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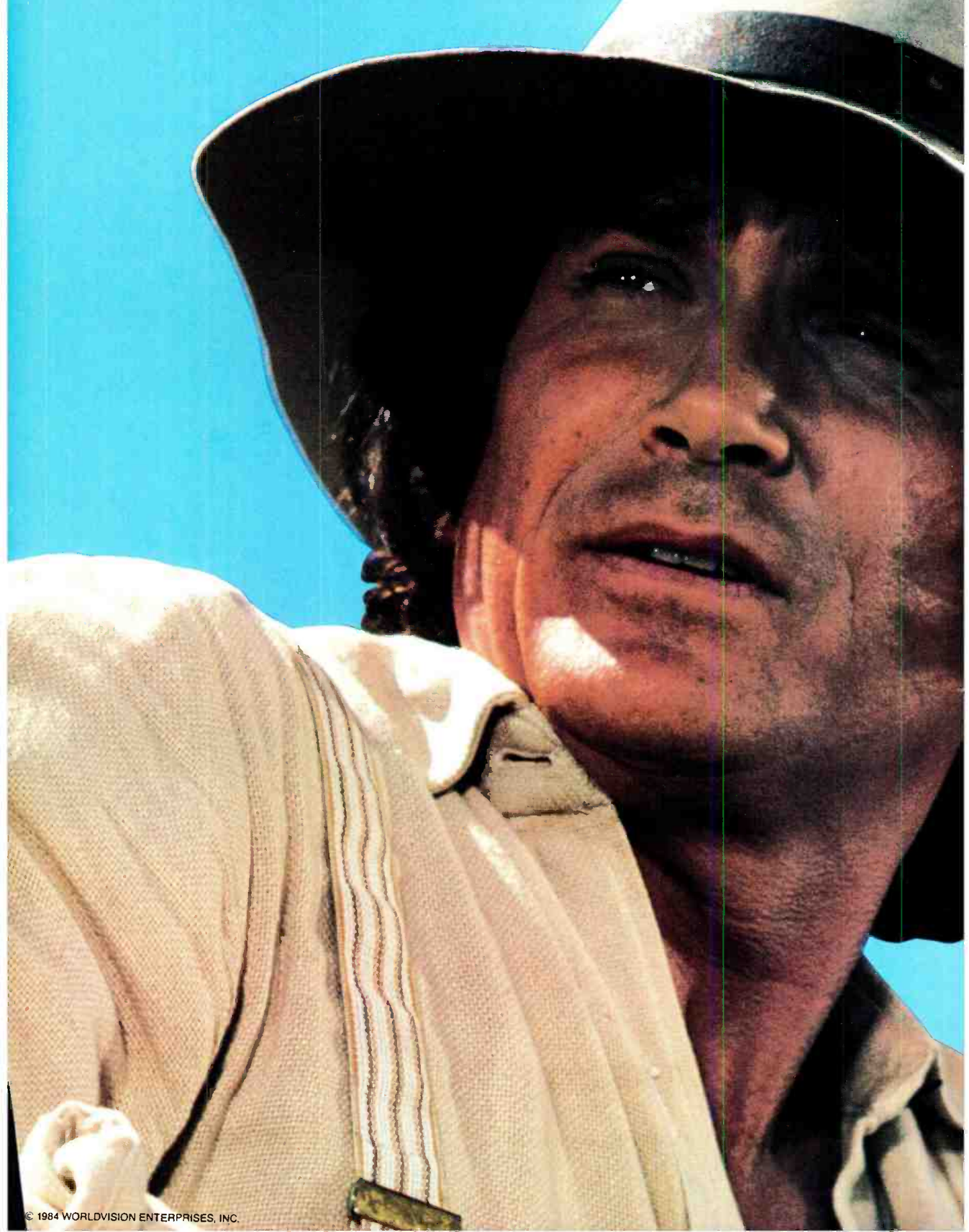
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LITTLE HOUSE ON THE PR



Broadcasting **Aug 27**

Broadcasters put Republicans on display in Dallas The best in local television journalism

DOWN IN BIG D □ Networks and local broadcasters showcase Republican national convention to millions of viewers. Controversy surrounds networks decisions regarding airing of Reagan film. **PAGE 35.**

MORE FALL FOOTBALL □ United States Football League votes to move season to fall, beginning in 1986. **PAGE 41.**

SUIT NEWS □ CBS asks judge to dismiss lawsuit by General Westmoreland. CNN asks for permission to televise trial. **PAGE 42.**

LOCAL JOURNALISM □ Broadcast journalists report on their best efforts in the past 12 months in spot news coverage, investigative and documentary reporting and public affairs programing. **PAGE 47- 108.**

HILL REVIEW □ Congress has a full slate of communications legislation before it and not much time before adjournment. **PAGE 110.**



WTOL-TV Toledo, Ohio's, coverage of violence at a strike-bound auto plant

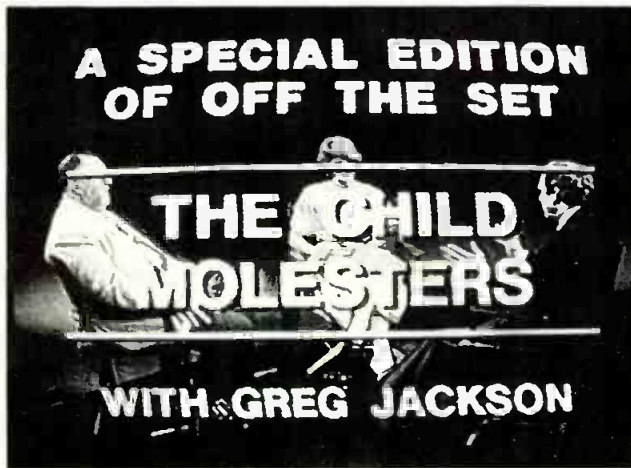
FALL PRE-EMPTIONS □ Three commercial networks announce starting times for some fall programing. **PAGE 114.**

NAMING NAMES □ CBS/Broadcast Group announces four appointments at World Enterprises division. **PAGE 65.**

HOME GROWN □ Manufacturers, dealers and distributors of backyard earth stations meet to discuss the latest legal and technical news. **PAGE 118.**

PEACHY TIME □ Presentation by Council for Cable Information, legislative update from NCTA's Mooney and management and technical sessions top agenda of upcoming Eastern Cable Show in Atlanta. **PAGE 122.**

MASS APPEAL □ James McKinney, FCC's Mass Media Bureau chief, characterizes his tenure in that post as "most challenging and productive year of my career." **PAGE 143.**



Public affairs programing on WNEW-TV New York

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The Black Sheep Squadron

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It never quit against *Happy Days* and *Laverne & Shirley* when they were the number one and number two series on the air. *Black Sheep* boosted NBC's share to 26% for the time period!

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THREE RUNS FOR CASH, BEGINNING JANUARY 1985 PLUS ONE RUN ON AN ADVERTISER-SUPPORTED BASIS, BEGINNING SEPTEMBER 1985
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MCA TV



Il the way

comments due Sept. 6, major radio and television organizations will urge FCC repeal fairness doctrine and argue it is authority to do so. They'll say 1959 Communications Act amendment recognizing broadcasters' "obligation... to afford reasonable opportunity for the discussion of conflicting views on issues of public importance" was merely acknowledgment of FCC doctrine not meaning of doctrine in law. Doctrine can be repealed in public interest, commentators will say; it inhibits controversial expression it was intended to enhance.

Those taking this position think chance of sustaining it in appellate courts, if FCC goes along, would be good. They admit, however, that there'd be conflagrations to put out on Capitol Hill. Known to be going for repeal: CBS, NBC, Radio-Television News Directors Association.

Old hands

In some, style and pace of last week's Republican convention recalled Republican convention of 1972, when Richard Nixon was renominated. Not surprising. Number of Nixon aides who helped plan 1972 convention were in senior positions last week.

Ron Walker, this year's convention manager, was chief advance man for Nixon in 1972. Mark Goode, assistant convention manager for programming and television consultant, was deputy television adviser 12 years ago. Bill Simmons, chief lobbyist for Nixon and now head of political consulting firm in Washington, monitored convention progress from trailer behind convention center. Two of his colleagues in firm who also had roles in 1972 convention, Tom Corologos and Ken Duberstein, had key positions last week as well.

No city boy

Senator Barry Goldwater (R-Ariz.), chairman of Senate Communications Subcommittee, in "Dear Mark" letter dated Aug. 10 to FCC Chairman Mark Fowler, declared war against nation's cities for their unwillingness to accept changes in House cable bill, H.R. 4103. Goldwater told Fowler: "If we don't get legislation out of the House, I want you to throw the whole damn book at the cities and give cable everything you can under

your power. I've never seen such double-crossing, double-talk and downright lying as I've heard from the cities. And, I think it's time we get the word across to them."

High and mighty

FCC Commissioner Mimi Dawson took break from her vacation last Wednesday (Aug. 22) to fly down to Dallas on White House jet with First Lady Nancy Reagan and attend luncheon hosted by National Federation of Republican Women. According to source, Dawson was table hostess at luncheon at Mrs. Reagan's request. Source said Dawson will reimburse White House for travel expenses. After luncheon, Dawson returned to Washington, then rejoined her husband at Vermont tennis camp.

Money raiser

Christian Broadcasting Network is putting KXTX-TV Dallas up for sale that could bring religious broadcaster and cable programmer at least \$45 million. Proceeds will be used to produce or acquire programming for CBN Cable Network and broadcast syndication, and to fuel expansion into international market. Given task of taking bids on station is New York-based investment banking firm, Goldman Sachs.

Nudge on pre-emption

Word at FCC last week was that it's "possible" commission will act this year on petition for declaratory ruling by Cox Cable seeking pre-emption of local regulation of data and other institutional cable offerings. Cox filed petition more than year ago, and petition reportedly had been gathering dust in Common Carrier Bureau. Last week, however, source revealed that Mass Media Bureau has expressed its "keen interest" in petition to Common Carrier Bureau Chief Jack Smith. According to source, Smith has agreed to work with Mass Media Bureau on petition "expeditiously."

Crowded space

Comsat's Satellite Television Corp. has been talking to Telesat Canada to try to figure out way of placing Satellite Business Systems' SBS IV in orbit at 110 degrees west longitude without causing interference to Telesat's Anik B at 109 degrees. STC plans to use SBS IV, which is now scheduled for launch aboard space

shuttle this Wednesday (Aug. 29) and operation at 101 degrees, for its satellite broadcasting service beginning early next year. STC would like SBS to locate SBS IV at 110 degrees so STC can switch service to its own high-power satellites, which are to be placed into orbit at 110 degrees in 1986, without having to re-aim dishes of all its subscribers.

Rainbow's pot

Rainbow Program Enterprises is trying to raise estimated \$20 million through private placement of equity. Sources close to company, joint venture of Cablevision Systems Corp., Cox Communications and Daniels & Associates, say money would not be used to fund new American Movie Classics channel (see "Cablecastings") but to retire debt and possibly begin unspecified new channel for which several ideas are on drawing board. Rainbow currently markets The Playboy Channel, Bravo, three regional sports networks, and Montage, precursor to American Movie Classics.

Tuned to Hill

Some observers are now saying that FCC Commissioner Henry Rivera did better job than colleagues did in reading tea leaves on congressional reaction to 12-12-12 multiple ownership ruling. In press release day commission adopted its order, Rivera objected to FCC's plan to sunset station limitations on station acquisitions in 1990. He also said penetration ceiling was warranted for TV in addition to numerical limitation. He saw "no sound reason" to permit one entity to own TV stations reaching more than 25% of country.

Whole hog

Viacom International is taking hard look at buying out other partners in Cable Health Network, one-third owner of Lifetime network. Currently it owns less than 20% of voting stock in CHN, which has some assets in addition to its Lifetime share. Taking advantage of option to increase CHN ownership might give Viacom tax benefits from Lifetime's operating losses and would not require additional financial commitment to Lifetime; Viacom foots all bills currently. Partners who may be bought out include CHN's chairman, Dr. Art Ulene, and president, Jeffrey Reiss. CHN was merged last June with Hearst/ABC's Daytime.

WHAT'S HAPPENING!!



...IS HAPPENING!!

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MTV fights back

Admittedly responding to Turner Broadcasting System's announcement that it may launch a new 24-hour music service with a larger target demographic (18-49), MTV Networks Inc. unveiled plans last week to launch a second music video channel itself in January. TBS said initially that if it proceeds with its project the launch date would be Dec. 5, but last week TBS spokesman Arthur Sando said that the launch might be moved up to the fall if the decision is made to go with the service. That decision is expected this week.

Like MTV, MTV 2 is labeled by its creators as a contemporary rock service, but one that is targeted to an older demographic—25 to 49—as opposed to the original MTV's 12-to-34 target group. TBS's proposed service would attempt to skew broader than both of those, aiming at 18-49. Robert Pittman, executive vice president and chief operating of MTV Networks Inc., declined to give specific examples of artists and videos that would appear on MTV 2, but said it would incorporate elements similar to radio's adult contemporary and rhythm and blues formats, among others.

Neither Pittman nor David Horowitz, president and chief executive officer of MTV Networks Inc., would make any projections about advertiser support for the new service. Pittman said, however, that some \$7 million would be invested in the new service through 1985. He said the existing MTV Networks "infrastructure" would enable the company to take advantage of certain economies of scale in launching the new service. The new service will be free to cable operators that take MTV 1, while systems taking it on a stand-alone basis will be charged a monthly fee which Horowitz declined to disclose. Currently, operators pay between 10 cents and 15 cents per subscriber per month, depending on volume, for MTV. TBS said it would offer its service free of charge.

Pittman said that while the TBS announcement forced MTV to play its hand early, it had every intention of launching MTV 2 at some point regardless of what TBS did. "We've had plans in place for this service since the beginning," he said, adding that other music channel proposals are on the drawing board as well. "Obviously Turner has affected our timing," he said.

Meanwhile, operator responses to the TBS proposal continue to flow into Atlanta. Sando declined to give out any numbers last week but described the response as "positive." Operators were to have responded to the TBS proposal by last Friday (Aug. 24) by listing the number of subscribers they would be willing to commit to the service. TBS wanted an initial base of 10 million subscribers to proceed with the launch, but Sando said last week that, "we may go with fewer than that" if the project appears feasible with a lower starting base. As envisioned, he said the service would be com-

WE TAKE YOU TO THE STARS

New look. Home Box Office's creative services department went to work on a new logo that "more dramatically reflects the energy, vitality and contemporary appeal of the new Cinemax," and came up with "cinemax" in italicized sans serif type superimposed on what HBO calls a "speeding bullet." The new logo, which will be linked to Cinemax's new theme, "We take you to the stars," will be introduced next month in consumer and trade ads.

posed of videos and talkovers, with no VJ's. The format has not been finalized, but it would not be exclusively rock, said Sando, and would encompass different genres—perhaps country and others. If it goes ahead with the project, TBS is prepared to commit \$10 million to start the service, which would come from Turner's existing \$60 million line of credit.

BET's off

Bob Johnson, president of the Black Entertainment Television, charged that some cable operators are "programming slum lords" who take money from black subscribers, but refuse to acknowledge their desire for black-oriented programming by carrying BET. "The treatment of black subscribers across the country is sadly comparable to the all too familiar pattern of the absentee slum lord who provides inadequate dwellings to black tenants who have no other alternatives while at the same time extracting the maximum rent possible," said Johnson at a gathering of the National Association of Black Journalists in Atlanta. "Cable operators who have a monopoly in providing cable services to black communities and who refuse to carry the nation's only black television network are no less guilty than these very same slum lords."

More than 1,000 cable systems serving communities in which the black population is 8% or greater do not carry BET or any other black-oriented service, said Johnson. "This insensitivity to black subscribers is a national disgrace that must be exposed for what it is—a callous and paternalistic indifference to the viewing interests of black consumers."

HBO's scrambling to scramble

Folks with backyard dishes capable of receiving television programming on the satellite will have two fewer channels to watch next spring—HBO and Cinemax. Home Box Office, which offers both services, will scramble all the services' satellite feeds by the end of next January, said Ed Horowitz, senior vice president, operations, HBO, "assuming Murphy doesn't wreak too much

havoc."

The qualification referring to Murphy Law should be heeded. HBO's scrambling plans, including the schedule for implementing them, have been changed periodically for various technological and business reasons since they were first announced in January 1983.

HBO's addressable scrambling system will be M/A-COM Linkabit's Videocipher I, a less costly and less sophisticated version of M/A-COM Videocipher I, which HBO has chosen two years ago.

According to Horowitz, Videocipher features the same "hard" digital scrambling of the audio and data signals as Videocipher I. But the new system employs relatively simple video scrambling—sync elimination and video inversion—in lieu of Videocipher I's hard digital scrambling of the video, he said.

HBO plans to purchase 10,000 Videocipher II descramblers which it will distribute to HBO and Cinemax affiliates by the end of the year. Although the descrambler cost between \$400 and \$450 each in such quantities, he said, HBO will end up paying M/A-COM around \$10 million to cover some of the systems' development costs as well as the actual hardware.

The deal is a boon to M/A-COM. According to Frank Drendel, vice chairman and executive vice president, M/A-COM hopes other programmers follow HBO's lead, adopt the Videocipher II system and make it a de facto industry standard. M/A-COM has been talking to other major programmers, he said, but as of last week had "no firm deals. Looking down the road a bit farther, he said M/A-COM would like to incorporate the Videocipher II technology into cable converters. M/A-COM realizes that for the scrambling system to become an industrywide standard, it will have to license the technology to other manufacturers.

According to Horowitz, HBO will send letters to its affiliates in October to verify the number of descramblers each needs and where they are to be sent. The units will then be shipped in November and December, he said. And, if all goes well, the services' Western feeds on Satcom III-R and Eastern feeds of Galaxy I will be scramble in January. (HBO puts its Eastern and Western feeds on different satellites so they can backup service to each other, he said. "We don't want to put all our eggs into one basket.")

Horowitz seemed confident that Videocipher II would perform well next January. HBO has been testing Videocipher I descramblers, which are similar to Videocipher II except for the video descrambling section, for the past four months. And, because Videocipher II's video scrambling is "not new technology," he said, no problems with it are anticipated. M/A-COM and HBO plan to test Videocipher II units in the field in September, he said, and as the unit come off the assembly line this fall, an HBO technician will be on hand to sign off on

ch one. Once the services are scrambled, HBO theoretically be able to sell or lease descramblers to owners of backyard earth stations and charge them to receive HBO and remax. But whether HBO will offer what would amount to a low-power satellite broadcasting service depends on whether other major cable networks scramble—HBO would have difficulty selling its services if other dish owners can tune in similar unscrambled services—and on whether HBO can figure out a way to make such a service profitable. "It's not a slam dunk," said Horowitz.

The technology needed for a satellite-to-home service will soon be available, Horowitz said. M/A-COM is working on less expensive, consumer-quality versions of Videocipher II descramblers that could be used alongside existing home satellite receivers or incorporated in new receivers, he said. But there are business problems, ranging from marketing to bill collecting, that have to be worked out, he said. "There is a business out there," he said. "It's a question how do you efficiently access the market and make money at it?"

HBO has talked about bringing the programmers on Galaxy I together to offer a multi-annet satellite broadcasting service. Such a service would require that all the participating programmers adopt the Videocipher II system so that subscribers to the service would only need one descrambler. The signals of the relatively powerful Galaxy I satellite can be received on dishes as small as six feet in diameter. As HBO envisions it, cable operators would be given the first shot at marketing the service in their franchise areas. Said Horowitz: "Cable affiliates would be an important ingredient in the distribution chain."

Horowitz could not be pinned down on when a decision regarding the home market could be made. But, he said, "now that the pendulum [for the scrambling] is a little more precise, it is something that is going to be decided sooner rather than later."

Classics at night

American Movie Classics, the new pay service to be offered by Rainbow Program Enterprises, will begin Oct. 1 with more than 10 movies, according to Henry Gross, director of marketing. Among the studios from which AMC has bought pictures are Warner Brothers, Universal, Columbia and 20th Century Fox. Movies, from the 1920's to the 1970's, will be programmed according to a monthly theme, a concept Gross said "tested extremely well," in marketing research. Monday night will be "mystery," Tuesday is "comedy," Wednesday is "romance and musicals," Thursday is "drama," Friday is "adventure" and Saturday and Sunday are "Hollywood's Gold." Rainbow, a partnership of three MSO's—Cablevision Systems Corp., Cox Communications and Daniels & Associates—will market AMC and Bravo as a package (BROADCASTING, June 11), with optional inclusion of The Playboy Channel and/or one of three regional sports networks. So far no MSO's outside the partnership have signed to pick up Bravo/AMC, but Gross said there are verbal commitments from affiliates of other MSO's, including some from TeleCable, United and Communicon. Rainbow projects it will have 750,000

subscribers for the service a year from now; Bravo currently has 250,000.

USA scores with NHL

The USA Network has renewed its contract with the National Hockey League for exclusive basic cable rights for another year. The league, however, has retained the pay cable rights and is contemplating their sale to regional sports networks for as early as the coming season. USA will pay around \$4 million for its rights. Its last contract was a two year deal (1982-83) for which it paid the NHL about \$8 million. Games will be carried on Thursday evenings beginning Oct. 11 through the end of the year and then switch to Monday evenings in January for the remainder of the hockey season. (Through the

fall and early winter months it "counterprograms" ABC's Monday night football games with movies.) USA will carry 33 regular season games and 25 playoff games, including the Stanley Cup finals.

Green light

The Los Angeles city council has given final approval to the sale of Valley Cable Television Inc. to Standard Broadcasting Corp. Ltd., the Toronto-based firm that has held a 55% interest in the suburban Los Angeles cable franchise serving the western San Fernando Valley. Standard says it expects to increase its \$20-million investment in the system by about \$6 million and guarantee about \$5 million in bank loans. Valley Cable currently passes about 170,000 homes.

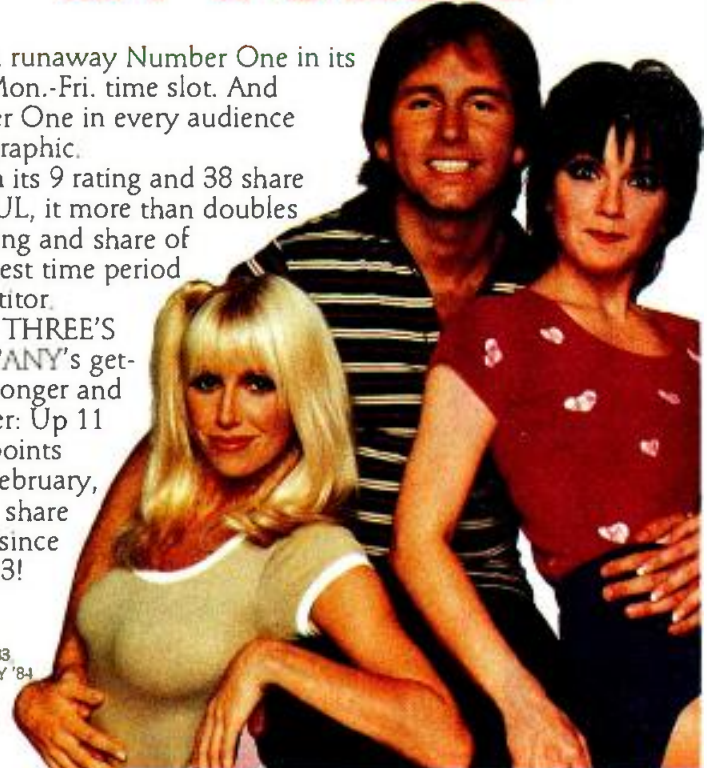
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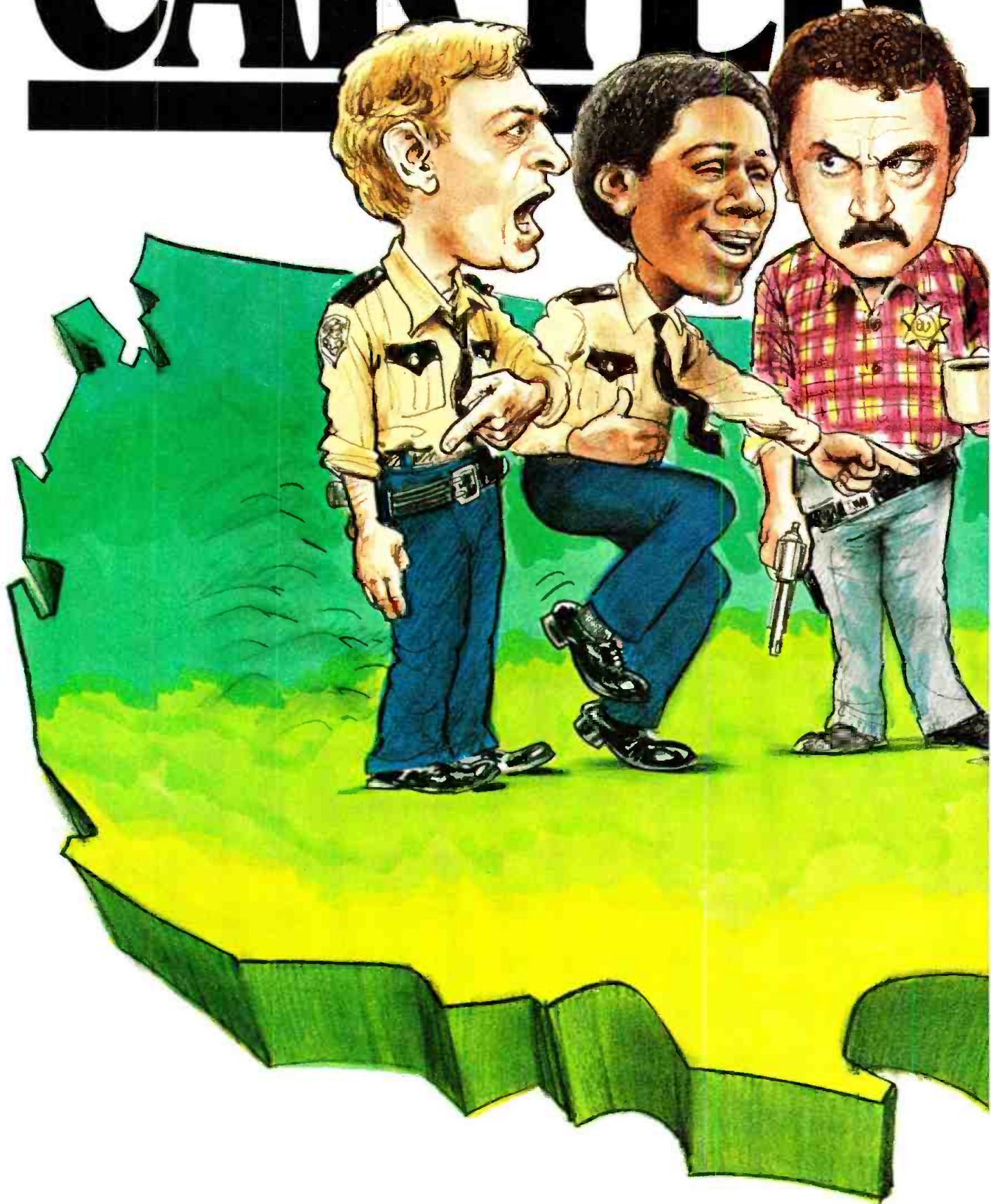
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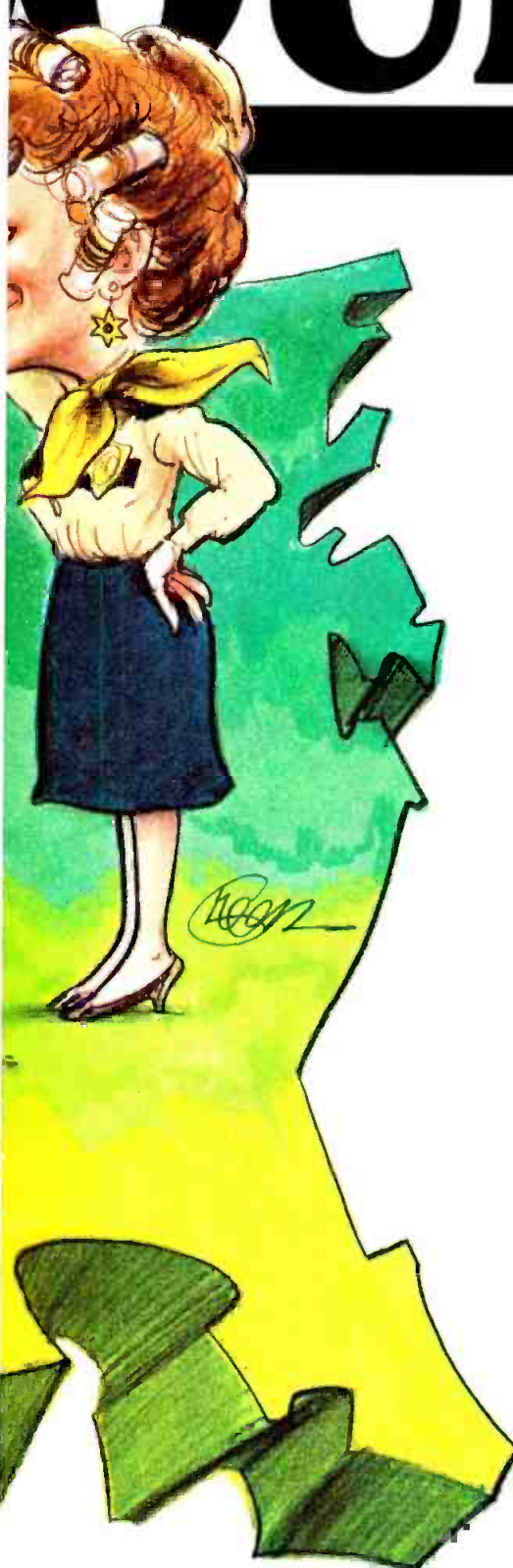
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DALLAS	KTVT	SPOKANE	KHQ-TV
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PITTSBURGH	WTAE-TV	AUSTIN	KTVV
MINNEAPOLIS	KMSP-TV	JACKSON	WJTV
SEATTLE	KSTW	TUCSON	KVOA-TV
ATLANTA	WSB-TV	EVANSVILLE	WFIE-TV
TAMPA	WFTS-TV	LINCOLN	KHAS-TV
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DENVER	KWGN-TV	BATON ROUGE	WAFB-TV
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HARTFORD	WFSB	WACO	KCEN-TV
PORTLAND, OR	KOIN-TV	GREENVILLE, NC	WCTI
CINCINNATI	WXIX-TV	PEORIA	WEEK-TV
MILWAUKEE	WVTV	LAS VEGAS	KTNV-TV
ORLANDO	WOFL	AUGUSTA	WJBF
NASHVILLE	WNGE	SAVANNAH	WSAV-TV
CHARLOTTE	WSOC-TV	LAFAYETTE	KATC
BUFFALO	WGR	CHARLESTON	WCIV
NEW ORLEANS	WVUE	COLUMBUS, GA	WYEA
GREENVILLE, SC	WSPA	MONROE	WTVE
RALEIGH	WTVD	AMARILLO	KVII-TV
MEMPHIS	WMC-TV	MONTGOMERY	WSFA-TV
OKLAHOMA CITY	KGMC	WHEELING	WTOV-TV
LOUISVILLE	WAVE-TV	RENO	KAME-TV
NORFOLK	WTVZ	MACON	WGXA
BIRMINGHAM	WBRC-TV	TOPEKA	WIBW-TV
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Business Briefly

TV ONLY

Gorton's Foods □ Potato products will be spotlighted in flights of five to eight weeks, starting in mid-September, in about 20 markets, including Miami; Providence, R.I., Indianapolis, and Washington. Commercials will appear in daytime, fringe, prime access and news segments. Target: women, 18-49; 25-49. Agency: Laurence, Charles & Free, New York.

Wilkinson Sword □ Six-week test campaign to promote self-sharpening knife will begin on Oct. 1 in six markets. Commercials will appear in daytime and early fringe. Target: women, 25-54. Agency: Burton-Campbell, Atlanta.

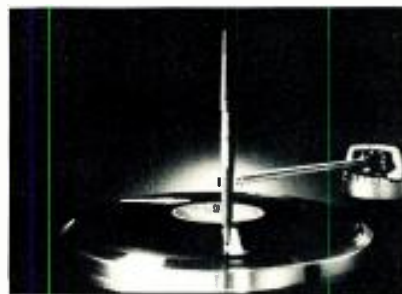
Superior Pet Products □ Four-week flight spread over eight weeks will start in early September in six markets, including Des Moines, Iowa, El Paso, and Omaha. Commercials will be placed in daytime, early fringe and in weather periods. Target: women, 25-54. Agency: Harold Cabot & Co., Boston.

Po Folks Restaurant □ Four-week flight is scheduled to begin in mid-October in about 40 markets, including Oklahoma City, Houston, Dallas and Denver. Commercials will be carried in news and prime access periods. Target: adults, 25-54. Agency: Casino & Purcell, Atlanta.

RADIO ONLY

S.B. Thomas □ Sahara bread will be promoted in four-week flight to start in September in New York and Boston. Commercials will be placed in all dayparts. Target: women, 18-49. Agency: Dancer Fitzgerald Sample, New York.

Joseph A. Bank Co. □ Retail clothing chain will begin seven-week campaign to run over 13 weeks in 14 markets on Sept. 10. Commercials will be scheduled in early morning and late afternoon and early evening drive times. Target: men, 25-54. Agency: Eisner & Associates, Baltimore.



Multimillion-dollar splurge. The Gillette Co. is earmarking about \$5 million for a campaign, set to run through the end of the year, to introduce its new Paper Mate Accu-Point roller pen. The 30-second commercial, prepared by McCann-Erickson, New York, describes the Accu-Point as a "pen that is so smooth it won't scratch a record." McCann said the bulk of Accu-Point's U.S. media budget will be spent on network prime time and sports television. The commercial was prepared for use in the U.S. and the United Kingdom as part of Gillette's move to position its writing instruments globally.

Singleton Packing Co. □ Frozen seafood will be spotlighted in four-week flight set to begin in late August in about six markets, including San Diego, Los Angeles and Minneapolis. Commercials will be scheduled in all dayparts. Target:

AP WireCheck

SALABLE UPCOMING FEATURES ON YOUR AP WIRE.

FOOTBALL FEVER—SEPTEMBER 3-7—AP looks at the top seeds and the spoilers of college football in this series of five 90-second scripts.

MUSICWATCH—This regular AP feature gives listeners the inside track on country, black, adult contemporary and popular singles. It runs on Friday Morning.

SPORTS QUIZ—Test your listeners' memory with this sports trivia feature. Use questions as a contest for tickets and other prizes. Questions and answers run Tuesday and Thursday mornings.

THE CONTENDERS—The race is on. AP covers the run for the presidency, and key congressional and senatorial contests in our series entitled, "The Contenders." 90-second scripts supplement your campaign coverage five days a week, beginning Labor Day.

COMING ATTRACTIONS—All of AP's features are in this Monday morning preview of the week's programming. It's an easy way to find out about special upcoming features and other outstanding sales opportunities.

For more information call, (202) 955-7200

AP Associated Press Broadcast Services.

Rep Report

WTVM(TV) Columbus, Ohio: To Blair Television from Avery-Knodel Television.

□

KIEZ(AM)-KWIC(FM) Beaumont, Tex.: To Masla Radio from Roslin Radio.

□

WNUV-TV Baltimore: To Independent Television Sales (no previous rep).

□

KKOA(AM) Minot, S.D.: To Torbet Radio (no previous rep).

□

Voice of Valley Agriculture Radio Network (Texas): To Torbet Radio (no previous rep).

□

Cable TV of Coral Springs, Fla.: To Nationwide Cable Rep.

□

Art Moore Inc., broadcast station representative firm, has moved to new address: 516 S.E. Morrison, suite 910, Portland, Ore. 97214.

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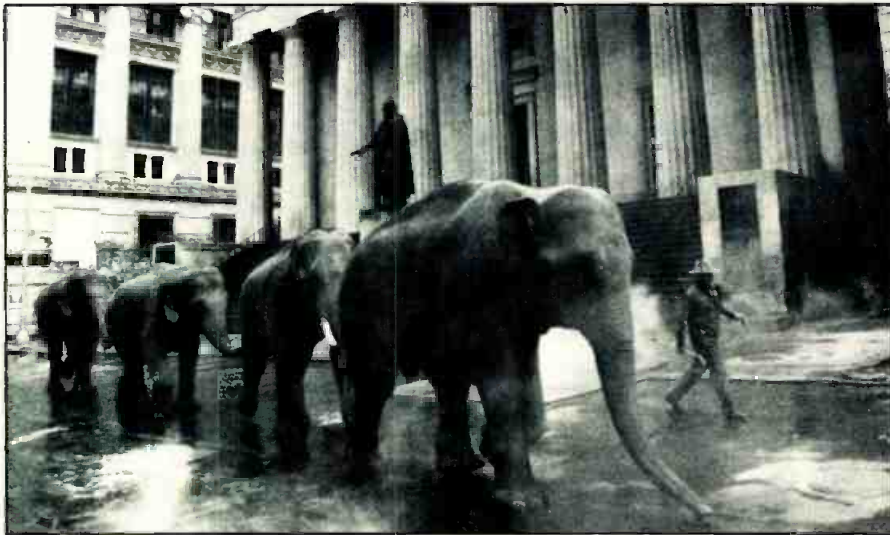
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AdVantage

Never forget elephants. Thirty-second television commercial that features 16 elephants charging down Wall Street has been produced for Dennison Manufacturing Co.'s new Elephant Premium Floppy Disk and will be unveiled on Oct. 1 on network evening news programs on ABC-TV and CBS-TV. According to Brendan Kelley, executive vice president,



creative, Ingalls Associates, Boston, "the commercial brings the Elephant Floppy Disk trademark to life in dramatic and memorable fashion." To produce commercial, it was necessary to block off 10-block radius of nation's financial center on Sunday, July 29. Commercial is intended to reach widening audience of personal computer users.

Calling Joan Rivers. Comedienne Joan Rivers was invited to be telephone operator for one day by Communications Workers of America after she starred in TV commercial in which, according to CWA, Rivers "disparages friendliness and helpfulness of AT&T Communications operators." According to union, in TV commercial for MCI TV, Rivers ends up saying, "Operators, who needs them?" In telegram to Rivers, CWA President Glenn Watts opens with Rivers' oft-repeated remark, "Can we talk?" and goes on to invite her to be telephone operator for one day to see if she can carry out "this important job." CWA said last Wednesday (Aug. 22) it had not heard from Rivers.

Price is right. New television commercial for American Dairy Association, featuring actor Vincent Price as spokesman, began in about 50 markets last week. In commercial, created by D'Arcy MacManus Masius, Chicago, Price is shown seated on porch of farmhouse holding wedge of cheese labeled with "REAL" Seal. Price reminds consumers that seal is assurance of "real dairy foods—never imitations." Campaign will continue until end of year.

Landing account. Saatchi & Saatchi Compton has been awarded \$8-million Krystal Co. account. Krystal is Chattanooga-based fast food chain which serves Southeastern region of U.S.

women, 25-54. Agency: Louis Benito Advertising, Tampa, Fla.

Continental Airlines □ Flights of two to four weeks will start in early September in about 25 markets, including Boston, Chicago, Denver and New Orleans. Commercials will appear in drive periods during weekdays and on weekends in various time periods. Target: men, 25-54. Agency: Scali, McCabe, Sloves, New York.

Yoplait U.S.A. □ Yoplait yogurt will be featured in flight lasting from two to eight weeks, depending on market. Flight begins on Sept. 3 in 27 markets. Commercials will run in all dayparts. Target: women, 25-49. Agency: Dancer Fitzgerald Sample, New York.

RADIO AND TV

Honey Baked Ham Co. □ Six-week flight is scheduled to begin in mid-November in 12 markets on television and four on radio. Commercials on radio will be carried in all dayparts during weekdays, and on television in daytime, early fringe, fringe, prime-access and news periods. Target: women, 25-54. Agency: Smeltzer Communications, Roswell, Ga.

TransSouth Financial Corp. □ Loans will be spotlighted in four-week flight to begin Sept. 24 in 14 markets in seven states on television and in additional markets on radio. Commercials will be placed in all dayparts. Target: men, 25-54. Agency: Loeffler Marley Mountjoy, Charlotte, N.C.



Fashionable piano man. Fashion is blended with rock music in a series of three 30-second commercials featuring rock star Elton John in support of Sasson Industries apparel for men and women. The campaign is running in 23 markets until Christmas. Reports are that the fall offensive amounts to about \$5 million. The spots were shot in Australia and re-cut in New York. Sasson's major products are jeans for men and women and the commercials are aimed at those aged 14 to 40 in the two groups. Commercials are placed through Sasson's in-house agency, GSN Advertising, New York.



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For three magical nights, Crosby, Stills & Nash were captured live on tape at the Universal Amphitheater. The result is a history-making performance which includes such numbers as *Just A Song Before I Go*, *Love The One You're With*, *Magical Child* and *Teach Your Children*. **60 Minutes.**



LORETTA

Loretta Lynn, the undisputed First Lady of country music brings all of the warmth and personal style of her music making to this free-wheeling live concert, singing such favorites as *Country Roads*, *They Don't Make 'Em Like My Daddy* and, of course, *Coal Miner's Daughter*. **60 Minutes.**

AN EVENING WITH RAY CHARLES

This spellbinding concert brings us an intimate glimpse into the many moods and styles of this musical genius. Songs include *Georgia On My Mind*, *Busted*, *Oh, What A Beautiful Mornin'*, *I Can't Stop Loving You* and *America The Beautiful*. **60 Minutes.**

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This week

Aug. 27-30—Nebraska Videodisk Symposium, sponsored by *Nebraska Videodisk Design/Production Group*. Nebraska Center for Continuing Education at University of Nebraska-Lincoln, east campus, and Cornhusker hotel, Lincoln, Neb.

Aug. 28—Ohio Association of Broadcasters sales workshop. Dublin Stouffers, Columbus, Ohio.

Aug. 28-30—Satellite Communications Users Conference, SCUC '84. Louisiana Superdome and Hyatt, New Orleans.

■ **Aug. 29**—National Academy of Television Arts and Sciences. New York chapter, drop-in luncheon. Speaker: Shelly Palmer, president, Shelton Leigh Palmer & Co. Music, Copacabana, New York.

September

■ **Sept. 3-5**—SPACE/STTI satellite electronics show. Opryland hotel, Nashville.

■ **Sept. 5**—National Academy of Television Arts and Sciences. New York chapter, drop-in luncheon. Speaker: Harlan Rosenzweig, president, Group W Satellite Communications, Copacabana, New York.

Sept. 6—Local ACE cable programming awards reception and presentation, sponsored by *National Cable Television Association*. Ford's Theater, Washington. Information: (202) 775-3550.

■ Indicates new or revised listing

Sept. 6-7—Meeting of the board of *National Cable Television Association*. Madison hotel, Washington.

Sept. 6-8—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Georgia World Congress Center, Atlanta. Information: (404) 252-2454.

■ **Sept. 7**—National Association of Community Television Broadcasters organization meeting. Sheraton Airport hotel, Kansas City, Mo.

Sept. 7—Deadline for entries in *National Black Programming Consortium's* "Prized Pieces 1984," awards honoring programs which "present blacks in positive, principal roles." Information: NBPC, 700 Bryden Road, suite 135, Columbus, Ohio, 43215; (614) 461-1536.

Sept. 7—Deadline for entries in 19th Gabriel Awards, sponsored by *Unda-USA*. Information: Edward Murray, (618) 397-2845.

Sept. 7-9—New Hampshire Association of Broadcasters annual meeting. Red Jacket Inn, North Conw, N.H.

Sept. 7-9—"Film and Video: The Best of Both Worlds" symposium sponsored by *Southeast Film and Video Consortium*. Videolape Associates, Atlanta. Information: (404) 239-0319.

Sept. 8-10—Minnesota Broadcasters Association convention. Kahler Inn, Hibbing, Minn.

Sept. 9-11—Illinois Broadcasters Association annual convention. Eagle Ridge Lodge, Galena, Ill.

Sept. 10—National Association of Broadcasters regional meeting for small market TV broadcasters. Hyatt hotel, Los Angeles airport.

Sept. 10—Deadline for entries in *International Film and TV Festival of New York*. Information: Festival

Major Meetings

Sept. 6-8—Southern Cable Television Association Eastern show. Georgia World Congress Center, Atlanta. Future show: Aug. 25-27, 1985, Georgia World Congress Center.

Sept. 16-19—"The Radio Convention and Programming Conference," combined conventions of *National Radio Broadcasters Association* and *National Association of Broadcasters Radio Programming Conference*. Westin Bonaventure and Biltmore hotels, Los Angeles.

Sept. 21-25—10th *International Broadcasting Convention*. Metropole Conference and Exhibition Center, Brighton, England.

Oct. 28-Nov. 2—Society of Motion Picture and Television Engineers 126th technical conference and equipment exhibit. New York Hilton.

Oct. 30-Nov. 1—Atlantic Cable Show, Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Nov. 7-9—Television Bureau of Advertising 30th annual meeting, Hyatt Regency, Chicago. Future meetings: Nov. 11-13, 1985, Hyatt Regency, Dallas; Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

Nov. 11-14—Association of National Advertisers annual meeting. Camelback Inn, Scottsdale, Ariz.

Nov. 17-20—AMIP '84, American Market for International Programs, second annual program marketplace, organized by Perard Associates with MIDEM and National Video Clearinghouse. Fontainebleau Hilton, Miami Beach.

Dec. 5-7—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Information: (415) 428-2225.

Dec. 5-7—Radio-Television News Directors Association international conference. San Antonio Convention Center, San Antonio, Tex.

Jan. 5-8, 1985—Association of Independent Television Stations (INTV) annual convention. Century Plaza hotel, Los Angeles.

Jan. 10-14, 1985—NATPE International annual convention. Moscone Center, San Francisco. Future conventions: Jan. 17-22, 1986, New Orleans Convention Center, and Jan. 24-27, 1987, New Orleans.

Jan. 26-29, 1985—Radio Advertising Bureau's Managing Sales Conference. Amfac hotel, Dallas.

Jan. 30-Feb. 1, 1985—25th annual Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex.

Feb. 3-6, 1985—National Religious Broadcasters 42nd annual convention. Sheraton Washington, Washington.

Feb. 15-16, 1985—Society of Motion Picture and Television Engineers 19th annual television conference. St. Francis hotel, San Francisco.

ference. St. Francis hotel, San Francisco.

March 7-9, 1985—16th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters Inc.* Opryland hotel, Nashville.

March 26-27, 1985—Cabletelevision Advertising Bureau's fourth annual cable advertising conference. Sheraton Center, New York.

April 14-17, 1985—National Association of Broadcasters annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Dallas, April 13-16, 1986; Dallas, April 12-15, 1987, and Las Vegas, April 10-13, 1988.

April 20-25, 1985—20th annual MIP-TV, Marche International des Programmes, international TV program marketplace. Palais des Festivals, Cannes, France.

May 5-8, 1985—ABC-TV annual affiliates meeting. New York Hilton, New York.

May 7-11, 1985—American Women in Radio and Television annual convention. New York Hilton. Future convention: May 27-31, 1986, Loew's Anatole, Dallas.

May 12-15, 1985—NBC-TV annual affiliates meeting. Century Plaza, Los Angeles.

May 12-15, 1985—Broadcast Financial Management Association 25th annual conference. Chicago. Future conference: April 27-30, 1986, Los Angeles.

May 15-18, 1985—American Association of Advertising Agencies annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 19-22, 1985—CBS-TV annual affiliates meeting. Fairmont hotel, San Francisco.

June 2-5, 1985—National Cable Television Association annual convention, including National Cable Programming Conference. Las Vegas Convention Center, Las Vegas. Future conventions: March 16-19, 1986, Dallas, and May 17-20, 1987, Las Vegas.

June 5-9, 1985—Broadcasters Promotion Association/Broadcast Designers Association annual seminar. Hyatt Regency, Chicago. Future conventions: June 10-15, 1986, Loew's Anatole, Dallas; June 17-20, 1987, Peachtree Plaza, Atlanta; June 22-25, 1988, Bonaventure, Los Angeles; June 22-25, 1989, Renaissance Center, Detroit.

June 8-12, 1985—American Advertising Federation national convention. J.W. Marriott, Washington. Future convention: June 14-18, 1986, Hyatt Regency Chicago.

Aug. 8-Sept. 14, 1985—Space WARC, first of two sessions to develop plan for space services in geostationary orbital arc. Some 150 countries expected to attend. Second session of *World Administrative Radio Conference* scheduled for October 1988. Geneva.

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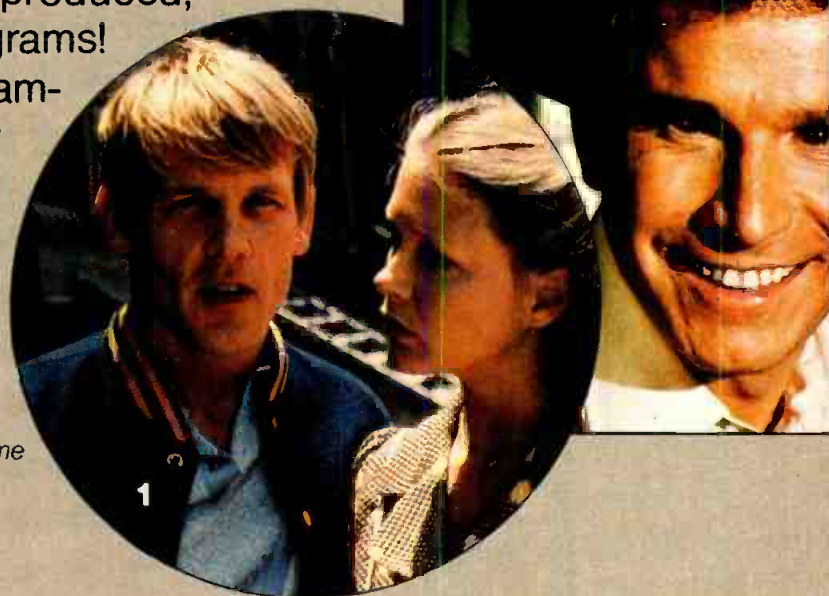
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- 4 Robert Wagner in *It Takes A Thief*
- 5 Gene Barry in *The Name Of The Game*
- 6 Peter Strauss in *Rich Man, Poor Man: Book 2*
- 7 Kate Mulgrew as *Mrs. Columbo*
- 8 Judd Hirsch as *Delvecchio*



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Sept. 10—Advertising Club of Greater Boston 24th annual Hatch Awards. Park Plaza Castle, Boston.

■ **Sept. 10—National Academy of Television Arts and Sciences, New York chapter**, drop-in dinner. Topic: "Opportunities in Corporate Television: Going Strong, Looking Good." Copacabana, New York.

Sept. 11—Ohio Association of Broadcasters "small market radio exchange." Westbrook Country Club, Mansfield, Ohio.

■ **Sept. 12—National Academy of Television Arts and Sciences, New York chapter**, drop-in luncheon. Speaker: Stuart Hersch, chief operating officer, King World Inc., distributor of *Wheel of Fortune* and *Jeopardy*. Copacabana, New York.

Sept. 12—Ohio Association of Broadcasters "small market radio exchange." Holiday Inn, Chillicothe, Ohio.

Sept. 13—Ohio Association of Broadcasters "small market radio exchange." Holiday Inn, Wapakoneta, Ohio.

■ **Sept. 13—Cabletelevision Advertising Bureau** local cable sales advertising workshop. Quality Inn, Vernon, Conn.

Sept. 13-15—Alaska Broadcasters Association 20th annual convention. Travelers Inn, Fairbanks, Alaska.

Sept. 14—Southern California Association of Governments/Annenberg School of Communications and **Southern California Cable Association** regional telecommunications conference. University of Southern California campus, Los Angeles.

Sept. 14-15—Eighteenth annual South Dakota Broadcasters day. South Dakota State University and Stauro-lite Inn, Brookings, S.D. Information: (605) 688-4191.

Sept. 14-15—Radio-Television News Directors Association region eight meeting. Ohio University, Athens, Ohio.

Sept. 14-16—Maine Association of Broadcasters annual convention. Sebasco Lodge, Sebasco Estates, Me.

Sept. 14-16—"Film and Video: The Best of Both Worlds," symposium sponsored by *Southeast Film*

and Video Consortium. Crawford Communications, Atlanta. Information: (404) 239-0319.

Sept. 15—Deadline for entries in 16th National Abe Lincoln Awards, sponsored by *Southern Baptist Radio and Television Commission*. Information: Bonita Sparrow, SBRTC, 6350 West Freeway, Fort Worth, 76150.

Sept. 15—California AP Television-Radio Association regional seminar. Sacramento Inn, Sacramento, Calif.

Sept. 15—Radio-Television News Directors Association region two meeting, in association with Radio Convention (see below). Keynote speaker: Ed Asner, Screen Actor's Guild. Westin Bonaventure, Los Angeles.

Sept. 15—Radio-Television News Directors Association region four meeting, with *Oklahoma AP and University of Oklahoma*. Norman, Okla.

Sept. 15—Radio-Television News Directors Association region five meeting with *Northwest News Broadcasters Association*. Eau Claire, Wis.

Sept. 15—Radio-Television News Directors Association region nine meeting with *Louisiana AP*. Royal Sonesta, New Orleans.

Sept. 16-18—Central Educational Network fifth annual national program screening. Marc Plaza hotel, Milwaukee. Information: Ann DeLarye-Gold, (312) 545-7500.

Sept. 16-18—Nebraska Broadcasters Association 51st annual convention. Holiday Inn, Columbus, Neb.

Sept. 16-18—National Religious Broadcasters Western chapter convention. Los Angeles Marriott (Airport), Los Angeles.

Sept. 16-19—"The Radio Convention and Programing Conference," combined conventions of *National Association of Broadcasters* and *National Radio Broadcasters Association*. Westin Bonaventure and Biltmore hotels, Los Angeles.

Sept. 17-18—"Selling Cable TV Services," course offered by *American Management Association*. AMA headquarters, New York.

Sept. 17-19—Kentucky Broadcasters Association annual fall convention. Marriott, Lexington, Ky.

Sept. 18—Southern California Cable Association meeting. Los Angeles Airport Hilton, Los Angeles.

Sept. 18—Cabletelevision Advertising Bureau local cable sales advertising workshop. Red Lion Inn. On ha.

Sept. 18—Ohio Association of Broadcasters "small market radio exchange." Avalon Inn, Warren, Ohio.

Sept. 18—Hollywood Radio and Television Society newsmaker luncheon with panel of network entertainment division presidents. Beverly Wilshire hotel. Beverly Hills, Calif. Information: (213) 769-4313.

■ **Sept. 18—Association of National Advertisers** national corporate advertising workshop. Waldorf-Astoria, New York.

■ **Sept. 19—National Academy of Television Arts and Sciences, New York chapter**, drop-in luncheon. Speaker: Pierre Juneau, president, Canadian Broadcasters Corp. Copacabana, New York.

Sept. 20—Cabletelevision Advertising Bureau local cable sales advertising workshop. Sheraton Denver Airport, Denver.

Sept. 20-21—34th annual Broadcast Symposium sponsored by *Broadcast Technology Society of Institute of Electrical and Electronics Engineers*. Program commemorating IEEE's 100th anniversary will be held at the Hotel Washington, Washington. Information: (212) 97-3791.

Sept. 20-22—American Women in Radio and Television South Central area conference. Tapatio Spring Ranch, Boern, Tex.

Sept. 21—Southern California Cable Association fourth anniversary dinner and dance. Beverly Wilshire hotel, Los Angeles.

Sept. 21—Radio-Television News Directors Association region 13 meeting, with *Washington chapter Society of Professional Journalists, Sigma Delta Chi* Hilton hotel, Washington.

Sept. 21-22—Massachusetts Broadcasters Association annual convention. Westin hotel, Copley Square, Boston.

Sept. 21-25—10th International Broadcasting Convention (IBC), sponsored by *Electronic Engineering Association, Institution of Electronic and Radio Engineers, Institution of Electrical Engineers, Roy Television Society, Institute of Electrical and Electronics Engineers* and *Society of Motion Picture and Television Engineers*. Metropole conference and exhibition center, Brighton, England. Information: IEE, 5, Voy Place, London, WC2R 0BL; telephone: 01-24 1871.

Sept. 22—First "Sol Taishoff [late editor-in-chief, Broadcasting magazine] broadcasting seminar, for future leaders among broadcast news personnel," sponsored by *Society of Professional Journalists, Sign Delta Chi*. KRON-TV San Francisco. Information: SF SDX, 840 North Lake Shore Drive, Chicago 6061 (312) 649-0211.

Sept. 23—Academy of Television Arts and Sciences 36th annual prime time Emmy Awards presentation at CBS-TV, originating from Pasadena (Calif.) Civic Auditorium. Governor's Ball follows at Century Plaza hotel, Los Angeles.

Sept. 23-25—Third annual Great Lakes Cable TV Exposition '84, sponsored by *Illinois-Indiana Cable TV Association* and *Michigan Cable TV Association*. Indianapolis Convention and Exposition Center, Indianapolis. Information: Shirley Watson, (618) 249-6263.

Sept. 23-25—Nevada Broadcasters Association annual fall meeting. Harvey's South Shore, Lake Tahoe, Nev.

Sept. 23-26—National Association of Telecommunications Officers and Advisors, affiliate of National League of Cities, annual conference. Sheraton El Comodoro, Tucson, Ariz. Information: (202) 626-3115.

Sept. 24—National Association of Broadcasters regional meeting for small market TV broadcasters. Logan Airport Hilton, Boston.

Sept. 24—Broadcast engineering management seminar, sponsored by *University of Wisconsin-Extension*. Holiday Inn Southeast, Madison, Wis. Information: Dr. Borchert, (608) 263-2157.

■ **Sept. 24—Women in Cable, New York chapter**, cable follies. Waldorf-Astoria, New York.

Sept. 24-26—National Cable Television Association third minority business symposium. "Cable Television: The View From the '80's." Speakers include Bill Daniel

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CHICAGO WGN, WFLD	PHOENIX, FLAGSTAFF KPNX, KAET	ALBANY, SCHENECTADY,
PHILADELPHIA WPVI, WTAF	SAN DIEGO KUSI	TROY WI
SAN FRANCISCO, OAKLAND,	CINCINNATI WLWT	GREENSBORO, HIGH POINT,
SAN JOSE KICU, KFCB, KTZO	NASHVILLE, BOWLING GREEN . . WSMV	WINSTON SALEM V
BOSTON, MANCHESTER,	MILWAUKEE WTMJ	RICHMOND, PETERSBURG,
WORCESTER WLVI, WCVB, WSMW	KANSAS CITY KCTV, KSHB	CHARLOTTESVILLE W
DETROIT WKBD, WDIV	ORLANDO, DAYTONA BEACH WOFL	SYRACUSE W
WASHINGTON DC,	CHARLOTTE WSOC	LITTLE ROCK, PINE BLUFF KA
HAGERSTOWN WTTG	NEW ORLEANS WDSU	KNOXVILLE WBIR, WI
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CLEVELAND, AKRON WCLQ	COLUMBUS, OH. WBNS	ALBUQUERQUE, FARMINGTON K
HOUSTON KTXH, KRIV, KHOU	GREENEVILLE, SPARTANBURG,	W. PALM BEACH, FT PIERCE W
PITTSBURGH WPXI	ASHEVILLE WYFF	FRESNO (VISALIA) K
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chairman, Daniels & Associates; Frank Biondi, HBO chairman, and Congressman Parren Mitchell (D-Md.), Marbury House hotel, Washington.

Sept. 25—International Radio and Television Society opening newsmaker luncheon. Speaker: Leonard Goldenson, chairman, ABC Inc. Waldorf Astoria, New York. Information: (212) 867-6650.

Sept. 25—Cabletelevision Advertising Bureau local cable sales advertising workshop. Wyndham Southpark, Austin, Tex.

■ **Sept. 25-27—National Association of Black Owned Broadcasters** eighth annual fall broadcast management conference. Ramada Renaissance hotel, Washington.

Sept. 25-27—30th annual "Broadcasters' Clinic," sponsored by *University of Wisconsin-Extension*. Holiday Inn Southeast, Madison, Wis. Information: Don Borchert, (608) 263-2157.

Sept. 26-28—National Religious Broadcasters Southeastern chapter convention. Sheraton Atlanta, Atlanta.

Sept. 27—Philadelphia Cable Club membership dinner. Speaker: Katharine Graham, chairman, Washington Post Co. Franklin Plaza hotel, Philadelphia.

■ **Sept. 27-29—American Women in Radio and Television** North Central area conference. Daytonian hotel, Dayton, Ohio.

Sept. 28—Deadline for entries in 1985 Ohio State Awards honoring technical excellence in educational, informational and public affairs broadcasting. Information: Phyllis Madry, (614) 422-0185.

Sept. 28—Society of Broadcast Engineers central New York regional convention and equipment show. Sheraton Syracuse, Syracuse, N.Y. Information: (315) 423-4001.

Sept. 28-30—North Dakota Broadcasters Association annual convention. Ramada Inn, Grand Forks, N.D.

Sept. 28-30—Florida Association of Broadcasters annual fall conference. Sandpiper Bay Resort, Port St. Lucie, Fla.

Sept. 30-Oct. 2—New Jersey Broadcasters Association 38th annual convention. Golden Nugget casino/hotel, Atlantic City, N.J.

Sept. 30-Oct. 2—Washington State Association of Broadcasters annual fall conference. Red Lion Inn, Pasco, Wash.

Sept. 30-Oct. 2—Kentucky CATV Association fall convention. Galt House, Louisville.

October

Oct. 1-3—Second annual Women in Telecommunications conference, sponsored by FCC and *American Women in Radio and Television*. Theme: "The Woman Entrepreneur." Washington Marriott hotel, Washington.

Oct. 1-3—Women in Cable third national professional conference. "Cable in Context." Marriott hotel, Chicago.

Oct. 1-5—London Multimedia Market III. Gloucester hotel, London. Information: LMM, 33 Southampton Street, London, WC2E 7HQ, London; telephone: 01-240-8676.

Oct. 2—Cabletelevision Advertising Bureau local cable sales advertising workshop. Sheraton Inn, Portland, Ore.

■ **Oct. 3-5—Tennessee Association of Broadcasters** annual convention. Hyatt Regency, Memphis.

Oct. 3-6—National Indian Communications Conference, "The Business of Media." Tulsa Excelsior, Tulsa, Okla.

Oct. 4—Cabletelevision Advertising Bureau local cable sales advertising workshop. Airport Hilton, Los Angeles.

■ **Oct. 4-5—"Reporting Public Affairs in the Year 2004,"** sponsored by *Ohio State University School of Journalism*. Speakers include Fred Friendly, Columbia University Graduate School of Journalism; Nicholas Johnson, former FCC commissioner, and Everette Dennis, Gannett Center for Media Studies, Fawcett Center for Tomorrow, OSU campus, Columbus, Ohio.

Oct. 4-6—National Religious Broadcasters Eastern regional convention. Marriott, Dulles International Airport, suburban Washington.

■ **Oct. 4-7—American Women in Radio and Television** Southeast area conference. Crabtree Valley Marriott hotel, Raleigh, N.C.

Stay Tuned

A professional's guide to the intermedia week (Aug. 27-Sept. 2)

Network television □ PBS (check local times): *Soundstage: Bluegrass Festival*, Tuesday 10-11 p.m.; *Mark Russell Comedy Special*, Wednesday 9-9:30 p.m.; *AIDS: Profile of an Epidemic* (documentary), Wednesday 10-11 p.m.; *Adam Smith's Money World** (discussion series), Sunday 6:30-7 p.m.; *Moonchild* (docudrama), Sunday 10-11 p.m. ABC: *Velvet* (drama), Monday 9-11 p.m.

Network radio □ ABC Direction Network: *Child Care: When Mothers Can't* (five-part series), Monday-Friday (check local times). ABC Information Network: *Video Blues* (six-part mini-documentary), Saturday-Sept. 3 (check local times). CBS Radio Network: *Hurricane: The Most Deadly Storm* (documentary), Monday CBS RadioRadio: *The 20th Anniversary Beatles Radio Special* (six-hour special), Friday-Sept. 3 (check local times).

Cable □ Lifetime: *Good Sex With Dr. Ruth Westheimer** (educational series), weekdays 10-10:30 p.m. beginning Monday; live Thursdays 10-11 p.m. Nickelodeon: *Atomic Legs* (drama), Sunday 3-3:30 p.m. WTBS Atlanta: *Sears AAU/USA Junior Olympic Games*, Saturday 4-5 p.m.

Play It Again □ CBS: *Rona Jaffe's Mazes and Monsters* (drama), Wednesday 9-11 p.m. HBO: "Gandhi" (drama), Sunday 8-11:15 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York): *The Honeymooners*, four 60-minute episodes, one each week, now through Sept. 29. *Lucille Ball: First Lady of Comedy*, 90 minutes of programing aired three times per day, now through Sept. 13. *Metromedia and the DuMont Legacy*, 90 minutes of programing aired three times per day, now through Sept. 20. For information and air times call (212) 752-7684.

* indicates premiere episode

Oct. 12-14—Illinois News Broadcasters Association fall convention. Collinsville Hilton, Collinsville, Ill.

Oct. 13—Unda-USA Gabriel Awards banquet. Copl Plaza hotel, Boston.

Oct. 13—Radio-Television News Directors Association region 10 meeting with *Memphis State University*, Memphis.

Oct. 13-17—10th annual Vidcom International, hor video marketplace, sponsored by *Period Association MIDEM Organization*. Palais des Festivals, Cannes France.

Oct. 14-16—Pennsylvania Association of Broadcasters annual fall convention. Hershey Motor Lodge at convention center, Hershey, Pa.

Oct. 14-16—North Carolina Association of Broadcasters fall convention. Marriott, Charlotte, N.C.

Oct. 15-18—Southern Educational Communication Association conference and "SECA Center for Instructional Communications Postsecondary Screening." Aam's Mark hotel, Houston.

■ **Oct. 16—Association of National Advertisers** annual new product marketing workshop. Hotel Roosevelt New York.

■ **Oct. 16—Cabletelevision Advertising Bureau** local advertising sales workshop. Sheraton North Shore Chicago.

Oct. 16-18—Mid-America Cable TV convention. Hilton Plaza hotel, Kansas City, Mo. Information: (913) 841-9241.

■ **Oct. 17—Cabletelevision Advertising Bureau** local advertising sales workshop. Ramada Inn, Detroit.

Oct. 17-20—American Association of Advertising Agencies 47th annual Western region convention. Hotel del Coronado, San Diego.

■ **Oct. 18—Cabletelevision Advertising Bureau** local advertising sales workshop. Airport hotel, Dayton Ohio.

Oct. 18-19—Society of Broadcast Engineers, Pittsburgh chapter, 11th regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

Oct. 19—Caucus for Producers, Writers and Directors second annual dinner dance, featuring presentation of Distinguished Service Award and Caucus Merit Award.

Oct. 12-14—Nebraska Broadcasters Association 51st annual convention. Holiday Inn, Columbus, Neb.

Oct. 8-9—National Religious Broadcasters Southwestern chapter convention. Astro Village Complex, Houston.

Oct. 8-11—First International Music Video Festival of Saint-Tropez, sponsored by *French Television Channel, TF1*, and *R.S. Communication*, publisher of *Video Club*, French professional magazine. Hotel Byblos, Saint-Tropez, France. U.S. contact: John Nathan, (212) 223-0044.

Oct. 9—Southern California Women in Cable meeting. Speaker: Kathryn Creech, president, Council for Cable Information. Marina Marriott hotel, Marina de Rey, Calif.

■ **Oct. 9—Association of National Advertisers** annual promotion management workshop. Halloran House, New York.

■ **Oct. 9—Cabletelevision Advertising Bureau** local advertising sales workshop. Sheraton Inn, Atlanta.

Oct. 10-12—National Religious Broadcasters Midwestern chapter convention. Yahara Center, Madison, Wis.

Oct. 10-12—Indiana Broadcasters Association fall conference. Fort Wayne Marriott, Fort Wayne, Ind.

Oct. 10-14—Women in Communications national professional conference, with presentation of Clarion Awards. Theme: "Striving for Excellence." Westin hotel, Seattle.

■ **Oct. 11—Cabletelevision Advertising Bureau** local advertising sales workshop. Hilton at Walt Disney World, Orlando, Fla.

Oct. 11-14—National Black Media Coalition's 11th annual conference. Theme: "Beyond '84: New Roles, New Goals." Shoreham hotel, Washington.

Oct. 11-14—Missouri Broadcasters Association fall meeting. Marriott's Pavilion hotel, St. Louis.

■ **Oct. 11-14—American Women in Radio and Television** Western area conference. Pacific Plaza, San Francisco.

Oct. 12-14—Massachusetts Association of Broadcasters annual convention. Jug End Resort and Conference Center, South Egremont, Mass.



Starting Fall 1985 there will be a new network competitor for America's huge daytime television audiences.



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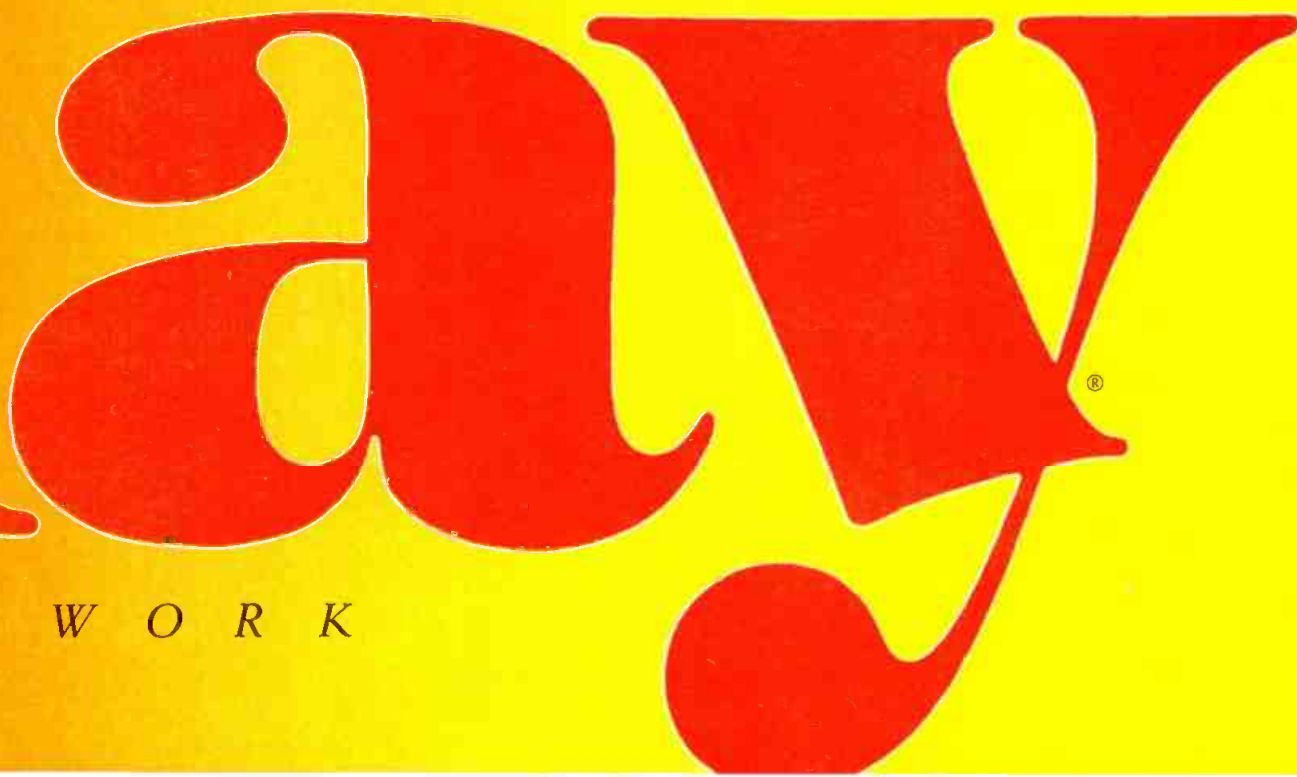
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I E T W O R K

ber of Year. Chasen's restaurant, Los Angeles.

Oct. 19—Radio-Television News Directors Association region 12 meeting. Sheraton Center, New York.

Oct. 19-20—Friends of Old-Time Radio annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 795-6261 or (203) 248-2887.

Oct. 19-21—"Communications and Empowerment," conference of Union for Democratic Communications. National 4-H Center, Chevy Chase, Md.

■ **Oct. 19-21**—American Women in Radio and Television Northeast area conference. Omni International, Norfolk, Va.,

Oct. 21-23—Communications Expo '84, joint conference and national trade show sponsored by Canadian Association of Broadcasters and Western Association of Broadcast Engineers. Edmonton Convention Center, Edmonton, Alberta. Information: Gerry Action, (613) 233-4035.

Oct. 22-24—New York State Broadcasters Association's 30th annual meeting. Speakers include Joe Flaherty, CBS; Mimi Dawson, FCC, and Phil Donahue, talk show host. Americana Inn, Albany, N.Y.

■ **Oct. 23**—Cabletelevision Advertising Bureau local advertising sales workshop. Sheraton University City, Philadelphia.

Oct. 24-26—Ohio Association of Broadcasters fall convention. New Capitol Square Hyatt, Columbus.

Oct. 25—Presentation of CEBA Awards, honoring excellence in advertising and communications geared to African-American audiences, by World Institute of Black Communications. New York Hilton, New York. Information: Linda Bowie, (212) 586-1771.

Oct. 25—International Radio and Television Society newsmaker luncheon. Waldorf Astoria, New York.

■ **Oct. 25**—Cabletelevision Advertising Bureau local advertising sales workshop. Sheraton Inn, Pittsburgh.

Oct. 25-28—MDS Industry Association annual meeting. Sheraton Washington, Washington. Information: Bonnie Guthrie, (202) 639-4410.

Oct. 26-29—Texas Association of Broadcasters engineering conference. Hyatt Regency hotel, San Antonio, Tex.

Oct. 27—American Society of Composers, Authors and Publishers entertainment industry seminar, "The Burning Issues of the Copyright Controversy," hosted by UCLA Extension. Speakers include Screen Actors Guild President Ed Asner, Representative Howard Berman (D-Calif.), Writers Guild of America Executive Director Naomi Gurian, attorney Jay Cooper and songwriter Tom Snow. Information: (213) 825-9064.

Oct. 27-30—Texas Association of Broadcasters management convention. Hyatt Regency hotel, San Antonio, Tex.

Oct. 28-30—Texas Association of Broadcasters engineering conference. Hyatt Regency hotel, San Antonio, Tex.

Oct. 28-Nov. 2—Society of Motion Picture and Television Engineers 126th technical conference and equipment exhibit. New York Hilton, New York. Information: (914) 472-6606.

Oct. 29—Pennsylvania Cable Television Association

annual meeting. Trump plaza, Atlantic City, N.J. Information: Patricia Wilson, (717) 234-2190.

Oct. 30-Nov. 1—Atlantic Cable Show. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 31-Nov. 1—Electromagnetic Energy Policy Alliance technical seminar. Westin hotel, Chicago. Information: Richard Ekfelt, (202) 452-1070.

November

Nov. 2—Montana Broadcasters Association sales clinic. Village Red Lion Motor Inn, Missoula, Mont.

Nov. 2-9—27th annual International Film and TV Festival of New York. New York.

Nov. 5-13—China Comm '84, exhibition and conference covering telecommunications, electronics and computers. Beijing Exhibition Center, Beijing, China. Information: Clapp & Poliak International, P.O. Box 70007, Washington, 20088; (301) 657-3090.

Nov. 7-9—Oregon Association of Broadcasters fall meeting. Salisham, Lincoln City, Ore.

Nov. 7-9—Television Bureau of Advertising annual meeting. Hyatt, Chicago.

Nov. 10—Dinner celebrating 40th anniversary of Capital Press Club, featuring awards for excellence in media and humanitarianism. National Press Club ballroom, Washington.

Nov. 14—Ohio Association of Broadcasters financial management workshop. Columbus Hilton Inn North, Columbus, Ohio.

Nov. 15-16—"Selling Cable TV Services," course offered by American Management Association. AMA management center, Chicago.

Nov. 16-19—Radio executives conference, sponsored by Associated Communications Attorneys Inc. Speakers include FCC Commissioner James Quello, FCC Mass Media Bureau Chief James McKinney and engineers Jules Cohen and Tom Johnson. Rose Hall Beach hotel, Montego Bay, Jamaica. Information: Joyce Winston, (305) 576-7973.

Nov. 17-20—AMIP '84, American Market for International Programs, second annual program marketplace, organized by Perard Associates with MIDEM and National Video Clearinghouse. Fontainebleau Hilton, Miami Beach. Information: Perard, 100 Lafayette Drive, Syosset, N.Y., 11791, (516) 364-3686.

Nov. 19—International Emmy Awards dinner, sponsored by National Academy of Television Arts and Sciences. Sheraton Center, New York.

Nov. 27—International Radio and Television Society newsmaker luncheon. Waldorf Astoria, New York.

December

Dec. 3-6—American Enterprise Institute "Public Policy Week." Washington.

Dec. 4—Presentation of the national ACE cable programming awards, sponsored by National Cable Television Association. Los Angeles. Information: (202) 775-3550.

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Monday Memo

A radio sales commentary from Jerry Schubert, president/CEO, Eastman Radio Inc., New York

Accentuating the wrong positives with radio

With the current popularity of the "Music of Your Life" format, radio stations across the country are featuring a refrain from a popular song of years gone by, "You've got to accentuate the positive." The song may be an oldie, but the principle has never been more true—particularly in the national radio marketplace. There are now more commercial radio stations (over 9,000) and fewer national representatives competing for national dollars than ever before.

What was once the domain of spot radio is now being infiltrated by the rapidly breeding, highly specialized, wired networks and the incestuous unwired rep networks.

But while everybody professes concern with "packaging" to meet the demands of timebuyers with "limited budgets" (can anyone remember a buyer with an unlimited budget?) one thing deeply concerns me. Who is standing up for the values of radio?

Radio has the ability to move a prospective buyer right up to the time of purchase. Radio can go anywhere; it's in tune with our highly mobile society. Radio operates in the best showroom of all, the theater of the mind. Think of the great sales images created by Stan Freberg, Chuck Blore, Stiller and Meara, Dick and Bert. No mere picture could compare.

Spot radio provides maximum targetability. Network radio provides national coverage at a low cost. And yes, unwired network can provide both benefits in some cases.

But too often, eager but untrained radio salespeople overlook the real values of radio and accentuate what they perceive as positives that are really negatives.

Have we in radio done ourselves a disservice by stressing radio's:

■ **Immediacy**—"Buy it today; we'll have it on the air tomorrow" may be well and good locally (although I'll bet even there it creates problems), but nationally it's creating major problems. Radio is planned last, budgeted last, bought last, trafficked last. Little wonder buyers have so little time to truly evaluate stations with salespeople. No wonder schedules are often missed because of late copy. No wonder it's virtually impossible to accurately project business flow. Yes, radio does provide an opportunity to take advantage of a last-minute sales opportunity. By overemphasizing this value we've created a liability.

Urge agencies to provide more lead time for evaluation and placement of radio campaigns. School salespeople to pre-sell the values of radio and stations in an effort to eliminate the information/expectation gap that is created by unfavorable time constraints in the actual buying cycle.

■ **Efficiency**—Virtually every chart I've



Jerry Schubert is president and chief executive officer of Eastman Radio Inc., New York. He joined the company in 1966 as an account executive in the Detroit office. He served as office manager, vice president, senior vice president and executive vice president in Chicago, Los Angeles and New York before assuming his present post this year.

seen comparing cost increases in all media shows radio—spot and network—as the lowest. And we in radio sales are proud of it. As a result, we stress efficiency in our sales presentations and at the first sign of resistance work feverishly to reduce costs even more. Yes, that's another way of saying we reduce our revenues.

Let's get more bullish on our medium. Let's talk value, not cost-per-thousand or cost-per-point. Radio could benefit from a firmer, higher rate posture. It starts at the station level, and it starts by saying: "No."

■ **Negotiability**—Yes, it is the American way, but sometimes it becomes counterproductive. All that time spent going back and forth on rates could be better applied to explaining the strength of a given station. It's one thing to offer the latitude of a one-grid movement, but it's another thing to slide across a five-or-six-grid card in favor of some secret unpublished lower grid (or run of spot with "fixed position guaranteed").

Too often we're in the position of being told that a station will go absolutely no further, and then if we are unsuccessful we hear: "Why didn't we go to X?"

Most of our clients use grid rate cards. The cards should stimulate communications between a rep and its client station, and should be used to maximize pricing leverage at any given time.

The ultimate objective is to get the order at a rate that is good for the station and that an agency will accept.

■ **Commercialization**—The element of our clients' programming that should be valued highly is too often made out to be a negative. Commercial-free hours or even

months are often stressed by stations seeking to attract audience quickly. Agencies are catching on to this trend, and some have reduced station ratings to reflect what the feel will be the distortion effect of running commercial-free.

Commercials are the life blood of a radio station; they pay for the information and entertainment. If we are selling our medium apologetically, what type of a posture does that represent? Talk positively about "commercial environment," repeat customers, the testimonial approach. Good, creative commercials enhance the sound of a radio station.

We suggest all salespeople become knowledgeable about successful radio campaigns and the people, agencies or independent who produce them.

■ **Merchandising**—I'm appalled at some of the things that are asked for and some of the things that are offered as inducements to buy. Instead of stressing media values, radio salespeople often end up in the hardware business, bargaining over how many toasters to deliver or, even worse, "who gets the col or TV."

Merchandising too often translates to "moochandising." The best merchandising is worked out directly between a radio station and the client (whether it be the principal or the broker/distributor) right in the market. They know best what "extra effort" can be most beneficial to insure the success of a particular advertising campaign.

■ **Coverage**—Nobody would even think of trying to get the NFL to play the Super Bowl in a 10,000-seat stadium. Yet we constantly allow radio to be measured/weighed on its lowest common denominator—metro area cost-per-thousand or, worse yet, cost-per point. Radio is both a frequency and a reach medium.

Very few national products are sold only in standard metropolitan statistical areas. Let radio play in the stadium that truly suits its size—be it area of dominant influence or total survey area or some other more appropriate area of measurement.

Yes, some stations might suffer in the short run because of weaker coverage stories, but in the long run all radio would benefit because costs would be raised.

Radio isn't hard to buy, but we in radio sales may be confusing the issue and, in fact making it harder than need be.

If we send inexperienced salespeople out on calls armed only with remedial information about our product or, even worse, full of negatives about the competition (other stations in a market, not the real competition—newspapers, TV or magazines), we will continue to foster the premise that radio is more trouble than it's worth.

Let's get back to good sales basics and talk up the real strengths of a medium that's more dynamic today than ever before.

FIRST THERE WAS KOJAK!



Before The Rockford Files, Quincy and Magnum, there was Kojak, leading the way for a whole new generation of action dramas!

Kojak has it all: the realism, the action, the characters, the humor that makes it a natural for today's syndication audience. By today's standards, it's a lollipop of a show!

And, besides the bravura performance by Telly Savalas, Kojak has an incredible roster of top guest stars: Dan Ackroyd, Sylvester Stallone, Richard Gere, Lynn Redgrave, Christopher Walken, Eileen

Brennan, Morgan Fairchild, John Ritter, Veronica Hamel, Geraldine Page, Irene Cara, Eric Estrada, Martin Balsam, Sharon Gless, and many, many more. Together, they make Kojak one of the most promotable series in all of television!

**KOJAK 118 HOURS
FOR TODAY'S VIEWERS!**

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TOP OF THE WEEK

Reagan film controversy the news at GOP convention

NBC decides to air it, ABC and CBS say it's a commercial and don't, but they cover issues involved; C-SPAN and CNN also show it

The Republican national convention of 1984 concluded in Dallas on Thursday night with the convention center rocking to the roar of "four more years" and "USA," as Ray Charles sang "America the Beautiful" while being buried under a cascade of red, white and blue balloons. But among network commentators and analysts in on-air presentations, not to mention network executives in what passed for executive suites on the lower level of the convention center, the question examined more closely than whether President Reagan's policies would win him re-election was the propriety of broadcasters airing "the Reagan film." It was that kind of convention.

The 18-minute film, used to introduce the President as he mounted the podium to accept renomination by his party, was, as advertised—poetic, lovingly done in sweet music and warm colors, with a strong emotional impact. In all, it was an idealized portrait of President Reagan. But the question troubling the networks was like the one the old lady in that other commercial might ask, "Where's the news?"

The feeling that there was none led CBS and ABC to reject it. NBC agreed with the news judgment of the other networks, but, after considerable in-house debate, decided that the film had become a matter of such interest to the public there was an obligation to air it. Indeed, all three networks in the previous week had received a heavy barrage of calls from reporters asking whether they had made a decision on running the film. As more than one observer remarked, the lack of hard news out of the convention made the film a burning issue.

The Reagan campaign had spent \$415,000 on the film that shows the President in Normandy, on travels to Korea and China, and in the White House, and hoped for the widest possible exposure for the production as the kickoff of the re-election drive. But Reagan aides who dealt with the networks on the matter reportedly were careful to avoid charges of heavy handedness. In separate meetings with news executives of the three networks last week, Frank J. Fahrenkopf Jr., chairman of the Republican National Committee, said it was the networks' decision to make.

The question of whether and which networks would carry the film offered the only

suspense experienced by those covering the convention. CBS, the last network to announce its decision, waited until 5:30 p.m., CT, and then disclosed it on the *Evening News* feed that begins at that time.

On hearing of the CBS's decision not to run the film, Fahrenkopf said, "I'm unhappy about it." Mark Goode, assistant convention manager for programing and television consultant to the convention, suggested it was the public's loss as well as the party's. "It's a good film, an interesting one for the audience



Reagan triumphant
Photos by NBC News

ce... I think the audience would like to see it." But, he said of the networks, "it's their decision."

Actually, the circulation given the film was not insubstantial. Besides NBC, Cable News Network and C-SPAN carried it. Neither of the cable networks claimed newsworthiness as a reason. CNN Executive Vice President Ed Turner accepted the Republicans' position that the party was entitled to use that method of introducing the President. He also cited the film's notoriety. And C-SPAN carried it routinely as part of its gavel-to-gavel coverage of the convention.

Nor was that all. ABC and CBS did not simply reject the film; the public interest that had been aroused and that had been fanned

by the leak of the film to publications that ran stories on it would not permit that. Along with NBC, they presented on-air discussions on Thursday night on the issues involved in deciding whether to run a film they consider a commercial. And ABC and CBS in their discussions presented excerpts from the Reagan film and another one on Mondale that the Democrats ran at their convention but that the networks thought unworthy of coverage.

The discussion on NBC was particularly intriguing since it carried over onto the air the intramural debate that was conducted before the decision on airing the film was finally made on Tuesday by NBC News President Larry Grossman. The negative side of the argument was taken on the air, as it had been at the meeting on Tuesday, by Roger Mudd. So the controversy resulted in the public being given a discussion of the ethical questions as journalists see them in running such films as well as clips of sufficient length to indicate what all the controversy had been about.

One indication of what broadcast journalists felt about it was provided by Bill Moyers in a commentary on CBS's *Evening News* on Thursday: "It is... a commercial, and like every commercial it exaggerates, accentuates and manipulates. That's normal for propaganda." And he was being nice. NBC's executive producer for convention coverage, Reuven Frank, put it more strongly in a conversation in his office: "I hate the film. It's demeaning, an obvious attempt to manipulate the public."

Then why show it? "You don't make value judgments," he said.

The question of whether the networks would air the film attracted the attention it did largely because Democratic party leaders raised the issue in a letter asking the networks not to run it. Charles T. Manatt, chairman of the Democratic National Committee, said that since the networks had not presented the film dealing with the Democratic presidential candidate, Walter Mondale, at the Democratic national convention, it would not be fair for them to run the Republicans' film on Reagan.

The networks responded with noncommittal letters saying they would make their decisions based on news judgment.

That opened the floodgate of interest. Frank suspects the White House of having orchestrated the interest to a degree with suggestions to reporters to check into the story. Whether the White House took that step, reporters, hungry for news, were pur-



A panorama of the convention floor, overseen by television

using it on their own. In the end, Frank said, he supported the decision to air the film. "It had become, through no participation of ours, sufficiently interesting to the public that we were obliged to show it." Then he paused to reflect on how NBC found itself in the position of presenting a film it did not consider newsworthy. "Whoever got Manatt to write his letter," Frank said, "deserves a medal" from the Republicans.

The view regarding the network's obligation that Frank expressed was the position that emerged following a lengthy process in which Grossman heard all sides of the argument. On Monday, he discussed the matter with top news management people and key correspondents. At the meeting's conclusion, he asked everyone present to put his views in writing. And on Tuesday, Grossman met with Frank, Tom Pettit, executive vice president for news, and John Lane, who is in charge of news coverage, for a final review, then made the decision. The controlling factor, he said, was, "What will best serve the viewer." But Grossman has no illusions. In his view, the film is "a commercial; a very effective commercial."

ABC made no announcement concerning its decision, which was made by ABC News and Sports President Roone Arledge at a meeting with news executives that followed the Wednesday night convention session and that ran until 1 a.m. Reporters who checked with the ABC News press information office at the convention were simply told that the decision was negative. "It was a news judgment," a spokesperson said. "The film is not news but a well-done political statement." CBS News President Edward Joyce, in a letter to Fahrenkopf announcing the decision—one he made after conferring with Joan Richman, producer of special events, who was in charge of convention coverage,

and anchor Dan Rather—responded to the Republicans' argument that since CBS News covered the speech Senator Edward Kennedy (D-Mass.) delivered to introduce Mondale at the Democratic convention, it should broadcast the Republican film that would introduce the president. Joyce said he did not see "an analogy."

Then he made a point applicable to the Democrats as well as the Republicans: "In covering both the Democratic and Republican conventions we believe we are all best served if the two parties produce the conventions as they choose and we produce our news coverage based on our best judgments."

Planning Was The Byword

The film—and which networks would and did carry it—was not the only media story out of the convention. There was the question of whether ABC News, the most vocal of the major networks in contending that conventions should be covered in terms of the news they produce, not simply as events, would find another half hour or hour in the program to cut. It didn't. There was also the power failure that plunged into darkness one-third of the Dallas Convention Center, including the section occupied by broadcast organizations below ground level and the skyboxes rimming the upper reaches of the center. The outage, the result of a blown 600 amp fuse, occurred at 12:14 p.m. on Wednesday, when the convention was not in session—but when Cable News Network was feeding live its *Take Two* program featuring Chris Curle and Don Farmer. For an instant, their faces turned purple; then the program went to black. CNN master control in Atlanta promptly switched to other programming. Power returned at 12:50 p.m. That

was one of the few unplanned events of carefully crafted convention.

Indeed, the hallmark of the convention was the care with which it had been planned and executed. From the earth tones in which the podium was painted ("to make it easy for viewers to live with for six sessions [including two morning gatherings]," said Ma Goode, an assistant convention manager and its television consultant), to the appearance of Roosevelt Grier, Robert Kennedy's friend and bodyguard, who was announcing his support of Reagan, to the film itself and Reagan's acceptance speech and the emotionally packed finale, little was left to chance. One of the disappointments of the convention planners was an inability to end all sessions at 10 p.m. CT., or at least soon thereafter, as the networks had been promised. On the day before the convention was to start, a schedule was issued indicating that the Wednesday night session—when Reagan and his running mate, George Bush, were to be renominated—would run to 11 p.m. CT. (The final gavel was closer to 11:40.) "There was just too much to get in," Goode said. (ABC and NBC offered windows after 10 p.m. CT to permit affiliates to present their late-night local news before the windup of the session.)

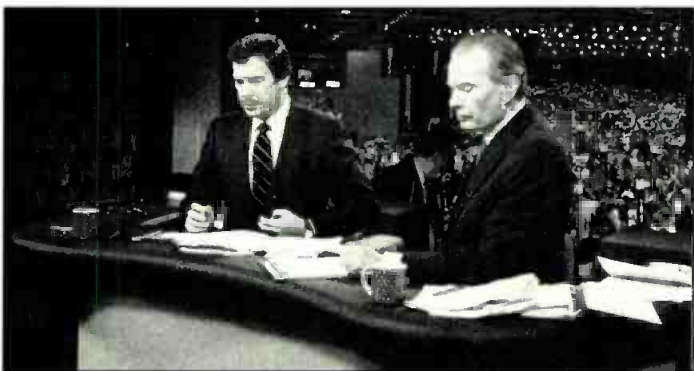
CNN's James Alan Miklaschewski, one of the network's floor reporters, provided an insight into just how much attention was paid to detail. He told viewers the Reagan Bush Committee and the White House were preparing daily "scripts" that delegates were asked to follow on various issues. The script for Wednesday, a copy of which Miklaschewski had obtained, began with a "line of the day . . . diverse, but unified," and was, he said, "an obvious attempt to have delegates in answering reporters' questions, downplaying disagreements between conservatives and



CBS News



NBC News



ABC News



Cable News Network

moderates over the party platform." The correspondent also said the script provided guidance regarding questions that reporters might ask. One piece of advice was to evade questions regarding the financial problems of the Democratic vice presidential candidate, Geraldine Ferraro. Miklaschewski said Reagan-Bush Committee officials acknowledged issuing daily guidelines, but denied they were intended "as controls to establish daily themes."

An effort was also made to "coordinate" major television interviews of delegates and party officials. Republican National Committee Chairman Frank J. Fahrenkopf Jr. wrote to the more than 4,000 delegates and alternates, urging them to refer requests for such interviews to a group that had been established to serve as liaison with the networks. The idea was not to limit access to the media, Fahrenkopf wrote. But, he said, when a major television appearance is involved, "we believe a coordinated approach is both possible and desirable."

For all of that, the appearance of unity the convention managed to convey seemed due more to the absence of dissenters than to the guidance offered delegates and the efforts at coordination of interviews. Network news organizations said that, for the most part, they encountered little or no unusual difficulty in securing interviews with delegates and party officials. And the networks managed to find an occasional critic of the platform—Senator Lowell Weicker of Connecticut showed up on the screen from time to time, as did several women disappointed in the party's position on the Equal Rights Amendment. But CNN's executive producer of convention coverage, Bob Funnad, said he abandoned efforts to secure an interview with Health and Human Services Secretary Margaret Heckler—for a piece on abused

children CNN intended to run following the convention—after officials asked what the questions would be, who would do the interview, what the focus of the program would be and who else would be interviewed. Funnad said he would not provide the answers.

Despite the great care that went into the effort to entice television coverage, convention managers were not always successful. At the convention's half-way point, on Wednesday, Goode, the convention's television consultant, expressed disappointment—and mystification—at some of the editorial decisions. "Some things you don't expect the networks to cover, they do—others you think they will, and don't," he said. He had been pleased with the coverage of Tuesday night—the major speakers were carried, full text, on the networks. Then there was Monday night, and the failure of ABC, CBS and NBC to carry the appearance of Grier. The former National Football League player who had been with Senator Kennedy when the latter was assassinated in Los Angeles in 1968 and who is now a minister, said he was joining the Republican party and would support Reagan because of his views on school prayer. C-SPAN carried it, of course, as part of its gavel-to-gavel reporting. CNN did, too. But the networks were busy with analyses and interviews, making Grier's appearance a nonevent for much of the country. ABC News Vice President Richard Wald, asked later about the news judgment involved, said of Grier, "He's not a political figure with a large following." Goode was also disappointed that of the three major networks, only ABC, in which the "tradition" for such coverage evidently is strong, paid more than passing attention to the appearance on the same night of the Olympic medalists who had accepted the Republicans' invitation to attend the ses-

sion. Goode thought the decisions not to carry Grier and the athletes "odd." CBS News paid some attention to Grier, however. Diane Sawyer, who was one of the network's three floor reporters, interviewed him on the floor after his appearance at the podium.

The Meeting Of Many Media

Considering the resources thrown into the coverage of the convention, it seems inconceivable that any element of it was overlooked. ABC and NBC each showed up with 500 personnel (NBC had 600 at the Democratic convention) and CBS, 400. CNN marshalled over 200 troops for its effort—and made enough of an impact to gain the attention of the print press. (Indeed, CNN was the subject of a long and complimentary piece in the Sunday [Aug. 19] *New York Times*.) C-SPAN, with only a handful of people, provided its service of bringing viewers into every session with full-text coverage. (It also proved itself a service not only to political junkies but also to news junkies, who in many cases are the same people. During Ambassador Jeane Kirkpatrick's speech, for instance, a C-SPAN camera looked into the ABC booth and saw that Peter Jennings was not paying attention. At another point, NBC's Tom Brokaw was seen in his booth peering through binoculars at the scene below. And C-SPAN cameras helped document the celebrity of some network correspondents. On Monday, the network's viewers saw CBS News's Diane Sawyer surrounded by delegates/fans.) And there were, as in San Francisco, the army of anchors, correspondents and technicians from stations across the country—some 3,100 representing more than 800 stations—pursuing the local angle. (Perhaps inevitably, the concentration of so much local talent made the convention, in the words of a talent agency re-

Eyewitnesses to history: The nonnetwork battalions



KMOX-TV St. Louis



WPLG-TV Miami



WNBC-TV New York



WCAU-TV Philadelphia



WXYZ-TV Detroit



KXLY-TV Spokane, Wash.



KVUE-TV Austin, Tex.



KTVI St. Louis



WTTG Washington



WISN-TV Milwaukee



KTBC-TV Austin, Tex.



Spanish International Network



KING-TV Seattle



KTSP-TV Phoenix



KATV-TV Little Rock, Ark.



WGAL-TV Lancaster, Pa.

representative who showed up. "a convention of anchors." For agents looking for clients, or for anchors looking to move up a market or two, Dallas was the place to be last week.) Then, too, some 100 foreign stations were represented.

Providing a backup service for many of those organizations was the RNC Network, a service created by the Republicans to provide a clean feed of events in the convention center. To some, it was controversial. They regarded the prospect of the Republican party providing coverage of its own convention distasteful and a conflict of interest, even though the service would not include reporting or commentary. But the service—provided as part of the \$115,000 project that also included the video displays inside the convention hall—was inexpensive for subscribers (less than \$300), and 44, representing some 1,000 television stations, 13,000 radio stations, and more than 250 cable systems, signed up. Those who took the feed found it satisfactory. Norman Wagy, who headed Storer Broadcasting's coverage, said the technical quality was good, and noted that the coverage by the eight cameras in the hall was editorially neutral, though not "sterile." There were crowd shots to catch some of the color.

The purpose of the RNC Network, Goode said, was to provide the public "with as much coverage of the convention as possible." But it seemed doubtful that much of the material was used. Wagy and others whose organizations took the feed said it was taped and used only as specifically requested by stations that needed a bite to fill out or illustrate a piece they were producing. For instance, Storer's WITI-TV Milwaukee needed a cut from a speech by Senator Robert Kasten (R-Wis.) for a piece on him. It was that kind of sometime thing.

The Search For Stories

To many of those covering the convention, it was, as conventions go, "flat" as one put it, generally lacking in emotion, until the final night. The ratings indicated the public agreed. There was no one on the convention agenda through the first three days who could generate the excitement of a Mario Cuomo or Jesse Jackson. Genuine excitement was one thing the convention planners could not build into the schedule, until Thursday. "This was a difficult convention to cover, because we knew so much of the story before we went in," said Bob Ferrante, senior producer of special events for CBS News. It was also, he suggested, so much tidier than the one the less orderly Democrats produced. Chris Wallace, one of NBC's floor reporters, could be credited with sparking at least one moment of excitement, even tension, in an interview with Senator Jesse Helms (R-N.C.). A question based on polls showing the public is concerned about the President's foreign policy touched off a sharp attack on the media generally: "That's because of you folks," Helms said, suddenly agitated. "Night after night, you misrepresent the President's policy. I hope he in the next term will go on the air without your interpretation of what he said... and let the



ABC President Fred Pierce (l) with Senator Paul Laxalt (R-Nev.) at a reception in the senator's honor in Dallas.

American people make their own judgment about Central America." And when Wallace attempted to segue into another question with the suggestion Helms did not like the media, that precipitated another blast: "I come from the media," said the former WRAL-TV Raleigh, N.C., executive and on-air commentator. (He still holds a 2.16% interest in the station.) "I was in the media before you were born, young man." And he was—at least in the print media. Helms was city editor of the *Raleigh Times* in 1941-42. He made his electronic media debut, with WRAL-TV, in 1948. Wallace was born in 1947. The correspondent later chalked up the incident to the tough re-election contest in which Helms is engaged: "I think he believed it might be to his advantage to take on a reporter on national television."

But not every broadcast journalist could count on running into a Jesse Helms for excitement, any more than one could count on a Weicker mounting a serious effort to change the party platform. So the journalists

were obliged to develop a number of themes. The likely candidates for the party's presidential nomination in 1988 was a natural. And both the broadcasters and the hopefuls made the most of that common interest. The character of the party as revealed by emerging leaders and the platform was another. Even the city of Dallas provided material. One story the networks pursued wasn't in Dallas. All four networks on Monday covered live—though not in its entirety—the press conference that Geraldine Ferraro, the Democratic vice presidential candidate, held in Queens, N.Y., to answer questions about her finances. For a time, at least, reporters in Dallas could get live reaction pieces.

The job of finding stories was probably easier for correspondents for the stations and groups represented at the convention. They were interested in many of the same stories as the networks, though from a narrower perspective. "The battle between [Vice President] Bush and [Representative Jack] Kemp and the others interested in 1988 extends to local delegations," said Jim Sieger, Gannett Broadcasting's vice president for news. "They are the ones being courted."

Similarly, those on either side of the social issues—abortion and the like—"are seeking support in our markets." And Jim Snyder of Post-Newsweek Stations said the group's reporters were ferreting out members of their state delegations for comment on Ferraro. (In fact, satellite technology enabled Post-Newsweek stations to offer on their late evening news live broadcasts on Ferraro from Washington, from the convention in Dallas and on Democratic presidential candidate Walter Mondale from Minneapolis. "That was through our own resources, not



Push for Bush. Vice President George Bush was the guest of honor at a party hosted by the National Association of Broadcasters in Dallas at the Republican national convention last week. NAB sponsored the hour-long cocktail reception in the Anatole hotel at the request of the Reagan-Bush Campaign Committee. Pictured (l to r): Bush; Martha Dale Fritts, wife of NAB President Eddie Fritts; Christine Schmidt, wife of NAB Joint Board Chairman Gert Schmidt, of Harte-Hanks Communications, and Fritts. NAB spent between \$2,500 and \$3,500 hosting the event which attracted a crowd of about 150 including members of the cabinet, and Senate and House members. The affair was primarily arranged by Susan Alvarado, NAB vice president for congressional liaison and former legislative assistant to Bush.

the networks'," Snyder said). In addition, conventions permit reporters and state and local officials to interview and be interviewed in an atmosphere that can add a little polish to the image of both.

What's In Store For '88?

As at every national political convention since at least 1972, the question network news executives were pondering last week was how they should cover conventions next time. The coverage in 1984 represented a break with the past in that it was confined largely to two hours of prime time on each of the four nights. But that had an effect on the process. The parties, anxious to make the best use possible of the allotted time, tried to accommodate the networks by scheduling the most videogenic parts of the convention in prime time. With nominees now being selected in the primaries and the conventions having become ratifications of decisions already made, that was not difficult.

But are such self-serving pageants the kind of thing on which networks should spend so much time and money to cover? (At least \$15 million [an estimate that CBS did not dispute] to \$20 million-\$25 million [NBC's figures].) Particularly when ratings indicate the public is losing interest in the kind of coverage being offered? The answer being heard—although still hesitantly, and not in all quarters—is "no." As Richard Wald, ABC News vice president, put it last week, "We're a very conservative business. We move slowly. These are important decisions. But the process of change is before you."

Still, for all of the negatives, conventions have their appeal for journalists. They offer a unique opportunity every four years to ex-

amine the soul of a party, at least to record the manner in which each party defines itself. Some reporters working the floor at conventions feel overwhelmed with what they regard as the richness of the material to be mined. NBC's Ken Bode on each of the four nights had a list of about 25 people he would interview if given the time. "I love this job," he said. But as he acknowledged, there are those who regard some of the stories presented as "inside baseball," of interest only to the initiated. And as Frank, who has been involved with convention coverage at least as long as anyone still active in the business, put it, "The public is sending us a message—they don't care. Communication has to have something at the other end, and there's no one at the other end." □

USCI-Comsat moving together

Prudential Insurance becoming matchmaker for DBS companies

United Satellite Communications Inc., which launched a five-channel satellite broadcasting service last November, and Satellite Television Corp., which plans to launch a similar service early next year, may soon be one.

According to industry sources, Prudential Insurance Co. of America, USCI's majority owner by virtue of having poured at least \$45 million into the venture, and Comsat, STC's parent company, have been negotiating a merger of the two companies for at least three weeks. And last Friday, Francesco

Galesci, a New York real estate magnate who was one of the early investors in USCI confirmed the talks: "We are trying to make a deal that is acceptable to everyone." He said an announcement of the agreement could come as early as this week.

Each company has been trying to find investors or partners for its satellite broadcasting venture, but spokesmen for neither Comsat nor Prudential would confirm that the companies have talked to each other.

Comsat will emerge as the majority controlling partner in the joint venture sources say. The Galesci Group, the real estate concern headed by Galesci, and General Instrument, which hold minority positions in USCI, will be bought out, leaving just Prudential and Comsat. With Comsat in control, Nathaniel Kwit, president of USCI, will probably be forced out.

A deal with Comsat may be Prudential's only hope of recovering its investment in USCI. Despite reportedly good response from the marketplace, particularly in the Washington-Baltimore area, the satellite broadcasters has been foundering since spring after Salomon Bros. and Morgan Stanley & Co. failed to raise \$40 million through a private placement of stock. USCI, which was undercapitalized at the start, simply began to run out of money.

If the deal is completed, STC will move ahead with its current plans and absorb the USCI subscribers. USCI has refused to reveal its subscriber counts, but sources close to Comsat indicate that USCI has installed around 12,000 dishes since it first began marketing the service last November.

STC plans to launch its service early next year, broadcasting five channels of service from Satellite Business Systems' SBS I' early next year. At that time, USCI would quit broadcasting from Anik C-II and most of its subscribers would be given new earth stations that will enable them to pick up the STC programming. If such a switch were made, about 10% of USCI's subscribers would lose service because they will be outside STC's coverage area. USCI's Anik C-I signals cover the entire northeast quadrant of the U.S., but STC's SBS IV's signals will cover just the northeast megalopolis, an area bounded by Burlington, Vt., to the north, Pittsburgh to the west, and Richmond, Va. to the south.

STC's service SBS IV is temporary. It has committed \$113 million to RCA Astro-Electronics for construction of two high-power direct broadcast satellites, which are expected to be launched in the first half of 1986. Once they become operational, STC will be able to broadcast six channels of service to the entire continental U.S.

Comsat-Prudential venture may seek additional investors in the enterprise. To roll the business out across the nation will require hundreds of millions of dollars more in additional capital. Comsat has been actively searching for investors to take minority positions in STC ever since its plans to operate with one or two other major partners were dashed earlier this summer when CBS and Paramount Pictures decided against joining.

Film precedent. The hullabaloo that surrounded it might suggest otherwise, but the highly polished, thoroughly professional film the Republicans produced to introduce President Reagan at the party convention last week was not the first such free commercial a network has broadcast in its coverage of a national convention, Republican or Democrat. Showing them is an old if, as some might say, not entirely honorable tradition.

NBC, in making its decision to show the Reagan film, researched the question, and found that one or more of the networks had presented films at conventions dating back at least to 1956. And controversy surrounded some of the decisions.

At the Democratic convention of 1956, for instance, convention organizers presented a film produced by Dore Schary—hardly a slouch at film production—on "The Pursuit of Happiness," a history of the Democratic party which, with its references to Franklin Roosevelt and Harry Truman, packed its share of emotion. (It was narrated and had been co-written by Senator John F. Kennedy.) Only CBS did not carry it, and an incensed DNC Chairman Paul Butler went to the podium with a denunciation of CBS for allegedly breaking a commitment. Outraged delegates shook their fists at the CBS booth and yelled, "Throw 'em out." Nobody did, however, and the convention proceeded with its business of renominating Adlai Stevenson.

All told, 27 political films have been carried by one or more of the networks since 1956. Four years ago, according to the NBC research, seven films were presented at the two conventions and were carried by one or more of the networks. Following one of them at the Republican convention, NBC's anchor, John Chancellor was moved to remark, "I guess you could say gavel-to-gavel is now curtain-to-curtain."

That backgrounder was not the only sidebar to the Reagan film story available at NBC's work area in the convention center. NBC President Larry Grossman recounted another controversy involving a film in which he had been involved. It was when he was president of the Public Broadcasting Service, and the network was preparing to run *Death of a Princess*. Saudi Arabia sought to block broadcast of the film of a Saudi princess who along with her lover was executed by the government because of their affair. The pressure to suppress the film was strong and widespread. At that time, Grossman said, "journalists urged us to resist the pressure and show the film. Here, many journalists are on the other side, saying, 'Don't let political pressures force you to show the [Reagan] film.'"

USFL switching to fall schedule

League will compete with NFL starting in 1986; rights holder ABC and others unsure of how move, along with increase in college ball, will affect viewership

At its annual meeting last week in Chicago, the United States Football League voted unanimously (on the second round) to switch from its current spring schedule to the fall to compete head to head with the National Football League beginning in 1986. The league would play its last spring schedule in 1985 and then resume play in the fall of 1986.

The movement within the league to move to the fall began in earnest early last spring and was led by Donald Trump, New York real estate executive and owner of the USFL's New Jersey Generals. Reaction to such a move by broadcasters, cablecasters and advertisers alike has been negative from the start, with most finding such a plan puzzling, if not senseless.

Despite denials from the league and some owners, including Trump, the widespread speculation is that the USFL is attempting to force a merger with the NFL. Among other things, a merger would guarantee the USFL teams a much greater share of revenues for coverage rights by broadcasters and cable programmers. Both leagues divide such revenues equally among the teams. Under current television, radio and cable agreements, each of 18 USFL teams has been averaging less than \$2 million per year in rights fees. Each of the 28 NFL teams receives more than \$14 million for similar rights.

The official response from the USFL to that speculation is that "we are our own league," and that a merger is not the motive for moving to the fall, but rather that the league has proved that it can give the NFL "viable competition." Trump was quoted last week in Chicago at a press conference as saying, "We're not looking for a merger; we're looking for a fight." He said the spring league's performance over the past two years justified moving to the fall and competing with the NFL for the traditional football audience.

In the ratings, the NFL fall schedule for 1983, though down somewhat, more than doubled the audience for USFL football in the spring. NBC last year averaged a 12.2 rating per game for its coverage of the American Football Conference (down 10% from 1981, the last previous nonstrike year). CBS last year averaged a 16/7 (down 4.6% from 1981) for regular season coverage of the National Football Conference.

Rights holders ABC and ESPN were still assessing their options last week in light of the USFL announcement. An ABC source noted only that the network had picked up its option for the 1986 season and that it "calls for spring football in 1986." ESPN just signed a new three-year pact with the USFL this summer for 1985-87. It too was evaluating its options last week and had no comment on the USFL vote.

Ten USFL teams play in NFL cities. The Philadelphia Stars said last week that they would move to Baltimore in time for the 1986 season to avoid direct competition with the NFL's Eagles. Trump has indicated that he may move his Generals to New York because two NFL teams, the Jets and Giants, will be playing in the stadium his team now uses (located in Rutherford, N.J.) in 1986. Stadium space is a frequently raised concern, because most of the USFL teams play in stadiums owned or leased by their NFL counterparts.

And at least for the 1986 season, it would appear that the USFL would have only one broadcast network to negotiate a fall football rights deal with—ABC, the current USFL rights holder. Both CBS and NBC are locked into NFL agreements through the 1986 season.

How willing ABC might be to make a deal is still uncertain, but one executive there noted that the network initially signed the USFL "because we were looking for good spring and early summer programming and we felt the league had potential." And he noted, ABC renewed its options earlier than it had to for 1985 and 1986 because the league fulfilled its potential and came through with a product that attracted enough viewers.

Another question is what the move will do to the value of fall football in general. With the opening up of the college football market after the U.S. Supreme Court's decision voiding the National Collegiate Athletic Association's football television plan (BROADCASTING, July 2), advertisers and broadcasters alike have expressed concern about the airwaves being "cluttered" with football. Whether the demand for fall football is large enough to support the USFL's proposed move is a matter of conjecture at this point, but many with an interest in last week's developments have their doubts. □

Sidle report: looks to insure most combat coverage possible

Recommendations include use of pool of reporters for military operations

Secretary of Defense Caspar W. Weinberger last week released the recommendations of a special panel that maximum news coverage of U.S. military operations be permitted "consistent with military security and the safety of U.S. forces." Weinberger ordered the immediate implementation of the recommendations after announcing the details of the 17-page report which came in response to the controversy that erupted when reporters were barred from covering the U.S. invasion of Grenada last October until after the operation was completed.

Weinberger also announced that he was

forming a panel of "eminent journalists and former war correspondents to advise me on the best ways to meet these objectives." Furthermore, the secretary said, the panel would become a permanent "Defense Media Advisory Committee." He said: "I wish to insure that the media's viewpoint can be expressed in our highest councils on a continuing basis."

The report contains eight recommendations and is the product of a 14-member pan-



el headed by retired Army Major General Winant Sidle, who had served as chief U.S. spokesman in Vietnam and who is now the top public affairs executive with the Martin Marietta aerospace company in Orlando, Fla. The other 13 members were public information officers of the armed services and former journalists including former CBS News Chief Richard Salant and Barry Zorthian, former head of Time Inc.'s broadcasting properties.

Sidle submitted the report in April, but it was not publicly released until now although accounts of it have appeared earlier (BROADCASTING, May 14). General John W. Vessey Jr., chairman of the Joint Chiefs of Staff, who established the panel, was the first to receive it and later submitted it to Weinberger along with comments from the five members of the joint chiefs.

Reaction to the study from the print and broadcasting media was favorable. "My initial reaction is very positive," said Ernie Schultz, executive director of the Radio-Television News Directors Association. He said the group would wait and see what exactly the rules and guidelines would amount to. "It's not clear how the details would work out. However, if things work out the way they should, I think it's a positive step."

The report suggests that the Defense Department plan in advance for "the largest possible press pool that is practical and to minimize the length of time the pool will be necessary before 'full coverage' is feasible." A Defense Department spokesman said plans were under way to form a national pool of reporters to be called upon at short notice. The Pentagon, the spokesman said, would select the pool. The establishment of a pool is mentioned in the report and calls for, at minimum, a two-person TV pool (cameraman and soundman). The question of radio

participation in pools was not resolved.

The Sidle panel called on news organizations to agree to voluntary guidelines to maintain the security of operations. Any violations would mean "exclusion of the correspondents concerned from further coverage of the operation," the report said.

While the panel recommended that the department "should carefully consider media communications requirements to assure the earliest feasible availability," it warned that "these communications must not interfere with combat and combat support operations."

Sidle, in a letter to Vessey, discussed several matters not specifically addressed by the panel. He noted that a review of the media's handling of Grenada was not requested. "However, we do feel that had our recommendations been 'in place' and fully considered at the time of Grenada, there might have been no need to create our panel."

The general said the panel also felt First Amendment rights are an "extremely gray area" and that "the panel felt it was a matter for the legal profession and the courts and that we are not qualified to provide a judgment." Finally, Sidle cited the importance of the media's exercising responsibility in covering military operations.

Also, according to the report, the Defense Department would establish a Public Affairs Response Cell within the staff of the Joint Chiefs of Staff, responsible for providing guidance on news coverage to commanders when an operational warning order has been received.

The panel also recommended:

- The secretary of defense study "whether to use a pre-established and constantly updated accreditation or notification list of correspondents in case of a military operation for which a pool is required or the establishment of a news agency list for use in the same circumstances."

- Planning for military operations should include "sufficient equipment and qualified military personnel whose function is to assist correspondents in covering the operation adequately."

- Intra- and inter-theater transportation support of the media should be provided.

- Arrangements for "top military public affairs representatives to meet with news organization leadership, to include meetings with individual news organizations, on a reasonably regular basis to discuss mutual problems, including relationships with the media during military operations and exercises. Improve media understanding of the military through visits by commanders and officers to news organizations."

- The secretary of defense should sponsor a working meeting with the broadcast media to explore the special problems "of insuring military security when and if there is real-time or near real-time news media audiovisual coverage of a battlefield and, if special problems exist, how they can best be dealt with consistent with the basic principle set forth at the beginning of this section of the report." □

CBS seeks dismissal of Westmoreland suit

Network argues again that its documentary was supported by facts; Cable News Network asks federal court for permission to cover trial

For the second time in three months, CBS has asked the Southern District Court of New York for summary dismissal of the libel lawsuit brought against it by General William Westmoreland for the documentary, *The Uncounted Enemy: A Vietnam Deception*. The request came in the form of CBS's reply to Westmoreland's opposition to the network's initial bid to have the case dismissed. Basically, CBS said Westmoreland had simply failed to raise any "genuine" issues concerning the truth of the program or malice on the part of those producing it, and therefore trying the case before a jury would be unjustified.

CBS said that at no time in the past has any court ruling on a libel suit ever allowed a charge of malice to stand (malice must be proved in a libel case brought by a public figure, such as Westmoreland) where the alleged libelous material "was confirmed by more than a single source." CBS said the substance of its broadcast was "supported by on-the-record statements of more than 20 present and former military officers and government officials." It added that the documentary could have been produced without being defamatory even if the network had relied solely upon material furnished by paid consultant Sam Adams, a former CIA operative, who wrote an article in *Harper's* magazine in 1975 on the same subject. (The article was edited by George Crile, then an editor with the magazine. The article was Crile's initial inspiration for the *Uncounted Enemy* documentary, which he produced.)

CBS said the substance of its broadcast was actually spelled out six years prior to its airing in a congressional committee (known as the Pike committee). It said the Pike committee had also confirmed Adams's 1975 article which concluded that enemy troop strength estimates in Vietnam were deliberately underreported and that Westmoreland played a role in the wrongdoing.

CBS said that among those interviewed for the broadcast were former intelligence officers "with personal knowledge of the arbitrary suppression and alteration of enemy strength estimates, such as Colonel Gains Hawkins and Colonel George Hamscher, [who] not only bore witness to the wrongdoing of others, but admitted on camera their own involvement in conduct they considered wrongful."

The network concluded that Westmoreland's argument that the network acted with malice was a "thinly veiled and constitutionally unacceptable attempt to enforce plaintiff's view of 'fairness' on the broadcast media [and] should be halted now." It said that Westmoreland's definition of malice, if upheld, would make it virtually impossible to conduct investigations of the conduct of high public officials.

In a related development the Cable News

Network asked the federal district court New York last week to allow the cable network and other segments of the electronic media to provide live coverage of the trial.

CNN asked the court to waive its "local rule to allow live television and radio and still-photographic coverage of the trial on an experimental basis. It proposed the coverage be conducted under the "plenary control of the court" and a set of specific guidelines "CNN's proposed coverage," the petition said, "will not detract from the dignity of the judicial process or adversely affect the participants."

Although 41 states permit cameras and radio mikes in at least some of their courtrooms on a permanent or experimental basis the federal courts have so far stood firm barring their entry.

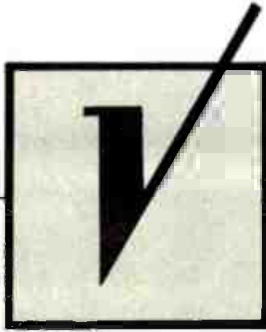
In its petition, CNN argued that television coverage would be in the public interest "CNN proposes to provide... millions of people... the unique opportunity to view the judicial process and evidence firsthand and to judge for themselves whether the public has been reliably informed by its leaders and the media on one of the most controversial series of national events of the last 2 years: the conduct of the Vietnam War."

CNN's proposed guidelines, which, it said, are based on the experiences of the electronic media in state courts, will insure that the coverage will be "unobtrusive and will not distract the participants or otherwise interfere with the administration of justice. The guidelines, which filled eight pages, specify, in part, that the television, radio and still-photographic coverage would be conducted through pools administered by court-appointed "media coordinators." The television coverage would emanate from a single ENG camera "which emits no distracting sound or light."

Attached to CNN's petition asking the court to waive its prohibition against cameras were letters of support from both litigants. In a letter to Pierre N. Leval, the presiding judge, Dan Burt, president of the Capital Legal Foundation, the Washington-based public interest law firm that is representing Westmoreland, said Westmoreland "endorses the petition."

And in a letter to Robert Ross, general counsel for Turner Broadcasting System Inc., owner of CNN, George Vradsburg III vice president and deputy general counsel CBS, said the network "has long been on record as favoring electronic coverage of federal court proceedings. Since CBS would not object to the electronic coverage of a trial, it would not object to such coverage of a trial of the *Westmoreland* case, should one ultimately take place."

However, Vradsburg suggested in the letter, dated Aug. 6, that Ross wait until the Judicial Conference makes its determination before petitioning the trial judge. It would be, he said, "the most effective course to follow in securing the right of electronic coverage in federal court proceedings." Ross chose to ignore the advice. □



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Reaching Alabama's largest market
with 2,163,000 watts

WBMG-TV is increasing its power to 2,163,000 watts in time for the CBS fall premiere.

Now more viewers than ever will tune to WBMG-TV, the CBS affiliate in Birmingham for 15 years. WBMG-TV estimates that its increased signal will reach an additional 78,232 homes in the Birmingham market. Plus, WBMG-TV reaches 150,269 cable homes in its coverage area.

Here's proof of what WBMG can do.

In 1983, the WBMG Tall Tower gave advertisers a 20 rating and 39 share in Alabama vs. Boston College football (Nov. '83 ARB-ADI Rating / Share).

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These numbers prove that WBMG-TV can outdistance the competition in Birmingham.

With twice the power, WBMG-TV will take another giant step forward by adding these top-rated programs* (already proven in the Birmingham market):

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Love Connection <i>(formerly on WBRC, Birmingham)</i>	11	33
Family Feud <i>(formerly on WVTM, Birmingham)</i>	21	35
People's Court <i>(formerly on WBRC, Birmingham)</i>	13	34

Plus the full CBS program line-up.

AND we're launching the biggest multi-media promotion in WBMG-TV history...

So when making your next television buy in Alabama's largest market, select WBMG-TV, Birmingham.

More powerful than ever!



*Based on Nov. '83, Feb. '84, May '84 Average ARB-ADI Rating and Share
(Love Connection, People's Court on WBRC; Family Feud on WVTM)

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| WTVR-TV (CBS)
<i>Richmond, VA</i> | #1 station in household ratings, sign-on to sign-off
(<i>May, 1984 Nielsen and Arbitron</i>). |
| WNCT-TV (CBS)
<i>Greenville, NC</i> | #1 station in household ratings, sign-on to sign-off
in Eastern North Carolina (<i>May, 1984 Nielsen
and Arbitron</i>). |
| WSLS-TV (NBC)
<i>Roanoke, VA</i> | #1 station in prime time household rating in the
market (<i>May, 1984 Nielsen</i>). |
| WDEF-TV (CBS)
<i>Chattanooga, TN</i> | #1 station in household rating, CBS late night
programming (<i>May, 1984 Nielsen</i>). |
| WJHL-TV (CBS)
<i>Johnson City, TN</i> | #1 station, M-F, 9am-6pm in Metro Rating
(<i>May, 1984 Nielsen</i>). |
| WBMG-TV (CBS)
<i>Birmingham, AL</i> | Tallest Tower, now doubles the power to 2,163,000
watts in the Birmingham market. |
| WUTR-TV (ABC)
<i>Utica, NY</i> | The fastest growing TV station in the Utica-Rome
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Guess who out-delivered the Olympics?



ONLY ONE STATION -- among all Nielsen's metered markets -- beat the Olympics in prime time. On Friday night, August 10, WTTG's Washington Redskins/Los Angeles Raiders game delivered a higher rating.*

Plus -- it was the highest rated NFL pre-season game of the year.**

And we did it -- Independently!

*8:00 -11:30 pm. **As of August 22, 1984.

SOURCE: NSI Metered Market Service -- all metered markets (NY, LA, CHI, PHIL, WASH, BOS, DTR, SF) -- July 28 to August 13, 1984. Data are estimates only and are subject to the qualifications contained in the reports quoted.

5

WTTG

**METROMEDIA
TELEVISION**

WASHINGTON, D.C.



Local broadcast journalism went through another period of expansion in the past 12 months—expansion in the scope and breadth of news coverage and in the commitment to public affairs. Increasingly, broadcast journalists, in their pursuit of news, found themselves becoming part of the story—playing crucial roles in rescue situations or hostage negotiations.

Lebanon, Grenada and Japan were popular global destinations for local broadcasters looking to link the news of the world to the news on the block. It seems the only newsgathering frontier remaining for local broadcasters is in outer space.

With the improved economy, broadcasters shifted their attention in public affairs programming from job-a-thons to other concerns. Chief among them was children. Journalists spent thousands of hours in programming efforts aimed at finding the missing and bringing to light the sexually abused.

The following is a roundup of the premiere spot news, investigative and public affairs efforts made by local broadcast journalists from August 1983 through July 1984.

Every anchor talks about him.



Ours talk to him.



Reenactment of interview 7/27/84; broadcast 7/31/84

On July 31, 1984, viewers of six local news programs witnessed a dramatic, new dimension in television journalism.

They saw their local anchors interviewing President Reagan in person. Asking their own questions. Getting exclusive answers from the White House.

These local stations and their viewers made broadcasting history that day.

They were pioneering an exciting new phenomenon called **1 ON 1 EXCLUSIVE**.

It is a breakthrough enabling local TV anchors to interview newsmakers via satellite. Prominent national figures such as Pres-

ident Reagan, Defense Secretary Caspar Weinberger, Olympic Committee President Simon, White House hopefuls Mondale and Ferraro, as well as leading names in sports and entertainment.

These timely interviews can be tied in directly with fast breaking local developments of the day, giving your news an authoritative informative immediacy that until now was the sole franchise of the networks.

Stations can schedule these interviews on a market exclusive basis for a surprisingly modest fee.

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EXCLUSIVE is Local Link, an electronic communications system among participating stations. Through this instant communication link, local stations indicate who they'd like to interview. Local Link is also your way to be instantly in touch with other member stations.

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Spot news

When a Scandinavian airliner skidded off the runway at Kennedy airport during takeoff, **WABC-TV New York** claims it was the first station on the air with the story. The crash occurred at 4:25 p.m., and **WABC-TV** says it aired its first report at 4:30 p.m. A reporter climbed an eight-foot fence and made her way through marsh to the site of the crash where she interviewed passengers and crew, all of whom survived.

For its coverage of the collapse of a New York Port Authority terminal, **WABC-TV** won an award from UPI. The station provided live reports throughout the day with extensive reports on the evening news. According to **WABC-TV**, its reporter's interview with the general manager revealed that authorities knew of the structural weaknesses that caused the collapse, killing two and injuring 12.

One of **WABC-TV**'s correspondents became part of a news story when an escaped convict contacted him saying he would surrender to authorities only if the reporter were on the scene. The station led the 5 p.m. newscast with the story.

The day the Soviets announced their pull-out from the summer Olympics, **WABC-TV** co-anchor Roger Grimsby interviewed a Tass radio reporter by satellite.

Being in the right place at the right time is how **WBRZ Baton Rouge** said it got some of the year's most dramatic footage, captured by news photographer Abe McGull on March 16, 1984. McGull and reporter Ed Buggs were at the Baton Rouge Metro Airport to cover what they expected to be a routine story—a man accused of kidnapping a local boy, taking him to California and sexually abusing him was being returned to face charges. It was a routine wrap-up story with the plane arriving at 9:25 p.m. and the

footage to be inserted in the 10 p.m. news. McGull set up outside the regular security checkpoint. As the suspect was led past by two policeman, McGull focused on the trio. Just then, a man who had been talking on a nearby pay phone directly in front of the lens pulled a gun from his pocket and fired one shot into the suspect's head, killing him instantly. McGull kept rolling as the deputies grabbed the assailant, who turned out to be the father of the accused's victim, and his shotgun mike picked up the man's comment: "You would have done the same thing if it were your son."

In April, during some of the worst flooding in Louisiana in 100 years, **WBRZ** provided 24-hour coverage of the disaster and its impact on the community. The station also assisted networks with live and taped reports via its satellite uplink.

The governor's race highlighted the year's election coverage. Featured were a television debate, two in-depth election specials and election night coverage of both primary and general elections. Election night coverage included a statewide exit poll which allowed the station to declare a winner only three minutes after the polls closed.

When the U.S. invaded Grenada, **KDKA-TV Pittsburgh** interviewed a number of families with Marine sons who had participated in the invasion. One family had one son in Lebanon and one in Grenada. Correspondent Ray Tannehill was with the first wave of reporters allowed into Grenada. He talked to local marines and fed satellite reports back to Pittsburgh.

KDKA-TV was on the air live for one hour to cover the installation of Anthony Bevilacqua as bishop of Pittsburgh. Ray Tannehill anchored the coverage live from St. Paul's cathedral, and reporter Harold Hayes went to Brooklyn, N. Y., to report on the new bishop's departure from his former parish.

The 20th anniversary of Martin Luther King Jr.'s march on Washington provided an

opportunity for live, in-depth coverage, with a special report by Ray Tannehill from Washington, and live and taped reports from Pittsburgh. Tannehill's coverage included an interview with NAACP President Benjamin Hooks. With the cooperation of Westinghouse Newsfeed, two satellite reports were fed on the day of the march.

The reporting of tornadoes which hit the northern counties of South Carolina on March 28 was a challenge for the news staff of 10 at **WPDE-TV Florence, S.C.** The storms struck at dusk, while the evening news staff was still available. Two reporters were immediately sent to a heavily damaged shopping center where they taped early search and clean-up efforts. At the station the weather reporter and the 11 p.m. anchor provided updates throughout the night as information became available. For the lead of the 11 p.m. news, **WPDE-TV** retrieved videotape from Bennettsville, S.C., showing the extent of the damage. The next day, all of the station's reporters, some of whom had been up all night, were assigned towns in the viewing area to visit and report on the damage. The morning news contained aerie footage of the destruction and information on emergency assistance available from law enforcement authorities, churches and charitable groups.

The news staff covered the June 12 Democratic primary election just as diligently. The week before the election each of the congressional candidates was profiled during a news special. On primary day some reporters were sent to courthouses in area counties to report results while others followed the candidates. Updates were aired during prime time and from 10 p.m. to midnight **WPDE** had live coverage of the election with a half-hour break at 11 for local news.

WBTV Charlotte, N.C. has had its share of breaking stories. When a freight train carrying methanol derailed in Marshville, a **WBTV** news photographer who lived in the area got exclusive footage of the accident before the immediate area was evacuated.

Another spot story took **WBTV** to western North Carolina when prisoners escaped from a Tennessee prison. **WBTV**, which has a news bureau in the area, was able to get exclusive footage of the search and capture. The news department also obtained audio recordings of a state trooper who was shot as he unknowingly stopped the prisoners' getaway car before their capture.

To coincide with the 400th anniversary of the first English landing in the state, **WBTV** sent news crews to Plymouth, England, and Manteo, N.C., to retrace the voyage. The reports included a profile of Plymouth and the historic search for the "Lost Colony."

WWL-TV New Orleans's coverage of the gubernatorial campaign in Louisiana was only a prelude to its extensive election night coverage. The station utilized two mobile vans, rented a production van and used telephone hookups, setting up capability to broadcast live from nine remote locations in New Or-



WBRZ capturing a murder on videotape

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RKO Television maintains an ongoing commitment of service and involvement with the markets we serve. It shows in everything we do from programming to public affairs to news.

This past year, RKO Television's WOR-TV pioneered a totally new concept in local TV news: a complete, concise news program regularly scheduled at 8 PM. We called it News 9: Primetime... the right news at the right time. Since then, it's become *the* news alternative in New Jersey and New York.

In Los Angeles, KHJ-TV's Emmy award-winning Nine O'Clock News broke away from the ever-increasing news clutter with Southern California's

only early primetime news. A single newscast at a sensible hour that's steadily making gains in the market.

And in Memphis, WHBQ-TV's Eyewitness News keeps the mid-South informed and aware with its largest news gathering staff and latest, state-of-the-art equipment.

At each station in each market, RKO Television stations have built on our substantial commitment to serve our communities by keeping them informed with local, national and international news. And how it affects viewers' lives. And that's good news to the people of New Jersey, New York, Los Angeles and Memphis.

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Where Viewers Find Answers

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The most
watched event
in television
history
also has the
most people
to thank.



It began with the dedicated work of the International Olympic Committee, the Los Angeles Olympic Organizing Committee and thousands of volunteers. Their untiring efforts helped make the Games of the XXIII Olympiad one of the most memorable ever.

The superb athletes came through with performances that caught the fancy of the world. We were moved by their stunning feats. Touched by the courage and determination that made them all winners.

We thank our advertisers for their extraordinary support. And our affiliate television stations for bringing the Games to their communities.

We're most proud of the 300 management and production personnel of ABC Sports, the 1400 people of ABC Broadcast Operations and Engineering and the 1800 support personnel who had the Herculean task of providing Olympic coverage for all the world. They spent years developing new technologies and planning new ways to cover every event. Then they did the impossible. They captured all the magic of the Olympics and sent it to 2½ billion people around the world, including 180 million pride-filled Americans.

ABC salutes the athletes, the spectators and everyone involved in the Games of the XXIII Olympiad. Their spirited participation truly renewed the spirit of the Olympics—and of the world.



 **ABC Television**
The Olympic Tradition Continues...

leans and the state capital, Baton Rouge, 80 miles away.

Five computer terminals were set up in the newsroom to tally voting information from various key courthouses and precincts.

Those terminals also patched into the on-air system, allowing for immediate updates. WWL-TV employed exit pollster Steve Teichner, and hired another 100 people to help poll voters leaving key areas. In all, the

station used 160 employees from every department as part of its coverage.

Live coverage began at 7:30. Four anchors and a political analyst were placed in a specially built control room. Another con-

A day in the life of a news director

By Dave Emery, news director, wxii(TV) Winston-Salem, N.C.



Fatally injured Rismiller



WXII's "apology"



Jackson surrenders

When everything seems to be under control, watch for it all to come unraveled.

Whatever time of day you choose to leave the building, it's probably going to be the wrong time to be away.

I think I'll post both of those statements in a prominent place in my office.

Tuesday, June 5, 1984. It's all under control. Officers from Pulitzer [parent of wxii] are due to arrive late in the day. It's also the day for North Carolina's runoff primary, so we're all prepared to work the double shifts that come with election days. It looks like a fairly manageable news day. We'll do the election sidebars, police are looking for some escaped convicts in another part of the state and we're working on a few enterprise ideas.

It's just after 10 in the morning and it looks like a good time to drop off the car for those repairs that should have been done weeks ago. Bad timing. I return to the station to find the general manager running the newsroom. He seems happy to see me.

While I was out, a man shot the sales manager of a local independent station, took the receptionist hostage and barricaded himself in his home.

We've got a crew at the shooting scene, two crews and a live van at the hostage scene, and the assistant news director, Mark Mayhew, is on his way to the command post. He'll be an excellent communications link with the station, the police and our reporting crews.

We have to decide whether or not to do a live report from the hostage scene. We know that the suspect, Ronnell Jackson, is watching television, so we tell our viewers there will be no live reports until the situation is resolved. That sets off a debate in the newsroom because the competition is doing live reports. The news director wins the debate and there are no live reports.

Next, we learn the shooting victim, William Rismiller of WJTM-TV, has died at the hospital. The suspect is still watching television, so we decide to withhold the information. If he learns his victim has died, he may decide he has nothing to lose by taking another life.

At this point, information is still sketchy. There's some speculation that it's a domestic situation. Can't anyone find out what Jackson really wants?

Then it becomes all too clear, and we have to worry about a whole lot more than just covering the story. We don't have a choice. We're part of the story.

Calling from the command post, the police chief says they've tried almost everything to bring about a peaceful solution. They need our help. Jackson is convinced that wxii has been spying on him through his television set, and he's not going to surrender

until we confess and apologize to him—on air.

The chief doesn't want to ask us to do a real on-air cut-in, but he's talked to the people at Summit Cable Company and maybe there's a way to tap into the cable system, do a "fake" live cut-in.

What if it doesn't work? Not much time to think about that. Police say it's the only answer, so our engineers go to the scene to start helping with the technical problems. The assistant news director, with the help of the police negotiators, starts writing the bogus apology.

In the middle of all this, there's a new problem. It's after 3 p.m.; network [NBC] wants the story for *Nightly News*; everyone who has ever done a favor for us wants a dub of our material; reporters are calling to ask questions; we don't know what we're going to do on the 6 o'clock news if this thing isn't resolved soon.

We assign one person to answer the calls, get dubs made as soon as each tape comes in the door and arrange shipping.

At the hostage scene, our reporter has recorded the fake apology and engineers from our station and the cable company are just about ready. They've broken the cable transmission line leading to the houses in the block and installed a switch with normal cable programming on one input and a videotape recorder and turntable modulator on the other.

At about 4:30, the tape is rolled, the switch is made, and Jackson sees our reporter "interrupt" programming with her "live" confession and apology. Then we switch back to regular programming.

The tension really sets in. Did it work? Jackson balks a little. But, after several very long minutes, police convince him to keep his word. The hostage is released and Jackson surrenders peacefully.

The two-way radio isn't working very well, but we manage to get our live report on the air almost immediately. The second crew continues to cover the story. It's almost 5 p.m. and we have to get everyone back here to try to pull it all together for the 6 o'clock news. That's the easy part. The newscast goes exactly as we planned it.

Finally it's 6:30. We've just about finished planning the hostage segment for 11 o'clock. Network got their story. Most of the other tape dubs made it to their planes and buses. The corporate officers have landed safely at the airport. The general manager has gone to pick up my car.

We all take a few moments to reflect on how lucky we were everything went as well as it did. The whole station is proud of the day's work, and everyone is feeling good.

Now, what are we going to do about the election coverage for tonight? And why is corporate here?

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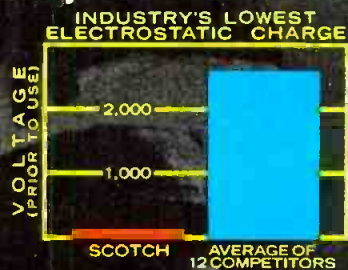
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room was used to coordinate incoming live remotes and tracking reports to be used for tape delay. Additional programing included preproduced segments on candidates in the various races. Within five minutes of the polls closing at 8 p. m., the station went live to Baton Rouge where Teichner reported former Governor Edwin Edwards had unseated incumbent Dave Treen. The station then switched live to both candidates' headquarters. The coverage brought WWL-TV a 47 share on election night.

□

WINK-TV Fort Myers, Fla., provided daily live reports from West Palm Beach, 150 miles away, of the trial and conviction of one of three Lee county commissioners charged with mismanagement. It was the culmination of 250 reports and a five-part special, between 1981 and 1983, on commission mismanagement in connection with the building of a \$100-million airport. To date, two of the commissioners have served jail terms and the third is appealing his conviction, according to the station.

In addition, WINK-TV provided 47 stories

within 60 days on an unidentified disease that killed 42 manatees (a species of sea mammal declared an endangered species under Florida law). The effort played a major role in a massive research project undertaken by the state into the crisis and the establishment of a protected manatee sanctuary at Crystal River on Florida's west coast.

□

Early on the morning of June 8 a tornado touched down in southern Wisconsin and devastated the small town of Barneveld, killing nine people, injuring 200 and destroying most of the buildings. Reporters for WMTV Madison, Wis., were the first to reach Barneveld to record the rescue efforts, according to the station. WMTV cut into regular programing throughout the day to update the situation and devoted its entire 6 p. m. newscast to the story.

□

When Walter Mondale announced he had chosen Geraldine Ferraro as his running mate, WCBS-TV New York pre-empted regular programing to provide special coverage even before the networks broke in for the announcement. The broadcast included interviews with New York Governor Mario Cuomo, City Council President Carol Bellamy, Bella Abzug, Gloria Steinem and friends and neighbors of Ferraro in her congressional district in Queens. Reporters also interviewed Reagan-Bush consultant Roger Ailes who discussed the Republican party's strategy for campaigning against the first woman vice presidential candidate.

Its biggest challenge of the year, said WCBS-TV, was covering the Democratic national convention. The station sent 17 staffers to San Francisco. The newsroom contained 70 phone and intercom lines, news research computers and wire machines. But WCBS-TV also had use of a technical production center shared by CBS-owned stations. It was equipped with a studio, editing booths and production facilities. Each night during the convention, WCBS-TV reporters filed taped reports, live interviews and political analysis. WCBS-TV had been covering politics throughout the election year via a series of profiles of New York area candidates and convention delegates.

Another national news event covered by WCBS-TV was the Korean Airlines disaster. The station interviewed a retired Pan Am captain who was involved in mapping the flight path for that route. He discussed international flight regulations and said he believed it was possible for a plane to go off course because of human error, technical problems or wind. WCBS-TV also aired a live report from California where White House spokesman Larry Speakes relayed President Reagan's reaction. The station then switched to Kennedy Airport where a reporter interviewed a family scheduled to board a Korean Airlines flight several hours later, the same flight number that had crashed. To give the story a local angle the station aired a live report from an area in New York with a large Korean community.

WCBS-TV said it arrived within minutes after a four-story tenement undergoing renovation collapsed in lower Manhattan. One of the station's news crews had been shooting nearby and, hearing the crash, rushed to

Recording evidence

From WKBW-TV Buffalo, N.Y.: "The story unfolded as 'a day in the life' of people who live in Buffalo's housing projects. Police were called to an apartment in the early morning hours to investigate the kidnapping of a 10-year-old girl from her bedroom. There was evidence of forced entry, and her parents were beside themselves in grief and terror. Police had reason to believe harm had come to this girl.

"[We] picked up on the story early in the morning and dispatched a crew to check it out. That crew developed a standard story for our noon newscast on the child's kidnapping, and published her picture to aid police in the search.

"The crew returned to the home of the girl after the noon newscast, and that is when the story took off. As Eyewitness News arrived on the scene, the victim was walking home. She was rushed into her parent's home by neighbors and questioned as to what happened. The victim, obviously distraught and afraid, told her parents that she had been raped by a man named 'Charlie.' She did this under the camera eye of our crew. Immediately, the girl's father went into a rage and led a mob of vigilantes to the home in the projects his daughter had pointed out.

"The crew realized immediately that trouble was on the way. The reporter, Jon Bowman, ordered cameraman Ed Reilly to follow the mob. Bowman then bolted for police help. He knew that officers were in the area still working on the case. Bowman also radioed his assignment desk to ask for police help to control the mob, which was growing as it made its way across the project's commons area.

"Bowman got to the police, too late. The mob was upon Charles Dean, the accused kidnapper and rapist, beating and stabbing him. Photographer Reilly recorded the incident on tape, running after the crowd as they pursued Dean. The police intervened, rescued the victim and arrested his attackers, primarily the father of the kidnap victim.

"As the vigilante scene unfolded, Eyewitness News dispatched five crews to the scene to get support video. One followed an ambulance as they rushed Dean to a local hospital. . . A reporter managed to work his way into the emergency room area as doctors stabilized his wounds. A second picked up reaction from a project angered by a horrible incident and angrier still at a police force they thought did little to protect them. A third moved to the police station to get the father as he was booked and held."

The cases associated with the incident remain in litigation.





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the site. The station claims it was the first TV station on the scene. The story, which led the 5 p.m. newscast and also aired at 6, showed police, firefighters and medical teams working to rescue the victims (one dead; 15 injured) trapped inside the rubble. There was also a report filed later from the hospital where many of the injured were taken.

Reporter Russ Ewing of **WLS-TV Chicago** is becoming something of institution in that city for his role as a mediator between criminals and law enforcement officials. Last March Gregory Hill, known as the high-rise bandit, escaped from jail with five other prisoners. He was the last to be caught, and called Ewing to turn himself in. Ewing ar-



WLS-TV as mediator

ranged to pick up Hill outside Chicago and brought him back to the city in his plane. Ewing grew up in Chicago and in the past 18 years, 46 criminals have turned themselves in to him.

WLS-TV reporters went to Lebanon and brought back videotape "letters" from seven Chicago area servicemen stationed there. And sports reporter Mike Adamle ventured to Sarajevo, Yugoslavia, where he previewed the winter Olympics and did feature stories. His reports were used by the other ABC-owned stations and many affiliates.

A news crew from **WLWT Cincinnati** was literally rocked out of their beds by an explosion on the morning of Oct. 23, 1983. They had been in Beirut, Lebanon, to prepare a five-part series on the life of a marine from Cincinnati stationed in Beirut. After the terrorist bombing of the Marine headquarters the assignment of the crew quickly changed. Taped reports of the tragedy were sent back to Cincinnati by satellite through cooperative agreements with CNN and NBC.

Former Cincinnati Mayor Jerry Springer was named the 6 and 11 p.m. anchorman for WLWT in February. His political experience paid off for the station shortly afterward when he was sent to New Hampshire to cover the nation's first Democratic primary and the presidential campaign of Ohio Senator John Glenn. Through his contacts in the party, Springer obtained unreleased poll information and was able to predict the victory of Gary Hart before the networks and before the polls closed.

A gas explosion at a grocery store resulted in 15 serious injuries and an exclusive inter-

view by **wowk-TV Huntington, W. Va.**, reporter Phil Benson. He was the first reporter at the scene and managed to talk to an injured woman in the emergency room. "The victim was flat on her back in the ER," said Benson, "but she was willing to do the interview, so we went ahead."

The invasion of Grenada presented **KYW-TV Philadelphia** with its own local angle. On the island was Katie Caruthers, a 27-year-old missionary from southern New Jersey. Carrying a two-day supply of food and water, anchor Diane Allen and a cameraman entered the island two days after the invasion. Caruthers's parents asked Allen to help in getting information on their daughter from the State Department. Caruthers was among a dozen Americans unaccounted for, but Allen, working with the Grenadian police, found her safe and went on the air to send the news to Philadelphia.

The resignation of Miss America, Vanessa Williams, sent the station into action, "working around the clock for four days" to gather exclusive interviews, including those with Williams's father; *Penthouse* publisher Bob Guccione; Miss America, Suzette Clark; former Miss America, Deborah Sue Maffett, and *Playboy* Publisher Hugh Hefner. The broadcast was distributed to other *Evening/PM Magazine* stations across the country.

Viewers of **wrtv Indianapolis** were prepped for television coverage of this year's Indianapolis 500 with two prime time specials that preceded the race. Both specials were hosted by Tom Carnegie, who is in his 39th straight year as chief announcer of the Indianapolis Motor Speedway. *Teaming for Victory*, which aired on May 1, featured the racing team of a promising young driver, Bobby Rahal. On May 18, *Tough Track/Easy Rider* featured racing veteran Tom Sneva.

Exclusive live coverage of the Indy trials was shown on **wrtv** during the weekends of May 12-13 and 19-20. On May 27, the day of the race, **wrtv** aired live updates of the race every half hour between 11 a.m. and 2 p.m. At 8 p.m. that night the station ran a one-hour special, *500 Race Highlights*.

WPEC West Palm Beach, Fla., presented unique coverage of the U.S. invasion of Grenada last October. After obtaining permission from the FCC, WPEC broadcast live transmissions between a local ham radio operator and an American student who was on the island.

On Feb. 10, a gunman held five hostages in a drug store for six hours. He demanded that a statement promising he would not be hurt should he surrender be broadcast by the sheriff. WPEC refused to air the statement, although another local station did. After the incident, WPEC News Director Bill Crafton said on the 5 p.m. news program that the station would not allow itself "to be used to meet the demands of anyone perpetrating violence. . . . If a television station gives in to one demand it can only lead others to assume all they have to do to air their grievances on live television is to go down to the

corner and take some hostages."

A week later, a Lake Park, Fla., policeman was kidnapped. The gunman demanded that he be allowed to make a statement on television. This time no station honored the request. The officer was released unharmed and the gunman surrendered to police.

From six miles off the coast of Florida, a television reporter made broadcast history by telecasting live reports from the ocean floor. The event was part of **wsvn Miami's** weeklong *Thrill Seeker* series. Weekend anchor Steve Dawson reported firsthand on four activities: scuba diving, skin diving, hot air ballooning and co-piloting a glider.

Over the year, **wsvn** covered a number of



Underwater with WSVN Miami

other happenings. **NewsCenter 7** took letters to South Florida's marines in Beirut. It covered the championship Orange Bowl game, and the University of Miami's victory celebrations. It met Jesse Jackson at Washington's Dulles airport when the presidential candidate returned to the U.S. with former Cuban prisoners, and provided live coverage from Miami International airport when the prisoners arrived home.

KNTV San Jose, Calif., was on hand in San Francisco for the week-long Democratic national convention. Although the path to the station's microwave transmitters was blocked by buildings, **News 11** reporters Maggi Scura and Alex Demetric opened the news every day with live reports made possible by bouncing the signals off a building. **KNTV** reporters also covered the campaigns preceding the convention. Jesse Jackson's actions were followed each time he traveled to the area, and issues of importance to the candidates—such as the Simpson-Mazzoli bill—were explored in special reports. The station used an exit poll carried out by **KNTV** political analyst Dr. Larry Gerston of San Jose State University. The poll proved to be 97% accurate, but was not released until after voting booths had closed.

In April, the station covered an earthquake. The tremor, which registered 6.2 on the Richter scale, was slightly below the level causing serious damage and injury, but required evacuation of downtown buildings and led to a telephone system jam. **KNTV** released reports throughout the day in an effort to help Bay Area residents and the emergency service agencies trying to deal with the jolt.

And when cars from a derailed freight train crashed through two San Jose homes,

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the station covered the story from ground and air. KNTV's 6 p.m. news carried live interviews with the homeowners. The station said it was the first to report that railroad repair crews had been working on the tracks at the time.

□

When the city of San Jose, Calif., lost \$60 million in the bond market, KNTV San Jose was among the first to get the story. The station aired Mayor Tom McEnery's address explaining the problem and its effect on city services, and continued to provide reports after national headlines had died down.

□

WIS-TV Indianapolis, which noted a first last year by switching from three-quarter-inch tape to the half-inch Betacam format, added a market first this year—an half-hour early morning news show at 6:30 a.m. The show developed from the favorable response to special early morning news shows the station aired when heavy snow storms hit the area.

A presidential campaign takes on greater significance when a state's own senator is in the race. Thus when U.S. Senator Ernest Hollings vied for the 1984 Democratic nomination, WIS-TV Columbia, S.C., covered the story from beginning to end. The station traveled to Washington for the senator's announcement of his candidacy before the National Press Club. It produced a three-part series on Hollings's campaign trip through Texas and Florida. It tested New Hampshire sentiment and found that the candidate had little hope of faring well there—news confirmed by the early 1984 primary. And it conducted the first exclusive interview with Hollings after he withdrew from the race. WIS-TV maintained continuity by keeping reporter Charley Keyes on the story throughout and by using its own tape rather than relying on tape from other stations.

WIS-TV was also kept busy covering South Carolina's worst natural disaster in a century: In March, tornadoes struck three small towns—Newberry, Bennettsville and Winnsboro. The station sent crews to each location, to the state Disaster Preparedness

Center and to the Columbia hospital. Its 11 o'clock report was fed live by ABC, CBS, NBC and CNN; it then had to work around network crews that all wanted privacy while covering the story from the station. WIS-TV eliminated its sports coverage from the next day's early show to avoid juxtaposing two very different moods. Three days after the disaster, the station aired a 30-minute documentary that tied together previous coverage.

WIS-TV was honored with United Press International's 1984 National Best Broadcast Award for best newscast.

□

Sent "on the streets" by news director Max Smith after a number of Friday bank robberies, WREX-TV Rockford, Ill., reporter Jerry Huffman and a photographer had to wait only 15 minutes before another robbery occurred. They were the only television station to tape the capture and arrest of the man, an unemployed father now in federal prison.

WREX-TV also recorded Ronald Reagan en route to his boyhood town of Dixon, Ill. The station assigned four crews to cover the homecoming, using additional personnel and microwave links at a cost of \$3,000 for the one-day event.

And WREX-TV chartered a helicopter to cover the destruction caused by a tornado 65 miles away in Barneveld, Wis. Ninety-five percent of the 600-person farming community was left homeless. WREX-TV's coverage lasted two weeks, and included information on health and safety, insurance proceedings, emergency services and how to respond to such a natural disaster.

□

A month after the anniversary of the opening of the St. Lawrence Seaway, WWNV-TV Watertown, N.Y., repeated its hour-long documentary, *The Seaway: America's Fourth Coast*. It was the first time the station had repeated a news broadcast. The program had received such positive response from viewers that its second showing occurred in prime time. To produce *The Seaway*, WWNV-TV reporter/producer Anne Richter and cameraman James Corbin spent a month traveling to Washington, Ottawa, Montreal and commemorative ceremonies in Massena, N.Y. The documentary included the seaway's history, its growth, and issues facing the Seaway Corp.

□

Torrential rains hit the Birmingham, Ala., area last December and WABC-TV there provided full coverage. A news crew went out to record the damage when the first flood warning was issued. The crew worked through that Friday night and into Saturday morning covering the storm. Saturday morning programming was interrupted for a 15-minute newscast anchored by the station's meteorologist, showing where flooding had occurred and what people left homeless could do. Much of the area around the football stadium where the Alabama-Auburn game was to be played was also flooded and the station gave updates on weather and road conditions, helping to alleviate potential traffic problems. Minutes after the newscasts ended, word came that a tornado had

Arts opening logistics

The following is a report by George Hulcher, who was the executive producer of coverage by WHAS-TV Louisville, Ky., of the opening of the Kentucky Center for the Arts. Celebrities attending the opening included Ken Kercheval, Lily Tomlin, Florence Henderson, Diane Sawyer, Douglas Fairbanks Jr. and Lillian Gish. The station covered the opening night's two-hour program from 9 to 11 p.m. on Nov. 19, 1983.

"In order to make the show have some continuity and yet include all the pre-taped features describing the new complex, I had to devise a method of taping segments and playing them back. This was difficult as WHAS-TV had no control over the timing and scheduling of performers and an outside producer had reserved rights to certain acts.

"WHAS-TV was further restricted technically since we were not allowed to have cameras in view in the auditorium. Because Louisville Productions, a subsidiary of WHAS Inc., was staging a videoconference the following week, we brought in a production truck from Shooting Star in Tallahassee, Fla. They provided five studio-type Ikegami cameras and several hand-held mini-cams. Best Audio from Hollywood, Calif., was secured to provide audio for the production.

"Due to the complicated production system, four directors worked in strategic places in the truck and at the WHAS-TV studio. One directed the video in the truck; one directed videotape playbacks in the station tape room; one directed playbacks, pre-taped packages and commercials in the control room.

"Beginning about 6 p.m. that evening, WHAS-TV camera crews with talent did 'color' interviews of celebrities as they arrived at the new center. This tape was brought back to the station and edited to a five-minute package. The talent did an opening and closing, throwing it back to the anchors inside the building. The anchors taped an opening segment which was microwaved back to the station.

"As the curtain was about to go up (7:45 p.m.) we rolled tape and cued the anchors in chroma key (theater and stage between them) and they talked about the upcoming program until the curtain came up. WHAS-TV taped the acts we were allowed to broadcast, rewound and hand carried them back to the station for playback. At no time were we live the entire night, and the live stage show was over about 30 minutes before the TV show.

"About 50 people worked directly on the TV show, including directors, technical directors, camera operators, assistant directors, producers, technicians etc. We also set up a closed-circuit feed to let the off-stage performers see what was going on and for the ushers who did not get to go inside. Our feed from the truck was on land lines back to the station, with a microwave backup. The Kentucky Center for the Arts is three blocks from the WHAS-TV facility. The Kentucky Educational Television Network took the feed (at no charge) and everyone in the state of Kentucky had an opportunity to see the show."

Four days later, Louisville Productions staged a one-hour videoconference on the opening for arts officials across the country. Twelve cities participated in the Westar V feed.

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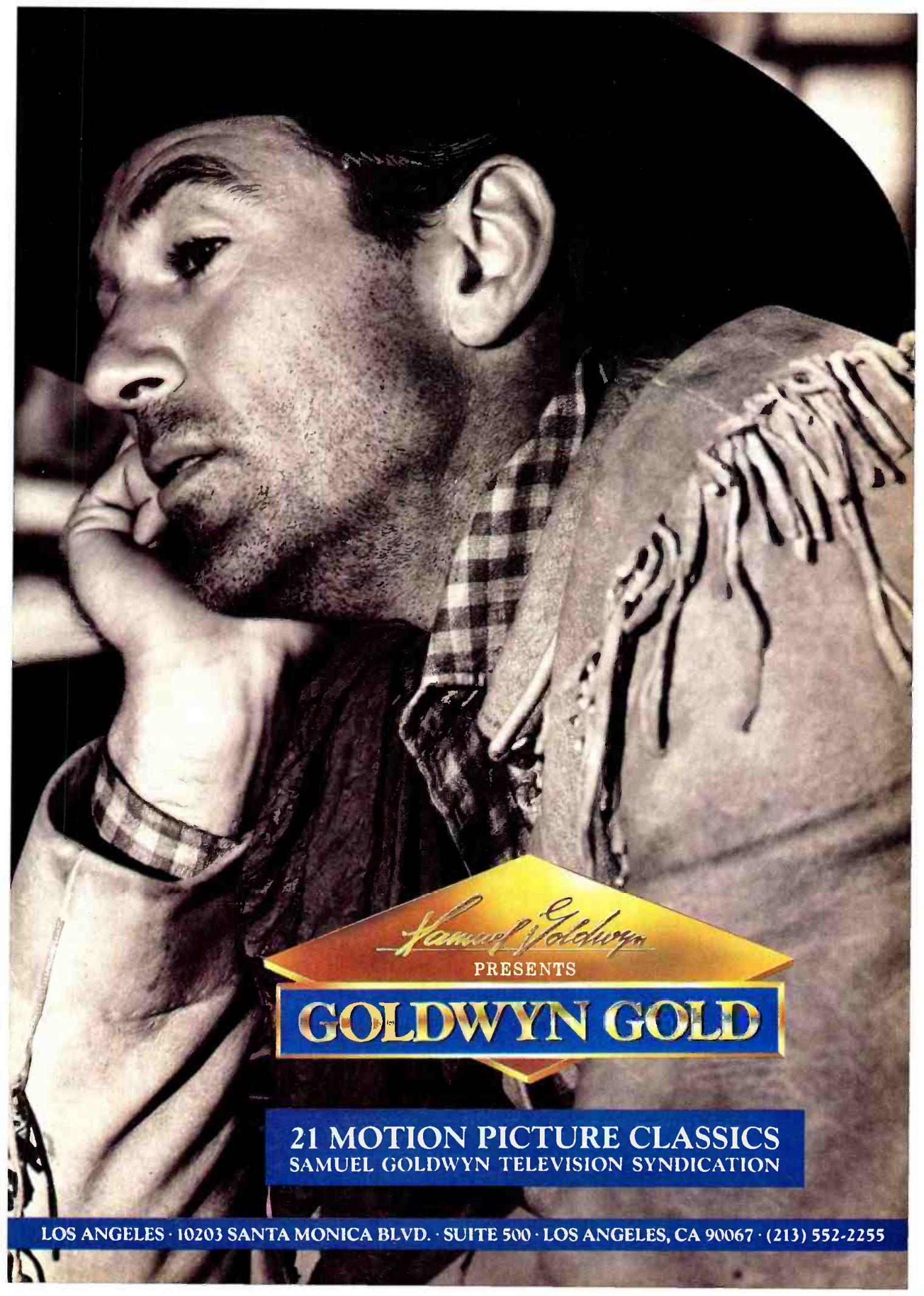


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touched down in a nearby shopping center and a barely dry news crew headed back out to cover the twister and the damage it had done.

□

When San Francisco's Moscone Center was chosen as headquarters for the Democratic national convention, **KRON-TV San Francisco** set out to show the effects of the convention on the Bay Area as well as the effects of the political decisions there on the rest of the country. By the July 16 start-up, a sound-proof news set had been installed in a skybox at the center, complete with two cameras and a prompter. The master control area in the bleachers below the anchor booth was hooked up to the news department's computer system, and there were complete editing facilities for last-minute packages. Beginning on the Friday before the convention, each of the station's newscasts was broadcast live from the center, with additional specials airing throughout the week.

Some events are almost impossible for a local station to cover. To broaden its range of coverage, **KRON-TV** has joined Conus Communications, the cooperative satellite news-gathering network. "The portable uplink and Ku-band transponder give us the ability to cover news and programming without any limitations," according to James Smith, station vice president and general manager. "ENG allowed a station to go live. Now, SNG allows us to go live from anywhere at any time, with a local angle."

□

Newscasts during late 1983 on **WJBF Augusta, Ga.**, were often headed by reports of arrests and indictments of local political figures. Richmond county Sheriff J.B. Dykes was arrested by the FBI and later pleaded guilty to charges of fixing drunk driving tickets. Sam Sibley, district attorney for the same county, was indicted on a charge of theft by deception. Then, Augusta mayor Edward McIntyre was arrested and later convicted for charges of accepting kickbacks from real estate developers trying to develop city-owned property. **WJBF** carried the mayor's resignation speech live from the city hall. Throughout the trials of all three men, the station had reporters in the courtroom and was the only local station to send an artist, according to **WJBF**.

Last October President Reagan and Secretary of State George Schultz visited Augusta and **WJBF** claimed the only live coverage of their arrival at the airport. During the visit, an armed man crashed through the gates of the Augusta National Golf Course, took hostages and demanded to talk to the President. Due to advanced planning for such an emergency, **WJBF** had enough personnel to cover both the presidential visit and the hostage situation.

□

KCRA-TV Sacramento, Calif., sent a crew to cover the conflict on the island of Grenada. Reporter Tip Kindel interviewed northern Californians involved in the attack.

The station also aired live reports from Super Bowl XVIII, the Democratic national convention and state Governor George Deukmejian's budget speech via satellite, and used its Copter Three to send live cover-

On the move. To improve coverage of major stories, the Gannett Co. established what it calls the "Flying Squad." It is a troupe of news people available to provide the company's six TV stations with immediate, localized coverage of breaking national stories. **KUSA-TV** Denver's Rick Sallinger was named national correspondent, with the rest of the crew from Gannett's Washington bureau. Most of the time they remain assigned to local newsgathering. But when an important national story breaks, the team flies to the location to file reports. So far the squad has reported from Los Angeles on the effects of the Soviets dropping out of the Olympics, the summer games and the Democratic and Republican conventions.

age of Walter Mondale's pre-convention visit to Lake Tahoe, Calif.

□

When President Reagan visited Mammoth Cave National Park in Cave City and Beech Bend Park in Bowling Green, both Kentucky, **WBKO Bowling Green** was faced with the challenge of acting as the "pool" station for 15 other stations. The station didn't find out about the President's address to the National Campers and Hikers Association until two days before the visit was scheduled. Because the entire news department would have to concentrate on covering the event, the rest of the station's personnel handled arrangements for the visiting media. A reception area with typewriters, telephone access and soft drinks was set up. Then, when the other stations arrived, **WBKO** staff took their tapes on a first-come, first-served basis. **WBKO** had borrowed a mixer box from another station so that it could make 10 dubs at once, in addition to five with its own equipment. In the dubbing area, **WBKO** personnel labeled the tapes, made the dubs, checked the tapes, returned them and readied another group. The entire procedure was completed in three runs—a total of about 90 minutes. Dubbing was so efficient that it didn't interfere with local programming or the station's own evening newscast.

□

When tornadoes struck at 9:25 p.m., **KYTV Springfield, Mo.**, went into action. Within minutes, the station was on the air with live reports of damage. More personnel arrived at the station and reports aired until 1:15 a.m. A half-hour special was aired the next day, including live feeds from the command center, footage of the hard hit areas and information for those who lost their homes and possessions. The station also followed the National Guard, brought in to curb looting, and an inspection tour by the governor. Following the coverage the station developed a "Tornado Tips" pamphlet, designed to educate the public on storm preparedness. Over 25,000 copies were mailed.

The station gave extensive coverage to local political turmoil. Five of nine city council members met in a special closed session and suspended the city manager. A re-

porter stood by outside the meeting room and broke the story live as the meeting ended. The late-night newscast recapped the story and included an exclusive interview with the city manager. The next day's noon newscast was extended to one hour, with segments on reaction to the firing. Three days later a vote changed and the city manager was reinstated. The station covered that story and reaction to those who had voted for his ouster. The station continued to cover the story as three councilmen who voted against him were removed from office through a recall election.

□

WCVB-TV Boston gave extended coverage to the death of Cardinal Medeiros. The station provided live coverage of the medical press conference immediately after his death and also went live to cover a mass celebrated shortly thereafter. The cardinal had gone in the hospital for open-heart surgery, and **WCVB-TV** had covered the events surrounding the operation on its regular newscasts and its *Chronicle* series. In addition, the station aired a one-hour special on his death and provided live coverage of the memorial mass from Boston's Holy Cross cathedral. The station also had done an hour-long profile on the prelate a few months earlier, one of the last extensive interviews he gave.

Political coverage was also big this year, with both the New Hampshire and Massachusetts primaries. Specials were aired before each primary and **WCVB-TV** went live for 90 minutes on each primary night with election tally coverage. Live reports came from the candidates' headquarters. Complementing the coverage was in-studio commentary by expert political analysts.

□

The **WISN-TV Milwaukee** helicopter was called in on the rescue of an ice fisherman who had fallen through the ice. Two police officers in a boat had rescued the man but got caught in the ice. The helicopter pilot lowered a rope and hauled the boat and the men to the shore.

The station also followed the saga of Virgil Bingham, a small boy in need of a kidney transplant. His wish was to visit Disneyland, and the station arranged that with the help of the Sunshine Club in Philadelphia. While Virgil was at Disneyland, a donor kidney was found and he was rushed back to Milwaukee. He lived four-and-a-half months after the operation.

The station was the only one of six local stations, it said, to go to Sarajevo to cover the winter Olympics, both to show the local athletes competing and the ice skating competition. During 16 days in Sarajevo the three-man crew filed 40 reports.

□

The use of television cameras is now legal in Georgia courtrooms and **WAGA-TV Atlanta** has been an innovator in courtroom coverage. It was found that the best pictures of the proceedings without disrupting the court could be obtained by using two cameras: an unmanned camera in the front of the room fac-



This is what a newscast that just won a national news award looks like.

The newscast was on WIS-TV, Columbia. It won the UPI National Broadcast Award for best local newscast in its division. The judges called the newscast they saw "an all-around good product, well edited and well thought-out." It ran on October 27, 1983 and contained eight hard news stories, two human interest pieces, two

local business stories, and four minutes each of sports and weather. It was the kind of hard-packed newscast we try to turn out every day. It's the kind that brought us 14 other news awards in the past year. It's all in a year's work for a station that's been Columbia's news leader for the past 31 years.

WIS-TV • COLUMBIA

Channel 10 South Carolina

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ing the lawyer's podium and a manned camera in the rear. A portable production box was developed by WAGA to broadcast remotes of the court without tying up a production truck. Negotiations are now under way between the Atlanta television stations and Fulton county superior court to wire the entire courthouse for television.

□

Coverage of the capture of a suspected murderer in Rutherfordton, N.C., took on a bizarre twist for WSPA-TV Spartanburg, S.C. The station's reporter, Jeff Patterson, assigned to that area, was forced off a back-country road by the killer. Patterson later learned that the previous night the man had



Threats to a WSPA-TV reporter

allegedly killed a 2-year-old child and stuffed the child into a freezer.

The station also provided viewers with live satellite reports from the New Hampshire primary in Manchester, N.H., the Democratic convention in San Francisco, and the opening of the World's Fair in New Orleans. WSPA-TV also covered live the first execution in 23 years at the Raleigh, N.C., state prison.

□

When more than a foot of snow fell last March, WBZ-TV Boston provided live coverage of the storm with updates on highway conditions and a special half-hour program surveying the storm's damage. The station also supplied viewers with a weather forecast of the next 24 hours and broadcast a number of tips on coping with blizzard conditions.

The death of Cardinal Humberto Medeiros of the Boston archdiocese was in the news in a city of roughly 2.1 million Catholics. His funeral was broadcast live on WBZ-TV. The station also sent reporter Joe Bergantino to south Texas to report on the years Medeiros spent there as an activist priest.

A number of sports events included a live broadcast of the Boston Marathon. The station aired three-and-a-half hours of the marathon using 20 cameras and its SkyEye 4 helicopter and mobile trucks following the runners throughout the 26-mile course. WBZ-TV also provided live coverage of the America's Cup races in Newport, R.I. The station used a microwave relay system from Point Channel, R.I., to Boston.

Viewers also were treated to a number of live newscasts during the presidential primary season. Broadcasts were presented from candidate headquarters in Washington during Super Tuesday. And WBZ-TV reporters Dan Rea and Dennis Kauff broadcast live

from New York and Philadelphia on the eve of the New York and Pennsylvania primaries. Roughly a dozen members of the Eyewitness News Team covered the Democratic convention in San Francisco.

□

The cameras of WABI-TV Bangor, Me., were present last spring when a youth was walking through a housing development aiming a handgun at passers-by and threatening to shoot them. When police arrived, the young man said they would have to shoot him and that if they did not, he would kill one of them. From 100 yards away a WABI camera equipped with a zoom lens recorded the scene as the gunman walked toward a policeman. The officer fired, wounding the youth and capturing him.

□

The story of U.S. marines in Lebanon provided WMAQ-TV Chicago the backdrop to focus on three local men. A reporter and producer went to Lebanon to do a five-part series on local marines. The team returned with letters and photographs from marines for their families back home. When the bombing that killed 241 marines occurred one week later, relatives called WMAQ-TV for information. A WMAQ-TV documentary crew in northern Ireland was dispatched to Weisbaden, West Germany, and found one of the three in the hospital there. Another was found on a ship in the Mediterranean sea; the third died in the bombing.

□

The 400th anniversary celebration of the arrival of the first English ships in America was documented by WRAL-TV Raleigh, N.C., in a live report distributed via satellite from Manteo, N.C., to North Carolina stations. The program was designed to make area viewers aware of their history and heritage. The station said it marked the first collaboration between a commercial television station and the noncommercial North Carolina Center for Public Television, and also marked the first exchange of on-air talent between a local station and a foreign country.

Also last year, WRAL-TV covered a wave of tornadoes that claimed more than 50 lives in the southern and eastern sections of North Carolina. The station devoted an hour-long report to the crisis, and set up a "Tornado Lifeline" to distribute information by telephone to viewers wanting to help victims. In addition, WRAL-TV produced a half-hour educational report titled *Tornadoes: Weathering the Storm*.

□

When Representative Claudine Schneider (R-R.I.) delivered toys from Hasbro Industries to the children of Grenada following the U.S. invasion, WJAR-TV Providence, R.I., reporter Doug White and photographer Bob Hocking went along, recording the reactions of the children as they received the Christmas presents. White also reported on life aboard a military transport and life in Grenada after military action. His pieces were sent via satellite from Puerto Rico back to the station.

And from Newport, R.I., WJAR-TV cov-

ered the America's Cup. Using cameras on board the Goodyear blimp, a helicopter and an 80-foot yacht, the station put together more than six hours of coverage. A live truck with three camera positions gave viewers a dockside look at Newport celebrating later that night.

□

WBNS-TV Columbus, Ohio, reporter Deborah DeHaan played an active role in one of the station's news stories last year, when she stopped on the way to another story to administer resuscitation. DeHaan and photographer Ron Johnson saw a man being dragged from the Scioto river by police. As Johnson shot the spot rescue story, DeHaan



On the scene CPR on WBNS-TV

and an off-duty policeman worked to revive the unconscious man. The man, who had been fishing, regained consciousness but died 13 hours later. DeHaan gave a first-person account of the event on the station's 6 p.m. edition of *Eyewitness News*.

WBNS-TV also made a move to give viewers an active role in the news process by introducing a statewide, toll-free news hotline. "We're making every effort to involve our viewers in the news gathering process—including those outside our metro coverage area," said Larry E. Maisel, WBNS-TV vice president of news.

□

When mass murderer Chris Wilder headed across the country on a kidnapping and murder spree, WPLG Miami-Fort Lauderdale reporters followed close behind. Relying on satellites and the cooperation of other stations, WPLG reporters traveled to Nevada, Utah, California and then New England.

WPLG also used its satellite capability to cover the 40th anniversary of D-Day. It profiled several local veterans and traveled to France for ceremonies, editing reports there and feeding them to London by phonelines where they were uplinked back to the station.

□

WPTA Fort Wayne, Ind.,'s "International Harvester Closing" newscast, which aired July 15, 1983, won both AP and UPI awards. Ninety-five percent of the 6 p.m. newscast was devoted to the story, which showed the running of the last truck and the closing of the assembly plant in Fort Wayne. At one time, the plant was Fort Wayne's major employer, with 10,000 workers. WPTA's report included an independently produced tape of

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The logo for Basys, featuring the word "Basys" in a stylized, bold, sans-serif font. The letters are thick and black, with a slight shadow or outline effect. The 'B' and 'A' are particularly prominent.

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financial analyst Eli Lufgarten and a historic piece on the factory. The live segments of the report were co-anchored, with Susan Toyce in the studio and Gerry Dick from the field plant site.

The station says its 10-10:30 p.m. newscast is delivering a 42 share—more than the next two stations in the market combined. The station said recently released figures state it is the seventh-highest rated news program in the country by shares.

□

Overcoming technical challenges to cover spot news events has become the norm at **WDVM-TV Washington**. When two Amtrak trains collided in New York, **WDVM-TV** secured satellite time and received on-the-scene video from **WCBS-TV New York**. Within an hour, **WDVM-TV** had a reporter on a plane to New York where he gave live reports from the crash site and managed an interview with the chairman of the National Transportation Safety Board who was on the scene.

Tips have also put the station on the leading edge of breaking news. Reporter Mike Buchanan learned of a police drug raid and had a camera and sound crew on hand when police made the arrests. Coverage from another tip, on the release of kidnapped millionairess Edith Rosenkranz, was fed to other CBS-affiliated stations across the country.

WDVM-TV became part of a news event it was covering when it arrived on the scene where a man was threatening to set himself on fire. The man wanted to make a statement



Threatened self-immolation on **WDVM-TV**

to a press representative and **WDVM-TV** cameraman Kline Mengle and soundman Mark Marchione complied. The two were asked by police to divert the man's attention until police wrestled the lighter he was holding away from him. The station had exclusive footage of the incident for its evening newscast.

□

When central Iowa was threatened by heavy rains that flooded highways, **WOI-TV Ames, Iowa**, set up "Flood Watch," a regular series of updates on the crisis. Viewers were informed of dangerous locations and were provided information on emergency assistance.

□

The live remote broadcast from Ivanhoe, Minn., covering the murder trial of Steven Jenkins, by **KSTP-TV Minneapolis** last April 10 was more than just an on-the-scene report. The station utilized its own portable satellite uplink to transmit a report back to its home base 150 miles away. The transportable earth station uses a Ku-band frequency,

which, the station says, "eliminates the frequency checks and fees, interference problems and costly user charges associated with the C-band transmissions." The portable earth station news gathering device is being sold to other stations in **KSTP-TV's** Conus news service.

□

When a police scanner reported a school bus full of children hit by a train in Carrsville, Va., the assignment desk at **WAVY-TV Portsmouth, Va.**, dispatched a helicopter to take aerial photographs and a ground crew to the scene, a 45-minute drive away. **WAVY-TV's** 6 p.m. news featured live reports from Norfolk General hospital, where the most seriously injured victims had been flown by medical helicopter. The 11 p.m. news included a live update on the conditions of the victims, along with a focus on the victim's families, most of whom lived in a trailer park near the scene. **WAVY-TV** was the feed-point for ABC, CBS, NBC and the Cable News Network. Over the next few days, the station followed up with reports on the cause of the accident, the people involved and the reaction of the community.

□

With nine people dead, 66 injured and damage in the millions of dollars, **wisc-TV Madison, Wis.**, had a big job to do. On June 8, the station unfolded the story of the tornado that churned through the 528-population village of Barneveld, Wis. **WISC-TV** aired one-minute updates containing taped and live segments every half-hour, transmitting the latest information on the injured and dead and covering an on-site visit by Wisconsin Governor Anthony Earl. A power outage that damaged the station's microwave field apparatus delayed field anchoring of the 6 p.m. newscast a few minutes. The coverage, extended to an hour, started on the set with 10 o'clock anchor John Karcher and continued with reporter packages from the field. **WISC-TV** also fed tape to Independent Network News and stations throughout the Midwest.

□

The summer Olympics pushed **KCBS-TV Los Angeles** to raise its daily allocation of news to five-and-a-half hours during the games. In addition to airing breaking news and sports updates, the station provided traffic information, weather reports, ticket and hotel availabilities and entertainment information. Three half-hour, early-morning newscasts were added to its schedule, which included updates and topical features. Late afternoon and late night newscasts were expanded and newsbreaks were added to give viewers the latest news. The station also brought in former Olympic athletes to give the participant's point of view on various events. The station used two helicopters, microwave transmission and the Goodyear blimp as part of its coverage.

□

KCNC-TV Denver faced double dislocation when a water main break occurred the same day the city was experiencing a dangerously high pollution level. The station had already prepared a report on the pollution alert when the break occurred near downtown and at the

height of rush hour. With only an hour to the newscast, **KCNC-TV** had to revise its show. Because the break also affected pollution levels, the station combined the two stories. The **KCNC-TV** crew reached the scene of the break only minutes before its broadcast, but managed to provide ground and air coverage of the break, the traffic situation, pollution problems and water shutdowns in the downtown area. For its efforts, **KCNC-TV** earned a regional Emmy for live news coverage.

□

KDFW-TV Dallas used its aerial and ground capabilities to handle a bank hostage story from a small west Texas town. A robber had taken several bank customers hostage. The station used its Sky 4 helicopter to rush the first crew to the scene, then backed them up with a second helicopter for shuttling reporters and their footage to the station's Fort Worth bureau to make the 5 p.m. news deadline. It stayed with the story throughout the evening.

□

An important spot reporting tool for **WTSP-TV Tampa-St. Petersburg, Fla.**, has been its helicopter, Sky 10. On July 25 the lives of workers putting a coat of sealer on a building in St. Petersburg were threatened when a cable broke. The helicopter was at the scene within minutes to get videotape and fly it back to the studios for the noon newscast.



View from the **WTSP-TV** helicopter

Meanwhile, a second crew arrived later for live reports. Two days later, a construction accident in Tampa killed one worker and injured several others. Sky 10 brought **WTSP** cameras to the scene first, this time with live pictures from the air being sent back to the studio. Live aerial pictures were also sent back on another occasion when a small plane crashed into a Japanese restaurant.

□

WHIO-TV Dayton, Ohio, delivered inside coverage of the Dayton International Air Show. The station mounted cameras inside, behind and on top of several of the high-speed planes at the show. A camera and microphone were placed inside an A-7 fighter during its combat assault simulation routine. Another camera was suspended from a helicopter. In total, five hours of coverage were broadcast, 85% live. From the coverage the station put together a one-hour special which it has syndicated to 150 markets across the country.

The station sent a crew of seven to San



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Francisco to cover the Democratic national convention.

□

NASA's mission to capture and repair an ailing satellite struck **WCPO-TV Cincinnati** as newsworthy. So when CBS decided not to give the event live coverage, the station telecast the blastoff using a live cable pool feed and narration by anchor Betsy Ross.

And when spring floods devastated southeastern Kentucky, **WCPO-TV** broadcast stories about Cincinnati residents who collected food, clothing, furniture and money for the victims. It also showed its viewers what was done with their contributions: A news team flew by helicopter to Kentucky to document the arrival of a 12-truck convoy.

□

The biggest spot news story of the year for **WTOL-TV Toledo, Ohio**, was that of fugitive murderer Alton Coleman. The station was the first to report that a car Coleman was believed to have stolen had been found in Toledo. When Coleman was captured on July 20 in Illinois, **WTOL-TV** immediately flew a reporter there, set up a satellite uplink and, working with CBS and **WBBM-TV Chicago**, were able to set up a remote broadcast. Only three hours and 15 minutes after getting news of the capture, **WTOL-TV** was airing a live report of Coleman's arraignment at the federal building in Chicago.

Another story involved violence during a strike at a local auto parts plant. It began during a May 21 solidarity rally and resulted in the arrest of 40 people and the damaging of several police cars. Two days later, **WTOL-TV** said it provided exclusive live coverage of the return to the plant of nonunion workers.

□

When **KTVI Sioux City, Iowa**, covered the River-Cade parade for the second year in a row, it telecast its 6 p.m. news from the parade site before coverage of the actual parade. The two-hour parade, which is in its 21st year, attracts 50,000 people. Reporters were on the street to give color commentary on the more than 120 entries.

The station undertook another long live newscast when it covered the ordination and installation of a local Roman Catholic bishop. The two-hour-and-40-minute program resulted in numerous accolades from viewers and Catholic officials and gained the station an award from Religion in Media. Some 500,000 Catholics live in the area.

□

The ongoing story of the Baltimore Colts' move to another city presented special challenges to **WJZ-TV Baltimore**. The station followed Colts owner Robert Irsay to as many as five cities, sending back live reports on his hunt for a new home for the team. The station was in Honolulu for an owners meeting, but Irsay never appeared. Nonetheless the station filed a report by satellite to Baltimore.

The station was ready at any hour to cover the story. When moving vans moved the Colts in the middle of the night, one of its

three ENG camera crews caught the Mayflower vans at the team's training center. And the station also got exclusive footage of Irsay and the Colts' coach arriving to inspect training facilities in Indianapolis, the team's eventual home.

□

When the governor of Oregon traveled to the Middle East to improve economic ties, **KOIN-TV Portland** accompanied him. Governor Victor Atiyeh traveled to the town in Syria where his father was born and met with Egyptian President Mubarek. Reports cov-



KOIN-TV in the Middle East

ered the specific developments on the trade mission and advanced agricultural methods and techniques used in the Middle East which are similar to those used in Oregon.

When a tanker ran aground near Newport, Ore., the station went to the scene to cover the spill, the ensuing cleanup and the environmental impact. Coverage also included attempts to save the waterfowl affected by the oil spill.

□

WPIX New York presented live coverage of the funeral of Cardinal Cooke of New York and of the installation of his successor, John O'Connor. The station then aired a live press



A new Cardinal on WPIX

conference with the new archbishop.

WPIX also sent reporters on the campaign and convention trails, with live reports airing during the station's 7:30 newscasts.

□

With the help of the four-station, two-way microwave Carolina News Network, **WFMY-TV Greensboro, N.C.**, broadcast live footage of North Carolina's first execution in 20 years and of the capture of escaped Tennessee convicts in the mountains of North Carolina. On its own, the station followed a week-long search for escapees from the Mecklenberg (N.C.) Correctional Center. **WFMY-TV's** crews covered the nationwide manhunt 24 hours a day while also reporting on a primary election contest. During the Democratic national convention, anchor

Dave Courvoisier investigated the struggle between Senator Jesse Helms (R-N.C.) and Jim Hunt, North Carolina's governor, for Helms's Senate seat. And, to bring its viewers coverage of the 400th anniversary of the first English ship's arrival in America **WFMY-TV** shared the cost of satellite time with a fellow CBS affiliate.

□

It's difficult enough to report on the eruption of a single volcano, but **KGMB Honolulu** aired a special report covering the eruptions of two: Kilauea and Mauna Loa erupted simultaneously for the first time in over 100 years. The station mixed live reports from both sites with information on various aspects of the event: the history of volcanic eruptions in Hawaii; the threat to homes and property the status of both volcanoes, and the ancient Polynesian mythology surrounding Madame Pele, the volcano goddess.

□

During the crime spree of fugitive Alton Coleman this summer, **WDTN Dayton, Ohio**, according to the station, was the first area station to report that Coleman had been seen in Dayton and was the first to interview the Dayton man who had been assaulted by Coleman while stealing the car he used to escape to Indianapolis. On July 20, **WDTN** reported that Coleman had been captured in Evanston, Ill.

□

While a **WTMJ-TV Milwaukee** news crew was on assignment in Israel, the U.S. Marine headquarters in Beirut was bombed and more than 200 Americans killed. Reporter Mike Jacobs and cameraman Jim Angeli left Israel for a two-day stay in Beirut. They filed reports on the status of the Marines in general and those from Wisconsin in particular.

□

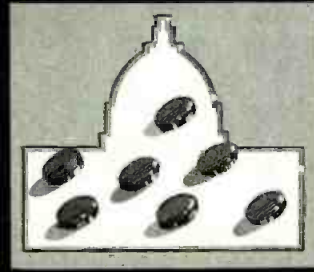
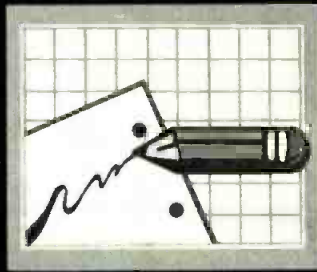
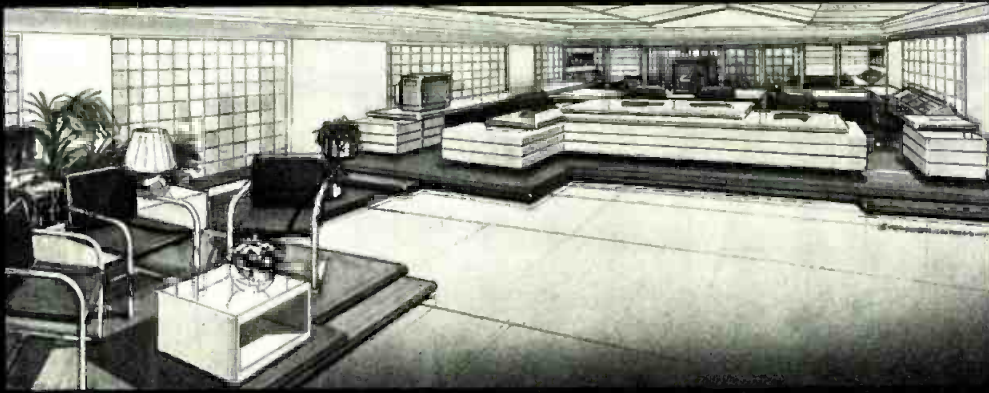
On Jan. 10 **WTAJ-TV Altoona, Pa.**, sent anchorman David Breimhurst to the site of a leak of a toxic chemical from a railroad car outside the Altoona city limits. Breimhurst updated the story throughout the night until the threat of an explosion passed.

Reporters Phil Bayly and Dave Hurst hosted a half-hour, live, special report on the opening ceremonies of a major new highway, route 22. In attendance were Pennsylvania Governor Richard Thornburgh, the Pennsylvania secretary of transportation and several local dignitaries.

□

WOR-TV Secaucus, N.J., took its local news center stage when in November it premiered *News 9 Primetime*, a half-hour newscast at 8 o'clock, investing "literally millions of dollars" in equipment, personnel, promotion and advertising (BROADCASTING, Nov. 7, 1983). The reason for the 8 p.m. slot, according to the station, was changing viewer habits. According to News Director Tom Petner, the average New York area commuting time is one hour. Therefore, commuters arrive home later, eat later and watch television later. The station inaugurated the program on Tuesday, Nov. 8, with an hour-long election special including live reports and

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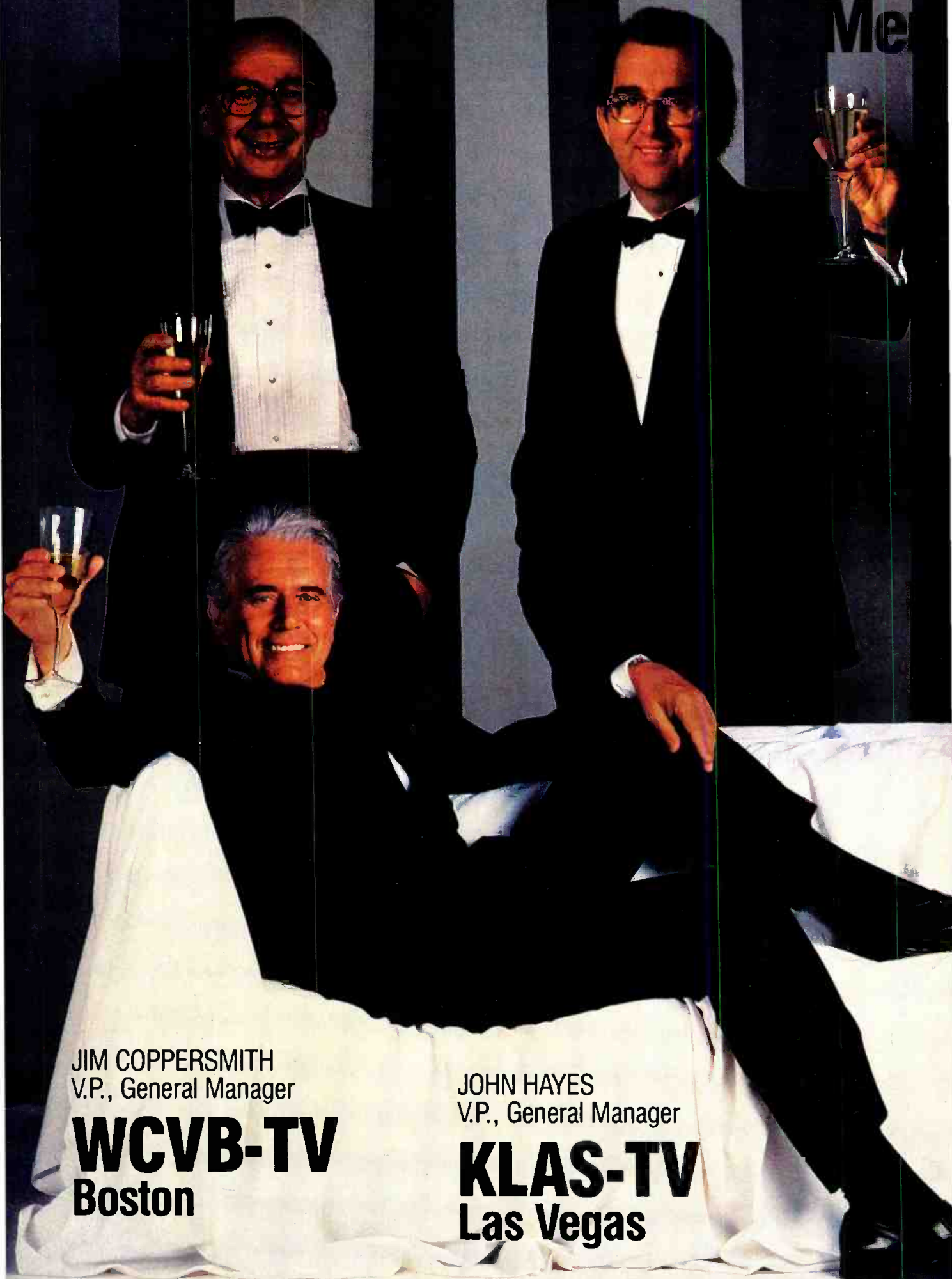
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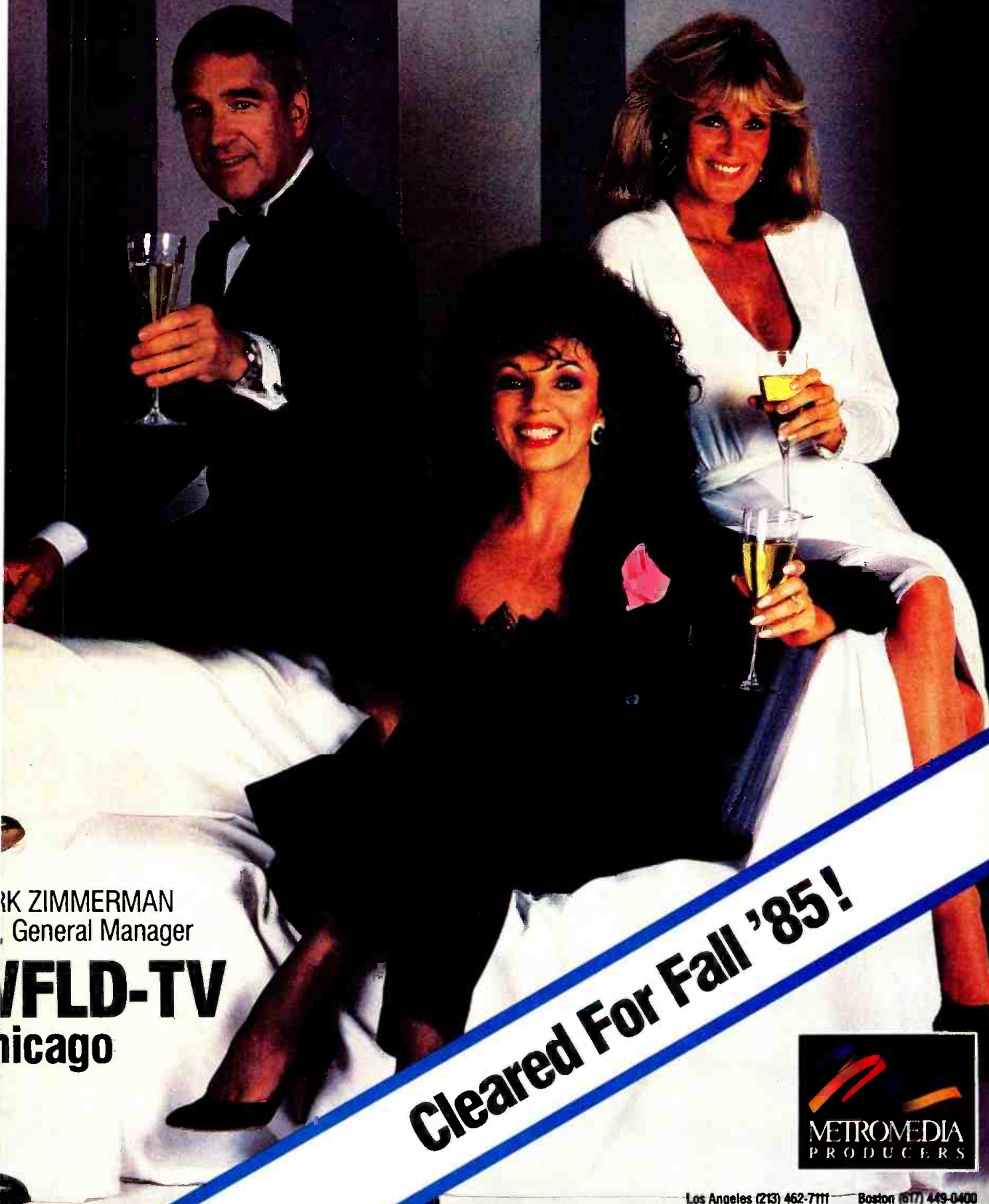
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interviews.

When two Amtrak trains collided head on in New York, WOR-TV was able to provide live coverage on its noon news, with reporter Matt Schwartz providing updates throughout the hour-long broadcast.

Upon the death of Terrence Cardinal Cooke, of the New York archdiocese, and in addition to coverage of funeral arrangements, the station aired a half-hour special, *Terrence Cardinal Cooke: Spirit of Love*, featuring interviews with friends and associates of the Cardinal, and looking at the future of the archdiocese and possible successors.

□

The greatest challenge for the news gathering crew at KGAN-TV Cedar Rapids, Iowa, came on Feb. 20. Not only were the first national presidential caucuses being held, but at the same time President Reagan visited the state during a quickly planned campaign trip. With most of the news staff already committed to caucus coverage, it became necessary to use personnel from other departments to cover the presidential visit.

KGAN-TV followed the Reagan story with live breaks throughout the day, from the President's arrival at the airport in Waterloo, Iowa, 50 miles from Cedar Rapids, through his final appearance at Des Moines. During one of the breaks there was an immediate switch after the President's speech at the National Cattle Congress in Waterloo to a camera crew covering an anti-Reagan demonstration in another part of the city.

At the same time, the station also provided coverage of the caucus results with live reports from Des Moines as well as the large rural northeastern caucus in Mount Vernon.

□

WFRV Green Bay, Wis., claimed to be the only station in its market to air live satellite reports from the Democratic national convention in San Francisco. And reporter Jim Gately traveled with Representative Bob Davis on his fact-finding tour of Grenada last November, sending his reports back to the station via Westar V.

□

WKEF Dayton, Ohio, used live reports breaking into regular programming to tell of a fire that resulted in the deaths of three children. The station received Emmy and UPI awards for its coverage. When another fire broke out at a downtown Dayton motel, reporters for WKEF were on the scene before the fire



Early morning fire on WKEF



From birds to jets. Helicopters may not be the state of the art in local TV journalism any more. At KIRO-TV Seattle, a Lear jet has been added to the two helicopters the television station shares with its two co-owned radio stations there. The jet allows the station "to cover stories breaking anywhere within 1,000 miles of Seattle." On one occasion it flew to cover a locally owned yacht sinking in a British Columbia harbor, and the rescue of its 20 passengers. On another occasion it was used to carry a child to Sacramento, Calif., for a life-saving liver transplant.

trucks, at 4:30 a.m.

After it was confirmed that mass murderer Alton Coleman had been in Dayton for several days, WKEF was the first to report that Coleman had left the area and that the FBI and local authorities had been searching for a woman who had been seen with Coleman while he was in Dayton. A WKEF investigative reporter found the woman and obtained an exclusive interview.

□

On March 28 a tornado cut through the North Carolina towns of Mount Olive, Red Springs and Faison, causing \$5 million damage. WWAY Wilmington, N.C., weathercaster Shirley Gilbert kept the area informed throughout that night with live updates. Teams of reporters spent the night in all three towns interviewing victims and reporting emergency conditions. All newscasts for the next day were devoted to the aftermath of the tornado. For her work, Gilbert received the highest honor of the National Weather Service, The Special Service Award.

□

WTVJ-TV Miami brought a new twist to the coverage of a manslaughter trial. The station aimed to cover the final moments of the trial of a Latin policeman charged with the shooting death of a black. The station used two live cameras, one in the courtroom and one in the hallway. One reporter stationed outside the courtroom watched the closing arguments on a hall monitor and explained the proceedings to viewers. When the verdict was returned, the station switched live to the reporter for his report. The station also claimed to be the only one from the area to accompany Jesse Jackson on his trip through Cuba and Central America. The station also was in Washington to anchor the late newscast the day American and Cuban prisoners were returned to the U.S.

□

The U.S.'s invasion of Grenada became local story for KOMO-TV Seattle when it discovered that the original invasion force included Army Rangers from Fort Lewis (near Tacoma). The station sent its Washington bureau chief, Tim Hillard, to Grenada while assignment editor, Mike Gudge, scrambled to put together feed time from the nearest uplink (in Barbados). Hillard, like the rest of the world's reporters, was stuck on Barbados for the first few days, but eventually got to the island to file first-hand reports. Gudge spent long hours coordinating feeds with ABC to arrange for the station nightly reports. According to KOMO-TV, it was the only on-the-scene coverage in the market. The station wrapped up the story with coverage of the homecoming ceremony at Fort Lewis for the Rangers.

Another story that required fast action for KOMO-TV was the death last September of Senator Henry (Scoop) Jackson. Nearly 10 staffers sorted through video, the film library, scripts and personal reminiscence from friends, family, political enemies and station reporters. In 15 hours the report was ready and the station devoted its entire p.m. newscast to the story.

□

The terrorist attack on the Marine headquarters in Lebanon proved a challenge for WTTG Washington. As a national story, there were two focal points, the bomb site in Beirut and the seat of government in Washington. Then there was the local story of the effect the tragedy would have on the Washington community. The station's coverage began at the scene, then moved to the White House, Capitol Hill, the United Nations and into the homes of victims. Reports explored the effect of the attack on other marines, and the recent political history of Lebanon, calling on the expertise of a former U.S. diplomat and concluded with a tribute to the fallen marines.

Camera crew members Andrew DeSantis and Toby Mason were returning to the station after an assignment when an emergency necessitated their covering a story without assistance of a reporter or producer. A construction worker had suffered extreme electrical shock from a high tension wire and showed no vital signs when first treated by a fire rescue team. DeSantis and Mason taped the life saving efforts of the team, and the man was alive and breathing normally when transported to the hospital. The man was released six days later, and at the request of the Bethesda-Chevy Chase (Md.) Rescue



A rescue on WTTG

ROAD TEST



Can you make the grade on this trucking test?

Which exerts more weight per square inch?



They both exert about 65 pounds pressure per square inch. The truck spreads its weight on some 53 square inches on each of its 18 wheels, while the lady with the high heels

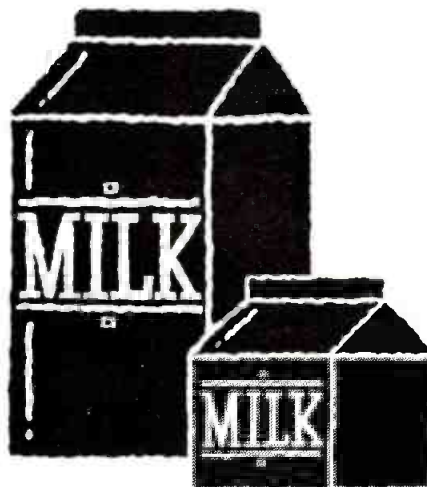
- A loaded 18-wheel tractor—semi-trailer combination
- A 115-pound woman wearing high heel shoes

concentrates the 65 pounds into one square inch at point of impact. This example illustrates the "spread the load" concept which governs truck weight regulation in the United States.

What percentage of raw milk do trucks haul?

- 9%
- 20%
- 68%
- 100%

Trucks transport virtually all raw milk from farm to processing dairy. The very same day that milk is delivered, it's processed into milk products, which trucks also deliver.



How many people are employed by the trucking industry?

- 7,000,000
- 850,000
- 2,000,000



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Squad, the station provided a tape to be used as a training video.

When a truck loaded with flammable material went out of control on a bridge, jack-knifing and coming to rest hanging over the Potomac river, WTTG's video crews were first on the scene, according to the station. Using a helicopter and the replay of video material, the station provided bulletins and both live and videotaped reports on its 10 p.m. news.

□

Extra time and expense were spent to interrupt regular programming on **WCBD-TV Charleston, S.C.**, to provide viewers with live coverage of the funeral for World War II General Mark Clark. The funeral and interment for Clark, a Charleston resident, were held on the campus of the Citadel, a military college.

Another spot news story involved the arrest of the operators of a religious school about 50 miles from Charleston on charges of child abuse. **WCBD-TV** reporter Lisa LaFata covered the story as the owners were led into the police station. Later the station showed viewers evidence confiscated by police including handcuffs, chains, bats and a steel confinement cell, all allegedly used to abuse children at the school.

□

On a Saturday afternoon, a man under the influence of cocaine claimed to have a bomb and threatened to blow up Orlando (Fla.) International Airport. Within minutes **WESH-TV Orlando** had assembled a news crew of 25 to cover the story. Police evacuated the airport and blocked all roads leading into and out of the area, causing problems with both air and road traffic. **WESH** cameras and reporters were at the airport when police negotiators persuaded the man to give up.

□

The 40th anniversary of the D-Day invasion provided **KING-TV Seattle, Wash.**, with an opportunity to bring local and international history together. A three-man crew interviewed a local man who had participated in the invasion and pulled historical footage for the first segment in the report. The crew then traveled to France, recapping the battle and interviewing local participants. And they taped the local man as he walked on the beach and reminisced with his wife. The crew edited the pieces in London and satellited the report back to **KING-TV**. The project cost about \$10,000.

□

To **WNEW-TV New York**, local news is more than just a happening in the New York area. The station claimed to have sent the only western journalist to enter the Soviet Union to cover the funeral of Yuri Andropov. When the U.S. invaded Grenada, the station dispatched a correspondent to cover the invasion and the press-military problems.

□

The **WTAE-TV Pittsburgh** assignment desk sent crews to Route 51 when it learned of a landslide there. It turned out that one person had been killed and several injured. Reporter Adam Lynch was on the air moments after arriving on the scene with the first of several special reports. In addition, Lynch and re-



Landslide on WTAE-TV

porter Sally Wiggin gathered information and interviews for a full report at 6 p.m.

Two inmates at a Pittsburgh maximum security prison took two prison employees hostage in an escape attempt. **WTAE-TV** began its coverage shortly after the first police cars arrived on the scene with a live report during its *AM Pittsburgh* program. Crews remained on the scene throughout the six-day siege. The station's background on the story included investigating reports that prison officials had been tipped the previous day that an escape attempt might occur. **WTAE-TV** was also the first to interview the main figure in the attempt, prisoner Richard Henkel.

□

The Kentucky Derby is a major news event for **WHAS-TV Louisville, Ky.**, with more than 90 station employees participating this year. The station went on the air at 10:30 a.m. on Derby day and coverage ran to 7 p.m. ABC cut in with a network feed covering the race between 4:30 and 6 p.m. **WHAS-TV** reporters covered news inside and outside the track, the celebrities in Millionaire's Row and traffic conditions. The 6:30 newscast that evening originated from the track.

Also a local favorite is The Great Steamboat Race, which the station covered in a live, 90-minute program. Cameras were set at four locations to cover the race. A bomb threat temporarily halted the race and reporters scrambled to that breaking story. Coverage also included reports on the history of steamboat racing and the two boats in that race that day.

□

Wdsu-TV New Orleans' involvement with the 1984 World's Fair included construction of a \$3.5-million studio, including over \$2 million of new equipment that will return to the station when the fair is over, on the fair grounds in the Crescent City. On opening day, May 12, **WDSU-TV** broadcast seven



The World's Fair on WDSU-TV

hours of continuous coverage of the event and satellited two hours to a network of stations around the country. In the course of the World's Fair, **WDSU-TV** has also been producing live daily 30-minute shows from the grounds in addition to news updates during the station's regular newscast.

Prior to the opening, **WDSU-TV** sent a crew to the People's Republic of China for two weeks to report on that nation's role as a major exhibitor at the fair. Included were stories on China's trade with the port of New Orleans and joint business ventures of the U.S. and China. **WDSU-TV** also sent crews to Tokyo to report on Japan's involvement in the fair and to Rio de Janeiro for a story on the fair's overtures to Brazil.

Other spot news highlights:

WDSU-TV dispatched anchorman Charles Zewe to Grenada following the U.S. invasion to satellite reports from there and the nearby island of Barbados. The station also chartered a jet to fly the New Orleans parents of one of the rescued students to Houston. There they joined the parents of their son's wife, also a student in Grenada, in welcoming the pair back to the U.S.

Louisiana Governor Edwin Richards was a main focus of **WDSU-TV**, which covered his gubernatorial win in the 1983 elections, with the station predicting his win within two percentage points. **WDSU-TV** remotes on election day were fed to a network of five stations in the state. And, when Governor Edwards sponsored a fund-raising trip for his contributors to Paris after his election, **WDSU-TV** political reporter-photographer J.B. Bateman and producer Phil Grossman went along.

A spot exclusive claimed by **WDSU-TV** was its coverage of a police chase of an alleged robber with a hostage through several parishes. A reporter and photographer followed in the high-speed chase and were there when the stolen police car was run off the road and the armed refugee was killed by a police sharpshooter.

□

WNDS Derry, N.H., a new independent station, claims to be first to air some stories that gained national attention, such as the decision of Massachusetts Senator Paul Tsongas to retire because of poor health. It also reported in February that Senator Ernest Hollings would drop out of the presidential race if he did not do well in the New Hampshire primary.

□

South Carolina Educational Television covered the state fair in six live programs from the fairgrounds, using four cameras with long cable runs. Each segment was aired from a separate location, without a set, and was broadcast on **SCETV's** nightly public affairs show, *Carolina Journal*. A crew of 14, including two anchors and two reporters, worked on the program. A county sheriff's deputy stayed with each camera to prevent disruptions by the crowd.

Carolina Journal also cooperated with *Art's the Thing*, ETV's weekly arts program, to provide six half-hour programs from the Spoleto USA festival in Charleston, S.C. Four producers-reporters worked daily in

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Charleston on performance pieces, personality profiles and background mood pieces, which were then fed by SCETV's closed circuit system to home base in Columbia, S.C., for statewide broadcast. The magazine-style programs were fed each following morning by satellite uplink to public television stations nationwide.

And when South Carolina veterans returned to Normandy's coast for the 40th anniversary of D-Day, producer Tom Fowler and videographer Charley Buchanan followed. In 17 days of shooting, the ETV staffers captured people and battlefields, creating a half-hour documentary that aired one week after their return to the States.

□

Not many stations conduct interviews in planes above a flood. KCCI-TV Des Moines, Iowa, reporter Kent Petersen interviewed Iowa Congressman Neal Smith as they flew over Red Rock dam. The station's photographer, Dave Warner, piloted, and fed the live interview during the 6 p.m. news. Smith had been a major force behind construction of the dam, which was under great stress due to a month of heavy rain.

□

In an effort to get closer to its viewers, KATC Lafayette, La., broadcast major portions of its 5, 6 and 10 p.m. news shows from remote locations in its market. The station went to 10 parishes over a 10-week period, sending back transmissions to the studio via micro-

wave. The station utilized two Sony Be cams, a remote production switching van, lights and cable. In addition to the regular anchors, a field producer, two camera operators, an audio switcher, engineer, video switcher and director took to the road. The station produced feature stories, live interviews and special reports on the different parishes. Top high school graduates in 10 parishes KATC visited were honored in special profiles the station ran. Special Cajun music was composed for the campaign.

□

WFSB Hartford, Conn., has made extensive use of its Sky 3 helicopter to cover breaking news. When heavy rains caused flooding, the station went to the air, originating live reports on flood damage, on areas about to be hit, on roads that were passable and on shelters for homeless flood victims. Channel 3 News went aboard the helicopter to film reports for the network news. When a series of earthquakes hit the area, the helicopter traveled 175 miles to the quake's epicenter in Lake George, N.Y. The station interview



WFSB's flood coverage

residents and gave information on what to do if there was another quake.

WFSB was on the scene before police arrived at an abandoned escape vehicle rollover used in a \$7-million Wells Fargo bar robbery. The station photographed police searching the van and followed up tips on one suspected robber. One tip said he was in Buffalo, N.Y., and WFSB said it was the only station to travel there and file reports.

The invasion of Grenada provided WFSB with a local angle—the 65 medical students from southern New England there. The station claimed to be the first local TV operation to travel to Charleston, S.C., to cover the arrival of the first group of students from the island. And the station claimed to be the only one in the northeastern U.S. to communicate with students still on Grenada through ham radio operators. And the station was quick to enter the island after the invasion was completed, sending back live reports via Barbados.

□

In April, Robert Irsay, owner of the Baltimore Colts of the National Football League, held a press conference in the Indianapolis Hoosier Dome to officially report that the Colts would move into that stadium from their home at Memorial Stadium in Baltimore. The only Baltimore television static present at the press conference was WMAR-TV. With the use of facilities provided by WTH in Indianapolis, WMAR-TV provided live coverage.

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age. For weeks before the press conference, WMAR-TV camera crews followed Irsay to cities from Chicago to Hawaii to present the latest on the Colts story. On the night following the early-morning move of the Colts' equipment out of Memorial Stadium, WMAR-TV presented a 60-minute news special with live interviews of Colts heroes Johnny Unitas and Tom Matte, a taped history of the team's history and a profile of Irsay.

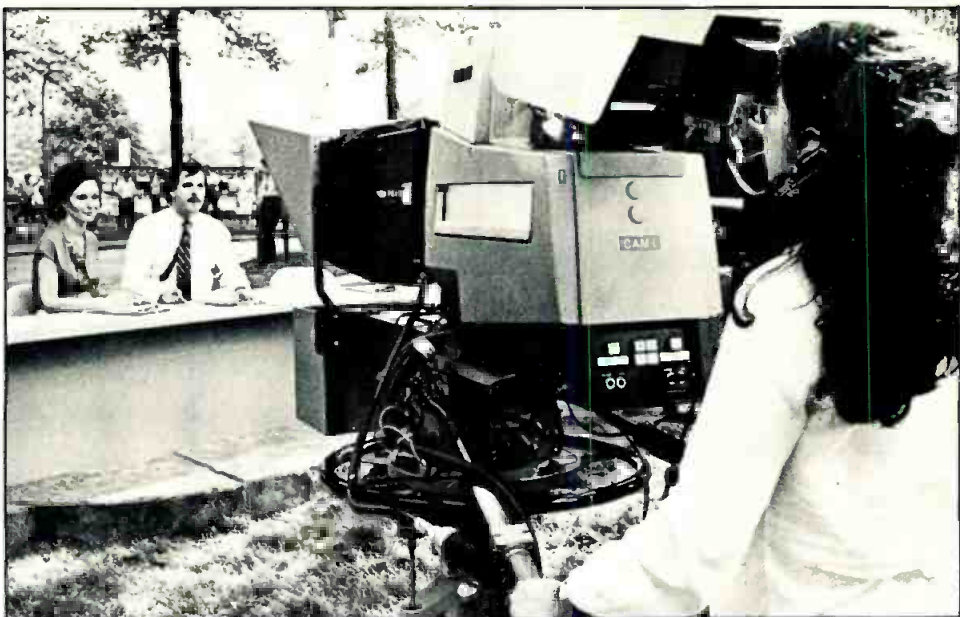
□

WTVT Tampa, Fla., upgraded its news commitment in the past year, the station said. It used two separate satellite feeds in its live and taped coverage from the Democratic convention in San Francisco. The station also uses satellite feeds from its news bureau in Tallahassee, the state capital and utilizes color Doppler radar and a fiber optic outdoor display unit.

□

At WCAU-TV Philadelphia, the station's added commitment to covering New Jersey has meant as much in additional equipment as in personnel. The station has a microwave van equipped with Sony BVU-800 editing systems and a New Jersey videotape library inside. Stories can be edited in the van, and live reports can originate from the community involved. A fixed bureau with an assignment editor monitors radios and passes along stories for the field crew to pursue.

During the election season the station has made several improvements in its coverage.



No-power television. When a power failure darkened parts of downtown Pittsburgh for six hours, the only light in the newsroom of KDKA-TV there came from a few battery-powered emergency lamps. The assignment editor moved to the station lobby, and reporters were dispatched to cover the story. Emergency generators kept the station on the air and provided some backup lighting for the newsroom, but reporters and producers worked in the shadows, some typing by flashlight. The remaining power was diverted to the tape editing area. As the 6 p.m. news approached, the news and production departments developed a plan to get the news on the air. There wasn't enough power for studio lights, so the station's floor crew built a makeshift set outdoors, in a grassy area just across from the station. At six o'clock, a group of windblown anchors went on the air.

It is using pre- and post-voting polling to identify trends. Anchorman Larry Kane as the chief political reporter got one-on-one interviews with the Democratic candidates

before the state primary.

When major breaking stories occur, the station occasionally uses a team approach to reporting, dividing the story into several areas. A major downtown fire saw an anchor at the scene with a reporter gathering information for him, a second reporter at a vantage point overlooking the fire and third at another location.

□

As part of election coverage in Huntington, W. Va., WSAZ-TV there aired a one-hour, prime time special on the election and followed it with another 90 minutes of coverage at 11:30 p.m. The station used six reporters stationed at various candidates' headquarters to get their reaction to the vote tallies. A regular part of WSAZ-TV's evening and late night newscast is a job placement service, designed to curtail the high unemployment in the area.

□

On March 28, tornadoes swept across eastern North Carolina, killing 44 people and destroying millions of dollars in property. When the storms struck at 9 p.m., WNCT-TV Greenville, N.C., was knocked off the air, and did not return until 11:30 p.m. By that time, the death toll from the storms was known to be 30, with nine in Pitt county, the home of the station. WNCT-TV went on the air with unedited tape of the destruction. Shooting was a problem, since heavy rain and high winds continued through the night. On the 6 a.m. local *Carolina Today* show, packages from various storm areas were aired, along with segments of general footage and first-hand reports from reporters just back from the field. The noon news was devoted to tornado coverage, as were the 6 p.m. and 11 p.m. news, with the 11 p.m.

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newscast expanded to 45 minutes. Off-duty chief photographer Kevin Brien learned of a car chase involving police and an out-of-state car. He set up his camera along the reported path of the chase, and was able to film both police and suspects. The story aired on the Saturday 6 p.m. newscast. As a result, the parents of one of the suspects complained of police brutality. Their story was told on Monday's 6 p.m. newscast, following which a witness called to say the youth had been mistreated. The witness agreed to a silhouette interview about the incident. The district attorney began an investigation. As a result, one officer resigned, a second was dismissed, and a deputy sheriff was found guilty of assault. In addition, police in Surf City, N.C., 120 miles away, identified the subjects shown in the station's report as fitting the description of suspects in several beach property break-ins, resulting in arrest warrants.

□

In February, KTLA Los Angeles went live from 5 to 7 p.m. to cover a sniper incident at a local elementary school, the only station, it said, to present that much coverage. One child died and several others were wounded in the attack. The station's minicam unit was in the scene when SWAT team members moved in on the sniper.

□

A propane tank explosion and fire that killed five brought out all-night coverage by WIVB-TV Buffalo, N.Y. The station sent news crews

to the fire and to city hospitals where the injured were taken. Special reports continued overnight and the next day, covering a news conference by city officials, the setting up of emergency shelters, the gathering of furnishings for the homeless, the funerals of



An explosion rescue on WIVB-TV

the four fireman and one civilian killed and the grand jury investigation into the accident. WIVB-TV's coverage earned numerous state and regional UPI awards. The station made tapes available from the accident to train fire and ambulance personnel.

The station hustled to beat other stations and the networks for pictures of daredevil Karel Soucek's attempt to go over Niagara Falls in a barrel. The station managed to acquire color snapshots, slides and home movie footage from tourists of the attempt

and showed the exclusive footage before the networks found material later that night.

□

Luck can play an important part in good news reporting. Robert Kirk of WHBF-TV Rock Island, Ill., was lucky enough to be on a Caribbean cruise late in October of 1983 and within seven miles of the fighting during the U.S. invasion of Grenada. Kirk listened to shipboard shortwave radio and reported the latest news of the invasion by telephone live on the Oct. 25 WHBF 6 p.m. newscast. The next day Kirk reported that U.S. forces were planning to land on Carriacou, an island 25 miles north of Grenada.

□

When the U.S. government airlifted American citizens from Grenada, the evacuees were taken to the Charleston Air Force base. WCSC-TV Charleston, S.C., viewers saw the students, in live broadcasts, getting off the planes and kissing the ground.

Another special effort involved WCSC-TV's live coverage of the funeral of Charleston's General Mark Clark and its half-hour tribute, *An American Eagle*.

□

Few would accuse wxyz-TV Detroit with underplaying the coverage of the John Delorean case. When the automobile manufacturer was arrested, the station assigned reporter Vince Wade to the story. Wade traveled to New York, northern Ireland, Switzerland,

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At the controls. Throwing the switch to launch the first newscast on Metromedia's newly-acquired KRLD-TV Dallas is John Kluge (r), Metromedia's chairman and president, and his daughter, Samantha. (At right rear is Bob Bennett, Metromedia Broadcasting president. Lori Clark, the station's technical director, is sitting at left. Behind her is Kluge's wife, Patricia.)

The station airs newscasts nightly at 7 p.m. (its local news is complemented by national and international coverage from CNN) and utilizes, in addition to its own Basys computerized newsroom, the all-news facilities of its co-owned radio station KRLD(AM). The newsroom is computerized to the point where news director Tony deHaro said there are no typewriters.

West Germany and London, gathering information for a five-part series that won numerous awards and was aired by stations in other markets. Wade also spent the better part of the last three months in Los Angeles covering the trial, beginning with the jury selection in March and filing daily reports after the trial began April 18.

An increase in weather coverage has been evident at **wMDT Salisbury, Md.** The station has moved the weather portion closer to the top of its 6 and 11 p.m. broadcasts. A computer graphics weather system has been added and the station is doing live weather cut-ins on Monday through Friday afternoons. More time is also being devoted to special weather stories. When storms hit the Eastern Shore and wiped out miles of coastline, the station devoted nearly its entire newscast to the story. The storm was tracked and its path updated. Coverage of clean-up and damages was updated later.

WEEK-TV Peoria, Ill., received the Associated Press best downstate spot news award for its coverage of the murder of a mother and her three children in nearby Bloomington, Ind. The station aired live updates on the progress of the investigation, and interviewed the father of the family, who was eventually

charged with the murders. WEEK-TV set up a "live mobile newsroom" to handle coverage of the event.

WEEK-TV provided the pool camera used for first coverage of the Illinois Supreme Court. It also ran many sports specials.

A group of marines stationed in Lebanon starred in a Christmas special last year, when **WWLP Springfield, Mass.,** produced a half-hour documentary, *Christmas in Beirut With Western Massachusetts Marines.* The station received news daily by telephone from its reporters, and created a week-long news series, *Life in Lebanon,* from the material.

Back in the states, WWLP followed an outbreak of fires at the University of Massachusetts in Amherst. The stories led to a first-place Bay State Award for WWLP's coverage.

Investigative/documentary

Among the stories undertaken by **wBRZ Baton Rouge** was a five-month investigation, headed by reporter John Camp, of television evangelist Jimmy Swaggart and the financial status of his Jimmy Swaggart World Ministry, culminating in a one-hour documentary, *Give Me That Big Time Religion* that uncovered a number of discrepancies in fund-raising techniques. After the piece was aired, Swaggart bought time on two other Baton Rouge stations to explain his ministry, concluding his program with an offer to forgive wBRZ if it would agree to fund construction of schools in El Salvador for \$58,000. According to the station, it remains unforgiven. *Give Me That Big Time Religion* was purchased by PBS and aired on *Front Line* nationally in February 1984. Among the awards garnered by the program were a Peabody and duPont-Columbia.

Camp also worked on a three month investigation of former governor (since re-elected governor) Edwin Edwards and his business dealings with friends and associates while in office. Camp uncovered real estate and financial transactions in which the governor appeared to use his position to help himself and his friends. The investigation resulted in a prime time documentary, *Friends in High Places,* which was chosen by the Associated Press as its National Enterprise Story of the Year.

On December 8, 1983, **wOR-TV Secaucus, N.J.** sports director and anchor Jimmy Myers discovered that a suspended New Jersey Nets professional basketball player, Michael Ray Richardson, was trying out illegally for another team. He taped the tryout and confronted those involved, prompting action by National Basketball Association officials.

In a three-part investigative report on education, reporter Stefani Shelton looked at three types of education: urban, suburban and vocational, and the problems and solutions offered in each.

In other stories, reporter Janet Rose examined the use of drugs in horse racing, and Chuck Gomez filed a report on motorcycle gangs, interviewing a member of the Pagans, a gang based in New Jersey.

The state of New Jersey, through the of-

fice of the Commissioner of Commerce & Economic Development, requested that WOR-TV provide television coverage of Festival '83, a showcase of New Jersey history to be featured at the American Folklife Festival in Washington. Using that footage as starting point, the station created a documentary, *Festival '83: New Jersey's Hidden Treasures,* which looked at everything from colonial glass blowing to AT&T long line

WBRC-TV Birmingham, Ala., marked its 20th anniversary of the bombing of the 16 Street Baptist Church that killed four young black girls by devoting its entire 5 p.m. newscast to the subject. The station talked to the girls' families, those who were also at the church at the time and those who were in the police force then. The report examined what has changed and what stayed the same in Birmingham in the last 20 years. The man convicted in the case, still behind bars, was also interviewed. News people who covered the event were interviewed as well as younger station employees who were in Birmingham at the time and related their memories of that time.

Anchor Bill Walker wrote and produced **wsoc-TV Charlotte, N.C.'s** 10-part series on the lives of three convicted killers on North Carolina's death row. The series was broadcast when the state was preparing for its first execution in 20 years. Walker and photographer Joe Ehlich also talked to the victim families and friends.

WSOC-TV investigative reporter Bruce Bowers received a tip that the Charlotte park police chief was using on-duty park policemen to provide security for a local medical clinic. Bowers went undercover and tape-recorded the chief cashing checks and sending his deputies to the clinic. He then confronted the chief only to have the door closed on him

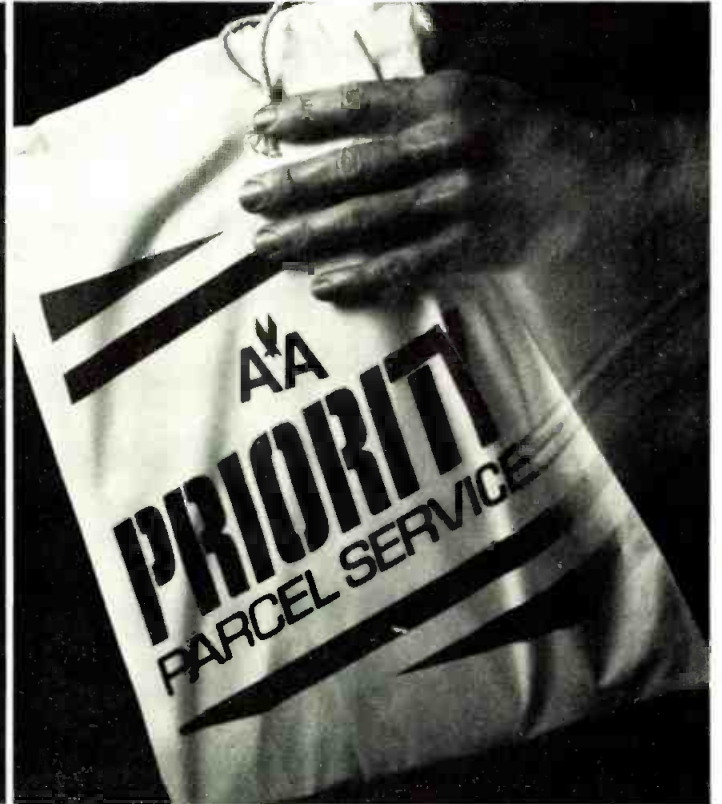
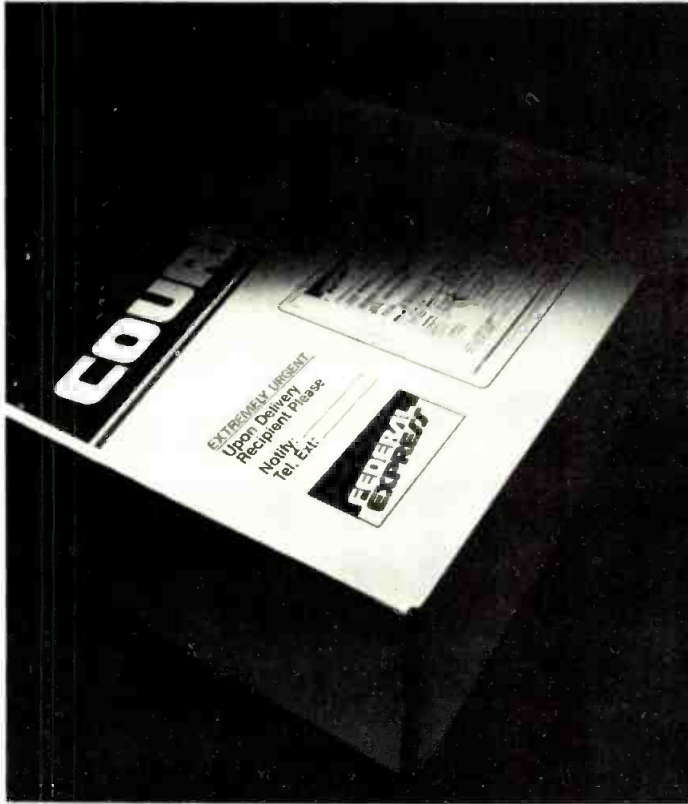


WSOC checking on the chief

without comment. After the story aired, the chief resigned and in a later development the city council considered putting the park police under the jurisdiction of the city police.

North Carolina celebrated its 400th anniversary on April 27 and WSOC-TV spent \$16,000 on its coverage. The station produced a five-part series, shot almost entirely in Europe, that traced the route of the first settlers and included footage of the English celebration in Plymouth, England. The final part of the series was broadcast live from London during the station's 6 O'Clock Report.

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The problems associated with adult illiteracy in the United States were examined in *Wall of Words: Adult Illiteracy*, a documentary produced by **WBZ-TV Boston** and hosted by actor Ed Asner. The program focused on the 25 million Americans who can neither read nor write and the 30 million described as functional illiterates. The documentary pointed out that adult literacy programs in many cases cannot meet the demand, and explored a number of suggested remedies to tackle the problem.

A one-hour, prime time special called *Making a Winner: Inside the New Hampshire Primary*, focused on the primary two days before the votes were cast and took a behind-the-scenes look at the media's coverage of the event.

The Sicilian-New England heroin connection was the subject of just one of several series produced by **WBZ-TV's "I Team."** Reporter Joe Bergantino's investigation of the heroin traffic led him to New York and Sicily and back to Boston. Another I Team report uncovered corruption at Boston city hall. The team photographed a highly paid city official running errands while at the same time filing time sheets that said he was working. The investigation resulted in hearings by the Boston Finance Commission. The station's consumer action reporter, Sharon Wright, took a look at the health spa industry and its high-pressure sales tactics. And anchor-reporter David Wittman's series on computers in the classrooms rounded out the station's investigative programs.

The Dawson Addis Story, a six-minute piece resulting from three months of investigation, brought **wis-TV Columbia, S.C.**, more viewer response than any other story last year, and led the station to begin putting together a special projects team. The subject of the sto-



WIS-TV's SCIC investigation

ry was abuse of a worker's compensation system by the seven-member South Carolina Industrial Commission. In order to investigate conflict of interest in cash payments to disabled workers, the station first had to get access to Industrial Commission records. It succeeded. **WIS-TV** then had to make a story about documents and judicial procedures visually interesting. It did so by using a squeeze zoom, special graphics and other production techniques. The story brought about a state investigation.

The killing of a 3-year-old child by her stepfather led to a five-part investigative report by the news department of **WABI-TV Bangor, Me.** The report discovered that at the time of the child's death, she was legally under the protective custody of the state of Maine. It was shown through interviews with a judge, district attorney and the commissioner of the Maine Department of Human Services that if it had not been for a flaw in communication among their offices, the death could have been prevented.

In a similar case, **WABI** learned on a tip that a report filed with the Department of Human Services of a child whose hand was burned over an electric range by a foster parent was never forwarded to the district attorney. The reporting of that story led to a change in Human Services policy that all reported cases of child abuse should immediately be referred to the district attorney for investigation.

WABI carried exclusive reports last February on the sabotage of four National Guard helicopters in Bangor. Through its sources, the station was able to follow an FBI investigation until it was the first to report that the sabotage was done by the head of the local mechanics union to protest work hours assigned to some of the members of his union.

Bob Richardson, news director at **KVOA-TV Tucson, Ariz.**, acted as producer and interviewer for *Barry: The Grand Old Man of the Grand Old Party*. The documentary on Arizona Senator Barry Goldwater ran in two 60-minute segments during prime time. Gold-

water discussed the high and low points of his political career and restated his intention to retire after his present term in the Senate.

Another documentary, *Miracle Valley: a Study*, dealt with racial conflict in a southern Arizona town. **KVOA-TV** recounted the story of violence between an all-black church and local law officers which led to the deaths of two people in October 1982. The show included new information on life in the town since the fighting.

Guerilla wars in Afghanistan and El Salvador were not too far away from coverage by **KIRO-TV Seattle**. Reporter Hilda Bryant and a photographer, smuggled by ambulance into Afghanistan, covered a guerilla war council meeting one night and watched from a hill-top the next day as Russian artillery bombed the village where they had stayed the night before. Bryant, who originally went to do a story on heroin trafficking from Pakistan to the Pacific Northwest, interviewed two Russian soldiers who had defected and visited a guerilla underground bomb factory and a refugee camp. The material was used in a prime time, half-hour broadcast.

Another **KIRO-TV** unit traveled to El Salvador and explored the financial connections between Seattle and that country. The story revealed that Seattle churches raised money to buy back political prisoners in El Salvador and to smuggle them to the U.S. The report also included scenes from refugee camps.

A major national story that **KABC-TV Los Angeles** began breaking even before arrests were made was that of alleged child abuses at the **McMartin PreSchool** in Manhattan Beach, Calif. A research team, which had begun a generic story late last year on child abuse, stumbled upon allegations surrounding the **McMartin PreSchool** in February. Arrests weren't made until late March. The reporting raised difficult questions concerning privacy, slander and defamation. The station used the Community Information Project, a team of news researchers organized by a California attorney 15 years ago. The CIP has been used by *20/20* and *60 Minutes* in stories they have researched.

The station also undertook an investigation to determine the quality of superior court judges. A questionnaire was developed with judges rated on demeanor, decisiveness, efficiency, knowledge of law and appropriate sentencing. The inquiries were mailed to members of the county's deputy district attorney's association, the county's public defenders association and the criminal courts bar. The results were tabulated and those who scored high and low were interviewed. A booklet of the survey results was mailed out to 5,000 people who had requested copies.

Two features of the daily newscasts are a consumer unit, which deals with consumer problems, and an Eyewitness Anonymous crime tip program. The latter, now in its third year, has been responsible for 2,279 arrests leading to 507 convictions, the seizure of \$12 million in illegal drugs and the













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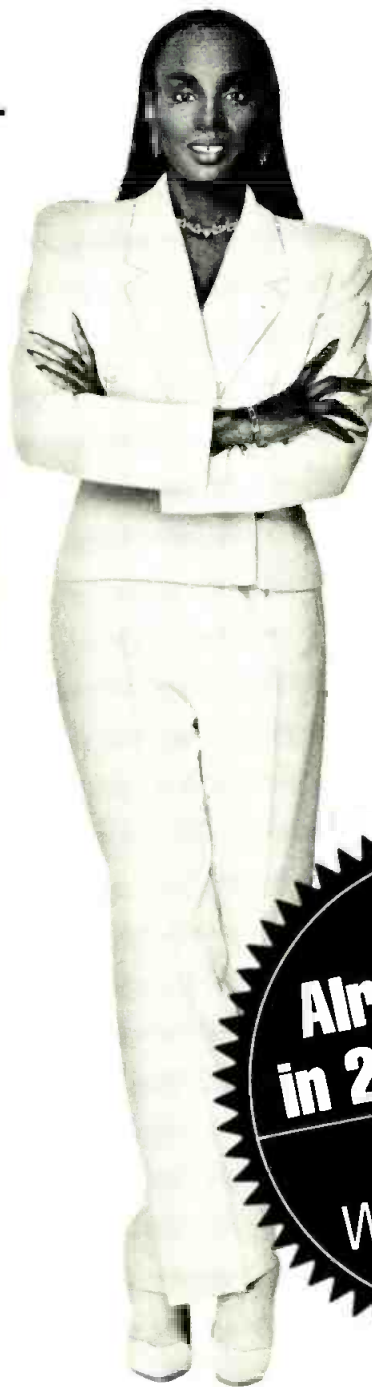
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WJKW-TV Cleveland went along and documented a three-month undercover investigation by police, designed to break up an area drug ring. Akron-Canton correspondent Dick Russ went along with police officers as they made their arrests. The crackdown resulted in the conviction of 14 major drug dealers.

A two-month investigation by I-team reporter Carl Monday uncovered the falsification of election inspection records and the misuse of election board funds in the city. The series prompted the election board to conduct a special inquiry. As a result, two inspectors were suspended and demoted.



Election investigation on WJKW-TV

Two other employees were disciplined and still face criminal charges. In the report, the station found that many polling places never were inspected. The I-team filmed inspectors who were supposed to be on the job at the supermarket and on the golf course. It was found that some employees were receiving checks up to \$400 for travel costs when, in fact, they were never leaving the building. The report exposed that the employees were using two sets of books, one for the board and one for the auditors. Since the report, the election board has instituted new accounting procedures and controls to monitor employees.

The station's Tom Meyer, in a 14-part series, rated the local school systems. Among the areas Meyer used to find information for the project were various independent studies, students' test results and interviews with over 100 people. Tom Meyer also drew up a 12-question quiz. He found that on the average, ninth graders in the public school system only got four questions correct. Sixth grade students at a private Catholic school, who took the same test, averaged 10 correct answers. The series aired as local voters were considering a school tax hike.

□

KMOX-TV St. Louis's investigation of City Hospital there turned up some startling results. Prior to the report, the hospital laid off 480 employees and lost its accreditation. A research member of the station did volunteer work three days a week for two months at the hospital, gathering information through memorandums and interviews with doctors, nurses, patients and hospital administrators. The station found that 30% to 35% of hospital employees called in sick each day, the

pharmacy "frequently runs out of common medications and supplies" and some medical machines did not work properly. One month after the report, the medical schools that staff the hospital with interns and residents threatened to pull out when contracts expired. The hospital was conditionally reaccredited and is looking for a private firm to manage it.

A two-week investigation of fire safety in the public schools turned up violations of fire codes. The hazards included chained or locked exit doors, turned-off alarm systems, windows with wire screens and deficient fire drill procedures. The station had the fire inspector confirm that the deficiencies were typical and that only 5% to 10% of the 150 schools file drill reports. After the reports, the superintendent ordered all locked doors to be unlocked during the school day and a city grand jury issued a report condemning the conditions and calling for an investigation.

□

Newport, R.I., a major cocaine distribution center for New England? A special report by **WJAR-TV Providence, R.I.**, presented evidence that it was, and prompted an investigation by state and federal drug agencies. The segment was one of four half-hour programs in the station's new series devoted to local investigative reporting. The series was modeled on *60 Minutes*.

In another examination of crime, **WJAR-TV** ran a series of interviews with former mob hitman Nicky Palmigiano. Palmigiano, now part of the Federal Witness Protection Program, gave Providence viewers insight into organized crime in Rhode Island.

And in yet another crime piece, **WJAR-TV** reporter Frank Coletta and photographer Bob Emerson spent three weeks among the inmates at the Adult Correctional Institute in Cranston, R.I. The half-hour special, *Inside the ACI*, provided background information that later helped **WJAR-TV** assess the prison's attempts to deal with complaints of overcrowding, poor food and lack of meaningful work assignments.

□

A special report undertaken by small-market **WCAX-TV Burlington, Vt.**, took on major market proportions. The station took an in-depth look at rising medical costs in Vermont and aired a 25-part series, each part running at least five minutes. Drawing information from the state health department, the station's own computers and 13 years of hospital information gathered by an independent firm, **WCAX-TV** found that unneeded routine surgery was one reason for major increases in health costs. The program revealed \$50 million of \$190 million went to operations that "good" doctors said were not necessary.

The station found there was a high incidence of hysterectomies in one part of the state, and one hospital with a tonsil removal rate more than five times the state average. But hospitals with good records were also named in the series.

A professional standards review board report was quoted in the story which said the level of unnecessary treatment at half the state's hospitals was above an acceptable

level set by the federal government.

In the aftermath of the series, **WCAX-TV** says one hospital has begun to lose federal support, and another will be closing on wing because of fewer patients.

□

When a Milwaukee resident, representing himself as an invalid in a wheelchair, sent a letter to President Reagan asking for help in finding a job, the President's staff asked **WISN-TV Milwaukee** for help. But when the station investigated, it found the resident was not disabled and had been convicted of burglary, breaking and entering, forgery and passing bad checks. As a result, the President's staff has stopped the job search and the man has been arrested again for writing bad checks.



Exposing a fraud on WISN-TV

The station and **WHA-TV Madison, Wis.** worked together on the disappearance of a plastic surgeon, reported drowned, who placed six malpractice suits and had six more filed after he disappeared. Two years later **WISN-TV** reporter David Patrick found the surgeon in the Florida Keys. The man, in an exclusive interview, told how he had grown tired of being harassed and didn't want to practice medicine again. Three suits are still pending against the doctor.

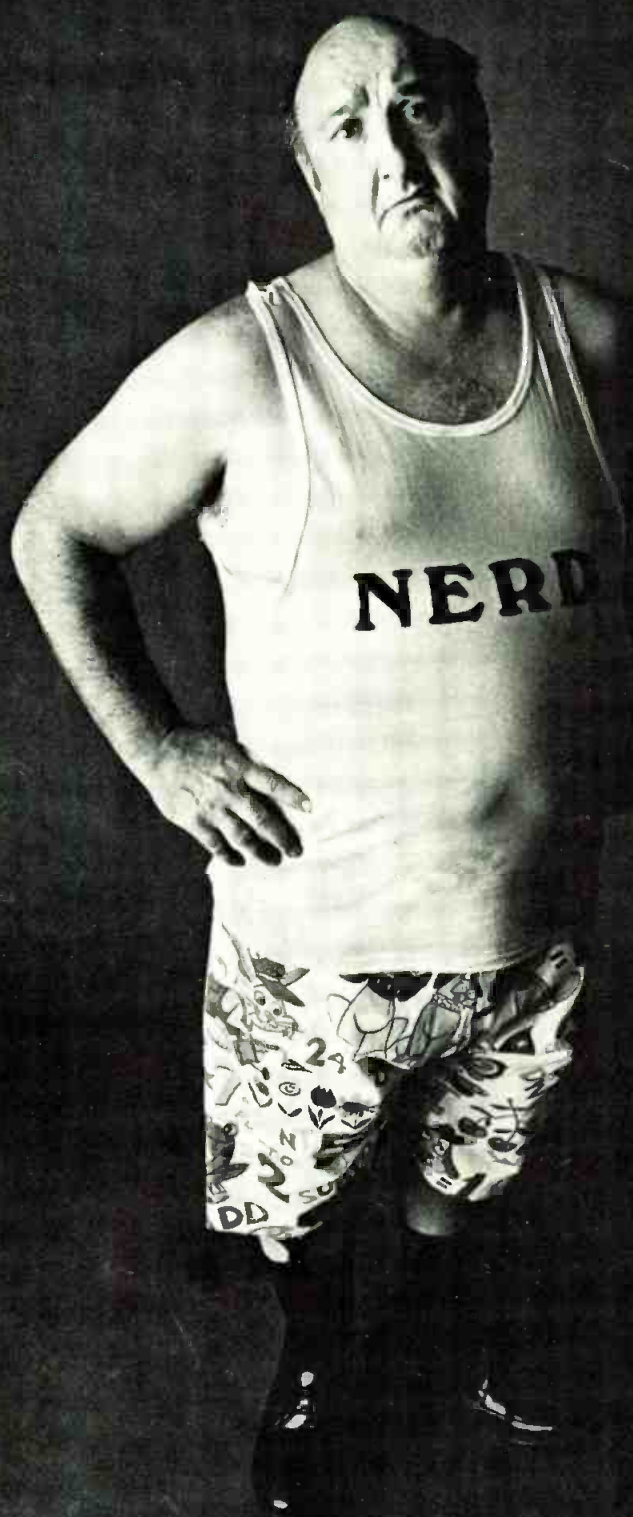
After trying for 18 months, anchor Dan Lewis and photographer Kip Christine obtained visas to visit Poland. They interviewed Solidarity leader Lech Walesa shortly after he received his Nobel peace prize. The visit also included a five-hour detention in a jail, confiscation of their tapes, numerous refusals of interviews and restrictions on filming a Sunday mass.

Other features: "CrimeLine Anonymous," a crime tip hotline that has led to the solution of murders, a hit and run, two armed robberies, a bank robbery and a welfare-fraud case; a five-part series on Nicaragua; a five-part series on defense following the showing of *The Day After*, and a report that women in a correctional center were trading sexual favors for drugs and cigarettes.

□

Mary Brown, a bail jumper, asked **WCPO-TV Cincinnati** for help. Her fears that she would be harmed by a bonding company called "Bounty Hunters" led to a channel 9 series about the alleged terrorist tactics of bail bondsmen in Cincinnati. The series instigated a grand jury investigation that resulted in indictment of six bondsmen on charges of abduction and felonious assault.

And when the federal government ordered



The judging took place in court. This town councilman wouldn't allow wet t-shirt contests in a local pub. So a local D.J. called him a nerd. The councilman sued for libel. But the D.J. won. And ERC paid the contest fees. Because for just this kind of unforeseeable event, we pioneered libel insurance over 50 years ago. And we keep innovating to meet your changing legal needs. Talk to your broker about libel insurance from the expert. Employers Reinsurance Corporation.

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air pollution clean-up in the greater Cincinnati area, WCPO-TV covered public and governmental reaction. Because many residents feared automobile emissions control legislation, reporter Leslye Crater followed local legislators to Nashville, where they compared battle plans with city officials, and then to Washington, where greater Cincinnati officials met with their congressmen and EPA administrators to challenge the clean air edict.

□

The workings of KGB-sponsored Polish spies in the Chicago area were one investigative report undertaken by WMAQ-TV Chicago. The station's investigative unit revealed methods used to discredit those in the Polish community, steal industrial secrets and attempt illegal electronic surveillance of Chicago residents. Polish agents are hard to spot, the station found, and include policemen, clergymen, television engineers and business people. The unit identified 11 Polish intelligence agents working out of the Polish Consulate in Chicago—the station says the federal government kept all this information top secret. Individuals' stories were also included. In one, WMAQ-TV traced the story of a Polish emigre, pressured into stealing industrial secrets, who later committed suicide.

□

KRON-TV San Francisco sent anchor-reporter Bob Jimenez, cameraman Craig Franklin and field producer Robert Campos, to El Salvador to trace the stories of nine Americans who had been killed there. Their reports first aired in September 1983 as a week-long series, were later compiled into a half-hour special: *El Salvador: Climate of Death*.

According to an exclusive report, when the members of San Francisco's police department searched the house of Dan White, convicted of killing Mayor George Moscone and supervisor Harvey Milk, they overlooked secret diaries that might have undercut White's defense. The story was based on information provided by Douglas Schmidt, White's defense lawyer.

An exclusive series of reports dealt with the U.S. Army's biological warfare testing. In the reports, produced by Jonathan Dunn, anchor-reporter Paul Udell revealed that military research includes dispersal of diseases in aerosol clouds, the use of mosquitos as germ carriers and the testing of legionnaires disease.

A six-part series, *Stopped for Questioning*, dealt with "proaction," an aggressive Oakland (Calif.) police department policy that attempts to anticipate crime. Under that policy, citizens are regularly detained for "field checks." Because many of those stopped are poor and nonwhite, some officers claim the policy constitutes subtle racism. In response to the series, the city of Oakland launched an official investigation.

KRON-TV caught state officials off-guard when it revealed high levels of the pesticide ethylene dibromide in food samples taken from Bay Area grocery shelves. The station's Target 4 investigative unit commissioned a laboratory to test boxes of Duncan

Hines muffin mix; all of the boxes registered EDB levels. Chambers Bryson, of the California Department of Health Services, provided his reactions to the station's findings via microwave feed from Sacramento, Calif.

□



Irish youth on WCVB-TV

With the large population of Irish Americans in the Boston area, WCVB-TV there produced a one-hour documentary on the conflict in Northern Ireland. The report went beyond the political/religious problems to examine what effect the fighting had on young people. A news crew on location in Belfast spent five weeks gathering material. The station interviewed members of the "Skinheads," described by the station as a radical group of Catholic teen-agers. The crew also interviewed a 17-year-old who survived a terrorist attack but saw his brother and uncle shot and has witnessed other random acts of violence.

Closer to home, the station examined the realities in a typical urban high school. Faced with funding and staff cutbacks, the school has discipline and faculty morale problems. Administrators, teachers and students gave their perspectives on their lives and education. One student discussed her hopes to get into Harvard; another student said that before school one morning he drank a fifth of Vodka. The report brought into focus the problems of urban schools.

□

Over 15 months, WREX-TV Rockford, Ill., reporter Jerry Huffman aired 37 reports concerning chemically polluted ground water in two nearby subdivisions. A local company, Warner-Electric Brake & Clutch, was found to have been a contributor to the problem. It is presently financing the building of new, private water wells and transmission services in the two subdivisions.



WABC-TV in Japan

Japan's educational system was compared with that of the U.S. by WABC-TV New York in a 10-part series. The crew spent two weeks in Japan, where it produced reports on the Japanese system of "cram schools," which prepare students to gain admission to schools. Interviews with individual students and their families were also featured. The story maintained that Japanese students are "memorizers," while American students learn to think "creatively."

In a report on international terrorism WABC-TV told its viewers that many groups had connections in New York. The correspondent, Roger Sharp, went to Belfast Northern Ireland, where he interviewed members of the IRA, and to Italy, where he interviewed members of the Red Brigade, an Italian terrorist group. In each case, the report outlined ties with the U.S.

Two reports produced by WABC-TV during the year dealt with drug abuse. One examined the problem of doctors and nurses or drugs, and revealed that hospitals often do not report cases to avoid scandal. Another examined the economics of drug abuse. The story calculated drug prices, loss by law-abiding citizens because of drug-related crimes, decreased job productivity and impact on the national economy. But the story also featured a local angle. The New York police department told the station that narcotics had infiltrated the hotel, garment and other industries, including banks, which launder money.

WABC-TV gave its viewers a personal look at a 41-year-old heart patient and his family who were hoping to find a donor. When the news came, WABC-TV chartered a Lear jet to fly to Virginia to shoot footage of the heart being packed in ice and loaded on a plane. The story culminated in the airing of the transplant operation.

□

Each week on WCMH-TV Columbus, Ohio, the station airs a "Newsextra 4" series. Topics have ranged from dangerous amusement park rides, to medicare costs to unemployment to foster children. The station reports increased ratings with the addition of Doug Adair and Mona Scott, a husband-and-wife team formerly on the air in Cleveland. One series on hearing loss resulted in over 2,000 people taking hearing tests at four area shopping malls. A week-long health fair put on in conjunction with various health agencies and featuring free medical screenings and information, was attended by 20,000 people.

□

In October 1983, WJLA-TV Washington reporter Paul Berry learned that the city of Washington was about to purchase almost \$600,000 worth of body armor vests for the city police. One of the vest manufacturers charged the city did not allow competitive bidding and was about to buy a vest that did not stop certain types of bullets available on the street. A representative of the complaining manufacturer fired rounds into the proposed vest and also into one manufactured by his company to prove that his vest would stop the round, was better made and would cost no more than the other, perhaps less. After airing the story, several police officers



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and other vest manufacturers came forward and agreed that the police were not getting the best vest at the best price. D.C. Police Chief Maurice Turner tried to prove that the station's test was not fair, but what came out was that the original allegation—that the city had conducted no competitive bidding—was true. As a result of the story, the police began testing the vests. The city council requested the department give an accounting for the monies donated by the city, and the vest fund committee was forced to show an accounting of how the money was spent.

Another WJLA-TV investigation looked into a series of sweetheart contracts between Southeastern University and a convicted con artist. Following the reports the university's president and business manager were fired and all the members of the board of trustees resigned. A number of degrees were revoked, including the BA and MBA of a university trustee. And a federal grand jury is investigating evidence of mail fraud and bribery.

A woman for whom a housing project in Brooklyn was named was the subject of an investigation by WCBS-TV New York. In a series of reports, investigative reporter Arnold Diaz told the story of Sallie Mathis, who had



Housing problems on WCBS-TV

rented out units reserved for the poor to more than 80 families before construction on the project was completed. The reports informed viewers the situation had become "explosive." When owners of the property tried to hold discussions with the tenants, they were chased off the property by supporters of Mathis, who felt she was a hero who defied the white establishment on behalf of the poor. Diaz was threatened while covering the story.

Although tuberculosis is thought to be a disease of the past, WCBS-TV's medical correspondent, Dr. Peter Salvo, told viewers that 127 new cases had been discovered in Harlem, the highest rate in the U.S. and 10 times the national rate. But Salvo also reported there were cases in other sections of New York, including South Bronx and Bedford Stuyvesant. According to his investigation, the resurgence of the disease was due to lack of preventive measures and fewer caseworkers after federal funds were cut off. WCBS-TV reports that since the story aired, more caseworkers were hired and more money was devoted to the TB program in New York.

WCBS-TV is owned by CBS Inc., but that didn't stop the station from airing a report that some employees of CBS News had been

involved in suspicious stock purchases. Prior to an *Evening News* broadcast that took a critical look at Nutrasweet, a low calorie sweetener manufactured by G.D. Searle Co., there was a rash of trading activity in the company's put options. The report contained allegations that could have hurt the price of Searle stock. WCBS-TV's business and economics editor Dan Dorfman told viewers that the Securities and Exchange Commission was investigating.

Toxic waste was of interest to the viewers of WAPT Jackson, Miss., which devoted 10 consecutive weeknights to a proposal to locate a dump in the immediate area. The station reported on the people who would own and operate the dump, the residents of the area where the dump would be located and the state's role in the permit process. The series uncovered enough new information to move the state attorney general's office and the State Department of Natural Resources to request transcripts for their own files.

In Lansing, Mich., WILX-TV's newly formed investigative team covered a statewide law enforcement drive that resulted in the arrest of 1,000 persons who had been charged with crimes but were still at liberty. The station also broke a story of illegal gasoline mixtures being sold at Michigan gas stations. And the team went undercover and discovered workers compensation fraud and deteriorating bridge conditions.

A report of sexual abuse in three Florida schools for juvenile defenders aired by WTVJ-TV Miami resulted in a state subcommittee hearing to further investigate charges of misconduct. The investigation found that children, aged 8 to 16, were victimized by the staff. And reports of alcohol and drug abuse among staff members were also uncovered. As a result, many staffers resigned, eight were fired and one state-run facility was closed.

Another report examining a language program found that many students were receiving high school diplomas without being able to speak functional English.

The extended reports on a child abuse case by WJZ-TV Baltimore led to a state law providing court review of decisions by the county social services division. The station's investigative team found that a 22-month-old who had been admitted to a county hospital had been abused. The station also found that her 6-year-old sister had starved to death the year before, and that parents were awaiting trial on a manslaughter charge in that case when the 22-month-old was rushed to the hospital. After the child was released, she was returned to her mother. The reports sparked anger among elected officials that the county social services department would return the child to her mother while she was awaiting charges. A law was later passed that allows prosecutors and police to attack in courts any questionable decisions by the social services department.

The I-team also investigated nonhandi-

capped people parking in handicapped spots. The station caught on film nonhandicapped people placing handicapped signs on their dashboard and then going to work. In light of the reports, the Motor Vehicle Administration changed the parking system to help curb the problem. The report also found that the state's method of awarding space "was highly unregulated and had grown beyond the control of state officials."

WFAA-TV Dallas enters its third year in its investigative series on health and food handling in local restaurants. The station has aired 33 reports over a 10-week period this year. The investigation continues to point out problems in the city's inspection of restaurants. The public outcry following the series has put pressure on the city, which is now shutting down, rather than fining, the establishments.

A three-month probe into how Social Security is administered to the disabled turned up recipients' claims that Social Security Administration administrative law judges were cutting expenses by illegally denying benefits. The report also investigated travel practices of some judges. One confrontation between reporter Byron Harris and a judge



A jab on WFAA-TV

resulted in the judge throwing punches.

One documentary centered on one of the station's own "Close-Up" reporters. Mat Quinn had a stroke in May 1983 and later entered the hospital. Surgery was required and the documentary team from the station went along to record his operation and document his recovery. The material was pulled together and five months later the station has a first-person account of a stroke recovery.

The news team at WGBB-TV Springfield Mass., produced several documentaries. When the station's general manager, Gilbert M. Lefkovich, was invited to go to Israel as a part of an interfaith tour, he took a news crew with him. When they returned, the station presented a 10-part series featuring sights such as the kibbutzes, religious shrines and the unstable border area. They also produced a half-hour documentary, *The Holy Land, An Interfaith Perspective*. Other feature stories included one on the International Games for the Disabled held in New York and a series on soap operas by co-anchor Audrey Sommers. While working on that story, Sommers traveled to New York and ended up with a bit part in the daytime serial, *All My Children*.

WGBB has also been busy with investigative projects. Reporter Jim Mishler presented a five-part series on how Massachusetts is dealing with the environment. While working on this project Mishler was able to break the story of the shutdown of municipal wells in parts of the state because of EDB contamination. "Raising the Curtain on Incest" was a series by weekend anchor Kathy Tobin which dealt with the problems of victims and ways they can seek help. Pete Dragon investigated hunger in western Massachusetts and did a series on the problems that still affect veterans of the Vietnam War.

John McPherson of WESH-TV Orlando, Fla., investigated charges that the U.S. Border Patrol was harrasing and arresting Hispanics in central and south Florida who were legal residents of the United States. The story led the governor of Florida, Bob Graham, to form a task force to investigate the charges.

As of July 1, 1984, the drinking age in Wisconsin was raised to 19. To investigate reports of minors being served alcohol, WTMJ-TV Milwaukee sent reporter Mike Gousha and a crew to a bar with Mike G., a 17-year-old. The cameraman went into the bar before Mike with a minicam in a knapsack. He sat down at the bar and aimed the camera at the spot where Mike was going to sit. Although the video was dark, the audience could clearly see Mike come in, order a beer and be served. The series ran in three parts—the above scene was shown in part one along with an interview with Mike as well as interviews with a 16-year-old recovering alcoholic and an 18-year-old who told how she had been drinking in bars since she was 14. In the second part, a bartender was interviewed and presented his side of the issue. The third part showed how easy it is to make or obtain a fake ID.

WTMJ-TV also investigated the possibility of a hazardous waste disaster in a five-part series on what the state is doing to protect residents.

A strike by workers at many resort hotels in Las Vegas was big news for KTNV-TV there. The station devoted a half hour in prime time in July to put the situation into perspective. Nearly all of the 24 station staff members were involved in producing the special. It recapped the early days of the strike. One reporter was arrested for obstruction while covering picketeers.

At the top of WSPA-TV Spartanburg, S.C.'s, investigative reporting list was a 10 part series called *An American Tragedy: Illiteracy in South Carolina*. Written and produced by reporter Patrick Fraser, the series won several awards including the South Carolina Education Association's "School Bell Award." Fraser followed the series with 15 additional reports focusing on the progress that had been made. Other investigative programs produced by the station included: *Marijuana Harvesting for Profit*, a series on child sup-

port and one on the "Video Invasion."

Last fall, WTVH Syracuse, N.Y. formed an I-Team to provide viewers with more detailed investigative reports. One I-Team series reported by Rich Isome uncovered Chrysler Corporation documents which stated that the use of menthol-blended gasoline would void warranties on their cars. According to Chrysler, such blends could result in damage to fuel system components. Arco had been given a waiver by the Environmental Protection Agency to sell menthol-blended gas. All of these facts were unknown to area consumers. After the report, Arco announced a new warranty program to repair all menthol-created fuel system damages not covered by auto manufacturer warranties.

In January the I-Team discovered that several fires in a northern Syracuse suburb were due to faulty fireplace construction. Experts claimed that workmanship on the fireplaces had been shoddy and local officials admitted that they had not been inspected before they were enclosed within the buildings.


Isome traveled to Beirut along with cameraman Dave Tinsch to videotape reports for WTVH and for two other stations that were participating in the project, KCTV Kansas City, Mo. and WNEM-TV Saginaw, Mich. Isome interviewed military personnel from the viewing areas of the three stations, as well as General Jim Joy, commander of the U.S. troops in Lebanon. Isome and Tinsch were often in dangerous parts of Beirut during their assignment—shells would sometimes explode less than 30 feet away while

they conducted interviews on the U.S. Marine base. However, both men said later that the chance to be at the sites where international news was breaking was worth the risks they took.

WTTG(TV) Washington reporter James Adams had an exclusive story when he discovered that furniture mistakenly shipped from the State Department to Washington's penal institution, Lorton Reformatory, contained top secret documents. Because divulging the contents of the papers would have further compromised national security, Adams focused on the massive breach of security at State and what could be done by the Senate Foreign Affairs Committee to prevent recurrences. The stories resulted in congressional investigations. The State Department took action against three employees and instituted broad changes in its handling of internal documents.

Reporter Dick Krantz's three-part series on the new sweetener, Aspartame, explored the role of the Food and Drug Administration in approving it as a food additive, focusing on questions about the validity of scientific studies used by the FDA as the basis for its approval. In another report by Krantz, WTTG documented more than \$750,000 in wasted funds on five contracts handled by the city's Minority Business Opportunity Program. The series also revealed that the city government was ignoring its own purchasing laws. The series prompted an investigation by the D.C. Council. Other series by the station included one on brain injuries

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and the long road to recovery, and a report on violations of a law requiring U.S. citizens to be hired before legal foreign workers.

□
Target Four, WTAE-TV Pittsburgh's consumer investigative unit, focused on scams practiced on Pittsburgh's unemployed. Among those exposed was a work-at-home scheme, subsequently investigated by postal authorities, and a jobs directory that was discovered to be listing nonexistent jobs. Target Four consists of a reporter and producer who broadcast five stories a week.

The station's Extra unit, which produces stories for the 6 p.m. newscast, examined the special needs of those growing old in prison, and the elderly who are sent to prison. The story was told from the perspective of three prisoners.

Reporter Faith Daniels and the Extra unit took a look at the growing concern about ethical and legal questions raised by artificial insemination. Among the topics discussed: Do offspring have the right to know the medical and social history of the sperm donor and what are the safeguards to protect the donor's anonymity?

In an attempt to show how a family copes with terminal illness, reporter Donna Jordan spent many off-camera hours with the family and in the editing booth to create a faithful impression of the emotions involved in the ordeal.

□
The post-Kennedy era was the topic of a **WNEV-TV Boston** special that featured seven hours of live programming. The show, *Since JFK: The Last Twenty Years*, which aired on the 20th anniversary of Kennedy's death, examined how the country's social, cultural and political heritage have changed over the years. Part of the program included a series of live broadcasts from the Kennedy Library, which had scheduled a number of special events. A one-hour documentary on JFK was also aired and many prominent writers, historians, artists and politicians participated in a series of roundtable discussions on a variety of subjects.

□
On three occasions, **KGTV San Diego** sent reporters and camera crews a long way from home to produce documentary/investigative reports. Reporter Bob Donley and photographer Michael Ineman went to Cuba to report on the people, politics, religion, housing, labor, baseball and the island's educational process. However, the station noted that it had a near encounter with a production disaster. Two new Sony cameras ordered by the station for the project did not arrive until minutes before the plane's departure for Cuba. Ineman learned how to use the new gear on the job and the production came off without a hitch.

Donley spent more time overseas, this time with photographer Bob Craft, tracking down a San Diego financier. When Jerry Dominelli's company went bankrupt, he was held in contempt of court for refusing to disclose the location of millions of dollars. He was arrested, jailed and released on bail. Dominelli jumped bail and fled to the island

of Montserrat. Donley followed him there but was refused an interview. However, the island forced Dominelli to leave and Donley interviewed him on a flight back to the U.S. His story was fed via satellite from Miami, where the plane landed. But Donley was not finished. He headed to Europe in search of the elusive millions, hoping to obtain an exclusive interview with a Dominelli associate, but was unsuccessful.

□
In December, assignment editor Jim Prather and photographer Ken Hazlett produced a 30-minute documentary for **KTHV Little Rock, Ark.**, called *Juveniles in Justice: a System That Doesn't Work*. Both men spent five months touring juvenile corrections facilities for the program, which revealed that in many cases the constitutional rights of



Juvenile justice on KTHV

minors are violated. One judge admitted on camera that in one case he sentenced two juveniles to a training school without ever appointing them an attorney. Seventeen of the judges working on juvenile cases in the state of Arkansas have had no legal training.

□
KGO-TV San Francisco traveled to Japan, following American auto workers as they entered a one-week training program to learn "the art of auto building—Japanese style." The employees were part of a work force that would return and work at a Toyota factory in Fremont, Calif., to be opened later in the year. The station interviewed the only woman hired to work in the plant and described the marketing and manufacturing strategies that have made Toyota a top company. While in Japan, the KGO-TV news crew looked at the mass transit problems in its major cities, why there is so little drunk driving there and Japanese auto sales techniques.

□
KOFW-TV Dallas anchor Clarice Tinsley broke a national story with her investigation into a delayed ambulance call that resulted in the death of a woman. She told the story of a man's desperate call for help for his dying mother and the callous and cavalier treatment he received at the hands of a fire department call-screening nurse and her supervisor. The man's mother died before an ambulance arrived. Through the Texas Open Records Act, we obtained the fire department dispatching tapes of the incident which graphically told the story. Following the station's investigation and the resulting national uproar over the system, major changes were instituted. The nurse was fired, her supervi-

sor demoted, other fire department personnel disciplined and the call-screening program was suspended while a complete citizen investigation ensued.

□
The effects of television on the beliefs and life styles of children and adults were explored by **KPNX-TV Phoenix**. After a one-hour documentary produced by Gannett was aired—exploring street and television violence and the way minorities are portrayed among other subjects—the station aired a one-hour, question-and-answer show. A panel of social and psychological experts fielded questions from the audience. The station patched in feeds from the police department to get its perspective. Also included was the perspective of a family that had gone without television for two weeks.

A total of 10,000 "Critical Viewing Skills" pamphlets were distributed to local libraries. And as part of an ongoing feedback system, the station sets up a gazebo each week at different shopping malls to receive input from the public.

□
KNBC-TV Los Angeles, in marking the 25th anniversary of the Castro revolution, did an in-depth, five-part series on Cuba, with each segment running 15 to 20 minutes. The project was backed by six weeks of research and on-location reporting. As part of the series, the station interviewed Cuban and Central American political leaders. The segments examined events leading up to the revolution, the country's economy and its dependence on the Soviet Union, its relationship with the U.S. and its political and cultural life.

Another investigative piece closer to home concerned the booming wine industry in California. The station aired a five-part series and a documentary delving into the business, scientific, geographical, cultural and consumer sides to the wine stories. Included were profiles of the San Joaquin valley, where many wine grapes are grown; the Davis, Calif., school where genetic engineering is being studied to improve wine, and trends in marketing to counter a recession-caused sales drop.

□
WFRV Green Bay, Wis., sent a two-man crew to Nicaragua to probe U.S. involvement there and the role of the Catholic church in that country. They interviewed Bishop Schlafer, a native of Wisconsin, who has lived in Nicaragua for 36 years. The station corrected a story reported earlier that the bishop had led 800 Nicaraguans to Honduras the week before Christmas. He had, in fact, been celebrating midnight mass with the Indians when shooting broke out. At daybreak, the Indians traveled to safer ground—in Honduras—and the priest accompanied them.

□
The consolidation of New Hanover county and the city of Wilmington has been important to the residents of southern North Carolina for several years. News director Steve Berry of **WWAY Wilmington, N.C.**, produced a series of special reports to inform residents

the county of the latest proposals by the city for consolidation. Later, public affairs director John Randt traveled to Columbus, Ga., where a similar consolidation took place in 1970. Because the size of the two cities was comparable, the Columbus case was considered a good example of what consolidation could mean to Wilmington. In his documentary, *Consolidation: Friend or foe?*, Randt interviewed Columbus leaders to find out what methods city officials were using to sell the idea to the people and what advantages would be created by consolidation.

A five-mile-long Daufuskie Island is located just off the coast of South Carolina. It is the target for a future large development which will displace all of its present 75 inhabitants. Reporter Joan Mack and a news crew from WISN-TV Charleston, S.C., spent two days on the island preparing a three-part series on its people and future.

WISN's Lisa LaFata did a story on Tami Middlesworth, a 7-year-old girl with leukemia. LaFata filed reports on Tami's weekly blood treatments and on free trips she was given to Disney World and Marineland. She died a few weeks later. The reports inspired the community to hold fund raisers to help the family pay its medical bills.

WISN-TV New York examined the problem of child molesters in a one-hour documentary. The series interviewed child molesters in a special prison in New Jersey for sex offenders, probing their motivations, backgrounds

and personalities. The documentary was followed with a live phone-in show, staffed with hotline personnel and other advisers. The airing brought an increase in molesters seeking help as well as victims searching for treatment.

Mike Deeson, reporting for WTSP-TV Tampa-St. Petersburg, Fla., uncovered consumer fraud being committed by a local company. Inventors would pay the company to research the marketability of their inventions and would be given phony market reports in return. After the report aired in early July, Deeson received responses from over 200 inventors who had been victimized by the scam. The estimated amount taken through this fraud was nearly a million dollars.

A series of investigative reports by Mark Feldstein, now working for ABC News, exposed conflict of interest in Hernando county, north of the Tampa Bay area. After four months of research, Feldstein confronted the county engineer with evidence that building contracts had been awarded to his own construction company. Before the report was broadcast, the county engineer resigned and his professional license was placed under review.

Another conflict of interest uncovered by WTSP-TV involved the Florida Department of Transportation. During a three-part series it was shown that the official in charge of purchasing landscaping vehicles was buying them from his own farm. The report led to an investigation of the Department of Transportation by the state Inspector General's office.

Momma Lives on Miami Beach, an examination of what was once the country's premier winter resort, garnered statewide AP and UPI awards for WPLG Miami-Fort Lauderdale. The documentary was a sequel to a report produced 10 years earlier, and showed that the community's elderly residents continued to experience poverty, crime, loneliness and a lack of respect.

The station also traveled to Israel to report on a group of Americans who had volunteered to work on Israeli military bases for three weeks. That story proved difficult to cover, as WPLG dealt with problems varying from tapes lost by airlines to areas declared off-limits for cameras to permission for access to bases given, withdrawn, and then given again.

For its AP and UPI award-winning special report, "Country Quality Meats," WPTA Fort Wayne, Ind., used an anonymous shopper to investigate a local meat outlet owned by a Xenia, Ohio, company. The shopper, equipped with \$200 and a wireless mike, was dispatched to buy meat from the store, which advertised that \$200 would buy over 300 pounds of meat. However, once the shopper seemed interested in making a purchase, the meat company's salesman belittled the quality of particular slabs, suggesting the customer look at another, better piece. After the "better" meat had been purchased, WPTA had it appraised by an outside firm. The station found that the butchered weight was drastically different from the

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hanging weight—the shopper actually paid four times more for the cut than would have been spent in a grocery store. Officials at the meat company, which had been the subject of numerous Better Business Bureau complaints, refused to be interviewed. WPTA's broadcast featured the taped conversation and drawings rendered from the shopper's description of the outlet, and aired in October, a month after the station's investigation began. A month later the state attorney general ordered the company to stop its deceptive advertising practices. The company closed down in early 1984.

□

WOWK-TV Huntington, W. Va., spent nearly a month tracking the working habits of Ohio Department of Highways workers. In a week-long series, *Men At Work?*, reporter Steve Dale showed workers taking nearly one-hour breaks for coffee each morning, nearly 90-minute lunch breaks, another hour break for coffee in the afternoons and, in several instances, parking along the side of Ohio highways doing nothing for hours at a time. Most workers, scheduled to be on the job until 4 p.m., were back at the garage and leaving for home by 2:30. Dale and his crew taped the story from an unmarked van parked near the construction sites where work was scheduled to be performed. And in many cases Dale followed the workers, taping all the while.

A WOWK-TV news investigation of reported water pollution in a trailer park nearly resulted in tragedy for the two-man news team covering the story. The station aired a special report on the water pollution which caused the West Virginia State Department of Health to order residents of the park to boil their drinking water until further investigations could be made by the state. During a follow-up story, reporter Rick Williams and photographer Jim Forbes visited the park to interview residents and were confronted by the park's operator. He asked them to leave and as they were driving away, he threatened them with a hammer and then smashed the rear and side windows of the station car. He was later arrested.

□

Two news topics that **KPIX San Francisco** has investigated have been air safety and the AIDS epidemic. The station's anchorman, Dave McElhatton, is a private pilot and he undertook a five-part news series on air safety in light of deregulation and a changing economy. McElhatton carried reports of long

working hours, staff cutbacks and postponed maintenance. A news crew went to Ohio, Washington, Los Angeles and San Diego and talked to industry spokesmen, government officials and airline safety watchdogs. Viewers also got an upfront look at pilot and flight attendant training and aircraft evacuation procedures.

The station's four-part series on AIDS examined the medical, financial and sociological fallout from the disease. Reporter Jim Bunn traveled to the Center for Disease Control in Atlanta, to hospitals in New York and interviewed legislators in Washington. The report also talked to victims, and examined the medical, financial and emotional problems they face. And Bunn stepped back to give a perspective on the fear the disease holds and the way the media portray the situation to the public.

□

KGW-TV Portland, Ore., took a look behind the controversy of the followers of Bhagwan Shree Rajneesh, who has set up a community in Antelope, Ore. The station covered the suits and countersuits being filed by the townspeople and Rajneesh's followers. It traveled to London, Cologne, Amsterdam and Berlin to find Rajneesh followers working to send money to the Antelope commune.

Traveling abroad has become almost common for the station. A two-man crew went to Nicaragua last year to file reports on the fighting there. Another crew accompanied the Portland mayor on a trade mission to Japan. The series examined the possibilities of increased trade development for Oregon, which has suffered a drop in timber revenues.

When a particular rail line was chosen to solve the city's mass transportation problems, the station reported the experiences of other cities that had the same type of system. The station also presented a series on depoprovera, a drug used on habitual sex offenders. Several weeks of treatments and therapy sessions were filmed and used in the series and a documentary.

□

Concerned over a high incidence of skin rashes, cancer and miscarriages in their community, residents of Catechee, S.C., asked the health department to investigate. Blood tests were ordered in the small town, which for 20 years had received drinking water contaminated with PCB's. But **WYFF-TV Greenville-Spartanburg, S.C.**, health reporter Lee Ann Soowal, who was covering the story, realized that long-term PCB exposure would show up only in tissue tests. The investigation is continuing. Soowal has also produced specials and series on other topics ranging from geriatrics to sports medicine and mental health.

WYFF-TV also covered national politics from a local perspective when it reported on Senator Fritz Hollings's political campaign. The station included a series in its regularly scheduled newscasts that followed the Democratic presidential hopeful to New Hampshire. According to the station, it "concentrated on the style and the substance

of a Southerner imparting his message in the cold Northeast." WYFF-TV also created half-hour special to add depth to its report

□

KODE-TV Joplin, Mo., managed to under spend its \$700 budget by \$300 when it produced its broadcast news series, *The New Madrid Fault: a Look to the Future*. Ten people were responsible for the program preproduction, and three for its actual shooting, which required 22 rolls of three-quarter inch tape. Planning of the series began a year prior to production. Much historical material—including books and charts—was used to produce the series, and the station's art department supplied artwork, graphs and maps. The five-part series and its subsequent half-hour special, which were shot in Missouri venues of Jefferson City, St. Louis and New Madrid, were hampered by heavy clouds, snow and rain.

□

The investigative team at **WTHR Indianapolis** spent six months probing an Indiana-based religious sect that practices faith healing. The investigation found many, including young children, dying as a result. In one case, the station said an infant died for lack of only \$5 worth of penicillin. The report focused on how the sect operates and featured undercover footage of church sessions. The report prompted the state legislature to pass a law protecting children in such cases. The station reports that 60 members' death have been documented.

Anchorman Cameron Harper traveled to Honduras to report from the staging ground where U.S. troops were undergoing maneuvers. Footage from that trip was combined with that gathered from a fact-finding tour of Grenada and briefings from Washington officials on the situation in Central America and the Caribbean.

□

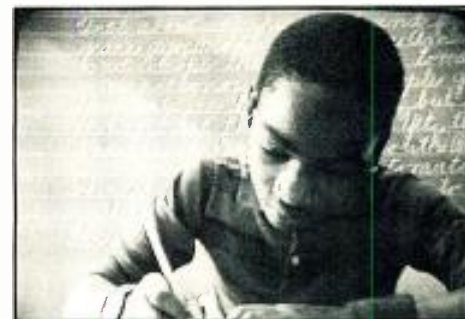
The question of whether the state of Pennsylvania should be in the liquor store business was the subject of an investigation by **WTAJ-TV Altoona, Pa.** Their reports included live interviews with officials expressing opposing views. WTAJ followed the reports with a telephone poll that gave viewers a chance to express their opinions.

□

When 90% of the Cleveland students taking a standard competency test failed the exam, **WKYC-TV Cleveland's** reporter, Ellen Miller investigated. A five-part report on the quality of Cleveland public education resulted.



Probing AIDS on KPIX



Competency tests on WKYC-TV

□

When Dayton's top narcotics police officer was demoted to a street beat, it was **WDTN Dayton, Ohio**, that first discovered the reason. The officer had exceeded his authority by granting immunity to the only suspect in the second largest cocaine bust in Ohio history.

Another investigative story surfaced last winter when a Dayton minister confessed on camera to **WDTN** reporter Retha Phillips that he had stolen surplus government cheese that was supposed to have been distributed to the poor.

□

The I-Team at **KTSP-TV Phoenix** uncovered defects in the water system of the Palo Verde Nuclear Power Plant. The investigation, conducted amid controversy over a rate hike and tool burying, uncovered poor workmanship. Seals in the water system's pipeline were filled with rope, cardboard and styrofoam, the station found.

The I-Team also uncovered a land fraud case. An Arizona company was selling land near the Grand Canyon through a Belgian agent. When the I-Team went to the property, it found no water in the area and no projected development. The land was selling for many times its assessed value. The probe prompted the state to begin an investigation into the case. A company involved in this case was eventually fined for a separate land-fraud incident in the state.

□

"A Parent's Greatest Fear," about children who are abducted and sexually abused, was a documentary produced by **KDKA-TV Pittsburgh**. The program, hosted by John Walsh, whose son, Adam, was the subject of an NBC made-for-TV movie, focused on four families whose children had been abducted and abused. The program also featured an interview with a pedophile who admitted to having sexually assaulted 400 children. In conjunction with the special, the station offered a handbook of tips for preventing abduction and assault.

Arlene Pfeiffer was a high school senior and member of the honor society. When she became an unwed mother, that distinction was taken away. **KDKA-TV** examined the issue of whether she had done "dishonor" to herself or her school, and conducted interviews with different segments of the community, both in the studio and from four remote locations.

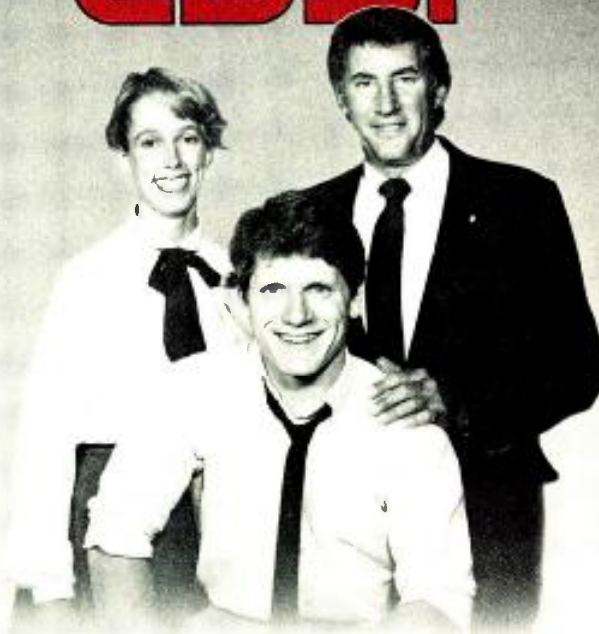
□

When an Asian-American was murdered by laid-off American auto workers, **WDIV-TV Detroit** conducted a four-part series retracing the events that led to the man's death and examining the repercussions of the event. The station went to other Asian communities in the U.S. to gauge their reaction. Interviews were also conducted with the dead man's mother and the head of the American Citizens for Justice.

In a series on drug abuse, the station traveled to Bolivia to investigate the economic and political issues involved in international drug trafficking. The station also traveled to

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Florida, Oklahoma and Hawaii, where drugs are either brought into the country or are grown. The series also examined motorcycle gangs and organized crime's ties to drugs. The series aired in conjunction with the station's week-long public affairs project on drug and alcohol abuse.

In other investigative projects the station examined rape, unethical practices by health care professionals and crime and political corruption in Highland Park.

An investigation by **KOIN-TV Portland, Ore.**, revealed that a company awarded a contract to supply services to a rail project in the city was not eligible to receive funding set aside for minority-run businesses. A federal investigation came to the same conclusion as the station's reports and it recommended the contracts be denied.

After more eruptions from Mount St. Helens, **KOIN-TV** took a closer look at volcano eruption predictions. What it found was that despite the mountains of data accumulated after the May 1980 eruption, there is no accurate formula for predicting activity.

When the only industry in Valsetz, Ore., closed, the station set out to film the impact of the decision on the community. The city became a ghost town and **KOIN-TV** examined how townspeople were coping, looked at retraining efforts and covered the last high school graduating class in the community.

Angola, Cambodia and Uganda were among the countries investigated by **Sacramento, Calif.'s, KCRA-TV** this year. Stan Atkinson, anchor of the station's 5 and 11 p.m. newscasts, headed a news team that "slipped across the border, under secrecy, into the African country of Angola... [and] traveled with a band of guerillas to cover the resistance in that country." Alice Scott Murray and a Sacramento medical team traveled through Uganda to report on the dictatorship there. And, closer to home, reporter Sandra Gin Yep investigated a notorious Chinatown murder case in a special series, *A Question of Justice*, that earned her an Emmy award.

A series on the pesticide ethylene dibromide (EDB) by **wovm-TV Washington**, eventually led to the government banning the pesticide. Consumer reporter Ellen Kingsley, acting on a tip, discovered that EDB (known to be carcinogenic in lab animals), was found in foods in grocery stores. Of 14 random food samples Kingsley tested at an independent lab, seven were found to have levels of EDB that health officials considered unsafe. Meat and milk packages from the Midwest, where EDB-fumigated grain is grown and stored, also showed traces of EDB, Kingsley discovered. Following the findings, the Environmental Protection Agency, the Department of Agriculture and the Food and Drug Administration began a nationwide testing program of food products. The station reports that within two weeks of its report, the EPA banned the use of EDB on crops. Congress held hearings and within five months after the first report was aired, EPA administrator William Ruckelshaus banned almost all uses of EDB.

Stories broken by I-Team reporters for **wcco-TV Minneapolis-St. Paul** resulted in reforms to insure that both Twin Cities and outstate citizens would be better served by their governments. One report revealed that judges in Hennepin county, which contains most of the city of Minneapolis, were working short hours while the case load in the court backed up. After the I-Team report aired, there was a major inquiry by the bar and a commitment made to reduce the backlog of court cases.

Another I-Team story on the Minnesota Department of Human Rights showed that some victims filing complaints of human rights violations had to wait more than two years for their cases to come to hearings, while some cases were never heard. The result of this report was a change in the leadership and methods of the department.

KYW-TV Philadelphia produced its first docudrama this past year. The one-hour *Shattered Dreams*, which aired in prime time, examined mid-life crisis through the story of "David." The composite character, portrayed by an actor, was based on more than 40 interviews with men and women between the ages of 40 and 55. The story, reminiscent of "The Big Chill," shows David discussing his



Real-life drama on KYW-TV

problems—he has lost his job and is contemplating divorce—with his wife and friends. Some of those in the docudrama, who also discuss divorce and career changes, were people playing themselves—a Philadelphia therapist, a newspaper columnist and an author.

An investigative report by Dawn Meadows of **wkef-TV Dayton, Ohio** on alleged patient abuse at a Dayton nursing home led to the arrest of one of the home's employees.

Fraudulent orders, double billings to the government and kickbacks to suppliers were uncovered in a **wdsu-TV New Orleans** investigative report on the area's Avondale Shipyard, according to the station. Stories by channel 6 reporter Richard Angelico also resulted in a scheduled Senate subcommittee hearing. Angelico's findings revealed facts that the U.S. attorney's office was unaware of, and several of the executives involved have already entered guilty pleas, according to the station.

In addition, **WDSU-TV** was a leader in reporting financial problems of the New Orleans World's Fair. Anchor-reporter Charles Zewe broke a story on how a deal to develop

the fair site after the event completed its run had driven up construction costs by million and aggravated the fair's financial plight.

A series of reports by **wink-TV Fort Myers, Fla.**, helped bring national attention to a not registered bank whose owner was subsequently convicted of fraud and money laundering, according to the station. Subsequent donations from across the country enabled local and itinerant farm workers in Immokalee, Fla., to recover a large portion of the hundreds of thousands of dollars that the lost by deposits in the "bank."

Horace Holmes, a reporter for **wmar-TV Baltimore**, was sent to live for a week in Murph Homes, one of Baltimore's high-rise public housing projects. Living with one of the tenant families, Holmes was able to provide first-hand look at what life in a public housing project is like. The six-part news series *Inside Looking Out*, showed that while the people who live there are happy to have affordable housing, they are also in constant fear because the projects, inhabited by drug users and pushers, are often the scenes of drug-related crimes.

The story that Joseph Paul Franklin was the prime suspect in the shooting of *Hustler* magazine publisher Larry Flint was broke by **waga-TV Atlanta**. The station had an exclusive interview with Franklin about the crime.

WAGA discovered a federally funded housing program, Economic Opportunity Atlanta, in no better condition than some nearby slums. And, in the Bahamas, the station investigated the activities of Georgian drug smugglers and of possible complicity by Bahaman government officials.

Twenty years after the assassination of President Kennedy, **wnbc-TV New York** presented *A Moment of Shock*. The program explored the four-day period that began with the shooting and ended with the swearing in of Lyndon Johnson. Historical footage and present-day interviews made up the documentary, produced by filmmaker George Nierenberg.

Another documentary produced by **WNBC-TV** examined the lives of the mentally ill living in the streets of New York. The problem of deinstitutionalization and possible solutions were addressed in the half-hour special, which also included interviews with the mayor, governor and state mental health commissioner as well as homeless people.

For the first time in nearly a century, a state official in Nebraska was impeached. To prepare viewers to understand the process of impeachment, **wowt Omaha** produced, in less than a week, a half-hour documentary on the impeachment process and its historical perspective in Nebraska politics.

Another documentary, *An Omaha Man Remembers: A Beach Called Omaha*, at-

racted such a favorable public reaction that WOVW repeated it a few weeks later. The documentary traced the story of a man from Omaha on his way to Omaha Beach during the June 6, 1944, D-Day invasion of Normandy.

□

WxFL Tampa, Fla., went underwater to break a story on cracks in the new span of the Sunshine Skyway Bridge. Reporter Bob Lite shot film of the cracks. He also took samples and discussed his findings with engineers from a local university. The report resulted in state and federal investigations; four state transportation department employees were disciplined for falsifying records.

Links between Honduras and Tampa were examined in a one-hour special. A news crew went to Honduras to film the increased local trade between the two areas and the U.S. military involvement there. (Many of the U.S. personnel came from a nearby air base.)

□

When controversy erupted over whether to continue construction of a nuclear power plant in the area, **WJBK-TV Detroit** covered the story in depth. During the five weeks of negotiations, the station aired 71 stories covering 40 separate topics. Those included a status report on the talks, the economic impact to the area if the plant was shut down, profiles of key negotiators, the economics of the new offer and overall impact on stockholders and customers. Filmed segments and live reports from the negotiations were used.

□

WPVI-TV Philadelphia has undertaken a number of investigative pieces in the past year ranging from toxic waste sites to fire code violations. In the wake of some deadly fires in the area, investigator Dave Frankel examined fire safety in public buildings. The investigation brought about a crackdown by city officials.

A three-part series on sexual abuse of children was geared to teaching parents how to recognize the threat and protect their own children. In the series, the station talked to a child who had been abused by her uncle from age 5 until he impregnated her at age 13. The station also went to state prisons and interviewed convicted multiple sex offenders.

Another three-part series examined the problems of toxic waste in New Jersey. Environmental officials told reporter Cathy Gandolfo that it would take 10 years and all the money in the federal government's toxic waste "Superfund" to clean up the dump sites in New Jersey. The report examined the state's more notorious dumps, including one that threatens the drinking water supply of Atlantic City. In an interview as part of the report, New Jersey Governor Tom Kean said the state will not only fine offenders but seek prison terms for officials of offending companies.

□

WIVB-TV Buffalo, N.Y., reporter Rich New-

berg followed up a promising cancer treatment developed by a local institute by accompanying a group of researchers to China where similar research was being conducted. His reports became part of a special news series and a documentary, which won several state and regional UPI awards. One report was also picked up by the *CBS Evening News*.

□

At **WISH-TV Indianapolis**, the station covered the heart transplant of a South Bend man and will include that footage in an upcoming report on health. Reporter Debby Knox followed the patient before, during and after the operation. The special will include a report on finding the heart for the transplant, the operation itself and the reaction of the patient's friends and family in his recovery period.

□

Among the investigative pieces undertaken by **WMBD Memphis** in the past year has been a look at the experience of a towboat crew that traveled down the Mississippi river, a look at the financial and labor problems at Republic Airlines and a view of the life of cloistered nuns. Last Christmas the station taped messages from relatives of those stationed in Lebanon and sent them to Beirut. And a six-and-a-half-hour telethon raised 33,000 pounds of nonperishable foodstuffs for the needy in the area.

□

Peoria, Ill.-based Caterpillar Tractor Co.

was one subject of **WEEK-TV Peoria's** continuing series on layoffs in central Illinois. WEEK-TV sent a two-person crew to Japan to report on Komatsu, Caterpillar's chief world rival. The station also sent a crew to Texas, following Cat workers in search of jobs. (Caterpillar is the largest employer in central Illinois.) The station received an Associated Press award for the programs.

Public affairs

WRC-TV Washington joined numerous corporate sponsors in organizing and promoting a 10-week physical fitness program leading up to physical fitness month in May. The station, for its part, aired a one-hour special in prime time, *Real Fit People*, on April 27. The next day it aired a half-hour program on the National Fitness Foundation fitness test. The station co-produced that show with Pro-Serv Television. It featured prominent athletes taking the test for the first time. The station also aired PSA's and news and sports features relating to physical fitness during the period.

The station has added another half-hour series to complement its *McLaughlin Group* public affairs program—*John McLaughlin's One on One*. The program features moderator John McLaughlin in a debate with news makers. The station is also expanding its *George Michael's Sports Final*, which will go national as *George Michael's Sports Machine*. The show premieres Sunday, Sept. 2, at 11:30 p.m. and examines sport news for

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the week using extensive highlight footage. Three earth stations have been added bringing to five the number the show has at its disposal.

□

It's hard for a child not to be inspired when a six-foot, three-inch, 260-pound man tells him it's not "sissy" to read. In an effort to improve the South Carolina academic environment, **WYFF-TV Greenville-Spartanburg, S.C.**, sent sports anchor J.D. Hayworth to read to and talk with children in elementary schools. The eight-school pilot project, "Read! J.D. Said I Could," gave students rewards for reading a minimum of four books in a month. One hundred percent participation was reported by all the schools involved, with 75% of the students completing the basic requirement. All 57 elementary schools in the district will participate in the program during the 1984-85 school year.

Another educational program initiated by **WYFF-TV, Adopt-A-School**, featured 30- and 60-second public service announcements detailing schools' "wish lists." The station urged local businesses and industry to donate money, supplies, services and expert speakers to the area's schools.

And as part of Black History month, **WYFF-TV** aired 60-second syndicated PSA's featuring historic events described by well-known black personalities. The station also aired locally produced PSA's featuring prominent blacks encouraging students to stay in school.

The increasing need for children to learn self-protection led **WYFF-TV**, anchor Carl Clark to research and assemble a series called "It's Okay to Say No." The series aired at both 6 p.m. and 11 p.m., but with a change in focus. The earlier version, aimed



Protecting children on WYFF-TV

at children, used puppets and presented a self-protection program put together by the local law enforcement agency. The later version, which featured an interview in a state prison with a convicted child molester, was designed for parents, and explained why they need to be on guard.

□

WKBW-TV Buffalo, N.Y., aimed to alleviate the shortage of human organs available for transplant in the area with a five-part series, *The Best Gift*. It included an introductory segment, an explanation of the procurement process and problems, a look at kidney transplants and a pitch for donor cards. Telephone numbers for organ donating agencies were also provided. One agency reported it

received more calls in the first 12 hours after the broadcast than it had for the previous three months. In total, almost 800 calls have been received. The series has won the station a state hospital association award.

□

WABC-TV New York claims its *Like It Is With Gil Noble* is the longest running black-produced TV program in the country. Black musicians, blacks who have made history, voter registration, congressional hearings in Harlem on police brutality and U.S. involvement in Nicaragua are among topics that have been featured on this hour-long program.

For the two million Hispanics in the New York area, **WABC-TV** airs *Tiempo*. But according to the station, this program also offers information and entertainment of interest to all people.

□

As part of **WDIV-TV Detroit's** Memorial Day programming, the station aired 44 short programs, running between one and five minutes, listing the names of the 1,326 area men and women who died or were missing in action in Vietnam. The programs were narrated by anchorman Mort Crim from the Vietnam Veterans Memorial in Washington.

During the Independence Day weekend, the station aired PSA vignettes on persons who were just granted their citizenship. People from countries ranging from Jordan to the Philippines gave their perspectives on what citizenship meant to them.

WDIV-TV aired a week-long report on alcohol and drug abuse. Regularly scheduled programs featured guests discussing their experiences with drugs. In addition, the station aired a news series, PSA's featuring local celebrities, a documentary, three specials and editorials. The station notified schools when the specials were to be aired and mailed out questionnaires to measure the program's effectiveness. Over 1,200 phone calls from parents were received by the station asking where they could get help for their children.

□

Sexual abuse of children was the topic of an award-winning special produced by **WBZ-TV Boston**. *This Secret Should Be Told* attempted to explain sexual abuse in terms children could understand and ran through the process of reporting an incident of abuse. The program featured a well-known puppet therapist, Susan Linn, and host of **WBZ-TV's** "Superkids," Tom Bergeron.

"Aging: Everybody Does It" was a series devoted to exploring the problems facing today's elderly and what the future holds for tomorrow's senior citizens. The series, which became a regular segment of the nightly news, also resulted in the production of four special programs including *The Rhythm of Life* which received an Iris Award. The station also began broadcast of a regular public affairs series called "Neighbor 4 Neighbor," which focuses on ordinary people performing extraordinary services.

WBZ-TV also sponsored a three-hour telethon to raise funds for Boston's Children's Hospital. The telethon, which netted \$466,641, was broadcast live from **WBZ-TV** studios as well as from four remote locations

in Boston and its suburbs showcasing patients, parents, donors and local celebrities

□

Former CBS anchorman Walter Cronkite hosted a special presentation for the **Maryland Center for Public Broadcasting** titled *Who Will Save the Bay?* The one-hour videotaped show included scenes from a forum held in Easton and St. Mary's county to discuss the preservation of Chesapeake Bay. Joining Cronkite on the panels were ecologists, government officials and commercial developers who answered questions from the audience.

Another public affairs project established by the Maryland public stations this year was a weekly half-hour news magazine *State Circle*. News at the state capital at Annapolis is summarized and Maryland political leaders are interviewed on various regional issues. Special taped features describe the lives of some people who work at the state capital, including legislative pages and lobbyists.

□

To increase public awareness of drunk driving, **KWTV Oklahoma City** last January launched its "License to Kill" project. For a week prior to a Jan. 10 broadcast of the CBS made-for-TV movie, *License to Kill*, **KWTV** presented a five-part series on victims of drunk drivers, airing segments on its 5, 7 and 10 p.m. newscasts. On the night of the network telecast, **KWTV** arranged a special showing in a local theater and augmented it with a live one-hour forum at which the audience fired questions at top state officials including Governor George Nigh. **KWTV** distributed 22,000 CBS reading program scripts to area junior high and high school students. The project also included public service and promotional spots, pamphlets or



Fighting drunk driving on KWTV

the campaign and an ad in the *Sunday Oklahoman*. In addition, **KWTV** used a CBS *School Break* special, "All Kids Do It," to generate a forum discussion by high school students. **KWTV** reports at least two tangible results: State Representative Don McCorkle used panel suggestions to stiffen new legislation that becomes law Nov. 1; the Oklahoma district attorney reported a decrease in drunk driving accidents since the station started its campaign Jan. 10. The station estimates the project cost \$20,497.

The unemployed and the hungry were the focus of two other **KWTV** undertakings. For the former, the station's Jobline 9 service continued to match job seekers and employment opportunities throughout the state

This included a three-hour prime time job-a-hon special that resulted in 860 job offers and 2,124 applications. Governor Nigh appeared on the special and President Reagan wired his commendation of the station's effort.

The station's week-long effort to gather food for the hungry brought in more than 60,000 pounds of food and \$25,000 in pledges and donations. The station aired a 10-minute special from the station's parking lot that was staffed by volunteer workers, entertainers and vendors and served as a drop-off point for food donations and pledges.

□

In the spring of 1983, the National Commission on Excellence in Education issued a report entitled "A Nation At Risk." The report cited a rising tide of mediocrity in American education. The findings of this report prompted WJLA-TV Washington to take a look at the subject, both nationally and locally. The result was a year-long education campaign. The foundation of the effort was a series of four prime time specials under the umbrella theme of "Focus 7: Grading the Schoolhouse." In addition to prime time specials, the station produced news reports, public service announcements, editorials and community affairs projects.

□

Residents in Tampa, Fla., responded when WXTV there began a weekly feature on children in need of a Big Brother or Big Sister. In the counties in the area, it was reported that those volunteering to be Big Brothers or

Sisters and specifically mentioning the TV station's reports increased between 24% and 85%. The segment earned anchor Bill Ratliff an "Award of Distinction" from the National Big Brothers and Big Sisters of America.

A 2 1/2-hour telethon the station aired to help a local children's hospital raised over \$412,000. The telethon aired from Busch Gardens and several other remote locations in the Tampa area. The telethon was part of a national effort in which 91 stations participated. Of those, 68 were involved with a local hospital. The money WXTV raised was second only to that of a Los Angeles station.

□

On Christmas 1983, WNDX Derry, N.H., set aside its regular news program and presented a commercial-free, half-hour devoted to stories of the better side of life in New Hampshire. The anchorman introduced human interest stories using the poetry of Robert Frost. Frost's farm, which is located near the WNDX studios, was the site of the live broadcast.

□

As part of national fire safety week last October, KOIN-TV Portland, Ore., presented a five-part series on ways to increase fire safety. Information gathered by reporter Wayne Faligowski was later used in a fire safety quiz given to area school children. The report showed how potential fire hazards, such as wood-burning stoves, can be used safely. The series urged parents to develop an escape plan for their families in case of a fire in the home.

An ongoing station series, *Heroes*, pro-

files the positive accomplishments of people. Much of the material for the series comes from the public, who write in suggestions for the show. A Thanksgiving party is in the planning stages for what will have been the 52 people profiled in the show by Nov. 22.

□

The unselfish and the unusual are the focus of a new statewide production called *Southern Circuit: Florida Faces and Places*. The 13-part series represents a joint effort between eight Florida public television stations: WHRU Boynton Beach, WUFT Gainesville, WLRN-TV Miami, WMFE-TV Orlando, WSRE Pensacola, WEDU Tampa-St. Petersburg, WUSF-TV Tampa-St. Petersburg and WFSU-TV Tallahassee. It is an expansion of WFSU-TV's local *Southern Circuit*, in its third year on TV. The pilot series is funded in part by the Florida Public Broadcasting Program Fund. Programs comprise four segments—one highlighting each of the state's four regions—and feature individuals who make their communities better places to live.

□

What happens when 10 inmates and four criminal justice experts are put together? WTAE-TV Pittsburgh did just that in *The Visiting Hour*, a one-hour public affairs program. The result was a frank discussion of crime, prison reform and punishment.

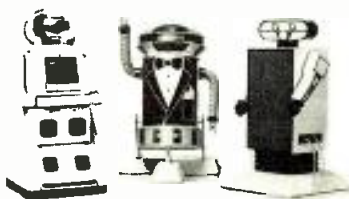
Following widespread teachers strikes in Pennsylvania, WTAE-TV arranged for a panel of representatives of various points of view to be questioned by members of the public. The two-hour session was recorded in a

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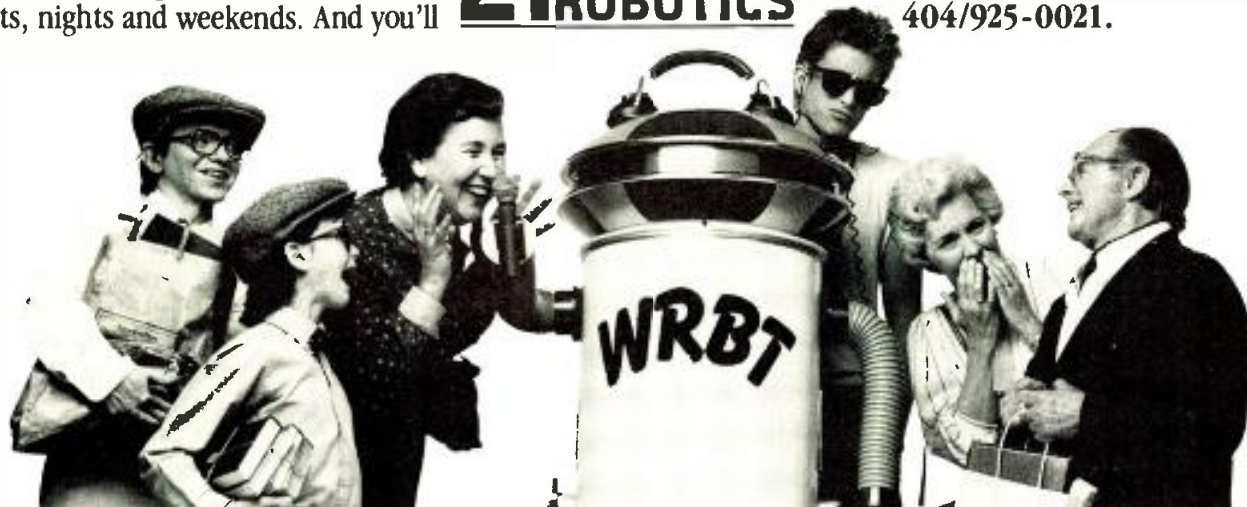


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county that had been the scene of teachers strikes. The issue was given added visibility as the station devoted 30 minutes of the 6 p.m. newscast to it.

A three-hour special, *4 Your Good Health*, featuring pre-produced packages, remotes and live guests and broadcast during prime time, dealt with a special problem of the unemployed: lack of proper health care. The station organized a volunteer phone bank to answer viewer questions and designed and distributed booklets listing self-help agencies.

Reaching Out, a weekly public affairs series, spotlights those in the community in need of help, and the people who volunteer to assist them. The project was conceived by producer, Stu Samuels, who works with the Volunteer Action Center in coordinating the calls of volunteers who respond to the report.

In June, Group W's six television stations joined in a month-long campaign to raise public awareness of Alzheimer's disease, the crippling brain disorder that took the life of Group W's former president and chairman, Donald McGannon (BROADCASTING, May 28). Each of the Group W outlets (KYW-



Group W's Alzheimer's effort

TV Philadelphia; KP1X[TV] San Francisco; WBZ-TV Boston; KDKA-TV Pittsburgh; WJZ-TV Baltimore, and WCPQ-TV Charlotte, N.C.) offered orientation on the disease in special community affairs programs and public service announcements by prominent figures including President Reagan. The project culminated June 24 with a two-hour, prime time program with a documentary, *Whispering Hope... Unmasking the Mystery of Alzheimer's*, that all the stations presented simultaneously. The documentary was followed by a live 65-minute teleconference in which families of victims, experts and policy makers, in Group W station studios, exchanged ideas and concerns. In addition, more than 500 calls were received via a toll-free telephone number.

WOR-TV Secaucus, N.J., observed National and New Jersey Missing Children Day with a 90-minute telecast of "The Changing Family: A Child Is Missing," aired on May 27, and repeated on May 31. A documentary on missing children, narrated by Bob Keeshan, was combined with a panel discussion featuring experts, including Senator Bill Bradley, who co-sponsored the Missing Children Act of 1982. Guest host for the program was Jobeth Williams, who starred in an NBC movie, *Adam*, about missing children.

In the Black, produced in association with One World Communications, was a half-

hour special featuring segments on teen-age unemployment and career opportunities for youth. Among those featured were New York Yankee Dave Winfield, who has funded scholarships, health fairs food programs and outings to give teen-agers "a look at life's opportunities. And in a three-part report, "Kids Who Are Cutting It," the station looked at teen-agers who are making positive contributions to the community.

WNEV-TV Boston's *Weekend With Dave Finnegan* is a 90-minute public affairs program that begins Saturday night and concludes on Sunday morning. The show examines both local and national issues in depth by presenting a broad overview of the topic. That is followed by a mini-documentary on the subject. One unusual aspect of the Sunday program is an informal debriefing with editors or representatives of the New England News Exchange, a consortium of television stations and newspapers and radio stations in New England developed by WNEV-TV.

It was a hometown theme that prompted the production of a special aired by the station honoring individuals from each of Boston's 19 communities. *New England Neighbors: Hometown Special No. 2—Heroes* saluted those individuals committed to making their neighborhoods better places to live.

Unemployment was a major problem in Pittsburgh in 1983. To help the jobless find work, KDKA-TV Pittsburgh held job search seminars, teaching interviewing skills and resume writing. The station also helped sponsor a food drive in a year-long effort that helped feed 250,000 people.

KDKA also joined in the battle against drinking and driving with the launching of its "Arrive Alive" campaign. In cooperation with the Pennsylvania Insurance Federation, editorials, PSA's and local programing supported posters placed in state liquor stores and taverns. And, in conjunction with the CBS Television Reading Program, the drama, *License to Kill*, was broadcast, with scripts of the show distributed to high school students. KDKA received the Governor's Highway Safety Council's Media award for the project.

An at-home natural gas explosion that killed a mother and child prompted WHP-TV Harrisburg, Pa., to begin a public awareness campaign in its coverage area. With the help of two local natural gas utilities, the station set out to help people recognize a gas leak by distributing 5,000 natural gas stickers which gave off the natural gas odor. WHP-TV news personnel also visited schools to make children more aware of safety concerns.

Sharing was the name of a special effort by KUSA-TV Denver to highlight the work of foundations, philanthropists, volunteers and community service organizations. The project consisted of about a dozen daily and pre-produced reports aired over five days that coincided with the Council of Foundation's convention in Denver. Seven reporters, including one from the station's Washington

bureau, reported on those who contribute better health, education, arts, environment and social programs in Colorado. One story updated President Reagan's call for "volunteerism" and its effects. Crews visited neighborhoods which had benefitted from donations. Others profiled some of the volunteer who don't have a lot of money, but will contribute their time.

A five-part series on drunk driving was one example of the public affairs program presented on WSPA-TV Spartanburg, S.C., last year. The series examined how the state was coping with drunk drivers. The station provided viewers with pocket calculators designed to show the blood alcohol level determined by body weight and number of drinks.

Nearly 100 disadvantaged teen-agers are learning about television production through a special summer project sponsored by WPCQ-TV Charlotte, N.C. The program, conducted in five recreation department centers allows the students to shoot videotape footage, conduct interviews, invent taping ideas



Teen-agers behind the camera on WPCQ-TV

and gain hands-on experience with video equipment. According to News Director Natalie Brown, the goal of the WPCQ-TV Summer Video Project is to provide "recreational and educational opportunities and possible job skills to teen-agers who may have few chances for those experiences." Eight WPCQ-TV staffers and three summer interns are conducting the project. WPCQ-TV will air a half hour program on the work of the participants at the end of the summer, and plans are in the works for a video contest.

The problem of missing children receive attention from WJAC Johnstown, Pa., last year. The station began a 16-week series of videotape reports with a satellite interview with John Walsh, father of kidnapped Adam Walsh, whose story was the subject of an NBC movie. WJAC's efforts led to the recovery of an abducted youngster and a citation by the American Legion for the series.

Reporter Mary Parks was granted an exclusive behind-the-bars interview with a convicted killer sentenced to death following a trial which received extensive local media coverage. Reporter Pat Dolence concentrated on viewer health in 24 weekly reports on nutrition, covering topics from fast diets to nutrition fraud to links between cancer and diet for viewers in the station's high unemployment area. WJAC also aired two

lf-hour mini-documentaries dealing with alth care and hospital costs. And the stan aired a week-long series, "Fighting the inter Blahs," designed to show viewers nter activities to make the season more joyable.

□

blic television station **wrvs Detroit** has dede many hours to minority affairs. *The ite of Black America 1984*, produced in operation with the National Black Proming Consortium, aired last May. Black iders from around the country joined in a own meeting" discussion with a studio auence of 200 Detroit residents to discuss ues concerning black Americans during election year.

WTVS focused on the Detroit's Hispanic mmunity during an edition of its regular ekly newsmagazine, *Video Detroit*. Four gments were presented showing Hispanic imigrants in different stages of adjustents to life in the United States. While rvs presented the program in English, the ow was simulcast in Spanish on Detroit ublic radio station **WDET-FM**.

□

swo-tv Lawton, Okla., hired Terry Hadley money reporter. *The Money Report* adesses such economic and banking issues as e effect on consumers of deregulation of e banking industry and the local fallout om the problems of the Continental Illinois ank. Hadley is also working on a half-hour umentary on the high cost of medical re.

□

PVI-TV Philadelphia sent a public affairs rter and camera crew along with New Jer-y Senator Frank Lautenberg on his fact-iding tour to El Salvador. The crew ithered material from the countryside and e capital for later use in a prime time oadcast. While there, the station inter-ewed the president of El Salvador and the .S. ambassador to that country. The report so examined the plight of Salvadoran refu-es in the Philadelphia area, who are fear-ily they will be returned to their homeland.

□

cluded in noncommercial **wmht Schenec- idy, N.Y.**'s public affairs offerings this past ar has been *Live Line*, a weekly, half-hour all-in program dealing with issues and conerns affecting area viewers. It explored ich subjects as teen-age suicide, joint cus- dy and loneliness. Its flexible schedule al-owed it to accommodate late-breaking sto- es and last-minute guests.

Another series, *All in a Lifetime*, profiled lementary school children, college stu- ents, members of the work force and elder- / persons who are all disabled. The focus of e series, which was produced in four parts, as to present the problems and concerns of e disabled without making them appear ither as objects of pity or as superhumans ho overcome all obstacles.

WMHT also produced *This is My Will*, a ree-part informational series about estate anning. And the station collaborated with

commercial **WRGB Schenectady** on a docu- mentary featuring the Navy's Blue Angels. The flying spectacular was filmed by both stations with **WHMT** doing the editing and a **WRGB** news personality doing the narration. Both stations aired the film.

□

A long list of community service program- ing by **KQTV St. Joseph, Mo.**, included *Ser- toma Auction*, an auction where proceeds going to St. Joseph's children's home. Local businessmen gave their opinions on the qual- ity of life in St. Joseph on a show promoting community spirit called *Catch the Spirit*. One news series, "Growing Up Healthy," centered on childhood health topics and "Tipping the Scales" examined dieting and weight control. **KQTV** also led campaigns to promote blood donation and to encourage people to stop smoking.

□

Beginning in 1984, **WTTG(TV) Washington** has been airing a series on kidnapped, miss- ing and runaway children. Reporter Jackie Stone has reported stories involving almost 30 children, resulting in recovery of nearly half of them. Stone is also working with the National Center for Missing and Exploited Children in putting together a parent infor- mation kit to help parents of missing chil- dren to deal with the media. The station is supporting Stone's efforts through promo- tional spots and public service announce- ments.

Panorama, a weekday one-hour talk

show, deals with issues of concern to Wash- ington. On one program, Dr. Charles King of the Urban Crisis Center appeared in front of a live studio audience on the topic of racism. The discussion became so heated that one viewer got in her car, drove to the station, and stormed the set, car keys in hand, to express her views. The station re- ceived over 200 calls during the program.

□

Joined by Circle K convenience stores, **KPNX- TV Phoenix** has become a participant in the Missing Children Network, formed to locate missing children across the country. Each week the station airs pictures and informa- tion on nine children. The segments are ro- tated in different days and times, with 36 children receiving coverage each month. Posters of missing children have been dis- tributed throughout the community, includ- ing the convenience stores. The network has recovered 23 children to date, including one local Arizona boy.

The station also participated in an exten- sion of NBC's "Just Say No" campaign to combat drug abuse among youth. Public ser- vice announcements and a half-hour docu- mentary were aired. The station developed and distributed a viewer's guide as part of the campaign.

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Over 1.5 million items were collected by **WBNS-TV Columbus, Ohio**, in its second an- nual Food Parade for Operation Feed. The mini-telethon for food, held at the station's studios, was started a year ago by Gene



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D'Angelo, president and general manager of WBNS-TV. Strolling clowns, magicians, mimes, bellydancers, unicyclists, puppets and bands entertained members of the public who dropped off food. Air personalities from WBNS-TV and its co-owned radio stations hosted on-air segments between 8:30 a.m. and 4 p.m., and remotes of the community-wide fundraiser were aired throughout the event.

In April, **KTSP-TV Phoenix** began nightly reports on missing children. Each night, two pictures of missing children are aired. One child, who had been missing for almost two-and-a-half years, was reunited with her



A mother and child reunion on KTSP-TV

mother after her picture aired. The station filmed the reunion between the two. In addition to its on-air work, the station has distributed more than 40,000 brochures on child care and protection. And the station has been involved in seven clinics that have fingerprinted nearly 12,000 children.

WISH-TV Indianapolis has made finding jobs for the unemployed a regular part of its evening newscasts. Job Trac airs the goals and qualifications of those looking for work. To date, 73% of the applicants have found a job and 84% of the employers who have advertised have filled vacant positions. The station says it intends to air the segments until unemployment is no longer a major problem in the area.

The viewers of **WREX-TV Rockford, Ill.**, received a healthy dose of public affairs programming last year. *Double Exposure*, a 30-minute documentary produced with the city, followed an experimental program in a school for developmentally delayed children, where performing and visual artists worked with the children for eight weeks. A five-part report, *Inside Crime Stoppers*, examined the Rockford branch of Crime Stoppers International, a program rewarding informants for supplying information that enables police to solve a crime. (The Rockford group is the number-one group in the Midwest, with a better than 90% conviction rate.) WREX-TV visited the United States Marine Corps training depot in San Diego to prepare *USMC—A Living Tradition*, a five-part report on the process by which young recruits become first-strippers. And a 10-month, 20-part consumer services series called *Health Focus*, which will run through October, profiles the local county health department, including its functions, services available, fiscal planning and operations and clientele.

WBRC-TV Birmingham, Ala., a local cab company and Mothers Against Drunk Driving are sponsoring a program offering free rides home from bars after drivers have had too much to drink. "WBRC-TV 6 Is MADD About Drunk Driving" is the theme of the station's campaign. Over the Memorial Day weekend, 406 people took advantage of the free-ride offer, and no traffic fatalities were reported in the Jefferson county area. Sixty-four rides were given over the Fourth of July weekend, and WBRC-TV is set to run the campaign over Labor Day. The program will continue through December 1984.

In addition to the news, sports and weather on **wowk-TV Huntington, W.Va.**, the station is now offering viewers two local segments. *For Your Health* airs four times each week and offers information and advice on health-related topics and *Wise Guides* provides consumer information.

A story on the highly specialized and delicate eye surgery performed at the Blaydes Clinic in Bluefield, W.Va., aired by **wowk-TV** resulted in scores of inquiries about the clinic. Reporter Doug Sheils and a camera crew spent a week taping surgery and came away with reports on new surgical techniques utilizing lasers, cataract replacement, redefining corneas and transplants.

Last year was the 10th straight year for **KCRA-TV Sacramento, Calif.**'s, consumer protection program, *Call Three*, and the publication of a free consumer booklet to help guard consumers against fraudulent business practices. The station sponsored a series of reports, "Protect Yourself Week," on topics ranging from fire protection to drug abuse to missing children. And reporter Brad Willis's investigation of the new unibody construction of vehicles led to a California State Senate resolution to determine "the impact of the unibody on the collision repair industry, the insurance industry and the motoring public."

At **KEVN-TV Rapid City, S.D.**, the station has added several consumer affairs features to its regular newscasts this year. On Monday, economics editor Tom Hanson deals with home financing, picking the right insurance and investments for middle-income families. Reporter Linda Carter details an unsolved crime on Tuesday and asks viewers to provide information to solve it. Each Wednesday a Rapid City doctor appears to help viewers understand the latest advances in medicine. On Friday, the station lists the movies and other forms of weekend entertainment available in Rapid City.

Missing children were the focus of **wkyc-TV Cleveland**'s hour-long prime time special, *Please Find Me*. The special developed into an ongoing project to inform viewers of the problem in northeast Ohio. Photographs were presented on the air and a special telephone bank was available for viewers to call with information on the possible whereabouts of missing children. Additionally, weekly profiles of the children were offered to all NBC affiliates nationwide. In April, the project paid off when a 6-year-old child

was reunited with her mother after being missing for two years.

On another front, **wkyc-TV** anchor Julie Hambrick did a series of week-long reports from Denver, Pittsburgh, Houston and Atlanta, among other cities, to rate the area against Cleveland and to combat Cleveland's "negative" image. It was an effort, the station says, that has been "hailed as a major step in moving the city along the road of self-

What do Rhode Islanders worry about? **WJAR-TV Providence, R.I.**, distributed 100,000 questionnaires to find out. To 24,000 citizens who returned their questionnaires were concerned with corruption, unemployment, the economy and quality of life. WJAR-TV culled information from the responses and presented 10 special news segments that highlighted those concerns, presenting discussions of the survey by station leaders and by the man on the street.

The change in ownership at **wcix-TV Miami** (now a Taft station) has also brought change in the news. The local news staff has been doubled, more news segments have been produced and the Cable News Network has been added to extend national and international coverage. Some segments of the 11 p.m. news have been tied in with the 8 p.m. lead-in movie. After a showing of "The Deer Hunter," the station examined the changing attitudes on war by interviewing historian, psychologists and Vietnam veterans. The station also took advantage of the lifting of restrictions on broadcasters televising debates by airing the first debate between candidates for mayor of Miami.

The story of U.S. marines in Lebanon provided **wmaq-TV Chicago** the backdrop to focus on three local men. A reporter and producer went to Lebanon to do a five-part series on local marines. The team returned with letters and photographs from marines for their families back home. When the bombing that killed 241 marines occurred one week later, relatives called wmaq-TV for information. A wmaq-TV documentary crew in northern Ireland was dispatched to Weiden, West Germany, and found one of the three in the hospital there. Another was found on a ship in the Mediterranean sea; the third died in the bombing.

A five-part update on a 19-year-old's heart transplant operation was highlighted in coverage by **WGEM-TV Quincy, Ill.** The high school student, who received more than \$130,000 through fund raising among area residents, underwent successful surgery at California's Stanford University Medical Center last year. WGEM-TV's 12-person news staff put together the reports, which include three days of interviews with medical specialists, the patient and his family and other heart transplant recipients in San Francisco. Weeks of background work with Stanford Medical Center officials enabled the station to tape in the hospital. Follow-up report recorded area residents welcoming the patient as he returned home.

Medical news is a significant part of the public affairs efforts at **WCPO-TV Cincinnati**. The station interviewed Mary Boyle, a Cincinnati woman, just before she underwent laser surgery for a brain tumor at University hospital in Cincinnati. It broadcast a series of stories about Amber Fitzgerald, a 16-month-old girl in need of a liver transplant, and helped obtain air transportation to Pittsburgh for her on short notice. WCPO-TV later helped team a 9-year-old boy in need of a liver transplant and a possible donor.

And the station sponsored free blood pressure checks at local shopping centers and malls. The station's weather and science reporter, Bob Alan, was on hand all day, and gave viewers on-air tips on keeping blood pressure down. During blood pressure week, 10,000 area residents were checked.

□

"Stop Child Abuse" was a nine-day project undertaken by **KOMO-TV Seattle**. The station used more than 70 reporters, photographers, editors and support personnel to prepare 14 segments, some running between 12 and 15 minutes, presented in the early and late news. Over 12,000 viewers received an information booklet the station offered, agency referrals tripled and Washington's governor, Seattle's mayor and King county officials proclaimed January Unity Against Child Abuse Month in connection with the station's programing effort.

□

In a series of in-depth reports on the state of the school system, *Our Children, Our Schools*, **KRON-TV San Francisco** examined what was wrong and right with Bay Area schools. The reports included a general survey of problems in education, then focused on teachers, students, alternative education systems and legislation affecting education. Concerned citizens were given an opportunity to grade Bay Area schools, through surveys inserted in two issues of *TV Guide* and available in all Bay Area Safeway stores.

□

KGTV San Diego aired live coverage of the Fifth Annual Greater San Diego Special Olympics held at San Diego State University and followed up with a one-hour special on the games, *A Game of Hearts*. More than 700 mentally and physically handicapped people participated in the events.

□

KIRO-TV Seattle is in the midst of a year-long public service campaign to increase the awareness of child abuse. The station not only scheduled programing in regular news times but also during after-school and Saturday morning periods, with information specifically geared to children. The Saturday-morning programing utilized puppets to instruct children on how to prevent abuse. The campaign's programing has included editorials, PSA's, regular features on the station's afternoon news program, coverage of the state legislature as it took up child abuse legislation and an investigative series done during April, child abuse prevention month. Specials that the station aired included interviews with inmates at a state reformatory who had been abused as children.

To fine-tune its liaison with human service organizations, **WDBJ Roanoke, Va.**, hosted a community service seminar at the Roanoke Civic Center April 18. The six-hour event drew 146 representatives from 93 organizations in the station's coverage area. Initial planning began by getting feedback from various groups on agenda topics, scheduling a time and insuring attendance. Kay Hall, WDBJ program director, who originated the idea, then recruited station department heads to structure the agenda which included instruction on whom to contact at the station for public service requests, how to prepare copy as well as explanations of FCC guidelines. Among the materials distributed at the seminar was "If You Want Air Time," published by the National Association of Broadcasters.

□

A chief problem in southern Florida is the ethnic isolation of the black, Hispanic and white communities. Educational station **WLRN-TV Miami** created *Special Assignment*, a one-hour public affairs program designed to help alleviate the tension sometimes arising among the groups. One program was designed to inform viewers of what action was being taken by community leaders to reduce racial tension. But it has developed into a forum for representatives of the different communities to discuss their problems and work together toward solutions.

□

In conjunction with The Future of Hampton Roads Inc., a local citizen group, **WHRO-TV Hampton-Norfolk, Va.**, produced 10 live weekly programs designed to bring the principals of 10 Virginia counties and cities in the area together. The jurisdictions had had historical differences, but changes in federal government classifications now forced them to greater cooperation. Using feature reports explaining regional problems, and inviting viewer phone participation, the station worked to settle the differences. Videotapes based on the series are still being used by regional planning groups and community forums.

□

WCLQ-TV Cleveland has begun airing 30-second public service announcements highlighting accomplishments of those in the area. To date it has saluted the policeman of the month, paramedics and outstanding people in the community.

□

KCNC-TV Denver spent an entire month documenting the role of the family. "Family Month" consisted of seven series of reports, ranging from averting divorce to protecting children from abduction to overcoming drugs. The series discussed and offered solutions to problems, presented profiles and made available informational pamphlets and phone banks. Over 100 family-related

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pieces were aired during the month by KCNC-TV, totaling more than three hours of news time. The station and the support organizations included in the series reported receiving hundreds of calls about the effort.

□

KING-TV Seattle brought together the news and trivia questioning in a project called NewsGame. Each week during the school year, the station issues to participating school teachers of grades 4 through 12, 32 questions relating to current events, 24 on national issues and eight on the local news. Twice a year the station hosts a quiz championship, with individual champions crowned for the various grades. The field of contestants is winnowed down to three through written tests given on the morning of the championships. After lunch and a tour of the studios, the finals, borrowing from *The College Bowl*, are taped for later broadcast.

The station aired a campaign to increase voter awareness before the March 13 state caucus. The station's news and magazine programs ran special series explaining the caucuses. And the station, in cooperation with its co-owned radio stations and the American Association of University Women, hosted a series of caucus workshops around Seattle. More than 650 people attended the workshops and the station reported a record voter turnout at the voting places. The station is continuing its "Count Yourself In" campaign, with two mobile vans (with the backing of McDonald's) taking to the road to register voters for the September primaries and November elections. Station personnel have been sworn in as special deputy registrars, and they travel to fairs, festivals, schools and factories to register voters.

□

KINT El Paso went on the air on May 5 with a twist: it is a Spanish-language television station. Two days after it went on, it was airing half-hour newscasts at 6 and 10 p.m. The station's news staff numbers 12 and translates the information it receives from UPI, CNN and its local staff into Spanish for airing. Favorable response to the news show has prompted the station to add a half-hour live call-in show after the newscast, usually with a guest in the studio to help answer questions on matters of local concern.

□

Two new public affairs ideas were developed this year by **KLAS-TV Las Vegas**. Every week, *Las Vegas Profile* looks at the needs of the community and ways to meet them. Subjects are discussed with representatives from relevant organizations and city, county and state officials. On Monday, Wednesday and Friday, KLAS-TV reporter Ned Day covers *Inside Las Vegas* during the 6 p.m. news. All aspects of the Las Vegas community are investigated using unknown or little known facts.

□

At **KERO-TV Bakersfield, Calif.**, each night's newscast during "Earthquake Preparedness Week" originated live from a different earthquake location, including a fault line running through Bakersfield. The station arranged a town meeting at a local college to

exchange earthquake preparedness facts with enforcement and assistance agencies. It also solicited proclamations from the governor, the county board of supervisors and the mayor, and it distributed 7,500 earthquake preparedness brochures.

With the coming of the summer Olympics to Los Angeles, the station produced 4,000 Olympic travel guides. Designed to make life easier for the influx of visitors to the games, the brochures were filled with tips on how to travel and what problem traffic areas to avoid.

Another KERO-TV project was its Child ID registration program. Carried out at local supermarkets in conjunction with Pepsi-Cola, the program featured live programming cut-ins of on-air KERO-TV news people at registration sites.

□

KNBC-TV Los Angeles airs "Profiles on Parade," a series of one-minute vignettes on outstanding contributions by ethnic communities in America. The vignettes run parallel to week and month observances of various ethnic groups. The month of May was devoted to those of Asian Pacific heritage, to coincide with National Asian Pacific Heritage Week. Coverage included various Asian Pacific celebrations in the city during the month, a heritage banquet and an Olympics program. In addition to the public affairs work, the station aired a five-part series on the community, examined where Asians live and the issues affecting them: immigration, bilingual education and political power. Other month-long station projects in the works include one devoted to Hispanics and one to blacks.

KNBC-TV is one of five NBC O&O's participating in a missing-children network. It airs a photo of a missing child each week. In



The return of a missing child on KNBC-TV

addition, the station arranges for local newspapers to publish the photo the same week it airs on television. In conjunction with Pepsi-Cola and Safeway stores, the station participated in the fingerprinting of over 13,000 children in the first six weeks of an identification campaign. That project kicked off in May, to coincide with the rebroadcast of the movie, *Adam*. (Since last October, when *Adam* originally aired, the station has found six missing children as part of its regular 5 p.m. child search segment.) Identification cards with the children's photographs and fingerprints were obtainable from Safeway stores. The station used its weekly *Sunday*

magazine show to explain identification procedures. And it aired numerous public service announcements, urging parent to ID their children.

Like many stations, KNBC-TV Los Angeles, traveled to Beirut to tape videotaped Christmas messages of marines stationed there, but anchor John Beard brought back something more than videotapes—a Lebanese child adopted by southern California parents. Maureen and Clifford Mickool had arranged for the adoption of a 10-week-old boy, but could not bring him to the U.S. because of the fighting that forced the Beirut airport to close. The Mickools contacted the station when they learned Beard would be traveling to Lebanon, asking him to bring their newly adopted son home. After the necessary legal and international travel problems were cleared up, Beard set out for Beirut. He taped the holiday messages from marines and arranged to bring back the Mickools' child. Because the airport was closed, Beard and child had to take a 10 hour boat ride to Cyprus before catching flights to Paris, London, New York and finally Los Angeles.

□

At **KTVU San Francisco**, the station includes a feature portion, "Segment 2," to break up the hard news flow of its 10 p.m. news. The five-to seven-minute segments have looked at successful cancer surgery, patient treatment at a mental hospital, body building how to find a parking space at the airport, the wheelchair revolution and a religious sect in Antelope, Ore., whose activities have disturbed some local residents.

□

Prior to the New York primary, **WCBS-TV New York** sponsored a forum to air the views of Democratic presidential candidates Walter Mondale, Gary Hart and Jesse Jackson on issues concerning New Yorkers. Each candidate was asked the same questions. The responses were analyzed by two of the station's political correspondents and an urban affairs expert from a local school. According to WCBS-TV, Long Island newspaper *Newsday* reviewed the one-hour program and said it should be placed in political science archives and the format used on a national basis.

WCBS-TV felt the problems of housing costs and shortages were so severe in the New York area that it devoted three weeks to a series, "Project Housing." Features on New York City housing included how to find an apartment, converting a building into a place to live, the difference between condominiums and co-ops, how to finance an apartment or home and the future of the housing market.

In a series called "What to Do with Mama?", WCBS-TV examined health care alternatives for aging parents. The report focused on four families of different socioeconomic backgrounds who had chosen different ways to care for elderly parents.

Another program examined the problem of accidents at home involving children. This two-part report featured interviews with a pediatrician who heads a campaign to prevent accidents. He demonstrated meth-

Is of accident-proofing the home and dented out dangers on the playground. CBS-TV says the American Academy of Pediatrics now uses the report as part of its campaign to educate parents and physicians.

□

lying 3,000 miles in four days, the WTVB Raleigh-Durham, N.C., helicopter brought its viewers a whirlybird's-eye view of the state in the series, *Above It All*, which was devoted to the state's 400th anniversary. Reporter Don Ross, photographer Ted Silver and pilot/reporter Chuck Conti traveled over the state's highest mountain, down the Wright brothers' Kitty Hawk path, behind a school of dolphins in the Atlantic, through a hot air balloon show and to ball games and backyard barbecues.

□

A major project for KGAN-TV Cedar Rapids, Iowa, this year has been a public service campaign directed at children called "Youngstars." So far more than 20 public service announcements written and performed by area elementary and junior high school students have been produced addressing issues such as smoking, vandalism and peer pressure. The purpose of the campaign is to build self-esteem in young people.

□

KNTV San Jose, Calif.,'s crime stoppers program goes beyond urging viewers to get involved in providing crime solving information: The station airs weekly three-minute segments offering viewers tips on protecting themselves from similar crimes. In the crime stoppers program, the crime is re-enacted and viewers are given a description and composite drawing of a suspect. Cash rewards are offered for leads, but, according to Fink, 98% of San Jose viewers who participate turn down the monetary award.

□

In the past year, WCVB-TV Boston has aired five election campaign debates as part of its news magazine/public affairs program, a show that won a NATPE Iris award this year. The debate among candidates for the U.S. Senate seat was presented before a live audience in Boston. Using a microwave relay, audiences from three other sites were able to question the candidates. Two other *Chronicle* debates featured the Democratic presidential candidates.

□

Four years ago, KTLA Los Angeles began its *Impact* public affairs series. This past year it examined alternative and unconventional physical healing procedures. It featured interviews with people combatting cancer, arthritis, heart disease, paralysis and brain damage. Another report looked at the accomplishments of American blacks in the Olympics, and included interviews with coaches, participants and the late Jesse Owens. On the drawing board for next year is a look at people with disabilities and how they cope with the world. Past shows have examined child abuse, impotence, hearing loss, hunger and the Hispanic community in Los Angeles.

WNBC-TV New York spent two weeks campaigning against drunk driving in a prime time special, editorials, public service announcements and a series of special reports on its *Today in New York* weekday program. The prime time special, *Drunk Driving: An Act of Violence*, was hosted by model/actress Brooke Shields and included interviews with Candy Lightner of Mothers Against Drunk Driving; John Volpe, former chairman of the President's Committee on Drunk Driving; survivors of drunk driving accidents and footage shot in a rehabilitation hospital.

In an effort to discourage drug abuse by teen-agers, WNBC-TV aired *Just Say No*. The program was designed to convince young people that it is socially acceptable to refuse drugs and alcohol and offered ways for teens to say no. Kids, parents, doctors and community officials were interviewed.

WNBC-TV says its special, *Kids 4 Kids*, set a precedent in local broadcasting by featuring three children, ages 11, 12 and 13, as hosts. According to the station, the program's purpose was to present a picture of growing up in the 1980's. It featured self-defense tips for children, a profile of a 10-year-old Ringling Brothers trapeze artist, an examination of drug prevention programs in the New York area and a look at a closed circuit television station run by school children.

□

The "Wednesday's Child" segment of the KTVI Sioux City, Iowa, evening news program has been so successful in placing "hard-to-adopt" children in homes that the state agency has run out of adoptable children. The series, which won local, regional and Broadcasters Promotion Association awards, has been transformed into a Big Brother/Big Sisters program. Now children in need of friendship and guidance are being spotlighted weekly.

□

WFSB Hartford, Conn., found that several cities in southern New England had higher infant mortality rates than some Third World countries, such as Algeria and Jamaica. The station developed a public service campaign which included a documentary, a news series, a live phone-in talk show, editorials and PSA's. The reasons behind infant deaths were explored, and parents and parent-to-be were told where to get help. After the five-month report, a state task force recommended that more federal grant money be spent in pre- and post-natal care. The state general assembly itself set aside \$1 million for more city prenatal care.

□

A new addition to the news at KPIX San Francisco has been a broadcast version of an ombudsman. Columnist Don McGaffin produces "Second Look," designed to revisit major stories of the past. In it, McGaffin adds a perspective on how the various media covered the story being reviewed and criticizes news organizations, including the station. The station has picked up a few more viewers than it would otherwise have by supplying either the USS Enterprise or the USS Carl Vincent, whichever is at sea, its 6 p.m. newscasts each week. A cassette is

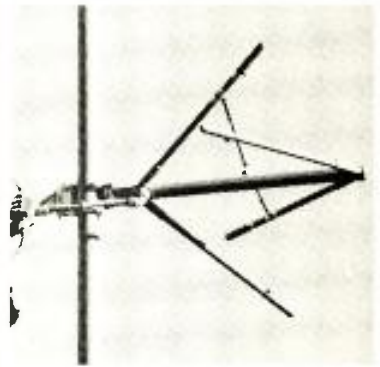


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□

A program about the state legislature may not excite as many viewers as *The A Team*, but it doesn't have to be boring. KRMA-TV Denver has successfully aired such a program for the past two years. *Stateline* uses a combination of short (two- and three-minute) and long (five-to-seven-minute) pieces, voice-overs and studio interviews to illustrate legislative processes with a news style rather than a "talking head" look. The station's three reporters-producers interview legislators, lobbyists and citizens, and gather background information related to topical discussions.

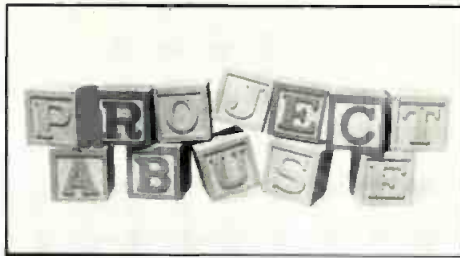
□

One public affairs effort by KGO-TV San Francisco promoted the Heimlich maneuver to save choking victims. The need for better education in saving choking victims was brought to particular attention when one of the station's editors choked on a piece of meat at a restaurant and was saved by a trained fireman there. That sparked the station to air a two-week anti-choking campaign which focused on the administration and success of the Heimlich maneuver. The station also worked with city officials to expand the regulations on posting life-saving techniques in restaurants.

□

In April, WCCO-TV Minneapolis-St. Paul presented a public affairs program during prime time. In *the Public Interest*. Moderated by Bill Kurtis of CBS News, the program invited media critics and academicians into the studio to talk with the station's news and public affairs managers. In addition, local viewers asked questions about WCCO-TV's methods in presenting controversial investigative stories and expressed their opinions on the decisions the station made in presenting local news.

After being approached by a group of therapists and prosecutors from the Twin Cities area last fall, WCCO-TV began work on a project on sexual child abuse. Its goals were to encourage victims of abuse to report the crime and it showed children and parents



ways to prevent sexual abuse.

During a two-week period between April 23 and May 4, segments of WCCO-TV's nightly newscast and all of the station's public service time was devoted to PSA's, which asked victims to seek help and restated the prevention message. The station produced a 60-minute documentary, *The Betrayal*, which examined the brutality of sexual abuse and its impact on victims. *Town Meeting*, a 90-minute live call-in show allowed parents and children to have their questions answered on the air. Two half-hour shows created by the Illusion Theater, *Touch*, designed for elementary students, and *No Easy Answers*, for junior high students, were broadcast during school hours with schools participating in viewing and discussion of the programs.

During the first five days in May, the number of reported cases of abuse in Hennepin county was nearly double the monthly average, and similar increases were reported in other counties in the Twin Cities area."

□

WTMJ-TV Milwaukee undertook a station-wide campaign to help safeguard children from abduction and to locate those who are missing. "For the Sake of Our Children" included distribution of child protection guidelines, fingerprinting of children, broadcasting missing children profiles on the news, public service announcements updated weekly and a five-part series on what parents can do to protect their children. The station, along with Columbia hospital, has fingerprinted more than 7,500 children since the program started.

□

Among the month-long community service campaigns conducted by KCBS-TV Los Angeles has been one on arson, which aired during the dry summer season. The station aired multipart segments on its news shows focus-

ing on the fire prevention problems and resolutions. In addition, the station aired PSAs and editorials, and prepared and distributed 60,000 antiarson pamphlets. Last March the station devoted its attention to diabetes again using multipart news segments a public affairs programing. PSA's focused on causes and detection methods, treatment and possible cures, and coping techniques.

□

WLVI-TV Boston presented a one-hour public affairs special on missing children. The program aired several solutions that community groups and organizations are using to fight the problem. The special also marked the beginning of a series of 10-, 20- and 30-



second public service announcements directed at children, telling them how to avoid and deal with dangerous situations.

The station also had all nine candidates for mayor of Boston appear on its week public affairs program, *Point of View*. The program won a NATAS Emmy. The programming and PSA's involving missing children also won several local awards and one from Action for Children's Television.

□

The problem of missing children was tackled by WCSC-TV Charleston, S.C., in a year-long effort that included a five-part series and live, prime time news special. The one-hour live program aired without commercial interruption. The show's special guest was John Walsh, whose son was the subject of a NBC made-for-TV movie, *Adam*. Although WCSC-TV is a CBS affiliate, the series a special aired the same week as the movie. As a result of his appearance on WCSC-TV, Walsh was invited to speak to a joint session of the South Carolina General Assembly, which is now working on legislative solutions to the problems raised in the shows. The station printed and distributed thousands of brochures outlining safety tips for parents and children. The station has also helped schools, police and civic organizations conduct fingerprinting sessions for area children. And the local public school system has enlisted the station's help in establishing continuing education program for the children in the coming school year.

□

For the 31st year, WHAS-TV Louisville, Ky. has aired its Crusade for Children telethon. This year's 26½-hour event brought in over \$1.9 million for handicapped children in Kentucky and southern Indiana. Civic groups ranging from religious organizations to firefighters to volunteers went before the cameras to announce their pledge totals. In the telethon's 31 years, over \$20 million has been raised.

Public affairs on Group W Cable. The Group W Cable system serving Florence, Ala., helped enlighten some of its subscribers on the pros and cons of changing the city's form of government. With the help of the Florence Jaycees, the system televised last December a debate between three individuals who wanted to retain the current government, which consists of a part-time mayor and three part-time commissioners, and two who believe in a more formal government with a city council and full-time mayor. Subscribers who wished to join the debate were able to call the Jaycees at the cable system's headend. They took down the subscribers' questions and carried them across the street to the municipal auditorium, where the debate was held.

Group W Cable-Manhattan, serving the heart of the nation's largest city, has produced a series of documentaries on a variety of topics. SRO focused on the plight of individuals who live in single-room occupancy hotels (SRO's). Many of the SRO's were paying too much for too little, the documentary found, and others were being pushed out onto the street, as developers moved in to convert SRO's in high-priced apartment buildings. Another documentary, *Where Was the World*, took a look at the Nazi persecution of Jews before and during World War II through the eyes of three Jews now living in Manhattan. And, in anticipation of this year's summer Olympics, Group W produced profiles of its franchise area's top amateur athletes. Those profiled included a rower, a basketball player, an equestrian and a long-distance runner.

Stock Index

Closing Closing Market
Wed Wed Capitali-
Aug 22 Aug 15 zation
Net Percent P/E
Change change Ratio (000,000)

BROADCASTING									
ABC	69	1/2	67	3/8	2	1/8	3.15	11	2,027
Capital Cities	166	3/4	165	5/8	1	1/8	0.68	17	2,140
CBS	85	7/8	83		2	7/8	3.46	11	2,551
Clear Channel	13	3/4	14	1/4	-	1/2	3.51	16	39
Cox	49	3/8	50	1/4	-	7/8	1.74	17	1,394
Gross Telecast	74	1/2	74	1/8		3/8	0.51	17	59
Gulf Broadcasting	8	3/4	8	3/4				219	385
LIN	23	1/8	22	3/8		3/4	3.35	20	486
Malrite Commun	11		11					14	93
Orion Broadcast		1/32		1/16	-	1/32	50.79		1,681
Price Commun	7	3/4	8		-	1/4	3.13		25
Scripps-Howard	27	1/2	27			1/2	1.85	16	284
Storer	40	7/8	39	1/8	1	3/4	4.47		670
Sungroup Inc.	6	7/8	6	7/8					5
Taft	68		65	1/4	2	3/4	4.21	15	620
United Television	17	7/8	17	1/2		3/8	2.14	29	197

BROADCASTING WITH OTHER MAJOR INTERESTS									
Adams Russell	22	1/2	22	1/8		3/8	1.69	19	137
Affiliated Pubs	45	1/4	45			1/4	0.56	14	368
American Family	22	1/8	21	1/4		7/8	4.12	12	396
Assoc. Commun	13	7/8	13	1/4		5/8	4.72		66
A.H. Belo	48	3/4	49	5/8	-	7/8	1.76	15	564
JohnBlair	26	1/4	30	1/4	4		13.22	13	210
Chris-Craft	30		29	3/4		1/4	0.84	21	191
Cowles	42	1/8	42			1/8	0.30	37	167
Gannett Co.	45	3/4	44	1/2	1	1/4	2.81	18	3,665
GenCorp	37	3/8	37	1/2	-	1/8	0.33	10	802
General Commun	67	1/4	67	1/4				15	33
Harte-Hanks	30	3/8	30	1/4		1/8	0.41	19	671
Insilco Corp.	17	1/4	17	5/8	-	3/8	2.13	9	293
Jefferson-Pilot	33	1/4	33			1/4	0.76	11	1,064
Josephson Intl.	10	1/2	11	1/2	1		8.70	11	51
Knight-Ridder	28	3/4	29	1/4	-	1/2	1.71	14	1,857
Lee Enterprises	27	1/4	25	7/8	1	3/8	5.31	15	363
Liberty	26	1/4	25	3/4		1/2	1.94	12	263
McGraw-Hill	47	3/4	47	1/4		1/2	1.06	18	2,397
Media General	61	3/4	61	1/8		5/8	1.02	12	431
Meredith	50	7/8	51	1/4	-	3/8	0.73	12	479
Multimedia	41	1/2	41	1/2				18	693
New York Times	35	7/8	35	7/8				16	1,417
Park Commun	26		26					19	239
Rollins	14	1/2	16	3/4	2	1/4	13.43	21	212
Schering-Plough	37	3/4	37	3/4				11	1,909
Selkirk	16	3/4	15	3/4	1		6.35	36	136
Stauffer Commun	52		52					13	52
Tech Operations	40	1/8	41	5/8	1	1/2	3.60	13	37
Times Mirror	42	1/2	45		2	1/2	5.56	13	2,920
Tribune	31	3/8	30		1	3/8	4.58	14	1,267
Turner Bcstg.	24	1/2	24	1/4		1/4	1.03	350	499
Washington Post	84		84					15	1,175

SERVICE									
BBDO Inc.	44		44	1/4	-	1/4	0.56	13	278
Compact Video	4	1/4	4	1/8		1/8	3.03		17
Comsat	25	7/8	27	1/4	1	3/8	5.05	10	468
Doyle Dane B.	14	3/4	14	1/2		1/4	1.72	14	78
Footc Cone & B.	49	1/2	52	3/4	3	1/4	6.16	10	165
Grey Advertising	123		123					9	73
Interpublic Group	32	3/4	32	7/8	-	1/8	0.38	11	353
JWT Group	35	3/8	37	1/4	1	7/8	5.03	10	212
Movielab	4	3/8	4	3/4	-	3/8	7.89		7
A.C. Nielsen	55		57		2		3.51	23	1,235
Ogilvy & Mather	30	1/2	30	1/4		1/4	0.83	15	280
Sat. Syn. Syst.	9		8	3/4		1/4	2.86	13	51
Telemation	6	1/4	6	1/4				6	7
TPC Commun	1		1	1/8	-	1/8	11.11		2
Unitel Video	8	3/4	8			3/4	9.38	16	19
Western Union	19	3/4	18	3/4	1		5.33		476

Closing Closing Market
Wed Wed Capitali-
Aug 22 Aug 15 zation
Net Percent P/E
Change change Ratio (000,000)

PROGRAMMING									
O Barris Indus	5		4	7/8		1/8	2.56	25	29
N Coca-Cola	62	1/8	60	3/4	1	3/8	2.26	14	8,227
N Disney	57	3/8	55	1/4	2	1/8	3.85	19	1,928
N Dow Jones & Co.	48	1/4	49	1/2	-	1/4	2.53	24	3,095
O Four Star	3	1/2	3	1/2				4	3
N Gulf + Western	30	7/8	30			7/8	2.92	9	2,160
O Robert Haiml	1	1/4	1			1/4	25.00	25	21
A Lorimar	29	5/8	30	1/4	-	5/8	2.07	15	210
N MCA	42	3/4	43	1/2	-	3/4	1.72	16	2,072
N MGM/UA	13	7/8	14	1/8	-	1/4	1.77	16	689
N Orion	9	1/2	10		-	1/2	5.00	21	89
O Reeves Commun	6	1/2	6	3/4	-	1/4	3.70	217	81
O Telepictures	17	1/4	16	7/8		3/8	2.22	17	108
O Video Corp.	14	3/4	14			3/4	5.36	11	25
N Warner	20	3/4	20	3/8		3/8	1.84		1,258
A Wrather	13	1/2	13	3/8		1/8	0.93		92

CABLE									
A Acton Corp.	6	3/8	5	1/2		7/8	15.91		37
O AM Cable TV	3	1/4	3	1/2	-	1/4	7.14		12
N American Express	33	1/4	33	1/2	-	1/4	0.75	17	7,132
N Anixter Brothers	17		17	1/4	-	1/4	1.45	23	309
O Burnup & Sims	6	3/8	6			3/8	6.25	13	57
O Cardiff Commun	11/16		3/4	-	1/16	-	8.27	69	3
O Comcast	25		24			1	4.17	20	205
N Gen. Instrument	26		26					27	819
N Heritage Commun	18	1/2	17	1/8	1	3/8	8.03	35	140
T Maclean Hunter X	21	1/4	21			1/4	1.19	30	783
A Plico Products	7	1/8	7	3/8	-	1/4	3.39	32	25
O Rogers Cable	5	7/8	5	11/16		3/16	3.29		132
O TCA Cable TV	13	1/2	12	3/4		3/4	5.88	26	90
O Tele-Commun	20	3/4	20	3/4				38	871
N Time Inc.	43	3/4	42		1	3/4	4.17	15	2,655
N United Cable TV	25	1/4	25	5/8	-	3/8	1.46		278
N Viacom	30	1/4	31	1/4	1	-	3.20	12	409

ELECTRONICS/MANUFACTURING									
N Arvin Industries	25	1/2	24	5/8		7/8	3.55	8	194
O C-Cor Electronics	7	1/4	7	1/2	-	1/4	3.33	81	23
O Cable TV Indus.	3	1/8	3	1/4	-	1/8	3.85	21	9
A Cetec	9	3/8	9			3/8	4.17	12	21
O Chyron	12		18		6	-	33.33	15	73
A Cohu	8		7	5/8		3/8	4.92	9	14
N Conrac	13	3/4	14		-	1/4	1.79	14	85
N Eastman Kodak	77	3/4	74	7/8	2	7/8	3.84	18	12,873
O Elec Mis & Comm.	9	1/4	9			1/4	2.78		27
N General Electric	58	1/2	58			1/2	0.86	12	26,482
O Geotel-Telemet	1	1/4	1	1/4				14	4
N Harris Corp.	30	1/8	30	1/4	-	1/8	0.41	16	1,203
N M/A Com. Inc.	21	1/4	20	1/2		3/4	3.66	28	919
O Microdyne	7	7/8	8	5/8	-	3/4	8.70	22	36
N 3M	83	3/4	81	3/4	2		2.45	14	9,804
N Motorola	43	1/8	40		3	1/8	7.81	15	5,105
N N.A. Phillips	37	1/8	36		1	1/8	3.13	9	1,066
N Oak Industries	4	3/8	4	3/4	-	3/8	7.89		72
A Orrox Corp.	3	1/8	3			1/8	4.17		7
N RCA	35	1/2	35			1/2	1.43	11	2,906
N Rockwell Intl.	31		30	5/8		3/8	1.22	10	4,713
N Sci-Atlanta	9	3/8	9	3/8				17	218
N Signal Co.s	32		31	1/2		1/2	1.59	13	3,486
N Sony Corp.	14	1/2	14	3/8		1/8	0.87	14	3,348
N Tektronix	64		63	1/4		3/4	1.19	10	1,231
A Texscan	8		7		1		14.29	11	52
N Varian Assoc.	45	3/8	44	3/4		5/8	1.40	18	979
N Westinghouse	27		25	3/4	1	1/4	4.85	10	4,726
N Zenith	28	1/8	27	3/8		3/4	2.74	11	620
Standard & Poor's 400	189.57		185.05			4.52			2.44

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

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

Down to the wire for communications issues in the 98th

Little action is expected on issues of interest to Fifth Estate, but priority may be given to bill on exit polling; hearing also scheduled on broadcast ownership limits

When Congress returns next week, Sept. 5, its first order of business will be key fiscal 1984 appropriations bills and other pressing legislative matters. The Senate may also find itself debating a controversial banking bill, and House members could be asked to vote on a balanced budget amendment. Furthermore, both chambers will be occupied with a series of legislative conferences on immigration and defense authorization bills.

However, the lawmakers will find other unfinished business, including several pending telecommunications-related measures. But with less than a month left in the 98th Congress (adjournment is scheduled for Oct. 4), it appears the Fifth Estate will see limited movement on communications issues.

The possibility that Congress will come back for a lame-duck session (the period after the November elections and prior to the convening of the 99th Congress on Jan. 3), says one House source, "is very slim." Nevertheless, there has been a lame-duck session at the close of every Congress since 1978.

Although time is running out, there are some issues to which Congress is likely to give priority. The Senate will be asked to approve a nonbidding resolution, H. Con. Res. 321, adopted by the House, that asks broadcasters and other news media to refrain voluntarily from characterizing or projecting the results of an election before all polls are closed. It was unanimously approved by the Senate Commerce Committee and should sail through without opposition. Another resolution (S. Con. Res. 133) that could generate debate, introduced by Senator Paula Hawkins (R-Fla.), calls on television broadcasters (networks and their affiliates) to broadcast public service announcements on missing and kidnapped children.

The question of whether or not the Senate should open its chamber to broadcast coverage may be settled before adjournment.

Sources say the resolution (S. Res. 66) that would permit radio and television coverage of Senate proceedings is scheduled to come up. Furthermore, there's a chance that the measure, which barely made it out of the Senate Rules Committee, may pass. Legislators opposing the measure may drop their objections as a gesture to Majority Leader Howard Baker (R-Tenn.), who retires at the end of the year. Baker is the chief sponsor of the resolution and has been trying to obtain passage for more than two years.

But not all congressional activity will occur on the floor. A hearing scheduled Sept. 11 by the Senate Judiciary Committee should charge up the broadcasting industry. The hearing will examine the antitrust implications of an FCC decision, which has since been stayed, to raise ownership limits from seven to 12 stations in each of the AM, FM and TV services and eliminate all restrictions in six years (BROADCASTING, Aug. 6 and 13). (Congress got into the act shortly after the FCC issued its decision and passed an amendment that bars the FCC from implementing the application of the decision to television until April 1, 1985, or 60 days after reconsideration, whichever comes first.)

Other than the Senate hearing and a possible oversight hearing by the House Telecommunications Subcommittee on the subject, no further congressional action is expected. However, two measures have been introduced that would set ownership limits based on an audience-reach cap. Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) and Mickey Leland (D-Tex.) introduced a bill (H.R. 6134) that provides a double cap on television ownership and a cap based on market size for radio. Under the bill, an entity could own television stations reaching 30% of the nation's television households, 25% through VHF's. The bill also includes limits based on a point system that values broadcast stations on a market-size scale. And it would give a special exemption for entities with interests in minority-controlled stations.

In the Senate, Pete Wilson (R-Calif.) and Daniel Inouye (D-Hawaii) offered legisla-

tion that would limit ownership of TV stations to 10 VHF stations. It would also cap ownership of VHF-only stations at 22.5% of the nation's households and total reach of both VHF and UHF stations could be more than 27.5%. It also includes a minority ownership provision that would permit increases to 12 stations.

Other unfinished legislative business includes a Senate appropriations bill with \$2.2 billion for the Corporation for Public Broadcasting and a bill reauthorizing the National Telecommunications and Information Administration for FY 85-86.

Congressional approval of major telecommunications policy is not likely to occur this year. However, if there is action, a cable deregulation bill in the House, H.R. 4103, the expected target. A bruising fight over the bill could develop on the floor since the nation's cities (National League of Cities and U.S. Conference of Mayors) and the cable industry are at odds over the bill.

The National Cable Television Association board voted in July to withdraw its support for the measure unless the cities agree to substantial changes in key provisions of the bill (BROADCASTING, Aug. 1 and 20). But the cities would not budge or instead kicked off a massive lobbying campaign promoting the measure. The cable industry is preparing to block those efforts.

The outcome is too uncertain to predict. House Energy and Commerce Committee Chairman John Dingell (D-Mich.) won't move the legislation unless the cities show they have solid support among the members. Furthermore, the bill could get bottled up in the Rules Committee, which is responsible for scheduling legislation on the floor.

"It's always easier to kill a bill than get it passed," said one cable industry observer. Even if a bill emerges, a House-Senate conference must be held to reconcile the stark differences between H.R. 4103 and the Senate bill, S. 66.

Cable legislation appears to have captured the attention of the Congress. A cable copyright bill, H.R. 6164, adopted by the House Copyright Subcommittee in June, may be marked up by the parent Judiciary Committee before adjournment. (No action on H.R. 6164 is anticipated on the House floor.)

The measure, introduced by Subcommittee Chairman Robert Kastenmeier (D-Wis.) is modeled after an earlier omnibus bill that addressed many issues including cable copy right, home taping and video and audio "first sale." It would permit some cable systems to import additional distant signals without having to pay significantly higher compulsory license fees. And the measure includes reform legislation affecting the Copyright Royalty Tribunal.

Although the bill provides substantial copyright relief for cable operators, the in-

Reconsideration requested. The Council for UHF Broadcasting, the National Association of Broadcasters and the Association of Maximum Service Telecasters have all asked the FCC to reconsider its action permitting Sanyo Corp. to market a two-channel-only TV receiver designed for cable television reception and other nonbroadcast uses (BROADCASTING, JUNE 18). CUB said the FCC's decision undermined the effectiveness of the All-Channel Receiver Act and posed a serious threat to UHF broadcasting. CUB noted that low-power UHF television stations are not subject to must-carry requirements and thus may not be available to cable subscribers who buy the Sanyo receiver. At a minimum, CUB requested that the commission reconsider its holding that no waiver of its all-channel regulations was necessary to give Sanyo permission to market the receiver. Added the NAB: "The dismissal of Sanyo's petition was unsound as a matter of policy, was unlawful and was violative of the procedure required by statute and in the commission's rules."

ustry didn't come away with everything it originally wanted. The measure's adversaries, broadcasters, Hollywood and professional sports interests, succeeded in substantially weakening some of the bill's key provisions (BROADCASTING, June 25).

Support for the measure is growing, and it now has 24 co-sponsors, many of whom sit on the Judiciary Committee. The National Association of Broadcasters and the Motion Picture Association of America are certain to fight the bill.

The legislation is based in part on two other bills, H.R. 2902, introduced by Representative Mike Synar (D-Okla.) and H.R. 419, offered by Sam Hall (D-Tex.). It would, among other things, reduce the size of the CRT from five to three commissioners, authorize the tribunal to hire a chief economist and general counsel and include language stating that "placement of the tribunal in the legislative branch should have no effect on the judicial review imposed by the United States Court of Appeals."

It would also establish specific standards to be considered by the CRT in making royalty adjustments introduced since the FCC dropped its distant-signal rule, including the extent to which television stations compensate copyright owners for programming sold to superstations, and the impact on the availability and cost of programming to subscribers.

In addition, the tribunal would be required to consider "the impact of the rates on competition with television broadcast stations." And the CRT would be required to consider the extent to which the value to cable systems of additional distant signals "decreases or increases." According to the bill, all cable systems would be permitted to carry two distant signals without paying 3.75% of their gross revenues each six months for each distant signal they added after the FCC dropped its restrictions on importing signals. The method by which cable systems calculate royalty fees for secondary transmission made on a tier of service other than basic is also modified by the legislation.

Action in the Senate on a similar copyright measure, S.1270, introduced by Dennis DeConcini (D-Ariz.), is not expected to occur unless the House bill clears that chamber. A hearing on the DeConcini bill, however, may be scheduled before adjournment. Other copyright-related issues such as the debate over the video first-sale doctrine and the question of whether home taping should be exempt from copyright liability have been put on hold.

At present, the first-sale doctrine holds that copyright owners are not entitled to royalties from the re-sale or rental of their works after the first sale is completed. But legislation (S.33 and H.R. 1029) that would amend the first-sale doctrine of copyright law to give Hollywood control over the subsequent sale or rental of recorded visual works is not expected to move out of subcommittee. Companion measures (S. 32 and H.R. 1027) that affect first-sale rights for audio recordings, however, passed the Senate and may come before the House.

A Senate vote slated on a bill concerning professional sports team franchises includes a provision that would provide antitrust ex-

emptions for any television broadcast revenue sharing agreements.

Key legislation pending before Congress not likely to be enacted:

■ H.R. 6122, introduced by Representative Al Swift (D-Wash.), Dingell, Wirth, John Bryant (D-Tex.) and Leland that would, among other things, establish quantified television programming standards and equal employment opportunity quotas (BROADCASTING, Aug. 13). The subcommittee is planning to hold a hearing on the bill in September, but will not pursue its passage. The Senate approved a broadcasting deregulation bill (S.55) two years ago, but it was never considered by the House.

■ H.R.4097 would require television stations to air an hour of educational programming for children five days a week. The measure, offered by Wirth, preceded a companion bill introduced this month by Senator Frank Lautenberg (D-N.J.).

■ S.1917 would free both TV and radio broadcasters from federal restrictions in the First Amendment area. Attempts to develop a compromise on the bill by its author, Senate Commerce Committee Chairman Bob Packwood (R-Ore.), failed when the committee rejected a diluted version 11 to 6 (BROADCASTING, June 19).

■ H.R.5176 and S.2437 would permit individuals to pick up television signals from satellites. The Senate version would permit home earth station owners to pick up only unscrambled signals, while the House would

allow viewers to pick up scrambled signals as well. The House version also calls for the establishment of a copyright fee system to be administered by the FCC.

■ H.R.4464 would break up Comsat and H.R. 5714 would require Comsat's competitive activities to be conducted through a subsidiary. The bills also call for a more stringent supervision of Comsat's role in Intelsat.

■ S.2539 would codify the FCC's rules requiring cable systems within a 35-mile radius or within the station's predicted grade B contour, to carry the signals of local television stations upon the station's request. The rules also require cable operators to carry distant broadcast station signals that are defined as "significantly viewed."

■ H.R. 5957 would require the FCC to award minority preferences to cellular radio applicants.

■ H.R.6029 and S.2869 would grant tax credits to individuals purchasing closed captioning equipment. It would permit credit of 50% for cost of equipment, up to maximum of \$250.

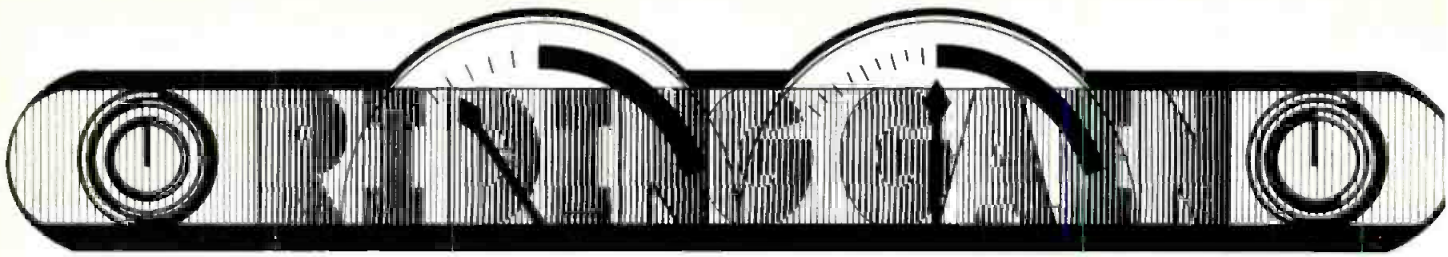
■ H.R.1155 and H.R. 2331 would encourage minority ownership and employment opportunities in the telecommunications industry and codify the FCC's tax certificate and distress sale policies, tax credits and other investment incentives. H.R.1155 would beef up the FCC's equal employment opportunity rules and establish FCC advisory committee on minority telecommunications development. □

Washington Watch

Filing violation. FCC Mass Media Bureau found that practice of CBS's WBBM-TV Chicago updating its political file only once per week and documenting only those requests for political time that are granted by station was violation of commission rules. Commission "requires that all requests for political time and the disposition of such requests (and the rule does not distinguish between granted and denied requests) be documented in the political file," bureau said. "WBBM-TV must place in its political file, as soon as possible, all requests regardless of their eventual disposition." Nonetheless, bureau added that station's action "does not seem to be the type of flagrant violation which would warrant a monetary violation." □

Two winners. In initial decision, FCC Administrative Law Judge Joseph Chachkin has granted application of Ronnie J. Grantham for new FM and application of Leflore-Dixie Inc. for new AM in Greenwood, Miss. Both parties, and Mid-Delta Broadcasting Inc., had applied for AM and FM. Judge said Grantham was superior to Leflore-Dixie on integration grounds, and that Leflore-Dixie's integration proposal made it superior to Mid-Delta, which lost points for allegedly lacking candor. "To award two licenses to one of the applicants where one of the other two applicants has been found to be basically qualified offends commission policy respecting diversity of ownership of the news media," judge said. "Each of the applicants has expressed a preference for the FM grant. In accord with these preferences, Grantham, which has the superior proposal, will be awarded the FM grant. Leflore, which has the second best proposal, will be awarded the AM grant." According to decision, Grantham is veteran radio announcer who is talent coordinator for Greater Greenwood Foundation for Arts. He has no other media interests. President and 44% owner of Leflore-Dixie is Keith Worrell Jr., vice president and director of WXXX(AM) Hattiesburg, Miss., during 1979-1981. Neither Worrell nor other six Leflore owners, has any other media interests. □

Sports bill. Senator Slade Gorton (R-Wash.), author of bill on professional sports team franchises, plans to offer substitute measure when bill comes up on Senate floor after August recess. Measure includes provision affecting telecasting of games, which says antitrust laws "shall not apply to an agreement by a majority of the members of any professional sports league to require such members to participate in or to share revenues generated by any contract pursuant to which the rights of such members in the sponsored telecasting of any game of such league are sold or otherwise transferred (in whole or in part)."



The week's worth of news and comment about radio

Sale breach

GAF Corp., the Wayne, N.J.-based owner of classical-formatted WNCN(FM) New York, has been ordered by the New York State Supreme Court to sell the station to Concert Radio Inc. of Chicago for \$3 million. GAF bought the station from Starr Broadcasting in 1975 for \$2.2 million. GAF said the station is worth at least \$10 million today.

The court's decision stems from what it considered a breach of a five-year agreement between GAF and Concert, a group formed in the mid-1970's to protest the switch of WNCN(FM) to progressive rocker WQIV-FM by its previous owner. The agreement stated that if GAF, which restored the WNCN(FM) call letters and classical format, put the station up for sale between June 1976 (when GAF took over ownership) and June 1981, Concert had the first option to buy it for \$2.2 million plus expenditures for improvements. (Concert withdrew application to operate a station on the same frequency as WNCN after getting the option to buy it.) Concert said that GAF put the station up for sale in 1980 but GAF denied it ever decided to sell.

GAF said the ruling was erroneous on the facts and the law, and it intends to appeal to the New York State Appellate Court.

GAF Corp. is a publicly held chemical and

building materials company. WNCN(FM) is its only broadcast holding.

Playback

Weedeck, Hollywood, Calif.-based national radio program supplier, has begun marketing on a cash basis *Christmas in the Country*, a 12-hour special described as a blend of country artists' remembrances of Christmas and the music of the season. According to company president, Lloyd Heany, each hour can be programed individually or as a 12-hour block. Heany also noted that there will be 12 minutes of commercial time in each hour segment for a total of 144 minutes of local availabilities. The cost of the program, said Heany, is based on a station's average rate per minute. Hosting the broadcast will be KLAC(AM) Los Angeles air personality Chris Lane.

□

Author, commentator and pastor Hal Lindsey is the host of a new 90-minute weekly radio series, *Saturdays with Hal Lindsey*, on an estimated 250 stations affiliated with the Satellite Radio Network and International Broadcast Network. The program airs live at 7:30 a.m. NYT and includes listener telephone calls. Celebrity guest interviews and

commentaries will round out the broad casts, originating from Los Angeles. Lindsey is head pastor of the Palos Verdes Community Church in Palos Verdes, Calif., and author of "The Late, Great Planet Earth."

Tailor mades

The Radio Advertising Bureau plans to launch a series of focus groups in several cities during the remainder of 1984 to identify regional clients and locally based national advertisers. "Marketing problems unique to each region are likely to be raised and discussed with an eye toward tailoring the RAB's sales and marketing efforts to meet specific regional nuances," the association said. The first meeting will take place tomorrow (Aug. 28) in Atlanta, where 25 local station general managers and sales managers are expected to attend.

Across the water

Washington-based radio syndication company, London Radio Ltd., has launched a three-hour weekly program called *British Top 30 Show*. The program is a countdown of the most popular songs on the British music charts each week. According to London Radio President Donald Martin, *Top 30* will "offer American rock fans the opportunity to hear and compare the trends on the charts in Great Britain—a country that has had and continues to have an enormous influence upon rock music in the United States." It is being offered to U.S. stations on a barter basis.

And the winner is

Alan Anderson, program director of WPDX-FM New York, is going to Hawaii compliments of the National Radio Broadcasters Association and the National Association of Broadcasters. He won the free trip by registering early for the joint venture of the NRBA and the NAB—the Radio Convention and Programming Conference. Anderson was one of 1,300 early registrants vying for the prize.

That's all, jazz

Felix Grant, host of *Felix Grant in the Evening*, a jazz program on WMAL(AM) Washington for almost 30 years, will be leaving the station Aug. 31. The show, which the station says is the longest running jazz show in America, will be replaced by an "information and entertainment" program featuring air personalities Ed Walker and John Lyon. "We feel that jazz is not going to be a format that will make it on AM radio at night," said Jim Gallant, operations director. "No AM station can out-music music stations."



Good news. The Moody Broadcasting Network, a Chicago-based Christian radio network with 82 affiliates in 33 states, has signed an agreement with the Associated Press to receive AP Network News. Moody Broadcasting currently broadcasts world and national news as well as stories of interest to the religious community. "We'll now have the advantage of expanded news resources and will be able to, among other things, increase the number of newscasts offered to our affiliates," said E. Brandt Gustavson, vice president and administrator of development for the Moody Bible Institute. Signing the agreement is Donald P. Leach (left), vice president of the Moody Broadcasting Network. Looking on are Patricia Adsit, Illinois AP Broadcast executive, and Gustavson.

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ABC, CBS, NBC make pre-emptive scheduling moves

The networks will get an early start on the season with selected premieres

All three of the networks will jump the gun on the official start of the 1984-85 prime time season less than four weeks away. The networks are planning to slip in previews of new and returning series before the third week of September, the traditional beginning of the new season.

ABC

ABC, which heavily promoted its prime time lineup during the Olympics (expending up to 300 promotional spots, half dedicated to *Call To Glory*), will lead the other two networks by previewing the two-hour pilot of *Hawaiian Heat* on Friday, Sept. 14, at 9-11. The only shows for which ABC has not announced firm premiere dates are *Streethawk*, *Glitter* and *T. J. Hooker*.

On Tuesday, Sept. 18, at 8-9, ABC will present a special one-hour episode of *Three's Company* outlining the setting for the new season. It will be the last episode of the series under that title; thereafter it changes to *Three's A Crowd*. The two-hour pilot of *Pa-*

per Dolls will follow from 9 to 11.

A new season of *The Fall Guy* will be introduced at 8-9 on Wednesday, Sept. 19, to be followed by a two-hour premiere of *Jessie*. The following night, Thursday, Sept. 20, a new season begins for *People Do The Craziest Things* at 8-8:30, which will lead into the half-hour premiere of *Who's The Boss?*, followed by *20/20*.

Benson opens on Friday, Sept. 21 at 8-8:30, which will then lead into a new season of *Webster*, and *Hawaiian Heat* will then follow in its regular period at 9-10. *Matt Houston* returns with a new episode at 10-11.

On Saturday, Sept. 22, *The Love Boat* opens with a special 90-minute episode at 8-9:30, which will feed into another 90-minute premiere: *Finder of Lost Loves*, the Aaron Spelling production that replaces *Fantasy Island*. On Sunday, Sept. 23 at 7-8, *Ripley's Believe It Or Not* begins a new season, followed by *Hardcastle & McCormick* at 8-9. And then on Tuesday, Sept. 25, *Foul Ups*, *Bleepers* and *Blunders* bows at 8-8:30, which leads into the premiere of *Three's A Crowd*. On Wednesday, *Dynasty* and *Hotel*

have their season premieres in their regular periods.

Although ABC has not yet released specifics about the beginning of its new season it has ordered 13 episodes of *Call To Glory* as a backup in case any of its new series get off to a faltering start, although air dates have only been set for five episodes following the Aug. 13 premiere. ABC's enthusiasm for *Call To Glory* was in evidence during the Olympics, when over half of its 300 promotional spots for the upcoming season were given over to it. (Its enthusiasm was apparently well-placed. The first episode of *Call To Glory* was the number one show of the week with a 24.8/44 [see page 116].)

CBS

At CBS, *60 Minutes* will debut at 7 p.m. on Sunday, Sept. 16, followed at 8 by a special one-hour episode of *ER* starring Elliot Gould. *ER* is regularly scheduled for Tuesday at 8:30. *The Dukes of Hazzard* will begin its seventh season on Sept. 21 at 8, its regular Friday night slot. *Airwolf* will premiere at its regularly scheduled time of 8 on Saturday, Sept. 22, followed by a special two-hour showing of *Cover-Up* whose regular time slot will be at 10-11. Additionally, CBS plans a preview of *AfterMASH* on Sept. 2 at 8-8:30. The show's second season, however, doesn't officially launch until Tuesday Sept. 25 at 8, where it is regularly scheduled.

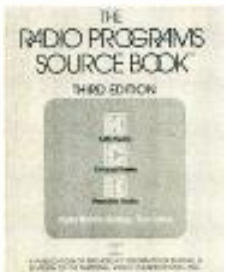
Monday, Sept. 24, is generally considered the first day of the new season, but a CBS spokesman said there is no guarantee that the network will raise the curtain on its new lineup in that week. (CBS has scheduled the mini-series, *Mistral's Daughter*, for Sept. 24-26, the first time the network has loaded a mini-series in premiere week.) Only NBC has officially announced that Sept. 24 is the start of its new season, and even then it will have previewed several shows.

NBC

For example, NBC will preview the second season of *Silver Spoons* on Sunday, Sept. 16 at 7, followed at 7:30 by the premiere of *Punky Brewster*. Then at 9-11 that night NBC will premiere the two-hour pilot of *Hopkins*. On Monday, Sept. 17, NBC will premiere the second season of *TV Bloopers and Practical Jokes* at 8-9, its regular slot, to be followed by the network's second annual comedy-musical-variety special known as the *NBC All-Star Hour*. NBC is billing its special as a "celebration" of the new season that will feature 75 stars from NBC shows. A George Burns special, *How To Live To Be 100* will air at 10-11 that night. On Tuesday, Sept. 18, the new series, *Hunter*, will be introduced via its two-hour pilot at 9-11 be-

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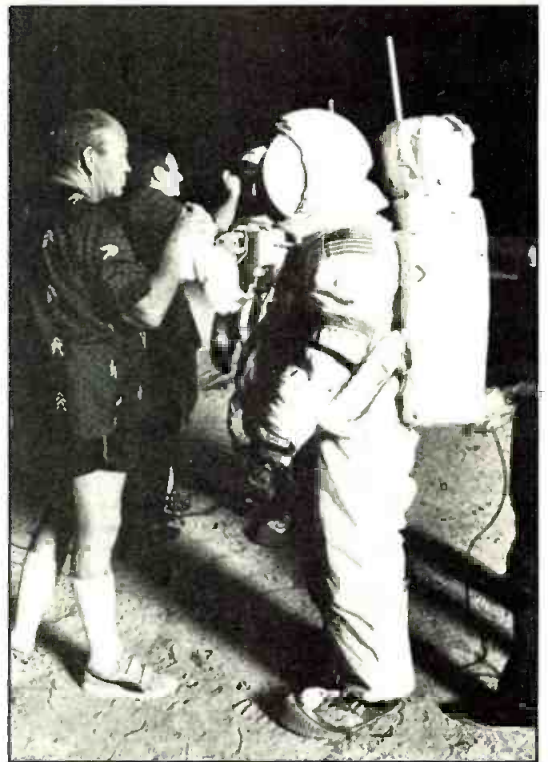
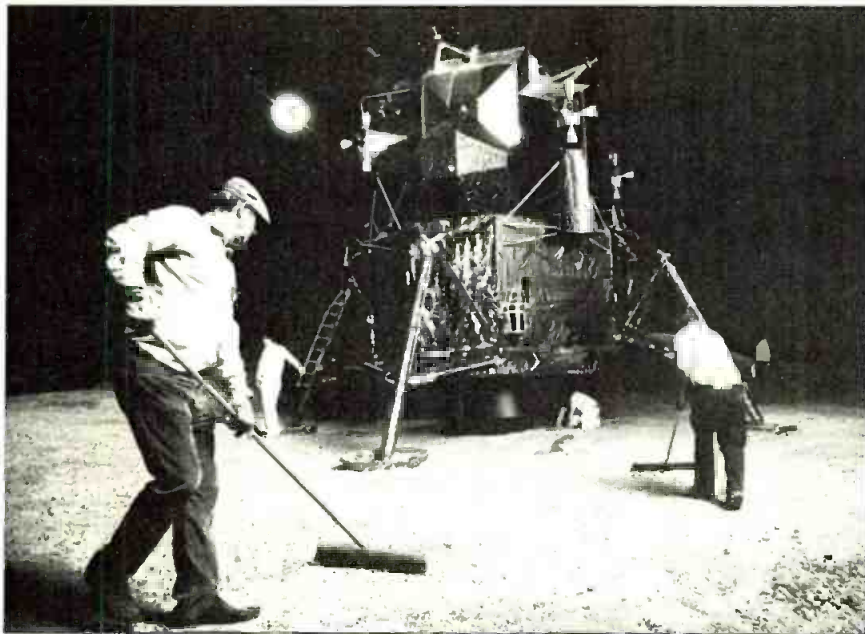
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Maxi effort on mini-series

Filling up a lot of acreage on television screens this season will be 13 hours of *Space*, the CBS mini-series currently in production. Based on the novel by James A. Michener, the story traces the exploration of space through the fictionalized lives of participants. *Space* is being produced by Dick Berg/Stonehenge Productions and Paramount Studios Television and includes in its cast James Garner, Susan Anspach, Martin Balsam, Beau Bridges, Bruce Dern, Blair Brown and Michael York. Production is scheduled to be completed at the end of October with an air date currently expected late in the season.

CBS currently plans to air over 50 hours of mini-series, the most on any network drawing board this fall. The others: *Atlanta Child Murders*, five hours; *Christopher Columbus*, six hours; *Ellis Island*, seven hours; *Kenny Rogers*, *The Gambler III*, four hours; *Mistral's Daughter*, eight hours, and *Robert Kennedy and His Times*, seven hours.



Top left: Crew members sweep footprints from the surface of the moon—on a Paramount soundstage.

□

Top right: Adjusting an astronaut's suit for a moonwalk.

□

Center: Producer Martin Manulis (seated center), director Lee Philips (standing center) and actors Michael York (left) and Bruce Dern discuss a scene on location in San Diego.

□

At right: Crew and cast (James Garner with binoculars, James Sutorius to immediate right) film the aftermath of a World War II naval battle in the tank at Paramount Studios.



fore moving into its regular 9-10 Friday berth on Sept. 28. NBC will launch *Highway to Heaven* the next night with a special two-hour premiere at 8-10. *The Bill Cosby Show* will bow on Thursday, Sept. 20, at 8-8:30, followed by the first episode of the second season of *Family Ties* at 8:30. □

International arm of CBS names four executives

Worldwide Enterprises created in April to develop program and sales opportunities for CBS/Broadcast Group

CBS/Broadcast Group's newly formed Worldwide Enterprises, created last April to expand CBS's involvement in global program development, acquisition, marketing and sales, announced four high-level appointments last week.

Joseph Bellon has been named vice presi-



Bellon



Crane



Kane



Walsh

dent and managing director, program and market development. According to John Eger, named at the outset to head Worldwide Enterprises as senior vice president, Bellon's area is of "greatest interest," if not importance, to the direction of the division. Bellon will oversee a new worldwide ventures organization which Eger says will "aggressively seek" the development of programming for various media, including home video and cable (foreign as well as domestic), foreign television and perhaps even domestic network television. However, the programming developed from those ventures would not

run first on network TV. Bellon will also be responsible for a department that will acquire various programs worldwide, as well as the marketing and production of all programming developed under his purview.

Worldwide Enterprises has also acquired responsibility for CBS's cable and information businesses, all of which are now under the direction of Albert Crane, who has been named vice president, information and cable enterprises. For the last two years, Crane has overseen the development and operation of CBS's Extravision teletext service. With this new appointment, his oversight responsib-

ABC rides Olympic coattails to weekly win

ABC-TV maintained much of its Olympics ratings momentum in the first post-Olympics week, with the opener of its *Call to Glory* and a one-hour Olympics retrospective ranking one, two among the week's programs and helping ABC to a two-and-a-half-point lead in the prime time Nielsen ratings. For the week ended Aug. 19, ABC scored a 13.3 rating/26 share while CBS-TV barely nosed out NBC-TV for second place, 10.8/21 to 10.4/20.

The two-hour *Call to Glory* premiere, at 8-10 p.m. NYT on Monday, turned in a 24.8/44 (BROADCASTING, Aug. 20). The Olympics look-back, which followed at 10-11 p.m., did a 22.3/39. ABC researchers estimated that about 50 million persons watched some or all of *Call to Glory* and that the Olympics retrospective grossed about 40 million viewers.

Almost everything else on prime time network television that week was a repeat. The closest any of it came to challenging the top numbers was a 17.5/30 produced by a repeat of *Riptide* on NBC Tuesday.

ABC won Monday, Wednesday, Friday and Saturday nights, CBS won Thursday and Sunday and NBC took Tuesday.

The big audience numbers for the *Call to Glory* premiere followed a carefully crafted scenario. Six months ago ABC officials saw the pilot and were impressed—but were also convinced that the show, dealing essentially with family relationships, would need special attention in its

introduction if it were going to succeed. Seeing the Olympics as a first-class place to promote the show, they scheduled it to start immediately after the games—and within their coverage of those games they scheduled 37 separate spots promoting it, more than were allotted to any other new show.

Among the few original presentations of the week, *I Gave at the Office*, a 9:30 p.m. half-hour on NBC on Wednesday, pulled a 11.2/20, ranking 29th; a quarter-hour preconvention special on CBS at 10:45 Sunday did a 9.3/18, coming in 48th; *Crossroads* on CBS Wednesday had an 8.2/17, ranking 56th, and NBC's *Summer Sunday USA* was 65th and last with 3.3/7. Results for preseason pro football ranged from middling to poor. Pittsburgh vs. Dallas on ABC Thursday managed an 11.0/22 to rank 32d; San Francisco vs. San Diego on CBS Saturday and New England vs. Washington on NBC Friday came in 62d and 63d with 6.8/15 and 6.8/14.

Early-evening news ratings, thrown out of their usual kilter during the Olympics by a surge that carried *ABC World News Tonight* to an unaccustomed first place, settled back closer to normal in the Aug. 12-17 period. *CBS Evening News* was back on top, with 10.8/24; *ABC World News Tonight* was second with 9.6/22, and *NBC Nightly News* was third with 8.0/18.

Rank □ Show □ Network □ Rating/Share

1.	Call to Glory	ABC	24.8/44
2.	Olympic Highlights	ABC	22.3/39
3.	Riptide	NBC	17.5/30
4.	60 Minutes	CBS	16.7/38
5.	Remington Steele	NBC	15.9/28
6.	A-Team	NBC	15.6/29
7.	Webster	ABC	15.2/32
8.	Trapper John, M.D.	CBS	15.1/27
9.	Alice	CBS	14.6/27
10.	Funniest Commercial Goofs	ABC	13.8/26
11.	Love Boat	ABC	13.7/28
12.	Matt Houston	ABC	13.6/28
13.	Hill Street Blues	NBC	13.5/25
14.	The Main Event	ABC	13.4/25
15.	Fantasy Island	ABC	13.3/29
16.	Facts of Life	NBC	13.3/25
17.	Word of Honor	CBS	13.2/25
18.	Dallas	CBS	12.9/26
19.	Jeffersons	CBS	12.9/26
20.	Cagney & Lacey	CBS	12.9/23
21.	Knots Landing	CBS	12.6/23
22.	Simon & Simon	CBS	12.4/21

Rank □ Show □ Network □ Rating/Share

23.	Benson	ABC	12.1/27
24.	Blue Thunder	ABC	12.1/24
25.	One Day At A Time	CBS	11.8/25
26.	Fall Guy	ABC	11.7/25
27.	Jennifer Slept Here	NBC	11.4/23
28.	Enola Gay	NBC	11.3/22
29.	I Gave At the Office	NBC	11.2/20
30.	Double Trouble	NBC	11.1/24
31.	Mae West	ABC	11.1/20
32.	Pittsburgh vs. Dallas	ABC	11.0/22
33.	Hotel	ABC	10.7/20
34.	Silver Spoons	NBC	10.6/23
35.	Falcon Crest	CBS	10.5/22
36.	Hardcastle & McCormick	ABC	10.3/21
37.	Three's Company	ABC	10.3/19
38.	Magnum, P.I.	CBS	10.1/19
39.	St. Elsewhere	NBC	10.1/19
40.	T.J. Hooker	ABC	9.9/23
41.	Foulups, Bleeps & Blunders	ABC	9.9/19
42.	Bosom Buddies	NBC	9.8/20
43.	Cheers	NBC	9.8/17
44.	Airwolf Special (Monday)	CBS	9.7/17

Rank □ Show □ Network □ Rating/Share

45.	Rage	NBC	9.6/16
46.	Patricia Neal Story	CBS	9.4/17
47.	Family Ties	NBC	9.4/17
48.	Mama's Family	NBC	9.3/19
49.	Preconvention Special	CBS	9.3/18
50.	TV Bloopers & Practical Jokes	NBC	9.1/17
51.	Diff'rent Strokes	NBC	9.0/21
52.	Gimme A Break	NBC	8.8/18
53.	Night Court	NBC	8.8/14
54.	Comedy Zone	CBS	8.6/19
55.	AfterMASH	CBS	8.5/17
56.	PGA Championship	ABC	8.2/18
57.	Crossroads	CBS	8.2/17
58.	NFL Preseason football	NBC	7.7/17
59.	20/20	ABC	7.6/14
60.	Domestic Life	CBS	7.4/13
61.	New Show	NBC	7.1/15
62.	San Francisco vs. San Diego	CBS	6.8/15
63.	New England vs. Washington	NBC	6.8/14
64.	Airwolf	CBS	6.9/13
65.	Summer Sunday USA	NBC	3.3/7

*Indicates premiere episode

ies are broadened to include the company's lack Hawk Cable system in Hurst, Tex., and CBS Interconnects, established to develop cable interconnects for clustered cable systems.

Also named was Arthur Kane, as vice president and managing director, CBS Broadcast International, the sales arm of Worldwide Enterprises. Reporting to Kane will be Charles Walsh, newly named vice president, Worldwide advertising sales. Kane's group will be responsible for worldwide sales to television networks and stations, advertisers, cable operators, satellite systems and other program outlets. Kane was most recently vice president of international sales for CBS Broadcast International. Walsh had been serving as director, advertising sales, CBS Broadcast International.

Earlier it was announced that Gene Mater, former senior vice president, communications and news practices, CBS News, had been named vice president, administration and policy, and would assist Eger in implementing new strategies for Worldwide Enterprises. Eger reports to James Rosenfield, senior executive vice president, CBS/Broadcast Group.

Said Eger, "Our mandate is to exploit all rights to all media worldwide." In addition to new programming ventures with various foreign entities, that would include (but not be limited to) the marketing of CBS's theatrical films, network entertainment, sports and news programs worldwide. As an example, Eger said, "I can see an airline market worldwide for the *CBS Morning News*." He also noted, as an example of one particular use of domestic product overseas, ABC's marketing of *The Day After* to the foreign theatrical film market. And with the advent of satellites, he noted, the age of global advertiser supported programming will soon arrive in full force. He said that to some extent, "It's already taking place now." It is that age which the expansion of the Worldwide Enterprises is designed to address.

Eger said talks are ongoing with the Tokyo Broadcasting System, Network Nine in Australia and Channel 5 in Italy concerning the development of programming joint ventures. The division has already announced an agreement with China Central Television, of the People's Republic of China, in which China Central will carry 64 hours of CBS programming in the coming year, including episodes of *60 Minutes*, sports programs and children's entertainment specials. CBS and China Central will share revenues derived from the sale of sponsorships for the programming.

Under Eger's leadership over the past three years, as vice president-managing director of CBS Broadcast International, international activities have grown considerably. He said the operation was profitable in its first six months, and grew 30% the second year and another 40% the third year in revenues and profits. Essentially, he said, the worldwide division is in business to export CBS's considerable "knowledge base" in the development, marketing, promoting and scheduling of video software product in a way that meshes with the needs and interests of advertisers. □

Paramount prepares for fall syndication

Debut of 'Anything for Money' and renewal of 'Taking Advantage' join veteran 'Solid Gold' for new-season runs

Paramount Television Domestic Syndication has lined up 90 stations for the Sept. 17 debut of its new daily half-hour series, *Anything for Money*, described as "a real-life situation comedy" by Randy Reiss, PTDS president. According to Reiss, the program has been sold to 49 of the top 50 markets. Stations clearing the strip include WCBS-TV New York, KCBS(TV) Los Angeles, WMAQ-TV Chicago, WCAU-TV Philadelphia and KTZO(TV) San Francisco. The series, hosted by comedian Fred Travalena, asks contestants to guess how much money it will take to get people to do things they would ordinarily avoid. Over 70% of the available time for the first 52-week season on *Anything For Money* has been sold, including commitments from Procter & Gamble, Hunt-Wesson, Beecham and Bristol-Myers. Major station groups buying the series include CBS and NBC-owned-and-operated stations, Storer, Gannett and Scripps-Howard.

Paramount has also announced that radio personality Rick Dees has been signed to host the fifth season of its first-run contem-

porary music series, *Solid Gold*, which premieres Sept. 7. Dees is heard Monday through Friday mornings on Gannett-owned KIIS(FM) Los Angeles, which has a contemporary hit format. He also hosts a weekly syndicated rock countdown radio series and records voice-overs for numerous clients, including CBS-TV. *Solid Gold*, produced by PTDS in association with Brad Lachman Productions, is seen weekly in 212 markets reaching 98% of all U.S. television households. The series will have a new, expanded set, as part of the change, and Dees will be involved in various comedic bits being added to the program.

Finally, Paramount has renewed for a second year its weekly, half-hour "consumer/life-styles" magazine, *Taking Advantage*. According to Reiss, over 90% of available national advertising for the program has been sold out. National sponsors include Bristol-Myers, Warner-Lambert, Sears, American Express and Clorox. A revamped format is being introduced, "allowing for more stories of varying length and in-studio guests and demonstrations." New segments will include examinations of personal finance, consumer products, world travel, personal grooming and entertainment. A yet-unnamed male co-host will join current host Sybil Robson, as well as a special travel correspondent. The program, which has its second season premiere Sept. 22, is produced in association with *Business Week* magazine and currently airs in 160 markets. □

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Dishing it out in backyards

SPACE/STTI show in Nashville will feature state of the art in receiving technology and discussions on legal ramifications of home dishes

With the possible exception of videocassette recorders, the hottest new medium is backyard dishes, relatively inexpensive earth stations that consumers are buying and installing primarily to intercept programming meant for cable systems and television stations. According to the best industry estimates, more than 500,000 dishes are now in place and the number is growing by about 30,000 a month.

Next Monday (Sept. 3), more than 7,000 manufacturers, distributors and retailers of home dishes are scheduled to gather at the Opryland hotel in Nashville for what is expected to be the largest trade show in the short history of the fast-growing industry. The centerpiece of the show will be some 520 exhibits, including at least 200 working earth stations.

The three-day affair will be the first to be jointly sponsored by the Society for Private

and Commercial Earth Stations (SPACE), Washington, a trade association, and the Satellite Television Technology International, Arcadia, Okla., which has been organizing trade shows for the industry since 1979. For lack of an agreement on a better name, the show is being billed as the SPACE/STTI Nashville Show.

The two groups had been involved in a turf fight. After the dates of SPACE and STTI shows in Las Vegas last March overlapped by a day and some subsequent legal action, the groups agreed to settle their differences and sponsor one joint show each year. Next year it will be at the MGM Grand in Las Vegas in March. In addition, SPACE plans a solo show in Orlando, Fla., in June and STTI plans to go it alone in Nashville in September.

According to Chuck Hewlitt, executive vice president and general manager of SPACE, the show will function primarily as a marketplace for the manufacturers and distributors of hardware—the exhibitors—to line up dealers, who sell the gear to consumers. But it also provides a forum for the

discussion of the various legal, technical and marketing issues confronting the industry, Hewlitt said.

And like most trade shows and conventions connected with a growing industry, the Nashville show will be a celebration of some of the industry's success. Home earth stations receiving feeds from the satellites are in the form of satellite broadcasting or DBS, superior to that offered by United States Communications Inc. or planned by Comsat's Satellite Television Corp., said Hewlitt. The number of home earth stations can pick up between 6 and 70 channels of programming, he said. "They offer so many programming choices that the [DBS service providers] are going to have a hard time competing with only four or five channels," he said.

The industry expects the demand for home dishes to remain strong at least through the end of 1985. STTI President Rick Schneringer said that the installed dish count is expected to rise to nearly one million by the end of this year and 1.5 million by the end of 1985.

Legal talk will revolve around legislation that would affirm the right of owners of home earth stations to receive signals for their own entertainment. The Senate bill (S.2437), introduced last March by Communications Subcommittee Chairman Barr Goldwater (R-Ariz.), deals only with unscrambled programming. But the House bill (H.R.5176) would affirm the right of consumers to receive not only unscrambled programming, but also scrambled programming as long as they were willing to pay for it. If the dish owners were unable to cut a deal with programmers to receive scrambled programming, the bill stipulates, the owners could petition the FCC to set "the rates, terms and conditions for such viewing rights." Two of the chief sponsors of the House bill, Representatives Billy Tauzin (D-La.) and Albert Gore (D-Tenn.), the latter in the midst of a race for the Tennessee Senate seat being vacated by Republican Howard Baker, are expected to speak at the show.

The ability of home dish owners to receive scrambled programming on terms set by either the programmers or the government is critical to the future of the business since much of the cable programming that has been inducing consumers to buy earth stations is expected to be scrambled over the next few years. In fact, the most popular service of them all, HBO, is expected to be scrambled early next year (see "Cablecastings," page 10). "We have offered to pay for [unscrambled] pay programming, but it's been refused," said Hewlitt. "If they scramble, we feel earth station owners should be able to receive their services. But we don't feel anybody should be able to get pay programming for nothing."

A law requiring purveyors of scrambled programming to do business with the home dish owners may prove unnecessary. HBO

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8/27/84

Changing Hands

PROPOSED

d others consider the backyard earth station market potentially lucrative and would do nothing better than to add the owners to their subscriber rolls once they have scrambled their signals. But before they can offer that would amount to a low-power satellite-home broadcasting service, they must live all the attendant administrative, operational and marketing problems. And whether they can do that and still have a profitable business is uncertain.

According to Schneringer, the larger the home dish universe becomes, the more interested the cable networks are becoming in the medium. He expects representatives of most of the cable networks—pay and advertiser-supported—to attend the show just to keep abreast of what's happening in the industry. Ken Kiarderman, director of network distribution, HBO, who is scheduled to speak at a Tuesday (Sept. 4) panel session, is expected to enunciate HBO's latest thoughts about serving or not serving the backyard market.

Satellite users meeting to consider DBS, WARC

The Sixth Annual Satellite Communications Users Conference, sponsored by *Satellite Communications* magazine, which convenes tomorrow (Aug. 28) in New Orleans, has drawn some 1,100 pre-registrants, and conference planners expect total registration to peak at about 1,800. That would be about 300 more than the 1,700 attending last year's conference. The meeting focuses on business applications of satellites.

This year's exhibitors' list will be a bit smaller than last year's. Only 79 exhibitors will be on hand, compared to 93 last year. The spokesman said the decline is due largely to the absence of receive-only antenna manufacturers which are more interested in the consumer market.

At press time, the keynote speaker for the gathering was still not set. Richard Colino, director general of the International Telecommunications Satellite Organization, was initially scheduled to deliver the keynote address at the Tuesday luncheon, but canceled on Aug. 17, citing other pressing business.

Meanwhile, SCUC conference organizers were trying to land former Senator Harrison Schmitt (R-N.M.) to fill in as keynote speaker. Schmitt, a former astronaut, has been active as a consultant within the telecommunications and aerospace industries since losing his re-election bid in 1982.

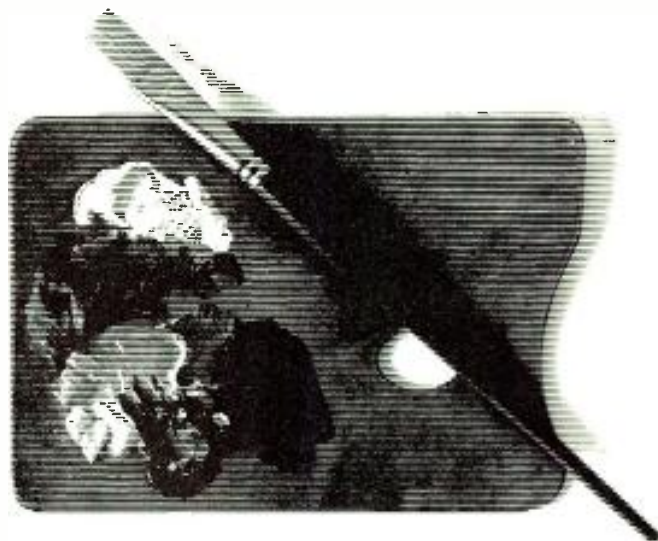
The conference will include an update on direct broadcast satellites with panelists including Satellite Television Corp.'s Warren Jeger and Wladimir Naleszkiewicz of DBS Corp. Another session will provide a policy overview on interational satellite transmissions. A third session is entitled "New International Offerings: The Challenge to Intelat," and will feature PanAmSat's Norman Reventhal; John Jansky, a consultant for International Satellite Inc; Carl Congelosi, general counsel of RCA American Communications Inc.; Lawrence M. Devore, general counsel, world systems division, Communications Satellite Corp., and Veronica Whern, an attorney representing HBO. □

KDLH(TV) Duluth, Minn. □ Sold by Palmer Communications Inc. to KDLH-TV Associates for transfer of stock, value to be determined by independent appraisers, preliminary estimate to be made 10 days before closing and final determination within one year. **Seller** is Des Moines, Iowa-based station group and MSO with four AM's, four FM's, three TV's and cable systems serving Palm Desert, Calif., and Naples, Fla. It is principally owned by Daniel David Palmer Trust and headed by William O. Ryan, president. **Buyer** is equally owned by sisters Bon-

nie J. McCloskey, Vickie A. Miller and Jenny W. Sutton. They own 6.64% of Palmer Communications and are three of seven co-trustees of David D. Palmer trust. KDLH is CBS affiliate on channel 3 with 100 kw visual, 20 kw aural and antenna 990 feet above average terrain.

KID-TV Idaho Falls, Idaho □ Sold by KID Broadcasting Corp. to Idaho Falls Broadcasting Co. for \$4 million cash. Sale is contingent on sale of KID-AM-FM (see below). **Seller** is owned by Lucille J. Ricks and family (25%), S. Warren Wright (6%) and 60 others. They have no other broadcast inter-

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Bottom Line

Price drops. Price Communications Corp. reported net revenue for second quarter ending June 30 of \$3,276,437 and net loss of \$180,742. For first half, net loss increased from \$78,000 in 1983 to \$489,912, which company attributed to increases in interest expense and depreciation and amortization, all associated with recent station acquisitions. Since last year's second quarter New York-based group owner bought KIOI-FM San Francisco; WPCK(AM) and WIRK-FM, both West Palm Beach, Fla.; WTX(AM) New Orleans, and KOMA(AM) Oklahoma City.

Telepictures up. Telepictures Corp. reported second-quarter earnings up 140% over year-before period, to \$1.1 million on 80% increase in sales to \$20.1 million. Arthur H. Loomis, vice president-finance and administration, said increases were due to combination of reasons including addition of KMD-TV Midland, Tex., to operating results; increased sales from television shows, including some not on air last year such as *Love Connection* and *Newscope*, and improved results from publications. He said third and fourth quarters for New York-based company should also be good with year-end sales and profits running 25%-30% ahead of last year. Loomis said recently announced private placement of one million shares has been completed with most of offering picked up by "several institutional investors." Proceeds of \$15 million will be used mostly to erase \$12-million debt associated with purchase of KMD-TV.

Share sold. Low Power Technology Inc., Austin, Tex.-based public company with more than 500 LPTV applications, has sold 20% share of application for Chicago LPTV for \$225,000. Buyer, Local Services Television Inc., which already owns 20%, is also buying out other partners, Chris Craft Industries Inc. (20%) and National Communications Affiliates (40%). Local Services Television Inc. is owned by Charles Woods.

MCA modifications. Board of MCA Inc. amended company bylaws to strengthen position of existing management. Among amendments adopted is elimination of shareholders' ability to call special meetings and requirement that board nominations by shareholders be submitted 90 days before vote. Changes were suggested by Martin Lipton, New York-based attorney specializing in takeover law. MCA president, Sidney Sheinberg, was quoted as saying that hiring of Lipton's law firm "absolutely preceded," recent acquisition of 5% block of MCA stock by investor who remains unidentified but who is suggested to be Stephen A. Wynn, chairman and president of Golden Nugget Inc., Nevada-based gambling enterprise. Major shareholder of MCA stock remains Lew Wasserman, who shares control of 23%. Also attracting takeover speculation was move earlier this month by MCA to expand line of credit from \$600 million to \$1 billion. Before it was threatened with takeover, Disney Productions Inc. had extended its line of credit, without indicating purpose. Martin Romm, entertainment industry securities analyst for The First Boston Corp., noted that borrowing could serve other purposes besides takeover defense, including pursuit of company's real estate interests and increased film production.

Disney-Gibson called off. Disney Productions Inc. canceled its \$330-million purchase of Gibson Greetings Inc. after board meeting. Purchase, initially announced June 6, had been interpreted by some as maneuver against then-threatened takeover of Disney by Saul P. Steinberg, who later sold his shares back to Burbank, Calif.-based company for \$325 million. Gibson purchase was opposed by Disney's largest shareholders, including Irwin Jacobs, Minneapolis-based investor; Roy E. Disney, who now sits on board along with two associates, and members of Bass family, who formerly controlled Arvida Corp., Florida-based real estate firm that was bought by Disney Productions Inc. one month before Gibson purchase was announced.

ests. Buyer is subsidiary of Salt Lake City based station group owned by John Price. owns four AM's and six FM's. It has also purchased KGA(AM)-KDRK(FM) Spokane Wash. ("Changing Hands," Aug. 6) subject to FCC approval. KID-TV is CBS affiliate on channel 3 with 100 kw visual, 14.4 kw audio and antenna 1,600 feet above average terrain.

WDRV(AM)-WLTV(FM) Statesville, N.C. Sold by Capitol Broadcasting Co. to Capitol Broadcasting Corp. for \$4 million cash. Seller is Raleigh, N.C.-based station group and publisher owned by James F. Goodmon and his brother, Ray H. Goodmon III. It owns three AM's, four FM's and one TV and publishes *The Leader*, in Research Triangle Park, N.C. Buyer is Mobile, Ala.-based station group, principally owned by Kenne Johnson. It owns three AM's and four FM. WDRV is daytime on 550 khz with 500 kw. WLTV is on 96.9 mhz with 100 kw and antenna 1,250 feet above average terrain.

KID-AM-FM Idaho Falls, Idaho Sold by K Broadcasting Corp. to Idaho Falls Broadcasting Co. for \$2 million, comprising \$200,000 cash and remainder in note. Seller is same principal as in sale of KID-TV (see above). Buyer is owned by Charles Saunders and family, who also own KCLS(AM) Flagstaff, Ariz. KID(AM) is on 590 khz with 5 kw day and 1 kw night. KID-FM is on 96.1 mhz with 100 kw and antenna 1,500 feet above average terrain.

KTRM(AM)-KZZB(FM) Beaumont, Tex. Sold by Spindletop Broadcasting Inc. to First Omni Communications of Beaumont Inc. for \$1,850,000 cash. Seller is owned by Wayne Courtney and D. Brennan Bridgman. They have no other broadcast interest. Buyer is owned by Terry A. McRight who owns KKAT(FM) (formerly KQPD(FM)) Ogden, Utah. KTRM is 990 khz full time with 1 kw. KZZB is 95.1 mhz with 100 kw and antenna 500 feet above average terrain.

KDNT(AM) Denton and KDNT(FM) Gaineville, both Texas Sold by Mel Wheeler Inc. to KDNT Radio Inc. and 94.5 Radio Inc. respectively, for \$800,000 for AM and \$500,000 for FM and \$400,000 for real estate; totaling \$1.7 million, comprising \$400,000 cash and \$1.3-million note. Seller is owned by Mel Wheeler who also owns WSIL-TV Harrisburg, Ill.; KPOB-TV Poplar Bluff, Mo.; WSLC(AM)-WSLO(FM) Roanoke, Va.; and KLTE(FM) Oklahoma City. Buyers are owned by Galen O. Gilbert (75%); his son, Jesse Ray Gilbert (12.5%), and Roy V. May (12.5%). They also own KBTN(AM) Neosho, Mo.; KXEO(AM)-KWWR-FM Mexico, Mo.; and KYFM(FM) Bartlesville, Okla. Without May, Gilberts also own KTXJ(AM) KWAY(FM) Jasper, Tex.; KDXE(FM) Sulphur Springs, Tex., and KHVY-AM-FM Altus, Okla. KDNT(AM) is on 1440 khz with 5 kw day and 500 w night. KDNT(FM) is on 94 mhz with 100 kw and antenna 400 feet above average terrain.

KUDY(AM)-KICN-FM Spokane, Wash. Sold by Tamarack Communications Inc. to Medina Broadcast Group Inc. for \$1,309,000 plus \$25,000 noncompete agreement, comprising \$334,000 cash and remainder in note. Seller is owned by David M. Jacks, who also owns KNTA(AM) San Jose, Calif.; KBIF(AM)

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esno, Calif., and WSHO(AM) New Orleans. **Buyer** is owned by Phil Sydral (45%), Craig Palmer (1.5%), Ronald P. Erickson (.81%) and eight others. Sydral is Medina, ash., investor with no other broadcast interests. Palmer has interest in KYAK(AM)-JOT-FM Anchorage, KIAK(AM)-KQRZ(FM) Irbinks, both Alaska, and KBRO(AM)-JIT(FM) Bremerton, Wash. Erickson has interest in construction permit for KMTV(TV) acortes, Wash., and is applicant for new v in Bellevue, Wash. KUDY is daytimer on 80 khz with 5 kw. KICN-FM is on 98.9 mhz ith 100 kw horizontal, 32 kw vertical and tenna 285 feet above average terrain. **Broker:** *The Montcalm Corp.*

QBK-AM-FM Rensselaer, N.Y. □ Sold by ople Communication Corp. to WQBK Inc. r \$1.3 million, comprising \$950,000 cash id remainder in note. **Seller** is owned by urrence G. Barnet and William Barnet & n Inc., Albany, N.Y.-based textile firm aded by, his father, William Barnet II. ey have no other broadcast interests. **Buy-** is owned by Richard S. Berkson (68.59%) id 10 others. Berkson is station manager ider current ownership and will become :neral manager. WQBK(AM) is on 1300 khz ll time with 5 kw. WQBK-FM is on 103.9 hz with 3 kw and antenna 300 feet above :verage terrain.

NLA-AM-FM Indianola, Miss. □ Sold by itts Broadcasting Inc. to Shamrock Broad- isting Inc. for \$675,000 (minus \$47,500 r improvements), comprising \$300,000 sh and remainder note. **Seller** is principal- owned by Edward O. Fritts, chairman of ational Association of Broadcasters, who, o owns KMAR-AM-FM Winsboro, La. itts' father, Edward B. Fritts, recently sold PAD(AM)-WDDJ(FM) Paducah, Ky. ("For the :cord," Aug. 13). **Buyer** is owned by Ger- d M. Brophy, director of operations of itts' stations. WNLA(AM) is daytimer on 380 khz with 500 w. WNLA-FM is on 105.5 hz with 3 kw and antenna 195 feet above :verage terrain.

WZZ(AM) Sarasota, Fla. □ Sold by Sun roadcasting Co. of Florida to Central Flor- la Broadcasting Corp. for \$600,000 com- :prising \$150,000 cash and remainder note. **Seller** is owned by Miles Berger and his other, Ronald (27.5% each), Ann W. Sher- ood (20%), and four others. They have no oher broadcast interests. **Seller** purchased ation in June 1980 for \$375,000. **Buyer** is :qually owned by Daniel Dobrowolski and imberly Gerber. It owns WBGB(AM) Mount :ora and WROD(AM) Daytona Beach, both lorida. Dobrowolski also is applicant for :w-power television station in Newberry, la. Wwzz is daytimer on 1280 khz with 40 w.

KLIC(AM) Monroe, La. □ Sold by Golden outh Broadcasting Corp. to Broadcasting :c. for \$550,000, comprising \$50,000 cash nd remainder in note. **Seller** is equally wned by David O. McCormick and Wil- am B. Moran. It also owns WCCL(AM) Jack- :on, Miss. **Buyer** is equally owned by Ivey F. reeman and Jerald H. Womack. Womack wns cable system serving Monroe, La. reeman owns office supply firm in West onroe, La., and is applicant low power :levision station in Monroe. KLIC is on 230 khz with 1 kw day and 250 w night.

Proceedings terminated. The FCC has terminated a pair of decade-old proceedings aimed at encouraging the networks to make programming available to independent stations. In the action on one proceeding (BROADCASTING, Dec. 14, 1970), the FCC had given the television networks six months to report on policies and practices they have adopted to make available programs not being carried on their affiliates to stations in the same markets. At that time, the FCC said it did not think rules were required. In its order last week, the FCC noted that while the proceeding was left open no comments or pleadings were received in response to the networks' reports that indicated the networks' practices had been inadequate. "Given these facts and the staleness of the record now before us, we believe it is appropriate to terminate this proceeding without further action," the FCC said. In the action on the second proceeding (BROADCASTING, March 29, 1971), the FCC ruled that networks with no primary affiliation in a three-station market must give first-call right to the unaffiliated station for the first 15 hours of prime time and weekend and holiday sports programs before the two affiliated stations are given access to the remainder of the unaffiliated network's programs. In its order last week, the FCC noted that the rules still remain in place and that no other comments or other submissions had been filed in the proceeding since 1971.

WQBX(AM) Blacksburg, Va. □ Sold by QBX Inc. to New River Broadcasting Co. for \$501,000, comprising assumption of \$476,000 liabilities, \$15,000 cash and remainder in note. **Seller** is equally owned by F. Richard Lee, and his wife, Mary Lou, who also are applicants for new FM in Evergreen, Colo. **Buyer** is owned by Robert T.S. Colby, general district judge in Alexandria, Va., who has no other broadcast interests. WQBX is daytimer on 710 khz with 5 kw.

KGAA(AM) Kirkland, Wash. □ Sold by Community Kirkland Broadcasting Corp. to David T. Newman for \$500,000, comprising \$175,000 cash and remainder in note. **Seller** is subsidiary of Community Pacific Broadcasting Corp., Salinas, Calif.-based station group of three FM's, one FM construction permit and seven AM's. It is principally

owned by David J. Benjamin, chairman, and Charles W. Banta, president. **Buyer** owns KPAK(AM) Redding, Calif., and is general manager of KONE(AM)-KOZE(FM) Reno. KGAA is on 1460 khz with 5 kw day and 2.5 kw night. **Broker:** *Chapman Associates.*

KRZI(AM) Waco, Tex. □ Sold by P.R. V. Broad- casting Co. to Compadre Communications for \$400,000 cash. **Seller** is equally owned by Cindy Parks Vardeman, and her sister, Lynn Park Rollins. They have no other broadcast interests. They purchased the station in May 1983 for \$450,000 cash. **Buyer** is owned by Thomas W. Pauken, director of Action, federal agency overseeing domestic volunteer organizations. He has no other broadcast interests. KRZI is on 1580 khz with 1 kw day and 500 w night.

WWJZ(AM) Sanford, Fla. □ Sold by Metro-



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politan Orlando Broadcasting Inc. to Emmet Broadcasting Co. of Florida for \$378,000, comprising \$75,000 cash and remainder in note. **Seller** is principally owned by William A. Masi, who also owns WCVF(AM) Ocoee, Fla. It purchased station in July 1983 for \$238,000. **Buyer** is owned by Grenville T. Emmet III (70%) and Herbert Fisher (30%). It also owns WSMA(AM)-WEBI(FM) Sanford, Me., and WAGE(AM) Leesburg, Va. WWJZ is on 1400 khz with 1 kw day and 250 w night. *Broker: Chapman Associates.*

WANC(AM) Aberdeen, N.C. □ Sold by Aberdeen Broadcasters Inc. to John H. Harper (60%), and his wife, Jerry (40%), for \$275,000, comprising \$80,730.24 note and remainder assumption of liabilities. **Seller** is owned by William E. Tart, who owns WETT(AM) Ocean City, Md.; WWTR-FM Bethany Beach, Del.; WRCS(AM)-WQK(FM) Ashokie, N.C., and WLAT-AM-FM Conway, S.C. **Buyer**, John Harper, is broadcast equipment sales representative. They have no other broadcast interests. WANC(AM) is daytimer on 1350 khz with 2.5 kw.

WOKZ(AM) Alton, Ill. □ Sold by WOKZ Liquidating Trust to Metroplex Communications Inc. for \$200,000 cash. **Seller** is owned by Helen H. Walters (32.75%), Walter C. Brink (17.37%), Edward Palen (13.64%), John Reese (11.17%), Catherine Bono (11.17%) and her husband, Nicholas (7.19%) and Kenneth Bartells, and his wife, Marie (6.26%). They have no other broadcast interests. **Buyer** is owned by Lewis Dreith (40%); his brother, Charles (20%); their step-brother, Clyde Jones (20%), and James

R. Morrison (20%). Dreith is police chief in Bethalto, Ill. Morrison is Alton, Ill., attorney. They have no other broadcast interests. WOKZ is daytimer on 1570 khz with 1 kw.

WIOK(FM) Falmouth, Ky. □ Sold by I-Omega of Kentucky Inc. to IOK Inc. for \$200,000 comprising \$25,000 cash and remainder note. **Seller** is headed by Martin Kuper who has no other broadcast interests. **Buyer** is equally owned by Darrel Fletcher and Richard M. Munro. Fletcher is engineer at WCVL(AM) Crawfordsville, Ind. Munro owns printing firm in Crawfordsville, Ind., and was former sales manager at WCVL. WIOK is on 95.3 mhz with 3 kw and antenna 300 feet above average terrain.

For other proposed and approved sales see "For the Record," page 125.

Eastern Cable Show readies for 4,000

CCI presentation, update from NCTA's Mooney highlight agenda

Over 4,000 people are expected to descend on Atlanta's World Congress Center next Thursday, Sept. 6, as the Southern Cable Television Association (SCTA) opens the Eastern Cable Show. In addition to technical and management sessions on Thursday and Friday, The Council for Cable Information will make a presentation of its new advertising campaign (BROADCASTING, Aug. 20) on Thursday. At Friday's luncheon, National

Cable Television Association President J. Mooney will update, via videotape, what took place at the NCTA board meeting scheduled for Sept. 6.

Management seminars will have a marketing focus as the The Cable Television Administration and Marketing Society will be contracted to arrange them. Among the topics to be covered are cable system training programs for customer service representatives and market segmentation.

Technical topics include "Data Transmission—Via Cable, Microwave and Satellite," "Signal Security" and "Addressability—and off Premises." The SCTA is offering discount to systems registered at the convention—a special \$10 rate for any additional technical personnel.

In addition to Mooney's talk, policy issues affecting the cable industry will be addressed in a Thursday afternoon session that will feature Representatives Wayne Dowdy (Miss.), Billy Tauzin (D-La.) and Ron Flippo (D-Ala.).

The exhibit hall opens Thursday morning. To date, booths have been reserved by 11 exhibitors. Newcomers include NABU, Life, Santa Fe Communications and College Sports Network. The annual SCTA banquet will feature singer/songwriter Neil Sedaka.

John M. Jerosé, president of the SCTA said that although this year's conference cannot have a theme, it did have a focus: "This year we decided to change our direction more to management and more to higher level technical programs. I think last year's membership felt that our show was a little too basic."

NABET strikes RKO

Technicians walk out on stations and networks in dispute over working conditions and pay

RKO General, beleaguered by problems on two fronts: on-going FCC hearings on whether it is qualified to be a licensee and the discovery of \$5.6 million in billing errors to advertisers and \$314,000 in underpayments to affiliated stations by its subsidiary, RKO Radio Networks Inc. (BROADCASTING, Aug. 20), was faced with yet another problem last week when the National Association of Broadcast Employees and Technicians struck company-owned WOR(AM)-WRKS-FM New York, WOR-TV Secaucus, N.J., and RKO Radio Networks

Name change. While the official change-over date for the Broadcasters Promotion Association's new name is Jan. 1, 1985, the association's newsletter is already sporting its new name, Broadcast Promotion and Marketing Executives. The change in identity was revealed at its June convention (BROADCASTING, June 18) and followed a study that recommended the association put greater emphasis on marketing management at the local level and "change its name to reflect a greater identification with management-level analysis, marketing and strategy development."

*WFAS-AM/FM White Plains, New York

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ew York. The walkout of about 150 union members took place Wednesday (Aug. 22) at a.m.

According to Larry Dworkin, assistant to the network coordinator for NABET International who was specially assigned to the case, union members "soundly rejected" KO's final offer presented on Aug. 10. Some of the issues on which the two parties agreed, said Dworkin, included proposed working conditions at the television and radio facilities as well as pay. Dworkin said KO's salaries are "well below" the average pay scale of other New York stations.

RKO General, in a prepared statement, said its offer "included substantial benefits improvements, salary increases and many other changes in the terms and conditions of employment."

The union had also filed charges with the National Labor Relations Board saying that RKO was not dealing in good faith. The board found that RKO had bargained in good faith with NABET, dismissed all outstanding charges filed by NABET and refused to issue any complaints," the RKO statement said.

RKO General said it put "contingency plans" into effect when the walk-out occurred, mid-way through coverage of the Republican national convention in Dallas. But, according to a company spokeswoman, there was "no problem" with convention coverage or other operations.

NABET assumed representation of RKO General's engineers, electricians and main-

tenance employees at the radio network and New York area stations from the International Alliance of Theatrical Stage Employees in May 1983 and has been in negotiations with RKO for a new contract since July 1983. The IATSE contract expired on March 15, 1983. Dworkin told BROADCASTING that NABET would like to reach a three-year deal with RKO retroactive to 1983, but emphasized that the union was not bound to a particular time limit.

Last month, both sides brought in Federal Mediation and Conciliation Service commissioner Joel Rosnow to help settle the dispute. At deadline last week, no new meeting had been scheduled. □

Radio station named in suit charging misuse of co-op ad program

Snapper Power Equipment, McDonough, Ga., has filed a \$1.8-million suit against seven defendants, including a radio station, charging them with having participated in schemes in which false invoices were submitted for reimbursement under Snapper's cooperative advertising program.

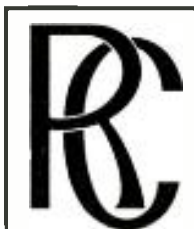
Snapper, a division of Fuqua Industries, manufactures lawn and garden equipment. It said that under its co-op advertising program it pays one-half the cost of all qualifying advertisements that are placed by dealers

and distributors trying to sell Snapper products. Jessie P. Schaudies Jr., attorney with Troutman, Sanders, Lockerman & Ashmore, the Atlanta law firm representing Snapper, said, "The classic example of double-billing occurs where a media outlet submits to an advertiser two bills: one in the amount agreed upon for advertisement, and the other in a larger amount for submission to the organization providing reimbursement under a co-op advertising arrangement."

Among the defendants are WBSS(AM) Pompano Beach, Fla.; two newspaper publishing companies, and a lawn and garden equipment dealer. The station said it would defend itself from the suit.

The suit, filed in U.S. District Court for the Southern District of Florida, maintains the defendants engaged in repeated acts of mail fraud and violated the federal and Florida racketeering statutes and other state laws against fraud, conspiracy, conversion and illegal interference with business. The plaintiff also observed that in addition to state and federal laws barring double-billing, the FCC has rules against fraudulent billing practices. It added that the FCC is conducting a concurrent investigation of allegations of double-billing by some southern Florida radio stations that ran Snapper advertisements.

Schaudies told BROADCASTING that he and Snapper officials had made an intensive investigation of the matter before they filed suit. He noted that three other radio stations agreed to reimburse Snapper when the discrepancies were brought to their attention. □



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(312) 644-6066
Los Angeles, CA
(213) 277-9399

As compiled by BROADCASTING, Aug. 15 through Aug. 22, 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

- **WTWG(AM)** Birmingham, Ala. (1220 khz; 1 kw-D)—Seeks assignment of license from Radio Broadcasting Co. of Birmingham Inc. to Good News Broadcasting Co. for \$78,000 cash. Seller is principally owned by Linda Spivey, who has no other broadcast interests. Buyer is owned by Gary L. Acker, who owns KWAS(FM) Amarillo, Tex.; KPAS(FM) Fabens, Tex.; KFIX(FM) Laredo, Tex., has recently purchased WCOV(AM) Montgomery, Ala. ("For the Record," Aug. 13), pending FCC approval, and owns 60% of WROS(AM) Jacksonville, Fla. Filed Aug. 13.
- **KLAC(AM)** Los Angeles (570 khz; 5 kw-U)—Seeks assignment of license from Metromedia Inc. to Capital Cities Communications Inc. for \$11 million cash ("Closed Circuit," May 7). Seller is privately owned Secaucus, N.J.-based station group headed by John W. Kluge, chairman and principal stockholder. It owns seven AM's, six FM's and seven TV's. Buyer is publicly traded New York-based station group, publisher and MSO headed by Thomas S. Murphy, chairman. It owns six AM's (including KZLA[AM] Los Angeles, which it has sold), six FM's and six TV's. It is also owner of Fairchild Publications, magazine and newspaper publisher, and Capital Cities Cable Inc., operating 52 cable systems. Filed Aug. 13.
- **KZLA(AM)** Los Angeles (1540 khz; 50 kw-D; 10 kw-N)—Seeks assignment of license from Capital Cities Communications Inc. to Spanish Broadcasting System of California Inc. for \$5 million cash. Seller has purchased KLAC(AM) Los Angeles (see above). Buyer is owned by Raul Alarcon Sr. (40%), Ralph Diaz (20%), Adriano Garcia (20%) and Jose Grimault (20%). Alarcon, Diaz and Garcia own WSKQ(AM) Newark, N.J. Grimault owns WLVH-FM Hartford, Conn. Alarcon's son, Raul, owns 33.3% of interim operator of WHBI-FM Newark, N.J. Filed Aug. 13.
- **KVML-AM-FM** Sonora, Calif. (AM: 1450 khz; 1 kw-D; 250 w-N; FM: 92.7 mhz; 3 kw; 650 ft.)—Seeks transfer of control of Crown-Sierra Broadcasting Co. from Lindsay F. Meikle, Brooke W. Fenton and his wife, Kimberly (16.68% before; none after) to Melvin Winters (none before; 50% after) for \$15,000 cash and assumption of liabilities. Sellers have no other broadcast interests. Buyer owns 33.3% of KCEY(AM)-KMIX(FM) Turlock, Calif., he will divest if app. is approved. His children, Deborah and David Winters, already own 50% of station. Filed Aug. 15.
- **KSQU(FM)** Weed, Calif. (100.9 mhz; 100 w; HAAT: 1,362 ft.)—Seeks assignment of license from New West Broadcasting Inc. to Florence M. Gasky for sale of single-family dwelling and apartment complex. Seller is principally owned by Lowell T. Patton, Robert M. Cohen and Charles Bowman, who also own 49% of app. for new FM in Corning, Calif. Patton also owns 25.5% of permittee for new FM in Kingman, Ariz. Buyer is individual with no other broadcast interests. Filed Aug. 17.
- **KLRR(AM)-KLMC(FM)** Leadville, Colo. (AM: 1230 khz; 1 kw-D; 250 w-N; FM: 95.3 mhz; 3 kw; HAAT: 42 ft.)—Seeks transfer of control of Sprague Broadcasting Inc. from Stanley R. Sprague, and his wife, Elaine (51% before;
- none after) to William M. Ledford for \$260,000, comprising \$20,000 cash, \$80,000 note and \$160,000 assumption of liabilities. Buyer is unbuiltp CP. Sellers have no other broadcast interests. Buyer owns WBSR(AM) Pensacola, Fla., and KECK(AM)-KHAT(FM) Lincoln, Neb. Filed Aug. 10.
- **WMWF(FM)** Gainesville, Fla. (100.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks transfer of control of University City Broadcasting Co. from Charles S. Chestnut III (6.25% before; none after) and Craig H. Smalley (28.1% before; none after) to Willard E. Williams Sr. (42.2% before; 76.6% after) for \$90,000 cash. Sellers have no other broadcast interests. Buyer has no other broadcast interests. Filed Aug. 13.
- **WPLC(FM)** Marathon, Fla. (106.3 mhz; 3 kw; HAAT: 190 ft.)—Seeks transfer of control of FM 106 Inc. from Paul L. Crogan (100% before; none after) to Frank R. Kulisky (none before; 100% after) for \$5,075.50. Seller owns 49% of app. for new FM in Key West, Fla. Buyer owns 49% of WFKZ(FM) Plantation Key, Fla. Filed Aug. 15.
- **WWJZ(AM)** Sanford, Fla. (1400 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Metro Orlando Broadcasters Inc. to Emmet Broadcasting Co. of Florida Inc. for \$378,000 comprising \$75,000 cash, assumption of \$110,000 debt and \$193,000 note. Seller is owned by William A. Masi. It also owns WCVF(AM) Ocoee, Fla. Seller-purchased station in July 1983 for \$238,000. Buyer is owned by Grenville T. Emmet (70%) and Herbert F. Fisher (30%). Emmet and family own WAGE(AM) Leesburg, Va., and WSME(AM)-WEBI(FM) Sanford, Me. Filed Aug. 16.
- **WWZZ(AM)** Sarasota, Fla. (1280 khz; 540 w-D)—Seeks assignment of license from Sun Broadcasting Co. of Fla. to Central Florida Broadcasting Corp. for \$600,000 comprising \$150,000 cash and remainder note. Seller is owned by Miles Berger and his brother, Ronald (27.5% each), Ann W. Sherwood (20%), and four others owning 10% or less. They have no other broadcast interests. Seller purchased station in June 1980 for \$375,000. Buyer is equally owned by Daniel Dobrowolski and Kimberly Gerber. It owns WBGB(AM) Mount Dora and WROD(AM) Daytona Beach, both Florida. Dobrowolski also owns app. for LPTV in Newberry, Fla. Filed Aug. 15.
- **KID-TV** Idaho Falls, Idaho (ch. 3; ERP vis. 100 kw, aur. 14.4 kw; HAAT: 1,600 ft. ant. height above ground: 201 ft.)—Seeks assignment of license from KID Broadcasting Corp. to Idaho Falls Broadcasting Co. for \$4 million cash. Sale is contingent on sale of KID-AM-FM (see below). Seller is principally owned by Lucille J. Ricks, and family (25%), and S. Warren Wright (6%) and 60 others owning less than 10%. They have no other broadcast interests. Buyer is owned by John Price. He also owns KROW(AM)-KNEV(FM) Reno; KKR(D)FM) Wichita, Kan.; KHYV(AM)-KBEE(FM) Modesto, Calif.; KBUG(AM)-KCPX-FM Salt Lake City; WWVA(AM)-WCPI(FM) Wheeling, W.Va., and WEZL(FM) Charleston, S.C. It has also purchased KGA(AM)-KDRK(FM) Spokane, Wash. ("Changing Hands," Aug. 6) pending FCC approval. Filed Aug. 15.
- **KID-AM-FM** Idaho Falls, Idaho (AM: 590 khz; 5 kw-D; 1 kw-N; FM: 96.1 mhz; 100 kw; HAAT: 1,500 ft.)—Seeks assignment of license from KID Broadcasting Corp. to Idaho Falls Broadcasting Co. for \$2 million, comprising \$200,000 cash and remainder note. Seller is same as in sale of KID-TV Idaho Falls, Idaho (see above). Buyer is owned by Charles J. Saunders and family, who also own KCLS(AM) Flagstaff, Ariz.
- **WOKZ(AM)** Alton, Ill. (1570 khz; 1 kw-D)—Seeks assignment of license from WOKZ Liquidating Trust to Metroplex Communications Inc. for \$200,000 cash. Seller is owned by Helen H. Walters (32.75%), Walter C. Brink (17.37%), Edward Palen (13.64%), John Reese (11.17%), Catherine Bono (11.17%) and her husband, Nicholas (7.19%), and Kenneth Bartells and his wife, Marie (6.26%). They have no other broadcast interests. Buyer is owned by Lewis Dreith (40%); his brother, Charles (20%); their stepbrother, Clyde Jones (20%), and James R. Morrison (20%). Dreith is police chief in town of Bethalto, Ill. Morrison is Alton, Ill., attorney. They have no other broadcast interests. Filed Aug. 10.
- **KOAM-TV** Pittsburg, Kan. (ch. 7; ERP vis. 316 kw; aur. 63.1 mhz; HAAT: 1,092 ft.; ant. height above ground: 1,159 ft.)—Seeks assignment of license from Mid-Continent Telecasting Inc. to Mid-Atlantic Communications Inc. for \$12 million cash. Seller is owned by Lester L. Cox and Francis Baxter who have no other broadcast interests. Buyer is owned by Thomas H. Draper (55%), and six others. It also owns WBOC-TV Salisbury, Md. Filed Aug. 10.
- **KSAS-TV** Wichita, Kan. (ch. 24; ERP vis. 2,570 kw, aur. 247 kw; HAAT: 1,020 ft.; ant. height above ground: 1,065 ft.)—Seeks assignment of CP from Columbia-Kan TV Ltd. to Channel 24 Ltd. for assignment of limited part status to seller, \$2,798 cash and promise to acquire loan \$4.5 million. Seller is owned by Columbia Community Inc., Houston-based investment corporation (95%) and I Hanna (5%). Communities is owned by Richard A. Ri and Harold S. Goldstein (40% each). Hanna is former vice president of NBC. They own cable system serving Rosenberg and portions of Fort Bend county, Tex. Hanna has interest in KLJB(TV) Davenport, Iowa, and app.'s for new TV in Pueblo, Colo., and Des Moines, Iowa. Station was originally denied by ALJ Thomas Fitzpatrick and granted to Greer Wichita Telecasting Inc. in comparative hearing in Mar 1982. Decision was reversed by FCC Review Board months later. Buyer is owned by Columbia-Kansas and D R. Bennet who have no other broadcast interests. Filed Aug. 15.
- **WIOK(FM)** Falmouth, Ky. (95.3 mhz; 3 kw; HAAT: 3 ft.)—Seeks assignment of license from I-Omega of Kentucky Inc. to IOK Inc. for \$200,000 comprising \$25,000 cash and remainder note. Seller is headed by Martin Kuj who has no other broadcast interests. Buyer is equally owned by Darrel Fletcher and Richard M. Munro. They are investors with no other broadcast interests. Filed Aug. 13.
- **WPMJ-TV** Owensboro, Ky. (ch. 48; ERP vis. 1,300 kw, aur. 130.02 kw; HAAT: 334 ft. ant. height above ground: 271 ft.)—Seeks assignment of CP from Volunteer Communications Society to Owensboro Television Ltd. Partner for assignment of 10% limited partner status in assign corporation and \$3,000 cash. Stations is not on air. Seller owned by David E. Goff who owns CP's for KKSQ-TV Carlsbad, N.M., and KOBK-TV Walla Walla, Wash. Buy is owned by Harry D. Calhoun (20%), Judith Vaughn (30%), Alfred Moses (20%), his daughter, Vicky L. Moses (15%) and his son, Jeffrey M. Moses (15%). Vaughn's father, David, has interest in permittee of new UHF in Waco, Tex., a Huntsville, Ala., and also has interest in WBUO-TV App. ton, Wis.; KJTL-TV Wichita Falls, Kan.; KHAI-TV Honolulu; WOAC-TV Canton, Ohio; KEKR-TV Kansas City Mo., and KBSI-TV Cape Girardeau, Mo. Filed Aug. 1.
- **KLIC(AM)** Monroe, La. (1230 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Golden South Broadcasting Corp. to Broadcasting Inc. for \$550,000, comprising \$50,000 cash and remainder note. Seller is equally owned by David O. McCormick and William B. Moran. It also owns WACL(AM) Jackson, Miss. They purchased the station July 1977 for \$375,000. Buyer is equally owned by Ivey Freeman and Jerald H. Womack. Womack owns cable system serving Monroe, La. Freeman owns app. for LPTV Monroe. Filed Aug. 16.
- **KDLH(TV)** Duluth, Minn. (ch. 3; ERP vis. 100 kw; ant. 20 kw; HAAT: 990 ft.; ant. height above ground: 816 ft.)—Seeks assignment of license from Palmer Communications Inc. to KDLH TV Associates for transfer of stock value to be determined by independent appraisers, preliminary estimate to be made 10 days before closing and final determination within one year. Seller is Des Moines, Iowa based station group with four AM's, four FM's and three TV's. It is headed by William O. Ryan, president. Buyer equally owned by sisters Bonnie J. McCloskey, Vickie J. Miller and Jenny W. Sutton. They own 6.64% of Palmer and are three of seven co-trustees of Daniel David Palmer Trust; owner of 80.06% of Palmer Communications. Filed July 3.
- **WNLA-AM-FM** Indianola, Miss. (AM: 1380 khz; 50 w-D; FM: 105.5 mhz; 3 kw; HAAT: 195 ft.)—Seeks assignment from Fritts Broadcasting Co. to Shamrock Broadcasting Inc. for \$675,000 (minus \$47,500 for improvements comprising \$300,000 cash and remainder note. Seller principally owned by Edward O. Fritts, chairman of NAJ who, with other family members, also owns KMAR-AM FM Winsboro, La. It recently sold WPAD(AM)-WDDJ(FM) Paducah, Ky. ("For the Record," Aug. 13). Buyer is owned by Gerald M. Brophy, director of operations of Fritts' stations. His brother-in-law, Frank E. Holaday, owns WVMI(AM)-WQID-FM Biloxi, Miss., and has 50% interest in WOKK(AM)-WALT(FM) Meridian, Miss. Filed Aug. 14.
- **WANC(AM)** Aberdeen, N.C. (1350 khz; 2.5 kw-D)—Seeks assignment of license from Aberdeen Broadcasting Inc. to John H. Harper, and his wife, Jerry, for \$275,000 comprising \$80,730.24 note and remainder assumption of liabilities. Seller is owned by William E. Tart, who owns WETT(AM) Ocean City, Md.; WWTR-FM Bethany Beach,

Del.; WRCS(AM)-WQK(FM) Ashokie, N.C., and WLAT-AM-FM Conway, S.C. Buyer is owned by John Harper (60%) and Jerry Harper (40%). Harper is broadcast equipment sales representative. They have no other broadcast interests. Filed Aug. 10.

■ WQBK-AM-FM Rensselaer, N.Y. (AM: 1300 khz; 5 kw-D; FM: 103.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from People Communication Corp. to WQBK Inc. for \$1.3 million, comprising \$950,000 cash and remainder note. Seller is owned by Laurence G. Barnet and William Barnet & Son Inc., Rensselaer, N.Y.-based textile firm headed by William Barnet II. It has no other broadcast interests. They purchased station in June 1970 for \$250,000. Buyer is owned by Richard S. Berkson (68.59%) and 10 others. Berkson is commercial manager at stations. Filed Aug. 15.

■ KQIK(AM) Lakeview, Ore. (1230 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Lake County Communications Inc. to KQIK Ltd. for \$180,000. Seller is owned by Ernest W. Riedelbach and Max Thorley. They have no other broadcast interests. Buyer is principally owned by R. Craig Monson, and his wife, Karen. Craig Monson is Salt Lake City Building equipment salesman. Karen is news producer at KUTV(TV) Salt Lake City. Filed Aug. 20.

■ WGS(A)AM-WIOV(FM) Ephrata, Pa. (AM: 1310 khz; 5 kw-U; FM: 105.1 mhz; 50 kw; HAAT: 500 ft.)—Seeks transfer of control of Garden Spot Broadcasters Inc. from Samuel R. Youse (100% before; none after) to WIOV Inc. (none before; 100% after) for \$2 million cash. Seller has no other broadcast interests. Buyer is principally owned by Alan R. Brill. It also owns WPVA(AM)-WKHK-FM Colonial Heights, Va.; KLIK(AM)-KTTY-FM Jefferson City, Mo.; WHUM Reading, Pa.; KQWB-AM-FM Fargo, N.D., and WBCB(AM)-WAVC-FM Duluth, Minn. He also owns *Morning Sun* daily newspaper in Mt. Pleasant-Alma, Mich. Filed Aug. 13.

■ WPGR(AM)-WSNI-FM Philadelphia; WPIT-AM-FM Pittsburgh; WPXY-AM-FM Rochester, N.Y., and WNYS-AM-FM Buffalo, N.Y. (WPGR [formerly WSNI]: 1540 khz; 50 kw-D; WSNI-FM: 104.5 mhz; 50 kw HAAT: 1,008 ft.; WPIT: 730 khz; 5 kw-D; WPIT-FM: 101.5 mhz; 19 kw; HAAT: 520 ft.; WPXY: 1280 khz; 5 kw-U; WPXY-FM: 97.9 mhz; 50 kw; HAAT: 456 ft.; WNYS: 1120 khz 1 kw-D; WNYS-FM: 104.1 mhz; 50 kw; HAAT: 390 ft.)—Seek assignment of license from Associated Communications Corp. to Pyramid Broadcasting for \$29.5 million, comprising \$20 million cash and remainder in note. Seller is publicly traded Pittsburgh-based cellular telephone manufacturer and station group owning six AM's and five FM's. It is headed by brothers Jack N. Berkman, chairman, and Myles P. Berkman, president. It also owns WTYM(AM) Tampa, Fla., and WSTV(AM)-WRKY-FM Steubenville, Ohio. Buyer is Medford, Mass.-based owner of WXKS-AM-FM Boston (licensed to Medford). It is headed by Richard M. Balsburgh, CEO. Filed Aug. 14.

■ WEEQ(AM) Waynesboro, Pa. (1130 khz; 1 kw-D)—Seeks assignment of license from Raystay Co. to Cumberland Valley Broadcasting Co. for \$80,659, comprising \$35,000 cash, \$45,659 note. Seller is principally owned by George F. Gardner, who also owns app. for new FM in Fort Lauderdale, Fla., and LPTV in Dillsburg, Pa. Buyer is owned by Richard E. Fister and T. Daniel Parker. They own WCMY(AM)-WRKX(FM) Ottawa, Ill. Filed Aug. 14.

■ WNR(P)TV) Ponce, P.R. (ch. 20; ERP vis. 102 kw, aur. 10.2 kw; HAAT: 822 ft., ant. height above ground: 76.6 ft.)—Seeks assignment of CP from Norman E. Parkhurst III to Maria Esther Rivera for \$16,000. Seller has no other broadcast interests. Buyer's son Franklin D. Lopez, owns 33.3% of app. for new TV in P.R. Filed Aug. 15.

■ KTRM(AM)-KZZB(FM) Beaumont, Tex. (AM: 990 khz; 1 kw-U; FM: 95.1 mhz; 100 kw; HAAT: 500 ft.)—Seeks assignment of license from Spindletop Broadcasting Inc. to First Omni Communications of Beaumont Inc. for \$1,850,000 cash. Seller is owned by F. Wayne Courtney and D. Brennan Bridgeman. They have no other broadcast interests. Buyer is owned by Terry A. McRight who owns KKAT(FM) Ogden, Utah. Filed Aug. 17.

■ KDNT(AM) Denton and KDNT(FM) Gainesville, both Tex. (AM: 1440 khz; 5 kw-D; 500 w-N; FM: 94.5 mhz; 100 kw; HAAT: 400 ft.)—Seeks assignment from Mel Wheeler Inc. to KDNT Radio Inc. and 94.5 Radio Inc. for \$800,000 for AM, \$500,000 for FM and \$400,000 for real estate; totaling \$1.7 million, comprising \$400,000 cash and \$1.3 million note. Seller is owned by Mel Wheeler who also owns WSLI-TV Harrisburg, Ill.; KPOB-TV Poplar Bluff, Mo.; WSLC(AM)-WSLO(FM) Roanoke, Va., and KLTE(FM) Oklahoma City. Buyer, which owns both assignees, is owned by Galen O. Gilbert (75%), his son, Jesse Ray (12.5%) and Roy W. May (12.5%). They own KBTN(AM) Neosho, Mo.; KXEO(AM)-KWWR-FM Mexico, Mo., and KYFM(FM) Bartlesville, Okla. Without may they also own KTXJ(AM)-KWYX(FM) Jasper, Tex.; KDXE(FM) Sulphur Springs, Tex., and KHVY-AM-FM Altus, Okla. Filed Aug. 17.

■ KRZI(AM) Waco, Tex. (1580 khz; 1 kw-D; 500 w-N)—Seeks assignment of license from P.R.V. Broadcasting Co. to Compadre Communications for \$400,000 cash. Seller is equally owned by Cindy Parks Vardeman, and her sister, Lynn Park Rollins. They have no other broadcast interests. They purchased the station in May 1983 for \$450,000 cash. Buyer is owned by Thomas W. Pauken, Director of ACTION, independent government agency overseeing all domestic volunteer organizations. He has no other broadcast interests. Filed Aug. 10.

■ WQB(X)AM) Blacksburg, Va. (710 khz; 5 kw-D)—Seeks assignment of license from QBX Inc. to New River Broadcasting Co. for \$501,000, comprising assumption of \$476,000 liabilities, \$15,000 cash and remainder note. Seller is equally owned by F. Richard Lee, and his wife, Mary Lou, who also have app. for new FM in Evergreen, Colo. Buyer is owned by Robert T.S. Colby, general district judge, Alexandria, Va., who has no other broadcast interests. Filed Aug. 17.

■ KGAA(AM) Kirkland, Wash. (1460 khz; 5 kw-D; 2.5 kw-N)—Seeks assignment of license from Community Kirkland Broadcasting Corp. to David T. Newman for \$500,000, comprising \$125,000 cash and remainder note. Seller is subsidiary of Community Pacific Broadcasting Corp., Salinas, Calif.-based station group, headed by David T. Benjamin and Charles W. Bunta, owning three FM's, one FM CP and seven AM's. It recently sold KGAA(AM)-KDRK(FM) Spokane, Wash. ("Changing Hands," Aug. 6), subject to FCC approval. Buyer owns KPAK(AM) Redding, Calif., and is GM of KONE(AM)-KOZE(FM) Reno. Filed Aug. 14.

■ KUDY(AM)-KICN(FM) Spokane, Wash. (AM: 1280 khz; 5 kw-D; FM: 98.9 mhz; 100 kw horiz., 32 kw vert.; HAAT: 285 ft.)—Seeks assignment of license from Tamarack Communications Inc. to Inland Empire Broadcasting Inc. for \$1,309,000, comprising \$309,000 cash plus \$25,000 noncompete agreement and remainder note. Seller is owned by David M. Jack. It also owns KLIQ(AM) Lake Oswego, Ore., and KNTA(AM) Santa Clara, Calif. Jack also owns KBIF(AM) Fresno, Calif., and WSHO(AM) New Orleans. Buyer is principally owned by Phillip R. Syrdal (45%), Craig R. Palmer (1.5%), Ronald P. Erickson (8.81%) and eight others. Palmer has interest in KYAK(AM)-KGOT-FM Anchorage, K1AK(AM)-KQRZ(FM) Fairbanks, both Alaska, and KBRO(AM)-KHIT(FM) Bremerton, Wash. Erickson has small interest in KMTV(TV) [CP] Anacortes, Wash., and app. for new TV in Bellevue, Wash. Filed Aug. 17.

New Stations

AM's

■ Fort Deposit, Ala.—Haynes Broadcasting Inc. seeks 1040 khz; 1 kw-D. Address: Blakesferry Road, Lineville, Ala. 36266. Principal is equally owned by Frannie G. Haynes; her husband, Robert E. Haynes, and their son, Robert K. Haynes. Elder Haynes' own WZZK(AM) Lineville, Ala. Younger Haynes owns 25% of app. for new AM in Heflin, Ala. Haynes Broadcasting has been granted, but not issued, CP for new FM in Greenville, Ala. Filed Aug. 15.

■ St. George, Utah—C&S Communications seeks 1450 khz; 1 kw-D; 250 w night. Address: 1009 N. 2050 East, St. George, Utah 84770. Principal is owned by Ronald L. Schmitt (51%) and Brigham R. Carpenter (49%). They have no other broadcast interests. App. is contingent on vacancy of frequency due to grant of CP for new station in same community on separate frequency by principals of KDXU(AM). Filed Aug. 15.

FM's

■ Folly Beach, Fla.—John T. Galanses seeks 97.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 24, Sugarloaf Shores, Fla. 33044. Principal owns WFKZ(FM) Plantation Key, Fla.; WJCK(FM) Christiansted, V.I., and is app. for new FM in Truro, Mass. (see below). His sister, Carol Gomez, is app. for new FM in Key West, Fla. Filed Aug. 16.

■ *Melbourne, Fla.—Central Florida Educational Network seeks 90.3 mhz; 653 kw; HAAT 255 ft. Address: P.O. Box 24203, Lakeland, Fla. Principal is nonprofit corporation headed by J.B. Buffington. It has no other broadcast interests. Filed Aug. 17.

■ Cairo, Ga.—Collins-White Broadcasting seeks 102.3 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 486, Cairo, Ga. 31728. Principal is equally owned by Talmus D. Collins and Donald F. White. Collins is GM, and White is program director of WPAX(AM) Thomasville, Ga. White, with father, Donald, and brother, Jerry own WCLB(AM) Camilla, Ga. Filed Aug. 10.

■ Burnside, Ky.—Lenn R. Pruitt seeks 93.9 mhz; 3 kw; HAAT: 328 ft. Address: 616 Columbia Hwy., Greensburg, Ky. 42743. Principal owns WKEQ(AM) Burnside and WIDS(AM) Russel Springs, both Kentucky. Filed Aug. 10.

■ Truro, Mass.—John T. Galanses seeks 102.3 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 24, Sugarloaf Shores, Fla. 33044. Principal owns WFKZ(FM) Plantation Key, Fla., and CP for WJCK(FM) Christiansted, V.I. He is also applying for new FM in Folly Beach, Fla. (see above). His sister, Carol Gomez has app. for new FM in Key West, Fla. Filed Aug. 13.

■ *Butte, Mont.—Montana Educational Broadcasting Foundation seeks 90.5 mhz; .663 kw; HAAT: 1,857-ft. Address: 5326 East Side Highway, Florence, Mont. 59833. Principal is nonprofit corporation headed by Will Zeiler, John Ward and Ted Jolley. They also have app.'s for new FM's in Missoula, Great Falls, Helena and Bozeman (see below), all Montana. Filed Aug. 16.

■ *Helena, Mont.—Montana Educational Broadcasting Foundation seeks 91.3 mhz; .10 kw; HAAT: 636 ft. Address: 5326 East Side Highway, Florence, Mont. 59833. They also have app.'s for new FM's in Missoula, Great Falls, Bozeman and Butte (see above), all Montana. Filed Aug. 16.

■ Greenwood, Miss.—Mattie H. Evans seeks 95.3 mhz. (no other facilities given at this time due to delayed negotiations for site). Address: 1015 Russell Ave., Greenwood, Conn. 38930. Principal has no other broadcast interests. Filed Aug. 16.

■ *Wenatchee, Wash.—Joy Educational Broadcasting Foundation seeks 88.7 mhz; 143 w; HAAT: 1,301 ft. Address: 1632 98th Ave., Oakland, Calif. 94603. Principal is nonprofit corporation headed by Darrell D. Collard, sole board member. It also has app.'s for new FM's in Bend and Klamath Falls, both Oregon, and Wenatchee and Moses Lake, both Washington. Filed Aug. 16.

TV's

■ Phoenix—Lucia R. Madrid seeks ch. 45; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,121 ft.; ant. height above ground: 204 ft. Address: 609 W. Summit Pl., Chandler, Ariz. 85224. Principal is account exec. at KTARI(AM) Phoenix. Filed Aug. 9.

■ Phoenix—American Continental Corp. seeks ch. 45; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,715 ft.; ant. height above ground: 255 ft. Address: 2621 Camelback Rd., Suite 150, Phoenix 85016. Principal is owned by Charles H. Keating, chairman (20.5%); his son, Charles (7%), and other stockholders, none owning more than 5%. It has no other broadcast interests. Filed Aug. 9.

■ Phoenix—Phoenix Television Associates seeks ch. 45; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,720 ft.; ant. height above ground: 260 ft. Address: 2544 C. St., San Diego, Calif. 92102. Principal is owned by Winthrop Hom, and his sisters, Phyllis H. Bailey and Jennifer J. Hom. They have no other broadcast interests. Filed Aug. 15.

■ Phoenix—TV 45 Associates seeks ch. 45; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,704 ft.; ant. height above ground: 258 ft. Address: 8 Arlington St. Auburn, Mass. 01501. Principal is owned by Dan Mahoney who also has app.'s for new TV's in Las Vegas, Lake Worth, Fla., and Wailuka, Hawaii. Filed Aug. 6.

■ Phoenix—Phoenix Television Ltd. seeks ch. 45; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,720 ft.; ant. height above ground: 260 ft. Address: 4120 North 70th St., Scottsdale, Ariz. 85251. Principal is owned by Rosalinda Mendoza (10%), John B. Conlan (40%), Robert M. Richmond (40%) and Ashton R. Hardy (10%). Mendoza is director of public affairs at KPAZ-TV Phoenix. Richmond and Hardy have interest in KTUS(FM) Snowmass Village, Colo. Hardy also has interest in cable system serving St. John the Baptist parish, La. Filed Aug. 8.

■ Phoenix—Hohokam Communications Associates seeks ch. 45; ERP vis. 2,160 kw; aur. 216 kw; HAAT: 1,611 ft.; ant. height above ground: 165 ft. Address: P.O. Box 940, Mesa, Ariz. 85201. Principal is owned by Kathy L. Brooks (51%) and Edgar N. Bouchard (49%). Bouchard is engineering director at KNAZ-TV Flagstaff, Ariz., and has 10% interest in app. for new FM in Glendale, Ariz. Filed Aug. 8.

■ Phoenix—Bernard Clark seeks ch. 45; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,715 ft.; ant. height above ground: 255 ft. Address: 16268 Winsome Way, Redding, Calif. 96001. Principal is presently GM of KPAK(AM) Redding, Calif., and will become GM of KGAA(AM) Kirkland, Wash. Filed Aug. 9.

■ Phoenix—Aztec Broadcasting Corp. seeks ch. 45; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,788 ft.; ant. height above ground: 339 ft. Address: 2224 W. Desert Cove, Suite 207, Phoenix 85029. Principal is owned Enrique W. Iglesias (51%) and Mary L. Wilson (49%). Wilson is production coordinator at KPNX-TV Mesa, Ariz., and is program pro-

ducer at KPHO-TV Phoenix. Filed Aug. 9.

■ Phoenix—Doylan Forney seeks ch. 45; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,788 ft.; ant. height above ground: 358 ft. Address: 8820 N. 85th Pl. Scottsdale, Ariz. 85258. Principal has CP's for KGLR(AM) Tucson, Ariz.; KCAF(FM) Arizona City, Ariz., and WAQP-TV Saginaw, Mich. Filed Aug. 6.

■ Phoenix—Channel 45 partnership seeks ch. 45; ERP vis. 1,321 kw; aur. 132.1 kw; HAAT: 1,715 ft.; ant. height above ground: 255 ft. Address: P.O. Box 413, Greenwood, Ind. 46142. Principal is owned by Jonathan F. Byrd who has no other broadcast interests. Filed Aug. 9.

■ Phoenix—Sue E. Walters seeks ch. 45; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 252.88 ft. Address: 8404 Hedges, Raytown, Mo. 64138. Principal owns 51% with other limited partners to be added. She has no other broadcast interests. Filed Aug. 8.

■ Phoenix—LIPT Inc. seeks ch. 45; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,702 ft. Address: 311 West Ardmore, Phoenix 85041. Principal is owned by Marcella Chacon who has no other broadcast interests. Filed Aug. 9.

■ Pine Bluff, Ark.—Charles Ray Shinn seeks ch. 25; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 502 ft. Address: 600 N. Vine, Magnolia, Ark. 71753. Principal is also app. for new FM in Hastings, Neb. Filed Aug. 13.

■ Gainesville, Fla.—American Communications and Television Inc. seeks ch. 61; ERP vis. 3,444 kw; aur. 344.4 kw; HAAT: 932 ft.; ant. height above ground: 940 ft. Address: 900 NW Eighth Ave., Gainesville, Fla. 32601. Principal is owned by ACT, Gainesville, Fla.-based, publicly held firm, headed by Mark K. Goldstein (80%) and Richard T. Drury (20%). It owns WSQY-TV Forest City, N.C.; KOOG-TV Ogdan, Utah; WTGS(TV) Hardeeville, S.C.; CP for new TV in Rome, Ga.; WMNX(FM) Tallahassee, Fla., and is app. for new TV in Ft. Collins, Colo. It also owns (on air) LPTV's in Lake City, Fla., and Orlando, Fla., and has app.'s for 12 LPTV's in Florida. Filed Aug. 15.

■ Hilo, Hawaii—Josie Moore seeks ch. 20; ERP vis. 7316 kw; aur. 736 kw; HAAT: minus 14 ft.; ant. height above ground: 150 ft. Address: 1411 Ledbetter, Round Rock, Tex. 78664. Principal also has app.'s for new TV's in Conroe, Texas (see below), Big Bear Lake, Calif., and LPTV in Austin and Temple, both Texas. Filed Aug. 6.

■ Cadillac, Mich.—GRK Productions Inc. seeks ch. 33;

ERP vis. 100 kw; aur. 10 kw; HAAT: 1,324 ft.; ant. height above ground: 971 ft. Address: 202 Stimson, Cadillac, Mich. 49601. Principal is owned by Gary R. Knapp, and his wife, Constance. They also operate Cable TV 3, a leased cable channel on Cadillac Cable TV system. Filed Aug. 13.

■ Alexandria, Minn.—Hubbard Broadcasting Inc. seeks ch. 42; ERP vis. 1,780 kw; aur. 178 kw; HAAT: 1,260 ft. ant. height above ground: 1,272 ft. Address: 3415 University Ave. West, St. Paul, Minn. 55114. Principal is principally owned by Stanley E. Hubbard and family. It owns KSTP-AM-FM-TV St. Paul, Minn.; KOB-AM-FM-TV Albuquerque, N.M.; WTOG-TV Saint Petersburg, Fla., and WTGO(AM) Cypress Gardens, Fla. It also has app. for assignment of license of KSWs-TV Roswell, N.M. It also has app.'s for LPTV's in Minneapolis-St. Paul., and Albuquerque. Filed Aug. 13.

■ Redwood Falls, Minn.—Hubbard Broadcasting Inc. seeks ch. 43; ERP vis. 1,820 kw; aur. 182 kw; HAAT: 1,190 ft. ant. height above ground: 1,181 ft. Address: 3415 University Ave. West, St. Paul, Minn. 55114. It is app. for new TV in Alexandria, Minn. (see above). Filed Aug. 13.

■ Altoona, Pa.—John R. Powley seeks ch. 65; ERP vis. 2,000 kw; aur. 200 kw; HAAT: 779 ft. Address: 1536 Logan Ave., Altoona, Pa. 16602. Principal owns WOPC(TV) Altoona, Pa.; WHGM(FM) Bellwood, Pa.; WIIM-TV Iron Mountain, Mich., and is app. for eight LPTV's. He also has app.'s for new TV's in Helena, Mont.; Kingman, Ariz.; Brady, Tex.; Ashland, Va., and Huron, S.D. (see below). Filed Aug. 9.

■ Huron, S.D.—John R. Powley seeks ch. 12; ERP vis. 316 kw; aur. 31.6 kw; HAAT: 530 ft. Address: 1536 Logan Ave., Altoona, Pa. 16602. Principal owns WOPC(TV) Altoona, Pa.; WHGM(FM) Bellwood, Pa.; WIIM-TV Iron Mountain, Mich., and is app. for eight LPTV's. He also has app.'s for new TV's in Helena, Mont.; Kingman, Ariz.; Brady, Tex.; Ashland, Va., and Altoona, Pa. (see above). Filed Aug. 9.

■ Brady, Tex.—Kimbell Television Co. seeks ch. 13; ERP vis. 316 kw; aur. 31.6 kw; HAAT: 1,030 ft.; ant. height above ground: 844 ft. Address: 1125 Texas National Bank Bldg., Dallas 75225. Principal is equally owned by Tedford E. Kimbell and Mary J. Harper. They are beneficiaries of estate of T.B. Lanford, which owns KALB-AM-TV-KTIZ(FM) Alexandria, La.; WYOU(AM) Tampa, Fla.; KLST(TV) San Angelo, Tex., and small interest in

KNAZ(TV) Flagstaff, Ariz. They also have app.'s for new TV's in Kingman, Ariz., and Gallup, N.M. Filed Aug.

■ Conroe, Tex.—Conroe Communications Co. seeks ch. 49; ERP vis. 689 kw; aur. 68.9 kw; HAAT: 495 ft.; ant. height above ground: 422 ft. Address: Liberty Square Sparta, Tenn. 38583. Principal is owned by Josie Moore who is also app. for new TV in Hilo, Hawaii (see above). Filed Aug. 3.

■ Crockett, Tex.—Hopkins Broadcasting seeks ch. 4 ERP vis. 1,000 kw; aur. 100 kw; HAAT: 3,317 ft.; ant. height above ground: 271 ft. Address: 4809 Coleherne, Baltimore, Md. 21229. Principal is owned by Edward Hopki who has 25% interest in app. for new FM in Fort Worth (see below). Filed Aug. 2.

■ Fort Worth—Haltom City Broadcasting seeks ch. 5 ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,133 ft. ant. height above ground: 1,118 ft. Address: 4809 Coleherne, Baltimore 21229. Principal is owned by Peggy Nicholson (50% Zeather Willis (25%) and Edward Hopkins (25%). Hopki also has app. for new TV in Crockett, Tex. (see above). Filed Aug. 2.

■ Nederland, Tex.—Seeks ch. 21; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,004 ft.; ant. height above ground: 999 ft. Address: 1708 Highway 365, Nederland, Tex. 77627. Principal is owned by James H. Joynt who also has CP for LPT in Corpus Christi and app.'s for 10 LPTV's in Texas and Louisiana. Filed July 31.

■ Roanoke, Va.—Roanoke TV 60 Broadcasting seeks ch. 60; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,244 ft.; ant. height above ground: 522 ft. Address: 406 3rd Ave. North Columbus, Miss. 39703. Principal is principally owned by Wilbur O. Colom and 16 others. They also own app.'s for new TV's in Mobile, Ala.; Santa Barbara, Calif.; Roanoke Va.; Albany, Ga.; Nashville, and Lubbock, Tex. Colom also permittee for new FM in Artesia, Miss., and has app. for new FM's in Oxford, Miss., and San Diego. Filed Aug. 3.

■ Seattle—Seattle Channel 45 Broadcasting Inc. seeks ch. 45; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 977.5 ft.; ant. height above ground: 994 ft. Address: 406 3rd Ave. North Columbus, Miss. 39703. Principal is also app. for new TV Roanoke, Va. (see above). Filed Aug. 9.

■ Seattle—Allen E. Hom seeks ch. 45; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,289 ft.; ant. height above ground: 27 ft. Address: 10642 S. Downey Ave., Downey, Calif. 90241. Principal also has interest in KTTY(TV) San Diego. Filed Aug. 15.

■ Seattle—Duane Tomko seeks ch. 45; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 346.38 ft.; ant. height above ground: 271 ft. Address: 240 Greenfield Rd., Winter Haven, Fla. 33880. Principal has no other broadcast interests. Filed Aug. 7.

■ Seattle—TV 45 Associates seeks ch. 45; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,483 ft.; ant. height above ground: 169 ft. Address: 8 Arlington St. Auburn, Mass. 01501. Principal is owned by Dan Mahoney who also has app.'s for new TV's in Las Vegas; Lake Worth, Fla., and Wailuku Hawaii. Filed Aug. 6.

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Applications

AM's

Tendered

■ KPRM (870 khz) Park Rapids, Minn.—Petitioned for recon. and reinstatement and seeks CP to increase day power to 5 kw. App. Aug. 20.

■ KJJR (880 khz) Whitefish, Mont.—Seeks CP to increase night power to 1 kw and install DA-N. App. Aug. 20.

■ WAIS (770 khz) Buchtel, Ohio—Seeks CP to increase power to 1 kw. App. Aug. 21.

■ KRXX (1010 khz) Milwaukee, Ore.—Seeks CP to increase power to 5 kw. App. Aug. 20.

■ WPAB (550 khz) Ponce, P.R.—Seeks CP to increase night power to 5 kw. App. Aug. 15.

Accepted

■ WJMW (770 khz) Athens, Ala.—Seeks mod. of lic. to operate by remote control. App. Aug. 17.


■ KQXK (1590 khz) Springdale, Ariz.—Seeks MP to change power to 2.5 kw and change to non-DA. App. Aug. 21.

■ WINR (680 khz) Binghamton, N.Y.—Seeks mod. of lic

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to operate by remote control. App. Aug. 17.

- **KJTA** (840 khz) Pharr, Tex.—Seeks MP to change daytime ant. and change TL. App. Aug. 16.
- **KOJO** (1210 khz) Laramie, Wyo.—Seeks MP to change TL and reduce power to 10 kw. App. Aug. 21.

FM's

Tendered

- ***KCSN** (88.5 mhz) Northridge, Calif.—Seeks CP to change TL; change ERP to .06 kw, and change HAAT to 2,068 ft. App. Aug. 16.
- **WKSQ** (94.3 mhz) Ellsworth, Me.—Seeks CP to change ERP to 7.9 kw; change HAAT to 1,034.5 ft., and change TL. App. Aug. 16.
- **WQSR** (105.7 mhz) Cantonville, Md.—Seeks CP to change ERP to 50 kw and change HAAT to 492 ft. App. Aug. 20.
- **WJDR** (98.3 mhz) Prentiss, Mass.—Seeks CP to change TL; change ERP to 3 kw, and change HAAT to 325 ft. App. Aug. 16.
- ***WBRS** (91.7 mhz) Waltham, Mass.—Seeks CP to change freq. and make changes in ant. sys. App. Aug. 17.
- **WBAG** (93.9 mhz) Burlington, N.C.—Seeks CP to delete Graham as a community of lic. App. Aug. 20.
- **KIVA** (105.1 mhz) Santa Fe, N.M.—Seeks CP to change TL and change HAAT to 1,821 ft. App. Aug. 20.
- **WKSA-FM** (101.5 mhz) Isabela, P.R.—Seeks CP to change TL; change ERP to 50 kw, and change HAAT to 424 ft. App. Aug. 17.
- **WKJQ** (99.3 mhz) Jefferson City, Tenn.—Seeks CP to change TL; change ERP to .86 kw, and change HAAT to 575 ft. App. Aug. 17.

Accepted

- **WHHT-FM** (101.9 mhz) Montgomery, Ala.—Seeks CP to correct coordinates. App. Aug. 15.
- **KZFR** (103.1 mhz) South Lake Tahoe, Calif.—Seeks CP to change ERP to 3.01 kw. App. Aug. 20.
- **KDRW-FM** (103.9 mhz) Silverton, Colo.—Seeks CP to change freq. to 103.9 mhz. App. Aug. 15.
- **KVMT** (104.7 mhz) Vail, Colo.—Seeks CP to install aux. sys. App. Aug. 15.
- ***WPKT** (90.5 mhz) Middlefield, Conn.—Seeks CP to change HAAT to 60 ft.; readjust effective radiated power, and compensate transmitter power output. App. Aug. 20.
- **KLCE** (97.3 mhz) Blackfoot, Idaho—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 1,513 ft. App. Aug. 17.
- **KMFE-FM** (101.7 mhz) Emmet, Idaho—Seeks CP to change TL; operate by remote control; increase TPO; change ERP to 39 kw; change HAAT to 2,588 ft.; change transmitter and ant., and change freq. to 101.9. App. Aug. 15.
- **WLS-FM** (94.7 mhz) Chicago—Seeks CP to install aux. sys. App. Aug. 15.
- **WRTN** (93.5 mhz) New Rochelle, N.Y.—Seeks CP to change ERP to 2.95 kw and change HAAT to 331.28 ft. App. Aug. 15.
- **KURY-FM** (95.3 mhz) Brookings, Ore.—Seeks CP to reduce height of tower below 200 ft. and make changes in ant. sys. App. Aug. 15.
- **WOWQ** (102.1 mhz) Du Bois, Pa.—Seeks CP to change ERP to 22.5 kw and change HAAT to 694,704 ft. App. Aug. 20.
- **WQEQ** (103.1 mhz) Freeland, Pa.—Seeks CP to change ERP to .725 kw. App. Aug. 17.
- **KNUE** (101.5 mhz) Tyler, Tex.—Seeks CP to change TL and change HAAT to 1,074. App. Aug. 15.
- ***KUSU-FM** (91.5 mhz) Logan, Utah—Seeks CP to change ERP to 90 kw. App. Aug. 20

TV's

Accepted

- **KWWL** (ch. 7) Waterloo, Iowa—Seeks CP to make changes in ant. sys. App. Aug. 20.
- ***WMTJ** (ch. 40) Fajardo, P.R.—Seeks MP to change ERP to vis. 19.84 kw, aur. 9.84 kw; change HAAT to 2,754 ft.; change ant., and change TL. App. Aug. 20.

Actions AM's

- **KEZY** (1190 khz) Anaheim, Calif.—Granted app. to make changes in ant. sys. Action Aug. 8.

- **KACY** (1520 khz) Port Huene, Calif.—Granted app. to make changes in ant. sys. Action Aug. 8.
- **WCII** (1080 khz) Louisville—Granted app. to make changes in ant. sys. Action Aug. 10.
- **WIDS** (1190 khz) Russell Springs, Ky.—Granted app. to change freq. to 570 khz and make changes in ant. sys. Action Aug. 10.
- **WFPR** (1400 khz) Hammond, La.—Granted app. to change TL. Action Aug. 8.
- **WBAL** (1090 khz) Baltimore—Granted app. to change SL to 3800 Hooper Ave., Baltimore, Md. 21211 and operate by remote control. Action Aug. 9.
- **KBWS** (1530 khz) Sisseton, S.D.—Granted app. to change SL to Eden, S.D., and change TL. Action Aug. 10.

FM's

- **WORJ** (103.9 mhz) Osark, Ala.—Returned app. to change TL; change ERP to 2 kw, and change HAAT to 355 ft. Action Aug. 8.
- **WELR-FM** (102.3 mhz) Roanoke, Ala.—Granted app. to change ERP to 2.9 kw and change freq. to 102.3 mhz. Action Aug. 10.
- **KNJK-FM** (105.5 mhz) Anchorage—Granted app. to correct coordinates. Action Aug. 7.
- **KENY** (101.7 mhz) Soldotna, Alaska—Granted app. to change TL and change HAAT to 269 ft. Action Aug. 10.
- **KMLA** (103.9 mhz) Ashdown, Ariz.—Granted app. to change TL. Action Aug. 9.
- **KOPO** (98.3 mhz) Marana, Ariz.—Granted app. to change HAAT to 202 ft. Action Aug. 10.
- **KLVE** (107.5 mhz) Los Angeles—Returned app. to change ERP to 29.5 kw and change HAAT to 3,000 ft. Action Aug. 9.
- **KNVR** (96.7 mhz) Paradise-Chico, Calif.—Dismissed app. to change TL; change ERP to 1,330 kw, and change HAAT to 464.75 ft. Action Aug. 9.
- ***WQCS** (88.3 mhz) Fort Pierce, Fla.—Granted app. to change freq. to 88.9 mhz; change transmitter; change transmission line and ant.; change ERP to 100 kw, and change HAAT to 449 ft. Action July 26.
- **KEI-FM** (104.9 mhz) Pocatello, Idaho—Granted app. to change TL and change HAAT to 1,120 ft. Action Aug. 6.
- **WGLO** (95.3 mhz) Pekin, Ill.—Granted app. to change ERP to 2.24 kw and change HAAT to 340 ft. Action Aug. 6.
- ***WDSO** (88.3 mhz) Chesterton, Ind.—Granted app. to change freq. to 89.3 mhz; change ERP to .413 kw; change

HAAT to 136 ft., and make changes in ant. sys. Action Aug. 7.

- **KGLI** (95.5 mhz) Sioux City, Iowa—Granted app. to change TL; change HAAT to 1,003.68 ft.; change TPO, and make changes in ant. sys. Action Aug. 6.
- **WKDO-FM** (105.5 mhz) Liberty, Ky.—Returned app. to change TL and change HAAT to 238 ft. Action Aug. 13.
- ***WNKU** (89.7 mhz) Highland Heights, Ky.—Dismissed app. to change TL; change ERP to 10.84 ft., and change HAAT to 318 ft. Action Aug. 8.
- **WAYL** (93.7 mhz) Minneapolis—Dismissed app. to change TL and change HAAT to 1,294 ft. Action Aug. 8.
- **WFCA** (107.9 mhz) Ackerman, Miss.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 611 ft. Action Aug. 6.
- **WLUN** (95.3 mhz) Lumberton, Miss.—Granted app. to change HAAT to 289 ft. Action Aug. 6.
- **WBAG** (93.9 mhz) Burlington, N.C.—Granted app. to change TL; change ERP to 100 kw; change HAAT to 1,88 ft., and make changes in ant. sys. Action Aug. 3.
- **WPGO** (106.3 mhz) Shallote, N.C.—Granted app. to change TL. Action Aug. 6.
- **KITT** (96.3 mhz) Las Vegas—Granted app. to change ERP to 100 kw and change HAAT to 1,175 ft. Action Aug. 6.
- **KSNM** (98.7 mhz) Truth or Consequences, N.M.—Granted app. to change SL to 600 Broadway, Williamsburg, N.M. Action Aug. 6.
- **WCBS-FM** (101.1 mhz) New York—Granted app. to change ERP to 6.8 kw and change HAAT to 1,353 ft. Action Aug. 6.
- **KZAM** (95.3 mhz) Creswell, Ore.—Granted app. to change TL; change ERP to 1.6 kw, and change HAAT to 35 ft. Action Aug. 10.
- **WKJB-FM** (99.1 mhz) Mayaguez, P.R.—Granted app. to change ERP to 10 kw. Action Aug. 6.
- **KZEU** (107.9 mhz) Victoria, Tex.—Granted app. to change ERP to 100 kw. Action Aug. 10.
- **WEZR** (106.7 mhz) Manassas, Va.—Granted app. to install aux. sys. Action Aug. 6.
- **WWLH** (102.3 mhz) Pound, Va.—Granted app. to change SL to Pound Gap, U.S. Highway 23, Pound, Va. Action Aug. 6.
- **WHWB-FM** (98.1 mhz) Rutland, Vt.—Granted app. to change TL; change ERP to 1.175 kw; change HAAT to 2,561 ft., and make changes in ant. sys. Action Aug. 10.
- ***WETA-FM** (90.0 mhz) Washington—Dismissed app. to change ERP to 75 kw; change HAAT to 821 ft., and change ant. and transmitter. Action Aug. 13.
- **KISW** (99.9 mhz) Seattle—Granted app. to change HAAT to 1,148.5 ft and change TL. Action Aug. 6.

TV's

- **KIHS** (ch. 46) Ontario, Calif.—Granted app. to install aux. ant. sys. Action Aug. 9.
- **KCVT** (ch. 30) Shawnee, Okla.—Granted app. to change ERP to vis. 800 kw, aur. 80 kw; change HAAT to 860 ft change TL, and move SL into community of lic. Action Aug. 6.

Call letters

Applications

Call	Sought by
New FM's	
KAIO-FM	Judy K. Purtle, Russellville, Ark.
WBPK	Foothills Communications Associates Inc., Flemingsburg, Ky.
KZEN	Osage Radio Inc., Central City, Neb.
New TV's	
WWKI-TV	B.G.S. Broadcasting Inc., Kokomo, Ind.
WSWB-TV	Scranton Family Television Ltd., Scranton, Pa.
Existing AM's	
WBGZ	WOKZ Metroplex Communications Inc., Alton, Ill.

Summary of broadcasting as of June 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,749	170	4,919
Commercial FM	3,610	418	4,028
Educational FM	1,153	173	1,326
Total Radio	9,512	761	10,273
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	357	252	609
Educational VHF TV	112	2	114
Educational UHF TV	173	31	204
Total TV	1,181	273	1,454
VHF LPTV	196	74	270
UHF LPTV	87	136	223
Total LPTV	283	210	493
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
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.

Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

Program director needed. Non-commercial classical station. NPR and APRN affiliated. Responsible to general manager for programming (classical music and k) and much of station's daily operation. Need someone who can take charge, accept responsibility, foster creativity, deal effectively with others and motivate. Available immediately. Salary commensurate, negotiable. Send resume, salary history and audition tape to: Joe Martin, General Manager, WHIL-FM, Box 160326, Mobile, AL 36616. EOE. Women and minorities encouraged to apply.

Wilding new group - sold my small group for several million. Left my hitters behind because of non-compliance. Seeking proven talent for general manager, sales manager, and program director positions. Profit sharing and equity potential. Resume to Box X-57

Seeking general manager - sales manager and program director for new class C being built in Midwest capital city. Airdate 12/1/84. Profit sharing, equity potential. Absentee owner needs talent and is well capitalized. Will allow you to do your thing. Resume to Box 58.

Radio membership manager. Join award-winning, aggressive development staff at station that is #1 among stations in its market size. On-air membership campaigns, marketing, special events, projects. Good salary, benefits, potential for advancement. Experience fundraising and on-air preferable; also understanding of membership applications system. Resume, salary history, audio tape to: Personnel, WMFE-TV/FM, 1510 E. Colonial Drive, Orlando, FL 32817. EOE.

Station manager. New broadcast group looking for talent, not promises. The successful candidate will be college educated, have outstanding references, be self-motivated, possess extraordinary leadership qualities. Candidate will be assigned as local sales manager of our New York State station, and if he/she meets mutually agreed upon goals, he/she will be made station manager of a group station within 12 months. AA/DE. Write Box X-97.

Sales oriented general manager. Group-owned Indiana medium market AM/FM. Ability to hire, train, manage sales staff for high billing essential. Top facility in market offers high income and recognition. Rush resume and salary requirements to Box X-107.

Immediate opportunity. Project director. Community-oriented public radio station, operating in Asheville, NC, and building toward serving the western North Carolina mountain area. Must have experience and ability to move facility through PTFP/NTIA process toward goal of becoming full NPR- and CPB-qualified station within two years. Responsibilities include: station management; planning broadcast/transmitting operations; preparation of FCC application and PTFP grant, including overseeing equipment package; community awareness program; fundraising skills. Competitive compensation package. EOE/AA. Letter/resume must be received by Sept. 7. Send to: Mr. Douglas Reed, Chairman, Search Committee, WUNF-FM, One University Heights, Asheville, NC 28804.

Local sales manager: Looking for experienced leader to work with motivated staff. Resume/salary history to: Glenn Cunningham, KHYL, 4811 Chippendale, Suite 22, Sacramento, CA 95841. EOE.

Station manager wanted. Growing south Texas small market. Great opportunity for hard worker who can sell and motivate others to sell. 512-358-1490.

Southern fulltimer, super potential, seeks selling sales manager. Good pay plus opportunity to own piece of the action. Great new facilities. Bob Kidd, 18-728-6990, or resume to KXLA, Box 990 Rayville, LA 71269.

Unique opportunity for selling general sales manager. Quick advancement for right person. Northeast area. Excellent opportunity. EOE. Resume to Box X-154.

General manager. Leading promotional/profitable station, outstanding small Southern market, good demographics. Must have sales experience. Sales managers invited to apply. Excellent place to raise children, exceptional schools, good boating, hunting, fishing. Write Box X-128. EOE.

General manager. Top-notch AM-FM combo, high-growth recreational area, Southeast. Must demonstrate outstanding track record of management and on-street sales experience. Exceptional opportunity with fast-growing, highly-profitable group. EOE, M/F. Send resume to Box X-129.

General manager. Upper Midwest fulltime AM/class C FM. 17,000 population, growth opportunity for leader with premiere radio group. Previous GM experience preferred. However, will consider/train SM or OM ready to move up. Resume in confidence. Box 102, Red Wing, MN 55066.

General manager - #2 person. New young company being funded for national satellite distribution of exciting new multiple networks of ethnic broadcasting via SCA. Prominent broadcasting company behind it. Already operational. Highly talented leadership. Need equivalent of executive vice president, knowledgeable all aspects broadcasting, programming, sales, marketing, administration. Contact Herb Hobler, Chairman, 609-921-3800.

GM-FM AOR needs decisive leadership, strong sales background, creative promotionally, hands-on "teaching" manager. Top wages, benefits. Beautiful, but competitive, Midwest location. Send resume, salary history, references in confidence to Box X-137. EOE.

HELP WANTED SALES

Sales manager. FM station, western mountain resort area, seeking experienced sales manager. Successful applicant must have proven track record in sales mgmt. Send resume, salary history, and verifiable references in first letter please. All replies will be answered and treated in confidence, if requested. Reply Box X-63.

Sales managers needed. Rapidly growing broadcast firm. Positions available in North Carolina, Virginia and South Carolina. Must be self starter and willing to carry a personal list and build sales staff. Send resume and salary requirement to Box X-73. EOE.

Expanding sales staff on 5kw AM/100kw FM, both top rated in market. Move to beautiful east Texas, economy good and growing. Need experienced salespeople. Write Richard Kelley, General Sales Manager, PO Box 7935, Tyler, TX 75711.

KNRY Radio, California's central coast, has immediate opening in its sales department for experienced account executive with management potential. Good salary, commission, benefits. Send resume to W. J. Beaton, Jr., General Manager, KNRY Radio 1240, P.O. Box 2108, Monterey, CA 93940.

Sales manager and salespeople for soon to be 24-hour, 5000 watt single station, 250,000 market. Real growth opportunity. Contact George Clark, WMMW, 21 Colony Street, Meriden, CT 06450. EOE.

Wanted small market sales specialist to grow with us. Stock opportunity possible. Sunbelt stations. 205-928-3396 evenings, Bob Clark. EOE.

Ohio FM A/C has opening for an account executive. Base, commission, bonus. Established position with winning team. Resume and letter to Jim Hopes, Vice President/Sales, WDIF, Box 10,000, Marion, OH 43302. EOE.

Sales manager. Great opportunity for salesperson, strong on local direct, to move into management. If you are a creative team player and would love to live and work at the beach, Send resume and track record ASAP to: Box 20132, Jacksonville, FL 32211.

Sales manager-needed for an expanding AM med. mkt. station, western Pennsylvania. Must be aggressive, organized, outgoing. Minimum 5 years sales experience. Applicant will be expected to develop and train sales department. Salary negotiable. Cover letter and resume to Box X-100.

Titles don't mean a damned thing. And, I don't care what color, race, religion, sex or how tall or short you are. Do you sell? Don't send me some tired, worked-over resume and past track record. I don't need a shark or a sardine and do not give a tinker's damn what you did in the past. I want to know what you're going to do for me in the future. Do you sell? If you sell, you will have earned privilege to work for me the next month. Sick to death of giving guarantees to non-starters. I am offering you an outlet for your talent, your skills. Make money for me and I'll shower you with titles and guarantees. I'll even marry you (for the weekend, believe me, I know a circuit rider in Vegas who'll perform the ceremony). I'll change my will and sell my family into white slavery. If you sell, you'll be working for a wonderful person and marvelous growth company in a retirement, resort, tourist community in the Sunbelt. What more could you ask for? If you don't sell, you'll be talking to yourself on the way out the door. Do you sell? Then call me right away: 602-753-9100, ask for the General Manager.

Palm Springs #1 AM/FM seeks aggressive self-starter. Send resume: Bob Jacobson, KPSP, 2100 E. Tahquitz McCallum, Palm Springs, CA 92262.

Sales management/sales executive positions: Expanding staff. Fringe stations now in Richmond metro. Tremendous growth potential. 804-732-3478; 748-9242, WKHK, P.O. Box 87, Petersburg, VA 23804.

Sales manager. Texas station. Must be able to train/inspire four salespeople. Top ARB rated. Excellent facilities, production libraries, wonderful staff. Resume to Box X-138. EOE.

Top-rated WMAS AM/FM seeking sales representative. Handle established list. We need professional able to sell radio and results. Experience a plus. Resume only to P.O. Box 1418, Springfield, MA 01101.

Attention experienced Southeastern salespeople! Our class C FM adult contemporary has immediate opening with top list available. If you possess energy, positive personality, and desire to excel, you can enjoy excellent income and career opportunity with group. Cover letter/resume to Sales Manager, WFMG, P.O. Box 669, Augusta, GA 30903. EOE.

WKZU, Lake Winnepesaukee, Laconia, NH, has opening for sales manager. Strong sales history required, management experience not necessary. Lots of work required, lots of money to be made. Also opening for salesperson. Start immediate. Call Bob Greer, GM, 603-524-1323, Sconnix Broadcasting. EOE.

Salesperson - new Washington coast FM radio now hiring experienced salesperson. Will involve 3-hour morning live assist, balance time and energy in sales/commercial production. Emphasis on sales results. Looking for mature radio hand who has outgrown DJ star nonsense. All new facility associated with community newspaper in middle of fishing/hiking paradise. Resume/references to: KSWW-FM, P.O. Box 628, Raymond, WA 98577.

Northern New Hampshire 17,000 watt FM, soon to be 50,000 watt, seeking experienced salesperson. Dominant station, excellent compensation package, good account list, opportunity to advance to sales manager. Work and live in beautiful 4-season recreational area. Resume to Box X-123.

HELP WANTED ANNOUNCERS

Help wanted announcer. \$500/wk. to the right fast moving morning personality. Contemporary format. South FL metro market of 250,000. Your option for opportunity part-time sales at 25% commission. 8 accounts gives you extra \$200/wk. total \$700 wk. Rush tape and resume to P.O. Box 278, Fort Myers, FL 33902. An equal opportunity employer./

FM A/C needs pro for morning drive. Stable, mature, community involvement a must. We offer state of the art facilities, strong economic package and one of America's great cities to live in. T & R to: Jim Robertson, PD, WFRV, 5904 Ridgeway Pkwy., Memphis, TN 38119. EOE. No calls.

Morning DJ/program director needed for rapidly expanding adult contemporary AM station. Great Lakes region. Applicant must be dynamic, imaginative, have highly visible personality. Salary negotiable, minimum 5 years experience. Send tape and resume to Personnel Director, 130 Highview Drive, San Antonio, TX 78228.

Florida small market FM needs morning person—sharp, witty, communicator, good production—must be team player. Rush tape/resume to WAFC, Box 2106, Clewiston, FL 33440. WAFC is EOE.

Step up to sales and management. We'll train. Stock opportunity possible. Two Sunbelt small markets. Bob Clark, Drawer AS, Fairhope, AL 36532. EOE.

Experienced announcer. Northeast AM-FM. Some engineering or electronics background preferred. Must have reliable references. Good salary plus benefits; Opportunities for advancement. EOE. Resume to Box X-94.

Producer/announcer. Full-service NPR public radio stations KUNI (100kw FM)/KHKE (10kw FM) need senior-level producer/announcer to serve as host of popular daily information/discussion/call-in/magazine program. Must have excellent speaking manner, voice quality, on-air personality. Highly-developed professional production and interview skills are musts. Broad liberal-arts background/solid knowledge of current issues required. Some knowledge of music programming necessary. Must be able to project bright, informed image in ad-lib situations. Position requires Bachelor's degree in broadcasting, communication, speech, theater, or reasonably-related field. Minimum 3 to 6 years professional experience as producer/on-air host required. Previous experience in public broadcasting desirable. \$17,690 to \$19,848 (including fringe benefits). Send letter of application, resume, three letters of reference by Sept. 7, 1984, to Allan Nimmer, Personnel Services, 225 Latham Hall, University of Northern Iowa, Cedar Falls, IA 50614. UNI is an AA EOE.

Morning personality. Beautiful music. Must be stable, experienced, 1-to-1. Tape/resume/references: Bob Palmer, KESY-FM, Box 31037, Omaha, NE 68131.

Fulltime jock/production with extra-time sports position available now! N.E. small market personality AC. EOE, M/F. Resume to Box X-121.

Easy listening WSRS is again accepting audition tapes from smaller market announcers to be considered for future openings. We look for low-keyed, warm, friendly delivery. Women/minority applicants encouraged to apply. Send tape/resume to Operations Manager, WSRS, West Side Station, Worcester, MA 01602.

A place at the beach for pleasant, bright A/C voice. Production skills required. Resume, air-check, production samples to WGNI, 211 N. Second St., Wilmington, NC 28401. EOE.

Announcer-DJ. Disciplined, controlled, adult format. Good pipes, production, news. Exceptional beginners considered. Women/minorities encouraged. Tapes/resumes to Jay Neely, PD, WJYA AM/FM, Box 1080, Marietta, GA 30060.

Atlantic City's prestige stations desire operations manager - PD. Must be able to do all. Contact Dennis Ryan, WFPG-WIIN, 2707 Atlantic Avenue, Atlantic City, NJ 08401.

Announcer-production. Specialist needed immediately. Market's leading country station. Finest production facilities available. Tape/resume to KBAT, 3306 Andrews Hwy., Midland, TX 79703. EOE.

Midwest medium market, Powerhouse FM tightening format. Seeking five incredible CHR jocks. Immediately. Rush letter and resume only. We will call you to ask for tapes later. Write Box X-157. EOE.

HELP WANTED TECHNICAL

Palm Springs CA's best facility needs experienced CE familiar with computer based automation, who can run his/her department, advise, create and interface with others. Our facilities are as exquisite as our city. Send resume immediately. Phil Wells, KPSI AM/FM, 2100 E. Tahquitz-McCallum Way, Palm Springs, CA 92262. EOE.

Chief engineer, AM-FM. Experienced/good references essential. Send complete resume outlining work experience, goals, salary objective to: Lynwood Judkins, President, WMVA, Box 3831, Martinsville, VA 24112. No phone calls, please.

Maintenance/chief engineer - no experience necessary. Must be strongly motivated to learn engineering maintenance. Excellent training all aspects radio engineering including: AM directional, 100kw FM, SCA, automation, RPU, STL, studio construction, satellite. Promotion after training to chief engineer. Group ownership. Eastern states. Reply Box X-141.

Chief engineer - Major Midwest market 50kw AM/100kw FM, union shop. Must have strong radio engineering management experience. Send resume, references, salary requirements to Box X-146. EOE.

Vacation living year-round, beautiful Mississippi Gulf Coast. Seeking chief engineer for AM/FM. Send resume/salary requirements to Box X-149. EOE.

Chief engineer. Wisconsin AM - 1kw-D/1kw-DA nights, class-A automated FM. Nearly all new equipment, new studios. Salary open. Good benefits. Send resume and references to Box X-153. EOE/MF.

HELP WANTED NEWS

Future award-winning news director, Alaska AM. Requires two years radio news experience. Station heavily committed to news. Only total professionals in news gathering, writing, reporting need apply. Resume/tapes/salary history to KGHX, 1028 Aurora Drive, Fairbanks, AK 99701.

News anchor/talk show host. Experienced professional needed to handle magazine-type program. Resumes/tapes: WNIS, Box 10306, Norfolk, VA 23513.

The Twin Cities number one newsteam needs you right now! We have reporter/anchor position to fill immediately. Good journalism skills a must to cover this unique market of 100,000+ for news/information-oriented AM and rock FM. T & R: Bob Kizer, P.O. Box 107, St. Joseph, MI 49055.

News director - college degree in journalism or experience a must. Send tape and resume: WMMW, 21 Colony Street, Meriden, CT 06450. EOE.

Reporter/anchor wanted for building newsroom. Need authority, ad-lib abilities, solid reportorial skills. Previous experience a must. T & R to: Scott Witt, ND, KLMS, POB 81804, Lincoln, NE 68501.

News WFSU-FM, Tallahassee, FL. Hosts local Morning Edition. Develops, plans, prepares, presents major news programs for WFSU-FM. Strong writing and on-air skills needed as well as good reporting skills. 1 yr. exp. in radio broadcasting; or completion of broadcasting or mass communications program. Min. salary \$13,676. Application deadline: Sept. 6, 1984. Contact: FSU Personnel Relations for application instructions. 904-644-6034. Send audition tape to WFSU-FM, 2561 Pottsdamer St., Tallahassee, FL 32304.

Experienced news director, Colorado Springs AM-CHR and FM-Easy Listening combo. Ability to use, teach conversational highly-relatable news, deal effectively with spot news. Would oversee three-person staff. Minimum five years experience. Send T & R to Dan Shanahan, P O Box 1457, Colorado Springs, CO 80901.

Award winning news/talk station expanding. Need street reporter that can write/deliver. T & R, writing samples to Karl King, ND, WRITA, P.O. Box 272, Altoona, PA 16603. EOE.

Talk host/newsperson - join station committed to local news, community involvement. Midday talk, news reporting including night assignments. EOE. Resume/tape: WALE, Box 208, Fall River, MA 02722.

Anchor. Newstalk station seeks experienced anchor to host news block. Strong, authoritative delivery as well as excellent writing skills essential. Tape/resume to Bob Shilling, ND, WCBM, Owings Mills, MD 21117.

Chance to build news department from scratch working with dedicated GM and PD. Small market AM/FM country, near East Coast ocean resort, looking for news director who will settle in/organize top-notch department. Some experience needed; pride/enthusiasm musts. Send tape/resume to: David Parks, WICO, P.O. Box 909, Salisbury, MD 21801. EOE/MF.

News/sports position. Progressive A/C FM, northeast Texas. Will help with daily newsletter. Tape/resume to: KDXE, P.O. Box 564, Sulphur Springs, TX 75482.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Looking for creative, organized copywriter for ne contemporary radio station. Experience required. Personnel, KELT-FM, P.O. Box 711, Harlingen, TX 7855. Affirmative action/equal opportunity employer.

Immediate opening. Our PD/promotions director we snatched by national chain. We're looking for someone on the way up—with small or medium market experience as CHR PD. Creativity, common sense & go-getter people skills a must. Operational latitude & challenge provided: Y-107 is #1 in its NYC suburban market. T & R to: J. Hoffman, 156 Broadway, Long Branch, NJ 07740. EOE. No calls.

Announcers, news, sports: accepting tapes/resumes for possible openings. AC music format/high profile community involvement earned us Vermont "station of the year." WCFR, Box 800, Springfield, VT 05156. M/F. EOE.

Assistant traffic director. Major broadcasting company seeks assistant traffic director. Knowledge of production studio and commercial production methods essential. Strong command of oral/written communications skills. Experience with computer system software desirable. Solid organizational skills required. Must be willing to work under pressure to meet deadlines. College degree preferred. Radio station experience/knowledge of FCC regulations a plus. Car may be necessary. Resumes to Debbie Renne, WPAT AM/FM, 135 Broad St., Clifton, NJ 07015, before September 1984. An EOE.

WKHX, Atlanta, has immediate opening for experienced production director. Excellent writing/creative production skills must! We've got all the "toys", you've got the talent, rush your tape/resume to Ni McGinley, Operations Manager, WKHX, 360 Intersta North, Suite 101, Atlanta, GA 30339. WKHX is a Capital Cities station. M/F. EOE.

Production. Seeking creative individual to write/produce ear-catching commercials for separate AM & FM. Must have experience. Tape & resume to GM, WFMI WFRE, Box 151, Frederick, MD 21701.

SITUATIONS WANTED MANAGEMENT

Looking for first general manager's position. 23 year experience, including sales and corporate operation national program director of chain. 216—257-5004.

GM, AM FM, any format, any location, top 50 ml station or small mkt. group manager. Strong sales & staff motivation; Organizational background. Top references. Jim Hardy, 303—973-4615.

Use me! I've got ten good years left and a lifetime experience in broadcasting. Presently employe Good rapport with clients and staff but would like relocate. 30 years in same market is enough. Box 115.

GM seeks medium market position. 10 years experience every phase broadcasting. Need GM who know what bottom line means and who's research-oriented 715—536-1520.

Hard charging general manager, 20 years experience managing AM/FM, all markets. Effective management skills include: leadership, motivation, program heavy promotions. Achiever of increasing sales/profit. If you want state of the art pro, check it out. Box X-13

Small mkt. sales mgr. Over 10 yrs. experience. We to excel with your station. Available immediately. 313 663-7629.

SITUATIONS WANTED ANNOUNCERS

I make my reputation the old fashioned way—I learn Thoroughly research my references, experience & abilities. You'll find I represent lasting quality. I'm an experienced AC communicator and MD named Da' Hutchings, 617—646-6005, days. Prefer North-centr. Midwest, Plains or Northeast, small-med mkt.

15 years professional radio experience. FCC 1 class. Quit major market 3 years ago, retired to beautiful Ozarks. Peace and quiet is driving me nuts! Ready for the ratings brawl. Strong news/production - excellent talk/interview. Super country air personality. V consider any location for right pay. Available Sept. Troy Young, 501-743-1946.

I'm looking for a full-time position with AC or top station. Anywhere in continental U.S. Education, experience. Call Fritz, 616—755-4974, for tape and resum

ch Hancock, morning personality, is available for Christian radio station or network. 20 years in radio. Major market experience. 503—773-4416.

in loving communicator who combines wit & substance looking for that unusual station that values resourcefulness & creativity! Phone-interview skills, great voice. Major market experience. Relocate immediately. 216—732-8383.

available immediately. Go anywhere, want DJ-sports-IP. Good production, news, broadcast school graduate. Ron, days, 319—355-4212; nights, 319—926-54.

employed KBQC, Bettendorf, Iowa. Experienced DJ, IP, production, good sports, go anywhere. Brian M., ys, 319—355-4212; nights, 319-355-0963.

perienced DJ and PBP. Excellent voice/production. In small/medium Midwest station. Scott, days, 91—355-4212; nights 815—259-8261.

el freedom from stress with writer, trained broadcaster on-air for you. Tape, Samantha, 201—773-3492.

perienced disc jockey, journalist, manager needs mediate position. 12 yrs. experience. BA journalism. 1 class FCC. Prefer SE/Southern mkts. Steve Karr, 9-784-9685.

idlo veteran: 15 years experience announcing, production, public relations. Prefer adult format. Rick Schran, 1710 15th St., Kenosha, WI 53140. 414—1-7976.

thusiastic, versatile beginner. Willing to learn/relocate. Smooth delivery. Any shift. Some college plus broadcast school. Call Brent, 414—452-4981.

perienced, professional, versatile, enthusiastic, willing to learn more. Will relocate. Any shift. Chuck, 4—886-3118.

ried in the middle of this page when I should be out working for you. Funny, intelligent team player; college/broadcast school degrees. Non-commercial station experience. Seeking commercial station job. Prefer E. East; but negotiable. Gino, 302—656-1998.

ramento area! Excellent easy listening, beautiful music or adult contemporary announcer relocating October. Mature voiced. Aware Best of all - not an idiot. X X-131.

thusiastic, versatile beginner. Professional attitude. Will relocate. Any shift. Call Mike, 414—483-45.

ung, experienced afternoon driver ready to move in. Two years experience, music programming, production, PBP - sports background. Presently working fulltime, greater Cincinnati CHR. Dick Barrett, 319—5-4212.

SITUATIONS WANTED NEWS

ews director/wire and audio stringer/talk show host small market seeks reporter's position with all-news station or network. Sharp writing, actuality, delivery, multilingual. Chris, 818-899-7989.

Idwest-Rocky Mountains: experienced sportscast-/PBP for your college market. Voiced NJCAA football champions last fall, now ready for you. Award winner. Open to news, talk, jock combos with sports. 316—311-0439, evenings.

perienced newsmen seeks Minneapolis- St. Paul market. Excellent writer, organizer. voice. Angelo, 2—338-8328 between 12PM-1PM EDT.

ilege fb, bkbl, baseball, hockey PBP, reporting. 9 yrs. exp. Former U. Ill., Montana network voice. Single, available now! Tom Morris, 2815 Eaton, Missoula, MT 59801. 406—728-5000; 721-9315.

umor, hustle, and sportscasting muscle! Wry writer, using announcer, seeks college PBP or medium market. Stellar credentials, attitude top-notch. Call Barry, 6—692-5188.

100% team player. Natural delivery with good production. Experienced as PD/PBP/ND. 12 years in medium markets. Solid education including two years law school. Recently sold 1M company; seeking return full-time to the media. Currently employed in swing capacity at CHR. They know about this ad/unfortunately they have no openings. Ray Waldon, 318—227-8797.

Seeking PBP, drive time sports position; graduated college May; have 4½ years commercial radio, TV, newspaper sports; currently employed in radio, but want more PBP. Can relocate immediately. Andy, 203—632-2242, afternoons.

Format change diminishing news. Veteran ND available. Experienced, all formats, major markets. Current GM, best reference. 616—456-5461, days; 957-2794, evenings.

Former Washington Post news/talk host interested in return to air after education, management career. Network quality. Box X-124.

Sports anchor/reporter. 5 years experience. Can also do news and weather. Knows his stuff. Box X-127.

Former St. John's basketball PBP man seeks division one football and basketball PBP position for Fall. Preferably East Coast, but have voice/will travel. If you want the best, give me a test and find out why I'm better than the rest. Call Mark N., 212—357-3637.

Sports anchor-reporter. Now sports director, 100-plus market. Ready to move up. 2-years experience. Box X-143.

TELEVISION

HELP WANTED MANAGEMENT

General manager: top group-owned VHF affiliate seeks GM with solid experience in budgeting, cost control, news, sales and programming. Station in economically sound Southeast. Resume in confidence to Box X-46. EOE, M/F.

General manager/sales mgr. with strong sales experience needed. New LPTV station, great Rocky Mountain resort. Must be willing to do everything—try anything. Resume/salary requirements to: Steamboat Channel 34, P.O. Box 9, Phoenicia, NY 12464.

Very aggressive, highly competitive, savvy, medium market station looking for well-organized operations manager. Someone who can pull loose ends together/lead team to zero defect, flawless operation. This well-equipped, forward-thinking station needs operations leader. Box X-150.

HELP WANTED SALES

Move to Florida! Looking for experienced broadcast advertising sales rep to market local cable TV avails. Good commission schedule, gasoline allowance. Potential for management with this young, progressive company. Submit resume to P.O. Box 849, Vero Beach, FL 32961.

General sales manager. Leading SE Sunbelt network affiliate has immediate opening for aggressive GSM with strong national sales background. Medium market. excellent ratings/growth potential. Must be able to direct sales mgmt. team & get results. EOE. Resume/salary history to Box X-66.

General sales manager. Medium market station, excellent reputation, looking for general sales manager capable of all appropriate responsibilities including budgeting, and managing local sales/traffic departments. Minimum 7 years experience in television sales. Applicant responses kept confidential. Resumes to Box X-43.

if you like creative selling, if you thrive on account development, have a proven track record (2 years minimum experience), send your resume and salary requirements to General Sales Manager, WYTV, 3800 Shady Run Road, Youngstown, OH 44502. EOE.

Fastest growing Sunbelt independent, top 50's market, has immediate opening for aggressive, knowledgeable marketing sales person. Ability to package and develop new business as well as handle established list. Should have minimum 2 years TV sales, with independent preferred. Send complete resume to Marty Sokoler, Local Sales Manager, KLRT, PO Box 2413, Little Rock, AR 72203.

General sales manager. Solid growing Western independent television station in fourth season seeks experienced professional general sales manager. Excellent track record a must. Position requires administrative skills. If you're our person, send detailed resume and billing info. Salary and commission 50+, send inquiry to Box X-110.

Local sales manager— ABC affiliate, Medford, OR, looking for strong, aggressive local sales manager. Min. 3 years experience with strong marketing & management background preferred. Send resume to Roger Bird, KDFW-TV, Box 728, Medford, OR 97501. EOE.

Account executive needed immediately. Experienced television salesperson. Handle local/regional accounts. CBS affiliate. Aggressive, self-starter. Send resume to John Richardson, KTVN-TV, P.O. Box 7220, Reno, NV 89510, or call 702—786-2212.

TV account executive. East Coast Sunbelt market affiliate seeking aggressive account executive. Strong emphasis on development of new business and co-op. All replies confidential. Resumes to Box X-144. We are an affirmative action/equal opportunity employer, M/F.

Major broadcast services organization is looking for traveling sales executives with strong broadcast background. Excellent incentive and benefits program. If you are a class, top producer and like the road, send introductory letter and complete resume to Box X-161.

HELP WANTED TECHNICAL

Assistant chief engineer: Denver station seeking applicants with extensive technical/managerial skills, experience in commercial television, dedication to excellence. Full facility station has challenging opportunities for aggressive go-getter. KWGN-TV, P.O. Box 5222, Englewood, CO 80155. EOE.

Chief engineer: UHF independent television. On-air 7 months. New equip. Transmitter experience preferred. Supervise maintenance and operators. Salary based on experience. Contact Mr. Butler, WKCH-TV, 109 Churchwell, Knoxville, TN 37327 615—971-4343.

Maintenance technician. Expanding staff—immediate opening for experienced broadcast TV maintenance technician. Minimum 2 years experience in component level repair of TV broadcast equipment. Military or technical electronics school or equivalent. Excellent salary/benefits. McGraw-Hill Broadcasting Co. Contact Norman Hall, KERO-TV, P.O. Box 2367, Bakersfield, CA 93303. 805—327-1441. EOE.

We're adding maintenance position to our TV engineering staff. Strong experience of 5 years or more in studio maintenance required. FCC general license or SBE certification preferred. Come experience beautiful North Carolina. Apply to Chief Engineer, WPTF-TV, Box 1511, Raleigh, NC 27602. 919—832-8311.

Director of engineering. An established UHF station, with plans for future expansion of facilities, has need for well-qualified engineer to oversee capital projects. Must also possess a desire for hands-on maintenance, along with ability to train/supervise. Five years' experience and BSEE or BSET degree desirable. Excellent salary and benefits program. EOE. Box X-102

Durham Life Broadcasting seeks experienced TV operating engineer to complete excellent operating staff. Duties include MCO & VTO. Come join growing broadcast group. Prime central NC location. Applicants must have good knowledge of FCC rules/regs. Write Chief Engr., WPTF-TV, Box 1511, Raleigh, NC 27602. 919—832-8311.

TV chief engineer. New UHF indie. RF/studio experience. Immed. opening; sta. under construction. Supervise staff. Top 50 mkt. Call/write: WUSV-TV, 165 Freeman's Bridge Rd., Scotia, NY 12302. 518—371-5786.

Maintenance engineer—major Florida post production facility, with latest digital equipment, has opening for talented self-motivated television engineer. Strong maintenance skills and digital experience musts. Salary commensurate with experience. Contact Bruce Graham, Chief Engineer, 305—920-0800.

Engineer. TV mobile unit based in Arlington, Texas. Background in video maintenance required. Resume to Tel-Fax Texas, 1601 East Lamar Blvd., Suite 205, Arlington, TX 76010.

Maintenance engineer—Sacramento, California, UHF independent, 20th market, seeks experienced studio and/or transmitter maintenance engineer. Must have extensive maintenance experience, good references, FCC first or general class license. SBE certification a plus. Familiarity with RCA UHF transmitters, TCR-100, TK-29, TK-76, TK-86, Sony 1" and 3/4", Ampex quad, GVG, CMX, TVRO desirable. Immediate opening. Contact Bob Venditti, Chief Engineer, KRKB-TV 31, 500 Media Place, Sacramento, CA 95815. 916—929-0300. EOE.

Hands-on chief engineer. Mid-Atlantic UHF affiliate. Studio/transmitter maintenance experience required. Salary \$27,000-\$33,000, commensurate with ability. Fringe benefits. Replies confidential. Equal opportunity employer. Reply Box X-119.

TV maintenance supervisor: installation/repair of studio/transmitter equipment. Requires FCC general class license, good supervisory skills, minimum three years maintenance experience. Knowledge of TV broadcast, production and related equipment essential. PBS affiliate. Competitive salary and excellent benefits. Send resume to: WXXI, Personnel Dept., PO Box 21, Rochester, NY 14601. EOE.

Studio maintenance supervisor. Philadelphia independent has immediate opening for studio maintenance supervisor. Responsibilities: preventive maintenance/repair of studio equipment; development/implementation of preventive maintenance program; coordination of training for maintenance engineers. Additional responsibilities will be assigned as necessary. The person we're seeking should have minimum five years broadcast experience, be familiar with state of the art equipment, and have good troubleshooting skills. Letter of application/resume to "Studio Maintenance Engineer," P.O. Box 1647, Philadelphia, PA 19105. Equal Opportunity Employer.

Chief engineer needed. New LPTV station, great Rocky Mountain resort. Must have strong maintenance skills in 3/4" VTRs, 3-tube cameras, RF Station experience required. Resume/salary requirements to: Steamboat Channel 34, P.O. Box 9, Phoenicia, NY 12464.

Merlin Engineering has immediate openings for experienced (3-5 years) Ampex quadplex VTR engineers/techs for our expanding Quad rebuild program. Excellent benefits/profit share. Send resume or call: Merlin Engineering, 1880 Embarcadero Road, Palo Alto, CA 94303. 415-856-0900; 800-227-1980.

Video production engineer. Responsibilities include recording, dubbing, editing, quality control of commercial/program video material. One year minimum experience in commercial master control and production environment. Video/video tape (1" & 2") editing experience a must. CMX-style editing experience a plus. High school and college/tech school graduate. Send resume to: Personnel, c/o WPGH-TV 53, 750 Ivory Ave., Pgh., PA 15214, EOE, M/F. No phone calls.

Studio maintenance engineer. Southern New England, modern equipment. Experience required, license preferred. Box X-147. EOE.

News bureau engineer. Immediate opening. Operation/repair of Ikegami 79-D's, Grass Valley switcher, Sony 800's/110's. Experienced in satellite/microwave transmission. Will carry out facilities upgrade now underway. Opportunity for hardworking problem solver with growing news network. Rush resume, references, salary history to David Feingold, Financial News Network, 1 Liberty Plaza, New York, NY 10006.

Experienced engineer. Top-notch videotape editing facility in Hollywood. Sony/GV/CMX. Non-union. Friendly, professional atmosphere. Flexible hours, including nights. Starting salary: \$500/wk. Medical insurance. Send resume in strict confidence to Box X-151.

HELP WANTED NEWS

Morning and midday anchor. WIS-TV, Columbia, SC. Must have some anchor experience. No beginners please. WIS-TV is committed to excellence. We recently won UPI's national award for best newscast of the year. Send tape, resume, salary requirements to Gary Anderson, Assistant General Manager/News Director, WIS-TV, P.O. Box 367, Columbia, SC 29202.

Anchor/producer: KOCD-TV, Dickinson, has opening for anchor/producer. Duties include anchoring, news writing, some reporting and photography. Interested parties send resumes to Dick Heidt, Box 1738, Bismarck, ND 58502. We are an EOE.

Anchor/reporter. #1 CBS affiliate, Sunbelt, needs anchor/reporter. Must be self-starter who can produce own shows. Need good interview skills. Require 2 years in television; anchoring preferred. Tape, resume, salary requirements to News Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. No phone calls please. EOE.

If you're serious about finding a better job, send tape/resume to Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870. 203-637-3653.

Producer/coordinator, 5-state regional satellite newsfeed. Complete day to day operational responsibility. Financial participation/ownership opportunities. Based in Dallas. Part of national operation. Resume/availability date to Box X-92.

Weathercaster-net affiliate, Sunbelt, looking for experienced professionals for prime and weekend weathercasts. Meteorologists preferred. Resume/salary requirements to Box X-106. Equal opportunity employer, M/F.

TV news reporter/producer. Research, develop, present hard news/feature stories for nightly news. Requires strong writing background; ability to supervise editing of film/videotape stories; Ability to cultivate sources and make correct news judgments while operating within time restrictions. Must have strong on-air delivery; excellent written/verbal communications skills. Send resume, tape, salary requirements to TV News Reporter Opening, WHYY, Personnel Office, 150 North Sixth Street, Philadelphia, PA 19106. No phone calls, please. EOE, M/F.

Washington television bureau needs entry level audio technician with potential for promotion. Send resume/letter to P.O. Box 44484, L'Enfant Plaza, Washington, DC 20026.

News director. VHF net affiliate, in ideal environment, is looking for experienced news director. Strong proven management ability required. Resume to Box X-132. EOE.

Weathercaster—weekends/three days early shift. Two years TV air experience. Presentation/personality important. Write/call WAVE-TV, Louisville, KY. 502-561-4143. EOE.

News co-anchor/reporter. Midwest affiliate. Experienced, articulate, strong news judgement. Women/minorities encouraged. WTVO-TV, Box 470, Rockford, IL 61105.

Reporter. Pensacola bureau. Minimum two years TV reporting experience. Anchoring experience preferred. Send resume to Jon Mangum, News Director, WKRG-TV, 555 Broadcast Drive, Mobile, AL 36616. No phone calls. EOE.

News/sports director needed. New LPTV station, great Rocky Mountain resort. Looking for creative, experienced person who wants to work hard. Resume/salary requirements to: Steamboat Channel 34, P.O. Box 9, Phoenicia, NY 12464.

Reporter/anchor: need enterprising reporter, anchoring experience. Medium market. Must be aggressive, creative, strong writer/communicator. Minimum 2 years experience. Resume and letter only to Box X-142. EOE.

News director/anchor—#1 Sunbelt ABC television affiliate. Prior experience required. Send resumes to Box X-145. EOE.

Outstanding sports reporter/back-up anchor. Major market affiliate. If you're a personality who can produce appealing, people-oriented stories and solid sports-casts, send us your resume only. We'll ask for a tape by return mail later. Resumes to Box X-155. EOE.

TV news photographer/editor. Top 40 market, Southeast. Two years experience required. EOE. Resumes to Box X-156.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Promotion director: raise hell, make waves for Chicagoland's power indie. One-person band with strong hands-on writing, editing, production experience. Work with strong agency, young staff in fluid, fast-growth job. Full responsibility on-air look, press relations, outside events. Tapes and resumes to Mike Dunlop, WPWR-TV, 500 N. Dearborn, Chicago 60610. EOE/MF.

Punch in the sun. South FL affiliate seeking director to punch snappy news shows. Must have 1 yr. fulltime directing experience. Salary open. T & R: Ken DeGennaro, WBBH, 3719 Central Ave., Ft. Myers, FL 33901. EOE.

TV talk show host. ABC affiliate, south Florida, seeks creative television personality to host live studio audience show. Must be knowledgeable of current issues and possess good writing skills. This individual should be organized, have good personality, and able to work with wide variety of personality types. Field production and editing experience required. Resume and tape to: Personnel Manager, WPEC-TV12, Fairfield Drive, West Palm Beach, FL 33407.

Freelance director for public television document: Four-week negotiable contract October. Must have previous historical documentary experience and ability work creatively with vintage material. Resume and tape by August 30 to Beth Nogay, Producer, WPBY-TV, 7th Avenue, Huntington, WV 25701. AA/EOE.

Operations/program manager. Top 70 television market, group-owned, CBS affiliate station. Supervises programming, production, film, public affairs departments. Responsible for station's on-air look; especially news and locally produced programs. Must have strong hands-on production background. Send resume to General Manager, KFVS-TV, P.O. Box 11, Cape Girardeau, MO 63701. EOE.

Promotion mgr.—dominant Midwest NBC affiliate seeks creative promotion mgr. to lead award-winning staff. If you're #2 person in larger market, and are seeking chance to head your own department, contact B Brooks, VP/Prog.—Ops., KTIV, 3135 Floyd Blvd., Sic City, IA 51105. EOE.

Staff announcer. Major public TV station. Three years on-air radio or TV experience necessary. Ability to operate smoothly/think quickly in live situations a must. Seeking warm, assured voice to cover prime time sci dual. Women/minorities encouraged to apply. Send resume/audition tape by 9/7/84 to KCET, Personnel, 44 Sunset Blvd., Los Angeles, CA 90027. AA/EOE.

TV associate producer. Assist with research/production of television programs and station breaks. Minimum two years' solid experience in television and film production; news/public affairs experience desirable. Send resume/salary requirements to Associate Producer Opening, WHYY, Personnel Office, 150 North Sixth Street, Philadelphia, PA 19106. No phone calls please. EOE, M/F.

Video engineer. Leading 1" videotape production company. Maintenance experience required. Remote experience helpful. Salary/benefits commensurate with experience. Resume to Midland Video Productions, Inc., 11820 West Ripley Avenue, Milwaukee, WI 53226.

Associate for editorial services. Required: liberal arts degree, minimum 2 years professional work experience editing and writing. Candidates must demonstrate ability to produce clear/vivid writing under deadline pressure, as well as good organizational structure/promotional flair, in areas of press releases, feature copy writing. Professional editing/proofreading skills required; candidates must be willing and able to work extra, long hours when necessary. Ability to research/develop material, including interviewing, helpful. Knowledge of budgets, ad production, photo-journalism criteria a plus. To apply, send resume, salary requirements, letter of application, samples of writing, professional references to: Editorial Services, Dept. Buffalo, NY 14240. Equal opportunity employer.

Executive Producer—Panorama. WTTG seeking executive producer responsible for all aspects of content, production and direction of live daily talk program and staff development, as well as hiring/firing staff. Candidate must have at least 3 years experience in studio/field production. Background must include live talk show experience and proven ability to motivate staff. Send resumes to: Anne Connolly, WTTG, 511 Wisconsin Ave., NW, Washington, DC 20016.

Line producer/television. Line producer wanted for post production. Must have experience in production writing promos as well as production experience with ADO. Working knowledge of music television. Must have current product reel and recent references. Call ATI Video, 212-977-8158, between 10am & 2pm ET.

Replacement for co-host (current male leaving) of #1 rated morning talk show. Network affiliate. 79th market. Must be outspoken, well-versed on current topics. All must have talk show experience. Send resume/tape to Doris Ellis, 3300 Broad St., Chattanooga, TN 3740 EOE.

Production photographer/editor wanted. Expand workload. Creative, self starter who can work easily with clients to produce quality commercials, promotion, public service announcements, minority magazine show. Experienced only need apply. An equal opportunity employer. Send resume to Box X-139.

Television producer/director with experience needed. Fast-paced newscasts and variety of studio/remote productions including commercials. Candidate should be energetic, creative person with people skills. Ability to switch also necessary. EOE. Resume to Box X-14

director—Reno, Nevada ABC affiliate seeks creative TV director. Applicant must have two years experience directing/switching fast paced newscasts and commercials. Send resume to Martin H. Good, Production Manager, KOLO-TV, P.O. Box 10,000, Reno, NV 10, EOE.

ducer. All we want is wit, style, imagination, news judgment, and grace under pressure. Want Sunbelt job where those things count? Write Box X-158. EOE.

otographer. Skilled, creative, mature. Minimum two years news experience required. Work in booming Sunmarket. Send resume to Box X-159.

SITUATIONS WANTED MANAGEMENT

ineer/lawyer (BSEE/JD). Recent law school graduate with 3 years NYC TV network engineering experience desires station management position or communications/entertainment legal work. Write James Gott. 324 Knoll Top Lane, Haddonfield, NJ 08033.

years television, four years newspaper; ten years management, general manager to local sales management. Ten years affiliate, six years independent. New station start-ups. Seeking career opportunity progressive corporation. Further information, contact: Harlan Reams, 7724 S. 49th W. Ave., Tulsa, OK 731, 918-446-3536.

It manager/business manager of nationally syndicated program seeks growth opportunity. Proven all aspects management for nationally syndicated program. Computerized bookkeeping, promotion, scheduling. Will relocate. 404-584-8580.

SITUATIONS WANTED SALES

rogram sales. Young, aggressive broadcast professional desires syndication sales position based in Atlanta. Extensive rep & independent station background. Box X-86.

SITUATIONS WANTED NEWS

try level position: I am a recent Emerson grad and worked in media. During college I had varied TV and radio experience and now seek to consolidate my previous work experience with my education. Any area of the U.S. considered. Contact Mr. Steven, c/o P.O. Box 52, Boston, MA 02150 or leave a message at 617-2-4423. Opportunity is more important than starting salary.

ews director. Managing editor small/medium market seeks position in larger market as news director or assistant news director. Write Box X-18.

o weather right. Excellent forecaster with some television experience. Hurry, operators are waiting, call w. Dave, 312-862-0102.

eteorologist with major market experience seeks long term commitment in another major/medium market. Highly skilled in computer graphics, extremely knowledgeable on color radar, and has the A.M.S. seal approval. Handsome, loves weather, enjoys presenting it in relaxed, professional manner. Box X-98.

entional small/medium market news directors: proven, experienced, presently employed top 20 market writer/production assistant/nightside assignment editor, with strong production background, seeks growth opportunity towards news producing. Incredible references from top news people. Available immediately. Not the hard working, dedicated professional you need. Let's talk. Box X-114.

n experienced consumer reporter, weather anchor, show host, news producer. Take your pick—or any combination. Medium mkt. Monna Winn, 312-549-326, evenings.

art yesterday. Black female, 5 yrs. anchor/producer/reporter experience. BA communications. Jackie Kelly, 16-731-7909.

nergetic, creative woman seeks sports photographer &/or reporter position, entry level. BSJ degree (RF/J), FCC general license. Prefer top 150 ADI mkt. 2 yrs radio sports experience; college TV production background. Write Box X-120.

V Weatherman. Prefer Southeast. 20 years radio experience. 2 years TV weather. Bill Yale, 404-231-1250.

xperienced sportscaster seeks major mkt. anchor/reporter position. Lots of PBP experience. Write 9094 . 75th St., #2B, Milwaukee, WI 53223.

Meteorologist. AMS seal, other awards, hard working, science reporting, computer weather knowledge, too. Call Stuart, 314-962-8419.

Motivation-plus! 10 year pro reporter/anchor ready to lead small market news department that can't be beat. Will give you team that loves its job, and fights to do it best. Box X-152.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

USDA Grade A! Top choice college graduate, 4 yrs. studio experience, seeks entry level production position. Talented! Creative! Hardworking! Likes exclamation marks! Prefers remaining in NYC area. Steven Droge, 19 Hiview Rd., Wappingers Falls, NY 12590. 914-297-9295.

Husband & wife team - comedy/interview/features. Broad experience. Excellent writers. Built-in rapport! Young (33), very photogenic. Seek challenging broadcast situation anywhere in the country. 201-288-6687.

Two years ago, I was sidetracked behind the cameras as producer and writer, and picked up Emmy nomination, and major documentary award. I'm now seeking to return to show host/feature reporter, and do the same. Let's do it together. Write Box X-103.

Award-winning director, 39th mkt., seeks position, East/West Coast, w/TV station or production co. Great client rapport. Some news directing experience. Hayes DeLisle, 405-843-6641.

NY/LI Chyron owners: You've made the investment, now make it pay off. Expert operator who already knows your system available-permanent or temporary assignment. Robyn, 516-351-1475.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Radio/TV faculty position. Tenure track or fixed term. Available Jan. '85. Teach broadcast fundamentals, R-TV announcing, sales, mgmt.; also public speaking. PhD preferred. Salary range \$18K-\$22K. Resume & 3 recent recommendation letters to Chairman, Theatre Arts Dept., East Carolina Univ., Greenville, NC 27834. AA/EOE. Application deadline 11-18-84.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Irburde Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash-highest prices. We desperately need UHF transmitters, transmission lines, studio equipment. Call Bill Kitchen, Quality Media, 404-324-1271.

Seeking used broadcast TV cameras BVP250 or MC601. Also need their associated CCU and camera cables. 618-395-3422.

2.5Kw or 3Kw transmitter, operating condition, tunable to 99.3MHz. Vito Lanzillo, 814-486-3712.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Transmitters-UHF-VHF-FM—new and used. Call Quality Media, 404-324-1271.

Studio equipment—new and used. Hundreds of items available. VTR's, switchers, cameras. Call Quality Media, 404-324-1271.

Turn-key construction—we build new TV stations fast and cost effectively. Quality Media, 404-324-1271.

Quality broadcast equipment: AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Corp., 813-685-2938. TWX 810-876-0628 Celco.

You pay too much if you are not getting your new, double shielded, sweep-tested, precision video cable (8281 or 21-1060-7) from us! Amp, Amphenol and Kings connectors also available. Call Television Systems, Austin, TX. 800-531-5143; Texas: 800-252-8286.

Quality television equipment. More than 150 top brands from studio lighting to antenna. Call Troy Brown, Bill Martin or Cary Fitch for professional help at competitive prices. System planning & turnkey installation available. Television Systems, Austin, TX. 800-531-5143; Texas: 800-252-8286.

Collins 830D1A, 1KW FM, CSI 20KW FM, ITA 5KW, Harris MS-15 EXC. (1982), 25KW Bird Dummy Load. Call M. Cooper/Transcom Corp., 215-379-6585.

TK-29C, 3 years old, Saticons, PA 3600/PA3000 computerized color correction system, FR-35B, FR-16, TP-7, TP-55, scope pan scan system, all accessories. Call Carl Hanseman, 818-840-8060.

2" videotape. 3 M series 420. Low pass. Perfect for syndication dubbing. Over 1500 reels of 60s. Carpel Video, 301-845-8888.

Blank videocassettes - lowest prices. Reliable. Chyron evaluated, reprocessed 3/4" U-matic videotapes. Hundreds of satisfied professional clients like TV stations, ad agencies, dubbing houses, newsmen, etc. All tapes fully guaranteed. Call collect for prices. Carpel Video, Inc. 301-845-8888.

For sale: Grass Valley 1600-7K studio switcher, almost new condition and 5 RCA TK-44 studio cameras with lenses and pedestals. Contact Joe Berini, Chief Engineer, KRON-TV, 415-561-8636.

RCA TK-76B broadcast cameras (2) with tripods & fluid heads. Excellent condition. \$10,000 each. Financing available to qualified party. Also, brand new Lowell light kit. \$1300. Cine-60 sun gun. \$500 914-279-9494.

Master control switchers: 2-Grass Valley 1600-4S switching systems available immediately; each includes digital borderline, stereo audio, M202 intelligent preroll and addl. VTR interfaces. New, unused. Call Tom Canavan, A. F. Associates, 201-767-1000.

1kw AM Bauer 707; also RCA BTA 1R. Both on-air. Call Transcom Corp., 215-379-6585.

Hitachi FP-21 camera. Very good condition with case, charger, battery, 14X zoom, shotgun microphone, rear lens controls. \$4200. 804-253-0050.

Adda ESP 150C still store, including 1 drive, 150 frames capacity. Two additional drives available. Ampex VPR2 main frame with time base corrector. Television Graphics, 201-444-2911.

RCA TTU-60KW UHF transmitter complete. Presently on channel 42, 1100 feet, 6 1/8", 75 ohm transmission line, elbows, etc. Currently in service. Available October/Nov. '84. Fred Vinson, 205-322-4200.

LPTV 100 watt UHF transmitter for sale/rent. Used one tube type with new tube, driver, modulator. Installation plus \$250 per month. 713-479-1614.

New and used radio broadcast and microwave towers. Complete nationwide sales, service and erection available, located in central U.S. T.M.C.I., 402-467-3629.

Hitachi FP-22s complete, TK-44s, TR-600s Ampex 1200, Sony 5850, 5800, RM440 editing system. Sony/RCA portable 1". Call Marvin Luke, Media Concepts, 919-977-3600.

61 AM/FM transmitters, in stock. All spares, all inst. books, all powers, all prices, all working, all our inventory. Crystals for your freq. World leader in AM/FM transmitters. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600. R. E. Witkovski, owner.

VPR 2, slo-mo controller, 25 ft. cable, like new. Also time code reader/generator board, never used. Sacrifice! 818-840-8001.

Harris automation system 90—features 3.600 program events, look-ahead monitor. Complete with logging encoder/decoder, 4-ITC 750's, 3 IGM 48-tray instacarts (mono), 5-IGM 78 tray go-carts (stereo), 2 control consoles, TI printer. Call Greg Hurst, 317-927-4200, for very versatile live-assist or complete automation system.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

RADIO
Help Wanted Management

JOYNER BROADCASTING

is a rapidly expanding group with openings for individuals with management experience. Demonstrate success with current resume and salary requirements. Sales positions leading to management also available.

Tom Joyner
P.O. Box 2063
Goldsboro, NC 27530
EOE, M/F.

GENERAL MANAGER

Qualified professional. Successful AM/FM combo with separate programming. Must have substantial experience in high volume sales, programming, promotional, administrative duties. Present general manager retiring. Submit complete resume with references/earnings history to:

Paul Nakel
WEOL/WBEA-FM
P.O. Box 4006
Elyria, OH 44036

Help Wanted Sales

GENERAL SALES MANAGER
14WFTQ
Worcester, MA

We are looking for a strong coach and trainer of sales people who can motivate our dynamic sales team.

If you have The Best knowledge of broadcast sales, promotion and research with organizational skills to match, contact Gerardo Tabio, Station Manager, 14WFTQ, 19 Norwich Street, Worcester, MA 01608. Katz Broadcasting Company is an Equal Opportunity Employer.

KATZ BROADCASTING COMPANY
America's Employee Owned Broadcast Group
A SUBSIDIARY OF KATZ COMMUNICATIONS INC



Katz. The best.

NATIONAL SALES MANAGER

Group owned, full service, number one rated WICC-Bridgeport, CT. Looking for NSM. High compensation plus full benefit package. Must have minimum 2 years sales experience (rep or station). Call Ray Gardella, GM, 203-366-9383. An equal opportunity employer.

Help Wanted Sales
Continued

EXPERIENCED RADIO SALESPERSON

If you have a strong background in sales, a working knowledge of radio management, a willingness to travel, and a strong desire to make money - this is the position for you. For more information, call Bob Bruton, 800-527-4892.

Help Wanted Announcers

CAN WE TALK!

Can you talk? If your talents lie somewhere between Joan Rivers and Walter Cronkite, then we should talk. This major market station wants you. Send resume to Box X-78. EOE.

Help Wanted Programing,
Production, Others

AUDIO PRODUCTION DIRECTOR
WMBD AM-TV/KZ93-FM

Good salary, talent fees, benefits, support staff, state-of-the-art studios for experienced, well organized producer with strong voice/creative mind. Weekend airshift. Resume/tape with your best to: Radio Manager, 3131 N. University, Peoria, IL 61604. EEO/M/F.

Situations Wanted Management

RADIO BROADCASTING
GENERAL MANAGER

Heavy sales, public relations, 18 years experience - outstanding profits, intense desire to win. Call 619-340-1400. Leave message.

TELEVISION

Help Wanted Sales

GENERAL MANAGER
Cable TV Ad Sales & Production

Build ad operation from ground up for our interconnected systems serving virtually all of a top 100 New England market. Broadcast or cable time sales experience and management know-how required. Extraordinary opportunity to grow with vigorous MSO-group broadcaster. Resume/earnings history to:

Personnel Manager
Greater Media, Inc.
PO Box 859
East Brunswick, NJ 08816



GREATER MEDIA, INC.
EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

For Fast Action Use
BROADCASTING's
Classified Advertising

Help Wanted Sales
Continued

VIDEO SALES

Selling video program
Production capabilities
Northern New Jersey
WRITE BOX X-126.

Help Wanted News

PHOTOJOURNALIST

We're a network affiliate in top 20 market that's seeking photojournalist who can creatively shoot/edit under pressure. Must have three or more years' experience.

ASSIGNMENT EDITOR

Opportunity also exists for strong journalist with ability to cover breaking news, develop new ideas, motivate people. Will be responsible for large staff of reporters/photojournalists. Three or more solid years' experience required. EOE. If you have the qualifications referenced above for either position, then send resume/salary history to:

BOX X-133.

Help Wanted Technical

THE OLYMPIC FLAME
IS OUT!

Join us & rekindle the spirit. Video maintenance engineer - if you're a self-starter, competent with new series 3/4" VCR's, ENG/EFP cameras, production van, other TV equipment, as well as client oriented and excited at prospect of participating in design of new facilities, then this is for you. Cox Cable Santa Barbara is located in one of the world's most desirable areas and is involved in delivering 24-hour local channel with aggressive ad sales and delivery of production services. Send resume to Thom Pratt, Cox Cable Santa Barbara, P.O. Box 3920, Santa Barbara, CA 93130. 805-963-0911.

CHIEF ENGINEER

Major market network TV affiliate, Sunbelt, seeking assistant chief engineer qualified to succeed chief engineer who plans to retire in the near future. We're looking for applicants with minimum of five (5) years recent experience as chief engineer or assistant chief. Ability to communicate effectively with station and corporate management is a plus. Send resume and salary history in confidence to Box X-108. EOE.

Help Wanted Technical
Continued

Manager of Technical Operations

WOR-TV, an RKO station in New Jersey, seeks a skilled Manager to assist in the management and administration of the Engineering Department.

Responsibilities include assisting in the scheduling and directing of operations and maintenance staff; purchasing and maintaining technical standards in studio, remote and transmitter equipment consistent with sound engineering practices and FCC rules and regulations.

Qualified applicants should have general class license, strong maintenance background, familiarity with state-of-the-art equipment and operations, proven leadership ability and administrative skills. Knowledge of digital equipment is a must.

Salary commensurate with experience. Please send resume with salary history and requirements to: **RKO, Personnel Department-BRM, 1440 Broadway, 14th Floor, New York, NY 10018.** An Equal Opportunity Employer m/f/h/v.



A Division of RKO GENERAL, Inc.

Help Wanted Management
Continued

GENERAL MANAGER MIAMI, FL TV

New UHF Spanish language television station, to begin early 1985. Salary and bonus negotiable. Must be aggressive with experience in major market, preferably in start-up situation. Resume to Box X-160.

PROMOTION MANAGER

Immediate opening. ABC affiliate, mid-sized market. Looking for full service manager capable of budgeting, administering, and creating for #1 ranked station. Minimum 3 years experience in television or related field. Written replies only. General Manager, KAKE-TV, P.O. Box 10, Wichita, KS 67201.

Help Wanted Programing, Production, Others

EXECUTIVE PRODUCER



"The Nightly Business Report"; national television's prestigious business and economics news show, seeks an executive producer with extensive national news, production and management background. This person will be based at WPBT's South Florida production facility and will supervise the program's daily operation. The successful candidate accepting the challenge to oversee production of a daily news program telecast to 263 public stations nationwide, should have a minimum of five years television news production management experience, and the ability to coordinate coverage with our national and international bureaus and PBS Stations. General business knowledge and a college degree required, with advanced degree in journalism strongly preferred. Excellent salary and benefit package. Send resume in confidence to Manager of Administrative Services, WPBT, P.O. Box 2, Miami, FL 33261-0002. An Equal Opportunity Employer M/F/H.



EFP PHOTOGRAPHER/EDITOR

Must have thorough knowledge of field (remote) production, including shooting/editing 3/4"/1" video tape, remote audio, lighting. Minimum two years' experience required. Send video tape/resume to: Steve Zappia, Production Manager, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. An EOE.

SATELLITE COMMUNICATIONS ENGINEER

Extensive travel with transportable earth station for distribution of television signals nationwide. Experience: broadcast engineering (general class license); truck driving, satellite communications. Will train. Send resume to: American Uplinks, Inc., P.O. Box 699, Idaho Springs, CO 80452.

For Fast Action Use BROADCASTING's Classified Advertising

Help Wanted Management

V.P. FINANCE/ BUSINESS AFFAIRS

Community Television of Southern California - KCET/Channel 28 - seeks an experienced financial officer with strong management skills to be responsible for all financial activities including accounting, budgeting, DP, legal, and production cost control. Candidates must be familiar with talent contract preparation and negotiation as well as long range financial planning. Undergraduate degree required; MBA/CPA desirable. Salary commensurate with experience.

Send resume with salary history to:

John R. Schlosser, Executive Recruiter
445 South Figueroa St., Suite 2330, Los Angeles, CA 90071

Equal Opportunity Employer

ATTENTION: EARLY DEADLINE NOTICE

Due to holiday Monday, Sept. 3, 1984, the deadline for classified advertising for the Sept. 10 issue will be:

FRIDAY, AUGUST 31, 1984

**Help Wanted Programing,
Production, Others**

**WRITER/
PRODUCER**

Major pay cable television station has immediate opening for experienced writer/producer who will be responsible for creation/production of on/off-air editorial and marketing audio/vid-eo materials, plan and write scripts, oversee scheduling and budget tracking.

The ideal candidate will have at least 2 years experience in cable or network television writing and production.

Please submit resume which MUST include salary requirement to: Supervisor of Employment,

**Showtime/
The Movie Channel
1633 Broadway,
New York, NY 10019
(NO PHONE CALLS PLEASE)**

Equal opportunity employer. M/F.

TELEVISION CO-HOST

#1 station, top 50 market. seeks dynamic personality to team with male co-host on long-running morning talk show. Talk/magazine show experience, strong production skills required. EOE. Resume to Box X-122.

Situations Wanted Management

TV GENERAL MANAGER

Lots of management experience. Built/ran highest rated news effort in top 10 market. Now second in command of major market, group-owned VHF affiliate. Experienced in cable. Strong motivator, budgeter, leader. Loyal. Been with same group many years. Now want to manage station. Write Box X-148.

Miscellaneous

**VENTURE CAPITAL
DEBT FINANCING**
For broadcasters
Sanders & Co.
1900 Emery St., Ste. 206
Atlanta, GA 30318
404-355-6800

Employment Service

**NATIONAL...
The Radio Placement Leader**

We have jobs for:

- Programmers
- News People
- Announcers
- Production Pros

Male & Female...All size markets...Coast-to-Coast NATIONAL makes the presentation for you!

For complete details and registration form enclose \$2 postage & handling.

Let NATIONAL help you!!!



NATIONAL BROADCAST TALENT COORDINATORS

Dept. B, P.O. Box 20551,
Birmingham, AL 35216
(205) 822-9144

Act Now!

**Employment Service
Continued**

AMBITIOUS?

...we can help!

APR Broadcast is an exciting job placement service to broadcasters across the country. Whether you're looking for the right position or the right person, APR is the right company. Call...we'd love to tell you more!

▲ APR Broadcast
919-523-0543

10,000 RADIO-TV JOBS

The most complete & current radio/TV job publication published in America. Beware of imitators! Year after year, thousands of broadcasters find employment through us. Up to 98% of nationwide openings published weekly, over 10,000 yearly. All market sizes, all formats. Openings for DJs, PD's, salespeople, news, production, 1 wk. computer list, \$6. Special bonus: 6 consecutive wks., only \$14.95 — you save \$21! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.** Money back guarantee!

Wanted To Buy Stations

**SEEKING CALIFORNIA
RADIO CP**

Broadcaster, 30 years experience. Principals only. Reply: John Mcadam, PO Box 1428, Los Banos, CA 93635. 209-826-6557.

**CONSTRUCTION PERMIT
WANTED**

Want to purchase FM construction Permit. Please include details of permit, telephone number, asking price. Responses held confidential. Write Box X-125.

For Sale Stations

THE HOLT CORPORATION

**CLASS C FM
AND PROFITABLE
FULLTIME AM—
UNDER \$3.0
MILLION;
TERMS**

Westgate Mall □ Bethlehem, Pa. 18017
215-865-3775

For Sale Stations Continued

- UHF CP - Florida growth mkt.
- Class A FM - top 5 market.
- AM-FM - medium market.
- AM-FM - small market.
- LPTV's - FL, TX, SC, NC.
- AM - successful relig. format.

**Bill Kitchen / Dan Dunnigan
(404)324-1271**

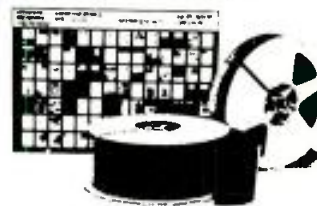


**Quality Media
Corporation**

Florida and Georgia

Owner is retiring. 5000 watt gospel station in Florida, billing over \$19,000 per month. Asking \$525,000, downpayment \$100,000, balance financed. 1000 watt AM station in south Georgia, single station market, asking price \$160,000, downpayment \$30,000. 803-585-4638.

**this
publication is
available in
microform**



Please send me additional information.

**University Microfilms
International**
300 North Zeeb Road
Dept. P.R.
Ann Arbor, MI 48106
U.S.A.
18 Bedford Row
Dept. P.R.
London, WO1R 4EJ
England

Name _____
Institution _____
Street _____
City _____
State _____ Zip _____



R.A. Marshall & Co.

Media Investment Analysts & Brokers

Bob Marshall, President

This powerful AM and co-owned class A FM in medium-size Southeastern market will be sold for 75% of its \$3.0 million appraised value and is available only to minority buyers. These are consistently profitable stations, with 1983 cash flow of nearly \$400,000.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252
809 Corey Creek - El Paso, Texas 79912 915-581-1038



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

STATION	CONTACT				
FL Sm AM	Bill Cate	\$125K	\$25K	(904) 893-6471	
S Sm AM/FM	Bob Thorburn	\$500K	\$100K	(404) 458-9226	
SE Med AM	Mitt Younts	\$260K	50K	(804) 355-8702	
NE Sm AM	Warren Gregory	\$800K	Cash	(203) 364-5659	
NE Met AM	Ron Hickman	\$1Mil	Terms	(401) 423-1271	
MW Sm AM/FM	Peter Stromquist	\$650K	\$250K	(319) 359-4768	
SW Sm AM/FM	Bill Whitley	\$900K	\$175K	(214) 680-2807	
CA Sm FM	James Mergen	\$650K	\$200K	(818) 366-2554	
CA Med AM	Brian Cobb	\$950K	\$150K	(404) 458-9226	
CO Med AM	David LaFrance	\$1,550K	\$375K	(303) 534-3040	

For information on these and our other available stations, or to sell, contact Dave Sweeney, General Manager, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341, 404-458-9226.

■ South, top 15 mkt. Day-time AM, possible fulltime. Excellent cash flow. \$1,750,000.

■ West. Class C FM. Absentee owned. Growing billing. \$675,000, terms.

John Hurlbut, Associate.
Jim Mixon, VP-Broker.

**LIC. REAL ESTATE BROKERS
WALKER MEDIA, INC.**

PO BOX 1845

HOLMES BEACH, FL 33509

813-778-3617

813-778-7071

BPWEST

Radio/TV Brokers specializing in Western Properties.

Seattle: (206) 283-2656

William L. Simpson

San Francisco: (415) 441-3377

Chester Coleman

San Diego: (619) 728-8018

Charles R. Kinney

BROADCAST PROPERTIES WEST, Inc.
221 First Avenue West/Seattle, WA 98119



Wilkins and Associates Media Brokers

MO FM	\$325,000	15%
LA AM	\$500,000	20%
AR FM	\$300,000	35%
NJ AM	\$700,000	30%
VA AM	\$150,000	35%
MI AM/FM	\$275,000	45%
AR AM/FM	\$335,000	20%
IN AM/FM	\$450,000	25%
AL AM/FM	\$250,000	30%
VA AM/FM	\$1,500,000	30%
NC AM	\$185,000	25%
TN AM	\$25,000	downpayment

P. O. Box 1714

partanburg, SC 29304 803/585-4638

Horton & Associates



MEDIA BROKERS/APPRAISERS

NEW JERSEY

Fulltime AM in medium market. Attractively priced at \$525,000. Terms available. Contact

Bill Cook at our Wilmington office:
(302) 656-8884.

Woodland Park • Box 948 • Elmira, N.Y. 14902
607-733-7138

H.B. La Rue

Media Broker

RADIO-TV-CATV-APPRAISALS

■ West Coast: 44 Montgomery St., 5th Floor, San Francisco, CA 94104. 415-434-1750.

■ Atlanta Office: 6600 Powers Ferry Rd., Suite 205, Atlanta, GA 30339. 404-956-0673. Harold W. Gore, VP.

■ East Coast: 500 E. 77th St., Suite 1909, New York, NY 10021. 212-288-0737.

MIDWEST FM

SINGLE STATION MARKET

This class A FM is the only station licensed to small Midwestern market with contiguous market coverage of 50,000 population. Excellent signal. Presently operated by non-broadcaster. An owner/operator dream. Price: \$290,000. Terms: \$90,000 down. Reply Box X-136. All inquiries held strictly confidential.

RALPH E. MEADOR

Media Broker

AM-FM-TV-Appraisals

P.O. Box 36

Lexington, MO 64067

816-259-2544

Dan Hayslett

& associates, inc.



Media Brokers

RADIO, TV, and CATV
(214) 691-2076

11311 N. Central Expressway - Dallas, Texas

JAMAR-RICE CO.

Best FM signal, Virgin Islands.

\$800,000, terms.

512-327-9570

950 W. LAKE HIGH DR.

STE. 103

AUSTIN, TX 78746

THE MONTCALM CORPORATION

Has moved offices to Seattle. New address for Jerry Dennon and The Montcalm Corporation is 315 Second Avenue South, Seattle, WA 98104; new telephone number is 206-622-7050

W. John Grandy

BROADCASTING BROKER
1029 PACIFIC STREET
SAN LUIS OBISPO, CALIFORNIA 93401
805-541-1900 • RESIDENCE 805-544-4502

WITH THE VERY GOOD

possibility of extended coverage for daytime AM's, here's a real winner. 5,000 watts - to be moved but including land to which you will move for less than \$400,000. State capital-Sunbelt. Call with confidence. PRW & Associates, P.O. Box 3127, South Padre Island, TX 78597. 512-544-5409.

MIDWEST UHF CP

\$250,000. Ready to start to build. Fast growing area. 12 colleges, diversified economy. Covers 4 cities. One city second largest in state. 3 U's in market area. 720,000 + people. Seller will complete construction for interest. Write Box X-134.

MEDIUM

SOUTH TEXAS MARKET

Dominant facilities. Fulltime AM/Full-powered FM. Excellent cash flow. \$2.2 million, terms available. Box X-135.

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

ATTENTION: EARLY DEADLINE NOTICE

Due to holiday Monday, Sept. 3, 1984, the deadline for classified advertising for the Sept. 10 issue will be:

FRIDAY, AUGUST 31, 1984

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

Rates: Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media



Franklin

Larry Franklin, executive VP, Harte-Hanks, San Antonio, Tex., named executive VP and chief operating officer for diversified communications company.

John Haggard Jr., VP and general manager, WMRZ(AM) Moline, Ill.-KRVR(FM) Davenport, Iowa, joins

hoenix Communications, owner of WVOL(AM) Berry Hill, Tenn.-WQQK-FM Nashville, s senior VP.

James Smith, vice president and general manager for NBC's WKQX(FM) Chicago, joins Alta Broadcasting, San Jose-based radio group operator, as president.

Matthew Field, general manager of WNCN(FM) New York, named VP and general manager of parent, GAF Broadcasting.

Jill Jensen, sales manager, KIRO(AM) Seattle, joins KHIT-FM there as general manager.

Jill Davis, station manager, KAUT(TV) Oklahoma City, named general manager.

Tred Webb, director of sales administration, Bahakel Communications, Charlotte, N.C., joins WJHR(FM) Jackson, Tenn., as general manager.

Jene Dow, sales manager, WABF(AM) Fairhope, Ala., named executive VP and general manager of co-owned WMGO(AM) Canton, Miss.

Donald Harmon, VP, operations, south, Rogers Cablesystems, San Antonio, Tex., joins McCaw Cablevision, Bellevue, Wash., as regional VP, Midwest region, based in Little Rock, Ark.

Ieven Fadem, associate general counsel, Viacom International, New York, joins Varner Amex Cable Communications there s VP, senior counsel.

Murwin Bevis, accounting manager, WDIV(TV) Detroit, named business manager. **Dan Litcher**, accounting supervisor, WDIV, succeeds Bevis.

Kenneth Letzring, sales manager, Colony Communications' Woburn, Mass., multi-point distribution service, named sales manager, Colony's Lowell (Mass.) Cable TV.

Milton Goetz, manager of information systems, General Electric Broadcasting/Cablevision, Schenectady, N.Y., joins Summit Communications, Winston-Salem, N.C., as corporate director of management information services.

Jay Krolik III, director, labor relations, NBC, New York, named vice president, labor rela-

tions.

Chris Hastings, from Group W's KDKA(AM) Pittsburgh, joins co-owned KFVB(AM) Los Angeles as assistant controller.

Philip Rist, special projects manager, Nationwide Communications Inc., Columbus, Ohio, named corporate financial manager.

Carlos Martinez, manager, internal audit department, CBS, New York, named director of business affairs for CBS-owned WBBM-TV Chicago.

Lynn Swistak, recent graduate, North Adams (Mass.) State College, joins WBEC-AM-FM Pittsfield, Mass., as business manager.

Susan Craig, business manager, Ten Eighty Corp., Hartford, Conn., joins WTIC-TV Hartford, Conn., as controller and business manager.

Rosemary Carroll, membership manager, noncommercial KQED(TV) San Francisco, named membership director, succeeding Sally Magnusson, retired.

Herbert Tyson, from Shawmut Bank, Boston, joins noncommercial WGBH-TV there as associate director of corporate development.

Barbara Austin, from Planned Parenthood Association of Miami (Ohio) Valley, joins noncommercial WPDT(TV) Dayton, Ohio, as development director.

Marketing

William McEwen, senior VP, research director, Foote, Cone & Belding, Chicago, joins McCann-Erickson, San Francisco, as senior VP and director of strategic planning and research.

Frank DeVito, executive VP, creative director, Young & Rubicam, New York, joins SSC&B there as vice chairman and director of creative services.



DeVito



Burton

Steve Burton, VP, director of financial planning and analysis, Doyle Dane Bernbach International, New York, named senior VP, chief financial officer.

Casimir (Casey) Wojciechowski, VP, management supervisor, Grey Advertising, New York, joins Foote, Cone & Belding there as senior VP, group management director.

Appointments, D'Arcy MacManus Masius:

Robert Aurin, head of Robert Aurin Associates, Chicago-based marketing firm, Chicago, as senior VP, creative director; **Vincent DiGiacomo**, executive art director, Don Tennant Co., Chicago, to Chicago as associate creative director; **Valerie Ahrens**, account supervisor, St. Louis, to VP, and **Joel Shinsky**, free-lance writer, St. Louis, to senior writer;

Elected VP's, N W Ayer, New York: **Mitchell Berg**, associate media director; **Robert Delaney**, associate, market planning department, and **Victoria Squires**, account supervisor.

Appointments, Abramson Associates, Washington: **Robbie Morehead**, assistant controller, to controller; **Gene Keenan**, from BBDO, Baltimore, to account executive, and **Jackie Tanous**, traffic manager, Goldberg-Marchesano, Washington, to assistant traffic manager.

Mark Bayer, account supervisor, Doyle-McKenna & Associates, Reno advertising agency, named partner.

Robert Chestnut, senior VP and research director, Advertising Research Foundation, New York, joins Grey Advertising there as VP, technical director, marketing and research.

BROADCAST MARKETING CREATIVE SERVICES AND PRODUCTION

CREATIVE CAMPAIGN CONCEPTS
COMPLETE PRODUCTION SERVICES
MUSIC • ANIMATION • GRAPHICS
STATION START-UP OR CHANGE-OVER
PLANNING & IMPLEMENTATION
NEWS & IDENTITY CAMPAIGNS
CONSULTATION SERVICES



DUSEK COMMUNICATIONS, INC.
P.O. BOX N
WACCABUC, N.Y. 10597
914-763-8686

Louise Kittel, senior copywriter, Cunningham & Walsh, New York, elected VP.

David Platt, VP, media director, Chiat/Day, New York, joins Campbell-Ewald, Warren, Mich., as VP, group media supervisor.

Tom Ratty, director of client services, Marsteller Inc., Denver, named VP.

Frances Slaughter, supervisor of broadcast services, Mil-Mor Media, Richmond, Va., named manager of broadcast services.

Appointments, BBDO, New York: **David Sommerville**, broadcast negotiator, Rosendorf, Sirowitz & Lawson, New York, and **Allison Lusardi**, broadcast negotiator, Wells Rich Greene, New York, to senior broadcast negotiators; **Eric Bloom**, local broadcast negotiator, BBDO, to local broadcast supervisor, and **Nina Goldstein**, secretary, BBDO, to assistant local broadcast buyer.

Ed Tashjian, from International Playtex, New York, joins Trout & Ries there as VP, marketing services.

Appointments, Katz Television: **Patrick Schroder**, manager of Memphis office, to divisional VP; **Jane-Ellen Jenny**, from WINZ (AM) Miami, to account executive there, and **Gayle Arendt**, from MMT Sales, New York, to account executive there.

Trisha Pagano, from Advertising Communications, Davenport, Iowa, joins WarrenAnderson Advertising there as media director.

George Dennis, from Snazelle Film & Tape, New York, joins Petry Television there as director of manpower development. **Linda Shuster**, sales assistant, Petry Television, New York, named director of training.

Jim Garrison, from Branham Newspaper Sales, Atlanta, joins BDA/BBDO there as account executive.

Audrey Hartman, research secretary, Seltel, New York, named analyst, programing department.

Gerry Reddy, research analyst, Seltel, New York, joins ABC Television Spot Sales there as presentation writer.

Mary Baglivo and **Lisa Barnett**, account executives, Tatham-Laird & Kudner, Chicago, named account supervisors.

William Solomon, media buyer, Compton Advertising, New York, joins Seltel there as account executive, red team.

Jude Garcia, office manager, Avery-Knodel Television, Dallas, named account executive.

Bill Havens, assistant account executive, Tatham-Laird & Kudner, Chicago, named account executive.

Raymond Coleman, from WXIA-TV Atlanta, joins Turner Cable Sales and Marketing there as national accounts manager.

Christine Sams, general manager, WRFD (AM) Columbus, Ohio, joins Blair Television, Los Angeles, as account executive, CBS sales team. **Julie Weiss**, from Katz Television, Los Angeles, joins Blair Television there as account executive, NBC sales team.

Sol Siman, from Blair-RAR, Chicago, joins USA Network there as account executive.

Rita Czerepkowski, from Leo Burnett, Chicago, and **John Logan**, from Baker, Abbs, Cun-

ningham & Klepinger, Detroit, join CPM Inc., Chicago-based media management company, as account executives.

Charles Robinson, from ABC Spot Sales, New York, and **Kent Atherton**, from Group W Radio Sales, New York, join Group W Television there as account executives.

Katherine Ritchie, from WJIT (AM) New York, joins Blair/RAR, Chicago, as account executive.

Mary Brown, from Cooper/GK, Exeter, N.H., joins Quinn & Johnson/BBDO, Boston, as account coordinator.

Deirdre Fay, from Wilson Publishing Co., Wakefield, R.I., joins Fitzgerald Toole & Alden, Providence, R.I., as account executive.

Rick Rollins, from WTVO (TV) Rockford, Ill., joins Blair Television, Chicago, as account executive.

Dan DeSmet, from KSIV (AM) Clayton, Mo., joins CBN Cable Network, Chicago, as Midwest affiliate sales manager.

Judi Sullivan, administrative assistant, wvSB-TV West Point, Miss., named general sales manager. **Carol Ramsey**, sales secretary, wvSB-TV, to national sales manager.

Paul Anovick, general sales manager, Katz Broadcasting's WFTQ (AM) Worcester, Mass., joins co-owned WWAY (FM) Gainesville, Ga., in same capacity.

Kevin Hale, national sales manager, KSTW (TV) Seattle, Wash., named general sales manager.

Al Rothstein, Southeast division manager, Paramount Television, Miami, joins WTVJ (TV) there as general sales manager.

George Winslow, from WTVJ (TV) Miami, joins WBSP (TV) Ocala, Fla., as general sales manager.

Bill Clair, from Foster & Kleiser, outdoor advertising firm, Cincinnati, joins WLYK (FM) Milford, Ohio, as general sales manager.

Jim Matthews, VP and general manager, WECATV (TV) Tallahassee, Fla., joins WKRN-TV Nashville as general sales manager.

Mauricio Mendez, broadcast and marketing consultant, joins KDTU-TV Tucson, Ariz., as general sales manager.

Nancy Klimko, traffic manager, WTNH-TV New Haven, Conn., joins WTIC-TV Hartford, Conn., in same capacity.

Michael Irvine, local sales manager, WXYZ-TV Detroit, named national sales manager, succeeding **Ed Pearson**, who becomes local sales manager.

Jerry Jones, sales manager, TeleRep, Memphis, joins KTVU (TV) San Francisco as national sales manager.

John Scott, from Blair Television, Los Angeles, joins KSBY-TV San Luis Obispo, Calif., as national sales manager.

Donalee Nelson, research director, KHJ-TV Los Angeles, joins KBHK-TV San Francisco in same capacity.

Doreen Wade-Dawson, regional sales manager, WLEN-TV Providence, R.I., named local sales manager.

Appointments, WTNH-TV New Haven, Conn.: **Tony Federici**, corporate computer services

manager, Durham Life Broadcasting Group Raleigh, N.C., to traffic sales operations rector; **Deette Fetzer**, from WSPA-TV Spartanburg, S.C., **Lou Verruto**, account executive, WXXA-TV Albany, N.Y., and **Rich Karolcz**, account executive, WXOW-TV La Crosse, Wis., to account executives.

Glenn Mincer, account executive, WIMZ-FM Knoxville, Tenn., joins WKCH-TV there local sales manager.

Ron Javer, account executive, WOR (AM) New York, named retail sales manager.

Emily Biggs, account executive, WSOC-Charlotte, N.C., joins Blair Television there in same capacity.

Richard Weinstock, account executive, KYW (AM) Philadelphia, joins WPVI-TV there same capacity.

Vicki Harp, from WKQQ (FM) Lexington, Ky, joins WLEX-TV there as account executive.

Susan Buckner, from KPTL (AM) Carson City, Nev., joins KCBN (AM)-KRNO (FM) Reno as account executive.

Mason Ingalls, from Universal Distributor Cleveland, joins WCLQ-TV there as account executive.

Mona DuBois, from WFAN (FM) Stonington Conn., joins WPOP (AM) Hartford, Conn. WIOF (FM) Waterbury, Conn., as account executive.

DeWayne Jones, station manager, WDAZ (AM) Decatur, Ill., joins WAND-TV there as account executive.

Programing

Roger Kirman, director of business affairs Viacom Entertainment Group, Los Angeles named VP, business affairs, Viacom Productions there.



Kirman



Johansen

Bruce Johansen, vice president, syndicator Golden West Television, Los Angeles, joins Multimedia Entertainment there as sales manager, Western division, and general manager, international syndication.

Sidney Cohen, VP, feature planning and sales development, Paramount Pictures Television New York, joins King World there as senior VP, U.S. sales.

Neil Russell, executive VP, D.L. Taffner Ltd., has left to form Horizon Entertainment television distribution firm, based in New York with offices in Los Angeles.

Lin Oliver, VP, MCA Home Video, Los Angeles, named VP, MCA TV Enterprises.

Tom Devlin, account executive, Eastern division, Worldvision Enterprises, New York

med VP and general manager, Worldvision me Video.

avid Kurman, manager, programs, CBS Radio Network, New York, named director, programs.

ny Ford, producer, Paramount Television, Los Angeles, joins Gaylord Television Productions there as executive VP.

chael Fahn, Western division manager, L. Taffner Ltd., Los Angeles, named manager, domestic sales.

ark Dempsey, from Bromo Distributors, Houston, joins Satellite Program Network, Tulsa, Okla., as manager of affiliate relations.

on Carpenter, production coordinator, Eric Silver Productions, Hollywood, joins Barry Enright Productions there as assistant content coordinator.

ita Gandolfo, director of accounting, Worldvision Enterprises, New York, named controller.

is Greenwald, independent consultant, joins Madison Square Garden Network, New York, as VP, marketing.

amed on-camera meteorologists. The Weather Channel, Atlanta: **Chris Edwards**, senior meteorologist and ski forecaster, Weather Channel; **Karen Minton**, from WVR(TV) Sacramento, Calif.; and **Marie Mielini**, from WESH-TV Orlando, Fla.

ary Krantz, affiliate relations representative, J.I. Broadcasting, New York radio production and distribution firm, named director, operations.

Christina Ferrare, wife of former auto company executive John DeLorean, will join Steve Edwards as co-host of *A.M. Los Angeles* on KABC-TV. Ferrare, who has worked as actress and model, will work full time for station, which may include specials and other series, plus programs that might be nationally distributed by ABC-TV. Ferrare's contract reportedly includes clause allowing her to produce series or features under her own independent production company.

avid Lloyd, morning news anchor, WPLO(AM) Atlanta, named program director. **erry Wallace**, air personality, WPLO, named music director.

im Bennett, creative services director, WLSV Chicago, named program director.

ob Hogue, from KWVL(TV) Waterloo, Iowa, joins KCRA-TV Sacramento, Calif., as sports director.

im Moore, assistant manager of production, NYTV(TV) Albany, N.Y., named director of production.

reg Alan, air personality, KLSI(FM) Kansas City, Mo., named music director.

fendy Christopher, air personality, KUBE(FM) Seattle, named music director.

ilan Cutler, from WLEX-TV Lexington, Ky., joins KDKA-TV Pittsburgh as sports reporter.

al Lebovitz, sports editor, *Cleveland Plain Dealer*, Cleveland, and **Casey Coleman**, sports director, WKW-TV Cleveland, join WHK(AM) there as sports anchors of Cleveland Browns professional football pre-game and post-game shows.

It's official. Diane Sawyer will do no more broadcasts for CBS Morning News. She begins work on segments for *60 Minutes* as a fifth co-editor with that program "immediately" following the Republican convention in Dallas, where she is reporting from the floor. Her first on-air appearance in her new *60 Minutes* role has yet to be scheduled. Jane Wallace, a CBS News reporter who has been doing most of the substituting for Sawyer since her departure from the program last month, will continue in that role "indefinitely," said a program spokeswoman.

Ron McCoy, air personality, KPRZ(AM) Los Angeles, joins KIEV(AM) Glendale, Calif., in same capacity.

News and Public Affairs

Appointments, Associated Press: **Robert Wilaard**, member of Brussels bureau, to chief of bureau, succeeding **Alfred Cheval**, retired; **Matthew Vita**, from AP's World Services and foreign desks, New York, to correspondent, Warsaw; **Peter Hawes**, Connecticut sports editor, Hartford bureau, to head of newly opened Stamford, Conn., bureau; **Vivian Vega**, South Carolina news editor, Columbia, to correspondent, Lansing, Mich.; **Ronald Word**, newsman, Oklahoma City bureau, to correspondent in charge of Jacksonville, Fla., office; **David Fox**, newsman, Detroit bureau,

to correspondent, Centralia, Ill.; **Thomas Wyman**, newsman, Indianapolis, to correspondent, South Bend, Ind.; **Laura Wilkinson**, from Indianapolis bureau, to correspondent, Springfield, Mass., and **Robert Greene**, from Columbus, Ohio, bureau, to Cleveland correspondent.

Mike Richardson, manager, Texas AP Network, Associated Press, named broadcast executive, South Texas, based in San Antonio.

Peter Clarke, assistant news director and assignment editor, KOB-TV Albuquerque, N.M., joins KRDO-TV Colorado Springs as news director.

Appointments, news department, WOTV(TV) Grand Rapids, Mich.: **Dan Spaulding**, news director, KOMU-TV Columbia, Mo., to assistant news director; **Elizabeth Vega**, from WJIM-TV Lansing, Mich., to anchor-producer; **Laura Browning**, noon and 5:30 p.m. producer, to 11 p.m. producer, and **Julie Wallace**, associate producer, succeeds Browning as 5:30 news producer.

Diane Ellis, anchor-reporter, Meyer Broadcasting's KQCD-TV Dickinson, N.D., named news director, succeeding **Kathi Judisch**, who joins co-owned KFYP-TV Bismarck, N.D., as morning anchor-producer. **Chuck Bartholomay**, 6 and 10 p.m. producer, KFYP-TV, named assistant news director there. **Mike Kopp**, farm reporter, KFYP-TV, named assignment editor.

Tom Snyder, co-anchor of 5 p.m. news on WABC-TV New York since 1982, and before that, host of NBC-TV's *Tomorrow* late night program, has resigned, saying he had "a de-

Broadcasting

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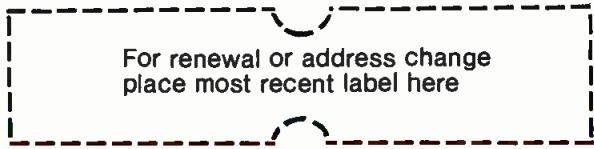
- Broadcasting & Magazine**
 3 years \$160 2 years \$115 1 year \$60

(Canadian and international subscribers add \$20 per year)

- Broadcasting & Cablecasting Yearbook 1984**

The complete guide to radio, television, cable and satellite facts and figures—\$80 (if payment with order \$70). **Billable orders** must be accompanied by business card, company letterhead or purchase order. Off press April 1984.

Name _____ Payment enclosed
 Company _____ Bill me
 Address _____ Home? Yes No
 City _____ State _____ Zip _____
 Type of Business _____ Title/Position _____
 Signature _____ Are you in cable TV operations Yes
 (required) No



The one to read when there's time to read only one.

sure to pursue some other areas in television." His contract with station was due to expire Sept. 18. Station said parting was amicable. Replacement will be **Ernie Anastos**, former 11 p.m. anchor.

Kenny Boles, producer, ABC News, Chicago, joins WLNE-TV Providence, R.I., as news director.

Dave Davis, 10 p.m. news producer, WFAA-TV Dallas, joins KTRK-TV Houston as executive news producer.

Patty Van Hecke, reporter, WOC-TV Davenport, Iowa, joins KMBC-TV Kansas City, Mo., as news assignment editor.

J. Brian Gadinsky, special projects producer, WTVJ(TV) Miami, named director of public affairs.

Pat Kellogg, anchor-reporter, WHSV-TV Harrisonburg, Va., named chief of station's Charlottesville/Albermarle County (Va.) news bureau.

Juanita Westaby, from WOWO(AM) Fort Wayne, Ind., joins WANE-TV there as weekend anchor-producer.

Anne Mulligan, host, *Celebration 84*, WDSU-TV New Orleans, named co-anchor, noon and 5 p.m. news.

Kathy Gologly, from noncommercial WAMC(FM) Albany, N.Y., joins WBEC-AM-FM Pittsfield, Mass., as anchor.

Rick Douglas, weekend co-anchor, KTSP-TV Phoenix, joins WMAR-TV Baltimore as weekday anchor. **Ron Hoon**, noon co-anchor, KTSP-TV, succeeds Douglas. **Bill Close**, 6 and 10 p.m. co-anchor, KTSP-TV, succeeds Hoon.

Doug Swanson, staff writer, Roswell, N.M., *Daily Record*, joins KRSY(AM) there as anchor-reporter and writer.

Roger Wolfe, Akron (Ohio) bureau chief, WKYC-TV Cleveland, joins KUSA(TV) Denver as reporter.

Mike Kelly, news writer, KRON-TV San Francisco, named associate producer. **Laraine Louie**, news writer, KRON-TV, named associate producer, 6 p.m. news.

Kelly Charleton, news photographer, WAND-TV Decatur, Ill., named reporter.

Eileen Korey, from WEWS(TV) Cleveland, joins WKYC-TV there as health and medicine reporter.

David Hartman, from WOLO-TV Columbia, S.C., joins WSPA-TV Spartanburg, S.C., as meteorologist.

Technology

Jane Symons, VP, account director, Weta-com, Washington production facility, named VP and general manager.

Dennis Feely, director of technical operations, ABC Talkradio Network, New York, joins IDB Communications, Los Angeles-based supplier of satellite services, as director of operations and engineering.

David Crenshaw, director of network operations, ACSN-The Learning Channel, Washington, joins Videostar Connections, supplier of satellite videoconferencing, broadcast and private network technical services, as head of

newly opened MidAtlantic regional office in Washington.

Donald Ford, marketing manager, individual trust division, Mercantile Trust Co., St. Louis, Mo., joins Lenco Inc., Jackson, Mo., manufacturer of video equipment, as marketing director. **Mark Peterson** joins Lenco as Western district manager.

Richard Eaton, from Itek Corp., Burlington, Mass., joins Augat Inc., Mansfield, Mass., as corporate VP, human resources.

Scott Schuman, manager, special projects, Dolby Laboratories, San Francisco, named director of market development.

Robert Roland, senior project engineer, Brewer Engineering Laboratories, Marion, Mass., joins Augat Inc., Attleboro, Mass., as interconnection development engineer, fiber-optics division.

Jay Rose, from Jay Rose Sound, Boston, joins Century III Teleproductions there as audio engineer.

Richard Lee, VP, general manager, Criteria Recording, Miami, joins Sony Professional Audio Division, Fort Lauderdale, Fla., as national product and systems manager.

Promotion and PR

Thomas Daniels, member of syndication department, Columbia Pictures Television, Los Angeles, named director of creative affairs, off-network programing.

Albert Ovadia, director, corporate creative services, NBC, Los Angeles, named VP, creative services.

Lilot Moorman, communications consultant, Hill & Knowlton, Atlanta, named acting manager, Atlanta office.

Kellie Castruita, programing and promotion assistant, KOME(FM) San Jose, Calif., named promotions director.

Eric Kraus, from *Boston Herald*, Boston, joins Quinn & Johnson/BBDO there as account executive, public relations group.

Karen Jones, community relations director, Spokane (Wash.) Young Women's Christian Association, joins KREM-TV there as community relations coordinator.

Irwin Mesch, from Massachusetts Audubon Society, Boston, joins noncommercial WGBH-TV there as director of public affairs promotion. **Ellen Frey**, entertainment publicist, Goodman/Comora Inc., New York, joins WGBH-TV as associate director of national promotion, based in New York.

Linda Button, broadcast manager, Strawberry & Clothier, Philadelphia, joins WCAU-TV there as manager of advertising and promotion. **Brian Blum**, from WBBM-TV Chicago, joins WCAU-TV as assistant director of communications.

Brenda Scisson, associate director of public relations, Cranford/Johnson & Associates, Little Rock, Ark., named director of public relations.

Joe Todaro, from WWL-TV New Orleans, joins KMBC-TV Kansas City, Mo., as promotion manager.

Allied Fields



Alvarado

Susan Alvarado, rector of congressional liaison, National Association of Broadcasters, Washington, named VP, congressional liaison. **S. Danielson**, from graduate program of S. Newhouse School of Public Communication, Syracuse University, Syracuse, N.Y., joins NAB, Washington, as writer-researcher television department.

Jack Giles, chief, radio division, Air Forces Radio and Television Service, Los Angeles, retires Aug. 30.

G. Christine Taylor, manager, radio division, Southern Education Communications Association, Columbia, S.C., named executive director of division.

Herbert Mendelsohn, division VP, marketing, RCA Videodiscs, New York, has formed a video entertainment consulting firm there.

John Crowley, VP, Old Stone Bank, Providence, R.I., joins Cable Investments Inc. Englewood, Colo., as senior VP, investment banking.

Beverly Dennison, manager of development application systems, Arbitron, New York, named director, systems definition and control, Arbitron Ratings.

Deaths

Donald F. Fischer, 70, former NBC White House correspondent during Roosevelt administration, died of heart attack Aug. 12 at Doctor's hospital, Coral Gables, Fla. He was among announcers for Roosevelt's fires chats, and as pool reporter was at Waikiki Springs, Ga., when Roosevelt died, proving what BROADCASTING characterized him as "one of the appealing human inter-broadcasters." Fischer put WGEM(AM) Quinlan, Ill., on air in 1947, and moved to Miami in 1949, working as announcer and program director at number of Miami stations, including WQAM(AM), WGBS(AM), WSVN(TV) and WPLG(TV). He is survived by his wife, Mary Ann, three sons and daughter.

Marshall Bayer, 25, senior analyst, ABC Television Spot Sales, New York, drowned Aug. 11 in boating accident off Long Island, N.Y.

Arnold Pearson, 78, news editor and assistant bureau chief of Associated Press Minneapolis bureau at time of his retirement in 1970, died of heart attack July 22 at Minneapolis nursing home. He is survived by his wife, Leona.

Paul Frumkin, 69, television producer and programing consultant, died Aug. 18 of cancer at Cedars-Sinai Medical Center in Los Angeles. He was producer of *Kup's Show* syndicated talk/interview series, in 1962-7 and most recently had served as producer of NBC-TV's daytime game show, *Fantasy*, as consultant to talk show host Mike Douglas.

Mass Media Bureau's lover and shaker

James Clayton McKinney has been the FCC's Mass Media Bureau chief for just over a year. But judging from his track record, broadcasters and cable operators have good reason to hope that he will stay in the job forever.

During McKinney's tenure the bureau has recommended more than 150 items for resolution by the full commission. And many of those items were hefty ones—for example, authorizing TV stereo, revising the attribution rules, eliminating the regional concentration rule, deregulating television and non-commercial broadcasting, authorizing expanded use of FM subcarriers and preempting the states from regulating the rates of anything but cable's basic programming. At the same time, the bureau also sped up its processing of applications.

That McKinney gets results comes as no surprise to veterans around the FCC. A career civil servant and former chief of both the Private Radio and Field Operations Bureaus, McKinney, 44, has been at the FCC for 21 years. That's plenty of time to learn which commission levers to push to get the job done.

He also is no stranger to the broadcasting business. He was an engineer/announcer for WMON(AM) Montgomery, W. Va., for two years before joining the FCC. At the station, he got a taste of almost everything involved in running a station. "I even swept the floors and cleaned the johns, if necessary," he says.

McKinney is anything but hostile to the industry. He describes himself as a "video geek." His home is equipped with six television sets, one 68-inch TV projection screen and two videocassette recorders. If he's not out flying his Cherokee 180 (he's an instrument-rated pilot), he's probably working on his motion-picture and video photography techniques.

He's not shy about expressing his fondness for the television medium. "There's just a lot of good television on the air," McKinney says.

He also thinks TV has been serving the interest of the public in news and public affairs programming. "The news on TV, in my opinion, is the best it has ever been, in any nation, at any time," he says. "It's quick-paced and fast, and that's indicative of our life style. If you want more in depth, you can go to newspapers."

That's not to say McKinney is a completely uncritical fan. He finds it irksome that television tends to clone its past entertainment winners. "As a consequence, the amount of innovation is stifled," he says.

McKinney took his first job at the FCC in 1963, the same year he was graduated from the West Virginia Institute of Technology with a degree in electrical engineering. As he tells it, he decided to apply for a job at the



James Clayton McKinney—FCC Mass Media Bureau chief; b. June 3, 1940, Charleston, W. Va.; BSEE, West Virginia Institute of Technology, Montgomery, W. Va., 1963; announcer/engineer, WMON(AM) Montgomery, W. Va., and stringer, Associated Press, 1961-1963; staff engineer, FCC Field Operations Bureau, 1963-1968; assistant engineer in charge, FOB Washington district office, 1968-1970; chief of FOB monitoring operations branch, 1970-1972; chief of FOB monitoring systems division, 1972-1973; chief of FOB enforcement division, 1973; FOB deputy chief, 1973-1980; FOB chief, 1980-1981; Private Radio Bureau chief, 1981-July 1983; current position since July 1983; single.

commission after he received a surprise visit from an FCC inspector at WMON(AM). McKinney was holding down the fort alone at the station when the inspector arrived. "He so shook me up I knocked over the typewriter," McKinney says.

But things worked out all right. And McKinney was impressed enough to want to become an FCC inspector himself. The inspector, W. Elliot Ours Jr., now chief of the Field Operations Bureau's enforcement division, told McKinney that the commission was hiring engineers. So McKinney arranged to go to Washington on his own dime, was interviewed and landed a job as a GS-5 in the Field Operations Bureau.

He spent his first five years in the bureau at a desk in Washington, mostly writing radio operator examinations. But after paying his dues, McKinney made it out into the field and worked his way up through the ranks, becoming chief of the Field Operations Bureau in 1980. In July 1981, FCC Chairman Mark Fowler appointed McKinney chief of the Private Radio Bureau. At Fowler's request, McKinney moved over to become chief of the Mass Media Bureau two years later.

According to McKinney, heading the 380-person Mass Media Bureau has not been easy. For starters, the bureau is far more "political" than either the Private Radio or Field

Operations Bureaus, McKinney noted. "Everyone has an interest in broadcasting, and everyone wants to play in the game," he says. Still, heading the bureau has been "the most challenging and most productive year of my career," he says.

Among the accomplishments with which McKinney is most pleased is the volume of proceedings the bureau has brought to resolution since he has been its captain. "The bureau sent more than 150 agenda items to the full commission over the past year, and that's four times what it did the year before," he says.

Personally, however, he's proudest of the fact that the commission opted to protect the industry-recommended Zenith/dbx stereo standard in authorizing TV stereo. "The solution in large part was mine," McKinney says. "I had to figure out a way the FCC would understand that the only way the marketplace would work here was to protect a standard without selecting one."

McKinney concedes there have been frustrations. For example, he notes that he has an "enforcement background." His attitude: If FCC policies and rules aren't any good, get rid of them; but if they're on the books, enforce them. He has "difficulty sometimes" getting a majority of the commissioners to go along with him when he feels enforcement is warranted. "This is not a strong enforcement commission," he says.

On his personal agenda for the future, he says, is faster handling of petitions for waivers from cable's must-carry rules. The way things stand, McKinney notes, cable operators don't have to carry new television signals while their requests for those waivers are pending at the FCC. And a cable operator can get a two-year respite from carrying a new UHF signal, simply because of the time it takes the commission to process a waiver request. "I want to expedite processing and have that on a strict turnaround of 60 days," McKinney says.

McKinney also says he intends to explore ways to prevent parties from using a variety of petitions to erect roadblocks to new service. "I want to see if there isn't something that can be done under the law to stop people from using the process... for anticompetitive purposes," McKinney says. "I think there are things that can be done, and I'm going to spend a lot of time in the next 12 months looking at this."

"It's a lawyer's dream, but an entrepreneur's nightmare," says the nonlawyer. "We have got to get rid of this unnecessary litigation that seems to be designed in many cases for anticompetitive purposes."

McKinney is aware that there's an election on the horizon. If there's a change of administration, or a change of FCC chairmen for some other reason, he realizes that he's vulnerable to replacement. Yet he hopes to stay at the commission no matter what. "I've got something to contribute to any chairman, I hope," he says. ■

In Brief

E.M. Warburg Pincus & Co., largest investor in SFN Companies Inc., has made \$425-million leveraged buyout offer for diversified media company. Heading group that includes some SFN management, New York-based investment banking firm, proposed offer to current shareholders of estimated \$40 per share, 53% above \$26.25 closing price before announcement.

WEEK-TV Peoria, Ill., and KRCG(TV) Jefferson City, Mo., have been sold by LDX Group Inc. to Price Communications Corp. for **\$28 million**. Seller is Peoria, Ill.-based company headed by William R. Adams, subsidiary of Kansas City Southern Industries, publicly held diversified corporation based in Kansas City, Mo. Buyer is New York-based station group with four AM's and two FM's, headed by Robert Price, president and one of principal stockholders with Citicorp Venture Capital Ltd., Lincoln Direct Placement Fund and John Alden Life Insurance Co. It recently purchased KOMA(AM) Oklahoma City ("In Brief," March 12) and last year bought WPCK(AM) [formerly WIRK] and WIRK-FM West Palm Beach, Fla. ("For the Record," July 18, 1983) and KIOI(FM) San Francisco ("Changing Hands," May 2, 1983). Broker was Lehman Shearson/American Express.

Oak Industries and SelecTV are expected to combine their separate **Los Angeles area subscription television operations** by fall 1985, under terms of recently announced draft agreement whereby SelecTV will purchase Oak's 200,000-unit ON TV subscriber base for unspecified sum. SelecTV, which has about 75,000 subscribers, is expected to gradually convert ON TV viewers to its system over 12-to-16-month period. Definitive agreement between two companies is expected to be announced Sept. 1. Not involved in deal is ownership of two UHF stations involved, although industry analysts speculate that Oak's move is prelude to sale of KBSC-TV Corona, Calif., which Rancho Bernardo-based firm acquired in 1981. SelecTV, owned by Japanese company, leases facilities of KWHY-TV Los Angeles, owned by Harriscope Broadcasting. Also not affected is Oak's sole remaining STV operation over WSNS-TV Chicago, with about 84,000 subscribers.

FCC Mass Media Bureau has extended reply comments deadline in FM docket 80-90 proceeding from Aug. 22 until Aug. 31. "The commission is aware of the difficulty that parties are experiencing in searching this voluminous record for comments pertaining to selected areas of interest," bureau said. Nonetheless, bureau also said its copying contractor, International Transcription Services, now has "complete and better organized set of pleadings" and has asserted that it will be able to respond to requests in timely fashion.

Law firm of Pierson, Ball & Dowd had requested extension until Sept. 24 (BROADCASTING, Aug. 20).

James Abernathy, ABC vice president, corporate affairs, resigned last week. Network put out one-sentence press release indicating that Abernathy was leaving to pursue "other interests." Network executive insisted his resignation bore "no relationship" to sex harassment suit filed against Abernathy, ABC and two other network executives in May (BROADCASTING, May 28). Suit is pending in U.S. district court in Washington. Abernathy is expected to give deposition some time next month and trial is scheduled for Jan. 14, 1985. One attorney representing plaintiff Cecily C. man in case said they heard about resignation day after ABC issued press release (Thursday, Aug. 23). Attorney said that settlement discussions had begun with network.

Howard Cosell told ABC last week that he no longer wanted to be part of talent crew for NFL Monday Night Football. He was widely quoted last week as having said he was leaving program because he was "bored" with doing games. Cosell had hinted earlier this year when his contract was up in August he would not renew it for football telecasts. However, he will continue to host *Sports Beat*, two-time Emmy award winning sporting news and interview program airing Saturday afternoons on ABC, and will continue to work with ABC Radio Networks, including commentaries on horse race announcing. Cosell will also continue to host some of network's *Monday Night Baseball* games.

UCLA and USC and two college football conferences to which they belong, Pacific 10 and Big 10, have filed suit in Los Angeles federal court **against College Football Association, ABC, ESPN, Notre Dame and Nebraska.** Suit alleges that CFA, which, by rules incorporated in its TV plan, prohibits participating member schools from having their games seen on any broadcast network but ABC and cable network but ESPN, is unlawfully restraining non-CFA members from selling their games involving CFA opponents. CBS voted to televise game between UCLA, which is not CFA member, and Nebraska, which is CFA member, on Sept. 22. But after CBS signed with ABC, Nebraska was forced to pull out of its agreement with CBS. Same situation occurred with USC-Notre Dame game.

USA Network sealed two major deals last week to bolster its sports programming for coming year. Network signed one-year renewal agreement with **National Hockey League** for estimated \$4 million will carry 33 regular season games and 25 playoff games, including Stanley Cup finals. Later in week, USA announced agreement

UPI makes cuts to stay afloat

In an attempt, as Wire Service Guild President William Morrissey put it, "to prevent the news service's demise," the guild's executive committee and UPI management concluded negotiations on a package of stringent pay cuts and staff reductions designed to make the news service profitable for the first time in 20 years. The moves are also expected to make the company more attractive to potential investors.

The package, which contains a provision for an immediate 25% reduction in pay for all UPI employees (guild and nonguild alike) now goes to the full guild membership for vote. The results should be known within three weeks, union officials said. Morrissey, speaking on behalf of the guild's executive committee, said: "This is the worst agreement I have ever recommended to the membership of the Wire Service Guild. But under the circumstances, it is the best" that can be offered.

Staff cuts will total about 200. Some 40 permanent editorial positions will be eliminated as will 60 temporary slots, all represented by the guild. In addition, management expects to eliminate 100 nonguild positions. UPI said it has already laid off 47 employees, mostly temporaries hired for Olympics and political convention coverage. The company said it hopes to restore all

the eliminated positions after it has reached profitability.

If approved by the guild, the austerity plan would go into effect Sept. 15, when the across-the-board 25% wage reduction would take effect. It would be in effect through Dec. 15. Wages would be restored to current levels over a 10-month period beginning at that time. Then, between December 1985 and April 1986, all employees would receive salary increases totaling 5%. In exchange for the pay cuts UPI will give the guild members company stock worth 6.5% of the company's total equity.

Currently, UPI is losing a little less than \$1 million a month. Expense control and wage reductions should save the news service about \$12 million, company executives said, and perhaps even more. If the plan is approved by the union, UPI expects to be in the black by \$1 million at the end of the fourth quarter of this year, and will have gross profits of around \$3 million in 1985, said Luis Nogales, executive vice president and general manager, UPI. He also confirmed reports that UPI hopes to sell perhaps 30% of the company to investors. He said the brokerage firm owned by G. William Miller, former treasury secretary under President Carter has been talking with "various prospects."



Multi-talent. Mike Weinblatt, president and chief operating officer of Showtime/The Movie Channel, New York, has joined Multimedia Entertainment as president. He succeeds Donald Ahlman, who continues as vice president of the parent company. Weinblatt will be based in New York where Multimedia plans to establish its new corporate headquarters. It is now based in Cincinnati. Prior to joining Showtime in 1980, Weinblatt was with NBC in numerous positions, including executive producer and general manager of NBC-TV, and was the first president of NBC's entertainment division. Multimedia executives shown welcoming Weinblatt aboard (standing, l-r): Wilson Wearn, chairman; Walter Bartlett, president; (sitting, l-r): Weinblatt and Dahlman.

Katz Sports to carry live college football this fall, to which Katz has rights. Exact schedule of USA games hasn't been finalized, but it will carry one live Saturday afternoon contest (usually in the afternoon slot) for 12 weeks starting Sept. 8. Estimated value of deal is between \$1 million and \$2 million. Katz has rights to Big Ten Conference games and four individual schools, including Purdue, Miami, Pittsburgh and Boston College.

Lite Network Delivery Corp., which offers **Business Teletext** service to subscribing companies via ad hoc group of commercial public television stations, said last week it **signed five stations** to become part of distribution network. The stations (KSTW-TV) Seattle-Tacoma, Wash., (KTVI-TV) Milwaukee, (KHTV-TV) Houston, (WUAB-TV) Cleveland and (DART-TV) Dallas) will give its teletext service more than 50% coverage of U.S. television households. It hopes to have 90% coverage end of year. Gaylord signed 10-year deal with SND under which stations will receive total of \$2 million first year and \$25 million or more by tenth year.

Edward J. Pfister, president of Corporation for Public Broadcasting, met **with Chinese public broadcasters,** Wang Feng, director of China Central Television (CC-TV), and Xu Chaung Cheng, director of foreign relations of CC-TV, last week to discuss exchange of non-commercial television and radio programs between two nations. Delegation of public broadcasters will travel to Beijing next October carrying with it excerpts from more than 100 television and radio programs, with plans to "explore opportunities for co-productions." Cost of trip is being covered by \$150,000 three-year grant from McArthur foundation.

See television advertising and communications firms and Peoples Republic of China have agreed to form **China/USA Communications and Television Commercials Co.** to produce and distribute commercials, documentaries, videotapes, cassettes and films for showing in China. Three firms that have banded together to form China Communications Co. as joint venture are Las Palmas Productions, Los Angeles; Videocom Inc., Dedham, Mass., and & Co., Beijing. Agreement provides that China/USA will hold

all rights to market advertising time on China television to advertisers in U.S., Canada and South America. China/USA will have at least one minute of commercial time per day on state-run, nationwide television network, China Central Television, and will offer this time to advertisers on open market.

Mutual Broadcasting will launch **The Jim Bohannon Show**, new five-hour weekly overnight live talk and interview program similar in format to Mutual's **Larry King Show** with newsmakers and celebrities as well as phone-in audience participation, beginning Saturday, Sept. 22, at midnight. Bohannon is news correspondent for Mutual who will also become anchor-writer for network's **The World This Morning** on Sept. 6.

Supplemental appropriations bill for Corporation for Public Broadcasting was signed by **President Reagan** Aug. 22, providing CPB with additional \$7.5 million, \$20.5 million and \$29.5 million for fiscal years 1984-86, respectively. In meantime, some 50 **National Public Radio** member stations have sent **resolution** to CPB asking that NPR's share of supplemental (about \$13 million) be sent directly to public radio stations, bypassing NPR. Ultimate decision will be left for CPB board meeting, Sept. 21.

Friendly persuasion. The cable industry received a stiff congressional warning last week not to abandon the House cable bill (H.R. 4103). The industry's decision to withdraw its support from the measure will only harm its credibility on Capitol Hill, said Representative Tim Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee and the bill's author. "Your credibility in Washington was enhanced by your successful efforts to reach a compromise on H.R. 4103. Now, you are on the verge of turning your back on the legislation; if you do, you will throw away that credibility," he said. Wirth delivered that message before members of the Colorado Cable Association at its annual meeting.

The nation's cities and the cable industry have been at odds over the legislation. Cable wants the cities to reopen negotiations and discuss changes to the rate regulation provisions. Wirth's remarks were not considered to be as harsh as they might have been. One cable operator, who attended the meeting characterized the Congressman's speech as "honest and sincere" in light of what has occurred. (While the bill appears doomed, cable operators were heartened after hearing from Bill Bradley, director of the Office of Telecommunications for the city and county of Denver, who spoke to the group before Wirth. Bradley indicated he was willing to push the cities to renegotiate the rate regulation section of the bill.)

Wirth called on industry leaders to be responsible and "look beyond the short term." He said "in the long run, this industry needs stability and certainty—and that the only way to get real stability and certainty is through legislation." He accused the nation's cities and the cable industry of showing an unwillingness to compromise. "Unfortunately, instead of re-opening negotiations over the timing of rate deregulation, the cable industry and the cities seem to have opted for a game of 'chicken.' Judging from the most recent exchange of letters, each side wants to appear less reasonable than the other."

Wirth said he is sensitive to cable's concerns about the rate regulation of multiple tiers of basic service. "As you know, before the compromise with the cities was reached, I stated again and again that there was no need for any rate regulation of cable service. I believe the FCC's **Nevada** decision is buttressed by the Supreme Court's opinion in the **Crisp** case."

Furthermore, it's appropriate, he said, to take another look at the rate deregulation provisions. But, "it is not appropriate to abandon the entire bill over rate deregulation." And if the industry walks away, he warned, "you will lose the ability to work with Congress on a continuing basis on other issues of importance to cable, such as copyright and must carry. You will seriously damage your reputation on Capitol Hill—and it will take a long, long time to rebuild it."

Editorials

An observable truce

The U.S. military establishment has adopted an eminently sensible policy on news coverage of military operations. The general rule is that when the military goes into action, the news media will go along. If the new policy had been in effect last fall, reporters would have accompanied troops in the landings on Grenada. The exclusion of journalists at that newsworthy event led to the creation of the policy announced last week.

There are details to be worked out: for example, how to select the members of a pool when the operation cannot accommodate general representation of the media. But the principles accepted last week by the secretary of defense are worthy of unanimous support by both the Fourth and Fifth Estates. The report of the 14-member special commission appointed by the chairman of the Joint Chiefs of Staff, now the basis of U.S. policy, said, in part: "First, the highest civilian and military officers of the government should affirm the historic principle that American journalists, print and broadcast, with their professional equipment, should be present at U.S. military operations. And the news media should reaffirm their recognition of the importance of U.S. military mission security and troop safety."

The explicit reference to "print and broadcast, with their professional equipment" will be welcomed by the Fifth Estate. Among some witnesses who appeared before the commission at hearings last winter (BROADCASTING, Jan. 16), there were signs of reluctance to let television on a battlefield. The commission's report rises above that parochial concern.

In its closing comments, the commission said: "An adversarial—perhaps politely critical would be a better term—relationship between the media and the government, including the military, is healthy and helps guarantee that both institutions do a good job. However, this relationship must not become antagonistic—an 'us versus them' relationship. The appropriate media role in relation to the government has been summarized aptly as being neither that of a lap dog nor an attack dog but, rather, a watchdog."

That's a paragraph that could be hung on any newsroom wall.

New order

As often happens when the talk turns to television programming, discussions of this year's coverage of the political conventions by the three television broadcasting networks tend to get overblown. True, the networks devoted fewer hours to both the Democratic and Republican conventions than they had in the past, and, true, many television viewers, most in some markets, chose something else when the conventions were on the air. Neither phenomenon is new.

Both the hours of convention coverage offered by the networks and the hours of convention viewing have been declining since 1968. Figures presented in A.C. Nielsen's "1984 Report on Television" are instructive. The hours of network coverage (when one or more of the three were telecasting from the convention) have declined at Democratic conventions from 39.1 in 1968 (Humphrey nominated, riots in Chicago) to 36.7 in 1972 (McGovern) to 30.4 in 1976 (Carter) and 24.1 in 1980 (Carter). Average hours and minutes of convention viewing by viewing households fell from 9:28 to 6:24 to 5:53 to 5:29 in the same years.

Hours of coverage at Republican conventions were 34.0 in 1968 (Nixon), 19.8 in 1972 (Nixon renominated in a convention admittedly tailored for prime time), 29.5 in 1976 (Ford) and 22.7

in 1980 (Reagan). The Republican viewing followed suit: seven hours and 53 minutes in 1968, 4:12 in 1972, 7:09 in 1976 and 4:49 in 1980.

When comparable figures become available for 1984, they will undoubtedly continue the trend. But network figures alone will undercount the 1984 convention audience. Although their universes are still mere fractions of those of the broadcasting networks, the Cable News Network and C-SPAN are new presences that must be included in any appraisal of this year's convention audiences. So must the local audiences of the hundreds of broadcast stations that dispatched correspondents to San Francisco and Dallas to send home reports with local angles.

The Fifth Estate and the relationships within it are changing in ways that became more evident at the conventions of 1984. By 1988, there will have been four more years of change. Maybe Reuven Frank of NBC will be proved right when he suggests that the 1988 conventions can be covered by perhaps 70 NBC journalists and technicians, as compared to the 500 of this year. Maybe Ed Joyce of CBS will be proved right when he insists that comprehensive coverage will still be justified.

Whatever the three networks do in 1988 will matter less than what they did in 1968, back in the days when they and their affiliates were just about the only Fifth Estate there was.

The local angle

In a letter appearing in the "Open Mike" department of this publication a week ago, Jim Lynagh, president of Multimedia's broadcasting division and chairman of the NBC-TV affiliate board, explained why television stations objected when their networks overran the 11 p.m. local news period with political convention coverage. Stations, Lynagh explained, are jealous of that time, which creates "a local news habit," in Lynagh's words, and they go to considerable expense to fill it.

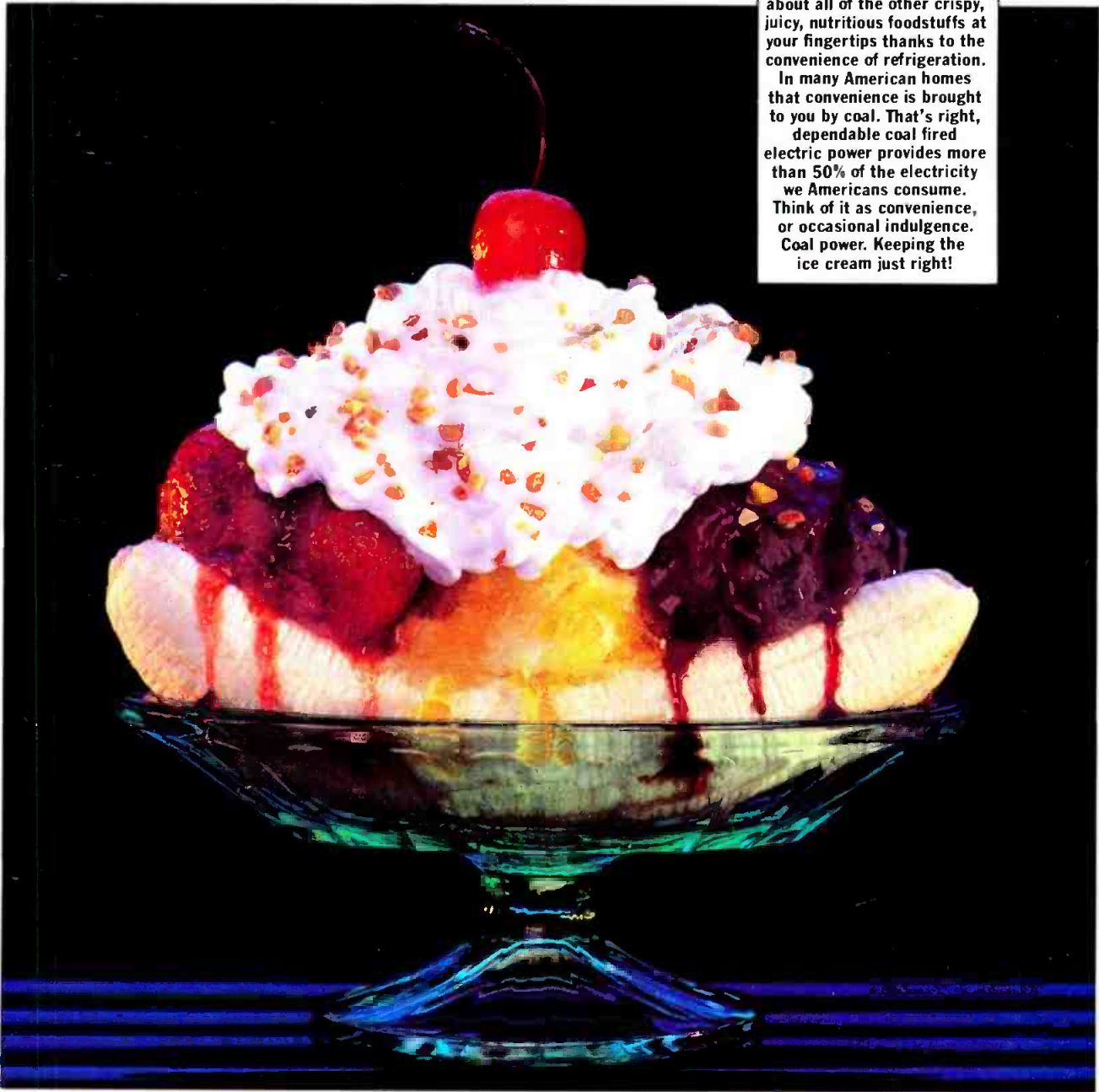
Elsewhere in this issue are several hundred column inches of testimony to the correctness of Lynagh's remarks. Not just at 11 p.m. but in all the other hours when the local news habit is manifest, television stations are going to great expense to keep the habit up.

It is also a fact, which could be the subject of another story, that local television journalism has become a profit center of immense importance to the average station's bottom line. Anybody who wants to get an idea of the television marketplace at work can start on page 47.



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