmeier acknowledged the agreement "suggests" home satellite delivery can be accomplished, at least in part, through private negotiations and said inclusion of affiliates in the bill was a "negotiable item."

NBC, which said it will gain no revenue from Netlink distribution and has support of its affiliate board on the deal, estimates about 1%, or approximately 800,000 households, are currently unserved, mostly in the rural Rocky Mountain zone and the South.

Editorials

Historic opportunity

We never thought we'd live to see it. The day a sitting President would stand up for the First Amendment rights of broadcasters—definitely, definitively, courageously and without equivocation.

"I am returning herewith without my approval S. 742, the 'Fairness in Broadcasting Act of 1987,' which would codify the so-called 'fairness doctrine' . . . This type of content-based regulation by the federal government is, in my judgment, antagonistic to the freedom of expression guaranteed by the First Amendment."

So said Ronald Reagan on June 20, 1987, immortalizing himself on the honor rolls of broadcasting (small b and large). That was how he began the veto message telling Congress that things had gone far enough on this matter. Too far, in fact, and from here on the Hollingses and Dingells of the world would have him—and his administration—to contend with if they continued to pursue this course. "History has shown that the dangers of an overly timid or biased press cannot be averted through bureaucratic regulation, but only through the freedom and competition that the First Amendment sought to guarantee," said the President of the United States. "S. 742 simply cannot be reconciled with the freedom of speech and the press secured by our Constitution."

One needs no more illustrative object lesson in the timidity of the press than the performance of the National Association of Broadcasters in the face of this outrageous, not to mention unconstitutional, congressional initiative. So fearful have those industry representatives grown after decades of threats from one after another branch of the government that the NAB asked the White House to please *not* veto the bill. We don't want to upset Hollings, Dingell, Markey, Swift et al, the NAB seemed to say, in fear of what else the Congress might do to, or deny to, broadcasters. This on top of failing to throw the NAB's considerable corpus on the congressional tracks while S. 742 was still approaching. (There were others, CBS and the Radio-Television News Directors Association, for their eternal credit, who did fight for—and helped win—the veto.)

On top of the veto message itself, broadcasters now have as inspiration the remarkable written interview with the President that appears in this week's BROADCASTING—a Q&A the editors have made available to all other news media. The text is worth shouting from rooftops, as well as broadcasting or publishing.

The conventional wisdom in Washington is that Congress will yet have its way. That the antediluvians will find another legislative vehicle to which they can attach codification—one the President, without line-item-veto authority, will have to approve. We refuse yet to join in that chorus. To this page, Ronald Reagan's veto was both a historic turning point and a rallying cry. On page 28 is a list of senators showing how each voted on S. 742 in the first place and how they voted on recommitment to the Commerce Committee. It is not a totally accurate guide as to how each would vote the next time around, but it gives enough of an idea for broadcasters (and cablecasters, if they will but join this right cause) to single out their own representatives for individual attention. As one former broadcaster, now a high administration official, told us last week: "Congress will listen if broadcasters stand on principle." But not if they flee at the first bellow.

And if radio and television lack enough friends on Capitol Hill, they still have friends in their main constituency: the audience. It, too, should be heard from in Washington.

In the meantime, grateful broadcasters should be thanking Ronald Reagan from sign-on to sign-off. This time, the Gipper won one for them.

For the back burner

The message given last week to the National Association of Broadcasters management by the NAB board was to proceed with attempts to get legislation reforming the license renewal process but at minimum sacrifice of editorial freedoms. Outsiders, and perhaps insiders as well, are left to wonder how much sacrifice the directors would be willing to accept. Specialists in divining the intentions of NAB boards have guessed that the most the directors would be willing to give up are the trade-offs contained in the renewal relief introduced in the House last February by Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.)

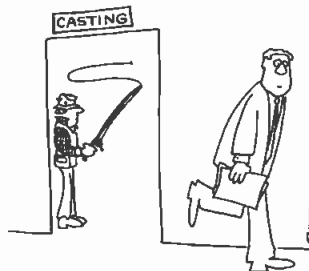
If indeed the board hopes for passage of the Tauke-Tauzin bill, it is misreading all the vital signs of the 100th Congress. The Tauke-Tauzin bill would put the FCC in the program-reviewing business but not as deeply as the communications leadership in both House and Senate wants it to be. Anybody who has read the Hollings-Inouye Everything but the Kitchen Sink Act in the Senate and the draft of the House bill that was destined for introduction by Al Swift (D-Wash.) knows that nothing short of FCC program control is going to get through this Congress.

At the NAB board meetings last week there was a tentative discussion of the alternative of seeking renewal relief from the FCC, a much less hostile forum than this Congress. Understandably, FCC Chairman Dennis Patrick was hesitant to urge that course. However he may personally sympathize with the cause of renewal relief and the exclusion of government from program regulation, he knows that an FCC initiative on those matters now would exact swift and terrible legislative reprisals.

Maybe the message that the board should have given management is this: Cool it. Abandon the suicidal search for renewal relief in this Congress. Wait for temperatures to fall. Then ask the FCC to revive Docket 81-742, which the FCC opened five years ago to devise ways of providing renewal expectancy to deserving licensees. Meanwhile, concentrate legislative resources on such critical programs as keeping the fairness act that was vetoed by the President from going back to his desk.

How sweet it still is. *A clown, a comedian, a dramatic actor and a bona fide celebrity of stage and screen—large and small; larger than life in what he did and was, Jackie Gleason was a natural for the spotlight, and television's spot shone brightest of all. His death from cancer last week at age 71 put out the light but not the memories. Gleason never won an Emmy; he should have.*

The Academy of Television Arts and Sciences would be well advised to make restitution with a posthumous award and retrospective salute. It would be a fitting, if tardy, accolade, and a chance to view the best of "The Great One" one more time.



Drawn for BROADCASTING by Jack Schmidt



Some people just can't seem to let a good thing stand.

Take the Staggers Rail Act of 1980—one of the most successful pieces of legislation in history.

A group called Consumers United for Rail Equity (C.U.R.E.)—backed primarily by the coal and utilities industries—wants to take an ax to the Staggers Act.

They don't say that, of course. They say they want to "perfect" the act... "reform" it... "fine-tune" it.

But if you read the legislation they have proposed, you will quickly see that, in critical areas, they want to reimpose the same stifling regulation—and more—that almost destroyed the railroads.

Never mind that most railroad

customers—87 percent of those questioned in a recent survey—are happy with the Staggers Act and don't want it changed. Never mind the observable fact that the partial deregulation provided by the Act brought the railroads back from the brink of disaster, resulting in efficiencies and improved service for all who use rail.

Never mind, even, that the freedom to set rates and make contracts with less regulatory interference did not result in massive rate increases.

Many rates—coal and grain rates in particular—have gone down in recent years.

The interests represented by C.U.R.E. think they can use federal and state govern-

ments to lower their rates still further.

That's the real story behind C.U.R.E. But like anything else, there's no free lunch.

If C.U.R.E. succeeds, other shippers and the public as a whole will pay the price. In higher rates. Declining service. And, ultimately, in a railroad industry back on the brink of collapse.

To us that goes far beyond pruning and fine-tuning. And if you're a journalist covering this story, you'll find the facts for leaving Staggers intact are much more powerful than C.U.R.E.'s assertions for chopping it to bits.

To get facts, write Media Information, Association of American Railroads, 50 F St., NW, Washington, DC 20001, Dept. 710. Or if you're against a deadline, call (202) 639-2555.



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TVSM Acquisition Company

has acquired

TVSM, Inc., Publisher of

The Cable Guide

Financing provided by:

Acquisition Funding Corporation

RADIO

This announcement appears as a matter of record only.

\$15,000,000
Senior Term Loan

Adams Communications Corporation

has acquired

KOOL-AM/FM

(a radio station in Phoenix, AZ)

Financing provided by:

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