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# Broadcasting Apr 13



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# Broadcasting **Apr 13**

## “At Large” with Rupert Murdoch Post-technology wrapup from NAB Ganging up on cable

**BATTLE RAGING** □ Cable industry has come under increasing attack in recent months, ranging from Hollywood to independent TV stations to cities. **PAGE 35.**

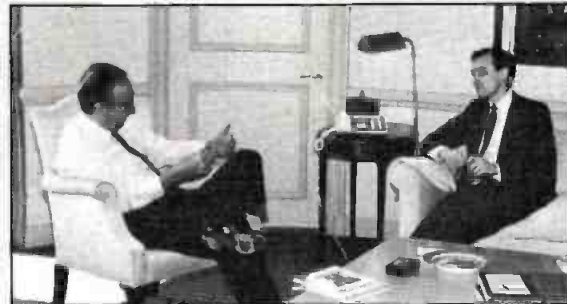
**SAME SONG** □ King World programs, *Wheel of Fortune*, *Jeopardy* and *Oprah Winfrey*, take top spots in Nielsen's Cassandra February sweeps survey. **PAGE 36.**

**SWEEPS PREVIEW** □ Networks schedule mini-series, specials and final episodes of popular programs for May sweeps period. **PAGE 38.**

**NEW HOME** □ Private investment group with eclectic portfolio wins bidding for Ampex. **PAGE 38.**

**BURCH'S WORLD** □ New Intelsat Director General Dean Burch, former FCC chairman, talks with BROADCASTING about the challenges of his newest assignment, which he undertakes April 15. **PAGE 41.**

**TECHNOLOGY 87** □ BROADCASTING's survey of the exhibit floor at the NAB convention reveals: Enhanced half-inch video recorders from Matsushita and Sony are popular in marketplace. Competitive marketplace for videographics systems. Digital technology moving in on cart machines. Charged-coupled devices make further inroads in tube camera market. Reliability and efficiency mark transmitter field. Satellite newsgathering vehicle advances include bigger dishes and better storage. **PAGES 46-66.**



Murdoch with BROADCASTING's Geoff Foisie

**MURDOCH “AT LARGE”** □ On the eve of the launch of Fox Broadcasting's prime time lineup, BROADCASTING editors sat down with Fox's owner, international media baron Rupert Murdoch, to ascertain his views on the U.S. media environment, what he's doing at Fox and what new worlds there are to conquer. **PAGE 68.**

**FAST TRACK** □ House hearing continues rapid movement of fairness bill. **PAGE 78.**

**GOLDEN NUMBERS** □ Details of CBS settlement with former Chairman Tom Wyman. **PAGE 81.**

**GAME TIME** □ ABC, ESPN do well in 1987 NFL schedule. **PAGE 87.** CBS Radio wins rights to NFL games. **PAGE 87.**

**STEADY CLIMB** □ Multimedia's new president, Peter Lund, brings experience in a host of broadcast executive positions to that post. **PAGE 111.**

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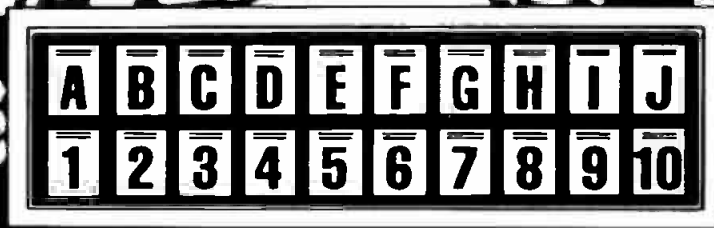


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\*All ratings are Arbitron average quarter hour share estimates, 6A-mid., Mon.-Sun., Fall 1986.



## Choices

Reliable source last week said candidacy of Bradley Holmes, chief of FCC's policy and rules division, for commissioner seat to be vacated by Chairman Mark Fowler ("Closed Circuit," March 30) is being opposed by leaders in communications industry on grounds that former legal assistant to Chairman-designate Dennis Patrick falls short in qualifications. Key Washington sources were unaware of any organized opposition but conceded that there is concern in some quarters that Holmes may be too close to Patrick for comfort. Patrick also reportedly told Senator Bob Packwood (R-Ore.), ranking minority member on Senate Communications Subcommittee, that Packwood candidate, Craig Smith, president of Freedom of Expression Foundation, would be "fine" should White House fail to name Holmes.

## Show biz

NAB is believed to have derived \$5 million in revenue from recent equipment exhibit in Dallas March 28-31. Figure, which would represent more than third of association's annual revenue, comes largely from sale of some 300,000 square feet of exhibit space (at \$14-\$17 per square foot) to estimated 640 paid exhibitors. NAB's chief financial officer, Michael Harwood, refused to comment on show revenue.

## HBO-HDTV

Home Box Office may take leadership role in bringing high-definition television to U.S. viewers via cable and home earth stations. HBO believes HDTV will take hold here in next several years following introduction of HDTV equipment for home (disks, VCR's, monitors). When it does, HBO will be ready to start delivering HDTV signals to cable headends and directly to homes. Key to plans is Ku-band satellites HBO is planning to use through end of century, said HBO's Bob Zitter, vice president, operations. They have requisite bandwidth and power for HDTV, he said. Producing HDTV programming is no problem, he said. Eighty percent of programming is already produced on high-resolution medium, 35 mm film, he said.

## Eyeing stations

Still more entertainment companies show interest in acquiring television stations.

MTM Enterprises is said to be making inquiries about purchase of network affiliates. Even more intriguing is station shopping by Quantum Media Inc., new joint venture between MCA and MTV Networks president, Robert Pittman. Latter told BROADCASTING that he has considered major-market properties, "either as outright purchases or where we would take an ownership piece." Quantum is thinking of specialty formats. Pittman declined to be specific. "We think as business people but we are obviously coming off experience with specialized and new uses [MTV]." Company this week will release home video of Hagler-Leonard fight, and will soon announce TV projects as well.

## Now, now; there, there

NBC News President Larry Grossman has sent memo to staff aimed at easing concerns about impact of McKinsey efficiency study of NBC News. McKinsey & Co., consulting firm, is engaged in continuing, long-term effort to help division determine how it can improve efficiency, memo says, and NBC president, Robert Wright, agrees that NBC News, not McKinsey, will make decisions on whatever changes are required. McKinsey investigators are said to have graded NBC News staffers well on two of three criteria—quality and timeliness. Problem reportedly is detected in cost increases driven by "many more expensive choices and resources"—including satellites and graphics—than used to be available.

Grossman's memo says changes will be phased in during second half of 1987 and throughout 1988. In May Grossman will convene cross section of news division personnel in New York, to discuss what should be done differently, and how.

## Out of the blue

Eddie Fritts, president of National Association of Broadcasters, caught industry's engineering executives by surprise at association's recent convention with proposal to create new NAB technology center. Although industry support exists for pooling of U.S. technological research to develop improved broadcast technologies, users like Capcities/ABC's Julius Barnathan, NBC's Michael Sherlock and others were perplexed by NAB proposal and said last week they still lacked information on association's aims. Uncertainties include choice of research projects, effect on

existing research facilities, funding requirements and whether all-industry effort is preferable to smaller grouping, such as network companies discussed recently in talks with FCC Mass Media Bureau Chief Jim McKinney ("Closed Circuit," Jan. 26).

## Congressional courtesy

Apparently hoping to get his chairmanship off on best footing possible, FCC Chairman-designate Dennis Patrick has offered to meet one-on-one with every member of agency's congressional oversight subcommittees. At least two members have taken him up. Patrick has met with Ed Markey (D-Mass.), chairman of House Telecommunications Subcommittee, and Bob Packwood (R-Ore.), ranking minority member of Senate Communications Subcommittee.

## Busy bird

NBC's joint venture European satellite news channel, Anglovision, has taken transponder option on Intelsat V, putting it in head-to-head competition with Turner's Cable News Network, pioneering U.S. news service in Europe on Intelsat bird since late 1985. Both services go primarily to hotels, CNN reaching some cable systems too. With Anglovision launch expected later this year, venture chose least expensive and simplest, one-hop link from U.S. to continent.

## Inch by inch by inch

Despite proliferation of new videotape formats for studio, such as enhanced half-inch or digital 19 millimeter, many buyers continue to stick with 10-year-old, one-inch, Type C standard. Sony and Ampex, which together control virtually all of Type C market, saw strong sales of one-inch machines at recent National Association of Broadcasters equipment show in Dallas. Sony's hottest sales item, in fact, was new, lower-cost Type C deck, with orders taken for almost 200.

## To keep talking

NBC Radio has reached accord with NBC Talknet personality Bruce Williams on terms for new multiyear agreement. Negotiations between parties have been going on since expiration of Williams's previous contract in early November. Williams, who is on from 7 p.m. to 10 p.m. NYTeach weeknight.

## Cannon connection

Home Box Office Inc. said it has an agreement in principle to acquire the Cannon Group's share of the HBO/Cannon Video joint venture, which includes the distribution rights to jointly owned titles such as "First Blood" and "Raw Deal." Additionally, HBO "maintains the rights for a limited period of time to distribute titles previously licensed to the joint venture by Cannon and its predecessor, Thorn/EMI Screen Entertainment," HBO said. Included in those titles are "Amadeus," "Rambo: First Blood II," "One Flew Over the Cuckoo's Nest" and "Mona Lisa."

According to Steve Scheffer, HBO executive vice president of film programming and home video, the new name of the company will be HBO Video. Frank O'Connell will continue as chief executive officer, and "no significant changes will be made in the management of the company," HBO said. Scheffer said that HBO "initiated these negotiations because of our desire to maintain a leadership position in this facet of in-home entertainment. We believe that home video is one of the fastest growing segments in the entertainment industry and warrants significant new investment and expansion of our activities in program development, acquisition and marketing," he said.

In other news, HBO said it will present five tape-delayed cablecasts of the Marvin Hagler-Sugar Ray Leonard boxing match, beginning Saturday April 11 (8-9:30 p.m.). The bout, held at Caesars Palace in Las Vegas, April 6, will be repeated on HBO April 12 (6:30-8 p.m.); April 14 (10:30-midnight); April 16 (11 p.m.-12:30 a.m.), and April 18 (3:30-5 p.m., all NYT). For those who missed the event the first time, former welterweight and junior middleweight titlist Sugar Ray Leonard won.

## CNN's union movement

Employees of the Cable News Network have petitioned to join the National Association of Broadcast Employees and Technicians, a CNN spokeswoman said last week, adding that CNN "will be meeting with representatives of the National Labor Relations Board next week to discuss details of setting up the election." She would not discuss what those issues are. Asked how salaries at CNN compare to those of broadcast network employees, the spokeswoman said "in many cases they are comparable." Employees will vote by secret ballot on whether to join NABET, she said.

About 100 producers, writers, directors and desk assistants in CNN's New York bureau are affected. "We feel that once the issues are put on the table, the employees will reject the union," the spokeswoman said. CNN defeated a similar unionizing effort by its employees in Atlanta in 1982 by a 3-to-1 margin.

Mary Alice Williams, CNN vice president and co-anchor of CNN's *Newswatch*, in a

speech last week at Fordham University (see below), cited the benefits of CNN's nonunion shop. "We didn't have to strike restrictive labor bargains," Williams said, "because our employees voted—they voted—not to join a union. As a result, we've had the flexibility to develop in-house talent. We're trying to give each worker a career ladder and room to grow. We share a commitment to CNN and have an investment in each other's success. We ask them for a lot. They give it," she said.

## Network comparisons

Amidst the recent restructuring and planning for the future at ABC, NBC and CBS, much attention has been focused also on the Cable News Network, which produces 24 hours of daily news on a budget about one-third that of any broadcast counterpart. Last week, CNN vice president and co-anchor of *Newswatch*, Mary Alice Williams, provided some insight into the CNN's lean mentality at a lecture given at Fordham University in New York.

"Let's get something straight," Williams said. "Our founding fathers intended a free press to act as a watchdog on the excesses of government. They did not intend, nor could they envision, news organizations with bureaucracies that would put the federal government to shame, whose parts would be paid without regard to their effect on product or on purpose, which in a free society is paramount."

She said that although CNN has received blamed for some of the broadcast network cutbacks, as well as "an inordinate amount of credit for the drastic changes in the industry," CNN accepts "blame for being the

ions, few perks and carefully planning what stories it will cover.

"When times were fat, the networks bought into a salary structure that raised payrolls across the board and put a handful of TV journalists into the millionaires club," she said. They also "bought labor peace at almost any price... Now they are saddled with contracts that do not necessarily make for better journalism. Prohibiting a correspondent from writing his or her own anchor lead to his or her own story, does not, I submit, make for better journalism," Williams said, adding that it was not true that CNN does not pay \$2.5 million anchor salaries. "We do. But we have 57 anchors, so we have to whack it up a little bit."

The CNN executive said also that while the "loss to the whole industry of so many respected veterans" following recent network cutbacks "is shocking and very sad... they ought not be manning the barricades against bottom line managers... Just as they demand that managers learn there is something more to journalism than the bottom line, the bottom line for journalists ought to be more than what's in their paychecks."

Today, she said, CNN has "twice the number of employees as the broadcast networks have [2,000]; the same number of bureaus the broadcast networks have [20], and a third the budget" [\$100 million]. It is seen in 54 countries, by satellites and through cable systems. Additionally, the cable network has added bureaus in China and Paris and is moving its Atlanta headquarters into a refurbished building there June 1.

CNN's principle cost saving comes from "the way we make news judgments," Williams said. "What has impact? What is important? What is a must and what is an acceptable risk?" She said: "Hard decisions are a gamble, but that's what journalists do. We gamble that we're going to be right." Williams said CNN saves money by using reports from its 175 domestic affiliates and from "corresponding stations" overseas, rather than paying for the plane fare, hotel room, satellite booking costs and other expenses associated with sending CNN's own correspondent and crews to cover a story.

Aside from economic changes in the industry, Williams also discussed technological advancements, including CNN's recent purchase of "the first workable fly-away kit," which she described as "a TV station, satellite transmitter, reporter tool, with edit facilities and a telephone, crammed into a few suitcases with a dish that you can bolt together in the field."

The equipment, which she called "the hottest story in television right now," will "allow us to broadcast directly from the tarmac in Beirut without having to fly the story to Cyprus. It will allow us to go live from the mountain stronghold, without having to go through local government censors. It will forever change the way we work and the tasks we ask our people to do," she said.

To keep up with this instant flow of information, Williams foresees the need for "few-



Williams

first television news organization in history that had to succeed as a business. There was no board of directors, flushed with entertainment division profits to whom we could go begging." CNN, launched in 1980, was "designed to think lean," she said. "We had to. We didn't have any money."

The cable network has been able to operate on a \$100-million annual budget, she said, because of the economies of scale of being on 24 hours, lowered salaries, no un-



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NEW YORK/WPIX 7:30A	<b>+60%</b> #1 Kid Show on the station. #1 Kid Show in TP.
LOS ANGELES/KCOP 3:00P	<b>+29%</b> #1 Kid Show in TP. Beat "My Little Pony" in Feb 87 TP.
CHICAGO/WGN 8:30A	<b>+15%</b> #1 Kid Show on the station. Beat "My Little Pony" head-to-head.
PHILADELPHIA/WGBS 4:00P	<b>+67%</b> #1 Afternoon Kid Show on the station. Beat "Rambo" in Feb 87 TP.
SAN FRANCISCO/KBHK 3:30P	<b>+29%</b> #1 Afternoon Kid Show on the station. Virtual tie with the "Smurfs" in TP.
DETROIT/WXON 7:30A	<b>+09%</b> #1 Kid Show on the station. Beat "Scooby Doo" Lead-out.
HOUSTON/KTXH 7:00A	<b>+14%</b> Beat "He-Man" in Feb 87 TP. Tied "She-Ra" Lead-out.
ATLANTA/WATL 4:00P	<b>+20%</b> Beat "Rambo" in Feb 87 TP. Beat "Silverhawks" Lead-in.
DENVER/KDVR 8:00A	<b>+50%</b> #1 Kid Show on the station. Beat "She-Ra" Lead-in.

AND TEDDY RUXPIN'S A HIT WHEN REPLACING NON-ANIMATION TOO!  
BOSTON/WLVI 5:00P #1 Kid Show on the station.  
DALLAS/KTVT 7:30A #1 Kid Show in the market.

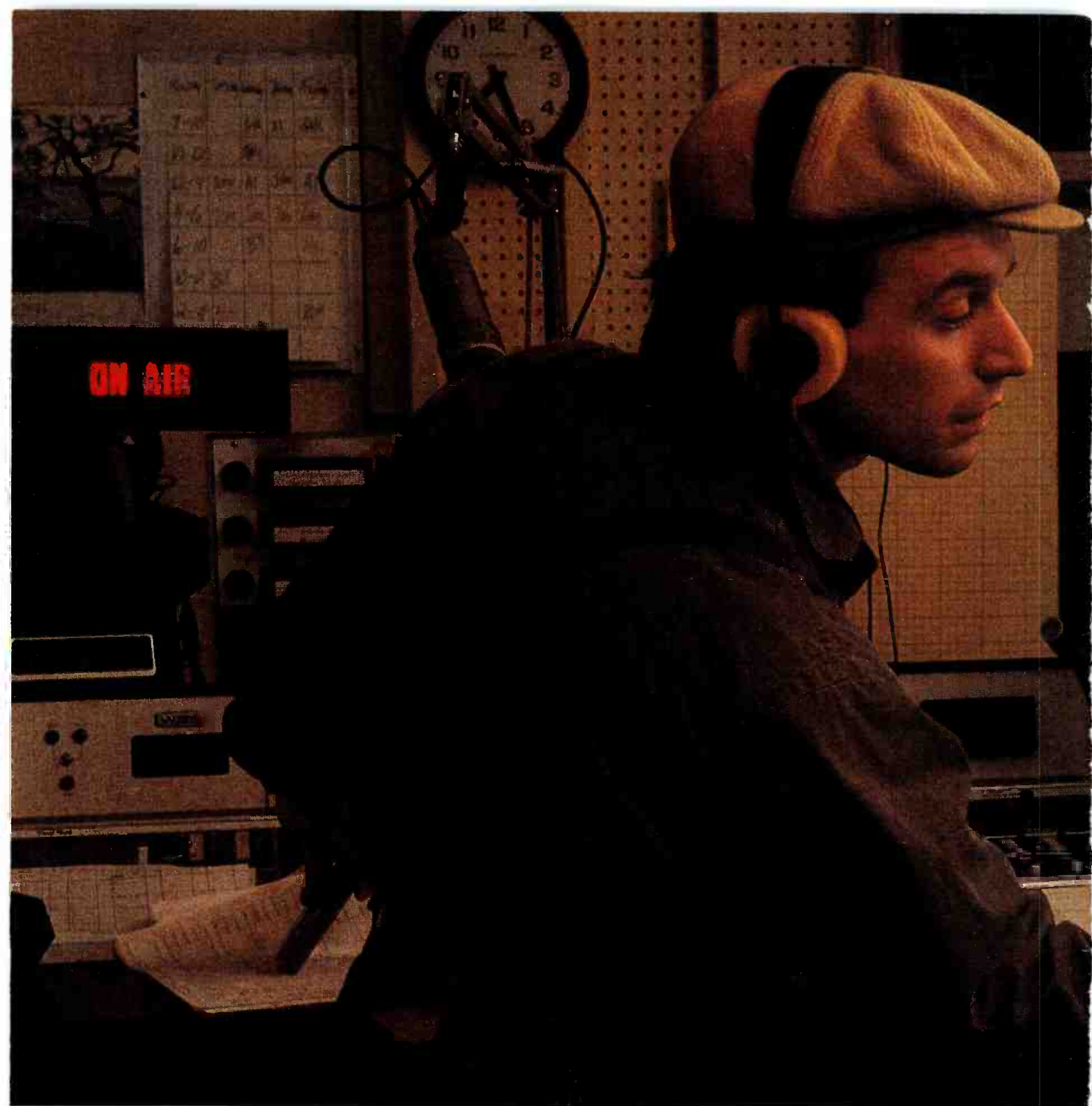
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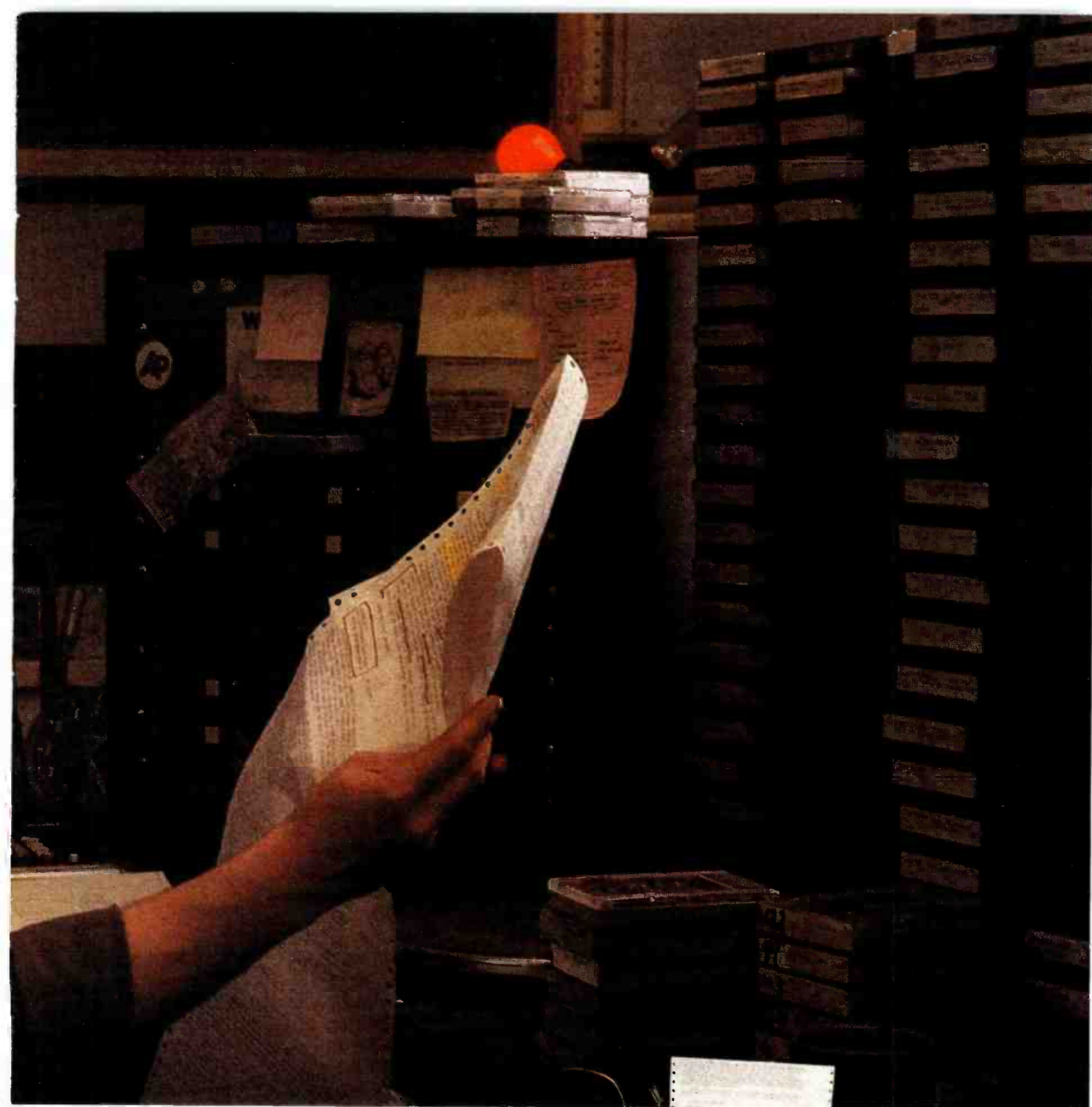
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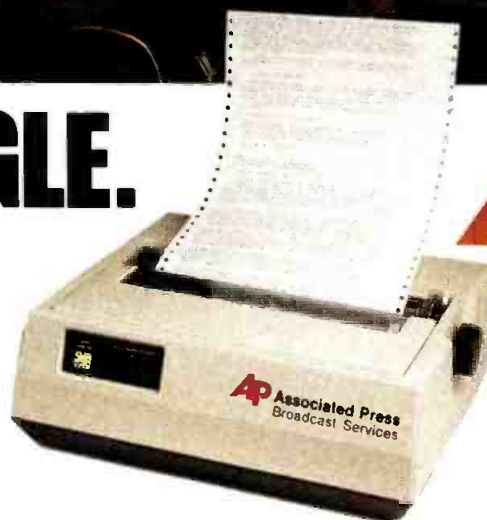




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er readers" and "fewer writers in the field. What we need out there are intelligent men and women with a gift for the ad-lib, to provide context for what unfolds before him, do the color and the play-by-play without necessarily hours of research beforehand. People who can rival Edward R. Murrow from London, and maybe even do him one better." The industry needs educated reporters with "a broad range of reporting experience," so they know what questions to ask, she said, adding that "we're all going to have to learn to use these things and it's going to be a bumpy ride, like it is every time technology changes. But it's a wonderful new piece of equipment."

While changes in the television industry are "tumultuous," Williams said, the end result "is more news, not less, from more

sources, not fewer. And that is very much in the public interest." And although the television news industry is changing, "it doesn't mean that part of it is dying." She said that "44 million Americans each evening rely on the awesome news organizations of ABC, NBC and CBS. The fact that no single effort is a runaway, that they share roughly equal slices of the pie, means that the American audience is giving them equal blessing. That's a compliment. It benefits no one to see them fail. Certainly not us," she said.

#### February rise

ESPN's average prime time rating for February increased 20% over the same month last year, according to ESPN. Its February 1987 prime time rating average was 1.8, com-

pared to 1.5 in 1986. The network's 24-hour average rating also increased—from 0.6 in 1986 to 0.7 in February of this year, ESPN said. In other news, ESPN hired Thom McKinney & Associates, a management, sales and cable TV advertising consulting firm, to assist ESPN's affiliates in selling National Football League local advertising availabilities, said Roger Werner, ESPN executive vice president. ESPN will allocate 40% of its NFL advertising inventory to cable affiliates for local sale, or at least 20 units per game.

#### And the winner was...

HBO's documentary, *Down and Out in America*, narrated and directed by actress Lee Grant, was the first original pay cable program to receive an Academy Award, according to HBO. The hour-long production was a co-winner with *Artie Shaw: Time Is All You Got* in the Best Achievement in Documentary Features category at the 59th annual Academy Awards in Los Angeles. *Down and Out*, which also received a 1986 National Cable Television Association ACE Award for best documentary special and a certificate of merit at the Chicago International Film Festival, will be cablecast again on the pay cable service in June. The documentary was produced by Joseph Feury.

HBO said that to qualify for an Academy Award nomination, a production must either win the top prize at an internationally recognized film festival or receive a one-week theatrical exhibition in Los Angeles county. *Down and Out* had its theatrical premiere in October 1986 at the Laemmle Theater in Los Angeles. Last year, another HBO documentary, *Soldier in Hiding*, received an Oscar nomination.

In other HBO news, the pay service has reached an exclusive agreement with ITC Entertainment Inc., to provide the latter with exclusive domestic television distribution rights to eight theatrical films owned by HBO. The "multimillion-dollar pact," according to Arthur Kananack, president of ITC, includes "Sweet Dreams," with Jessica Lange and Ed Harris, and "Volunteers," with Tom Hanks and John Candy. Also included in the package are "Flashpoint," "Heaven Help Us," "The Hitcher," "Head Office," "Odd Jobs" and the yet-to-be released "The Trouble with Spies," with Donald Sutherland and Ruth Gordon.

#### PPV plans

Request Television said last week that Centel Cable Television will roll out a pay-per-view service to Centel's 46,000 Michigan addressable subscribers by the middle of 1988. The first phase of roll-out will be completed by the fourth quarter of this year, involving four systems in the northwestern part of state, Request said. By June 1988 five more systems will be added. All Centel systems will use an Automatic Number Identification (ANI) order-entry system, utilizing a single seven-digit number per event for the entire state, Request said, adding that Centel plans to offer Request to all of its more than 85,000 basic subscribers in Michigan within five years, as additional systems become addressable. Centel will also offer Request to its 20,000 addressable subscribers in Aurora, Ill., by next summer, Request said.

## CABLEVISION INDUSTRIES L.P.

*Alan Gerry, CHMN & CEO*

*has acquired*

## LAKE KATHERYN ESTATES SYSTEM

*located in Casselberry, FL*

*from*

## SATELLITE SYSTEMS TECHNOLOGY

*Howard R. Storck, President*

*Jim Boyle initiated this transaction and acted as financial advisor and negotiated for the seller.*

## Frank Boyle Co.

**MEDIA BROKERS**

*55 Old Field Point Road, Greenwich, CT 06830  
Your winning number is 203/869-4433*

**ISN'T GREEN YOUR FAVORITE COLOR, TOO?**



# People Will Talk

Each week, 25 different and highly promotable stars bare their deepest secrets to host Harvey Korman. Will your viewers guess if it's a real secret? Or a rumor?

Every fast-paced show takes your audience on location wherever the stars are. The nonstop fun and entertainment begins September '87!



IM TELLING YA, IT WAS SALLY STRUTHERS ...AND ALL SHE HAD ON WAS A TOP HAT! SHE TOLD IT ON "SECRETS AND RUMORS."



RICHARD MOLL HAS BEEN LIVING WITH A 3 FOOT DOLL! HE CONFESSED IT ON "SECRETS AND RUMORS."



YOUR WIFE ISNT THE ONLY ONE... ON "SECRETS AND RUMORS," DR RUTH ADMITTED DOING IT IN THE NUDE!

Host HARVEY KORMAN



First run half-hour strip.

**25 juicy Celebrity Secrets a week!**



# From our family to your families.



*Mr. Belvedere and Kevin  
turn chicken.*



*Who's the gu*



*Wesley wears his cake.*



*This can't possibly b*



*Most girls just break Kevin's heart.*



*Our bike shop -  
3:30 am Christmas mo.*

Want families? Build your comedy block with the family America loves to watch—the Owens family of Mr. Belvedere.

The Belvedere family will help you lock in high concentrations of women and kids. High ratings in larger family households—

the cornerstone of early fringe success.

The Belvedere family also stands tall in lead-in retention—superior to “Family Ties,” “Night Court” and “Amen,” just to name a few.

For a bigger family picture, give us a call.





Party party?



Wesley!



ning.



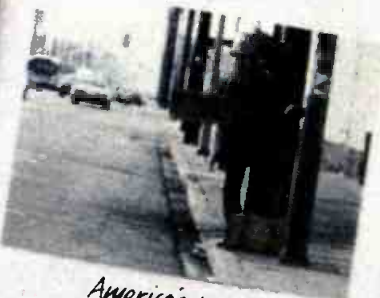
Kevin gets ready to take on George.



Wesley claims the Easter Bunny did it!



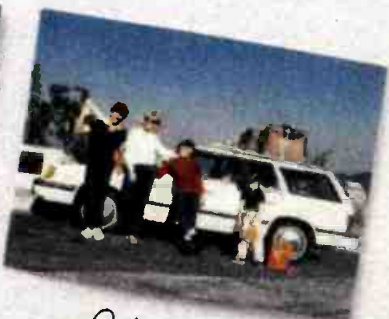
Pittsburgh's oldest cheerleader!



America's best-dressed hitchhiker.



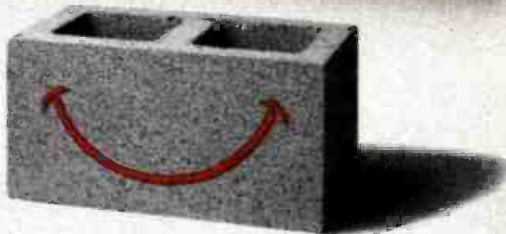
Cold spaghetti builds character.



Only 500 miles to the Grand Canyon.



# MR. BELVEDERE



Your comedy block builder.



# Business Briefly

## TELEVISION

**Southland Corp.** □ In support of its 7-11 convenience stores, Southland is scheduled to roll out national campaign, which it has been testing, by mid-May. Commercials will be carried in all dayparts. Target: women, 25-54. Agency: Hill Holliday, Connors, Cosmopolos, New York.

**Absopure Water Co.** □ Bottled water will be spotlighted in one-week drive beginning in mid-April in St. Louis, Terre Haute, Ind., and Champaign, Ill. Commercials will appear in all dayparts. Target: adults, 25-54. Agency: Dennis R. Green & Associates, Southfield, Mich.

**ConAgra Frozen Foods** □ Company has begun campaign featuring "book-end" television commercials on three network affiliated stations in St. Louis, with two separate 15-second commercials appearing in first and last position of commercial breaks. The spots will demonstrate company's Banquet Microwave Hot Bites that require two minutes of cooking time. Split

commercials later will be carried on TV stations in major markets. Spots will appear in all time periods. Target: adults, 25-59. Agency: D'Arcy Masius Benton & Bowles, St. Louis.

**McDonald's** □ Fast-food chain is testing new television commercial in Greenville-



Spartanburg, S.C., preparatory to unveiling commercial in other parts of Southeast if initial results are successful. Spot shows "contestants" choosing

among three new salads. Commercials will be set in all time periods. Target: adults, 25-49. Agency: Bozell, Jacobs, Kenyon & Eckhardt, Atlanta.

**United States Travel and Tourism Administration** □ In partnership with TWA and six New England states, USTTA for first time will place television advertising promoting U.S. as travel destination from locales outside U.S. Four-week campaign starts in late April with commercials running on Britain's ITV channel four. This is first part of campaign that will promote specific regions in U.S. Target: adults, 35-55. Agency: Aspect Hill Holliday, London.

## RADIO

**Ford Glass Division** □ To promote Sunglas Heat Reflective window glass, company last week launched extensive spot campaign in large number of markets, including New York, Chicago, San Francisco, Philadelphia, Boston, Detroit, Washington, Atlanta, Dallas and Denver. Commercial features actress-singer Carol Channing. Campaign is described as "multimillion-dollar buy." Eight-week flight will be placed in morning and evening drive times. Target: adults, 25-54. Agency: Wells, Rich, Green/Detroit.

**CNA Insurance** □ Company will begin spring-summer campaign in mid-April in 13 markets, including Nashville and Richmond, Va. Commercials will be carried in all dayparts. Target: adults 25-54. Agency: Frank C. Nahser Inc., Chicago.

**Barton Beer** □ Five-week flight is slated

## Rep Report

WGWA(TV) Green Bay, WLAB(TV) La Crosse and WUEX(TV) Eau Claire, all Wisconsin: To Blair Television from Independent Television Sales.

KGLD(AM)-KWK-FM Granite City, Ill.: To Republic Radio from Durpetti & Associates.

WRCG(AM)-WCGO(FM) Columbus, Ga.: To Christal Radio from Select Radio.

KBCE(FM) Alexandria Va.: To Hillier, Newmark, Wechsler & Howard from Masla Radio.

WMIL(AM)-WOKY(FM) Milwaukee: To CBS Radio Representatives from Eastman Radio.



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

Join them all on the McLaughlin Group. It just might be the freshest, boldest, most incisive political show on the air.

Don't miss it. The people who run this country never do.

**The McLaughlin Group**

Made possible by a grant from GE.



Check local listings for station and time.

REGISTERED TRADEMARK OF GENERAL ELECTRIC COMPANY.



# Stars, stars, stars!

© 1987 Republic Pictures Corporation

"Hollywood Stars" delivers performance power! This outstanding collection of films from the golden era of moviemaking shines bright with the screen's biggest names: Humphrey Bogart, James Cagney, Gary Cooper, Natalie Wood, Gene Kelly, Barbara Stanwyck, Robert Mitchum and more! A stellar entertainment value!

## HOLLYWOOD

*Stars*

ENTERTAINMENT

YOU CAN BANK ON



**REPUBLIC  
PICTURES**

## AdVantage

**Top of the dial.** General Motors, Ford and IBM registered the most dramatic expenditure increases in network radio advertising last year among the medium's top 25 advertisers, according to the Radio Network Association, which relies on financial data collected from network companies by the New York-based accounting firm of Ernst & Whinney.

General Motors moved from eighth place on 1985's list to second in 1986, while Ford advanced from 12th place to sixth and IBM from the 19th to ninth. Leading the pack for the second consecutive year, however, was Sears Roebuck & Co.

New additions to RNA's top 25 network list: Miles Laboratories (eighth); Philip Morris Companies, largely due to General Foods' product lines (14th); Coca-Cola Co. (17th); CBS Inc. for the CBS Television Network (21st); and Beecham Group (22d), whose top 25 1986 ranking is due primarily to Beecham's purchase of Norcliff Thayer Division from Revlon.

Following is a complete ranking of the top 25 network radio advertisers for 1986 (Ernst & Whinney does not release client expenditure figures):

1. Sears, Roebuck & Co.
2. General Motors Corp.
3. Warner-Lambert Co.
4. AT&T
5. Anheuser-Busch Inc.
6. Ford Motor Co.
7. Procter & Gamble
8. Miles Laboratories
9. International Business Machines Corp.
10. Cotter & Co.
11. U.S. Government
12. Goodyear Tire and Rubber
13. Schering-Plough Corp.
14. Philip Morris Cos. Inc.
15. K Mart Corp.
16. Triangle Publications Inc.
17. The Coca-Cola Co.
18. Mars Inc.
19. Kelly Services Inc.
20. Whirlpool Corp.
21. CBS Inc.
22. Beecham Group
23. Sterling Drug
24. Florists Transworld Delivery Association
25. George A. Hormel & Co.

**Spanish study.** Comprehensive guide to Hispanic broadcast and print outlets in U.S. is being made available by Media Institute, nonprofit research foundation based in Washington. "Hispanic Media, USA: A Narrative Guide to Print and Electronic Hispanic News Media in the United States" was prepared by Ana Veciana-Suarez, reporter for *Miami Herald*. Book contains 48 in-depth profiles of Spanish-language print and broadcast outlets and directory of 259 such outlets in summary format. Publication was made possible by funding from Chevron Corp. and Adolph Coors Corp. "Hispanic Media, USA" is available from Publications Department, The Media Institute, 3017 M Street, N.W., Washington, D.C. 20007. Phone is 202-298-7512. Single copy price is \$75, with volume discounts available. In addition, guide is being made available to academic institutions and Hispanic media outlets for \$25 per copy.

**On the dotted line.** Birch Radio Research continues to load up its arsenal of ad agency support in local radio ratings competition with Arbitron. Its latest move involves signing Leo Burnett Company USA, Chicago-based ad agency, as national subscriber. Leo Burnett "intends to evaluate the Birch Radio service for future implementation in the buying and planning process," said Birch Radio President Bill Livek.

**Drug stores like TV.** Television Bureau of Advertising reports that TV advertising by drug stores increased 15% in 1986, to \$79.5 million. Biggest spender among drug stores was Jack Eckerd Corp., with TV advertising of \$18.7 million, up 24%. Other top drug store advertisers were Walgreen at \$7.9 million, up 50%; Osco, \$6.1 million, up 21%, and Thrifty, \$5.1 million, up 2%. Figures were compiled by TVB from data supplied by Broadcast Advertisers Reports.

**Saatchi shuffle.** Saatchi & Saatchi, British-based advertising holding company, has created McCaffrey & McCall Holding Co., which includes M&M and Rumrill-Hoyt, New York. McCaffrey has been Saatchi agency for several years and Rumrill-Hoyt was acquired in 1978 by Compton Advertising, which itself was bought by Saatchi in 1982. New holding company will bill about \$250 million.

to begin in late April in 13 markets including Denver, Los Angeles and San Francisco. Commercials will be scheduled in all dayparts. Target: men, 25-54. Agency: Dawson Johns & Black, Chicago.

**Cub Foods** □ Two-week campaign is planned to break in early June, but number of markets has not been determined. Commercials will be presented in all dayparts by retail food chain. Target: adults 25-54. Agency: Peterson-Morris-Maclachlan, Minneapolis.

### RADIO & TV

**Chevrolet** □ Automobile manufacturer has begun extensive campaign in about 20 markets, using television and radio on alternate weeks through end of May. Commercials will be scheduled in all dayparts. Target: adults 25-54. Agency: Campbell-Ewald Warren, Mich.



**PC's.** IBM Corp. plans an estimated \$50-million advertising campaign in 1987 to revitalize its diminishing share of the personal computer market. The company has called on some of the former stars of the television series, *M\*A\*S\*H*, to appear in commercials and bolster the company's sales performance. Richard Lord, chairman and chief executive officer of Lord, Geller, Federico and Einstein, New York, said the agency's objective is to fashion a strong introductory campaign for IBM's new Personal System/2. Conspicuously absent from the new commercials is Alan Alda. Lord said Alda still has a year to go on his contract with Warner Brothers for Atari personal computers, but indicated his agency has had some discussions with Alda.

The campaign also will include extensive newspaper and magazine advertising and network radio, according to Lord. He said IBM will retire the Charlie Chaplin "tool for modern times" spokesperson. Lord explained that Charlie was introduced in 1981 as a "symbol for everyman." But he added that the computer line now is "wide-ranging," including mainframes, copiers and printers, appropriate for ensemble advertising.

IBM's share of the PC market reportedly has dropped from 40.5% in 1985 to 29.5% in 1986.

## KBER, Inc.,

Christopher F. Devine, President  
has completed transactions to acquire

**KBER 106.5 FM**  
Salt Lake City

from

**Mountain States Broadcasting,**  
Dan Lacy, President

for

**\$ 1,263,000**

KBER wishes to thank Jules Kauffman

Holtzman, Wise and Shepard for assistance in this acquisition.

This announcement appears as a matter of record only.



# TAKE YOUR BEST SHOT

Otari's ARS-1000 Automated Radio Station Reproducer has taken just about everything that broadcast operation has thrown at it. From continuous day after day operation in hot, dusty corners — to cigarette smoke and coffee spills, an ARS performs automation tasks flawlessly and faithfully.

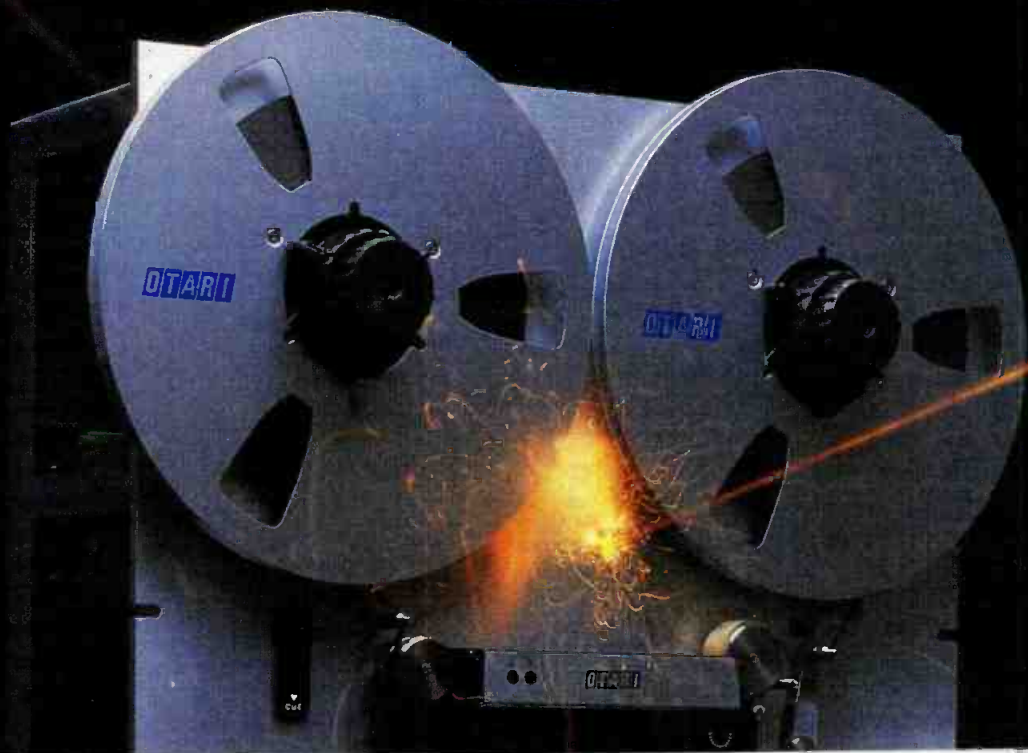


Born from Otari's line of heavy duty duplicating and loading equipment that moves tape at up to 480 ips, the ARS-1000 is engineered for continuous use, simple operation, and ease of maintenance.

Bulletproof? Of course not. But it *is* the kind of equipment that frees you to get involved in the real challenges of today's new, dynamic radio. Because you're not constantly fixing something that shouldn't have broken in the first place. From Otari: The Technology You Can Trust.

Contact your nearest Otari dealer for a demonstration, or call Otari Corporation, 2 Davis Drive, Belmont, CA 94002 (415) 592-8311  
Telex: 910-376-4890

**OTARI**®



# Datebook

■ Indicates new entry

## This week

**April 13**—*Electronic Media Marketing Association* meeting. Yale Club, New York. Information: (203) 625-0101.

**April 13**—"Sportscasting: Past and Present," roundtable discussion featuring sportscasters Curt Gowdy, Jack Brickhouse and Dick Enberg, sponsored by *American Sportscaster Association* and *Downtown Athletic Club of Orlando*. Radisson Plaza, Orlando, Fla. Information: (212) 227-8080.

■ **April 13**—"Can Public Television Be Saved?" speech by John Wickelin, former news and public affairs director for Corporation for Public Broadcasting, sponsored by University of California, Berkeley, Graduate School of Journalism. Tan Oak Room. ASUM Student Union, Berkeley, Calif.

■ **April 13**—Comments due on FCC proposal considering elimination of rule prohibiting formation of radio-TV combinations.

■ **April 13**—Comments due in FCC proceeding considering alternatives to fairness doctrine.

**April 14**—*Television Bureau of Advertising* regional sales training conference. Sheraton Music City, Nashville.

**April 14-16**—*Television Bureau of Advertising* management seminar, "Marketing Your Station for Success." TVB headquarters, New York.

**April 15**—"The Constitutionality and Wisdom of the FCC's Minority and Female Ownership Preference Policies," colloquium sponsored by *Washington Program of the Annenberg Schools of Communications*. Offices of Washington Program, Washington. Information: (202) 393-7100.

**April 15**—Deadline for entries in National Psychology Awards for Excellence in the Media, "to recognize and encourage outstanding, accurate coverage which increases public understanding of psychology," sponsored by *American Psychological Association* and *American Psychological Foundation*. Information: APA, 1200 17th Street, N.W., Washington, 20036.

**April 15**—Deadline for applications for fellowships sponsored by *Radio and Television News Directors Foundation*: Michele Clark Fellowship, Vada and Barney Oldfield Fellowship for National Defense Reporting and RTNDF Fellowship in Science and Health Reporting. Information: Ernie Schultz, RTNDF, 1717 K Street, N.W., Suite 615, Washington, 20006.

**April 15**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon, featuring Steve Friedman, executive producer, NBC's *Today Show*. Copacabana, New York.

**April 16**—*National Academy of Television Arts and Sciences, New York chapter*, breakfast, featuring Harding Lemay, consultant on daytime serials for Procter & Gamble. Museum of Broadcasting, New York.

**April 16**—*Federal Communications Bar Association* luncheon. Speaker: Supreme Court Justice Antonin Scalia. Washington Marriott, Washington.

**April 16**—*Television Bureau of Advertising* regional sales training conference. Westin Peachtree Plaza, Atlanta. Information: (212) 486-1111.

**April 16**—*National Association of Black Owned Broadcasters* third annual communications awards dinner. Sheraton Washington hotel, Washington. Information: Lynne Taylor, (202) 463-8970.

**April 16**—"Let's Look at the Package Commission," discussion of packaging process, during second annual general membership meeting of *Caucus for Producers, Writers & Directors*. Chasen's, Los Angeles. Information: (213) 652-0222.

**April 16**—*Advertising Club of Greater Boston* "brown-bagger" workshop. Ad Club offices, Boston. Information: (617) 262-1100.

■ **April 16**—"How to Approach Writing for Daytime Serials," drop-in breakfast sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Speaker: Harding Lemay, consultant to Procter & Gamble on daytime serials. Museum of Broadcasting, New York. Information: (212) 765-2758.

**April 17**—*National Committee on Films for Safety* 45th annual competition of films and videotapes that have as their objective "accident prevention in order to increase safety and health consciousness." Information: Christine Taylor, NCFSS, 444 North Michigan Avenue, 28th Floor, Chicago 60611; (312) 527-4800.

**April 17-18**—Ninth annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group Inc.* Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

## Also in April

**April 21**—*Television Bureau of Advertising* regional sales training conference. Americana, Albany, N.Y. Information: (212) 486-1111.

**April 21**—*Scripps Howard Foundation* National Journalism Awards banquet. Cincinnati. Information: (513) 977-3826.

**April 21**—*International Radio and Television Society* newsmaker luncheon. Speaker: Louis Hagopian, chairman, N.W. Ayer. Waldorf-Astoria, New York.

**April 21**—*International Radio and Television Society* "Second Tuesday" seminar. Topic: "The Changing Economics of News." Panel: David Poltrack, CBS/Broadcast Group; Burton Benjamin, Sally Bedell Smith and Dr. Everette Dennis, all with Gannett Center for Media

Los Angeles. Future convention: Jan. 4-8, 1989, Century Plaza, Los Angeles.

**Jan. 23-26, 1988**—*Radio Advertising Bureau's* Managing Sales Conference. Hyatt Regency, Atlanta.

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

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

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

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

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

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

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

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

## Major Meetings

**April 21-27**—23d annual *MIP-TV, Marches des International Programmes des Television*, international television program market. Palais des Festivals, Cannes, France.

**April 26-29**—*Broadcast Financial Management Association* annual meeting. Marriott Copley Place, Boston. Future meeting: April 17-20, 1988, Hyatt Regency, New Orleans, and April 9-12, 1989, Loews Anatole, Dallas.

**April 26-29**—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. Omni hotel, St. Louis.

**April 29-May 3**—*National Public Radio* annual public radio conference. Washington Hilton, Washington.

**May 17-20**—*National Cable Television Association* annual convention. Las Vegas Convention Center, Las Vegas. Future meeting: April 30-May 3, 1988, Los Angeles Convention Center.

**May 17-20**—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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

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

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

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

**June 10-14**—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 31st annual seminar. Peachtree Plaza, Atlanta; June 8-12, 1988, Bonaventure, Los Angeles, and June 21-25, 1989, Renaissance Center, Detroit.

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

**Aug. 16-19**—*Cable Television Administration and Marketing Society* 14th annual meeting. Fairmont hotel, San Francisco.

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

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

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

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

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

**Oct. 30-Nov. 4**—*Society of Motion Picture and Television Engineers* 129th technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles. Future conferences: Oct. 14-19, 1988, Jacob K. Javits Convention Center, New York, and Oct. 22-27, 1989, Los Angeles Convention Center.

**Nov. 11-13**—*Television Bureau of Advertising* 33d annual meeting. Atlanta Marriott.

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

**Jan. 6-10, 1988**—*Association of Independent Television Stations* annual convention. Century Plaza,



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Studies. Viacom Conference Center, New York. Information: (212) 867-6650.

**April 21**—*Pennsylvania Cable Television Association* fourth annual state legislative leadership conference. Hershey Lodge and convention center, Hershey, Pa. Information: (717) 234-2190.

**April 21-27**—23rd annual *MIP-TV, Marches des International Programmes des Television*, international program market. Palais des Festivals, Cannes, France.

**April 22**—*National Academy of Television Arts & Sciences, New York chapter*, luncheon featuring Neal Pilon, president, CBS Sports and Broadcast Operations, on "What on Earth is Happening in Television Sports?" Copacabana, New York. Information: (212) 765-2450.

**April 22**—*White House Correspondents' Association* annual dinner. Washington Hilton, Washington.

■ **April 22**—*International Radio and Television Society* "Under 30" forum, "Where Does News End?" Sheraton Center, New York. Information: (212) 867-6650.

■ **April 22-23**—*South Carolina Broadcasters Association* annual "Call On Congress." Hyatt Regency-Capitol Hill, Washington.

**April 22-23**—*Electromagnetic Energy Policy Alliance* annual meeting and symposium. Westin hotel, Washington.

**April 22-25**—Fifth annual National Hispanic Media Conference. Los Angeles Hilton, Los Angeles. Information: (202) 783-6228.

**April 23**—*Television Bureau of Advertising* regional sales training conference. Dunfey City Line, Philadelphia. Information: (212) 486-1111.

**April 23**—Presentation of fifth annual Lowell Thomas Award, for excellence in broadcast journalism, to David Brinkley, presented by *Marist College*, Poughkeepsie, N.Y. Helmsley Palace, New York.

**April 23-24**—*Indiana Broadcasters Association* spring meeting. Embassy Suites North, Indianapolis.

**April 23-25**—*Radio-Television News Directors Association* region 12 meeting with Sigma Delta Chi, featuring "Spring Journalism Festival of New York" and

RTNDA regional awards. Speakers include Ted Koppel, ABC News, and Carl Sagan, astronomer. Deadline Club, New York. Information: Rob Sunde, (212) 887-4138.

**April 24-25**—*Radio-Television News Directors Association* region six meeting. Grand Island, Neb. Information: Bob Priddy, (314) 634-3317.

**April 24-26**—*Federal Communications Bar Association* annual seminar. Keynote speaker: FCC Commissioner James Quello. Wintergreen resort, Wintergreen, Va.

**April 25**—"A Conversation with David McCullough (host of WETA's *Smithsonian World*)," one in series of lectures sponsored by *WETA-TV Washington*. WETA studios, Arlington, Va. Information: (703) 998-2713.

**April 25**—*Radio-Television News Directors Association* region 13 meeting. 1776 Resort, Williamsburg, Va. Information: Harvey Powers, (804) 23-5461.

■ **April 25**—*WHMM(TV) Washington* third annual career workshop in marketing and communications, co-sponsored by *National Academy of Television Arts and Sciences*. Studios of WHMM(TV) at Howard University, Washington. Information: (202) 636-5600.

**April 26-28**—Technical workshop for public radio engineers, sponsored by *National Public Radio's representation division*. NPR headquarters, Washington.

**April 26-29**—*Broadcast Financial Management Association* 27th annual meeting. Marriott Copley Place, Boston. Information: (312) 296-0200.

**April 26-29**—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. Omni hotel, St. Louis.

**April 26-29**—*American Public Radio* affiliates conference. Columbia Inn, Columbia, Md. Information: Diane Engler, (612) 293-5417.

**April 27-28**—"First Amendment Values in Space: Freedom of Communications and the New Space Technologies," symposium sponsored by *Catholic University*, Washington, and funded by *Capital Cities Foundation of Capacities/ABC Inc.* CU campus, Washington. Information: (202) 635-5600.

## The Fifth Estate Broadcasting

Founder and Editor  
Sol Talshoff (1904-1982)

1705 DeSales Street, N.W., Washington 20036  
Phone: 202-659-2340

Lawrence B. Talshoff, publisher.

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Rick Higgs, production assistant.

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Vincent M. Dillinger, senior editor: radio.  
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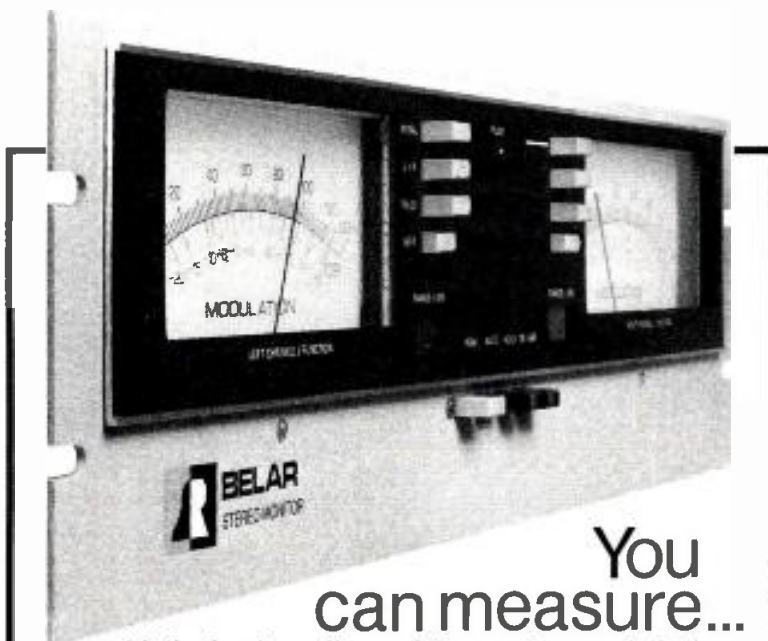
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**April 27-28**—Towards Space WARC '88, international policy forum sponsored by *Washington Program of Annenberg Schools of Communications*. Washington Program office, Willard office building, Washington. Information: (202) 737-8563.

**April 27-29**—Media seminar sponsored by *American Association of Advertising Agencies*. Drake hotel, Chicago.

**April 28**—*Illinois Broadcasters Association* membership "phoneathon." Hilton hotel, Springfield, Ill.

**April 28**—*Michigan Association of Broadcasters* "Call On Congress." Madison hotel, Washington.

**April 28**—"Religion and Politics in America Today," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

**April 28**—"Changing Economics of News," national conference sponsored by *Gannett Center for Media Studies*. Speakers include: Laurence Tisch, chairman, CBS; Lawrence Grossman, president, NBC News, and Roone Arledge, president, ABC News. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

**April 28**—*Midwest Direct Marketing Association* annual "DM" day. Keynote speaker: Stanley Hubbard, president, Hubbard Broadcasting. Radisson South hotel, Bloomington, Minn.

**April 28**—"Television: Today and Tomorrow" speech by George Gillett, chairman, Gillett Group, to *Santa Barbara Chamber of Commerce*. Santa Barbara, Calif.

**April 28**—"The New Bottom Line Business Reality," first in series of three forums on "Television in Crisis?" sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Mark Goodson Theater, New York. Information: (212) 765-2450.

**April 28-30**—"Religion and Politics in America Today, How Television is Transforming Politics" and "Money and Politics," conferences sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

**April 29**—"How Television is Transforming Politics," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

**April 29**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon featuring Jack Reilly, executive producer, ABC's *Good Morning America*, "Morning Television: The Perception vs. the Reality." Copacabana, New York.

**April 29**—*Broadcast Pioneers, Philadelphia chapter*, "Person of the Year" award banquet, honoring Bob Bradley, KYW-TV Philadelphia. Adams Mark hotel, Philadelphia.

**April 29-30**—*Illinois Broadcasters Association* spring convention and awards banquet. Hilton hotel, Springfield, Ill.

**April 29-May 2**—*National Translator Association* annual convention. Winrock Inn, Albuquerque, N.M. Information: F.A. Bibeau, (505) 764-2441.

**April 29-May 3**—*National Public Radio* annual public radio conference. Washington Hilton.

**April 30-May 4**—*Association for Education in Journalism and Mass Communication* spring meeting. New York.

## May

**May 1-3**—*Radio-Television News Directors Association* region seven meeting. Peoria, Ill. Information: Dave Ellsworth, (312) 222-4728.

**May 1-3**—*Radio-Television News Directors Association* region 14 meeting with Georgia Association of News Broadcasters. University of Georgia, Athens. Information: Lee Hall, (305) 295-5858.

**May 1-3**—*Foundation for American Communications* conference, "Civil Justice: Modern Tort Law Reform and the Insurance Crisis." Conference, "aimed at educating the nation's journalists about issues involving news organizations," is funded by grant from *Gannett Foundation*. Sheraton Miramar, Santa Monica, Calif. Information: (213) 851-7372.

**May 4**—Comments due in *FCC* proceeding considering use of synchronous transmitters to extend coverage of AM stations.

**May 5**—*Women in Cable, Chicago chapter*, educational seminar. Luncheon speaker: Barry Lemieux, president, American Cablesystems. O'Hare Expo Center, Chicago. Information: Lori Rubin, (312) 644-5416.

**May 5-6**—*Ohio Association of Broadcasters* spring convention. Hotel Sofitel, Toledo.

**May 6**—*Broadcast Pioneers* George Foster Peabody luncheon. Plaza hotel, New York.

**May 6**—*New Jersey Public Broadcasting Authority* board of commissioners meeting. New Jersey Network, Trenton studio. Information: (609) 530-5252.

**May 6**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon featuring Russell Barry, president, Turner Program Services Inc. Copacabana, New York.

**May 6**—*Connecticut Broadcasters Association* spring seminar. Sheraton, Waterbury, Conn.

**May 8**—31st annual Tom Phillips *UPI* New England Broadcasting Awards banquet. Cambridge Marriott, Cambridge, Mass. Information: Maureen Rooney, (617) 542-4708.

**May 8-10**—*Texas AP Broadcasters Association* 26th annual convention. Marriott Capitol, Austin, Texas.

**May 9-16**—27th Golden Rose of Montreux, television festival for light entertainment programming. Montreux, Switzerland. Information: (212) 223-0044.

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

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

**May 12**—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

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

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

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

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

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

**May 13**—Reply comments due on *FCC* proposal considering elimination of rule prohibiting formation of radio-TV combinations.

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

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

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

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

**May 15**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

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

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

**May 16-23**—Fourth International Festival of Comedy Films, sponsored by *Committee for Culture, Bulgarian Filmmakers Union, Committee for Television and Radio, Bulgarian Cinematography Corp.* and *House of Humor and Satire—Gabrovo*. Gabrovo, Bulgaria.

**May 17-20**—*National Cable Television Association* annual convention. Theme: "Television Serving America." Las Vegas Convention Center, Las Vegas.

**May 17-20**—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

**May 17-21**—Nebraska basic videodisk design/production workshop, sponsored by *Nebraska ETV Network/University of Nebraska-Lincoln*. UN campus, Lincoln, Neb. Information: (402) 472-3611.

**May 19**—*Virginia Public Radio Association* quarterly meeting, market strategy session. Holiday Inn South, Charlottesville, Va. Information: (703) 568-6221.

**May 19-21**—Media seminar sponsored by *American Association of Advertising Agencies*. Colony Square, Atlanta.

**May 20**—"Media Without Frontiers: A Global Phenomenon?" sponsored by *International Advertising Federation*. Speakers include Right Honorable Lord Cockfield, Commission of the European Communities, and Robert James, McCann-Erickson Worldwide. Moderator: John Eger, Global Media Commission chairman. St. Regis hotel, New York. Information: (212) 557-1133.

**May 21**—*Federal Communications Bar Association* luncheon. Speaker: Jack MacAllister, chairman and CEO, US West. Washington Marriott, Washington. Information: Patricia Reilly, (202) 429-7285.

**May 21**—*Illinois Broadcasters Association* sales seminar. Pere Marquette hotel, Peoria, Ill.

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■ **May 21**—*Massachusetts Broadcasters Association* spring seminar. Natlick Hilton hotel, Natlick, Mass.

**May 25-28**—Canadian Satellite User Conference, sponsored by *Telesat Canada*, private commercial corporation which owns and operates Canada's Anik satellites. Theme: "Directions for the Future." Ottawa Congress Center, Ottawa, Canada. Information: (617) 727-0062.

**May 26-27**—"Gambling in America: Where Are the Lotteries Taking Us?" conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

**May 26-29**—*Public Telecommunications Financial Management Association* annual conference. The Pointe at South Mountain, Phoenix. Information: (803) 799-5517.

**May 26-30**—Fifth annual JCPenney-Missouri Television Workshop, sponsored by *University of Missouri-Columbia School of Journalism*. UM campus, Columbia, Mo. Information: (314) 882-7771.

■ **May 26-June 6**—Sixth annual Film & Video Institute, sponsored by *American University School of Communication*. AU campus, Washington. Information: (202) 885-2080.

**May 27**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon featuring David Pollack, VP-research, CBS/Broadcast Group. Copacabana, New York.

■ **May 27**—"Programming: What Controls It Now?" second in series of three forums on "Television in Crisis?" sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Mark Goodson Theater, New York. Information: (212) 765-2450.

**May 27-29**—*Prix Jeunesse Munchen*, children's television seminar. Bayerischer Rundfunk, Munich. Information: (089) 59-00-20-58.

**May 27-30**—*International Television Association* 19th annual international conference. Keynote speaker: Linda Ellerbee, co-host, ABC's *Our World*. Washington Hilton, Washington. Information: (214) 869-1112.

**May 28-31**—*NATPE Educational Foundation* management seminar for program executives. University of Colorado at Boulder, Boulder Colo. Information: (212) 949-8890.

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

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

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

■ **May 30-June 3**—*National Federation of Community Broadcasters* public radio RF transmission training seminar, funded by *Corporation for Public Broadcasting*. Clarion hotel, New Orleans. Information: (202) 797-8911

## June

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

■ **June 3**—Reply comments due in *FCC* proceeding considering use of synchronous transmitters to extend coverage of AM stations.

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

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

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

■ **June 5-7**—*Foundation for American Communications* conference on international competitiveness. Conference, "aimed at educating the nation's journalists about issues involving news organizations," is

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**June 16-20**—Beijing 87, first international business, media and advertising conference, sponsored by *National Advertising Association for Foreign Economic Relations and Trade* and *South Magazine, London*. Great Hall of the People, Beijing. Information: Carolyn Nicholson, (212) 682-8714.

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

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

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

**June 18**—*Federal Communications Bar Association* luncheon. Speaker: FCC Chairman-designate Dennis Patrick. Washington Marriott, Washington. Information:

Patricia Reilly, (202) 429-7285.

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

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

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

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

**June 18-21**—Third annual *NATPE* Production Conference. Opryland hotel, Nashville. Information: (212) 757-7232.

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

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

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

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

**June 23-26**—*National Association of Broadcasters* board of directors meeting. NAB headquarters, Washington.

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

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

**June 24-28**—*Florida Association of Broadcasters* annual meeting. PGA Sheraton, Palm Beach, Fla.

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

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

## July

**July 2**—14th annual *Daytime Emmy Awards (ABC-TV)*, sponsored by *National Academy of Television Arts and Sciences*, jointly presented by *Academy of Television Arts and Sciences*. Waldorf-Astoria, New York.

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

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

## Errata

**Airdate** of *NBC Radio News National Call-In* is **April 26**, 7-10 p.m., not April 16, as reported in April 6 "Stay Tuned" column.

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

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

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

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

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

**July 20-22**—*New England Cable Television Association* annual convention. Dunfey Hyannis hotel, Hyannis, Mass.

**July 22-24**—Cable press tour, in conjunction with *Television Critics Association*. Century Plaza, Los Angeles.

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

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

**July 26-28**—*California Broadcasters Association* summer convention. Hyatt Regency, Monterey, Calif. Information: (916) 444-2237.

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

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

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

## August

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

**Aug. 1-4**—*Association for Education in Journalism and Mass Communications* convention. San Antonio, Tex. Information: Ken Keller, (618) 536-7555.

**Aug. 1-8**—First TV Weathercaster Institute, sponsored by *Lyndon State College meteorology department*. Campus, Lyndonville, Vt. Information: (802) 626-9770.

**Aug. 4-6**—*CBS* press tour, in conjunction with *Television Critics Association*. Sheraton Redondo Beach, Redondo Beach, Calif.

**Aug. 9-11**—*Arkansas Broadcasters Association* meeting. Royale Vista hotel, Hot Springs, Ark.

**Aug. 13-16**—*Tennessee Association of Broadcasters* annual convention. Hyatt Regency, Knoxville, Tenn.

**Aug. 14-15**—*Utah Broadcasters Association* convention. Prospector Square. Park City, Utah.

**Aug. 16-19**—*Cable Television Administration and Marketing Society* 14th annual meeting. Fairmont hotel, San Francisco. Information: (202) 371-0800.

**Aug. 20-22**—*West Virginia Broadcasters Association* 41st annual fall meeting. Greenbrier, White Sulphur Springs, W. Va.

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

## September

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

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

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

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

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

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

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

**Sept. 24-25**—*National Religious Broadcasters* South-central chapter meeting. Hyatt Regency, Memphis. Information: (201) 428-5400 or Buck Jones, (901) 725-9512.

**Sept. 28-Oct. 2**—Video Expo New York, sponsored by *Knowledge Industry Publications*. Jacob K. Javits Convention Center, New York. Information: (914) 328-9157.

**Sept. 29-Oct. 1**—*Society of Broadcast Engineers* national convention. St. Louis Convention Center, St. Louis.

## October

**Oct. 4-6**—*Washington State Association of Broadcasters* annual conference. Cavanaugh's Inn at the Park, Spokane, Wash.

**Oct. 5-6**—*National Religious Broadcasters* South-western chapter meeting. Dallas. Information: (201) 428-5400 or David Payne, (918) 258-1588.

**Oct. 5-8**—*Electronic Industries Association* 62d annual fall conference. Los Angeles. Information: (202) 457-4980.

**Oct. 5-8**—HDTV '87 Colloquium, third international conference on new television systems, co-sponsored by *Government of Canada, Department of Communications; Canadian Broadcasting Corp.; National Film Board, and Telesat Canada*. Ottawa, Ontario. Information: (613) 224-1741.

**Oct. 5-8**—Eighth annual Nebraska Videodisk Symposium, sponsored by *Nebraska ETV Network/University of Nebraska-Lincoln*. UN campus, Lincoln, Neb. Information: (402) 472-3611.

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

**Oct. 7-10**—*Kansas Association of Broadcasters* convention. Wichita Marriott, Wichita, Kan.

**Oct. 7-11**—*Women in Communications* national professional conference. Minneapolis. Information: (512) 346-9875.

■ **Oct. 8-10**—*American Women in Radio and Television* North Central area conference. Louisville, Ky.

**Oct. 9-11**—*Illinois Broadcasters Association* fall convention. Knickerbocker hotel, Chicago.

**Oct. 14-16**—*National Religious Broadcasters* Mid-western chapter meeting. Pheasant Run Resort, St. Charles, Ill. Information: (201) 428-5400 or Herb Roszart (402) 845-6595.

■ **Oct. 15-17**—*American Women in Radio and Television* Northeast area conference. Albany, N.Y.

■ **Oct. 15-18**—*American Advertising Federation* Western region conference. Seattle.

**Oct. 16-19**—*Minnesota Broadcasters Association* annual fall convention. Holiday Inn Downtown, Mankato, Minn. Information: Jo Bailey, (507) 345-4646.

**Oct. 16-19**—*Audio Engineering Society* convention. New York. Information: (212) 661-8528.

**Oct. 18-21**—*Association of National Advertisers* 78th

annual convention. Hotel del Coronado, Coronado, Calif. Information: (212) 697-5950.

**Oct. 19-21**—*New York State Broadcasters Association* 33rd annual meeting. Desmond Americana, Albany, N.Y.

**Oct. 20-27**—Telecom '87, "Communications Age: Networks and Services for a World of Nations," organized by *International Telecommunication Union*. Palexpo, exhibition and conference center, Geneva. Information: Geneva: (022) 99-51-11.

**Oct. 21-22**—*Ohio Association of Broadcasters* fall convention. Hyatt Regency, Columbus.

**Oct. 22-24**—*National Religious Broadcasters* Eastern chapter meeting. Sandy Cove Bible Conference Center, North East, Md. Information: (201) 428-5400 or Sue Bahner, (716) 461-9212.

**Oct. 23-24**—*Friends of Old-Time Radio* 12th annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 248-2887.

**Oct. 23-25**—*Missouri Broadcasters Association* fall meeting. Marriott's Pavilion, St. Louis.

**Oct. 24-27**—*Texas Association of Broadcasters* annual fall convention and engineering conference. Westin Galleria hotel, Dallas.

**Oct. 25-27**—*Women in Cable* management conference, including roast of John Malone, president-CEO, Tele-Communications Inc. Mayflower hotel, Washington. Information: Kate Hampford, (202) 737-3220.

■ **Oct. 25-29**—Technology studies seminar, sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

**Oct. 26-28**—"Hundred Plus Exchange," meeting of television broadcasters in small markets to discuss increasing television revenues and recruiting employees, sponsored by *National Association of Broadcasters*. Chicago Hilton, Chicago. Information: (202) 429-5362.

**Oct. 30-Nov. 4**—*Society of Motion Picture and Television Engineers* 129th technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles.

## November

■ **Nov. 10**—"Sports and the Media," national conference sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

■ **Nov. 11-13**—*Society of Broadcast Engineers* annual convention. St. Louis Convention Center, St. Louis. Information: (317) 842-0836.

**Nov. 11-13**—*Television Bureau of Advertising* annual meeting. Atlanta Marriott, Atlanta.

■ **Nov. 11-14**—*Society of Professional Journalists*,

*Sigma Delta Chi*, national convention. Chicago.

**Nov. 12**—Telecommunications Career Day, sponsored by *James Madison University*. University campus, Harrisonburg, Va. Information: (703) 568-6221.

■ **Nov. 13-17**—*National Federation of Community Broadcasters* public radio RF transmission training seminar. Sheraton, St. Louis. Information: (202) 797-8911.

## December

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

■ **Dec. 4-6**—*Foundation for American Communications* conference on Pacific Rim economic questions. Conference, "aimed at educating the nation's journalists about issues involving news organizations," is funded by grant from *Gannett Foundation*. Sheraton Miramar, Santa Monica, Calif. Information: (213) 851-7372.

**Dec 9-11**—Video Expo Orlando, sponsored by *Knowledge Industry Publications*. Buena Vista Palace Hotel, Orlando, Fla. Information: (914) 328-9157.

## January 1988

**Jan. 6-10**—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles.

**Jan. 15-22**—*National Association of Broadcasters* joint board meeting. Hawaii (tentative).

**Jan. 22-23**—*Colorado Broadcasters Association* winter meeting and awards banquet. Hyatt Regency Tech Center, Denver.

**Jan. 23-26**—*Radio Advertising Bureau's* eighth annual Managing Sales Conference. Hyatt Regency, Atlanta.

**Jan. 29-30**—*Society of Motion Picture and Television Engineers* 22d annual television conference. Opryland hotel, Nashville.

## February 1988

**Feb. 17-19**—Texas Cable Show, sponsored by *Texas Cable Television Association*. Convention Center, San Antonio, Tex. Information: (512) 474-2082.

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

## March 1988

■ **March 17-20**—*Alpha Epsilon Rho, National Broadcasting Society*, national convention. New York.



## Trafficking cop

**EDITOR:** Many at the recent National Association of Broadcasters convention and Congressman Al Swift in the "At Large" interview in March 30's BROADCASTING urge the revitalization of the public interest standard. If the revitalization is not achieved by the FCC on its own (although statutory authority to do so currently exists), it behooves Congress in the discharge of its oversight responsibility to take action. A worthy first step would be the enactment of legislation prohibiting trafficking in licenses. The passage of a strong anti-trafficking law would constitute a clear message to broadcasters and the public that lip service to the public interest

standard no longer will be tolerated.—*Reuben Lozner, Chevy Chase, Md.*

## AIDS plea

**EDITOR:** I faithfully read your informative magazine. Although I am a registered nurse by profession, I am currently pursuing a career in broadcasting.

I view broadcasters as holding a public trust by virtue of a broadcast license. Therefore, broadcasters have a responsibility not only to entertain the public but a duty to inform and educate. The AIDS epidemic is no longer an issue of morality. It is a question of life or death for you or a loved one. This dreadful disease is blind to age, creed, na-



tionality, gender and social position. I, like most of the American public, was misled in believing this was confined to homosexuals and drug addicts. We now know the truth. We must educate everyone as to the various modes of transmission and prevention before it is too late.

Please encourage broadcasters to help prevent the spread of this tragedy through better use of the media. As there is no cure, the only survivors will be those who are well informed. We owe it to our children and the future of our great nation to use everything in our power to stop this silent murderer.—*Elena Bradley, registered nurse, Solana Beach, Calif.*

### Leave well enough alone

EDITOR: As a broadcaster of more than 20 years, and specifically as a radio broadcaster, I wish to make a few comments about the proposed call sign deregulation.

Basically, I do not like the idea. It appears the proposal is advocating "change for the sake of change" and I question if this is in the best interest of the public broadcasters. My primary concerns are:

1. There is a potential for public confusion (including corporations that deal with many stations throughout the country).

2. It forces stations into unnecessary copyright litigation and paper work to protect their calls.

3. With the exception of KDKA in Pittsburgh, and a few others, the existing Mississippi River line distinction between "K" and "W" call signs is convenient when traveling and determining location of distant signals (particularly in the AM band at night).

4. There is potential to cause confusion within the FCC itself. For example, if station "A" has become a problem for the FCC, but station "B" is "clean," and both have the same call sign, it is not in station "B's" best interest to have its reputation jeopardized.

5. There is potential confusion among TV-FM-AM if licensed separately.—*William E. Hurt, general manager, KUNC-FM Greeley, Colo.*

### Slow and steady

EDITOR: Addressing your March 23 editorial concerning the financial state of the Fifth Estate in 1986, I would like to say this:

It is depressing to read all the bleak reports about our society's financial condition today as well as that of the Fifth Estate.

I feel we can grow too fast and from my perspective, double-digit increases in advertising revenue is an unhealthy pace to maintain for very long. It is a sad testimony that statisticians are so used to double-digit growth that a measly 3.4% increase means nothing to them. That 3.4% may not be optimum, but 3.4% of \$8.4 billion means an increase of \$292.4 million. Not bad.

Broadcasting is proving itself a strong, stable industry in an otherwise unstable economy. Let's be glad for a 3.4% increase instead of complaining about not reaching 10% or 12%.—*Mark A. Frederick, general manager, KNMI(FM) Farmington, N.M.*

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A CBS News commentary from Robert Chandler, retired CBS News executive, New York

## Putting the CBS News budget into perspective

One of the less widely understood aspects of the massive layoffs at CBS News has been the issue of rapid cost increases over the past decade. The current preoccupation with terms like "productivity" and "corporate leanness" has permitted to go unchallenged, or at least unexamined, the complaint that the annual budget for CBS News rose dramatically from a reported \$78 million in 1978 to nearly \$300 million today.

Apart from the fact that nobody has challenged the actual numbers (they are probably more like \$110 million to \$250 million in the nine-year period), there seems to be an inclination to take the increases at face value as if to accept the premise that overstaffing, over-coverage, overspending and over-expense accounting were the causes. Where did all the money go?

The answer is a number of places, but chief among them was a quantum leap in programs produced by CBS News for the network. Programs require staff and money, and they require technical personnel and facilities, which are also charged to the news division on an as-used basis. Moreover, to the extent that the new CBS News programs replaced entertainment programming on the network schedule, they were less expensive than the programs they replaced and may well have represented net savings to the company, although the cost of producing them was reflected in higher news division budgets.

■ For example, in an effort to make the *CBS Morning News* competitive with *Today* and *Good Morning, America*, it was expanded from one hour daily to two hours, and an early edition was added at 6 a.m. And because of ambitious format changes, not only was the staff expanded dramatically, but a number of expensive freelance talents were brought in.

■ Despite the misgivings of some CBS News management people, the news division created an overnight news program, *Nightwatch*, at the request of the network and as a tactic to curb the marketing efforts of Ted Turner among CBS affiliates. *Nightwatch* was expensive, a headache and a venture that left CBS News people uncomfortable, but the network wanted it and continued to prevail even after budget cuts decimated the program and its news content and despite pleas from CBS News management to put a merciful end to it.

■ One of CBS News's best and brightest achievements, *Sunday Morning*, was added to the schedule in 1978, an hour and a half of urbane, intelligent journalism that attended to much of the "back-of-the-book" news that couldn't make the evening news (or morning



Robert Chandler retired from a 22-year career at CBS News in 1985. His last post there was senior vice president for administration. He then became managing editor of NBC News's 1986 news magazine show.

news, for that matter). Sad to report, *Sunday Morning's* staff was cut disproportionately in the recent layoffs, and it's going to be quite a struggle to maintain the excellence that has characterized it from the start.

■ A string of expensive summer series have been produced by CBS News for the past several years, beginning with the Walter Cronkite *Universe* science series, including Bill Moyers's *Our Times* and Charles Kuralt's prime time *On the Road* and culminating in the past two years in the *West 57th* magazine series, all an effort to launch a permanent informational series in prime time that could compete with entertainment for mass audiences.

■ Also added during the decade were various smaller ventures, among them the one-minute *Newsbreak* headline updates, and such brief daily feates as *American Treasury* and *We the People*, the latter commemorating the bicentennial of the Constitution.

■ CBS Radio established a second, distinct radio network called Radio/Radio, primarily among FM stations and targeting a younger audience. CBS News was required to assemble an entirely separate radio news

staff to custom produce newscasts and features for the new network.

■ More subtle, but no less real, were budget increases over the years for *The CBS Evening News*, largely to update and expand its graphics capabilities; for *60 Minutes*, for additional correspondents, producers and editors, and for affiliate services, to upgrade and expand the daily *feed* of stories to affiliate stations for use in their local newscasts.

New programing was not the only place the money went. The decade was characterized by a number of extraordinary news stories that required extraordinary coverage. There was Iran, starting with the overthrow of the Shah and the accession of the Ayatollah, and, more memorable, the prolonged and agonizing coverage of the American hostages in Teheran. There was the Falklands war, the Israeli invasion of Lebanon, the coverage of El Salvador and Nicaragua (to say nothing of Argentina and Chile), the Solidarity saga in Poland, the events in the Philippines, the agony of Beirut and the ongoing hostage and terrorism incidents such as the Achille Lauro and TWA hijackings. Bureaus and sub-bureaus had to be established where none had existed before and staff added to handle those stories.

The money went in other directions as well. The development of hand-held electronic cameras and of new satellite capabilities vastly increased the scope of coverage, but they also increased the cost of coverage to unanticipated levels. The "talent wars" initiated by ABC in the late seventies escalated reporter, producer and anchor salaries to unreal levels, but unless you wanted to lose your best people you had to meet the market. Inflation—15% and 20% at the end of the seventies and beginning of the eighties, played its part, and with a considerable portion of the budget going for foreign coverage, overseas inflation had an even larger impact.

That's where the money went, and although in some cases those causes no longer exist and some of the money can be recaptured, to suggest that money was tossed to the winds simply ignores history. Was there waste? No doubt; there is overset in every journalistic enterprise, as well as ambitious projects that go unrealized, or are realized badly. Was there mismanagement? To some degree. Nobody could examine the history of the *CBS Morning News* and conclude otherwise. But there were successes as well, and, most important, there was a first-class news organization responding to extraordinary challenges and reporting quickly, accurately and responsibly on a world in turmoil.

Productivity, efficiency and a better bottom line are praiseworthy objectives, but will the latest cuts leave CBS News with the resources to respond to world events in the manner that they, and we, deserve? ■



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3	DENNIS THE MENACE	7.3
3	JETSONS	7.3
5	TRANSFORMERS	7.2
6	G.I. JOE	7.1
7	MY LITTLE PONY	6.9
8	FLINTSTONES	6.6
8	HE MAN	6.6
10	SCOOBY DOO	6.5

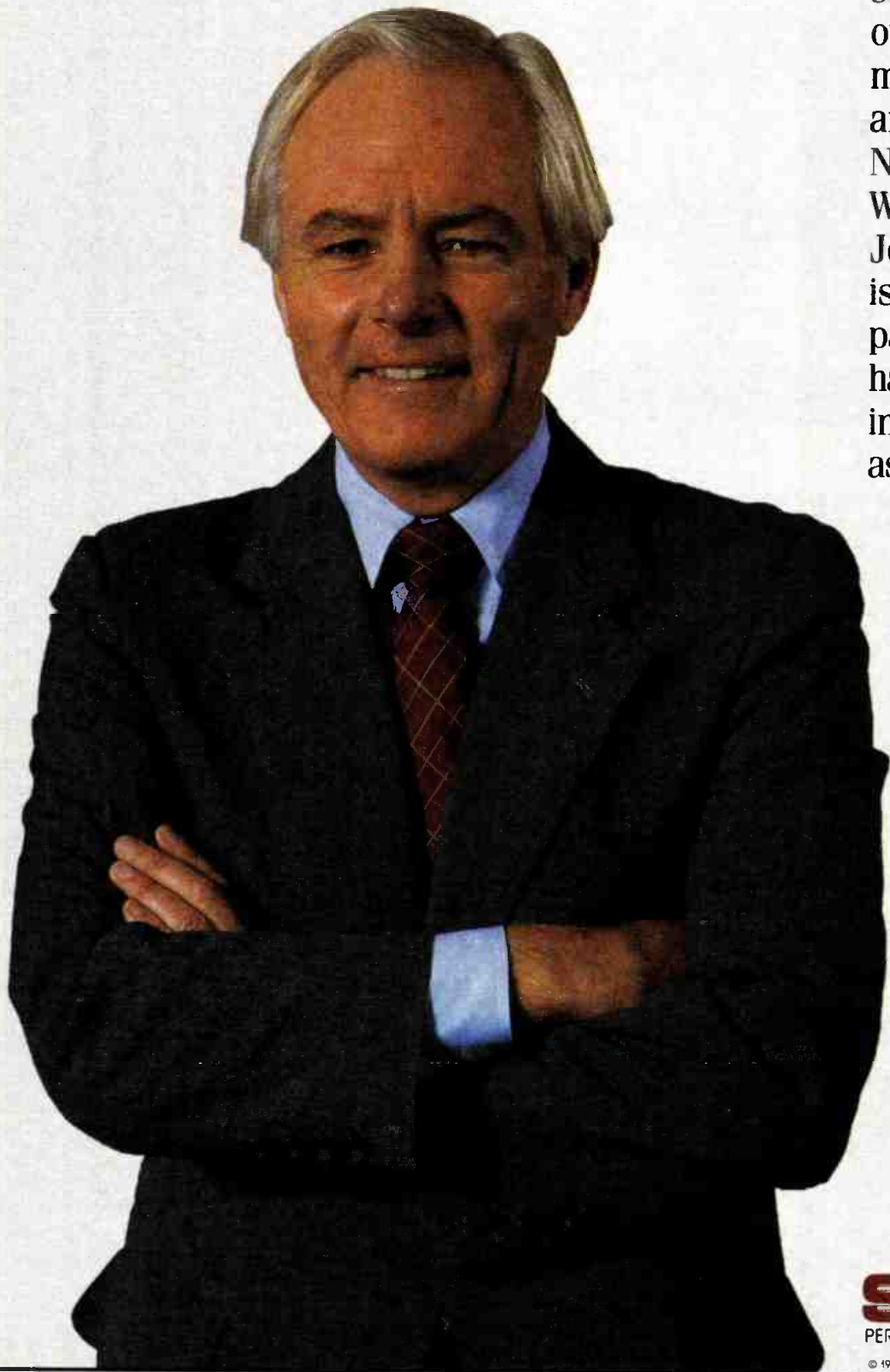
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President, Publisher and CEO  
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# Broadcasting Apr 13

Vol. 112 No. 15

TOP OF THE WEEK

## Next title fight: cable vs. the world

**Uneasy truce between wired nation, broadcasters and Hollywood is coming apart at the seams; battle lines are forming over syndicated exclusivity, compulsory license and what cities may regulate; whether Congress will take notice of the uproar is open question**

In February 1986, the cable industry was at peace with the world. It had just shaken hands with the broadcasting industry on a must-carry compromise that promised to keep things calm on the broadcasting-cable front for a long, long time. It was well on its way toward settling its decade-old conflict with the motion picture industry over cable copyright. And the Cable Communications Policy Act of 1984 had, as promised, brought some order to local cable franchising and regulation.

Alas, it did not last. Since February 1986 the industry's relationship with the independent television community and the motion picture industry has degenerated into open warfare characterized by vociferous attacks and counterattacks and calls for greater federal regulation of cable—particularly, but not exclusively, by the Association of Independent Television Stations and the Motion Picture Association of America.

Moreover, over the past year, many cities have become angry and anxious about attempts by cable—the National Cable Television Association and individual MSOs—to eliminate through litigation the local regulatory power over cable that the cities thought had been affirmed by the Cable Act.

The latest volleys in the battle pitting NCTA against MPAA and INTV came just last week. In an apparent attempt to undercut MPAA's charge that cable operators are growing monopolists that need to be controlled, NCTA issued its second "white paper" alleging anticompetitive practices by Hollywood in its dealings with independent theater owners, filmmakers and broadcasters. MPAA's charges, the paper said, "can be viewed as disingenuous, rhetorical and political pretexts . . . that seek to provide Hollywood with the guise necessary for limiting competition and placing yet another customer, the cable industry, in a subservient position."

Hollywood is "never happy unless it can squeeze every nickle from everybody and everything they can," said NCTA President Jim Mooney. Furthermore, he said, some in Hollywood would "like to put regulatory restraints on cable which would have the effect of diminishing its bargaining power."

Appearing on a C-SPAN call-in show last week, NCTA's chairman joined in the association's counterattack. The motion picture industry is "far more concentrated in ownership and control of the market" than the cable industry, said Trygve Myhren, who is also chairman and chief executive officer of American Television & Communications, the nation's second largest MSO. The studios are "doing what they have traditionally done, which is to attack every industry which distributes their product as a monopoly," he said.

Some concentration of ownership is good, Myhren said. "It allows us to bargain better for films, which is, of course, what [the motion picture industry] doesn't like," said Myhren. "It puts enough power in the hands of the cable industry so that it can get reasonably good prices on product and can have

football games from broadcast to cable TV. In one of the letters, INTV said: "This may be just one small step on the way to the day when all popular sports are 'siphoned' from free broadcasting to pay cable."

INTV President Preston Padden summed up the association's position toward cable in two sentences: "At the moment we have an unregulated monopoly. Either it [should be] re-regulated or arranged so that unregulated cable systems have competition."

For the most part NAB has stayed out of the fray. But in February it jumped on the cable-bashing bandwagon when it decided to prepare a report with the working title "Cable—The Unregulated Monopoly." That decision was motivated, in part, by pressure applied by some of the independent broadcasters who sit on NAB's television board.

NAB President Eddie Fritts, in an inter-



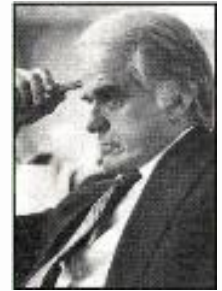
Fritts



Mooney



Padden



Valenti

enough money to develop unique creative . . . product."

Asked to comment on the NCTA white paper, MPAA President Jack Valenti called it a "smokescreen" intended to cover up the fact that cable systems are unregulated local monopolies and that a few MSOs—particularly Tele-Communications Inc. and ATC—are amassing so many of these local monopolies that they are coming to dominate the distribution of cable programing. "It affects programers when one or two monopolies gain control over a lot of monopolies; they can shut you out of the marketplace if you don't dance to their tune," Valenti said.

Like the NCTA, Valenti is more interested in being on the offensive than the defensive. He dismissed the NCTA's charges as "laughable," saying there is plenty of competition in every aspect of the motion picture business.

While NCTA and MPAA were going back and forth last week, INTV launched another in its series of attacks on the cable industry. It sent letters to members of Congress (and reporters) calling their attention to the migration of some professional baseball and

view three weeks ago, said he was as concerned about the issues as INTV, but that he hoped they could be resolved in a less confrontational way, "in the same spirit in which we were able to reach a compromise on must carry."

□

The peace that prevailed in the Fifth Estate in February 1986 was shattered a month later when the cable copyright deal between NCTA and MPAA—18 months in the making—collapsed after the MPAA demanded a "sunset" of the compulsory license after five years. NCTA couldn't accept the sunset, and MPAA walked away vowing to seek elimination of the compulsory license on Capitol Hill.

The deal, once enacted into law, would have established a flat copyright fee of 12 cents per subscriber per month for each distant broadcast signal imported by a cable system. The "flat-fee" method was supposed to be revenue neutral for 1985—that is, the new system would have generated the same total revenue for copyright holders as had the old system in 1985.

INTV was among the broadcasting repre-

sentatives that agreed with NCTA to new must-carry rules requiring cable carriage of some local broadcast signals. The rules were similar to those a federal court had found unconstitutional a year earlier, but far less burdensome for cable operators.

INTV was a somewhat reluctant party to the must-carry deal from the start, and it became even more reluctant after the FCC added the five-year sunset to the compromise must-carry rules when it adopted them in August 1986. But what really turned the INTV against the cable industry was channel repositioning by cable operators. Using freedom gained by the elimination of the old must-carry rules, cable operators, in increasing numbers, were switching the channel assignments of independent stations on their cable systems—a practice INTV felt was hurting viewership of the independents.

The cities' recent troubles with the cable industry have no specific origin. They stem from a variety of court actions in which individual cable operators are challenging the power of municipalities to impose franchise fees, mandate certain services and facilities and deny franchise renewals. The cities are

also at odds with NCTA in the courts over the questions of which cities should be allowed to regulate cable rates under the Cable Act and whether cities should be allowed to impose technical standards on cable operators.

Hollywood's problems with cable can no longer be solved by merely eliminating the compulsory license, Valenti said. "It goes way beyond that," he said. "Even if you got rid of the license, you're still dealing with a monopoly.

"We ought to separate programming ownership from ownership of cable systems," Valenti said.

MPAA (along with INTV and the National League of Cities) have already urged the FCC to consider putting ownership limits on cable operators and it supports the FCC's initiative to bring back some form of the syndicated exclusivity (synex) rules, which would empower broadcasters to require cable systems to delete programs on distant signals for which the broadcasters have exclusive local rights.

The MPAA has also urged federal U.S. District Court Judge Harold Greene to allow

the regional Bell telephone companies into the cable business to inject a measure of competition. And, according to Valenti, it is preparing anti-cable legislation, although he would not discuss the nature of the legislation or who its sponsors may be.

The INTV's principal goals, said Padden, are to convince the FCC to reimpose synex and to secure permanent must-carry rules. (A group of cable operators is expected to challenge the constitutionality of the new must-carry rules as soon as they are finalized.)

"When you boil down the controversies over copyright, syndicated exclusivity and channel repositioning," said NCTA's Mooney, "I think what they really want is for cable to go away, but that's what Hollywood said about television in the 1950's."

Whether all the rhetoric is helping anybody's cause is uncertain. Some on the Hill think it's a little childish. "It's all an incredible waste of time and resources," said one House committee source. What's happening, he noted, "is that the fur is flying back and forth and no one can see the issues through the fur." □

## King World continues Cassandra dominance

### 'Oprah' joins 'Wheel' and 'Jeopardy' at the top of Nielsen syndicated programs list

Three King World Productions shows—*Wheel of Fortune*, *Jeopardy* and *The Oprah Winfrey Show*—finished one, two and three in Nielsen's Cassandra report for the February sweeps. A year ago, *Oprah* was not distributed nationally, while *Wheel* and *Jeopardy* placed first and second, followed by *The Newlywed Game*, *M\*A\*S\*H* and *Three's Company*. In February 1987, the top five was rounded out by *P.M. Magazine* and *M\*A\*S\*H*. *Oprah*'s main competitor, *Donahue*, rose three notches over the year to 12th place (with an average 7.8 rating across 180 markets), ranked 23d among women, 18-49, but only attracted a sliver of the men, 18-49, audience.

This year first place *Wheel* was in 199 markets and averaged a 20.1 household rating, and was also first ranked in the key demographics of men and women, 18-49. *Jeopardy*, in 187 markets, had a household rating of 13.3, and was third among women, 18-49, and seventh among men, 18-49.

*Oprah*, in 143 markets, averaged a 10.7 household rating and was ranked second among women, 18-49, but only 52d among men, 18-49. *P.M. Magazine*, in 41 markets, averaged a 10.2, and ranked sixth among women, 18-49, and eighth among men, 18-49. *M\*A\*S\*H*, in 166 markets, had a household rating of 8.8, and was fourth among women, 18-49, and second for men, 18-49.

A year ago, *Wheel*, then in 193 markets, averaged a 20.3 rating, and was first among women, 18-49, and men, 18-49. *Jeopardy*, in 172 markets, averaged a 12.3 rating, was third with women, 18-49, and seventh with men 18-49. Last year's third-ranked *Newlywed*, in 170 markets, averaged a 10.3, was second among women, 18-49, and fifth with men, 18-49. The show fell to seventh last February, in 181 markets, with an 8.5 rating, and was fifth among women, 18-49, and 12th among men, 18-49. *M\*A\*S\*H* was fourth last year in 169 markets with an average 9.7 rating, fourth among women, 18-49, and third among men, 18-49. *Three's Company* was fifth last year in 155 markets, with an average 9.5 rating, sixth among women, 18-49, and 10th among men, 18-49. Last February the show fell to ninth in 146 mar-

kets, an average 8.2 rating, eighth among women, 18-49, and 14th among men, 18-49.

Only three first-run comedies were within the top-50 ranked programs, according to the latest Cassandra. That compares to two first-run comedies that made it last year. This year, *Small Wonder* was the top-ranked first-run comedy, ranking 22d with an average 6.3 rating across 111 markets. Last year, the show was also first in the category, ranked 18th with an average 7.7 rating across 71 markets. The second highest-rated first-run sitcom was *Mama's Family*, ranked 32d with a 5.3 rating across 148 markets, 23d with women, 18-49, and 45th with men, 18-49. *9 to 5* was the third highest-rated first-run sitcom this February, ranking 40th with an average 4.9 rating over 63 markets, and 26th among women, 18-49, and 71st among men 18-49. Last year the only other first-run sitcom in the top 50 was *What's Happening Now*, ranked 39th with a 5.2 rating over 85 markets, 28th among women, 18-49, and 48th among men, 18-49. The show fell to 52nd place this year, with a 4.3 rating over 90 markets, 30th among women, 18-49, and 71st among men 18-49. □

### Cassandra's top 20

Rank/show	Rating	Share	Markets	Coverage	Rank/show	Rating	Share	Markets	Coverage
1. Wheel of Fortune	20.1	33	199	99.6	11. Entertainment Tonight	7.6	15	141	88.5
2. Jeopardy	13.3	27	187	98.1	11. Shaka Zulu	7.6	13	5	1.5
3. Oprah Winfrey Show	10.7	37	143	91.8	13. Card Sharks	7.0	16	29	21.5
4. PM Magazine	10.2	18	41	33.5	14. Facts of Life	6.9	14	108	79.5
5. M*A*S*H	8.8	19	166	92.0	15. Magnum, P.I.	6.7	17	119	78.3
6. Peoples Court	8.6	21	182	96.0	16. Hee Haw	6.6	17	170	81.6
7. New Newlywed Game	8.5	16	181	97.3	17. Small Wonder	6.3	14	111	82.5
8. Hollywood Squares	8.2	17	139	84.2	18. Gimme a Break	6.2	13	101	76.0
8. Three's Company	8.2	18	146	86.4	19. Jeffersons	6.1	14	97	63.3
10. Phil Donahue Show	7.9	28	181	97.7	20. Diff'rent Strokes	6.0	14	122	78.6



## Upfront turned upside down

### Advertisers and networks playing buying and selling by ear as switch to people meters begins

By most accounts, this year's upfront television market will be something of a free-for-all, with the traditional guidelines largely going out the window along with the Nielsen diaries, as people meters take hold as the new program measurement service of record next fall. The networks and advertising agencies still have come to no consensus on how guarantees will be arrived at—there are no people meter numbers upon which to base past performance—and many in the business believe that upfront negotiations may be the most protracted in the recent history of network television, lasting well into August, perhaps to September.

CBS and ABC have already pushed back their 1987-88 prime time presentations by two weeks, to May 27 and May 28, respectively, causing an automatic delay in the start of the upfront market at those two networks. NBC had set its prime time presentation for May 13 and a spokesman last week said there were no plans to change. Theoretically, NBC's upfront season could start as early as two weeks after that, but most agency sources said they don't think the prime time market will break until mid-June at the earliest, and maybe not until July.

"The market may be delayed," said Mel Conner, senior vice president, director, network operations, DFS-Dorland. Aside from the fact that two of the three networks are taking two additional weeks to assemble next season's new prime time agendas, everybody wants to see as much people meter data as possible before sitting down at negotiating tables. "In no way are we pushing to get things rolling," he said. It may be in the best interests of the networks to get as much people meter data as possible, since some of the gaps between Nielsen diary data and people meter results seem to be getting smaller as the people meter sample size increases. The sample, now over 1,000 homes, is scheduled to hit 2,000 homes by September.

According to Jake Keever, vice president, sales, ABC Television, it has not been unusual for the upfront market to be wrapped up in August. But this year, he said, with all the confusion surrounding the transition to people meters, the upfront and scatter markets could well merge into one big market, with buying for different dayparts going on simultaneously. Usually, upfront breaks in the spring with the children's market, followed in by news, late night, daytime and prime time. And despite Nielsen's earlier decision to do away with diaries next fall, both NBC and CBS still want diaries retained for at least one more season for comparison with the new methodology. Nielsen is resisting because it wants to devote all of its resources (strained right now with maintaining NTI and building up people meters) next season to competing with another people meter service, AGB.

There are still more questions than an-

swers concerning upfront, including how guarantees will be structured, pricing and which dayparts will sell when. The children's market is just breaking now (see story, page 85), and there may be some clues there as to how upfront will proceed. The networks have concluded several sales that call for some kind of adjustment after the ratings are in, to account for any difference in the people meter numbers and what the parties believe the rating would have been under the outgoing diary system. But so far, said Jerry Dominus, vice president, sales, CBS Television Network, "nobody can figure out what that adjustment will be."

Although there are diminishing gaps between people meter and NTI numbers, in some time periods the numbers continue to fluctuate wildly. The children's ratings have proved to be volatile and many suggest the problem is getting children to push the right people meter buttons when viewing. For example, with children, 2-11 in the first quarter of 1987 on NBC, Nielsen's people meter and NTI ratings differed between 5% and almost 40%. According to CBS's Dominus: "In other dayparts you also get some crazy numbers from book to book." The way he sees it, the unsolved dilemma of the 1987 upfront season is that "the networks don't know how to place the bets and the agencies don't know what bets to take."

The networks have raised the possibility offering ratings guarantees as a range for next season, but such proposals have not been received well by the agencies. As Conner puts it: "They tend to be like cream rising to the top. If you have a C-P-M [cost-per-thousand] in the \$4-to-\$5 range, mostly it will be closer to \$5. They tend to gravitate to the high side."

Some buyers, such as Paul Schulman, president of the Paul Schulman Co., do not think the industry will come to grips with the situation this year, and that it will be every advertiser for himself. "I don't think there is going to be a set policy," he said. "This year we are looking at creative media planning." This year's buying season may be the most unpredictable ever, he said. "The only thing I'm certain of is it will probably wreak havoc on my backhand, which isn't so good to begin with. It's going to be a long summer." Adds Page Thompson, executive vice president and media director, DDB Needham: "It's a crap shoot this year and all bets are off." Prime time is going to break later this year, he said. How guarantees are worked out is unclear. Thompson said that as an agency, "we will push for guarantees," although there will probably be some form of "adjustment factor" depending on how different the first-year people meter numbers are from past diary numbers. □

## GenCorp blunts takeover attempt

### Its \$1.6-billion buyback deters GP bid; company wants to expedite sale of stations to help finance repurchase

GenCorp successfully turned back a \$100-per-share takeover bid last week by offering to repurchase just over half of its own shares at \$130 per share. The RKO General parent company's 54% stock buyback will cost it \$1.63 billion, some of which may go to the failed bidders, General Partners, who will not walk away empty-handed.

General Partners, a joint venture of AFG Industries and Wagner & Brown (BROADCASTING, March 23), had previously bought 9.8% of GenCorp's stock (2,108,608 shares). If they participate in the buyback or decide to sell in the current market—last week's GenCorp stock price was roughly \$118—they should accumulate a profit in excess of \$80 million, before expenses. Their failed attempt marked the third time in the last six months that General Partners missed a target company, but hit the jackpot.

To initially finance the share repurchase, GenCorp has received a bank commitment letter for \$1.75 billion. Over the next 18 months, the company expects to repay much of that debt with an anticipated \$1.4 billion in after-tax proceeds from the sale of assets—including WOR-TV New York for which it has already received \$257 million—after-tax in cash; roughly \$220 million for financial statement purposes. It closed that deal with MCA earlier this month.

Other proceeds are expected to result, a GenCorp statement said, from the "commencement of immediate steps to sell GenCorp's tire business and RKO's bottling operations... [and the company's] intensifying its efforts to sell RKO's remaining broadcast properties, and to consummate the previously announced sales of KHJ-TV and RKO's motion picture business." RKO has sold KHJ-TV Los Angeles, subject to FCC approval, to The Walt Disney Co. for \$217 million. Disney would pay an additional \$103 million to Fidelity Broadcasting, a group that has been competing for KHJ-TV's license for 20 years (BROADCASTING, March 16).

The divestitures would leave GenCorp with essentially two businesses: defense contracting and plastic/composite materials production. Both of those operations, last week's announcement said, would be subject to an "expanded cost reduction program."

FCC counsel for the company did not indicate what steps would be taken to expedite the sale of the remaining 12 radio properties and one TV station, all entangled in comparative license-renewal hearings with competing applicants. At least one report has said that an agreement on the TV property, WHBQ-TV Memphis, is near among the nine parties contesting the license. That report had the Gillett Group buying the station for \$46 million with RKO keeping at least 65% of the proceeds and the remainder split among the eight challengers. A company

spokesman declined to comment on the report.

The takeover's demise appears to end, for the time being, further definition of the FCC's role in hostile takeovers. The last filings before the FCC on General Partners' request for a trustee to hold the RKO licenses had been completed the day before the tender offer was withdrawn. General Partners had modified the structure of that trustee arrangement to reduce any contact between management of RKO and that of the bidders. □

## Ampex is newest piece in diverse Lanesborough pie

**Investment group will pay \$479 million-plus for broadcast equipment manufacturer to add to its wide range of business interests**

What do sausage casings, blue jean dye, Congoleum floors and videotape recorders have in common? They are all products produced or soon to be produced under the aegis of the private investment group that last Monday (April 6) won a bidding contest for Ampex Corp.

Lanesborough, a New York-based investment holding corporation with no other interests in the electronics or communications industries, will purchase the audio-video equipment manufacturer from Ampex's parent Allied-Signal with a \$479-million leveraged buyout bid and the assumption of additional liabilities for a total of \$515 million in cash to Allied-Signal at closing.

The purchase is being financed by Chase Manhattan Bank of New York, which will provide \$475 million in short-term and long-term loans to close the deal, with Lanesborough providing \$50 million in equity, a portion of which goes toward refinancing loans. The deal is expected to close in May, following government approval.

Ampex, which developed the first practical videotape recorder in 1956 and was a stand-alone company until it was purchased

by Signal Corp. in 1983, remains a leading supplier of videorecorders and other studio gear, magnetic tape and data recorders. Profits last year were \$53.7 million on revenue of \$532 million. The company is headquartered in Redwood City, Calif., with facilities in Colorado, Alabama and Hong Kong, and employs 7,000.

The manufacturer was put up for sale last December, along with Allied-Signal's other electronics and instrumentation sector companies, as part of an effort to raise \$7 billion cash for an Allied-Signal stock buyback plan.

The winning bidder is run by investors Edward J. Bramson, John Erwin and Barney Straut, who together privately control three companies with total sales and earnings, which, though undisclosed, are said to exceed those of Ampex.

Through Lanesborough, the three own Buffalo Color, a major supplier of blue indigo dye for blue jeans. Through a separate partnership, Hillside Capital, the three own Teepak, reputedly the world's largest manufacturer of sausage casings, and Congoleum Corp., a flooring manufacturer.

The purchase would not be the group's first dealing with Allied-Signal. Bramson, 35, and Erwin, 33, 10 years ago bought Buffalo Color from Allied, prior to its 1985 merger with Signal Corp.

While the current deal is structured as a leveraged buyout, Ampex President Charles Steinberg stressed that it was unlike most LBO's, in which the company's own assets are used as collateral or the new owners sell off parts of the company to pay back debt.

Lanesborough, however, will soon have to consider refinancing for the \$225-million nine-month bridge loan from Chase Manhattan (the remaining \$250 million from the bank is an eight-year loan). According to First Boston Vice President Robert McKeon, who handled the sale, refinancing options include high-yield ("junk") bonds, long-term debt or taking part of the company public. McKeon called Ampex an "excellent candidate" to go public. Whether Ampex managers would take equity positions in the company is open to question.

Lanesborough's winning bid came as something of a surprise to industry observ-

ers, considering Ampex executives' repeated indications that they were seeking strategically allied companies to make the buy. Ampex's Steinberg, in a memo to Ampex employees, said that "although there are a few companies that could have been a 'strategic fit' for Ampex, there were other considerations: For example, we would have had difficulty retaining our substantial government business with a foreign buyer...and in the case of some of the American companies, there would have been an antitrust concern."

Lanesborough reportedly came into the bidding late in the game, shortly before the March 31 deadline for offers. But the company's high bid beat out at least four other serious offers, including one from Kenneth Oshman, founder and former chairman of Rolm, a billion-dollar maker of phone switches now owned by IBM. There were no non-U.S. bidders among the five under serious consideration, with a number of interested Japanese companies, for instance, withdrawing before the deadline, presumably to prevent further controversy over Japanese electronics manufacturers' position in U.S. markets.

Steinberg told BROADCASTING: "Ampex executives are universally ecstatic, enthusiastic about this arrangement." Bramson, Lanesborough president and chief executive officer, was at Ampex headquarters in Redwood City, and unavailable for comment. Straut, 61, refused to take calls, as did Erwin. □

## Networks put May sweeps programing in place

**Four mini-series, number of specials and season finales of popular shows are scheduled**

The networks plan to air more than 50 hours of "special" programing in the upcoming May sweeps. The specials will range from the tried and true, such as NBC's Bob Hope special and CBS's live Miss Universe coverage, to new drama specials, such as ABC's *The Dumb Waiter*, a one-hour television adaptation of the Harold Pinter play directed by Robert Altman. The networks are programing four mini-series in the sweeps, totaling 17 hours, compared to three minies programed in February that totaled 26½ hours.

The May mini-series are considerably shorter than those of last February, when ABC's *Amerika* outlasted the patience of many viewers with a running time of 14½ hours. CBS's *I'll Take Manhattan* ran eight hours, and NBC's *Two Mrs. Grenvilles*, the shortest at four hours, had the highest rating, with an average 23.7/36. *Amerika* was the lowest rated of the three, scoring an average





18.9/29, while CBS's *Manhattan* had a 22.9/35.

In May, the longest scheduled mini-series is the five-hour *Queeny*, from the Michael Kordea novel based loosely on the life of actress Merle Oberon. The program will air May 10 (9-11 p.m.) and May 11 (8-11 p.m.). The other three mini-series scheduled for May are NBC's *Hands of a Stranger*, which will go head to head with *Queeny* on May 10 and 11 (9-11 p.m. both nights); CBS's *Murder Ordained* (May 3 and 5, 9-11 p.m.), and *Roses are for the Rich*, (May 17 and 19, 9-11 p.m.), all four hours each. *Murder Ordained* is about "a shocking pair of Kansas murders," with Jobeth Williams and Keith Carradine. *Hands of a Stranger* deals with a policeman's obsession with finding out the truth about the rape of his wife. *Roses are for the Rich*, with Lisa Hartman, is about a woman accused of murdering the alleged killer of her husband.

In addition to special programs, all three networks will bring back from hiatus shows that left temporarily to make room for short-flight midseason shows. NBC is bringing back *St. Elsewhere*, while CBS is bringing back *Equalizer* and *Scarecrow & Mrs. King*, and ABC is returning *Mr. Belvedere* and *Hotel* to the schedule. Perhaps the biggest unknown at this point concerning regular series programming during the sweeps is ABC's *Moonlighting*, which has been plagued by cost overruns and production delays this season. So far only 14 original episodes have aired, compared to 17 or 18 episodes for most other series, and it is certain that the show's producers will not meet the 22-episode order by season's end. In fact, an ABC source last week could not confirm that any new original episodes would be ready for the May sweeps. "Plans call for more episodes," the source said. "I wish I could say when or how many will be ready, but I can't."

Most of this season's short-flight series were introduced in March and April and a few will conclude their flights in May. NBC is introducing the only new short-flight series in the sweeps, the comedy, *The Days and Nights of Molly Dodd*, on May 21, at 9:30 p.m. The Arbitron sweep runs from April 29 to May 26 this season, while the Nielsen sweeps runs from April 30 to May 27. A rundown of other sweeps programming scheduled by the network by last week's deadline follows:

At NBC, a made-for-TV movie based on the popular CBS series, *Policewoman*, with Angie Dickinson, is scheduled to air May 3. It is entitled *Police Story II*. On May 13, from 8 to 9 p.m., an animated special, *Sport Goofy*, is scheduled. On May 17, a "family special" is scheduled, entitled *The Incredible Ida Early*, with Ed Begley Jr. and Jackee Harry, from 7 to 8 p.m. It is about a widower struggling to raise children and the housekeeper he hires to help. The network has scheduled a made-for on May 17 entitled *The Bionic Couple*, in which Lee Majors and Lindsay Wagner reprise their roles from the 1970's ABC series. At 10 p.m. the same night, another *You are the Jury* special, from Dick Clark and Bob Stewart, will air.

*St. Elsewhere* returns May 13 with the first

of three new, and final, episodes for the season, and on May 18 *The Snow White 50th Anniversary Special* will air at 8-9 p.m. On Monday, May 18, a made-for. *Sir Against the Rock*, will air from 9 to 11 p.m. It is based on the true story of an attempted escape from Alcatraz in 1946. On May 26 yet another Perry Mason made-for will air: *Perry Mason: The Case of the Sinister Spirit*.

At CBS, the *Ringling Brothers, Barnum & Bailey Circus* special will be broadcast May 1, from 8 to 9 p.m. *West 57th* moves to Tuesday at 8 p.m. on May 5. On May 6, *Equalizer* returns to its 10 p.m. slot. The following Friday, May 8, two animated specials are on tap between 8 and 9 p.m., *Garfield Goes Hollywood* and the *Bugs Bunny Mother's Day Special*. The first of two "drama specials" airing on CBS debuts May 10 from 9 to 11 p.m., *A Gathering of Old Men*, with Richard Widmark and Louis Gossett Jr. On May 12 the made-for, *A Ghost of a Chance*, will air from 9 to 11 p.m., with Dick Van Dyke and Red Foxx.

The regular series, *Scarecrow & Mrs. King*, returns on Wednesday, May 13, from 8 to 9 p.m., and the cliffhanger finale of *Knots Landing* will come on May 14. The next night, two new animated specials will air, based on comic strips, *Blondie* at 8 p.m. and *Cathy* at 8:30 p.m. Two more cliffhanger finales will follow, *Dallas* at 9 p.m. and *Falcon Crest* at 10 p.m. On Thursday, May 21, at 10 p.m. CBS will air one more original program from the canceled *Twilight Zone*. On May 22, one special is scheduled, *Survival Anglia: The Killer Whales*, at 8 p.m., followed by the made-for, *Poker Alice*, with Elizabeth Taylor and George Hamilton. On Sunday the 24th, the second of CBS's drama specials is scheduled at 9 p.m., *Baby Girl Scott* about the struggle of parents raising a severely deformed child. On May 26, the network will carry coverage of the *Miss Universe Pageant* live from Singapore from 9 to 11 p.m.

At ABC, *Mr. Belvedere* returns to the schedule on May 1 at 8:30 p.m. On May 3,

## France's TF1 moves to private side

In a major step toward advancing the privatization of television broadcasting in Europe, France transferred control of its national broadcast network, Television Francaise 1, to the private sector on April 4.

The French communications regulatory body, the National Commission on Communication and Liberty (CNCL), awarded a 25% interest in commercial network TF1 to Bouygues, France's largest construction group, for the equivalent of \$247.3 million.

Another 25% will go for the same amount to a consortium of private investors led by British media baron Robert Maxwell; 40% will be offered on the public market, and the remaining 10% will be made available for purchase by network employees.

Also, in Spain last week, Prime Minister Felipe Gonzalez submitted legislation to the Spanish Parliament that would authorize three new private national TV channels as well as other private local broadcast stations, and in Portugal, the major political parties offered the Portuguese Parliament three proposals, each looking toward the elimination of the government's monopoly on television.

France's media denationalization, begun in the early 1980's by Socialist President Francois Mitterand and culminating in 1985 with the launching of two private national TV channels, has been accompanied by highly political struggles to give allies control of any new media outlets.

Political concerns took a high profile in the TF1 choice as well, with long-time front-runner Hachette, France's leading publishing concern and holder of interests in other broadcast and program production companies, losing out because of concerns the award would concentrate too much media control in one firm.

CNCL, a 13-member body formed last year as part of France's new media law, apparently also saw the choice of Bouygues as more politically neutral, since the company is believed to have no strong ties to either of the government's jointly ruling Socialist or Conservative parties.

French media giants including conservative publisher Robert Hersant and the state-owned agency, Havas, both of which withdrew from TF1 bidding earlier this year because they believed the government's asking price was too high, already have other interests in television channels. Hersant earlier this year was awarded a 25% share in La Cinq, one of the two private national TV channels started in 1985, after the controlling interests of original owners and Socialist allies Silvio Berlusconi, of Italy, and Jerome Seydoux, of France, were reduced by incoming Conservative Prime Minister Jacques Chirac to 35%. Control of the second private channel, TV6, was recently shifted to a Luxembourg-led media consortium, and Havas retains its 25% interest in Canal Plus, the three-year-old terrestrial pay channel.

TF1's transition to private control has already begun, with the network no longer receiving funds from the government's TV set license fees—which traditionally accounted for 50% of its revenue. The channel, which claims to capture 40% of the country's TV ad revenue, is expected to increase the amount of advertising it now accepts to offset the lost revenue.

the network will rebroadcast the Disney classic, "Mary Poppins," from 7 to 10 p.m. At 10 p.m. the same night, a *Superstars and Their Moms* Mother's Day special is planned.

On May 4, the theatrical, "Rhinestone,"

with Sylvester Stallone and Dolly Parton, will be broadcast from 9 to 11 p.m. The season finale of *Dynasty* is scheduled for May 6. On Tuesday, May 12, from 10 to 11 p.m., the drama special, *The Dumb Waiter*, about a pair of hit men waiting for their

target, will air. It stars John Travolta and Tom Conte. On Wednesday, May 13, the *Happy Anniversary 007: 25 Years of James Bond*, special will air from 9 to 11 p.m. On Sunday, May 17, ABC will broadcast the network premiere of "Silkwood." □

## Rosenfield and Co. buy Blair

**Rep and program firm to be headed by former CBS/Broadcast Group senior VP; speculation surfaces over rep status of CBS O&O's**

The sale of Blair Television and Blair Entertainment was completed last Friday (April 10) to new owners who will operate under the name of John Blair Communications Inc. The parent company's new chairman and chief executive officer, James H. Rosenfield, said current management of both divisions has agreed to stay. Working with Rosenfield, who was formerly a senior vice president with the CBS/Broadcast Group, is Burton Marcus, a media consultant and former general counsel of Columbia Pictures Industries.

Rosenfield told BROADCASTING that he had been interested in acquiring all of Blair more than a year ago when the then-publicly held company was fighting a hostile takeover. Reliance Capital Group, which ended up buying and spinning off most of Blair, sold the television station representation business and program production/syndicator to JHR Acquisition Corp. for \$118 million in cash.

The lion's share of that consideration was for the television representation business, founded in 1948. In recent years Blair Television's operating margin has declined, but Rosenfield said the business had good prospects: "The TV representation business has been, like all areas of broadcasting, subject to increased competition and dynamic change. We think that there has been a shakeout, particularly in the representation business, and that the people remaining will be strong. There is a market for very efficiently run large companies."

One of Blair's previous clients—and its largest until last year—was Capital Cities/ABC, which decided to move several stations represented by Blair to its in-house operation, which now represents eight stations. Some observers have noted that CBS currently carries the same costs representing just four stations and have suggested, noting Rosenfield's previous CBS affiliation, that Blair could conceivably take over representation of the CBS-owned stations.

In two of the cities where CBS has stations, Blair clients—WOR-TV New York and KHJ(TV) Los Angeles—are being sold, subject to FCC approval. In Philadelphia, where CBS owns WCAU-TV, Blair has no client. A difficult conflict would be in Chicago, where Blair currently represents independent WGN(TV).

Rosenfield said such speculation about the CBS stations probably comes from rival rep firms desiring to cast doubt among current Blair clients: "I have made no arrangements with anybody and won't until after I take



Marcus and Rosenfield

over this company. And as far as I know there have not been any discussions with the network stations. The independent stations we rep in L.A., Chicago and New York are very important to us."

The new chairman of John Blair Communications said that current leadership of both divisions will continue. Harry B. Smart will remain as chairman and chief executive officer of Blair Television, with Pat Devlin as president. At Blair Entertainment, Richard

C. Coveny will continue as president, and Guy Mazzeo as executive vice president.

In addition to Rosenfield and Marcus, other investors in JHR—and John Blair—are Saratoga Partners, a limited partnership managed by Dillon Read & Co., and SIF-CORP, an investment entity represented by Richard Bodman, former president of Comsat's Satellite Television Corp. Debt financing for the transaction is being provided by Prudential and Travelers' Insurance. □

## Gillett moving to buy stake in Storer

**Company would take 50.1% position; SCI's Lee to join with T.A. Associates in purchasing Toledo TV station**

The Gillett Group's rapid expansion continued last week with news that the Nashville-based group owner was nearing the majority purchase of six of Storer's seven TV stations. SCI Holdings, which is keeping the other portion of the stations, was said to be also negotiating swaps of some of its cable systems to consolidate its operations.

Some observers have indicated the price Gillett will pay to SCI for a 50.1% stake will be roughly \$650 million. If correct, that would mean the whole station group is worth no more than \$1.3 billion, less than the \$1.445 billion that Lorimar-Telepictures agreed to pay for those same stations almost exactly a year ago, before later backing out of the deal.

The \$1.3 billion works out to roughly 14 times 1986 cash flow (operating income plus noncash charges of depreciation and amortization) as revealed in the SCI Holdings annual

report released last week. Revenue for all seven stations in 1986 was up 15%, to \$232.2 million, while operating expenses, exclusive of depreciation and amortization, increased 11%. The six Storer stations being negotiated are WSBK-TV Boston; WJBK-TV Detroit; WKW-TV Cleveland; WAGA-TV Atlanta; KCST-TV San Diego, and WITI-TV Milwaukee.

There was no answer as to why SCI was selling only a half-interest. At least some of the gains it would report from the sale would be offset, for tax purposes, by net operating loss carryforwards. SCI Chairman and Chief Executive Officer Terry Lee told BROADCASTING that the proceeds would not be used to buy out investors but rather "would be used to buy out high interest debt." SCI's long-term debt at year-end carried an effective interest rate of 13% and stood at \$1.8 billion, much of it in junk bonds that are nonredeemable until several years away.

Lee himself was expected to sign by today a contract to purchase, in conjunction with Boston-based T.A. Associates, SCI's WTVG(TV) Toledo, Ohio, for just over \$60



million. The SCI chairman would resign his post and remain a consultant to the MSO and group operator.

It is expected that the agreement between Gillett and SCI, which has been negotiated for almost a month, will have the former assume control of the stations, all but one network affiliates. Lee acknowledged that current management is "a little confused" about the future direction of the group. Joseph C. Dimino, president of SCI's TV station division, recently had his contract extended through 1989 at an annual minimum salary of \$325,000.

One possible ramification of the purchase

is that national sales representation of Gillett's existing group could be taken from independent sales reps and brought under Storer's in-house operation. It was not clear how many of Gillett's existing 11-station group would have to be sold to comply with the 12-station ownership limit imposed by the FCC.

At least one of Gillett's recent purchases, WTVT(TV) Tampa, Fla. (BROADCASTING, March 16) would likely meet the FCC's criteria for racial minority ownership, since a minority will be involved in the ownership. That would extend the station limit to as many as 14 stations.

Some observers were also expecting Gillett to structure his ownership of at least some of the stations so that he could avoid the ownership limitation.

At least one other group owner, Group W Broadcasting, was reliably said to have made a pitch to buy the Storer stations. The Gillett Group may have had an inside track through its connection with the investment banking firm, Drexel Burnham Lambert. Drexel last fall completed a \$650-million refinancing for Gillett and has also served as a financial adviser to SCI. Leon Black, a managing director of Drexel, sits on the SCI board of directors. □

## Dean Burch: enlarging his vision to the ways of the world

### New Intelsat director general begins work on representing the best interests of the international satellite carrier

At the age of 59, former FCC Chairman Dean Burch is embarked on a new career, as director general of the International Telecommunications Satellite Organization. To some who have known him over the years, it seems an odd position for a man who in his younger days was chairman of the Republican National Committee and whose continued fascination with the rough and tumble of American politics is reflected in his close association with Vice President George Bush. But as he makes the transition from Washington communications lawyer to high-level international civil servant—he is on board at Intelsat but will not be on the payroll (at a salary sources say will be somewhat more than \$250,000) until April 15—Burch appears to feel at home.

Burch in charge at Intelsat? Burch, the bright but often impatient FCC chairman during the Nixon administration—a man who, colleagues agreed, would not suffer fools gladly—running an international organization shot through with the egos and sensitivities of representatives of 113 sovereign nations? Burch, who had been Barry Goldwater's right-hand man when the former senator ran for President in 1964 and was his pick to run the Republican National Committee and who had served as a senior adviser to Presidents Nixon and Ford? Are those the best qualifications for running a global satellite system that ties together the nations of the world?

Burch discussed his interest in the Intelsat position and his approach to it in an interview at Intelsat headquarters last week. A little more than a week after his election by the board of governors, on March 13, was confirmed at an Extraordinary Assembly of Parties, Burch said he would not talk about substantive matters until he had met with the board at its meeting in June. But his comments reflected the politician in him, the readiness to accommodate the needs of various groups and individuals to achieve desired goals. "This is a long-term organization," he said. "The only way an international consortium can work is with a hell of a lot of good will from large and



small. So," he said, acknowledging the reputation he had at the FCC, "it may not be my personality, but I intend to be a lubricant around here, not an irritant."

Burch joins the organization at a time of considerable turmoil. The director general's post became vacant last December when the board fired Burch's predecessor (the first American to hold the post), Richard Colino, and Deputy Director General Jose L. Alegrett of Venezuela after they were alleged to have been involved in questionable financial dealings. Not only that, but Colino's leadership had been heavy-handed; his relations with the U.S., the organization's largest member in terms of its ownership interest, ranged from poor to terrible. Burch recognizes the inevitability of differences with the U.S. and other countries. But, he said: "I hope we can sort these matters out in a cooperative fashion." And, he said, he would not allow the organization or anyone in it to attempt "to pit North versus South or East versus West." That, clearly, was a reference to some of the tactics to which Colino was said to have resorted. "That," Burch said, "is counterproductive."

But what of the question of loyalty? How will he deal with matters in which U.S. and Intelsat interests are at odds? Burch conceded that, given his long involvement in U.S. policy development, he might experience some pain. But he also said those in the U.S. government who worked for his election—and he himself—had made it clear during the short, intense campaign that "I would be an American citizen but not an American agent, that I would not be representing only the U.S."

At the same time, Burch recognizes that, regardless of who sits in the director general's office, the U.S. would have to be recognized as special, if not unique. "I would have a great deal of concern for U.S. positions because the U.S. is the largest single owner, through Comsat [about 25%], and a lot of the traffic on the Intelsat system either originates or terminates here," he said. "And U.S. experience in telecommunications regulation and policy is watched by a number of countries. We've been on the leading edge of a number of these things. So the U.S. is obviously somewhat *sui generis*. But I don't want to give the impression—because it isn't true—that I'm just here to second the motion

any time the U.S. does something.”

Yet, when discussing the separate system issue, patriotism, if that is what it is, gives way to combativeness. Burch seems to share the concern of Intelsat members for the continued viability of the global system. The same Extraordinary Assembly of Parties that confirmed his election as director general gave final clearance to the consultation of PanAmerican Satellite Corp.'s proposed separate system, the first of seven systems that had been conditionally approved by the FCC. Burch makes it clear that, as director general, he will see to it that Intelsat is a tough competitor: "It would be my goal to do everything within the Intelsat Agreement, and within the talent and power of this organization, to make it difficult for separate satellite systems. I want to offer services that are excellent and priced to the point that the market niche [for separate systems] will not be there."

Fair enough. The entrepreneurs proposing separate systems say they seek only a chance to compete. But what approach would a Burch-led Intelsat staff take in negotiating with the U.S. and other countries in consulting on separate systems? Colino was viewed, in the U.S. at least, as doing everything possible to frustrate efforts at consultation. Burch declined to indicate what his position might be. He said he wanted to learn the views of the board of governors and other Intelsat organs before commenting. "There is a lot of background on coordination I want to learn before getting into it," he said. But he also noted that he has said publicly that he does not think "legalisms" are the answer to this problem, that "performance is ultimately the answer."

Burch makes it clear he is sensitive to the fact that, although separate systems are, as he puts it, "a factor of life," the organization also faces challenges from fiber optic undersea cables. But, clearly, the separate system issue weighed against Burch in his campaign for director general—and not only because he is a citizen of the country whose government was encouraging the establishment of competing systems. Last summer, Burch traveled to Europe at the request of Ambassador Diana Lady Dougan, head of the State Department's Bureau of International Communications and Information Policy, to "explain," as Burch put it, the U.S. policy on separate systems as it had been adopted by President Reagan. Burch visited the governments of Spain, Italy, France, the United Kingdom, West Germany and Sweden. "I'm sure many of the countries resented [that effort]," he said. "Many countries are opposed to the U.S. policy."

But Burch saw that "resentment" as only part of a larger problem he faced in his later campaign for the Intelsat post. He feels he also had to overcome the reluctance of some board members "to see two Americans in a row as director general," a reluctance, he said, that was reinforced "by the circumstances" regarding the departure of the first American. Burch's election was not a sure

thing until one of the three other candidates, Brazil's Jorge Castelo Branco, withdrew after the third ballot, and Burch went over the top with more than the necessary two-thirds vote on the fourth. The board then made the election unanimous (BROADCASTING, March 16 and 23).

Dougan had asked Burch to make the European trip at least in part because of his performance as chairman of the U.S. delegation to the first session of the 1985 Space WARC. That World Administrative Radio Conference—its second session will be held in 1988—is to develop a plan for fixed satellite services. Indeed, it was in his role at that conference, attended by some 140 countries, that Burch had his first taste of life in the international community. He liked it. He also demonstrated an ability to contain his impatience. (How, he was asked, would a man who, as FCC chairman, was known to glower at FCC staffers unable to keep up with his thoughts, respond when some Third World representative gratuitously attacked the U.S. for, say, "imperialism"?) "There were some angry moments at the WARC," Burch conceded, "but I was representing the U.S. government. Here I'm representing an organization of 113 nations. It won't be peaches and cream. But it's something I find interesting."

Why does Burch, after the life he has led, want to be Intelsat director general?

For one thing, he sees the job as meeting his needs at this point in his life. He has been practicing law as a partner in the Washington firm of Pierson, Ball, & Dowd since leaving the White House in 1975, focusing his energies on a variety of projects for a variety of clients. "I look forward to the opportunity to do one thing again, and try to do it well," he said. And, more than that, he sees the job as "unique," in that it involves public policy and, in addition, has commercial and operating aspects. "I've never had any deep experience in operations," Burch said, "but it's something I'm interested in." There was another factor he mentioned: At 59, he would be starting a term that would end when he was 65, retirement age. "So it was a nice fit."

For all of that, it wasn't Burch's idea to become a candidate for the post. His candidacy emerged after Michael Gardner, a Washington attorney who was organizing an informal effort by government officials—Ambassador Dougan, Alfred Sikes of the National Telecommunications and Information Administration, and FCC Chairman Mark Fowler—to focus on whether the U.S. should offer a candidate for director general (and if so, whom), asked Burch to participate. In fairly short order, Burch himself emerged as the unanimous choice. He had, his backers gushed, the "superstar" qualities that would be needed of an American candidate. Burch said Dougan delivered word of the consensus and left him "incredulous." It was, he said, "the first time I had given [the position] serious consideration." He did not even know the details of the job, including its benefits or how the election was conduct-

ed.

Once in the contest, he and the government made an all-out effort to win. Burch was impressed with the help he received from high and middle-level officials at the State and Commerce Departments and the FCC, as well as the Communications Satellite Corp. He said that, between them, Irving Goldstein, Comsat chairman, and Bruce Crockett, president of its World Systems Division, traveled around the world with him in his campaign. "I will never be able to adequately thank any of those people," he said. But the deeper he got into the contest, Burch said, "the more difficult" he found the task "because of the spillage from Mr. Colino. But it was gratifying, in the end, to get support not only of the larger countries but of some of the smaller ones, as well, that seemed to have a great deal of respect for me and the fact I might be able to help the organization out." He also said he would like to think his election "wasn't just geopolitics" but had something to do with his resume.

For now, Burch is absorbing as much as he can about Intelsat and the job he has undertaken. In the past month, he had an unusual opportunity to meet not only members of the board but representatives of the member governments at the Extraordinary Assembly of Parties and, last week, the representatives of the signatories who were meeting in Washington. And the procedures he is following now, to learn what he must, resemble those he followed after President Nixon appointed him chairman of the FCC but before he actually assumed office. He had an office in the commission building and observed the work of the agency. And after taking office, he called the staff in on the first few Saturdays for briefings. "I'll do essentially the same thing here," Burch said.

As for his management style, Burch indicated he would not try to master and oversee every detail of the organization's activities. "I'm a pretty good delegator and a pretty good oversight guy in terms of what other people are doing," he said. "And the one thing you learn quickly is that there are only so many hours in the day and so much energy. You have to rely on the talents of others to get the job done. That was true at the FCC, too. You have to use the bureaus and the staff. If you don't, you can't do it all."

Gaining the knowledge to do the job is not Burch's only concern. Shortly after Burch won the board's endorsement, an Intelsat official said some staffers and board members felt that Burch's immediate problem would be to win the confidence of those in the organization who still harbored some suspicion of an American as director general. Burch, Intelsat officials said last week, seems to be succeeding in allaying that suspicion. But the enthusiasm and energy with which the U.S. government and Comsat worked for Burch's election—and the celebratory mood his victory touched off—need not be read as indicating that Burch will be the U.S.'s agent in Intelsat. It could be read as indicating that Burch will be Intelsat's agent in Washington. □



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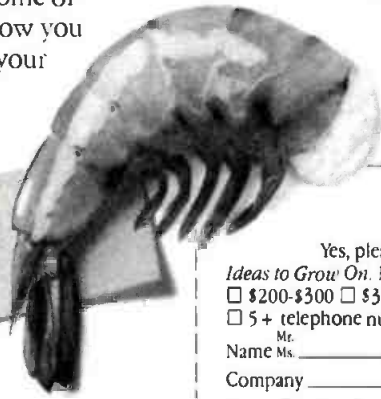


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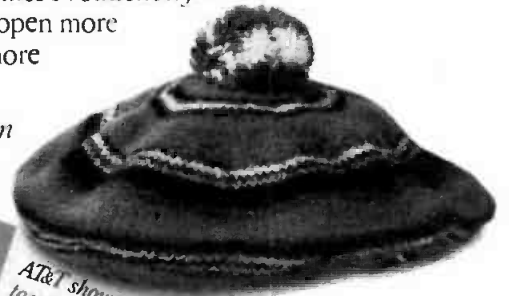
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Joseph A. Carriere, President  
Caprock Telecasting, Roswell, NM/Lubbock, TX:

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

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

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

---

## KNOB, FM-RADIO

John R. Banoczi, General Manager  
Anaheim, CA:

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

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

---

## KCOB, AM-RADIO

John Carl, General Manager  
Newton, IA:

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

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

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

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## WEAT, AM-RADIO

Bert Brown, Chief Engineer  
West Palm Beach, FL:

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

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

---

## WSTQ, FM-RADIO

Al Moll, General Manager  
Streator, IL:

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

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## KHBS, UHF-TV

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

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

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

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

---

## WOMA, FM-RADIO

Dale Eggert, General Manager  
Algoma, WI:

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

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

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## WKNO, VHF-TV

Pat Lane, Chief Engineer  
Memphis, TN:

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

*What impresses me most about Harris is the attitude and the people."*

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## NAB 87: Taking stock of the tools of the trade

**Host of products at equipment show draws crowds of buyers as well as browsers; exhibitors rate it "excellent," with many talking of record sales**

At the National Association of Broadcasters' annual equipment exhibition in Dallas March 28-31, bigger was also better.

Yes, there was record 40,000-plus attendance at the convention, well over half of which was accounted for by exhibitors, their staffs and guests—696 exhibitors (some 640 paid) spilled over 313,000 square feet of indoor and outdoor booth space. But for many of the largest exhibitors the biggest news of all was that the crowds came not only to kick tires, but to buy, and buy big. And coming after a soft second half for most manufacturers last year, this apparent rebound was especially sweet.

Ampex, already riding a record first quarter, reported its biggest sales ever on this

year's floor, writing just under \$20 million in business, more than \$1 million over the 1986 record show, with buyers coming from both international and U.S. markets, and spread evenly among broadcasters, producers and other users.

Other companies, like the largest exhibitor, Sony, did not release dollar sales figures, but they also indicated this year's sales were noticeably higher than last year's. Sony's William Connolly said the company's sales activity resulting from the show was almost double that of any previous NAB, and greatly exceeded expectations. Top-10 exhibitor Grass Valley Group's director of sales, Randy Hood, called this year's NAB exhibit, "by far the most successful in this company's history from the point of view of business written at the show."

European-based manufacturers also were pleased with the market's expansion. U.S. head of the new Bosch-Philips joint venture, Broadcast Television Systems, Erich Zipse,

called the show in general "excellent" and reported business was much higher than at the 1986 show, although that show was before the two companies merged their broadcast businesses and show booths to become the third largest exhibitor on the floor.

Panasonic Broadcast's new president, Stan Basara, commented that "by any measure, we think we did very well," even coming off last year's \$50-million, five-year, small-format sale to NBC. And Harris's Gary Thursby called his company's traffic flow "markedly higher" this year than last. While Thursby said order volume remained only "comparable" to previous year's business, he predicted a very active spring and summer for Harris in terms of sales volume. He added: "The industry seems to be feeling better about itself. Stations have large budgets and a pent-up demand."

The pages that follow detail a host of technologies that will be on audio-video gear shopping lists.

### Tape formats vie for market share

Advancing video recording technologies created some of the greatest interest among show attendees, with most new product development coming from the enhanced half-inch video recorder lines, Matsushita's MII and Sony's Beta SP. Innovations continue to attract buyers, however, to the long-popular one-inch Type C studio standard, and much attention was also drawn to the capabilities of new digital video recording systems.

The most developed of the enhanced small format-lines is Matsushita's MII, which, like Sony's Beta SP, uses a metal particle tape formulation to gain improvements in luminance bandwidth and signal-to-noise ratio. This year, Panasonic, Matsushita's U.S. sales arm, had a range of introductions, including new additions to MII studio and field recorder lines, as well as two new automated multicassette systems (see below).

Panasonic was showing its new field edit package for newsgathering, to be available in the first quarter of 1988. The system uses two of the new AU-550 field edit-recorders, an AU-A50 field edit controller and an AU-MX50 field audio mixer. The edit package can also be used for satellite uplinking with the company's new AU-TB50 time base corrector, and is operated from either AC or DC power sources.

MII introductions also included the AU-620 studio recorder, a simplified version of its existing AU-650 deck, and a \$5,000 portable office player, AU-505. Both will be available at the end of 1987. Shown as well was a new edit controller for the AU-650, available by mid-1987, that can control up to three videotape recorders and auxiliary video-audio circuits using an optional remote switcher.

Other new MII accessories from Panasonic include the AU-ER65 encoder remote controller, the AU-WR65 waveform remote control, the AU-IA35 transcoder (to convert the incompatible signals from MII's predecessor M-format recorders) and the AU-SW65, a three-input video-audio switcher.

Panasonic was not alone in showing MII product; JVC, which is majority-owned by Matsushita, was showing its own stripped down studio recorder, the Z800U, priced at under \$15,000 and available by the end of 1987, in addition to Matsushita-made recorders sold under

the JVC label.

Sony, still the world's small-format market leader with more than 30,000 Betacam products in the field, is also moving quickly to reduce Panasonic's lead in bringing enhanced half-inch products to users.

After first showing Beta SP prototypes in 1986, Sony this year introduced production models of the first three new SP units: the BVW-35 field recorder, which features color playback and four-channel audio; the BVW-75 studio recorder-player with dynamic tracking, 90-minute record time, NTSC decoder and 32-times black-and-white shuttle speed, and the BVV-5 Beta SP camera recording unit with viewfinder playback, four-channel audio and field color playback capability using a new VA-500 playback adapter available next fall.

The Sony BVW-75 and BVW-35 can be combined to form a field editing package, and the playback adapter allows the user to micro-wave recordings back to the studio. Also shown by Sony was a component color correcter first introduced in prototype form in 1986. Deliveries of the SP units are to begin in July, with the first products going to WNEV-TV Boston, which is switching to SP from an all-M-format plant.

Sony-made Betacam products were being shown at the NAB for the first time by Ampex and the Bosch-Philips joint venture, Broadcast Television Systems (BTS). Ampex, which also showed a self-built Betacam studio recorder and CCD camera, plans to design its own SP gear by the end of 1988, beginning with a studio VTR, followed in 1989 by a portable recorder-player, spokesmen said. BTS showed two Beta field models, a Beta studio player, and the new Beta SP studio and field recorders.

Another highly competitive area for the half-inch recorder manufacturers and other vendors is the automated multicassette system market, with the scope of the cart players now expanding beyond traditional uses for commercial spot playback into on-air news playback and ultimately to station and network automation.

Sony was showing, along with its established 40-cassette Betacam system, its prototype 1,200-cassette library management-station



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**THERE'S  
 ALWAYS ROOM  
 FOR  
 ANOTHER  
 GREAT RADIO  
 STATION**



Crowds at the Sony one-inch VTR display

automation system. First shown last year, the unit this time was using four Beta SP decks with a cassette access time targeted at 15-20 seconds for continuous back-to-back spots.

The Sony unit, which uses an x-y robotic cassette-handling system, is apparently still undergoing modifications both in software and hardware design, but the manufacturer expects the first production line deliveries by mid-1988. The company is also designing the system to use recorders designed to the Ampex composite digital format now under industry standardization.

Panasonic made its own major foray into the market (after meeting with little success for its original MVP-100 M-format sequencing system) introducing its 123 cassette Marc I spot player and the 1,000-plus cassette Marc II library management system. Both units use x-y robotic systems built by parent Matsushita, the world's largest robotics supplier, have a removable bin to allow operators to change up to 16 cassettes without interrupting the system and can play 10-second spots back-to-back continuously.

The Marc II, which uses two robotic systems (one also serves as a backup in case of the other's failure) and five tape machines, is designed in modular form, with added racks holding either 107, 459, 811 or 1,163 cassettes. Both systems will be available by the end of 1987.

Odetics, which first introduced its robotic-arm cart machine in 1985 after developing it with RCA Broadcast, now makes the system available using the MII decks. NBC recently purchased two of the 280-cart MII versions, including at least one for on-air network news playback, with Odetics' Beta format and M-format systems already installed at other broadcast facilities.

Lake Systems also showed its first robotic-arm cart system, a departure from the sequencer-automation systems it has been developing, but using some of the same software advances. The \$300,000-\$400,000 automated library system can accommodate libraries of 500, 1,000 or 1,500 cassettes, plays cassettes as short as 10-second back-to-back and uses standard half-inch tape players without modification.

Ampex, which last year introduced its first cart system since it began selling the now well-established ACR-25 in the 1970's, had its prototype ACR-225 at the exhibit again this year, displaying it with software enhancements that enable the x-y robotic system to handle continuous seven-second spot playback using four transports (10-second using three transports). The 256-cassette unit, which will use the company's composite digital recording system, is expected to be available next year.

On the high-end recorder front, with Matsushita's MII being marketed as an economical rival to Type C one-inch videotape recorders, both Sony and Ampex, the leading one-inch marketers, made extraordinary efforts at the show to reaffirm the established one-inch format as the continuing studio workhorse.

Sony made the key move in the one-inch field with the introduction of the new BVH-3000 deck, a less expensive version of its BVH-2000 series decks with extensively reworked circuitry and a new automatic tape threading system. The unit, \$45,000-\$47,000 with built-in time base corrector, will likely be the company's last major product in the field, with new composite digital VTR's on their way.

Ampex developed new features as well for its Type C VTR family. Among them were a "multigen setup" software enhancement for its

VPR-6 to extend multiple generation performance, a "status at a glance" feature to display operational parameters on the VTR video monitor, serial slow motion editing for its VPR-80, frame accurate editing with the VRC-2 serial VTR remote controller and vertical interval time code for the VPR-6.

Digital video recording, introduced last year by Sony in the form of its "D-1" world standard component digital DVR-1000 deck, was again an attraction, with Sony housing a sophisticated display of high-end uses for the system's extensive multigenerational capabilities.

The company showed three D-1 machines, interconnected with an experimental Grass Valley Group digital component switcher, a digital Ultimatte system, Rank Artfile and a Quantel Harry disk editing system and Encore graphics effects generator, compositing station ID's with production personnel from Limelight Video, a post-production facility that will take delivery of Sony's first four units this spring.

Although no stand-alone composite digital recorders were shown, Ampex was promising customers it would have product on display by next fall, while Sony representatives indicated such a product was not forthcoming from them until at least 1988. Both companies have agreed to standardize on Ampex's 4fsc composite digital standard, which was developed for use in Ampex's digital spot player and which uses the same cassette as the D-1 standard and shares other similarities in design.

Several three-quarter-inch U-matic recorders were also introduced this year, with three new models from Sony and one from JVC. The new Sony machines, all available in late summer of 1987, include two, the VP-9000 player and the VO-9600 recorder-player, which are higher-performance SP models. The third, VP-7000 player, replaces the company's existing VP-5000 playback machine. The new JVC CR-600U includes SMPTE time code capabilities and can be used in editing setups with the company's CR-850U.

Among video recorder accessories making their debut on the floor were a JVC multiformat frame synchronizer, the KM-F250U; a Nova model 700 digital time-base corrector priced at \$3,500; an RTI one-inch videotape evaluator, and two new tape degausser models from Garner Industries.

Videotape products were on display at the exhibit from manufacturers including Ampex, 3M, Sony, Fuji, Maxell and Kodak. Ampex, following a record sales year in 1986, was showing its Betacam SP tape in 30-minute and 90-minute cassette sizes, a 30-minute cassette addition to its Betacam tape line and prototype samples of 19mm tape for the D-1 and 4fsc digital video formats.

Marketing plans for 3M tapes were also announced, with the 3M line of Betacam SP and MII cassettes available in fourth quarter, D-1 cassettes in the first quarter of 1988 and digital composite metal particle tapes by late 1988.

New U-matic tapes have also been developed. At 3M, there was a new U-matic SP cassette line, Sony was showing two new U-matic cassette series with new tape formulations, and Fuji introduced two new U-matic cassettes. Super-VHS cassettes were also introduced by Fuji and Maxell, although the new high-end S-VHS consumer deck was not shown on the floor by maker JVC.

## The video market in graphic detail

The videographics market, which encompasses everything from a character generator costing a couple of thousand dollars to a sophisticated 3D modeling and animation system costing a couple of hundred thousand dollars, is, perhaps, the most competitive and volatile in the video equipment business.

The software at the heart of most of the systems is being changed continually as the vendors push to stay one step ahead of the competition by increasing capabilities and reducing costs. And the hardware—the computers—on which the software runs is also changing; providing more computing power at less cost.

At the high end of the 3-D modeling and animation market, Alias Research Inc. cut down the rendering time of its Alias/I system by coupling it to a Pixar Image computer. According to Alias, with the Pixar, an animated sequence that used to take several weeks to produce can now be done in a day. Alias also introduced new rendering software for creating and animating such "natural phenomena"



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Any smart Program Director will tell you that Woody Woodpecker is an evergreen through and through. Despite the recent invasion of robots and space rangers, Woody has consistently placed in the top ten in each of the last five seasons. Now he's joining all the other evergreens at DFS Dorland Program Exchange. Woody is available for January, 1988 with over 90 half hours of theatrical-grade animation.



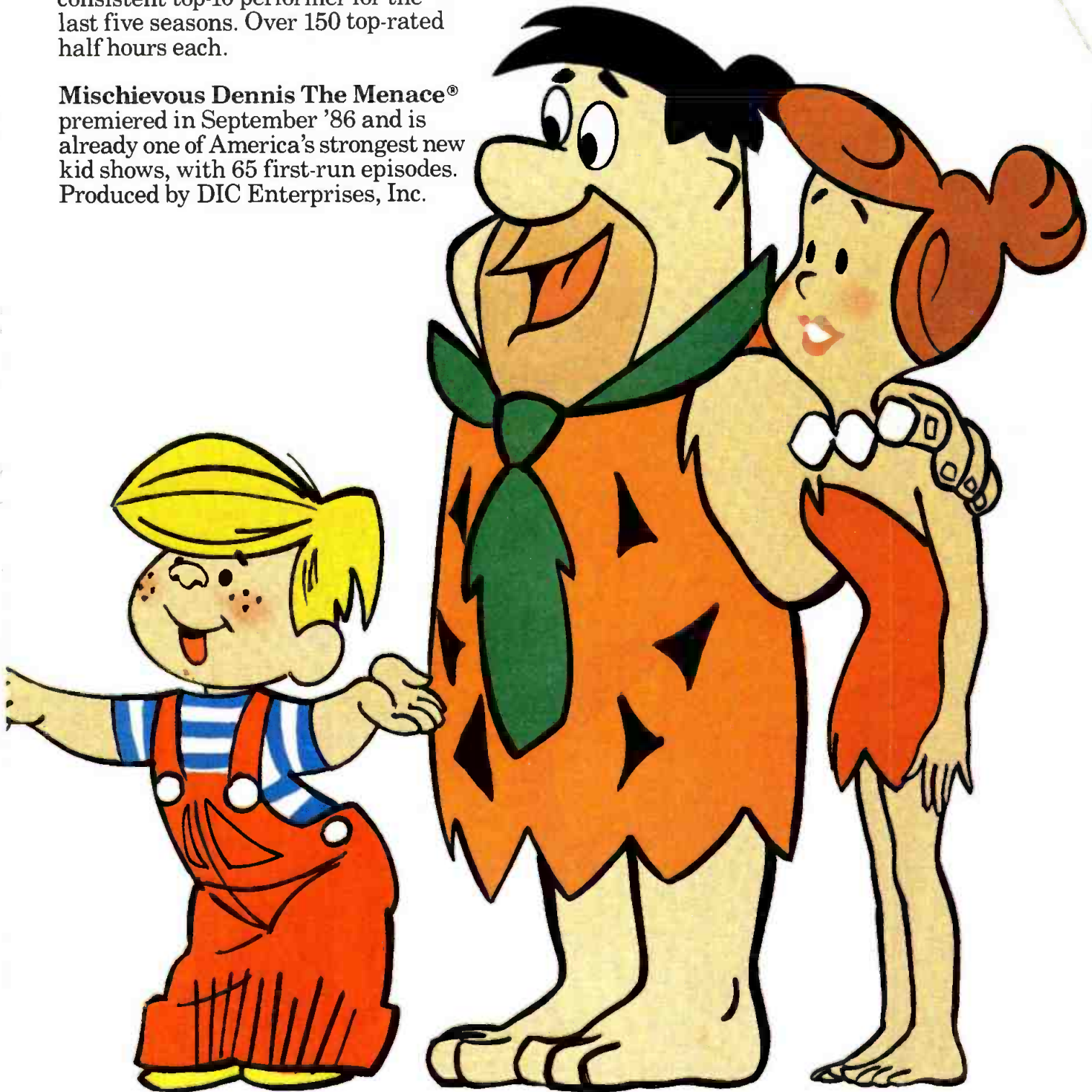


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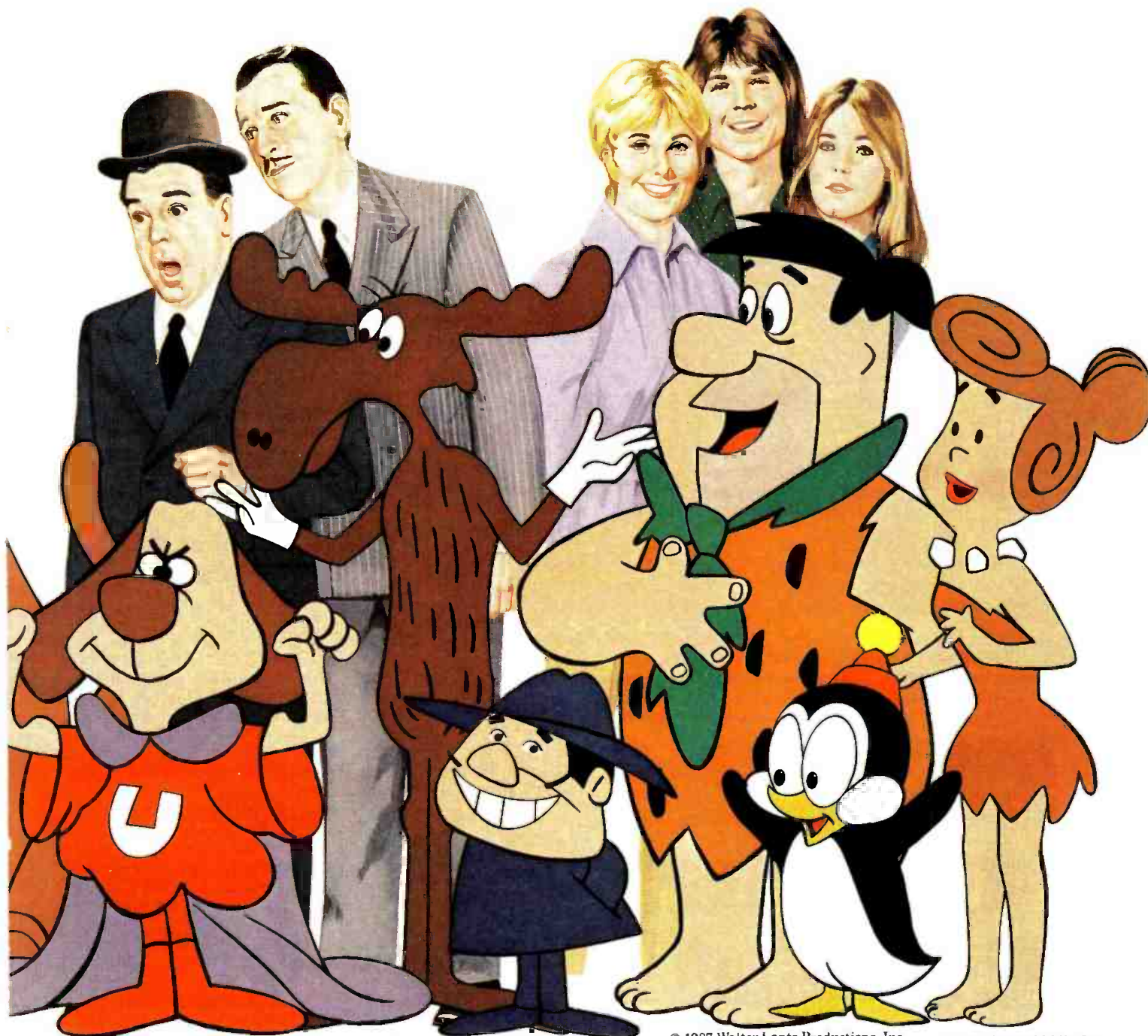
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as sunrises and sunsets.

Wavefront Technologies, one of Alias's competitors, announced two weeks prior to the NAB show (and one week prior to the National Computer Graphics Association conference) that it had reached an agreement to become the first "value-added reseller" of the Pixar computer and that it had completed the acquisition of Abel Image Research Software Division, a developer of graphics software.

For the NAB and NCGA, Wavefront showed off its new software (Version 2.5) that it had begun shipping its customers. The software includes ray tracing and shadows and improved texture mapping and shading.

Vertigo Systems International Inc. improved its V-2000 3D modeling/animation system with networking and work station capability. It also offered interface for loading graphic images onto a Sony DVR-1000 digital VTR and the Abekas A62 digital disk recorder.

The FGS-4500 3D-modeling/paint system from Broadcast Television Systems Inc. typifies the trend toward workstations and networking. According to BTS, the usefulness of the system can now be expanded by the use of remote workstations for either modeling or rendering, all tied together by an Ethernet network.

The new "satellite renderer" not only frees up the FGS-4500 for other duties, but it provides high-resolution images (up to 4,000 lines) for the transfer to slides and film.

BTS also displayed for the first time the Vidifont and Viditext lines, a high-end character generator/graphics system developed and first marketed (with mixed results) by the French Thomson-CSF. The lines include Vidifont Viditext II and Vidifont Graphics V, Graphicstore Paint and Library System.

Trying to put the power of 3D modeling and animation in the hands of broadcasters, Ampex offered discounted modeling/animation and recorder packages. For \$69,500, it offered the Cubicomp Picturemaker 3000 modeling and animation system, the model 2700 off-line rendering station and a Betacam CVR-40 studio videocassette recorder. (The same package with a VPR-80 instead of the Betacam VCR goes for \$79,500.)

Also attempting to use price to reach the broadcasting market was NAB newcomer Pinnacle Systems. Its 2000 series graphics system is designed so that graphics capabilities can be added one by one. The complete system (Model 2040), selling for less than \$70,000, is a digital effects system, a still store, a 32-bit paint system and a 3D modeling and animation system.

Artronics Inc. was highlighting its VGS modular graphics systems. The modules include 3D Model Shop, 3D Animator, Paint24 with Instant Image-Grabber and Paint8 with AniMagic. Aurora featured software upgrades for its microcomputer-based AU-280 and PC-based AU-220 paint systems.

Quanta Corp., part of the Dynatech family, introduced Dimension 32, a 32-bit "graphics computer" that functions as a 3D modeling/animation system and a paint system. Quanta demonstrated the system's paint capability at the NAB, but couldn't show the 3D function because the software wasn't completed in time. Quanta also showed three new character generators—QCG-34, QCG-38 and Microgen Plus—featuring higher resolution and more fonts.

Dubner Computer System, a member of the Grass Valley group, showed a "stretch version" of its Texta-500 graphics system. As now configured, the \$100,000 system includes a character generator,

NTSC paint system, 3D modeling and animation.

Dubner showed the TB-20 paint system, which, it said, possesses four times the processing speed of the DPS-1. The system also includes some digital effects, among them image manipulation in three dimensions.

Chyron's video products division offered the Chameleon paint system in tandem with the VP-2 character generator, permitting users to enhance characters with the paint system.

Digital Arts told broadcasters that it would provide the software for everything from 3-D modeling to character generation, but that it was up to the users to provide the personal computer to run it on. Its modeling and rendering software (DGS 1.0) sells for \$15,000. Add-on software for paint is available for \$1,250 and for character generation for \$500.

Digital Arts suggested basic hardware system is built around a IBM PC AT compatible with 1.2 megabytes floppy memory and 40 megabytes hard disk. The price falls somewhere between \$17,500 and \$22,000.

In addition to its usual line of telecommunications services, AT&T was demonstrating at the show its expanded Truevision line of graphics hardware and software for AT&T, IBM and IBM-compatible personal computers. The line now includes Truevision Image Processing (TIPS) software for the TARGA graphics board. TIPS permits the user to create images with a complete set of "drawing tools" or to manipulate images captured from an external video source.

In character generators, the anti-aliasing, once a luxury, is becoming a standard feature. Dubner Computer System's new Model 5K generator, which sells for \$9,500, is available with either four anti-aliased fonts or four regular fonts.

The graphics field, based primarily on software development, is dominated by U.S. companies. But few would be surprised if the Japanese soon began making their presence felt in the market. At this year's NAB, JVC introduced the Mindset M-3000 Advanced Titling and Animation System, which integrates character generation, logo creation, paint and animation.

WSI Corp. was showing SUPERseer, a graphic of weather patterns across the continental U.S. for forecasting and on-air use that's created by crunching information from the National Weather Service and WSI's analysis of NWS's upper air soundings.

Advanced Designs Corp. offered display enhancements for its \$100,000 Doprad II doppler radar system. Among the new products and services from Accu-Weather Inc. was Newrad, a system that combines data from 1,000 surface reporting stations of the Federal Aviation Administration and the NWS with NWS radar to produce national maps tracking the advance, arrival and retreat of precipitation.

NEC offered new hardware and software (Version 3.0) for its DVE System 10 special effects generator, enabling the generator to create curls, rolls, folds and waves. It also said the system with component input and output is now available.

CEL Electronics Ltd. showed the Maurice digital effects system with touch screen controller. The two-channel system sells for \$30,000. CEL also offered Eric, an editing option for Maurice, for \$3,500.

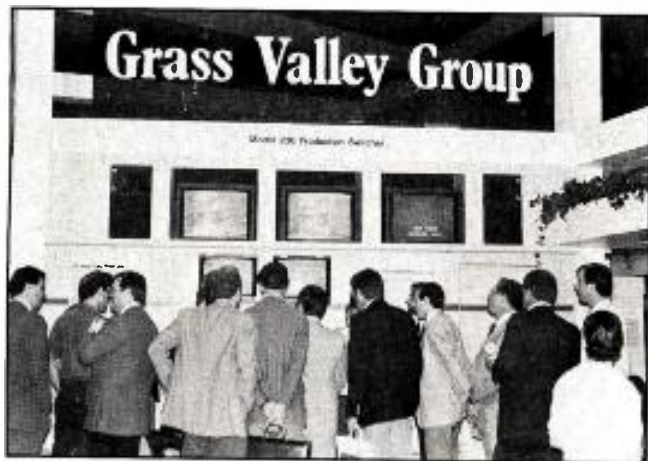
In switchers, market leader Grass Valley filled out its line of production switchers with the Model 200, closer in appearance and architecture to the Model 100 than the 1680 and 300 series switchers.

The model 200 switchers, which start at \$40,000, feature 20 inputs for two cascaded mix effects systems. Standard equipment includes Downstream Keyer, a full complement of preview modes and a basic effects memory system.

Ampex hoped to strengthen its grip on the switcher market with the introduction of two new lines. Ampex has already sold several of its new top-of-the-line AVC Century switchers, but it was new to the NAB. An ADO interface is available as an option. Starting at around \$175,000, the switcher comes in four basic configurations ranging from two mix effects devices and 16 inputs to three mix effects and 32 inputs.

The compact Vista switchers, which Ampex thinks will see application in production vehicles, are available with either 10 or 18 inputs. They list for around \$30,000.

Thomson-CSF, which is looking for a U.S. company to market its video equipment, showed a component digital switcher at the NAB that adheres to the CCIR 601 standard. Capable of handling either 16 or 24 inputs, the TTV 5650 features three chroma keys with shadow, effects memory, five busses for external interfacing and six for con-





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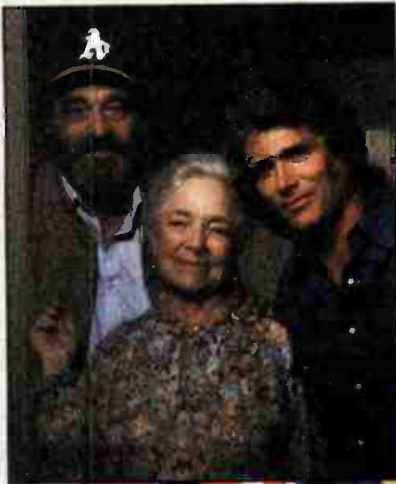
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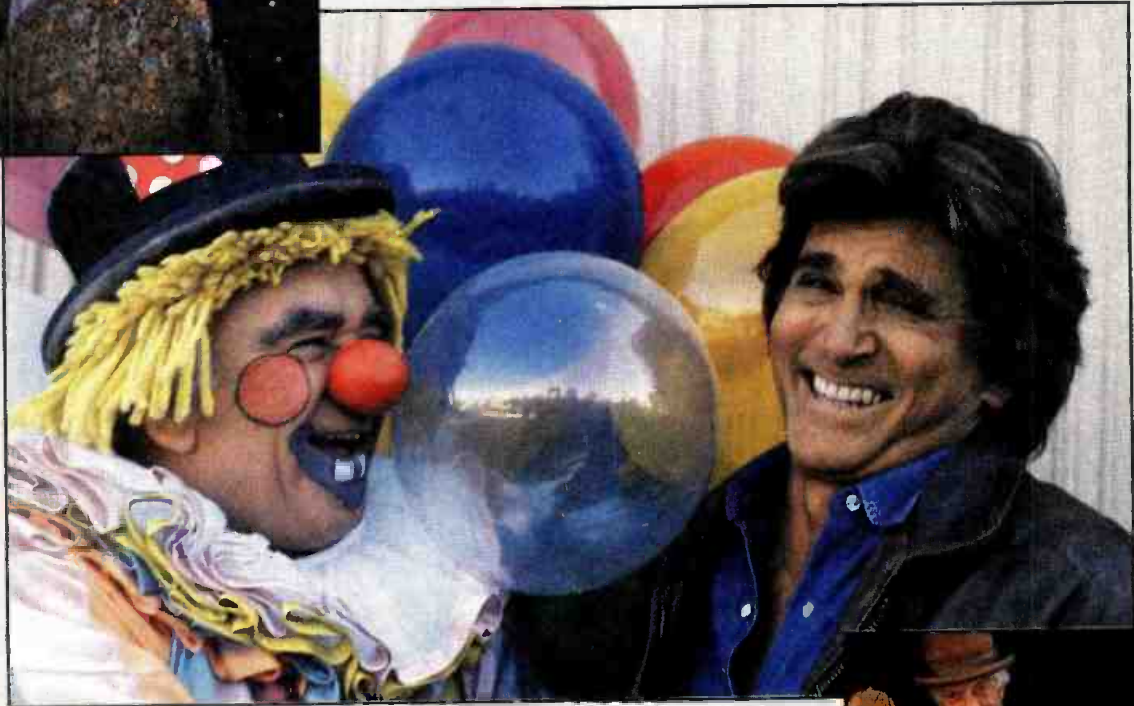
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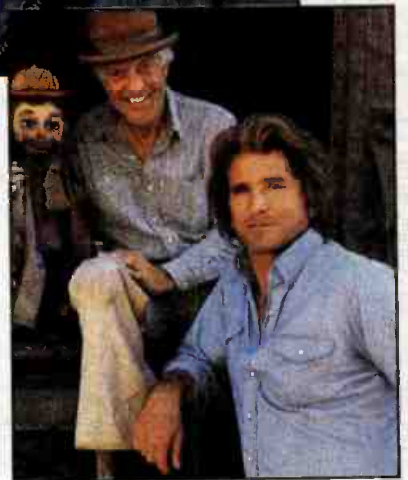




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trol and monitoring.

Ikegami also showed a CCIR 601-based component switcher that accepts eight inputs. It features a mix/key system and downstream keyer, but digital effects and chroma and luminance keys are options.

Among other new switchers of the floor was JVC's KM-3000U unit, capable of accepting eight component (luminance, color-difference) inputs. Three of the inputs can also be switched to accept R-G-B component for the downstream keyer.

One-inch videotape is still the principal medium for recording frame-by-frame the output of the videographics systems for real-time playback and animation. But a new breed of digital solid-tape recorders, using hard disks, magneto-optical disk and computer memory chips for storage, have begun to emerge, facilitating production of complex graphics and, possibly, providing new tools for on-air production.

Quantel's Harry and Abekas A-62 were the forerunners in the non-tape recorder market. At this year's NAB, they were joined by recorders from BTS, Asaca and NEC America in varying states of market readiness.

At its booth, NEC America demonstrated how its new SR-10 solid-state recorder can be used for instant replay in place of a one-inch videotape machine. But, as NEC made clear, the applications of SR-10 go beyond sports production. Capable of recording up to 34 seconds in its basic mode, the SR-10 is suitable for producing video effects and animating graphics. With the 34-second memory, the unit sells for \$120,000. More recording time (up to 136 seconds) can be added for extra money.

BTS demonstrated a prototype of a digital disk storage system capable of storing 25 seconds of video in a CCIR 601 format. The system is designed to interface with BTS's FGS-4000 and FGS-4500 graphics systems for animation recording and playback.

Asaca showed what promises to be a highly capable recorder based on magneto-optical disk technology. According to Asaca, the NHK-developed ADR-5000 is capable of recording up to 10 minutes of video (or 18,000 stills) on its high-density disks, and playback can be in real-time, slow motion or a frame at a time.

In addition to facilitating the graphics animation and other production chores, the system is also being advertised for playback-to-air of news clips and commercials because of its quick access and precise cueing capabilities.

Rank Cintel showed Slide File, a 4:2:2 still store that holds up to 340 images. The Production Effects option allows retouching, enlarging, reducing and bordering of the images with a tracker ball and the Art File option turns the device into a 24-bit paint system.

Alta Group Inc. introduced a low-cost still store with some effects, A/B roll switching, stereo audio mixing, time base corrector and frame synchronizer. The basic system, which stores up to 50 images, sells for \$14,200.

Harris enhanced the utility of its IRIS still store, providing a means for interconnecting several systems

In the realm of computer newsrooms, Basys introduced Newsdesk System I for small and medium-sized newsrooms. The system, which is based on a Wyse microcomputer and runs on the Xenix operating system, supports up to 66 terminals, printers and modems.

Dynatech Newstar came to the show with a new software package for its Newstar system. The Advanced Performance Software permits duplication of rundowns, real-time control of rundowns, access to rundowns throughout multiple terminals, Betacart interface and control of teleprompter and Betacarts.

Cascom Inc. offered broadcasters an alternative to buying tens of thousands of dollars worth of graphics equipment and hiring artists and technicians to operate and maintain it—canned animation and effects that stations can customize with character generators and use of promos, spots and bumpers. Each of Cascom's five volumes, which are licensed exclusively on a market-by-market basis, contains about 300 sequences. Although available on videotape, the effects are produced on film.

## Digital moving in on cart machines

The analog cart machines using the so-called NAB tape carts are the workhorses in most radio stations today, providing a rugged, easy-to-use means of originating music, promos and commercial spots.

But there was mounting evidence at the NAB that the cart machine may be on the way out. It may not happen for several years, but some form of digital technology is apt to replace the cart.

The most dramatic evidence was supplied by International Tape-tronics Co./3M, which claims 65% of the analog cart market. It introduced a digital cart machine with a stationary head that uses the 3M-developed computer data cart in lieu of the NAB cart. ITC's Chuck Kelly, sales manager, said the HCDA 3000 digital system was designed to "feel, look, do everything but sound like [an analog] cart machine." Because it is digital, the system's sound specifications are a lot better than any analog cart machine.

Noting that the digital system costs two-and-a-half times as much as an analog system with similar function, ITC's Bob Bomar, marketing manager, said the HCDA 3000 is not for everyone. It's for those looking for a competitive edge through superior sound and willing to pay for it, he said.

Despite the introduction of the HCDA 3000, ITC remains committed to the analog cart technology. That commitment was demonstrated by the introduction of new components for its Performance



International Tape-tronics/3M HCDA 3000

and Economy analog cart systems—the DCM-1 Dynamic Cartridge Monitor and, for the Economy system, the high-speed cue Omega reproducers. Analog cart machines will be around for at least the next 10 to 15 years, said Bomar.

An HCDA 3000 system, including recorder, reproducer and record controller, sells for \$13,550; the Performance system, including 99B recorder/reproducer, goes for \$6,000.

Other evidence that the analog system still has a lot of life was provided by the new cart machines of Otari Corp., Broadcast Electronics and Fidelipac. Otari Corp. introduced a new analog cart recorder/reproducer at the show. The CTM-10 features record-phase compensation, Dolby's HX-Pro bias modulation and transformerless balanced inputs and outputs.

Broadcast Electronics showed for the first time the 5400C, which promises to correct phase errors automatically during playback regardless of what machine the cart was recorded on. Fidelipac introduced a production version of its Dynamax CTR30 series three-deck recorder/reproducer.

Professional compact disk players, designed to meet the special needs of broadcasters, were available from several manufacturers. But because CD players can't record, their utility in the studio for promos and spots is limited. However, they do complement recording systems like ITC's HCDA 3000.

Denon America Inc., best known for its high-end consumer electronics, introduced a CD player that does its best to mimic an analog cart machine—the CD Cart Player (DN-950F). In an attempt to match the convenience and ease of operation of the analog machine, Denon has encased the compact disk in a special plastic cartridge and built a player that looks and is operated just like a cart machine.

The DN-950F features cueing that allows for instant starts and an LED display that counts down the remaining track time. A red light can be set to flash from five to 30 seconds from the end of a track to warn the disk jockey.

Studer Revox America Inc. introduced a more conventional professional CD player. An upgraded version of the A725, the A727, Studer said, is a "rugged, reliable, rack mount unit with appropriate cueing features" for broadcasters. It's expected to be listed this June at less than \$2,400. Other CD players were shown by Tascam, Sony,



# Audio processing for AM improvement.



In the several years since its introduction, OPTIMOD-AM Model 9100A has become one of the most-often used tools for improving AM audio.

Now there is a new opportunity for AM improvement. Over a year ago, the National Radio Systems Committee brought broadcasters, equipment manufacturers, and receiver manufacturers together to talk about a voluntary national transmission standard that would make wideband high-fidelity AM radios practical.

Today, after hundreds of hours of discussion and study, the standard finally exists that will allow receiver manufacturers to increase and flatten their frequency response without risk of increased interference. But for them to do this, broadcasters must implement the standard: a "modified 75 $\mu$ s" pre-emphasis specification brightens up the sound on older radios while minimizing interference to adjacent stations, while a sharp-cutoff 10kHz low-pass filter specification protects the second adjacencies by limiting occupied bandwidth.

Receiver manufacturers have stated their willingness to replace their current AM receiver designs (with their telephone-quality fidelity) with AM receivers having full 10kHz frequency response—but *only* if and when the NRSC standard is fully adopted by broadcasters. For the NRSC standards to be successful, broadcasters must change over *quickly*. If the new high-fidelity receivers generate complaints of interference caused by stations not complying with the new standard, the receiver manufacturers will revert back to the present low fidelity 3kHz designs! *Everyone* will lose.

Orban was the first to propose and implement AM pre-emphasis and low-pass filtering, and we were heavily involved in the Committee work and research. We strongly endorse the new NRSC standard. It's good engineering *and* good business, and we are making it easy for all OPTIMOD-AM owners to comply.

## Introducing the *new* Model 9100B:

It complies fully with the NRSC standard while retaining the features that have made OPTIMOD-AM Model 9100A the choice of so many stations concerned about competing with FM. The 9100B increases coverage, improves source-to-source consistency, and yields superb quality on both voice and music. And, the new standard allows us to make the new OPTIMOD-AM even louder!

Like its predecessor, the new 9100B can be configured to operate optimally in mono, C-QUAM® stereo, or Kahn stereo. Mono units can be field-upgraded to stereo by simply plugging in additional cards.

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and Technics.

Allied Broadcast Equipment showed the Media Touch System 2000, a touch-screen controller for its Audiometrics multidisk CD player, which holds up to 100 CD's.

ITC/3M's wasn't the only digital recorder/reproducer on the floor. MEI Electronics returned with its replacement for the cart machine—Digisound. With a single hard-disk drive, Digisound can record for random-access playback up to 60 minutes of monaural audio. The single-drive system costs nearly \$24,000. Additional drives increase capacity and the cost.

Compusonics Corp. went to NAB with two digital "cart" systems—the DSP 1000 using five-inch optical disks that can store up to 72 minutes of high-fidelity stereo audio and the DSP 1500, whose five-and-a-quarter-inch computer disks can store seven-and-a-half minutes of stereo music. The basic DSP 1000 goes for \$7,000; the basic DSP 1500, \$5,500.

Throughout the convention, the NAB was urging AM broadcasters to adopt the NRSC standard, claiming that it would clean up the AM band and result in the introduction of AM radios with 10 khz of frequency response—high-fidelity at least by today's AM standards.

To help the AM stations implement the standard, several audio processor manufacturers introduced new processors and retrofit kits for existing processors designed to generate the NRSC preemphasis curve and limit audio bandwidth to 10 khz as specified by the standard.

CRL Systems introduced eight NRSC-related products, including a new processor and a modulation monitor add-on featuring the NRSC deemphasis curve. Orban Associates (Optimod-AM 9100B), Texar (Phoenix) and Inovonics (the model 222) also introduced processors that will enable broadcasters to implement easily the NRSC standard. The same companies offered retrofit kits for a few hundred dollars.

Aphex Systems Ltd. didn't have any NRSC gear at its booth, but it said it was developing an NRSC version of its Studio Dominator processor (Model 705) with a "ninth order brickwall filter" and promised it by June. Energy-Onix showed the AM Protector-Enhancer, a device that will allow broadcasters to implement the standard (and nothing else) for \$700.

## CCD moves in on tube camera market

A new generation of solid-state video cameras, offering advantages over traditional imaging tubes in size and weight, sensitivity and other picture improvements, have established themselves as broadcast tools especially well suited for electronic newsgathering.

But for higher-end uses, many broadcasters and manufacturers still view tube cameras as essential, at least for the time being, and for these field production and studio purposes, there was no shortage of innovative new tube cameras.

Four manufacturers—Ikegami, Hitachi, Thomson and Broadcast Television Systems—showed new cameras using charge-coupled devices (CCD's) in place of tubes, adding to a field already occupied by Sony (with its camera design also made by Ampex), NEC and Panasonic.

Testimony to the emergent nature of CCD technology was the three different chip designs used by the manufacturers for their cameras, and disputes over the advantages of each.

Interline transfer chips, which transfer light from each active pixel through an adjacent storage element, are used not only in the CCD camera Sony introduced last year and has sold in quantities exceeding 400 since, but also in the new CCD cameras from Ikegami (which was showing two models), Hitachi and Thomson (using Sony-made CCD chips). A Panasonic unit introduced last fall also uses the interline transfer devices, and JVC was also displaying a new solid-state camera for ENG.

Alternative approaches include the frame transfer chip used in BTS's new camera, with which a full field of video is transferred into a separate chip storage area, and a hybrid chip which has transfer characteristics of both interline and frame transfer CCD's, with a camera from NEC. Panasonic also plans to show a hybrid chip camera this year, and NEC was privately showing a prototype hybrid chip camera which they argued would have adequate resolution for high-end production purposes.

Camera manufacturers, such as Sony, which makes both tube and



Ikegami's CCD camera

CCD cameras, don't see any precipitous changeover to CCD's in the near future, given the advantages tubes have in colorimetry, aliasing and vertical smearing. Sony sees its first electronic field production CCD camera coming in the next two years, while cameras with resolution and color quality for the studio they believe are two-to-five years off. Others, such as NBC Vice President of Engineering Steve Bonica, expect the introduction of a CCD camera suitable for the studio by mid-1988.

Sony's emphasis on gains in tube cameras fit with its introduction of a new field production camera, the BVP-350, a portable companion to the BVP-360 studio camera line first introduced two years ago. The new EFP camera, first shown in prototype in England last fall and with performance specifications identical to its studio model using the same two-third-inch mixed field Plumbicon tubes, has a radically different body shape that tapers at the top for underarm shooting and a lower profile front to remove sight obstruction.

Competing for the same high-end field production market are Hitachi's SK-97D, also using two-third-inch Plumbicons, and Ikegami's HK-323 model.

Thomson of France also had its two-third-inch tube TTV 1530 studio cameras on hand, along with news it had just sold 24 of the cameras to the British Broadcasting Corp., along with seven of the company's portable companion versions. Other camera products shown included JVC's Plumbicon tube KY-80U for docking with MII recorders and an upgraded Plumbicon tube KY-950B, as well as a range of Philips and Bosch designed portable and studio cameras from BTS.

Among the camera accessories shown at NAB were three new lenses from Angenieux and Fujinon, a new on-camera prompter from Q-TV, a new remote control and monitoring system from BTS for its LDK 6 camera family and a triax adapter and camera set-up and remote control from JVC. Also showing remote camera control equipment were Vinten, AF Associates (with the Radamec EPA system from the UK) and Total Spectrum Manufacturing, which also showed an automatic focusing system for sports applications.

## Transmitter talk in Dallas

On both the television and radio sides of the transmitter marketplace in Dallas, much of the talk was about solid-state transmitters that cost more, but that are, their manufacturers claim, far more reliable and efficient than transmitters with one or more RF amplifying tubes.

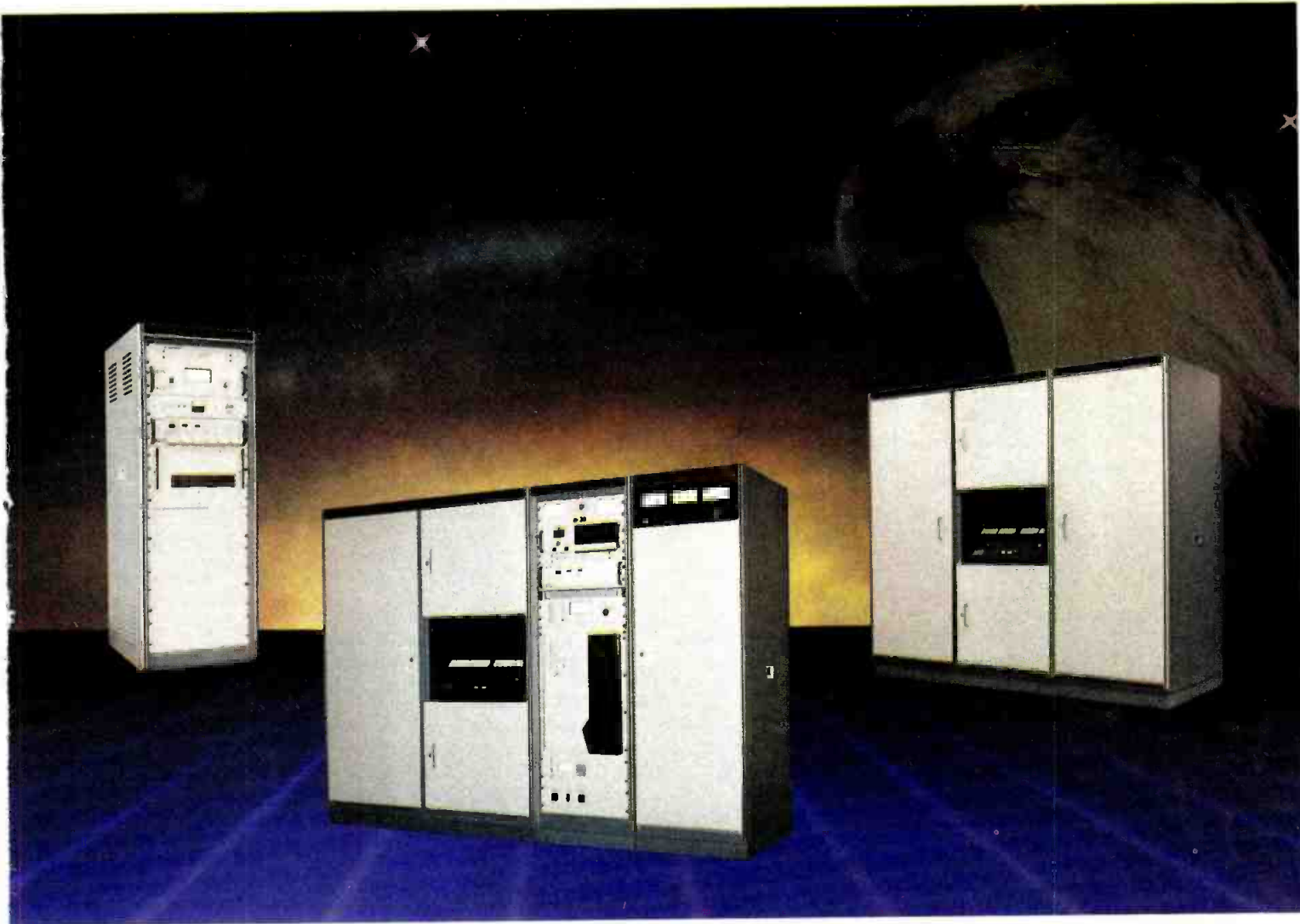
Comark Communications Inc., now a subsidiary of Thomson-CSF, showed a solid-state 30 kw VHF transmitter with 192 transistors in place of output tubes. Although the CTT-V-30H is based on technology borrowed from Thomson-CSF, Comark said it was designed by Comark engineers and built at a Comark plant in the U.S.

NEC America didn't show, but was offering for sale a 30 kw solid-state UHF transmitter. Although the PCU-930SSW has proved popular overseas, NEC concedes that its power is insufficient to hit the heart of the U.S. UHF market, which is seeking at least 60 kw.

Although Comark and NEC are staunch competitors, they agreed that all-solid-state technology is worth the extra dollars. Not only do solid-state transmitters use less power, they said, but they are designed to work without a full complement of power transistors. If a bank of transistors fails, the transmitter keeps pumping out a signal,



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although with somewhat less power. What's more, the bank can be replaced without turning off the transmitter.

On the radio side, Harris introduced the first transmitter with digital amplitude modulation—the solid-state DX-10 10 kw AM transmitter. Harris claims that the unit, which was the subject of one of the engineering conference's technical papers, "provides exceptional clarity and low harmonic and intermodulation distortion with essentially no audio overshoot, tilt or ringing."

Harris also said the transmitter, which is built around a power amplifying digital-to-analog converter, is also unusually efficient, turning 80% of AC input into RF output. Priced in the mid-\$60,000's, the DX-10, Harris said, is competitive with conventional analog generators, considering its efficiency, reliability and audio transparency. According to a Harris spokeswoman, the DX-10 attracted crowds of broadcast engineers for demonstrations throughout the convention. Two firm orders for the unit were taken at the show.

Beginning to attract the attention of U.S. broadcasters is Nautel, a Canadian firm that introduced a complete line (400 watt to 50 kw) of solid-state AM transmitters five years ago. Its list of customers—in the U.S. and elsewhere—is getting longer. Nautel President David Grace conceded that the solid-state models are slightly more expensive than their counterparts with tubes—the 50 kw unit sells for nearly \$170,000. But, he said, because of the power efficiency, they make sense for any broadcaster that intends to hang on to his stations for several years. They're not for the broadcaster who's looking to sell, he said.

Varian's Continental Electronics offered for the first time two low-power (3.8 kw and 1 kw) solid-state FM transmitters and, more important, it reduced to one the number of tubes in the rest of its FM line.

Claiming merely to be yielding to the demands of the marketplace, Harris introduced a line of external cavity UHF transmitters. The basic model generates 60 kw, and higher power levels can be achieved by running two or more in parallel.

To conserve power, Harris said, the new transmitter employs the solid-state annular ring pulser and exciter sync-reduction circuitry. Harris said the unit is "unique" in that it can accept klystrons from any of three different manufacturers.

Over the past several years, Harris has stuck with its internal cavity line while watching its competitors switch to external cavity technology. Despite its belief that internal cavity transmitters are more efficient and reliable, Harris said, it decided to offer the external cavity units because that is what broadcasters preferred.

At the NAB, NEC featured its 60 kw UHF transmitter, two or four of which can be run in parallel to achieve 120 kw or 240 kw of output power. Its features include nonlinear correction, wideband transistor power amplifiers and high-efficiency beam control.

At last year's NAB, Comark introduced a 60 kw transmitter designed to operate with a klystrode, which, it said, was far more efficient than conventional klystrons. According to Comark, development work on the klystrode system is nearing completion and the first klystrode transmitters should be in commercial operation by the end of the year.

In a paper delivered during the NAB engineering conference, Comark President Nat Ostroff said the klystrode technology heralds "super power UHF transmitters" feeding low-gain antenna to produce better coverage within the FCC five megawatt ERP limits. "Until the introduction of the Klystrode, the economics of power consumption limited transmitter outputs to 240 kw," said Ostroff. "The klystrode, however, has been demonstrated to have significantly higher energy efficiency. In fact, a 350 kw klystrode transmitter could cost no more to operate than a 240 kw klystron equipped transmitter," he said.

Townsend Broadcast Systems Inc. will vie with Harris, Comark and NEC for a share of the television transmitter action with new units—the TB-30TL 30 kw VHF transmitter and the TB-60TG 60 kw UHF transmitter. Like Harris, Townsend said that its new UHF transmitter accepts klystrons from three manufacturers (EEV, Thorn-EMI and Amperex). Unlike Harris, Townsend does not say the feature is unique.

The low-power television station business is showing signs of finally blossoming, and lining up to provide the new stations with transmitters are such companies as EMCEE, Acrodyne and Television Technology. Rick Goetz, Southeastern sales manager for Television Technology, said the company has sold more than 40 1 kw UHF

transmitter to would-be low power broadcasters since the first of the year.

The television transmitter marketplace is competitive and apparently destined to become more so. During the NAB, Varian Associates announced that it had completed the acquisition of Pye TVT from Philips Electronics for an undisclosed price. Cambridge, England-based Pye TVT, which makes a broad line of FM, UHF and VHF transmitters, has never been able to mount much of a marketing effort in the U.S. But, now that it's part of Varian, it's expected to make quite a run for a share of the UHF and VHF business.

Varian is already well established in the broadcast equipment marketplace as the owner of Continental Electronics, a maker of AM and FM transmitters. "The Pye acquisition is the latest step in an ongoing, multiyear program to enhance our role in communications and round out our core businesses," said Norman Pond, president of Varian's Electron Device Group, which includes Continental, which Varian purchased in 1985; the Microwave Equipment Group, and, now, Pye TVT.

## SNV's: bigger dishes, better storage

According to an NAB survey released during the association's convention, more than one-fifth of the commercial television stations that don't already have a satellite newsgathering vehicle may get one within the next three years.

That finding may be of passing interest to some, but to the vendors of SNV's it was comforting reassurance that their own bullish projections for the SNV market in the coming years were not just wishful thinking.

During the NAB, SNV vendors filled the parking lot outside the Dallas Convention Center with a variety of second-generation SNV's, each capable of bouncing television signals off Ku-band satellites from wherever a tank of gasoline (or diesel fuel) will take them.

On the whole, the satellite trucks shown at this year's NAB had bigger dishes (to insure compliance with new FCC rules) with better mounts (to prevent movements that could disrupt transmissions) than earlier models. Although the cost of the smallest and lightest units dipped below \$200,000, most broadcasters looking for an SNV should expect to pay at least \$350,000 for a vehicle with an antenna at least 2.3-meters in diameter, fully redundant RF electronics, a voice communications system and some basic video equipment.

In addition to its best-selling SNG-220, a 2.4-meter dish on an Iveco Z220T truck, Hubbard Communications showed the SNG-LB or "lowboy" truck, whose 2.3-meter dish can be stowed so that it is below the top of the truck.

The 2.3-meter dish on Dalsat's SNV-8 can also be stowed so that it is completely protected. The SNV-8, which is built on a "stretch" Ford E-350 van with an extra tag axle, is also "air transportable"—it can be driven onto a C-130 airplane.

Centro Corp. introduced its Newsbreaker, a 2.4-meter dish on a Ford E-350 without tag axle. It also showed the Networker, the same 2.4-meter dish on an extended Ford E-350 with more room for production and baseband video gear.

BAF Communications offered three models, all with 2.3-meter antennas: the BAF 26/6000-A, built on a GMC 6000 series truck chassis; the BAF 25/450-A, built on a Diesel-power Iveco 450, and



Midwest Communications' S-1



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the BAF 22/220-A, built on the Diesel-power Iveco 220.

Midwest Communications showed its S-23, a 2.6-meter antenna on an Iveco 450, and the S-18, with a 1.8-meter dish one of the smaller and less expensive SNV's at the show.

Roscor Corp., a newcomer to the market, introduced Star Fleet 21, an SNV built on a Ford E-350 with a 2.4-meter antenna.

Not all the mobile Ku-band uplinks are built on trucks. Some—the so-called flyaways—are built to be broken down and packed in suitcases for shipment in the luggage hold of jetliners. Hubbard Communications Inc. showed its SNG-VFP flyaway with 1.8 meter antenna and 275 watt power amplifier. The system can be packed into eight aluminum cases, none of which weighs more than 70 pounds.

Midwest Communications showed the S-1 flyaway, which was built to CBS specification and which is now in use by that network and CNN. The S-1 can be packed into 12 100-pound cases and, Midwest claims, can be set up by two technicians in 20 minutes.

At its booth, Toshiba showed a cleverly engineered 1.2-meter flyaway, which, Toshiba said, can be assembled by two men in five minutes. Seiji Isobe, deputy manager, broadcast transmission development group, acknowledge that the 1.2-meter dish was too small to meet the FCC guidelines, but said that Toshiba would return to the NAB next year with a flyaway with either a 1.5-meter or 1.8-meter dish that did meet the specifications.

## Best of the rest

Among the many product introductions drawing user interest at the show was a range of new editors, test and monitoring gear, TV audio systems, signal distribution technology, and other new developments that follow.

New editing systems came at the March exhibit from leading VTR manufacturers Sony and Ampex, and new products and editor enhancements were also shown by CMX and Grass Valley Group. Sony introduced a new high-end broadcast and post-production BVE-9000 editing system, with features of its mid-to-high-end BVE-5000 but with a simplified keyboard and menu-driven display adapted from its BVE-900. The unit has open-ended architecture and can control up to 27 VTR's, audiotape recorders, video switchers and audio mixers and has controls for four audio channels, with seven sync grades and list management of up to 999 single events.

Ampex's new ACE 200 computerized editing system, developed to replace its Ace middle-to-high-end production system, can be used in configurations ranging from a three-machine A-B roll system to a 16-device post-production suite. CMX also showed its new \$19,750 portable editing system, the CMX 100, designed for news, promos or sports applications. The company was also showing its CMX 3600 computerized editing system, which begins deliveries next month, as well as its new CMX 6000 laser disk-based editor.

Paltex was displaying off the floor its disk editing system Eddi (as well as other editing products also available from JVC), and Grass Valley Group had an expanded-memory version of its model 51 editing system.

Leading test equipment maker Tektronix was demonstrating its newest product, the VM7000 video measurement set, a \$15,000-\$20,000 unit that combines a digital waveform monitor, a digital vectorscope, a noise measurement set and a group delay measurement set. The system, which has a touch sensitive screen, has test sets designed initially for transmission systems, but will be enhanced eventually for use with cameras, telecines and VTR's.

Tektronix also had its series of video test gear for component analog video, and Magni Systems was also showing new test signals for CAV purposes. Other new test gear came from Leader and Rohde & Schwarz.

Picture monitor introductions came from Sony, which was showing a new 20-inch Trinitron monitor with 560 lines of resolution, priced at \$1,075, and a bright-screen Indextron color monitor with applications in ENG, and from JVC, which introduced a new 19" color video monitor. Monitor manufacturer Barco also announced a one-year agreement to supply \$500,000 in 9" and 14" monitors to Ampex Corp. for use with its VPR-3 and VPR-6 recorders.

New television audio consoles shown on the floor ranged from portable mixers to high-end 48-channel boards. One new audio market player at the exhibit was Ikegami, which had a 16-channel portable broadcast audio mixer with four stereo line inputs and five

auxiliary channels.

Sony was showing a new model in its MXP-2000 Series broadcast mixing consoles. The new MXP-2036 is a 32-channel mixer designed for stereo TV broadcasting, stereo radio and stereo audio-for-video purposes, with a number of on-air and video post-production options. British manufacturer Calrec was also showing its new 48-channel broadcast assignable console, the first of which was recently installed at London's Thames Television studios.

Products for TV stereo audio also were found at the exhibit. Leading TV stereo generator maker Orban Associates had its second-generation unit, the model 8185A, designed to work with any make of audio processor and using new digital stereo generator circuitry. Modulation Sciences had its own TV stereo generator on display, along with its new Stereomaxx spatial domain processing system.

Good news for TV stations broadcasting in stereo is the availability of Tektronix's model 751 BTSC aural modulation monitor-decoder, first introduced in 1985. The first several units were delivered last month. The company was also displaying its model 760 stereo audio monitor. For stereo TV and VCR manufacturers, Leader was showing a new MTS signal generator for alignment of stereo and second audio program decoders, and Audio Precision also was showing new BTSC automatic testing capability.

Makers of stereo simulators, Kintek and Studio Technologies were also showing new TV stereo products, Kintek with a new mono-to-stereo converter for post-production, Studio Technologies with a prototype integrated simulator system.

High-definition technology for the studio was shown both on the floor and in an independent HDTV production technology suite with post-production, graphics, tape-to-film transfer and editing system developments from Sony, Quantel, Ultimatte and Rank.

Floor displays of the Japanese-developed 1,125-line HDTV system included demonstrations by Hitachi of an experimental digital HDTV VTR, and an HDTV TV camera and rear-projection display, while Asaca-Shibasoku showed an HDTV digital picture memory system developed by Japan's national broadcasting corporation NHK, along with a 20" HDTV color picture monitor.

Routing switchers with the capacity to handle the wide-band signals of HDTV and other signal systems were introduced by Dynair, BTS and NEC America. Dynair's Dynasty and Dynasty 100 routers will permit switching, control and distribution of video, audio and control signals of 30 mhz, 40 mhz, 60 mhz and 100 mhz, including computer graphics signals with resolution up to 1280-by-1024 lines, 60 hertz noninterlace.

NEC showed its new series 500 router, a video-audio signal distribution system with up to 512-by-512 crosspoints and 30 mhz bandwidth. The new BTS 350 series signal distribution and switching equipment can handle up to 30 mhz with a full slew rate for HDTV, multiplexed analog component (MAC) and other wideband signals. The company also showed a new programming system for distribution switcher control panels and a new station automation system based on Hewlett-Packard 9000 series 300 hardware using a Unix operating system and 68020 CPU.

Utah-Scientific had an enhanced model MC-502B master control switcher with its new SAS-II station automation system. The company was also showing distribution systems using its Dynabus high-speed data communications network, and announced at the show a contract with CBS to supply the network's broadcast origination center with custom switching, control and automation systems beginning this year.

A new master control on-air switcher was also introduced by 3M, along with two new machine control systems for broadcast and duplication applications. Grass Valley Group had two new routers, the Ten-20 and the 20-Ten, for video only, audio only and video plus multiple audio, and Graham-Patten was showing its video audio multiplexing process (VAMP) system, which allows four-channel digital audio, baseband video and auxiliary data channel to be transmitted onto satellite or terrestrial channels.

Rank-Cintel was showing a newly upgraded version of its Amigo telecine preprogrammer for the ADS 1 broadcast telecine, as well as a digital aperture correction device for its Mk IIIc flying-spot telecine, BTS was showing its FDL-60 telecine and Fortel had a new \$12,490 CC-2 color corrector.

For microwave transmission, Ikegami was showing a portable link for the 2, 7 and 13 ghz bands, Beyer Dynamic had a new hand held ENG microwave and fishpole boom.



# We the People

of the United States, in order to form a more perfect Union, establish Justice, insure domestic Tranquillity, promote the general Welfare, and secure the Blessings of Liberty to ourselves and our Posterity, do hereby establish this Constitution of the United States.

## Article I

Section 1. All legislative Powers herein granted shall be vested in a Congress of the United States, which shall consist of a Senate and House of Representatives.

Section 2. The House of Representatives shall be composed of Members chosen every second Year by the People of the several States, and the Electors in each State shall have the Qualifications requisite for Electors of the most numerous Branch of the State Legislature.

Section 3. The Senate shall be composed of two Senators from each State, chosen by the Legislature of the State in which they may be, for six Years; and each Senator shall have the Qualifications requisite for Senators of the most numerous Branch of the State Legislature.

Section 4. The Senators and Representatives before mentioned, and the Members of the several State Legislatures, when they meet, shall constitute a Congress, and the Time of holding their respective Offices shall be from the Day of the Election of their respective Senators or Representatives until their next Successors be chosen.

Section 5. The Senate shall have the sole Power to try all Impeachments, when the House shall have impeached; and no Person shall be convicted without the Concurrence of two thirds of the Members present.

Section 6. The Senators and Representatives shall receive a Compensation for their Services, which shall be ascertained from Time to Time by the Law of the United States; but they shall, in any Case, except Impeachment, be privileged from Arrest during their Attendance in Congress or in going to or from Congress, and from all Arrests for Debts contracted before and during their respective Terms of Office; but this Privilege shall not extend to Cases of Treason, Felony, or Breach of the Peace.

Section 7. The Congress shall have Power to lay and collect Taxes, Duties, Imposts and Excises, to regulate Commerce with foreign Nations, to borrow Money on the Credit of the United States, to fix the Standard of Weights and Measures, to coin Money, to regulate the Value thereof, and to issue Paper Money.

Section 8. The Congress shall have Power to declare War, to issue Letters of Marque and Reprisal, to grant Letters of Consensus, and to regulate the Militia, to provide for calling forth the Militia to execute the Laws of the Union, to suppress Insurrections, and to repel Invasions; and to provide and organize an Army, to regulate the Militia, and to provide and organize a Navy; and to make Rules and Regulations for the Government of the Army and Navy; and to make all Laws which shall be necessary and proper for carrying into Execution the foregoing Powers, and all other Powers vested by this Constitution in the Government of the United States.

Section 9. The Privilege of the Writ of Habeas Corpus shall not be suspended, unless when in Cases of Rebellion or Invasion the public Safety may require it.

Section 10. No State shall enter into any Treaty, Alliance, or Confederation; grant Letters of Marque and Reprisal; coin Money; emit Paper Money; or give any Grant of exclusive Privileges or Immunities.

Section 11. The President shall have the Power to grant Reprieves and Pardons for all Offenses against the United States, except Treason, Felony, and Breach of the Peace.

Section 12. The Electors shall meet in one and the same City in each Year, and they shall choose in each State one President and two Vice Presidents, one of whom shall be ineligible for immediate Re-election, and the other may be re-elected; and they shall have the Power to elect one or more Senators, who shall hold their Offices until the next Meeting of the Legislature of the State in which they may be.

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*Keith Rupert Murdoch is many men to most people. Owner of the flamboyant New York Post and the stately Times of London. Of the sensationalistic Star tabloid and, prospectively, of the prestigious Harper & Row. Almost a billionaire, personally, and proprietor of a \$4 billion media empire that now includes seven major market U.S. television stations, a major motion picture company and the first programming entity in years to aspire to fourth networkhood. A force, certainly, in 20th century communications. BROADCASTING editors met with Murdoch at News Corp. headquarters in New York as his Fox Broadcasting was beginning to roll out a string of new TV series. They found him a professed newsman at heart, if a midas by profession, with a desire to bring broadcasting as close as possible to the real world.*

There has been a tidal change in American television. Laurence Tisch, the new chief executive officer of CBS, made an extraordinary appearance before the National Association of Broadcasters convention in Dallas two weeks ago, to say, among other things, that the networks would never be the same again. Do you agree, and do you think your own network ambitions are going with the tide or against the tide?

I don't think the networks will be that different, although they're going to change with time. I think we're undoubtedly seeing some fragmentation of the audience. You haven't got the same audience loyalty to the networks or the stations. Indeed, you've only to watch the ratings every day, and the audience doesn't flow the way it used to; it's got an awful lot to do with peoples' hand-held switching

devices. And the fact that people now have much more choice. You've got this great growth in independent stations; you've got the birth of cable, pay and basic.

They also tend to know that if they miss a program, they can pick it up next year somewhere. And there is such a thing as time sharing; a lot of them can record it if they've got the energy and a VCR. I think just as many people watch a good program from Hollywood today as they ever did, cumulatively. They may not watch the films when they're actually on, but they'll watch the repeats.

But people are still watching television as much or more than ever; they simply have more choice. This makes it harder for the networks. But when it comes to mass advertising in this country, mass marketing, they still are the only game in town. I think the advertis-





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ing revenues are still going to be there.

**What about the franchise of the Fox network when there is this splintering of audience? Isn't that franchise going to become less valuable as its share of the overall viewing market shrinks?**

Yes, I do think the television audience is fragmenting more. Instead of one-third owned by each television network, you may have one-fifth of it owned by each television network, or perhaps a little less than that. But I think you'll see other things happen as we go along.

**Is your network modeled on a conventional network or does it have a different design in mind?**

No, I think it has ambitions to grow into a conventional network, in the sense that it would one day be able to provide programming for its affiliates pretty much around the clock. What we're starting this week is one hour, and next week two hours, so we are building up very slowly.

There is a tremendous need for original programming on independent stations. The average independent station today lives on counterprogramming, just as they put in old comedies against the news channels from 5 until 8 o'clock at night. That is where all the revenue is; there is some additional revenue late at night and there's some additional revenue from sort of exploitative animation during the day, in which I must say, I dislike very much.

**You're talking about children's animated programming?**

Well, that part of it which is simply designed to sell toys, simply to sell particular items to children. There's nothing wrong with advertising to a child audience, but to make your programming that way I think is really a prostitution of the broadcaster's function. If you did that in a newspaper, you'd be run out of town. Or in a magazine.

**Do you then forbid that in your company?**

We don't, but we're going to try to cut it down. We are moving to become less dependent on that, to be able to shrink it down over the years. You can't just wipe it out overnight.

There's nothing wrong with good animation. There's nothing wrong with a Disney type or Hanna-Barbera traditional cartoon animation, which we can all find amusing.

**Considering the various ways you might invest in the American media system, which do you think presents the best opportunity to you now: television stations, television networks, radio, cable TV systems or cable TV networks, VCR software, newspapers, magazines or book publishing? The thrust of the question is to ask you to evaluate the American media system today and put your own relative dollar value on it.**

That's a very good question. If I knew the answer to it, life would be a lot easier. If anyone knew the answer to it, it would be good. But I believe that all of those you mentioned present opportunities for professional people with good professional communications skills.

Which is the most profitable of all those things? I have no idea. The safest profit-making thing at the moment, it would seem, would be a traditional local monopoly newspaper. But then again, you have to pay a price to get into that game, which many people would consider exorbitant.

Television stations you buy at what seem like exorbitant prices on the gamble that you can improve their position in the marketplace by bringing your skills and radically changing the situation. A great example of that would be channel 7 [WABC-TV] in New York. I don't know what their ratings are, but by changing their afternoon and early-evening lineup they have dramatically increased their share of the audience and, I'm sure, dramatically increased their revenues at probably no expense. There's always a way of doing things better on television.

You can't do that sort of thing with newspapers. You work on smaller margins and things are really much more predictable. The operation of television is more of a crapshoot; the upside is high, but so is the downside. It's a risky affair. But if you get it right, it can be more rewarding. It's a terribly different sort of business.

I guess the same would be true of radio. Not that I know much

about radio at all. Magazines are a terribly different business. Talking as a businessman I would say that the most difficult magazine to have today would be one of the newsweeklies. As a publisher and a journalist, there's nothing that I would enjoy more than that challenge.

But the truth is that the decline of print advertising, and particularly of cigarettes and alcohol, presents those publications that are on fairly small profit margins and are very high-cost operations with terrible difficulties.

Another side to that is that the enormous improvement in television news, and the much greater availability of television news, and the enormous improvement in newspapers in this country, qualitatively, in the last 10 years—all have made the newsweeklies more difficult.

But that's just one type of magazine. There are other types of magazines—monthly magazines, special interest magazines, which have had great success, like our *Elle* and another that's beginning to experience great success, *New Woman*—that permit our applying editorial skills, taking over a moribund magazine and doing something with it, finding what we think is a niche in that market.

We expect to be doing a very up-market automobile magazine, and we're curious to see whether that will succeed or not. But all these things take a lot of seed money, have considerable risk—and the rewards are pretty good.

But there's really no way you can relate or compare the different businesses and say that television is better than magazines and what sort of magazines. What I would say about television is that certainly so long as there are networks, and probably with or without networks, television is going to continue to increase its share of the advertising pie. Now whether the advertising pie is going to increase as well is an open question. We have to have better minds than mine to be applied to that.

But are we beginning to undergo certain changes in our society, which will tend to mean a little less consumption—through conservation, through the improvement of products, buying things that will last longer? Automobiles are an obvious choice. Are we going to have cars now that last the average person four years instead of 18 months? What effect is that going to have on advertising?

**Have you already noticed that?**

No, but we're certainly seeing—well, what's happened with cigarette advertising, for instance. This middle-class health thing may have something to do with it. Cigarettes are only the beginning of it. There is a greater awareness of personal health and personal well being, and it's spreading down from the more affluent at least to the general middle class. We're seeing cigarettes being advertised only to, for the most part, to women and to young women, working women. You're seeing a decline in consumption of spirits, for instance.

At the same time, there are going to be great efforts to establish worldwide brand names, in the way that cigarettes used to be, that will bring us a lot more advertising. There will be different phases.

Is there a question mark in the future of advertising or in the future growth of advertising? I think there is. I think it's possible that we're going to see the advertising which is aimed at mass consumption no longer having any automatic 5% or 3% increase every year, with the same exact relationship to the gross national product.

**Before we get away from the question of media values, I'd like to ask you about cable, which you skipped over in your rundown. You have no cable investments. Are you staying away from it deliberately?**

I'd have to say yes. I had in the past always said it was too expensive in relation to the ultimate rewards, and I've been proven quite wrong. But now I feel more than ever that it's too expensive to buy into. You know, when you see people paying \$2,000 a sub, I think that's pretty scary.

Clearly it's looking very good for the cable industry for the moment. But I believe that if they are in fact monopolies, you will have an activist Congress looking more and more at cable. No democracy will really tolerate someone standing at the gates of every city, with a





# Henry Ansbacher Inc.

## #1 Again... Three Years Running

As Compiled by **Corporate Financing Week**, a publication of **Institutional Investor**

### 1986 Mergers and Acquisitions Tombstone Tally

1986 M&A ACTIVITY  
RANKED BY NUMBER OF DEALS  
ADVERTISED AS INITIATED IN 1986

Rank	Firm	Number of transactions
1	Henry Ansbacher	52
2	Geneva Companies	36
3	Merrill Lynch	27
4	PaineWebber	26
5	Drexel Burnham Lambert	25
6	Kidder Peabody	19
7	Citicorp	18
8	Prudential-Bache Securities	17
8	Salomon Brothers	17
10	Alex. Brown & Sons	16
10	Donaldson, Lufkin & Jenrette	16
10	Shearson Lehman Brothers	16
13	Bankers Trust	14
14	Chase Investment Bank	10
15	Smith Barney, Harris Upham	8

#### 1985 M&A ACTIVITY RANKED BY NUMBER OF DEALS ADVERTISED AS INITIATED IN 1985

Rank	Firm	Number of transactions
1	Henry Ansbacher	36
2	Goldman Sachs	27
3	Citicorp	19
4	Kidder Peabody	17
5	Bear Stearns	16
5	Drexel Burnham Lambert	16
6	Merrill Lynch	15
6	PaineWebber	15
6	Salomon Brothers	15
6	Prudential-Bache Securities	15
7	Smith Barney, Harris Upham	15
8	Shearson Lehman Brothers	15
9	Alex. Brown & Sons	15
10	Donaldson, Lufkin & Jenrette	15

#### 1984 M&A ACTIVITY RANKED BY NUMBER OF DEALS ADVERTISED AS INITIATED IN 1984

Rank	Firm	Number of Deals
1	Henry Ansbacher	36
2	Goldman Sachs	20
3	PaineWebber	20
4	Kidder Peabody	13
5	First Boston	13
6	Merrill Lynch	13
7	Banaco	13
8	Salomon Brothers	13
9	Drexel Burnham Lambert	13
10	Alex. Brown & Sons	10
11	Smith Barney, Harris Upham	9
12	Bear Stearns	9
13	Donaldson, Lufkin & Jenrette	7
14	Donaldson, Lufkin & Jenrette	7
15	Lazard Frères	6
16	Lazard Frères	6

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212-688-5544

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toll, and that's really what they're doing. I think we're going to find that unregulated monopolies are not going to stay unregulated forever, particularly if they try to maximize their profits too much, or start to interfere with the competitive broadcasts within those markets.

**The president of the largest MSO, John Malone, was quoted that they might take KTTV-TV in Los Angeles and make it a superstation, whether it wanted to be one or not. Have you talked with him?**

I haven't personally spoken with him, but I know that he's been speaking with our people and has apologized for that, and he would never do it, as I understand it.

It's a very serious problem, and there are two or three sides to that issue. What will the Hollywood producers say about it? The Hollywood producers—and not just the big studios, but the whole industry—have a lot to lose by people stealing programs. You will find that's a classic issue—the abuse, or possible abuse, of the power of the monopoly of the cable operator which would inevitably bring congressional action sooner or later.

The Congress is going to act on behalf of the consumer sooner or later if there's a just case for it, and whether it's John Malone or others, who are going to decide, for instance, which independent stations are going to be carried in an area. The battle is not over yet for this whole must-carry rule: I believe it's going to go on forever if they bump independent stations that are meant to be on. You take channel 5 in New York—and it wouldn't happen, it's an institution—but if it did and say a new cable operator came up and made it channel 55, they'd scream like hell if that were to happen just so they could put a money-making pay channel up front. I don't think even the customers will allow that.

#### **Has Fox already started screaming?**

It hasn't happened to us yet, but we have seen examples of it happening in our markets, with quite strong local independents being pretty much pushed off the dial or pushed way back on the dial to make room for, say, a pay channel. There have been some confrontations about that, and there will be more.

I think it's fine if the cable operator wants to go into programing, but if he goes in to the point of excluding us or others from the markets to which he has a monopoly access, I think that's wrong.

The marketplace tends to sort these things out. You know, I think one day we'll have DBS, although it's very hard to see when. I think it may come through in Europe first, but we are now getting to the point where a \$300 dish in every house will be absolutely practical. And it won't even be a dish, it will be a flat plate. We're there now, and we'll be at a \$100 one in five years time. And you're going to find that the satellites will be getting cheaper: they're getting an excess of them now anyway. And it's conceivable that someone will start putting on materials you're going to want to watch. In the past it's been sort of, "Well, they'll never get the material; they'll never get the programs, you'll have to go through the cable operator, the program will only be a fringe thing where the cable is, and where will the people be to collect money for the pay services" and all that stuff.

We don't really know what is technically impossible. And if the cable people were to abuse the franchise and charge far too much money, you can see where the market will begin to correct itself. There will be another means of accessing those programs.

**I was struck by your comment about \$2,000-per-subscriber cable systems. That once was an unthinkable figure. But as long as I've been reporting this business, that has always been the attitude about each new record sale. It was thought that no one would ever pay more than \$25 million for a television station, and now the record is up to \$510 million.**

I paid a billion five for six stations. You'd really have to say that I paid more than \$500 million for channel 5 in New York. At the time I think it was more like \$600 million and I'm sure you can get it now. In my mind, I should have paid less, but I knew that I was paying a premium of \$200 million-300 million for the chance to get all those cities together in one hit. It was a unique opportunity to buy them

together rather than on a stand-alone basis. Certainly for a New York or a Los Angeles, and probably Chicago and Washington, those prices have probably since been surpassed. We could certainly get all our money back, that's for sure.

If we get a network going, we'll make those stations make a lot more money. That's the secret of what we're doing. If we can make those stations turn over much better profits, if we can increase their value, we increase the value of our company and everything else. Even if the network itself is a fairly long-term loss maker, it's quite possible to conceive losing \$50 million on the network, but increasing the earnings of those Fox stations by \$100 million.

**That's the history of the conventional networks. They never made much money in their network operations until, say, the 60's, and then suddenly they started making great amounts. But their owned stations were making it long before. And I lost sight of that in terms of what you're up to.**

What got out of hand was their expenses. It suddenly became easy money for a period there. If you look at these huge network salaries of \$2.5 million a year for anchormen—that really started only 10 or 12 years ago. I mean, the sudden big escalation.

**Somebody who was at an investor's presentation that you gave several weeks ago said that your costs for the sitcoms you're beginning to premiere are higher than you had originally hoped for. That you were thinking \$350,000 per episode or something like that, and they may be up to \$400,000 or even close to \$500,000 now.**

It depends on the show. We had determined that our shows will be of the highest possible quality. And we really haven't spared anything. We would like to think that we may have pinned down the studios, Embassy and others, for slightly better deals because of our situation. We certainly have made more than the average number of shows on film, rather than on tape. That's a hell of an expense in itself.

**What happened to the cost advantages you were hoping to get?**

Oh, there are real cost advantages on the overheads. The conventional networks have huge overheads which we are avoiding at this stage. Ours will grow as we get bigger, and we'll have to have separate offices probably somewhere in Los Angeles, and they will start to fill up, I'm sure, but it's going to be a long, long time before we ever get as fat as even an existing network. They're talking about overheads of several hundreds of millions of dollars a year. We certainly don't have that and don't intend to have it. But as we grow bigger, I'm sure we'll have to have a bigger sales force and we'll have to have a bigger station affiliate group. We've got to.

**What is the sellout position currently for the shows that are premiering?**

I think we're sold out for the first several weeks. But for the next whole quarter, I don't know the answer to that, but I think it's well over 60%. It is not totally sold out, which was pretty predictable.

We are a new service. Everybody who has been saying for the last year, "Fox, we'll help you," now says, "Well, let's see how it looks first before we make a commitment." There's a lot of that, and that's normal.

I mean, we are taking the risk. We're not asking for any charity; we're taking the risk and we think advertising will be quite slow to come on board until we start producing regular numbers, but that's par for the course. It doesn't matter whether you're starting a new magazine in Australia or a newspaper in London or a new television network in America; advertisers are cautious people, and rightly so. You know, when you start up a magazine, you expect to have no advertising after the first issue, and so you budget for a loss for a few years.

**Are you giving your charter advertisers a good deal?**

Not as good a deal as a lot of them asked. We knocked back one or two well known big advertisers because we thought they were trying to take advantage of us. We'd rather go now with no advertising or as little advertising in the right way than full of it the bad way.

**What about the question of whether the shows are going too far? Many people have commented on their no-holds-barred approach, a**





kind of biting humor in some of them, what the British call broad humor.

Well, it is broad-casting, you know, with a broad audience, and broad humor. Hopefully it won't be in bad taste, but when you get into the area of taste, that's a very subjective judgment.

The other night I watched a number of episodes of *Married... With Children*, and I started getting a little worried about 10 minutes into it. But at the end of watching a couple of them, I was laughing so much, it was so well written, that I thought, "We've really got a hit on our hands. This show will work."

Then I saw some Tracey Ullman and she's just a genius. That show will be here in eight or 10 years. It will take a little longer to catch on, I think, but it will build and it will be great. She's a great, great talent, with magnificent writers and production, and it's going to be a big show for a long time, and I'm not so sure any network wouldn't give its right arm to have it.

Then there's *Duet*. Beautifully acted and beautifully worked out. I wondered about that a bit, to see a young couple having a romance. And then I caught *Moonlighting* the other night, which was the most vulgar, doubtful... and I love *Moonlighting*, but it had bad language, there was abuse, and there was finally nothing other than energetic outright fornication on the show, practically. And take *Golden Girls*. That's a pretty shocking show. It really attacks all the family values that America is famous for, and they're sleeping around and whether it's abortion or whatever, it's all there. Yet all the critics love it.

That doesn't justify it, to say, "well, look, ABC and NBC have this kind of stuff." That doesn't justify it at all and I wouldn't want to be defending anything on those grounds. All I'm really saying is that I don't think you're going to find anything on Fox crossing any new barriers; we're not about that at all. I think we're reflecting current values because our program department is so young. It will be younger in its appeal; I hope so, as it's certainly what we're aiming at.

**In the Feb. 16 issue of BROADCASTING, Richard Sarazen, your finance director, is quoted as saying: "There should not be a major acquisition for the next few years. I have heard Murdoch say this is the time to consolidate." Then we learned about your tender for Harper & Row for \$300 million. Is there a danger of your overreaching?**

No. And I think you will see, when the whole Harper & Row thing goes through and the rationalization of our book interests, you'll see that it's neither an overreach nor financially a very big matter. We did recently make a big successful tender in Australia with some major newspapers, and anyone who knows realized that it was really a very

conservative consolidation that took place there, to protect that base in Australia.

It's not been all expansion. We've also raised equity capital. So I don't think we're overreaching in a financial sense, nor do I really think we're doing so in a management sense.

Although there are certainly areas in the company—which I wouldn't want to be explicit about in public—where we have to move to strengthen that. Our financial management is very, very good throughout the world—that is to say, the flow of financial information upwards to the responsible people under me. So we're managing it all right, but I think we're now of a size that we have to look for the development of more entrepreneurial people in the company, other than myself and a handful of close aides. It's got to go deeper than that.

**Do you also have the problem of having to look for larger and larger acquisitions in order to make an impact on the bottom line?**

Hell, no. No, no. The biggest impact we can make on the bottom line is to expand our existing properties, absolutely.

**We've written about the weekly reports that keep you in touch with the worldwide operations. Let's say it's Friday and you get the big book and you're sitting down there looking over the Fox television stations. What kinds of things are you going to see in those numbers?**

Oh, you're going to compare what happened the previous week, what you budgeted to happen, such as in local sales, national sales, news department costs, programing costs, that sort of thing—bottom line. There are about 40 or 50 lines on each operation. And your eye tends to go to the bottom line first, and if it's up to budget and it's well ahead of last year, you turn the page and the next thing you do is look for problems.

But yes, we see all of that. And you would have seen for Fox television stations, in February, a softness in advertising. We see now from the other data a bit of forward tracking, and predictions look very good for April and May and that we're well ahead of last year, well ahead of budget in forward bookings. It's a pretty good picture for all of our activities at the moment. In fact in all of our financial activities, it's been a slow and disappointing winter, January and February, but it appears to be shaping up to be a very good spring.

**If you were to see a big jump in, let's say, the news costs in Houston, would you ever pick up the phone and call the general manager there and ask, "What's going on?"**

Sure, I'd ask what was going on. And he'd probably say that the figures didn't reflect that we did two specials last week because there

was a show on a Texas State Fair or something, this, that or the other, but if you look at the revenue line you'll find that it had no effect on revenue. That conversation has never taken place, actually, but it could quite easily take place.

Yes, I'd get my hands dirty. Although I would have expected other people also to have made that call, not to be totally dependent on me there.

**Do you share the concern about bottom-line operators taking over American television? It's often phrased as a fear that "stations are being bought and sold like pork bellies." That's led to a great sentiment for a return to the three-year rule that once prohibited the sale of a station until it had been operated by a new owner for three years. How do you come down on that?**

Oh, I'm not worried about a free market for the stations. What I would like to see is more stations run by people who graduated out of the news departments and the programing departments than out of sales or business management. Not that I want to downgrade capable people, but broadcasting is about what programs you put on the air, and the people making those judgments are the people who should know more about that, be trained in it more perhaps, and who have a greater sensitivity to the viewer.

Someone who has come out of a news department or program department—not every time, but almost always—is much more likely to have that sensitivity, quite apart from responsibility as well, but also the general sensitivity to the viewer than someone whose sole talent in life has been to sell advertising. I think there's too much station management in this country in the hands of sales people.

**That's a magnificent response but it's not quite the question. We were talking about people like you, perhaps, who are conspicuously successful in the financial area or some other activity and then come in and buy a station and then sell it. It might have been you except that you're an operator. But say KKR, for example, which bought KTLA(TV) Los Angeles for \$245 million in 1982 and sold it for \$510 million in 1985.**

Well, I don't see that any harm has been done there. If they came in and wowed the station up a little bit, even if they didn't do much themselves, but hired someone and got some expensive new programs and got the ratings up, and the Tribune Co. went and paid \$510 million for it—if there's any suffering in there, it's strictly the shareholders, and maybe they'll profit a lot from it. But that's just the marketplace.

I really believe that, in the long run, the value of stations can be dictated by their programing. It all flows from that. And the marketplace corrects these things. Now if a bank owns a station for a while, and sells for a profit or loss, I don't know that that's terribly relevant.

**You have been quoted as saying about American journalists—talking specifically about the ones who graduate from journalism school and you say get 90% to 95% of the jobs at the big city newspapers—that they don't know how to compete and that they're not in touch with their readership. Will you elaborate on that?**

They don't get much of a chance to compete these days because the press is basically so monopolistic anyway. That's not a criticism of the press; it's an accident of history or of economics or whatever. But the great majority of newspapers in this country have a community to themselves. That's one side of it.

As far as the journalism schools go, maybe they serve a purpose, but I haven't seen—I've seen many great journalists who have come out of journalism schools, but not because of the journalism school. And I don't see the skills that are displayed in the daily newspapers or in magazines that ever could have been learned at journalism schools.

**And what are the skills that you expect your journalists to have?**

The use of the English language, to be able to write well and clearly. An honesty of purpose and an objectivity in reporting. And a high level of energy and inquisitiveness. The great journalists are the ones who are never reluctant to make those extra six or 10 telephone calls. They're the ones who really do the best work.

Now I don't know that any of those qualities are particularly

taught at journalism school. One should have a command of the English language before you ever get to a journalism school. I don't really know enough about what they do. I went once to address a group at Columbia, and I didn't find anyone from journalism school who had definitely made up their mind they knew what a newspaper was. It was a sort of soft course they were doing. They hadn't decided whether to go into the theater or the arts or whatever. I don't know that any great discipline is taught at the journalism schools.

**Does your criticism of print journalists apply to television journalists?**

No, I think my criticism applied to types of journalists. Certainly the television journalists are much more competitive than print journalists, no doubt about that. They fight each other for stories. I think there is a tendency to be less responsible for television journalists than with the written word. And that is perhaps the nature of the beast—you hear about these terrible things, you can be very intrusive with television. And it passes. With the newspaper, the written word has a more lasting effect. And it's still around later when they pick it up and put it in your face and say, "Look what you said."

I think the standards, the ethical standards on television in practice tend to be a bit more slipshod than they are in print. I'm not talking about network news, as I think they are very, very careful—almost to the point of being pretentious a bit—but when you get a really vigorous local city competition, such as in some of the big cities, not just New York.

Then again, there is the lack of responsible journalists running television stations. Too often you get an advertising salesman who arrives as a general manager of a station and hires a couple of pretty faces to run his news, and gets some very energetic people. But they don't actually have anyone there with a history or a sense of media relations or even just the training and experience in the responsibilities of public journalism.

**Does one have to exercise more restraint with television and its influence than one does with newspapers?**

I think the influence is very different. With a newspaper, one can quite openly and strongly argue a particular political issue. With television, the influence is more pervasive. You probably have more influence on taste and behavior. I think you have influence on issues and how you present the news. I would argue that some of television news today has a much stronger, more consistent bias to it than the news in newspapers.

Whether it be the *Post* or the *New York Times* or whatever, I think there is a consistent bias, a more obvious one. There's more obvious liberal bias on television news today than, say, in the *New York Times*. Or even the *Washington Post*. And it's more blatant; I think the *New York Times* can display bias by choice of stories, by choice of emphasis, and how much it writes about a subject.

In television you have no editorial breaks, but you can have a great influence on the news by how much time you give those sorts of stories and by how they are presented or by what particular twist you give them.

**If the journalistic spirit is important at Fox, is there anywhere on your five-year horizon a network news operation? And at what point would it come?**

I don't know the answer to that question. The benefits of having a network news operation would give some identity to us and would be very tempting. I think that at the moment there is a real desire from our smaller affiliates for us to give them some news, either a polished half-hour national program or simply a news wheel, where we can feed them a lot of news and they can make it up according to their resources and size and money, and add to that local news, so they could use their own half-hour of all of that.

So that's perhaps what we can do, but we do have to face it: One of our problems is that a lot of our affiliates are almost start-up stations, and don't have those resources. Yet it would be very valuable for them—more valuable to them almost—to have a half-hour of national news than it is for a big, established ABC or CBS station. They want some news product on their stations, so we're looking at that now. But I wouldn't like to say that I've made up my mind one way



or the other. Certainly we won't be able to afford a worldwide network news operation in a form that the other networks have for a long time.

**Considering your background and your international vantage, what do you think of broadcasting in your adopted homeland? How does it rank in terms of sophistication and vision, and just in terms of general ability, against the British or the French or the Germans or Japanese?**

Let me say that I'm only slightly acquainted with the British; I'm not at all acquainted with the other countries you mentioned. In that case, you can even throw in Australia, too, as it's somewhat a combination of the two.

I don't think there's any doubt that the public is better served by the American system, because they've got a choice. And as far as the scope of what is on the airwaves and what is not, I think it's fair to say that the open competition for programming has not been accompanied by a great lowering of standards. There's a lot of stuff on television that has excellent production qualities, and there is the stuff that appeals to the lower taste, yes—but nothing as low as some of the English programs. There's a difference in taste; it's very interesting to try and explain the difference in soap operas here and in England.

But you ask which is the better system? I think no doubt at all, this is the better system. There is a lot of money spent on some programs in England which are of beautiful quality, but which don't appeal to a large audience—we tend to get those here on PBS. And I think we'd all be a lot poorer if we didn't have PBS channels here and the availability of some of that programming. Not that many of us watch that much of it, but it's a luxury to have it available. A lot of that programming has been made by the British taxpayer and it comes here and is picked up by PBS for nothing or 5% of whatever it cost those taxpayers.

I don't know how you do it. All I know is that the degree of control by an elitist group in Britain, the pseudo public servants known as the Independent Broadcasting Authority, deprived the British public of good choice programming, and it's very wrong. They have their institutional monopoly in private television, which makes an inordinate amount of money, and therefore attracts very special taxes. Just takes it away from them. And the public really gets very little choice.

**We would not fulfill our responsibility if we didn't give you a chance to speak to the subject of global media operations.**

Well, there aren't much of them. But there are two things that are happening. People are attempting to spread the costs of programming around the world, and as the non-U.S. market gets bigger and bigger and more prosperous, as it will with deregulation, there's going to be a chance to co-produce or lay over some of the costs in Europe or other places. That's one thing.

The other thing that's happening—it's very slow, but is beginning to happen—is the investment in worldwide name brands. McDonald's has become an international institution and so has Coke, and I think you'll find that now with beer. Some day you may be able to take an ad for the whole world.

It is going to lead to opportunities to do certain global things—sponsorship of sporting events would be an obvious example, where an advertiser would buy worldwide sponsorship rights to Wimbledon tennis, for instance, or the Olympic games. I think that's coming.

At this stage it's certainly not significant at all, but with the ease of communications by satellites or international cables and so forth, I think you will see it. That is not to say that someone is going to own it all. Maybe on down the line there will be some sort of worldwide industry of broadcasters—in fact, CBS already has formal and informal affiliations around the world. NBC has. NBC works very closely with the BBC. And with the network in Australia. They have Japanese affiliations. Now whether those things get stronger because of the pressure of advertisers, I don't know.

**As a citizen of the world, and as a person who has media experience internationally, it's interesting to think of you coming to the table in the United States and deciding to play a major role. Would you sit down at the table and say: "I'm going to do it differently than all the**

**others have been doing it because I want to accomplish something that I find lacking in the system as it is"? I'm not inviting you to be critical, but wondering how you might play the game differently.**

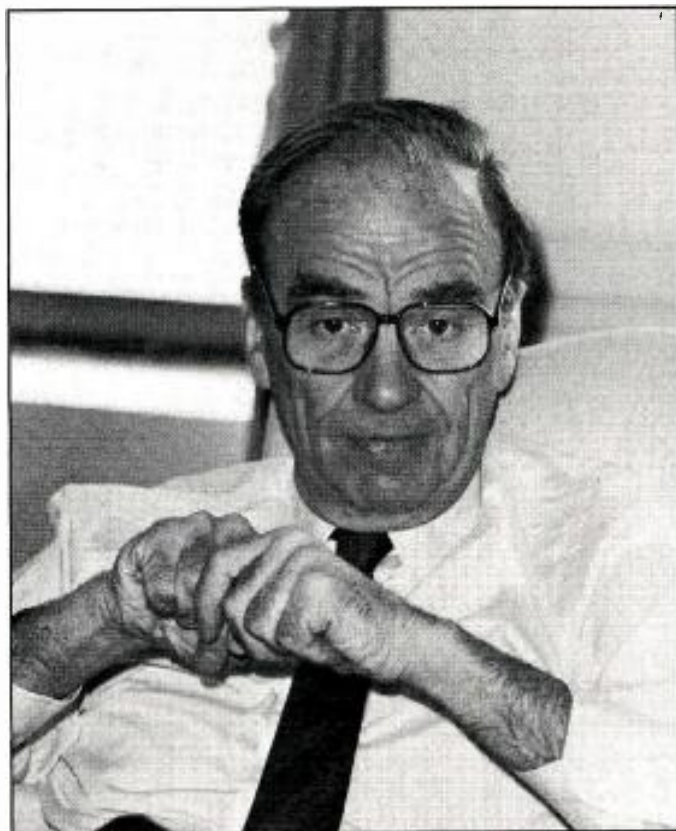
I would come at it more from what I may have learned on the way through from other countries, and I don't know how applicable it is. But what I'd love to be able to do is to make television a lot more real. And by that I mean a lot more urgent, and by which I mean more live programming, and not just in the daytime, but to be able to do exciting things in prime time. Not just sports events, but entertainment programs.

I think television is an enormous part of all of our lives, and that it's got to be closer to the world and what goes on in it. It can't all be highly polished six-month-old Hollywood entertainment, and not that we don't all enjoy entertainment, but somehow it should be brought closer. That's the journalist in me talking, probably, but I'd like a more journalistic approach to all programming.

**Are you then first and foremost a journalist?**

I'd like to be; I certainly think that way. I mean, if you haven't got the journalism right, you can call it something else on television, but if you haven't got the words and the images right, the business doesn't run. There is no business. Get that right, and you can have good managers or bad managers to play around with it to make a profit or not to make a profit out of it. But if you haven't, if the product isn't there, then you haven't got a business.

And the product is the programming. And I think all these other issues of should one be allowed to buy a television station and make an inordinate profit overnight and whatnot doesn't really matter—particularly in this era of deregulation, where we're getting more and more alternatives for people to watch. In the old days when there were one or two stations in every community, you might say, well, that was a regulated franchise in the sense that it was one that was given down from people's representatives. Today it's much wider than that. You really can't talk about the lack of diversity in the market; they've got all the diversity they can possibly consume or want. There's no danger of anyone having a monopoly of anything in the media.



## Journalists of USA/USSR meet via 'Spacebridge'

### Media's role in U.S.-Soviet relations discussed by press using satellite

Tengiz Sulxhanishvili, a Soviet television correspondent, blew kisses to the audience. ABC News's Peter Jennings gritted his teeth and admitted "a great many people in America didn't watch [ABC's mini-series] *Amerika*." A Russian tape of coverage of the war in Lebanon mistakenly ran instead of a tape of positive Soviet coverage of the U.S. Jennings told Soviet commentator Vladimir Pozner: "You're quite right, Vladimir, we thought you were going to pull a fast one on us."

USA/USSR Spacebridge, a two-hour dialogue held April 8 among journalists and studio audiences in San Francisco, Moscow, the Soviet State of Georgia and Boston, was an attempt at international diplomacy plagued by interpreters, time lags of up to 20 seconds and speakers who couldn't resist the opportunity to take pot shots. Produced by the Center for Communication on the American side and Gosteleradio, Soviet State Television, in the USSR, the teleconference was co-moderated by Jennings and Pozner and featured American journalists from the *New York Times*, Cable News Network and the *Washington Post* and Soviet representatives of *Izvestia* newspaper, the *Literary Gazette* and a television station in Tblisi, Georgia. The discussion was down-linked to 50 American colleges and served as the opening session for the American Society of Newspaper Editors San Francisco convention.

Among the topics addressed by the panels were dispelling and perpetuating stereotypes, investigative journalism, human rights coverage and the effect of "glosnost," a Soviet policy of striving for a more open society.

To portray the stereotypes the societies have of each other in graphic terms, the journalists shared cartoons. The Russian depiction of Americans showed a number of characters riding on the back of a dollar bill, including a cowboy, a drug addict, an unemployed worker, a capitalist, a member of the military, a CIA agent, a KGB agent and Mickey Mouse. The Americans showed a series of cartoons, done in somber colors, of grim government officials, peasants, long lines, a woman sweeping snow. (Jennings remarked to Pozner that the American cartoons "are considerably more benign, or at least diplomatic, than some of yours.") The difference between the stereotypical portrayals, according to CNN correspondent Stuart Loory, is that "it is true that the Soviet mass media keep up a barrage of stereotyped comments about this country," but the Soviet people "have a great deal of admiration" for the U.S., while the U.S. public "believes the stereotypes that they read in the national me-

dia... I think frankly that something has to be done about it," he said.

*Izvestia* commentator Alexander Shalnev took issue with the American tendency to believe that Soviet reporters simply mouth the beliefs of the government. In reality, he said, "very often we are expressing our own points of view." The director of the United States Information Agency, Charles Z. Wick, has done "incomparably more than his predecessors to further American propaganda," Shalnev said.

The American journalists asked the Soviets to clarify the extent to which they can carry on investigative journalism. Georgia



correspondent Sulxhanishvili claimed he could not remember a single instance of a government official such as a member of the Politburo being investigated for wrongdoing. "People that high up are not trying to become richer by illegal means," he said. *Gazette* staff writer Yurii Tschekochikhin, when pressed as to whether he would have the authority to carry out an investigation of Soviet leader Mikhail Gorbachev, said: "There are no forbidden subjects." Tschekochikhin echoed Sulxhanishvili's confidence in the government, saying: "I am convinced that today, right now, here and now, our leaders are not involved in any kind of corruption. At least that's the way it seems to me."

The issue of investigating abuses of human rights was put into perspective by Soviet State Television and Radio's Posner, who claimed the Soviets have a different understanding of the meaning of the term. "We think that the rights to have a job and to study and to have a place to live and to have an old-age pension are all rights, and we would like to ask you as journalists what you are doing to insure that all Americans enjoy those rights," he said. But Posner also admitted that the Soviets have "violated" human rights in such areas as the holding of political prisoners, and said "what you see now are attempts to correct these violations by democratizing our press...." Tschekochikhin said his newspaper has published "sharp criticism of the police, the courts and the public prosecutor's office" in the past year.

The Soviet government's effort to create a

more open society, termed "glosnost," has allowed much freer coverage of domestic topics, according to Shalnev, although international coverage is still difficult. "We are trying to get to a point where there are no prohibitions," Posner said. Seymour Topping, director of editorial development for the *New York Times*, claimed American coverage of the Soviet Union is far more comprehensive than Soviet coverage of the U.S. Elizabeth Tucker, a staff writer with the *Washington Post*, said she believed that the American public's perception of the Soviet Union as "something very monolithic and grey" would begin to change as the Soviet society continues to open up. Posner admitted that Soviets covering America "have a tendency to show things from the negative side." □

## Eyes in the skies and news on the ground

### Journalistic applications of remote sensing satellites evaluated at American Enterprise Institute discussion in Washington

A glimpse of the problems involved in fashioning satellite remote-sensing—or photographic imaging—into a tool for newsgathering was provided at a discussion in which an assortment of industry and government officials participated last week at the American Enterprise Institute in Washington. Is there a market for such a service? Would the heavy investment that is needed be available? What of the First Amendment problems? Would they be surmountable in view of government concerns about national security and international obligations? The answer that seemed to emerge from the variety of opinions expressed was maybe.

Interest in the issue and the questions it raises has been gathering momentum in recent years, as the French consortium, Spot Image, and the American Eosat system have begun producing images from 500 miles in space that have appeared on network television—most recently, Spot's pictures, on *ABC World News Tonight*, of a massive radar installation deep inside the Soviet Union that the report said constitutes a violation of the Anti-Ballistic Missile Treaty—and as some in broadcast journalism have attempted to focus attention on the technology and its capabilities. In that regard, the Radio-Television News Directors Association, spurred on by Mark Brender, an ABC News assignment editor, has taken the lead.

Some of the participants at the AEI dis-



discussion warned that the U.S. was losing the remote sensing market to France and, probably, in the future, to Japan as well. The French were seen to have developed a system that is based on what will meet consumer demand, while the U.S., according to one participant, is basing its system "on what will get through Congress." Congress privatized remote-sensing with the 1984 Landsat Act, which created Eosat—the Earth Observation Satellite Company, a joint venture of RCA and Hughes Aircraft—that is the private version of Landsat, the nonmilitary American satellite system. It is suffering from lack of government funding provided for in a 1985 contract between the Department of Commerce and Eosat but not delivered by the Reagan Administration.

But an official of Congress's Office of Technology Assessment indicated a readiness to let Eosat fail for lack of a market. Richard DalBello, project director for the international security and commerce program, said Eosat "is floundering because of lack of a government subsidy," and added, "We're losing the right to spend dollars on things not a public good." He said he was "uncomfortable with systems not capable of making money, systems that are based on taxpayers' money." DalBello is preparing a major study on "mediasat," the name given to satellite remote-sensing used for newsgathering, that is said to reflect that view. The report is scheduled for release in May.

On the other hand, Spot Image Corp.'s vice president for sales and marketing, David S. Julyan, said he was "flabbergasted" by DalBello's comment that "there was no market." He said satellite remote-sensing has room for horizontal and vertical growth—of adding new customers and increasing the services to existing ones. He also said there is a substantial market for an "eye in the sky," rather than "a spy in the sky." The former is not capable of the kind of resolution capable of ferreting out military secrets but could, for instance, show the effects of flooding of the Great Salt Lake, or of acid rain. Julyan said Spot has made a heavy investment in the technology and, DalBello's comment notwithstanding, expects to find a receptive market.

While Eosat may be feeling the government's failure to provide funds that had been promised, one of those at the discussion expressed opposition to a "government-media joint venture through a subsidy." That, said Lee Burdick, of the Media Institute's First Amendment Center for the New Media, would "impinge on the First Amendment." She said the media should determine whether they need satellite remote-sensing and, if they do, to make the financial commitment. If the networks "can pay \$400 million for broadcast rights to the Olympics," she said, "they can afford [the necessary technology]. NBC is committed to a minimum payment of \$300 million for the rights to the Olympics; a top-of-the line, near real-time, two-satellite system and all ground components including launch, would cost as much as \$500 million, while a less than ideal but still satisfactory live-meter resolution system would cost no more than \$100 million.

Other participants agreed that the potential for those engaged in remote sensing is

considerable—"tremendous," according to one. But for the media, there seems to be a chicken-vs.-egg problem. It is raised by the expectation that the Commerce Department, which has licensing authority under the Landsat Act to license satellite remote-sensing operations, will consult with the State and Defense Departments and deny news organizations access to pictures on national security grounds. And Charles Lewis, who heads the Associated Press's Washington bureau, said he would not invest in mediasat until he knew the government would permit even three-meter resolution remote sensing. "Why should I invest when there is an explicit prohibition," he said.

RTNDA, NBC, and others in filings with Commerce's National Oceanic and Atmospheric Administration, which will administer the regulations for implementing the Landsat Act, urged NOAA—apparently without success—to adopt the standard used by the courts as the standard to be met for interfering with free speech or press: that any restriction be warranted by "a serious and immediate threat to distinct and compelling national security and foreign policy interests." Ernie Schultz, president of RTNDA, who has seen the proposed guidelines that are now in final form, said, "There are no standards. State can decide for any reason to block use of material."

The Commerce Department lawyer drafting the regulations—which are expected to be released within the next two weeks—sought to ease concerns about the department's position. John Milholland, senior counsel for satellites in the office of NOAA's general counsel, did not dispute the lack of standards. But he said, "There is no magic statement on what will or won't be allowed. No one threatened to cut off news media. The Department of Commerce is in favor of commercialization. We want to see it [remote sensing technology] used." Then, noting that the French are engaged in a satellite-sensing enterprise over which the U.S. has no control, he said, "To say our people can't do that is ridiculous." Milholland expects the conflicts bound to emerge as news organizations apply for licenses to be resolved on a case-by-case basis—by the courts, if necessary.

Business and First Amendment problems are not the only ones awaiting those who decide to make use of remote-sensing technology. Neil Hosenball, a former general counsel of the National Aeronautics and Space Administration who is now in private practice, said Soviet East Bloc and a number of Third World countries "talk about sovereignty over information," and advised: "Take a look at short range and long range objectives. I can see U.S. media being barred from a country that objects to being covered by mediasat. You have to look at the press under attack. Will this fuel the fires? You have to look at the international implications before taking on this technology."

For all of such problems, ABC's Brender, in comments after the discussion at AEI, urged broadcasters to make use of the technology. "Remote sensing and newsgathering go hand in hand," he said. "It's a technological imperative." He noted that technology is not a problem. "Nothing has to be invented

for a mediasat to happen. It's 'off the shelf' technology. The next step is a business plan and market analysis. . . . Those news organizations that position themselves early on will be the leaders in the news and information industry tomorrow."

Some at the discussion seemed ready to write off talk of remote sensing satellites for news media as "an academic enterprise." Lt. Col. J. David Patterson, an Air Force Fellow at AEI, who arranged the discussion, disagreed with that view. But, he said, "it becomes academic when you don't take the steps an industry must take to establish itself as a viable, profit-making enterprise. And thus far, the technology seems not to have attracted the interest of network news operations. The only network news executive present at the AEI discussion was William Headline, head of Cable News Network's Washington bureau. □

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## CBS News stops Andy Rooney's pay

Move comes in wake of his decision not to cross WGA picket line

CBS News has suspended the pay of *60 Minutes* commentator Andy Rooney, who has refused to appear on the program until the contract with the striking Writers Guild of America is settled. The CBS News statement said in part: "While we respect Andy's desire to support the Writers Guild in its strike, we will not continue to pay him his salary while he refuses to work." Rooney has not appeared on camera since the WGA strike began March 2.

Rooney, a WGA member for 30 years, said last Thursday that "I do not want to quit. I do not want to leave *60 Minutes*. I like the show, I like Don Hewitt, I like my friends there." He added that "I would, on the other hand, confess to being worried that the world is going to get tired of me" doing short commentaries. I would like to do some longer documentaries again at the same time that I was doing *60 Minutes*."

"If the strike is resolved," Rooney said "I suspect they [CBS] will take me back, if it doesn't get to the point where they replace me." He would be "saddened" if that happened, but he recognizes that it is a possibility. As for having his pay suspended, Rooney said, "It was a move they had to make. I was surprised they made an announcement of it."

Don Hewitt, *60 Minutes* executive producer, said he was "flabbergasted" that people cared "this much about Andy Rooney." The "subject of Andy Rooney is of much more interest to people outside of *60 Minutes* than it is here."

Rooney has continued writing his newspaper column, which appears in more than 300 newspapers. In a column scheduled for release last weekend, Rooney said that CBS News President Howard Stringer and Don Hewitt, "are on my side but can't admit it. They're on my side because their interest is news programming, not money. . . I hope our friendship survives this episode." □

## Codification of fairness doctrine appears imminent

**There is momentum in both houses to make fairness doctrine language part of law; pros and cons argued in House telcomsubcom hearing**

Passage of Senate and House bills (S.742 and H.R. 1934) that would codify the fairness doctrine appears to be all but certain. In the Senate, S.742 is expected to be on the floor sometime after April 21, when Congress returns from its Easter recess. A debate is expected but should not hold up the measure.

And judging from remarks made during a House Telecommunications Subcommittee hearing last week, it is evident that members in the lower chamber are equally determined to see the doctrine become law. Two weeks ago, John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, and Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) introduced H.R. 1934 (BROADCASTING, April 6). They vowed during a hearing last week to see their legislation "enshrined in statute during the 100th Congress."

Calling the fairness doctrine the "linchpin" of the public interest responsibilities of broadcasters, Markey stated his view that without the doctrine, broadcasters could censor anyone they disagreed with. And, the subcommittee's chairman added, "only those with the money to purchase airtime or with whom a broadcaster agrees would have access to the broadcast media." H.R. 1934 is on a fast track and should sail through the subcommittee and its parent Commerce Committee and on to the House floor possibly by June.

"Without the fairness doctrine, discussion of public affairs could become either one-sided or be reduced to a bland, uniform pabulum as broadcasters react to economic pressure from commercial advertisers—whether real or perceived," Dingell said. Furthermore, the Commerce Committee chairman warned that if the doctrine were to be eliminated, he'd be tempted to advocate a spectrum fee or recommend opening up the comparative renewal process to "deal more fairly with renewals."

Like Dingell and Markey, a majority of the subcommittee was unmoved by arguments that the doctrine has a "chilling" effect on broadcast journalism and that the scarcity rationale for the policy is no longer valid. But Representative Matthew Rinaldo (R-N.J.), the ranking Republican on the subcommittee, added a new wrinkle to the debate.

Rinaldo is interested in exploring the possibility of eliminating the doctrine for radio only. According to subcommittee staff, Rinaldo is trying to determine how much inter-



Sikes, Minow, Fowler and Ferris

est there is in the idea. He may find the approach a hard sell. Markey told BROADCASTING after the hearing that he did not favor "leaving radio out."

The distinctions between radio and television, Rinaldo indicated, are apparent enough to justify different applications of the doctrine. He asked witnesses who testified in favor of the doctrine what they thought. Former FCC Chairman Charles Ferris, now with Mintz, Levin, Cohen, Ferris, Glovsky & Popeo, told Rinaldo he thinks there is a distinction between radio and television. Although Ferris did not endorse the concept of exempting radio from the doctrine, he acknowledged that if Congress were to consider such a move, it might eliminate the first part of the policy, which requires broadcasters to cover issues of controversy. But, he did not recommend removing the second obligation to provide balanced and fair coverage of such issues. Ferris's view was shared by former FCC Chairman Newton Minow, now with Sidley & Austin, who also spoke in support of retaining the doctrine.

Perhaps the strongest reservations about the fairness bill were expressed by Tom Tauke (R-Iowa). "The language in H.R.1934 creates many more potential problems than it solves," Tauke said. He doesn't think the scarcity rationale should still apply to the doctrine. "Indeed," Tauke said, "H.R.1934 would have been very applicable in 1934—but this is 1987 where we have 30 radio and nine television stations in Washington, D.C., and many small communities have their own radio, TV and cable facilities. These numbers of stations lead to diversity of programming with many different voices and opinions being aired."

Also he warned that the legislation could "lead us back to the situation where we impose rules on broadcasters to devote 5% of

their time to news or public service, even though all-news stations are readily available and other stations devote a great deal of time to public service." He felt it might actually "stifle" coverage of controversial issues. Tauke urged his colleagues to "carefully review" the legislation and to "revise it with a vision to the future rather than the long-ago past."

Al Swift (D-Wash.), however, maintained that some broadcasters "hid behind the fairness doctrine as a reason not to cover controversy." John Bryant (D-Tex.) wanted to know, "inasmuch as it would seem to be good journalism to present both sides, why is it a burden to put both sides on the air?"

Responding to Bryant was Al Sikes, head of the National Telecommunications and Information Administration. "Any time you put the government in the position of deciding who's a good journalist and who's not, I think it has a chilling effect," Sikes said. He also pointed out that the administration opposes codification of the doctrine.

Sikes, a former radio station owner, insisted that the doctrine actually inhibits broadcasters from editorializing on controversial subjects. "I learned that most broadcasters were confused about the application of the doctrine, knew that its misapplication could put their license at risk, and that any inquiry by the FCC, no matter how minor or threatening, triggered the meter of a high-cost Washington lawyer."

But Markey seemed to think that was a hollow excuse. "I take it there are still broadcasters that don't understand the doctrine. I would question their capacity to run a station. It doesn't seem to me to be a difficult concept." Such confusion, he said, might need to be addressed in context of the comparative renewal process.

On a lighter note, Markey introduced the



Fritts, Schlafly, Nader and Schultz



**FCC form veto.** Office of Management and Budget has ruled that broadcast licensees need not fill out and return a special FCC minority ownership questionnaire that is aimed at helping the commission generate a record for its pending reexamination of the constitutionality and advisability of preferential policies for minorities and women (BROADCASTING, March 30). OMB, which has oversight over federal forms, also directed the FCC to protect the confidentiality of any forms licensees do send in and to put a note in the *Federal Register* to advise the public "immediately" of the changes. The four-page form, which has been mailed to all broadcast licensees, asks for a variety of information on station ownership and programming. Licensee participation had originally been mandatory, but the National Association of Broadcasters complained to OMB, and OMB directed the FCC to resubmit the questionnaire for further scrutiny. "OMB could conceivably approve . . . a carefully designed and well-justified sample survey, but believes a mandatory-response census (i.e., 100% response from 100% of the universe) to be excessively burdensome," OMB told the FCC in a letter last week.

first panel of witnesses by comparing the battle over fairness to the middle-weight championship fight between Sugar Ray Leonard and Marvin Hagler which took place the previous night. He referred to FCC Chairman Mark Fowler as the "pride of the marketplace," Sikes as the "battling broadcaster," Minow as the "diversity kid," and Ferris as "Kid fairness."

Fowler, who made the same pitch against the doctrine at a Senate hearing last month (BROADCASTING, March 23), was grilled by Dingell about whether the FCC's Mass Media Bureau uses a stopwatch or videotapes in cases where fairness complaints are filed to gauge how much time broadcasters devote to each side of an issue. Dingell wanted to know exactly how often that happens. Fowler said he did not know whether stopwatches were used, but that he's been told that they are. But that didn't satisfy Dingell. "I believe in the Holy Trinity, but I never met any of them. Are you functioning on knowledge or faith," he asked Fowler.

The doctrine also came under attack from National Association of Broadcasters President Eddie Fritts and Ernie Schultz, president of the Radio-Television News Directors Association. Schultz said the doctrine reduces rather than enhances coverage. "RTNDA believes that the public would be better served if electronic journalists were able to do their jobs just as their print colleagues do," Schultz said.

Fritts pointed out that the scarcity argument is no longer valid. "There is a multiplicity of voices or opinions available to the public," he said. Moreover, the NAB president claimed that in the "midst of all this diverse information, the doctrine is a blatant inconsistency which will only become worse." Take the backyard dish owner, Fritts said, "who receives newscasts from his local station side by side with his satellite-delivered subscription to CNN News. The station newscasts must comply with the fairness doctrine, the CNN newscast does not—even though the same footage may appear in both the CNN and local newscasts."

As for other testimony, consumer advocate Ralph Nader and conservative activist Phyllis Schlafly joined forces to implore Congress to codify the doctrine. Without the doctrine, the public is "left at the mercy of the proved bias of the networks and the broadcasters," Schlafly said.

Nader felt the doctrine does not go far enough in expanding the number of voices on the airwaves. He challenged the assertion

that there is already sufficient diversity. "There's enormous repetition and redundancy in the electronic media. The people who run the electronic media are responsive to the hand that feeds it . . . that's advertisers," Nader said. He maintained that the current licensing system of awarding "exclusive licenses" to broadcasters is unconstitutional. And he suggested it be replaced with some sort of frequency sharing plan. □

## FCC bureau orders Comsat to refund \$62 million in 'excess' earnings

**But satellite carrier says Common Carrier Bureau order is unjustified**

The FCC's Common Carrier Bureau has ordered the Communications Satellite Corp. to turn back approximately \$62 million in what the bureau says are excess earnings by Comsat's regulated businesses during the 1983-86 period, or show cause why such refunds should not be made. Comsat made clear it would contest the refund order.

The order, which also disallows certain costs claimed by Comsat and directs it to recalculate its rates accordingly, stems from

an investigation of Comsat tariff filings in 1984 and 1985. The tariffs became effective subject to investigation by the bureau. And in an order released in November 1985, the bureau specified a number of cost allocations underlying the tariffs that it said required further study. Comsat was asked to provide additional information, and interested parties were permitted to file comments on the additional submission.

The bureau, basing its conclusions on the new information, said Comsat had earned more than its authorized level of 12.48% between 1983 and 1986, with the excess earnings totalling about \$62 million. Besides directing Comsat within 45 days to explain how it will make the ordered refund, including an allowance for interest, or show cause why the refunds should not be made, the bureau's order directs Comsat to provide additional information regarding the pre-1983 time period; the bureau said the information will be used to determine if additional refunds are required.

The bureau, in addition, concluded that Comsat's cost allocations were faulty in some respects. As a result, it said, Comsat must recalculate its rates. And if the recalculation indicates that Comsat's rates were excessive, the bureau added, the corporation must file a proposed schedule and methodology for making refunds. Comsat was also directed to file revised rates reflecting the disallowance.

Comsat, in its statement, said its initial reaction is that the order is unjustified and unwarranted, both on the facts and the law. The order, it said, "is the latest example of the application of a bureau theory—that it can recover so-called excess earnings from past periods—which is being vigorously challenged by virtually all of the domestic carriers in two cases pending in the U.S. Court of Appeals in Washington." Comsat noted it is participating in the appeals, in both of which decisions are expected later this year, and added, "Not only is the bureau's legal theory suspect, but it seems clear that the FCC staff has overreached and included amounts from the past where no serious issues exist." □

**Helping hand.** Reporters entering last week's House hearing (see story page 78) on the fairness doctrine were greeted by a representative of Kostmayer Communications who was keeping track of the press, it was later revealed, on behalf of the National Association of Broadcasters. As it turns out, NAB hired Kostmayer Communications, a Washington-based public relations firm, to assist the association in bolstering its presentation on Capitol Hill.

"If we need special expertise we'll go outside and get it," said NAB President Eddie Fritts regarding his decision to hire the firm. Fritts decided NAB needed "more horsepower," to handle the fairness hearing following another House hearing two weeks ago on lottery advertising at which, he said, NAB "did not have all the bases covered." His staff, he said, wasn't "geared up for the public relations side of a congressional hearing," because it was wrapped up with NAB's annual convention held only days before the hearings.

Furthermore, he pointed out that NAB may use a lot of people from outside in the future. Actually, NAB has retained John Guttenberg of Guttenberg & Co., a public relations consultant who prepared an audit of the association's public affairs department two years ago and worked on Fritts's opening remarks for the last two NAB conventions.

"We'll do what's necessary to put our best foot forward," Fritts said. (Kostmayer in particular may be called upon again. The firm is run by Pamela Kostmayer and represented the All-Industry Television Music Licensing Committee last year. She is the wife of Representative Peter Kostmayer [D-Pa.].)

# RIDING GAIN

# O N R A D I O

## RADAR revamp

Stemming from a controversy over a change in the reporting of Mutual Broadcasting's daypart figures from RADAR 33 to the recently released RADAR 34 report ("Riding Gain," March 23), Statistical Research Inc. (SRI), the Westfield, N.J.-based research company that produces the bi-annual RADAR network radio rating report has changed its procedure for daypart averaging reporting for all participating networks, effective with the RADAR 35 report due out in July.

In the fall 1986 RADAR 34 report, Monday-Sunday, 6 a.m.-midnight, published data did not include Mutual's Monday-Saturday, 7 p.m.-midnight daypart and all-day-Sunday programming. Those daypart averages are being spun off into a new network called Mutual P.M., which is not yet listed in RADAR.

According to SRI President Gale Metzger, in a memorandum to subscribing RADAR clients last week, data for daypart combina-

tions for Monday-Friday will be reported "only if there are one or more broadcasts in each component of that combination." For example, for the Monday-Friday, 6 a.m.-7 p.m. daypart listing, a network must have at least one broadcast in the 6-10 a.m., 10 a.m.-3 p.m., and 3 p.m.-7 p.m. dayparts. That same network, however, will also be reported in the Monday to Sunday, 6 a.m.-7 p.m. daypart averages. "By this [new] procedure, a network could have no Saturday and/or Sunday broadcasts and be reported for Monday to Sunday," said Metzger.

The rule for separate Saturday and Sunday daypart reporting is the same as for Monday to Friday. Metzger also said any program excluded from the daypart information will be highlighted on a separate page.

The changes for reporting daypart averages, said Metzger, are designed to encourage more "fair comparisons" in an era of network diversity. "The fact is that the industry is more diversified now than it was in prior times," said Metzger. "The 21 networks in the current report include a wide

range of broadcast schedules, with some only broadcasting in certain dayparts and others broadcasting in the traditional pattern throughout the day."

## Networks gain

Network radio advertising expenditures for February rose 10% over February 1986 to \$25,303,850. That's according to the Radio Network Association, which relies on financial data collected from network companies by the New York-based accounting firm of Ernst & Whinney. Year-to-date (January and February), network business is up 14% over the same period a year ago to \$55,554,437.

## For sale sign

McClatchy Newspapers, Sacramento, Calif., has put its four remaining radio properties on the block and will concentrate solely on its publishing concerns, which include eight daily newspapers in California. The four McClatchy radio stations: KFBK(AM)-KAER(FM) Sacramento and KMJ(AM)-KNAX(FM) Fresno, both California. Handling the sale is Communications Equity Associates, a Washington-based investment banking and brokerage firm.

Four years ago, McClatchy sold KROW(AM)-KNEV(FM) Reno and KHVY(AM)-KBEE(FM) Modesto, Calif., to Price Broadcasting Co., Salt Lake City, for \$3,550,000.

## Hola!

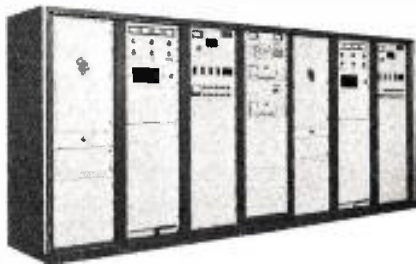
Birch Research Corp. has opened a new telephone interview facility in San Antonio, Tex., which, according to a company spokeswoman, will focus on tracking Hispanic radio listening.

The San Antonio office, which is expected to employ some 150 to 200 bilingual staffers, is the third telephone interviewing facility now being used by Birch. The other centers are located at company headquarters in Coral Springs, Fla., and at Birch's main WATS calling center, in Sarasota, Fla.

## New player

H & S Communications is the name of a new broadcast company formed by two former Westinghouse Broadcasting executives: Tony Hirsh and Bill Scott. Its goal: "to operate a major radio group in major radio markets."

Scott, who is chairman and co-chief executive officer of the new entity, worked in various capacities for Group W for 14 years and, most recently, was executive vice president of Group W Television. Hirsh, who is president and co-chief executive officer of



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# 70,000 watts FM

Continental's new 817R-5 combines two proven 816R-5 35 kW transmitters to offer broadcasters many operating advantages. The 817R-5 uses husky components and is built to give many years of dependable service. The first 817R-5 has been shipped to KABL, San Francisco. For product data, call your local Continental Sales Manager.

- SCR power control
- Automatic RF power output control
- Automatic SWR circuit protection
- SWR output power foldback
- Remote control interface
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H & S Communications, is a 16-year Group W veteran who last headed the company's Muzak music service. That service was sold last year to Field Corp., Chicago.

Backed principally by the New York in-

vestment banking firm of Veronis, Suhler & Associates, Scott and Hirsh plan to acquire radio properties in the top 50 markets. Hirsh said that, initially, the new company will not be seeking "turn-around" situations. "We

have our financing in place and we are looking to buy solid performing stations."

H & S Communications is temporarily headquartered at 90 Park Avenue, New York.

## The Media

# CBS opens Wyman's golden parachute

### Former chairman to be paid \$3.2 million plus \$400,000 a year for life among benefits

The severance payments made to former CBS Chairman Thomas H. Wyman when he was forced out last September were detailed last week in the company's annual proxy statement. The 57-year-old Wyman was promised a lifetime annuity of \$400,000 a year; bonus credits of \$556,000, and lump sum payments with a current value of roughly \$2.7 million. His insurance was extended and he was also able to exercise various stock options through the end of last month.

Some of the benefits received by Wyman were due him under the terms of his previous contract, such as office space (not at Black Rock), and secretarial service for the next year. But much of what was revealed last week may have been to compensate him for benefits lost upon his forced resignation. Included among those lost benefits was the company's pension plan, available only after 10 years of service (Wyman had been there but six) and stock appreciation rights that were not exercisable until at least 1991 but which, given last week's stock price, would have been worth \$5 million.

The proxy also details payments to an unnamed and now departed executive, whom informed sources believe to be former CBS News President Van Gordon Sauter. That package calls for a \$300,000 annual salary through 1990, plus 100% of bonus payments for 1986—Sauter resigned last September—and 50% of bonus payments for the remaining four years.

The current chairman, founder William Paley, may get a boost in his cash compensation, currently \$450,000, the proxy said, "... in light of the resumption by Mr. Paley of the position of chairman of the board." Paley's attendance at board meetings increased last year to 94%, up from 68% in 1985. The proxy noted that it paid "... charter aircraft operators a total of \$100,000 to defray a portion of the costs incurred by Mr. Paley in chartering helicopters."

The current president and chief executive officer, Laurence Tisch, had his CBS salary fixed at \$750,000 for the period beginning Jan. 15, or roughly comparable to the \$808,654 Wyman received for all of 1986—in addition, Wyman received a bonus of \$293,859. Tisch, who is also chairman and chief executive officer of Loews Corp., has spent most of his time working at CBS.

## Bottom Line

**Family affair.** Media General plans to increase liquidity of Class B shareholders, primarily family of D. Tennant Bryan, chairman: "The steps include placing substantially all of the family Class B stock in trust and entering into a buy-sell agreement among the family members and the company, restricting sale of Class B stock outside the family." Class B shareholders elect 70% of directors and have unlimited voting rights; Class A shareholders elect remainder of board seats and have limited voting rights. Richmond, Va.-based publisher, group owner and MSO also proposed for both classes of stock two-for-one split, payable in Class A shares, and increase in per-share quarterly dividend from 64 cents to 68 cents.

**First glance.** Heritage Communications filed station license transfer application with FCC on March 25, in connection with proposed leveraged buyout by management and Tele-Communications Inc. On March 27, company filed preliminary proxy with Securities and Exchange Commission for special shareholders meeting. Two weeks earlier, both Federal Trade Commission and Justice Department received Hart Scott Rodino filings from Heritage. Filing with FCC indicates that TCI would own more than 99.9% of voting stock in surviving company running cable systems. Price management will pay for broadcasting assets has been increased from initially indicated \$200 million to \$225 million. Current Heritage President James M. Hoak Jr. would own 63.1% of voting stock in to-be-spun-off broadcasting assets; executive vice president, James S. Cownie, would own 31.5%. Heritage has requested approval of voting trustee to hold 30% share of Diversified Communications, pending completion of transaction.

**Front-line experience.** CBS's loss is Wall Street's gain. Two former CBS staffers are now security analysts following Fifth Estate. Raymond Katz, formerly in strategic planning department of CBS/Broadcast Group, has joined firm of Mabon Nugent. Mark Grotevant, also with CBG strategic planning and with corporate treasurer's office, is now with Prudential Bache.

**Debt discussion.** Tribune Co. has filed shelf registration for up to \$300 million in debt securities. ■ Time Inc. set May 5 as redemption date for \$100 million, principal amount, of 10¼% guaranteed notes due 1990. Notes will be redeemed at 101.5% of principal amount plus accrued interest through redemption date. MSO and publisher also is offering \$250 million in 8¾% debentures due 2017, and nonrefundable before 1997. Notes are priced at 99.055% to yield approximately 8.84%.

Loews, in its recent proxy, said that as of Feb. 16, it had cut Tisch's previous \$750,000 salary to \$200,000 "... so long as he is devoting a principal amount of his time to CBS."

Tisch and his brother, Preston R., each claim 11.8% ownership of Loews Corp., which itself owned 5,856,921 shares of CBS (24.82%), as of March 24. Paley owned 1,914,525 shares (8.11%) on the same date. The insurance subsidiary, CNA, paid \$679,990 to or on behalf of CBS, primarily with regard to litigation defense costs. CBS has since dropped a libel insurance policy it had with the insurance company.

CBS/Broadcast Group President Gene Jankowski received \$520,193 in salary last year, plus an additional compensation bonus of \$158,200.

## Ad ban issue raised in House

**Key question: as long as product is legal, can its advertising be banned in public's interest?**

Proponents and opponents of legislation to ban all advertising and promotion of tobacco products squared off April 3 at a hearing of the House Subcommittee on Transportation, Tourism and Hazardous Materials, called to consider H.R. 1532, the "Health Protection Act of 1987." In his opening remarks, Subcommittee Chairman Thomas Luken (D-Ohio) voiced the concerns of the bill's oppo-

nents: "While we can all agree on the medical problems raised by cigarettes, many Americans are also concerned about censorship, especially the kind of censorship contained in sweeping bans on advertising and promoting legal products." Representative Bob Whittaker (R-Kan.), the ranking minority member of the subcommittee and the sponsor of H.R. 1532, claimed the government has a "moral responsibility to address the nation's leading cause of preventable death."

Among those testifying against the bill were Daniel Oliver, chairman of the Federal Trade Commission; former FCC Chairman Richard Wiley, now with Wiley, Rein & Fielding, Washington, representing the American Advertising Federation, the American Association of Advertising Agencies and the Association of National Advertisers; Douglas Kmiec, deputy assistant attorney general; Barry Lynn, legislative counsel, American Civil Liberties Union, and Senator Terry Sanford (D-N.C.). Among those testifying on behalf of the bill were Representative Mike Synar (D-Okla.), who introduced a bill similar to Whittaker's, and Melvin Wulf, attorney with Beldock, Levine & Hoffman, New York, and national

legal director of the ACLU from 1962 to 1977.

Opponents of the bill argued that it restricts advertisers' freedom of speech and that outlawing promotion of tobacco products could logically lead to restrictions on other legal products, such as bacon and dairy products which contain cholesterol that can cause heart disease. "Censorship is contagious," Luken said.

The opponents said the bill would fail the test set forth in the case of *Central Hudson Gas & Electric Corp. v. Public Service Commission* to determine whether regulation of commercial speech is constitutionally permissible. The legislation does not directly advance the government's interest in imposing regulation, Wiley said: "There is simply no evidence that banning public promotion of tobacco would stop people from smoking." And censorship is not the "least restrictive means available to discourage smoking," he said. Wiley advocated sponsoring public health messages, requiring more elaborate warning labels or limiting smoking in public places.

The opponents claimed tobacco advertising is used to encourage brand loyalty and to increase market share rather than to attract

new smokers. Advertising provides useful information that allows consumers to make informed choices, they said, and often leads to improved products because of advertising competition. The FTC's Oliver maintained that 90% of consumers are aware of the surgeon general's warning that is displayed in cigarette ads and that banning all cigarette advertising would also limit consumer awareness of that message. Senator Sanford claimed restricting ads would make tobacco products more desirable to the young people the government is trying to protect. "You don't keep youngsters out of the cookie jar by hiding it," he said.

Taking the other side, Whittaker claimed 350,000 of the tobacco industry's consumers die each year, and he questioned whether the goal of advertising is merely to sway existing consumers and not to create new ones. He also questioned whether a small black and white surgeon general's warning in tobacco ads can effectively compete with large, four-color ads featuring pretty pictures. "I don't know anyone who can look at those ads and say the information is balanced," he said.

The bill's proponents claimed tobacco products would not be allowed to enter the



**Literacy push lengthened.** Capcities/ABC and the Public Broadcasting Service announced last week that their joint effort to combat illiteracy, Project Literacy U.S. (PLUS), will continue for a second year. The project, launched a year and a half ago (BROADCASTING, Dec. 16, 1985), began with the formation of outreach programs in local communities and continued with programing on ABC and PBS during the 1986-87 season. At last week's press conference, co-hosts James Duffy, president, communications, Capcities/ABC, and Lloyd Kaiser, president of noncommercial WQED(TV) Pittsburgh and a board member of the Corporation for Public Broadcasting and PBS, said that the PLUS campaign's successful first year will be complemented by a second phase focusing on civic literacy, literacy in the work place and literacy and youth.

In the first year of PLUS, ABC addressed the issue of illiteracy in a documentary, five episodes of regular series, 10 news segments and more than 200 airings of public service announcements. Coverage will continue with an *ABC Afterschool Special* June 3, "Read Between the Lines," and an episode of *Starman* on May 2. ABC has introduced a new series of PSAs focusing on a "Learner of the Month"; the spots will feature individuals whose lives have changed because they made an effort to overcome their illiteracy. On July 4, ABC will present a three-hour special to be produced in St. Louis and tentatively called *America 2000: Literacy and Liberty* that will launch the civic literacy effort. On Sept. 16, ABC News's Peter Jennings and Ted Koppel will anchor a three-hour special highlighting "great issues and decisions in Constitutional history," to be called *The Blessings of Liberty*. A made-for-TV movie about an executive

whose promotion reveals his illiteracy will air in September, launching the effort to address illiteracy in the work place. The literacy and youth theme will be explored beginning in spring 1988.

PBS will focus on outreach, with a June 2 teleconference linking the 326 task forces involved in the literacy effort and a June 23 teleconference with the American Association of Junior Colleges. A WQED-produced documentary on illiteracy in the work force will air Oct. 21. Public broadcasting has committed more than \$2.6 million to the two-year effort from sources including CPB, the John D. and Catherine T. MacArthur Foundation, Hitachi Foundation and an anonymous donor, in addition to local programing costs borne by 70% of the local stations.

Capcities/ABC Chairman Tom Murphy stressed the importance of the literacy effort at the local level, thanking ABC affiliates for their support and crediting the literacy organizations involved in the PLUS effort. "That's where the job has to be done. That's where the infrastructure has to be built," he said. "We could not do it at ABC, nor could PBS do what they do, without the support of their affiliates."

Speaking at the conference, Barbara Bush, wife of the Vice President, called PLUS "one of the most important happenings in a movement that is filled with good news." Also speaking were Arkansas Governor Bill Clinton, chairman of the U.S. Governors Association; Philadelphia Mayor Wilson Goode, chairman of the U.S. Conference of Mayors' Literacy Task Force, and representatives of the Departments of Labor and Education. Pictured above left: ABC's Duffy. Above right (l-r): Bush; Margot Woodwell, PLUS outreach coordinator; Kaiser, and CPB acting President Donald Ledwig.



# Stock Index

BROADCASTING						PROGRAMING						
	Closing	Closing	Net	Percent	P/E	Market	Closing	Closing	Net	Percent	P/E	Market
	Wed	Wed	Change	Change	Ratio	Capitali-	Wed	Wed	Change	Change	Ratio	Capitali-
	Apr 8	Apr 1				zation	Apr 8	Apr 1				zation
						(000,000)						(000,000)
N (CCB) Capital Cities/ABC	365	342	23	6.72	37	5,871	O (RVCC) Reeves Commun..	11 3/8	11 5/8	- 1/4	- 2.15	142
N (CBS) CBS	157	151 1/2	5 1/2	3.63	29	3,681	O (RPICA) Republic Pic. 'A'	9 1/4	8 5/8	5/8	7.24	66
O (CLCH) Clear Channel	13 3/4	14 1/2	- 3/4	- 5.17	19	40	O (RPICB) Republic Pic. 'B'	9 3/4	9 3/4			69
O (INFTA) Infinity Broadcasting	17 3/4	16 1/4	1 1/2	9.23	93	185	A (RHI) Robert Haiml.	3 3/4	3 3/4			34
O (JCOR) Jacor Commun.	7	7				39	O (SMNI) Sat. Music Net.	6	6			40
O (LINB) LIN.	36	34 1/4	1 3/4	5.10	27	953	N (WCI) Warner	31 1/4	29 7/8	1 3/8	4.60	20
O (MALR) Malrite	11 3/4	12	- 1/4	- 2.08	14	98	O (WWTW) Western World TV	2 1/4	1 5/8	5/8	38.46	14
O (MALRA) Malrite 'A'	11 1/4	11 3/4	- 1/2	- 4.25	16	47	O (WONE) Westwood One	26 1/4	41 3/4	- 15 1/2	- 37.12	61
O (OBCC) Olympic Broadcast	6 1/2	6 1/2				16						
A (PRR) Price Commun.	11 7/8	12 1/8	- 1/4	- 2.06		125						
O (SCRIP) Scripps Howard	76	75	1	1.33	27	784						
O (SUNN) SunGroup Inc.	2	2 1/4	- 1/4	- 11.11	20	3						
N (FTF) Taft	155 1/2	158 1/4	- 2 3/4	- 1.73	127	1,410						
O (TVXG) TVX Broadcast	10	10 3/4	- 3/4	- 6.97	41	58						
O (UTVI) United Television	32 1/4	31 1/8	1 1/8	3.61	30	353						

BROADCASTING WITH OTHER MAJOR INTERESTS						SERVICE							
	Closing	Closing	Net	Percent	P/E	Market	Closing	Closing	Net	Percent	P/E	Market	
	Wed	Wed	Change	Change	Ratio	Capitali-	Wed	Wed	Change	Change	Ratio	Capitali-	
	Apr 8	Apr 1				zation	Apr 8	Apr 1				zation	
						(000,000)						(000,000)	
N (BLC) A.H. Belo	63 1/2	62 3/4	3/4	1.19	32	730	O (BSIM) Burnup & Sims	5	5 1/8	- 1/8	- 2.43	-9	
A (AAR) Adams Russell	23 5/8	22 1/2	1 1/8	5.00	19	147	O (CVSI) Compact Video	4 3/8	3 7/8	1/2	12.90	43	
A (AFP) Affiliated Pubs	46 3/4	45 1/4	1 1/2	3.31	24	825	N (CG) Comsat	31 1/2	32 3/4	- 1 1/4	- 3.81	570	
O (ASTVE) Amer. Comm. & TV	332	332				7	N (FCB) Foote Cone & B.	57 3/8	55 3/8	2	3.61	14	
N (AFL) American Family	13 1/4	13 1/8	1/8	.95	8	529	O (GREY) Grey Advertising	118	117	1	.85	16	
O (ACCMA) Assoc. Commun.	28 1/2	28	1/2	1.78		271	N (IPG) Interpublic Group	37 3/4	35 7/8	1 7/8	5.22	22	
O (BMAC) Bus. Men's Assur.	27 3/4	28	- 1/4	- 0.89	16	293	N (JWT) JWT Group	31 1/8	30 1/2	5/8	2.04	13	
N (CCN) Chris-Craft	25 1/4	25 3/8	- 1/8	- 0.49	11	165	A (MOV) Movielab	6 3/4	6 3/4			11	
N (DNB) Dun & Bradstreet	131	127 5/8	3 3/8	2.64	31	9,958	O (OGIL) Ogilvy Group	35 1/4	36	- 3/4	- 2.08	16	
O (DUCO) Durham Corp.	44 1/4	44 1/2	- 1/4	- 0.56	11	251	O (OMCM) Omnicom Group	24 7/8	25 1/4	- 3/8	- 1.48	22	
N (GCI) Gannett Co.	47	46 1/2	1/2	1.07	29	7,547	O (SACHY) Saatchi & Saatchi	33 1/4	31 7/8	1 3/8	4.31	21	
N (GY) GenCorp	118 3/8	117 1/4	1 1/8	.95	28	2,645	O (TLMTB) Telematlon	3	3			12	
N (GCN) General Cinema	52 1/4	50 1/2	1 3/4	3.46	21	1,902	A (TPO) TEMPO Enterprises	10 3/4	10 1/4	1/2	4.87	27	
O (GCOM) Gray Commun.	223	223				38	110	A (UNV) Unitel Video	9	8 3/4	1/4	2.85	19
N (JP) Jefferson-Pilot	33	33 3/8	- 3/8	- 1.12	11	1,380							
O (JSON) Josephson Intl.	13 5/8	14 1/4	- 5/8	- 4.38		64							
N (KRI) Knight-Ridder	54 5/8	53 1/8	1 1/2	2.82	24	3,067							
N (LEE) Lee Enterprises	25 1/2	25 1/2				21							
N (LC) Liberty	41 1/2	40 3/4	3/4	1.84	17	418							
N (MHP) McGraw-Hill	69	63 7/8	5 1/8	8.02	23	3,478							
A (MEGA) Media General	61	59 1/2	1 1/2	2.52	26	859							
N (MDP) Meredith Corp.	34 1/8	36	- 1 7/8	- 5.20	13	646							
O (MMEDC) Multimedia	55 1/2	55 1/8	3/8	.68	-504	609							
A (NYTA) New York Times	45 1/2	42 7/8	2 5/8	6.12	30	3,681							
O (PARC) Park Commun.	32	32 1/2	- 1/2	- 1.53	30	441							
T (SKHG) Selkirk	22 1/8	22 1/8				48							
O (STAUF) Stauffer Commun.	135	135				22							
A (TO) Tech/Ops Inc.	37 1/8	36 3/4	3/8	1.02	6	81							
N (TMC) Times Mirror	82 7/8	82 3/4	1/8	15	24	5,342							
O (TMCI) TM Communications	2 3/8	2 1/4	1/8	5.55	11	18							
O (TPCC) TPC Commun.	3 3/8	3 3/8				4							
N (TRB) Tribune	79 1/2	77 5/8	1 7/8	2.41	25	3,228							
A (TBS) Turner Bcastg.	22 3/8	20 1/4	2 1/8	10.49	50	487							
A (WPOB) Washington Post	179 1/2	184	- 4 1/2	- 2.44	22	2,332							

PROGRAMING						ELECTRONICS/MANUFACTURING								
	Closing	Closing	Net	Percent	P/E	Market	Closing	Closing	Net	Percent	P/E	Market		
	Wed	Wed	Change	Change	Ratio	Capitali-	Wed	Wed	Change	Change	Ratio	Capitali-		
	Apr 8	Apr 1				zation	Apr 8	Apr 1				zation		
						(000,000)						(000,000)		
O (ALLT) All American TV	3 3/4	3 7/8	- 1/8	- 3.22		4	N (MMM) 3M	135 7/8	129 3/8	6 1/2	5.02	22	15,630	
O (BRRS) Barris Indus.	14 3/8	15 5/8	- 1 1/4	- 8.00	23	127	N (ALD) Allied-Signal	47	46	1	2.17	-10	8,286	
O (CMCO) C.O.M.B.	22 5/8	20 3/4	1 7/8	9.03	38	261	O (AMTV) AM Cable TV	1 1/2	1 5/16	3/16	14.26	-1	5	
N (KO) Coca-Cola	45 3/4	45 3/4				24	17,658	N (ARV) Arvin Industries	38 3/8	34 1/4	4 1/8	12.04	16	619
O (CLST) Color Systems	13 1/2	13 3/4	- 1/4	- 1.81		9	O (CCBL) C-Cor Electronics	10	10			-6	30	
A (DEG) De Laurentiis Ent.	10 3/8	10 3/8				99	O (CATV) Cable TV Indus.	2 1/8	2 5/8	- 1/2	- 19.04	-10	6	
O (DACP) Dick Clark Prod.	6	6 3/8	- 3/8	- 5.88	10	7	A (CEC) Cetec	5 7/8	5 5/8	1/4	4.44	-9	11	
N (DIS) Disney	66	62 3/4	3 1/4	5.17	46	8,538	A (CHY) Chyron	6 1/8	6 1/8			29	62	
N (DJJ) Dow Jones & Co.	54 1/4	52 5/8	1 5/8	3.08	38	5,249	A (CXC) CMX Corp.	1 3/4	1 3/4			8		
O (FNNI) Financial News	12 1/8	11 7/8	1/4	2.10	202	134	A (COH) CoHu	7	7			14	12	
A (FE) Fries Entertain.	5 3/4	5 3/8	3/8	6.97	11	29	N (CAX) Conrac	29 5/8	29 1/2	1/8	.42	26	196	
N (GW) Gulf + Western	77 3/4	75 3/8	2 3/8	3.15	22	4,806	N (EK) Eastman Kodak	78 3/8	76 1/2	1 7/8	2.45	66	17,704	
O (HRSI) Hal Roach	9 3/4	9 1/4	1/2	5.40		54	O (ECIN) Elec. Mis. & Comm.	1 7/8	1 1/2	3/8	25.00	7		
A (HHH) Heritage Entertain.	9	9				10	N (GRL) Gen. Instrument	29 7/8	27	2 7/8	10.64	967		
A (HSN) Home Shopping Net.	18 7/8	20	- 1 1/8	- 5.62	42	728	N (GE) General Electric	109	105	4	3.80	21	49,701	
N (KWP) King World	24 1/2	20 3/4	3 3/4	18.07	46	752	N (HRS) Harris Corp.	38 1/2	37 7/8	5/8	1.65	26	1,549	
O (LAUR) Laurel Entertainment	4 1/4	4 3/8	- 1/8	- 2.85	16	10	N (MAI) M/A Com. Inc.	14 5/8	14 5/8			636		
A (LT) Lorimar-Telepictures	18 5/8	19 3/8	- 3/4	- 3.87	18	632	O (MCDY) Microdyne	4	4 1/8	- 1/8	- 3.03	36	18	
N (MCA) MCA	47	46	1	2.17	21	3,669	N (MOT) Motorola	57 5/8	55	2 5/8	4.77	67	7,359	
N (MGM) MGM/UA Commun.	11 7/8	11 7/8				606	N (NPH) N.A. Phillips	40 1/4	40 5/8	- 3/8	- 0.92	17	1,164	
A (NWP) New World Pictures	13 3/4	13 3/8	3/8	2.80	26	146	N (OAK) Oak Industries	1 1/2	1 1/2			50		
N (OPC) Orion Pictures	16 1/4	16 1/2	- 1/4	- 1.51	155		A (PPI) Pico Products	5 1/4	5 1/8	1/8	2.43	18		
O (MOVE) Peregrine Entertain.	8 1/2	12	- 3 1/2	- 29.16	15	15	N (SFA) Sci-Atlanta	17	16 5/8	3/8	2.25	29	398	
N (PLA) Playboy Ent.	13 1/8	12 7/8	1/4	1.94	123		N (SNE) Sony Corp.	19 1/2	19 7/8	- 3/8	- 1.88	11	4,507	
O (QVCN) QVC Network	10 1/4	11 3/4	- 1 1/2	- 12.76	67		N (TEK) Tektronix	35 1/4	35 3/8	- 1/8	- 0.35	11	689	

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. Notes: \* Three-for-two split. Apr 7.

marketplace if they were introduced today because they have been proved to be health risks. "The First Amendment is not and cannot be seen as being an obstacle to the achievement of legislation whose purpose is to reduce the fatal consequences of smoking," said Wulf. Wulf said he believes a ban on all tobacco advertising would be upheld against constitutional challenge in the Supreme Court.

Central to the argument of the bill's proponents was a case decided in July 1986, *Posadas de Puerto Rico Associates v. Tourism Company of Puerto Rico*, in which the Supreme Court ruled that advertising of casinos in Puerto Rico could be banned. However, the ACLU's Barry Lynn pointed out that "casino advertising in Puerto Rico was pro-

scribed only insofar as it was directed toward Puerto Rican residents instead of incoming tourists," and the Justice Department's Kmiec pointed out that the Puerto Rican government "was limiting speech about an activity that is unlawful in almost every state and had been only recently decriminalized there." Kmiec stated that the *Posadas* court, "without explanation, departed from its prior practice of actively searching for less restrictive alternatives, and he suggested that *Posadas* was wrongly decided not only for its failure to deal with prior precedent, but also because it fundamentally confuses the government's power to regulate behavior with the government's absence of—or at least far less—authority to control speech." □

June 23. **Seller** is trustee in bankruptcy for Canyon Communications Corp., principally owned by Larry Mazursky, who has no other broadcast interests. **Buyer** is owned by James A. McDonald, Washington-based real estate investor with no other broadcast interests. KLFF is daytimer on 1360 khz with 5 kw. KONC-FM is on 106.3 mhz with 2.25 kw and antenna 400 feet above average terrain.

**WTSG(TV) Albany, Ga.** □ Sold by Gordon Communications Co. to NewSouth Broadcasting Co. for \$2,250,000. **Seller** is owned by Dr. Carl Gordon, Albany, Ga.-based surgeon with no other broadcast interests. **Buyer** is principally owned by Timothy Brumlik, Lori Antoniak and her daughter, Margaret, who also have interest in WJOE(TV) Marianna, Fla., and are buying WTLH(TV) Bainbridge, Ga. WTSG is independent on channel 31 with 1,580 kw visual, 150 kw aural and antenna 990 feet above average terrain. **Broker:** Milton Q. Ford & Associates.

**WKXC(AM)-WWKZ(FM) New Albany, Miss. and other properties** □ Sold by RadioSouth of Mississippi as part of a package of businesses to Holder Communications Inc. for 32 million shares of Holder stock worth about \$8 million. Other parts of package are General Masonry Inc., Granite Corp. and Active Rentals Inc., contracting businesses based in Nashville. **Seller**, owned by Jack Norman and Joe Shaw and their families, have no other broadcast interests. **Buyer** is publicly owned, Tampa, Fla.-based group of four AM's and four FM's headed by Harold Holder, chairman. WKXC is on 1470 khz full time with 500 w. WWKZ is on 103.5 mhz with 100 kw and antenna 604 feet above average terrain.

**WDMV(AM) Pocomoke City, Md.** □ Sold by Robert L. Purcell to Five Star Broadcasting Inc. for \$550,000. **Seller** is engineering consultant in Silver Spring, Md. **Buyer** is owned by Sid Friedman, Franklin Field, Anthony Guida, Gerald Bauman and Maxine Zimmerman, New York-based investors with no other broadcast interests. WDMV is on 540 khz full time with 500 w. **Broker:** Kozacko-Horton Co.

**KJJC(FM) Osceola, Iowa** □ Sold by J.B. Broadcast Inc. to James S. McBride for \$500,000. **Seller** is owned by state representative, Jack Beaman, who has no other broadcast interests. **Buyer** is Omaha-based investor with no other broadcast interests. KJJC is on 107.1 mhz with 3 kw and antenna 300 feet above average terrain. **Broker:** Chapman Associates.

**WBCQ-AM-FM Bucyrus, Ohio** □ Sold by Brokensword Broadcasting Co. owned by estate of Orville J. Sather to Thomas P. Moore for \$500,000. **Seller** has no other broadcast interests. **Buyer** is station's general manager. WBCQ is daytimer on 1540 khz with 500 w. WBCQ-FM is on 92.7 mhz with 3 kw and antenna 300 feet above average terrain.

**WREY(AM)-WMVB(FM) Millville, N.J.** □ 51% of Wintersun Communications Inc. sold by Robert A. Klein to Brian E. Beasley for \$450,000. **Seller** has no other broadcast interest. **Buyer** is son of George Beasley, who owns remaining 49%. Elder Beasley owns Beasley Broadcasting Co., Goldsboro,

## Changing Hands

PROPOSED

**KBRQ-AM-FM Denver** □ Sold by Great Empire Broadcasting Inc. to Shamrock Broadcasting Inc. for \$9 million. **Seller** is Wichita, Kan.-based group of five AM's and five FM's owned by F.F. Michael Lynch and Michael Oatman. **Buyer** is Burbank, Calif.-based group of four FM's, eight FM's and three TV's owned by Roy E. Disney and family. KBRQ is on 1280 khz full time with 5 kw. KBRQ-FM is on 105.1 mhz with 100 kw and antenna 1,168 above average terrain. **Broker:** Blackburn & Co.

**KMSS(TV) Shreveport, La.** □ Sold by Media South of Shreveport to Southwest MultiMe-

dia for \$7 million. **Seller** is principally owned by Joseph D. Waggoner and Grey Teekell, who have no other broadcast interests. **Buyer** is Austin, Tex.-based group of three TV's principally owned by Billy Goldberg and Lester Kamin. KMSS is independent on channel 33 with 4,750 kw visual, 475 aural and antenna 1,813 feet above average terrain. **Brokers:** Milton Q. Ford & Associates and Norman Fischer & Associates.

**KLFF(AM) Glendale and KONC-FM Sun City, both Arizona** □ Sold by Stanley Swaine, trustee, to Madison Street Media Group Inc. for \$6.5 million, pending approval by Federal Bankruptcy Court, Phoenix, at hearing,

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N.C.-based group of seven AM's and 12 FM's. WREY is daytimer on 1440 khz with 1 kw. WMVB is on 97.3 mhz with 50 kw and antenna 275 feet above average terrain.

**KAFE(AM) Santa Fe, N.M.** □ Sold by Sun-group Broadcasting of New Mexico Inc. to Classic Radio Inc. for \$360,000. **Seller** is principally owned by Frank A. Woods, who also has interest in WTBP(AM) Parsons, Tenn. **Buyer** is owned by William R. Sims, Gary Boal and Michael Hice, who also own co-located KLSK(FM). KAFE is on 810 khz with 5 kw.

**WAVI(AM) Portsmouth, N.H.** □ Sold by Ware Communications Corp. to Windward Communications Group Inc. for \$325,000. **Seller** is owned by Richard L. Sadowsky, who has interest in Precht Communications Inc., Los Angeles-based group of five TV's. **Buyer** is owned by Richard Walsh, who also owns WQML(FM) York Center, Me., and has interest in WFTN-AM-FM Franklin, N.H., and also WQZN(AM)-WABK(FM) Gardiner, Me., where he is general manager. WAVI is on 1380 khz full time with 1 kw.

**WSES(AM) Raleigh, N.C.** □ Sold by Nexus Communications Inc. to Robert F. Bell for \$320,000. **Seller** is principally owned by Lance E. Drummond and Norbert A. Simmons, who also have interest in WENZ(AM) Richmond, Va. **Buyer** has interest in WCGL(AM) Jacksonville, Fla. and WLLV(AM) Louisville, Ky. WSES is daytimer on 1550 khz with 1 kw.

*For other proposed and approved sales see "For the Record," page 91.*

## Network children's programming regains ads from syndication

**Move reverses trend toward syndicated children's fare in past few years**

The ratings decline in syndicated children's animation programming has helped convince major advertisers to increase their spending next fall on the three networks' Saturday morning cartoon schedules. The shift in ad revenue from syndicators to networks—some agency executives expect to increase spending in network children's shows by 20%-30% over last year—will mark a turnaround in the direction of the children's market, which in the past few years had been shifting to distributors.

Sources within the advertising community said the change in attitude on Madison Avenue was the result of three primary factors: the poor syndication market in animation, a feeling that major advertisers would feel more comfortable on the networks with people meters about to become the dominant measurement tool, and a desire to keep the networks from eliminating children's programming from their schedules and a profitable market for advertisers.

Syndicators have long contended that one or two of the networks may pull out entirely from Saturday morning programming, and last January NBC Entertainment President Bran-

don Tartikoff lent credence to the claim when he brought up the possibility of a Saturday as well a Sunday *Today* show (BROADCASTING, Jan. 12). Although the network continues its ratings dominance on Saturday mornings, Tartikoff said the network's audience share had steadily declined in this decade because of syndicated children's programming. ABC has given similar indications, according to advertisers. But CBS maintains it has no intention of leaving the cartoon business.

"It behooves us to keep the networks in business and not give them an excuse to get rid of children's programming," an advertiser said. "They are still one of the most viable areas... We want to see to it that the networks have reason to maintain a certain number of

hours." The syndication market, the executive said, fell apart and the ratings declines there "have been much more dramatic than on the networks."

"We think there is a strong children's market this year," said Jerry Dominus, vice president and general sales manager of the CBS Television Network. The network has recently completed negotiations with a couple of advertisers, he said, and is about to begin bargaining with more. Dominus credits the poor syndication market for the advertisers' return to the upfront network market.

Sources confirm that ad agencies have gotten requests from about a third of the major children's advertisers to increase their network spending. "Spending seems to be up in the daypart," one ad executive said.

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## Fox gets down to programming business

**Prime time lineup that debuted April 5 met with positive reaction from affiliates; advertisers get expected results**

After all the pre-launch hoopla, interviews, rumors and denials, the Fox Broadcasting Co. settled down to business last week and soon found itself doing what its three much larger competitors have done for years—revising its prime time schedule.

Pleased by the back-to-back ratings performances of its first two prime time series on April 5, Fox programmers decided to leave *The Tracey Ullman Show* in the slot following *Married...With Children*, and change the time periods for two upcoming comedy series, *Duet* and *Mr. President*. Under the new format, the final Sunday night schedule on May 3 will look like this: *21 Jump Street*, which debuted last night, at 7 p.m.; *Married* at 8 p.m.; *Ullman* at 8:30 p.m.; *Mr. President* at 9 p.m., and *Duet* at 9:30 p.m.

Fox used the first night of its prime time lineup on April 5 to gauge the compatibility of the programs on the Sunday night sched-

ule. The fledgling network presented its first two programs three times each over three hours for maximum viewing potential. That led to a cumulative overnight rating in Nielsen's 13 metered markets of 15.3/24 for *Married* and 13/20 for *Ullman* (see "In Brief" for national ratings). Fox had guaranteed advertisers an initial six rating.

By combining the ratings and shares, Fox argued it presented an accurate ratings picture since no one was likely to watch a show more than once. But Arnold Becker, vice president of national television research for CBS, claimed the tactic was unfair since advertisers bought spots individually rather than in groups of three.

Individually, *Married* earned a 6.1/10 during the first half-hour, followed by a 4.4/7 the second and 3.9/6 the third. *Ullman* received a 4.7/8 the first half-hour, a 3.7/5 the second and 3.3/5 the third. In six of the 13 markets, Nielsen officials said *Married* did a six or better during its first half-hour on the stronger Fox stations.

"The ratings were higher than we expected," a Fox spokesman said. "That was the

whole idea behind the multiple viewing concept." The reaction was also generally positive from 108 Fox affiliates—happy they could add some original programming to their previously dismal Sunday night schedules—and from advertisers and programmers, who were glad they had a new outlet.

Gary Lieberthal, chairman and chief executive officer of Columbia/Embassy Television, which supplied Fox Broadcasting with *Married*, said the unusual debut format made it difficult to predict how the shows will perform in the future. "It was very misleading," he said.

Most of the skepticism, not surprisingly, came from the three networks. CBS's Becker pointed out that Fox's rating performance in the 13 cities averaged only slightly higher than those stations' combined average the previous week. It could be 10 years before Fox begins to make inroads, said Becker, adding, "It doesn't frighten me." An ABC source compared Fox's small Sunday night share to the network's, which garnered 65% of the viewing audience on April 5.

Advertisers, however, were supportive. "I think it's pretty much in line with what we figured," said Mel Conner, senior vice president and director of network operations for DFS Dorland. "It's a long-range operation for them. Sunday and Saturday nights are not going to take off like a rocket." Rupert Murdoch's \$150-million first-year investment in Fox Broadcasting—\$110 million for programming and \$40 million for salaries, start-up and overhead expenses, advertising, promotion and publicity—shows Fox "will be in there for the long-haul," he said.

With the new commercial broadcast programming service, Conner said, advertisers can be more "program specific" in their ad budget allotment and negotiate better rates with the networks, syndicators and cable. Paul Issacson, a vice president with Young & Rubicam, added his agency supported Fox because "we thought we could negotiate deals with good potential for our clients. It's safe and the downside is limited."

Affiliates, meanwhile, are pleased by the original programming that is available to them. Julie Lux, program director at Fox affiliate KSHB-TV Kansas City, Mo., said her station had virtually written off Sunday nights in the year prior to Fox's prime time start-up. The UHF independent had been generating ratings of ones and twos with syndicated sitcoms on Sunday nights, barely beating a start-up independent that showed movies, she said.

Dozens of viewers phoned the station to give their reaction to *Married* and *Ullman*, and Lux estimates 90% were favorable. The remainder found fault with the content of *Married*, a graphic show by network standards. Writers-producers Michael Moyer and

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Ron Leavitt said they were pleased for the most part with the way the debut episode appeared in its final form. Their only complaint stemmed from what they viewed as a rough-cut editing job on one portion of the show in which Fox deleted a line that defined PMS as "pummel men's scrotums."

Lieberthal said he cannot see the networks relaxing their standards to the extent that they would air the same type material as Fox. If shows such as *Married* take off in popularity, however, he said the networks may be forced to increase their counterprogramming. □

## ABC, ESPN do well in NFL scheduling

**Prime time rights holders will air key games of major-market teams**

The National Football League released its schedule of games for the 1987 season, and by most accounts the schedule seemed to indicate the league went out of its way to accommodate the television prime time package holders, ABC and ESPN. As a result, the Sunday schedules of CBS and NBC lost some attractive games.

According to sources with knowledge of the situation, CBS was particularly upset with the league for giving ABC the New York Giants at Chicago Bears contest as that network's season opener on Monday, Sept. 14. If the game had been scheduled the day before, CBS would have televised the game between the two major-market powerhouses because it has the rights to the games of the National Football Conference, to which the Giants and Bears belong, on Sunday afternoons, while NBC has the rights to American Football Conference coverage. NBC also lost some attractive games, including Denver at Cleveland, which ABC will broadcast on Sept. 28.

Sources last week said the league went out of its way to provide the prime time packages with attractive games, because in the recent past ABC has suffered the most in the ratings and advertising sales, disappointments which have been blamed in part on lackluster games.

Both ABC and ESPN went on the record expressing satisfaction with the schedules. ESPN's Roger Werner said last week: "We are very satisfied. We've got good matchups, in good markets with a fine cross section of competitive teams."

As a result, he said, the network believes most of its games will sell out, minimizing the number of blackouts it will incur. ABC's Dennis Swanson couldn't be reached at deadline, but was quoted in published reports as saying: "We are extremely pleased."

Commenting on the schedule last week, Val Pinchbeck, director of broadcasting for the NFL, said the general strategy was to provide balance for all the networks involved over the life of the rights pact. "What we tell the networks and the teams," said Pinchbeck, "is that they can't have everything and that we can't totally please every-

body. But over time we try to make sure it evens out."

At NBC, one official said the league gave ABC "its best schedule ever. Officially both we and CBS will say we're satisfied with the schedules. Are we? No." But, he added, "we knew that going in" the league would be particularly sensitive to the needs of the prime time package holders.

At CBS, Sports President Neal Pilson acknowledged that "many of the key games have been shifted to Monday and Sunday nights. It's an element of concern, but on balance we think our schedule is quite satisfactory."

ESPN will kick off its regular-season coverage on Sunday, Nov. 8, with New England at New York Giants at 8 p.m. The network's remaining seven regular-season games are Los Angeles Raiders at San Diego (Nov. 15), Miami at Dallas (Nov. 22), Cleveland at San Francisco (Nov. 29), Chicago at Minnesota (Dec. 6), Denver at Seattle (Dec. 13), Washington at Miami (Dec. 20), and the Los Angeles Rams at San Francisco (Dec. 27).

ESPN is still in the process of determining how it will auction off the over-the-air rights for its eight regular-season games in the teams' home markets. According to ESPN's Werner, "we'll probably have an intermediary do it." Werner said that all local broadcast outlets in the markets involved will be eligible to bid for the rights with the exception of superstations and stations that are carried extensively beyond their markets by terrestrial microwave. "We'll be talking to a lot of people, trying to assess the value of

those rights" before deciding how to proceed, he said.

ESPN, said Werner, will make presentations to its cable affiliates in the next couple of weeks on the network's plans for covering the NFL. But so far, he said, "the vast majority of the top 50 [cable] companies," covering about 75% of the network's affiliate base, have indicated they support ESPN's NFL deal, even though it will mean a 10-cent-to-15-cent hike in per-subscriber affiliate fees.

The network has also announced that it has hired Thom McKinney & Associates to consult its affiliates on how best to market the NFL product and sell the allotted 40% of the NFL inventory that ESPN is giving them. McKinney was formerly in charge of cable advertising sales at Group W Cable. Werner said last week that the NFL deal will put many affiliates "in the [ad sales] business for the first time." □

## CBS wins radio rights to NFL

**Network takes games away from NBC; package covers 40 games, three more than previously offered**

CBS Radio submitted the winning bid for the National Football League's exclusive radio package last Tuesday (April 7), recapturing the broadcast rights from NBC, which had

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held them for the past two seasons. Prior to NBC Radio's foray into football, CBS had the NFL radio rights for seven consecutive years.

CBS's bid for a three-year NFL package beginning with the 1987 season was for \$17.25 million, which, when computed on an annual basis, is about 5% more than NBC had been paying per year. (In 1985, NBC paid \$11 million for a two-year NFL rights package.) However, the new radio agreement encompasses 40 games each season, compared to 37 games under the previous deal.

"We were determined to get the NFL radio rights back because of the overwhelming requests from our affiliates to do so," said Bob Kipperman, vice president and general manager of the CBS Radio Networks. "Adding the NFL package gives us play-by-play sports coverage for virtually 52 weeks a year," Kipperman said, in reference to CBS Radio's broadcasts of NCAA basketball's semifinals, "Final Four" and championship games and a Major League Baseball "Game of the Week" and post-season games, including the World Series.

The new NFL radio package is composed of 16 Monday night games, eight Sunday night games, four Saturday games, two

Thanksgiving Day games, and 10 post-season games including the Super Bowl and Pro Bowl. Kipperman told BROADCASTING that negotiations for CBS's on-air NFL announcing teams were under way last week and may be concluded as early as this week.

The CBS Radio executive also said that two new programing elements are being added to the network's NFL radio coverage: an NFL "hotline," on which affiliates in "selected markets" may interview CBS's announcers before each game, and a closed-circuit feed of game actualities and interviews with players and coaches, to be satellite-fed to stations the morning after the game.

Additionally, CBS will continue its 15-minute *NFL Preview* broadcast, sent to stations every Friday evening during the season. And, said Kipperman, the network will develop a new one-hour, live NFL talk program that will include a listener call-in segment.

Kipperman noted that CBS's NFL game coverage will be aired in stereo for the first time, "opening the field to FM stations." CBS is looking to better its past NFL affiliate lineup, which totaled some 250 stations including outlets in most of the top 50 markets. Said Kipperman: "Our sports sales

team is in place and we plan to make money."

According to industry sources, NBC Radio was second in the bidding for the NFL three-year package with \$12.5 million, which, on a yearly basis, comes to about \$4.17 million compared to \$5.5 million under the recently expired agreement. Said Craig Simon, vice president and general manager, NBC Radio Network and Talknet: "We believe our bid is reflective of [today's] economic realities and of the [advertising] marketplace," Simon said.

Sources said ABC was third in the NFL bidding at \$12.3 million, and Mutual fourth at \$9 million. (All bid submissions are accompanied by proposed programing and promotional campaigns.) The Mutual bid surprised some industry executives who point to the usually aggressive programing posture taken by Mutual's owner, Westwood One. Mutual has been carrying Sunday afternoon NFL games through individual agreements with the various NFL franchises.

Aside from the major radio networks, the NFL also received a proposal from Dick Brescia, former senior vice president of the CBS Radio Networks, who is forming a radio consultancy and program syndication

## ABC climbs to second for week in prime time race

NBC won week 28 (ended April 5) in the prime time ratings, but the ratings surprise was ABC's second-place showing, only the third time this season it has finished that high. NBC took the week with a 16.7 rating and a 26.2 share, against ABC's 15.8/25.2 and CBS's 15.2/24.2. ABC came in second during the first week of the season (Sept. 22-28, 1986) and week 21 (Feb. 9-15).

A year ago the week 28 race was won by NBC, with a 16.7/27, followed by CBS's 16.5/27 and ABC's 14.2/23.

CBS won the evening news race with a 12.8/23, ahead of NBC's 12.4/22 and ABC's 10.9/19. Last season, the finishing order for week 28 was a tie between NBC and CBS at 11.8/23. ABC had a 10.9/21.

The season-to-date standings were NBC 17.9/28, CBS 16.0/25 and ABC 14.2/22, for this year's week 28. Last year the numbers ran: NBC 17.7/28, CBS 16.7/26 and ABC 15.0/23.

ABC's Monday-night broadcast of the Academy Awards, from 9 p.m. to 12:04 a.m., pulled a 27.5/43 and ranked fifth for the week. The network's evening average, 26.5/38.0, included the broadcast of a *Barbara Walters Special* from 8 to 9 p.m. The special earned a 23.3/33

and ranked ninth for the week. CBS's evening average for that night was a 16.7/24.5. NBC closed the night with a 15.4/22.

The Tuesday evening lineup for ABC has been boosted by *Max Headroom*. *Max* premiered during week 28 from 10 to 11 p.m. and pulled in a 16.9/29, to rank 26th, which, according to ABC, was the network's "highest-rated, regularly scheduled program to air" in that Tuesday time-slot. *Hill Street Blues*, on NBC at the same time, scored a 12.5/21 to rank 47th for the week.

ABC took Tuesday night with a 23.7/37.0, over NBC's 15.5/24.1 and CBS's 11.7/18.6.

Wednesday was won by ABC with a 14.8/24.2, edging NBC's 14.7/24.1. CBS averaged a 13.4/22.1 for the night.

Thursday's traditional win by NBC came with a 26.3/40.7, over CBS's 13.8/21.5 and ABC's 8.9/13.8.

CBS took Friday night with a 15.9/26.3. NBC came in with a 14.6/24.2 average, while ABC closed out the night with a 10.1/17.0.

The Saturday and Sunday wins also went to the usual victors. NBC took Saturday with a 16.3/28.6, while CBS took Sunday (22.5/34.3).

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	37.9/56	24.	Sunday Night Movie	ABC	17.1/25	49.	Easy Street	NBC	12.1/18
2.	Family Ties	NBC	34.4/51	26.	*Max Headroom	ABC	16.9/29	50.	Bronx Zoo	NBC	11.9/22
3.	Moonlighting	ABC	29.5/44	27.	Falcon Crest	CBS	16.7/29	51.	Tortellis	NBC	11.7/18
4.	Cheers	NBC	27.9/43	28.	Perfect Strangers	ABC	16.3/26	52.	Disney Sunday Movie	ABC	11.6/19
5.	Academy Awards	ABC	27.5/43	28.	Dynasty	ABC	16.3/25	53.	Charmings	ABC	11.5/19
6.	Growing Pains	ABC	25.6/38	30.	Spenser: For Hire	ABC	16.1/30	53.	Outlaws	CBS	11.5/20
7.	Murder, She Wrote	CBS	24.9/37	31.	Magnum, P.I.	CBS	15.9/25	55.	*Mariah	ABC	11.3/21
8.	Who's the Boss?	ABC	23.8/36	31.	Monday Night Movie	NBC	15.9/22	55.	News Special	NBC	11.3/21
9.	Barbara Walters Special	ABC	23.3/33	33.	NCAA Basketball post-game	CBS	15.8/22	57.	Popcom Kid	CBS	11.2/18
10.	Golden Girls	NBC	23.2/39	33.	Miami Vice	NBC	15.8/25	58.	Starman	ABC	10.8/19
11.	60 Minutes	CBS	22.7/39	33.	Night Court	NBC	15.8/24	58.	Nothing is Easy	CBS	10.8/18
12.	Sunday Movie	CBS	21.2/31	33.	Facts of Life	NBC	15.8/27	60.	You Again Special	NBC	10.0/17
12.	Matlock	NBC	21.2/32	37.	Simon & Simon	CBS	15.5/24	61.	Saturday Movie	CBS	9.8/17
14.	Nothing in Common	NBC	20.8/32	38.	Houston Knights	CBS	14.8/27	62.	Cagney & Lacey	CBS	9.7/16
15.	Dallas	CBS	20.0/32	39.	Stingray	NBC	14.5/25	62.	Our House	NBC	9.7/16
16.	NCAA Basketball Champ.	CBS	19.6/28	40.	Webster	ABC	13.9/23	64.	Take Five	CBS	9.6/15
17.	ALF	NBC	18.5/26	41.	Tuesday Movie	CBS	13.7/22	65.	Roxie	CBS	9.3/15
17.	Highway to Heaven	NBC	18.5/29	42.	Gimme a Break	NBC	13.6/20	66.	Friday Night Movie	ABC	8.8/15
19.	L.A. Law	NBC	18.3/30	43.	20/20	ABC	13.4/22	67.	Wizard	CBS	8.0/12
19.	Sunday Night Movie	NBC	18.3/28	43.	Roomies	NBC	13.4/23	68.	Cronkite at Large	CBS	7.7/12
21.	Amen	NBC	18.2/31	43.	Amazing Stories	NBC	13.4/22	69.	Jack & Mike	ABC	7.2/11
22.	227	NBC	18.0/31	46.	Rags to Riches	NBC	12.8/19	70.	Our World	ABC	6.1/9
23.	Knots Landing	CBS	17.9/29	47.	Hill Street Blues	NBC	12.5/21				
24.	Head of the Class	ABC	17.1/26	48.	Ohara	ABC	12.2/21				

\*Indicates premiere episode



firm in New York, to syndicate the games nationally ("Closed Circuit," March 23.) But Brescia voluntarily withdrew from the bidding last week, according to Val Pinchbeck, director of broadcasting for the NFL, because his proposal was based on a partnership arrangement with the NFL rather than on a guaranteed dollar amount. □

## Group W rep enters distribution

**Syndication of 'PM Magazine' added to ad sales assignment; company hopes to market programs produced by its stations nationally**

Group W Television Sales, the representative company for the five Group W Television stations, is about five months away from assuming responsibility for the distribution of Group W's syndicated program, *PM Magazine*. It takes that duty away from the company's syndication division, Group W Productions. According to GWTS President Edward M. Goldman, the move represents the division's overall strategy of maximizing revenue opportunities through the marketing of station-produced product.

Goldman said that since inflation is no longer double digit, as it was in the 1970's and early 1980's, when broadcast advertising was spurred, group owners must diversify their revenue opportunities, through, for example, distributing locally produced product to the national marketplace. Group W's *PM Magazine*, launched 10 years ago as *Evening Magazine* on Group W's WPIX(TV) San Francisco, and *The Mike Douglas Show*, which aired on KYW-TV Philadelphia, both moved into syndication.

Goldman, who succeeded Bob Kunath (vice president and general manager of WNYW-TV New York) as president of GWTS in the summer of 1986, said the division also hopes to go beyond its spot sales capacity by embracing overall marketing for the division through "target marketing," which he said acts as the new name of the division. As an example of target sales and marketing, Goldman says that GWTS now sells Pittsburgh Pirate games for KDKA-TV Pittsburgh by tying in ancillary advertising media such as billboards.

GWTS is in the process of adding two, and possibly three, more sales people to its staff of nine, at a time when some sales organizations in television are experiencing cutbacks in personnel. The division will also be present at the next NATPE convention.

GWTS will undertake the distribution of *PM Magazine* following the program's loss of critical major-market clearances in the Fox-owned group of stations, which stopped carrying the show last fall. Even though the show has a strong national rating (10.2) and was fourth among syndicated programs in the February Cassandra report (up from a 9.3 in February 1986), its shrinking clearance has caused concern over the show's future. To take pressure off GWTS to compile an extensive clearance list, the show's 30-second barter spot was dropped, eliminating the

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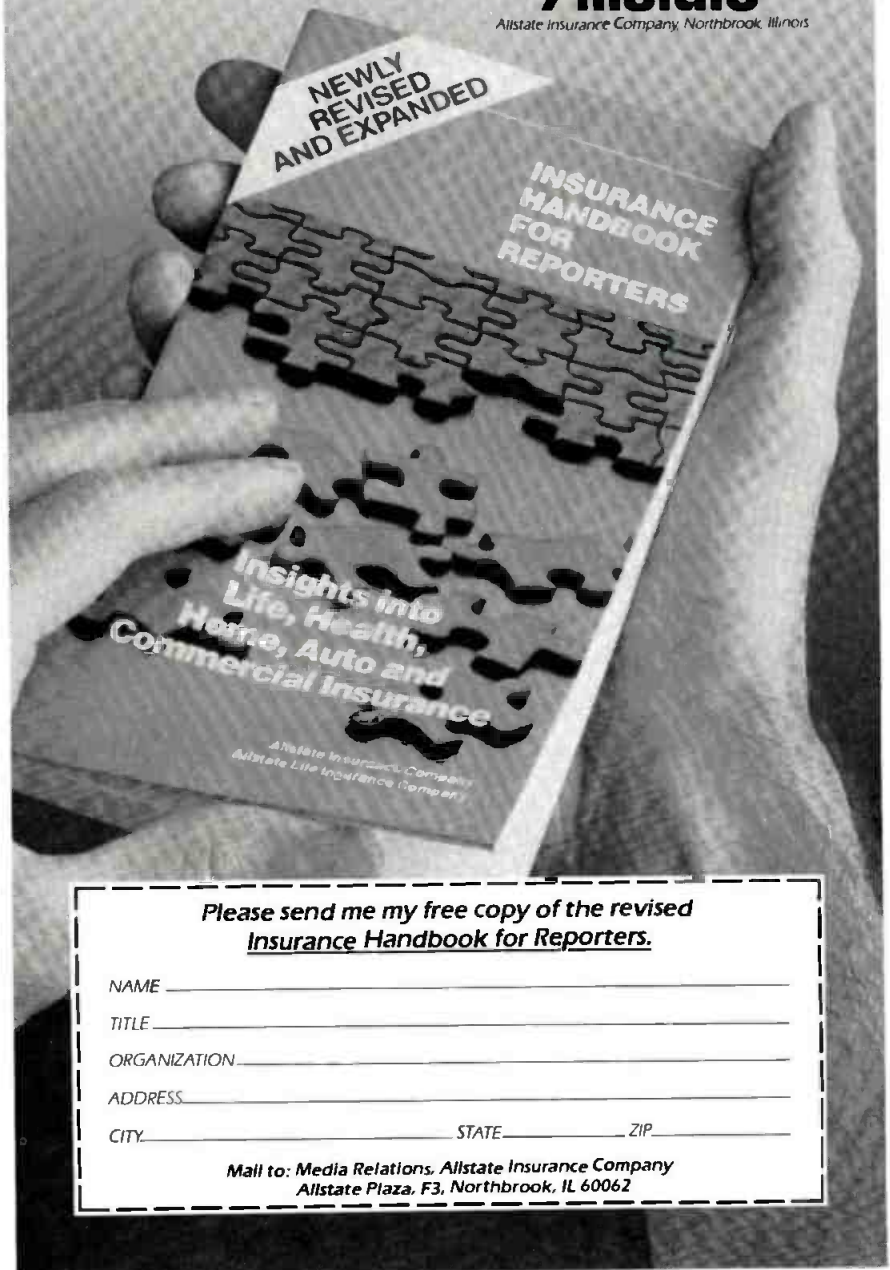
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need to have a minimum percentage of the country covered to make sales of that national spot worthwhile.

*PM* was carried on 41 stations covering 33.5% of the country, according to the February 1987 Cassandra report. In February, 1986, when it averaged a sixth-placed 9.3 rating, the show was carried in 53 markets covering 56.6% of the country. *PM* (which still uses the name *Evening Magazine* on Group W stations), is number one in its access time period in four of the five Group W markets.

So far, the show has been renewed in 18 markets for fall 1988, with another seven markets nearly signed, according to Goldman, who said the Group W stations will absorb any deficit resulting from the show's distribution under GWTS. Under GWTS, the show's budget will drop slightly to compensate for the shortfall.

With the exception of a national edition of the show carried as delivered on a minority of *PM* stations, *PM* has never been a "turn-key" show that is ready to air as it is received. Stations carrying it spend between \$300,000 and \$700,000 a year to produce three to four local segments weekly to customize the show to their local markets. *PM* depends on Group W stations for 350-400 segments, contributing stations for another 350-400 segments, and the *PM* national office for another 100-125 segments.

Along with *PM*, GWTS is also selling *For Kid's Sake*, a package of prime time specials, public service spots and vignettes designed to raise awareness about the quality of life for young people. The *For Kid's Sake* package, launched originally by Group W's WBZ-TV Boston, is available for fall 1987. *For Kid's Sake* is now cleared on 96 stations

covering more than 75% of the country. Goldman said a different campaign will follow *For Kid's Sake* on another public affairs topic beginning in the fall of 1989.

GWTS also sells occasional documentary specials produced by Group W stations, such as a recent documentary on depression, *Breaking the Blues*, produced by KDKA-TV Pittsburgh and nationally sponsored by Pfizer pharmaceutical company. □

## Sweeps results unkind to checkerboards

Only Los Angeles independent showed ratings increase over last year

There was little positive news for sitcom checkerboards in the February sweeps. Of the eight stations running checkerboards this year, only one, KTLA(TV) Los Angeles, showed a ratings improvement over the February 1986 sweeps. Independent WOIO(TV) Shaker Heights (Cleveland) ratings stayed even with last year's numbers. There were originally five other stations that carried checkerboards in access at the beginning of the season, but they have since switched to other half-hours.

Comparing the performance of checkerboards in early fringe, two stations lost half of their share averages from a year ago, and one independent, KVVU-TV Las Vegas, remained the same. In late fringe, from February to February, one of the two stations that had checkerboards in the November sweeps was down 42% in share. (The other station dropped its checkerboard prior to the Febru-

ary book.)

Comparing the February 1987 book to November 1986 book, there was some improvement by three of the eight remaining checkerboards in access—ABC affiliate WVSQ-TV Columbus-Tupelo, Miss., went from a two average share to a three; WOIO(TV), from a three average share to four, and KTLA(TV), from a 12 to a 13. In early fringe, KVVU-TV rose from an 11 to a 13, and in late fringe, ABC affiliate WCJB(TV) Gainesville, Fla., grew from an 11 to 17.

John Von Soosten, vice president of programming at Katz and no fan of the checkerboard, said the evidence on checkerboards is now "very conclusive." "I don't see the wisdom in doing checkerboards," said Von Soosten, saying they could do "long-lasting damage" to time periods by driving audiences elsewhere. "Why present that problem?" Von Soosten feels, however, that first-run sitcoms can be a success when used by stations in blocks on weekends.

As he was following the November book, NBC Television President Al Jerome remained unfazed by the February checkerboard numbers. The NBC O&O's have completed a checkerboard, consisting of five new shows not presently on the air, which will debut next fall. "These are different programs with substantial budgets," he said of the NBC checkerboard choices. In addition, NBC has pledged to get its checkerboard schedule off on the best foot with an extensive promotion schedule, which, he said, helps account for the success of KTLA.

Jerome also said data for checkerboards is more reliable in metered markets, such as Los Angeles, versus diary markets, because data from diary keepers tends to be less reliable.

## Syndication Marketplace

USTV reports that it has cleared *The AIDS Connection, An All-Night Dialogue*, a five-hour news special produced by Hubbard Broadcasting's Conus Communications, on 45 stations covering 39% of the country. Airing on July 24 from 11:30 p.m. to 4:30 a.m., the special will be targeted to 18-to-34-year-olds, "the nation's most vulnerable age group," with information about the disease. Appearing on the live program will be prostitutes, doctors, AIDS patients, theologians, personnel directors, hemophiliacs, politicians, insurers, condom manufacturers and marriage counselors. Each hour of the broadcast will feature pre-taped segments, as well as live remotes coast to coast, with Hubbard's KSTP-TV Minneapolis as the headquarters for the broadcast.

Richard Simmons will replace Alex Trebek beginning April 20 as the co-host of *Lorimar's* one-hour home shopping program, *Value-Television*. The change will be accompanied by a refocusing of the show, according to Peter Temple, senior vice president of video retailing. "We started as traditional talk, but viewers don't want talk. They want more shopping and more fun," for which Simmons is deemed better suited. There will be give-aways for in-studio audiences as well as for viewers at home. Susan Winston will remain executive producer of the show. New segments on the show include "Make My Day," in which viewers who write and tell what they need

for their home are given the desired prizes on the set, and "The Price Setter," in which viewers are invited to bring in the lowest price they can find for an item through conventional shopping, which *VTV* will beat for viewers at home to buy. The shopper who went out to price the item will automatically win it.

Lorimar also reports clearing *Gumby* on WOIO(TV) Shaker Heights, Ohio (Cleveland), and KZKC-TV Kansas City to bring its station total to over 60 markets.

**Coca-Cola Telecommunications** has put the first-run court-show strip, *Parole Board*, and *Tim Conway's 'Scuse Me* on hold for fall 1987. Pilots have been shot for both shows, and the possibility of their being revived remains alive. *Good Advice with Dr. Joy Brown* is also off the list for fall 1987, but may be revived for January 1988. The problem appeared to be too many shows chasing too few clearance opportunities. Coke's *That's My Mama Now* is also described as being on the fence, but still viable for fall 1987. Coke's first-run division also reports clearing *Match Game* on WCBS-TV New York, along with 28 other stations covering close to 40% of the country.

■ Nielsen Syndication Service preliminary program audience estimates of syndicated shows for the week ended March 29:

Rank	Show	Rating/Markets	% coverage	Rank	Show	Rating/Markets	% coverage	Rank	Show	Rating/Markets	% coverage
1.	Wheel of Fortune	17.5/206	95	7.	Oprah Winfrey	7.4/148	96	13.	Charles in Charge	5.5*/78	82
2.	Jeopardy	14.2/210	99	8.	Hollywood Squares	6.2/151	91	14.	Mama's Family	5.4*/150	88
3.	World Wrestling Fed.	9.9*/195	93	9.	Soul Train Awards	5.9*/127	89	15.	Fame	5.3*/137	91
4.	People's Court	9.5/193	97	10.	Divorce Court	5.8*/139	87				
5.	New Newlywed Game	9.1/193	98	11.	Lifestyles of Rich-Famous	5.6*/173	94				
6.	Entertainment Tonight	7.7*/151	93	11.	Star Search	5.6*/161	92				

\*includes multiple airings



At Lorimar, currently the largest producer of first-run sitcoms, president of domestic sales Jim McGillan said the impulse of stations with unsuccessful checkerboards "to run for the hills" is premature, since the checkerboards should not have been considered a "quick fix" in the first place. McGillan said a station could first expose its audience to the checkerboard by running the

checkerboard in weekend blocks before moving them to weekdays. "It was premature this year for anyone to try a checkerboard without expecting that it will take time to build," he said.

But checkerboards also face the problem of deficit-financing their production. Lorimar is currently developing two more sitcoms, in addition to its present roster of pro-

jects that debuted this year and those on the drawing board for next year, whose deficits will bear increased scrutiny. McGillan would not elaborate on how deficits will be controlled beyond saying that "more practical" ways of producing series are being attempted. Lorimar's *Suddenly Sherriff* is part of the NBC checkerboard that debuts next season. □

## For the Record

As compiled by BROADCASTING, April 2 through April 8, 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

■ WOOB(AM) Leeds, Ala. (1030 khz; 10 kw-D; 1 kw-N)—Seeks assignment of license from Spann Communications to Gilliam Communications Inc. for \$45,000. Seller is owned by Pervis Spann, who also owns WVON(AM) Cicero, Ill., and WXSS(AM) Memphis. Buyer is owned by H.A. Gilliam, who also owns WLOK(AM) Memphis. Filed March 31.

■ KLF(AM) Glendale and KONC-FM Sun City, both Arizona (AM: 1360 khz; 5 kw-D; 1 kw-N; FM: 106.3 mhz; 2.25 kw; HAAT: 400 ft.)—Seeks assignment of license from Stanley Swaine, trustee to Madison Street Media Group Inc. for \$6.5 million. Seller is trustee in bankruptcy for Canyon Communications Corp. It has no other broadcast interests. Buyer is owned by James A. McDonald, who has no other broadcast interests. Filed March 31.

■ KBBV(AM)-KTOT(FM) Big Bear Lake, Calif. (AM: 1050 khz; 250 w-D; FM: 101.7 mhz; 90 w; HAAT: 1,500 ft.)—Seeks transfer of control of Mountain Broadcasting Co. from Hugh A. Cover (37.5% before) and Donald A. Stoner (37.5% before) to Vernon E. Thompson for \$40,000. Seller and buyer have no other broadcast interests. Filed March 25.

■ WHMI(AM) Coleman, Fla. (1320 khz; 500 w-D)—Seeks assignment of license from WHOF Inc. to Elnin L. Harmon and Brent L. Harmon, general partners for \$60,000. Seller is owned by Larry Lamers, who owns WMHE(AM) Leesburg, Fla. Buyers have no other broadcast interests. Filed March 30.

■ WZKS(FM) Jesup, Ga. (98.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Adtech Communications Associates Inc. to Bohanan Associated Broadcasters Inc. for \$385,000. Seller is owned by James W. Jennings, who has no other broadcast interests. Buyer is owned by William G. Brown, Dan Bohanan and Clifton G. Moor. It has no other broadcast interests. Filed March 26.

■ KBRV(AM)-KFIS(FM) Soda Springs, Idaho (AM: 790 khz; 5 kw-D; FM: 100.1 mhz; 3 kw; HAAT: minus 174 ft.)—Seeks assignment of license from Marvin J. Skinner and Michael Leavitt, a Partnership, to Thomas W. Mathis for assumption of liabilities. Sellers have no other broadcast interests. Buyer owns KTLA-AM-FM Tooele, Utah, and KCRD-AM-FM Chubbuck, Iowa. Filed March 31.

■ KJAN-AM-FM Atlantic, Iowa (AM: 1220 khz; 250 w-D; FM: 103.7 mhz; 100 kw; HAAT: 400 ft.)—Seeks transfer of control of Valley Broadcasting Inc. from John E. Carl, Robert H. Selden, Brent Slay, Allen Davies and Robert Benbensee to Robert H. Dean for \$2,250,000. Sellers own WKLK-AM-FM Cloquet, Minn., and KARE(AM) Atchi-

son, Kan. Carl also owns KCOB(AM)-KLVN(FM) Newton, Iowa. Buyer is general manager of KESY-AM-FM Omaha, Neb. Filed March 31.

■ KBTB(TV) Des Moines, Iowa (ch. 69; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 1,800 ft.)—Seeks assignment of license from Iowa Television Authority Corp. to Home Town Broadcasters Inc. for no more than \$55,000. Seller is owned by Michael D. Pauley, Jeffrey E. Groves and William B. Newbrough. It has no other broadcast interests. Buyer is owned by John Menard, who has no other broadcast interests. Filed March 31.

■ KOIA-TV Ottumwa, Iowa (ch. 15; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 461 ft.)—Seeks assignment of license from Ottumwa Television Ltd. Partnership to Public Interest Broadcast Group Inc. for \$900. Seller is headed by Richard G. Hutchinson, who owns 13 LPTV stations. Buyer is owned by Dean C. Engstrom and Les White. White also has interest in KHCT-TV Salina, Kan. Filed March 31.

■ WRVK(AM) Mount Vernon, Ky. (1460 khz; 500 w-D)—Seeks assignment of license from Cochran-Smith Broadcasting Inc. to Gosser-White Broadcasters Inc. for \$176,675.22. Seller is principally owned by J. Hal Smith. It has no other broadcast interests. Buyer is owned by Howard Gosser and Ray B. White. Gosser is station's general manager. Filed

March 31.

■ KTJC-FM Rayville, La. (92.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Kenneth W. Diebel to Marie B. Smalling for \$71,443.91. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed March 25.

■ KDBI(AM)-KDLN(FM) Dillon, Mont. (1490 khz; 1 kw-D; 250 w-N; FM: 98.3 mhz; 1 kw; HAAT: 480 ft.)—Seeks assignment of license from Dillon Broadcasting Inc. to Southwestern Broadcasting Inc. for assumption of liabilities. Seller is owned by Robert C. Green, who has no other broadcast interests. Filed March 30.

■ WMYF(AM)-WERZ(FM) Exeter, N.H. (1540 khz; 5 kw-D; FM: 107.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Porter Communications Inc. to Precision Media Corp. for \$5.2 million. Seller is owned by Winslow T. Porter, who also owns WWGT-AM-FM Portland, Me. Buyer is owned by Donald F. Law, president. It also owns WKSS(F) Hartford-Meridian, Conn. Filed March 25.

■ WAVK(AM) Portsmouth, N.H. (1380 khz; 1 kw-U)—Seeks assignment of license from Ware Communications Corp. to Windward Communications Group Inc. for \$325,000. Seller is owned by Richard L. Sadowsky, who has

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interest in Precht Communications Inc., Los Angeles-based group of five TV's. Buyer is owned by Richard Walsh, who also owns WQML(FM) York Center, Me., and has interest in WFTN-AM-FM Franklin, N.H., and WQZN(AM)-WABK(FM) Gardiner, Me., where he is general manager. Filed March 31.

■ WREY(AM)-WMVB(FM) Millville, N.J. (AM: 1440 khz; 1 kw-D; FM: 97.3 mhz; 50 kw; HAAT: 275 ft.)—Seeks transfer of control of Wintersun Communications Inc. from Robert A. Klein to Brian E. Beasley for \$450,000. Seller is 51% owner with no other broadcast interest. Buyer is son of George Beasley, who owns remaining 49%. Beasley owns Beasley Broadcasting Co., Goldsboro, N.C.-based group of seven AM's and 12 FM's. Filed March 31.

■ KAFE(AM) Santa Fe, N.M. (810 khz; 5 kw-D)—Seeks assignment of license from Sungroup Broadcasting of New Mexico Inc. to Classic Radio Inc. for \$360,000. Seller is principally owned by Frank A. Woods, who also has interest in WTBP(AM) Parsons, Tenn. Buyer is owned by William R. Sims, Gary Boal and Michael Hice, who also own collocated KLSK(FM). Filed March 31.

■ WJCV(AM) Jacksonville, N.C. (1290 khz; 1 kw-D)—Seeks transfer of control of Caleb Communications to Michael R. Bland and his wife, Laura, for \$50,000. Seller is principally owned by Thomas E. Marshburn, who also owns 49% of WLLY(AM) Wilson, N.C. Buyers own 51% of WLLY. Filed March 31.

■ WBCQ-AM-FM Bucyrus, Ohio (1540 khz; 500 w-D; FM: 92.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks transfer of control of Brokensword Broadcasting Co. from estate of Orville J. Sather to Thomas P. Moore for \$500,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed March 31.

■ KOKC(AM) Guthrie, Okla. (1490 khz; 500 w-U)—Seeks assignment of license from Ralph L. Robison to OKC Ltd. for \$122,000. Seller has no other broadcast interests. Buyer is owned by Ralph Tyler, who has no other broadcast interests. Filed March 31.

■ WECN(TV) Naranjito, P.R. (ch. 64; ERP vis. 1000 kw, aur. 15.8 kw; HAAT: 411 ft.)—Seeks assignment of license from ART Broadcasting Corp. to Encuentro Christian Network Corp. for \$175,000. Seller is owned by Elliott Rivera, who has no other broadcast interests. Buyer is owned by Rafael Torres Ortega and nine others. It also has interest in

WERR-FM Utuado, P.R. Filed March 31.

■ WKYB(AM) Hemingway, S.C. (1000 khz; 10 kw-D; 5 kw-N)—Seeks transfer of control of Hemingway Broadcasting Inc. to E.M. Associates for \$1. Sellers have no other broadcast interests. Buyer is owned by Gilbert D. Evans and his wife, Carolyn. It has no other broadcast interests. Filed March 31.

■ WHHT(AM) Orangeburg, S.C. (920 khz; 5 kw-D)—Seeks assignment of license from First Orangeburg Investment Corp. to Mediamatrix Inc. for \$112,000. Seller is owned by Michael H. Johnson. It has no other broadcast interests. Buyer is owned by Frank R. Mallette and his wife, Deborah. It has no other broadcast interests. Filed March 27.

■ WDKN(AM) Dickson, Tenn. (1260 khz; 1 kw-D)—Seeks assignment of license from American Communications Inc. to Edmission and Eubank Communications Inc. for \$220,000. Seller is owned by Stephen R. Coltrium. It also owns collocated WKDN-FM. Buyer is owned by Thomas Lee Edmission and Oscar Leech Eubank. Edmission is stations' general manager. Filed March 25.

■ WJMK(AM) Hartsville, Tenn. (1090 khz; 1 kw-D)—Seeks assignment of license from B&E Broadcasting Inc. to Blanton-Gosser-White Broadcasters Inc. for \$140,000. Seller is owned by Ernie Ashworth, who also owns WSRG(AM) Elkton, Ky. Buyer is owned by Odis Blanton, Howard Gosser and Ray B. White. Filed March 30.

■ KPSM(FM) Brownwood, Tex. (99.3 mhz; 800 w; HAAT: 489 ft.)—Seeks assignment of license from KPSM Inc. to Group R Broadcasting Inc. for \$198,935.16. Seller is owned by Herbert R. Williams Jr., who has no other broadcast interests. Buyer is owned by John C. Renshaw and family. It has no other broadcast interests. Filed March 25.

■ KIIZ(AM) Killeen, Tex. (1050 khz; 250 w-D)—Seeks assignment of license from Duffy Broadcasting Corp. to Mid-Texas Radio Communications Inc. for \$420,000. Seller is Dallas-based group of four AM's and six FM's principally owned by Robert Duffy and Martin Greenburg. Buyer is principally owned by Kenneth G. Williams and Euna E. Hardaway, who also have interest in KIXS(FM) Killeen, Tex. Filed March 31.

■ KISS(FM) San Antonio, Tex. (93.7 mhz; 100 kw; HAAT: 576 ft.)—Seeks assignment of license from KISS Broadcasting Inc. to Adams Radio of San Antonio Inc. Sell-

er is subsidiary of Capitol Broadcasting Co., Raleigh, N.C.-based group of two AM's, seven FM's and one TV, principally owned by James F. Goodman. Buyer is Tampa, Fla.-based group of four AM's, four FM's and six TV's principally owned by Stephen Adams. Filed March 27.

■ KBLQ-AM-FM Logan, Utah (AM: 1390 khz; 5 kw-D; 500 w-N; FM: 92.9 mhz; 50 kw; HAAT: 716 ft.)—Seeks assignment of license from Peoples Broadcasting Inc. to Logan Broadcasting for \$1,130,000. Seller is headed by Kent Frandsen, president. It also owns KBLI(AM)-KLCE(FM) Idaho Falls, and KSKI-AM-FM Halley, both Idaho. Buyer is owned by Dr. Brent W. Lambert and Dr. Eric J. Johnson, who also own WIKE(AM) Newport and WSTJ(AM)-WNVK(FM) Johnsonburg, both Vermont and KEVA(AM)-KOTB(FM) Evanston, Wyo. Filed March 26.

■ WFNR(AM) Blacksburg, Va. (CP)—Seeks assignment of license from New River Broadcasting Corp., debtor-in-possession to Blue Ridge Communications Inc. for \$210,000. Seller has no other broadcast interests. Buyer is owned by Thomas Edward Amis, announcer and salesman at station. Filed March 31.

■ WANT(AM) Richmond, Va. (990 khz; 1 kw-D; 500 w-N)—Seeks transfer of control of Robinson Broadcasting Corp. to Nancy Freeman and her husband, Clyde, for \$100. Seller is principally owned by Jacqueline Robinson and 15 others. It also owns WYCB(AM) Washington and WITH(AM) Baltimore. Buyers are shareholders in sellers and have no other broadcast interests. Filed March 31.

■ KTAG(FM) Cody, Wyo. (97.9 mhz; 100 kw; HAAT: 1,901 ft.)—Seeks assignment of license from U.S. Media Group Inc. to Shoshone Communications Corp. for \$500,000. Seller is owned by Michael Kassner, who also owns KIIX(AM)-KTCL(FM) Fort Collins and KRAI-AM-FM Craig, both Colorado. Buyer is owned by KODI(AM) Cody. Filed March 25.

## New Stations

### New AM's

■ Santa Clara, Calif.—Jerry Collins seeks 650 khz; 10 kw-D; 1 kw-N. Address: 1227 Del Prado Blvd., Cape Coral, Fla. 33904. Principal owns WDCQ(AM) Pine Island Center, Fla., and has new AM in Carmel Valley, Calif. Filed March 27.

■ Palm City, Fla.—KMO Inc. seeks 650 khz; 2.5 kw-D; 250 w-N. Address: P.O. Box 1277, Tacoma, Wash. 98401. Principal is owned by James L. Baine, who also owns KAMT(AM) Tacoma. Filed March 31.

■ Kentland, Ind.—Spann Communications seeks 640 khz; 250 w-U. Address: 5525 S. State St., Chicago 60621. Principal is owned by Pervis Spann, who also owns WYON(AM) Cicero, Ill., and WXSS(AM) Memphis. Filed March 30.

■ Ithaca, N.Y.—Romar Communications Inc. seeks 1270 khz; 1 kw-D; 670 w-N. Address: 175 Gray Rd., Ithaca. Principal is owned by Robert A. Lynch and his wife, Marcia. It has no other broadcast interests. Filed March 31.

■ Elk Hills, W.Va.—Mary L. Smith seeks 1570 khz; 1 kw-D; 250 w-N. Address: 2711 Highway 62, Jeffersonville, Ind. Principal also owns WRRD(AM) Blennerhassett, W.Va. Filed March 30.

### New FM's

■ Florence, Ala.—Pistole Broadcasting Co. seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 1961 St. Stephens Rd., Mobile, Ala. 36617. Principal is owned by Leo A. Pistole and Dr. LeBaron A. Foster, who have no other broadcast interests. Filed March 27.

■ Florence, Ala.—Benny Carle Broadcasting Inc. seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 1316, Florence, Ala. 35631. Principal also owns WBCF(AM) Florence, Ala. and two LPTV's in Florence, S.C. Filed March 27.

■ Florence, Ala.—CCI-FM Ltd. seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 11675 Darlington St., Los Angeles, Calif. 90049. Principal is principally owned by Cory Rodriguez, who has no other broadcast interests. Filed March 27.

■ Montgomery, Ala.—George H. Clay seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 1201 Lakeshore Dr., Tuskegee, Ala. 36038. Principal has no other broadcast interests. Filed March 27.

■ Montgomery, Ala.—PrimeMedia Inc. seeks 96.1 mhz; 3 kw; HAAT: 326 ft. Address: 6844 McLean Province, Falls Church, Va. 22043. Principal is principally owned by John Metelski, Jroge Calderon and J. Shelby Bryan, who have no

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other broadcast interests. Filed March 31.

■ Auberry, Calif.—Gary E. Willson seeks 105.1 mhz; 25 kw; HAAT: 327 ft. Address: 2 Corte Del Bayo, Larkspur, Calif. Principal has no other broadcast interests. Filed March 31.

■ \*Caldwell, Idaho—Idaho Migrant Council Inc. seeks 91.5 mhz; 19.1 kw; HAAT: 2,587.92 ft. Address: Po. Box 490; 317 Happy Day Blvd., 83606. Principal is educational institution headed by Elisao de la Rosa, president. Filed March 17.

■ Sandpoint, Ind.—Joseph Powers seeks 102.5 mhz; 3 kw; HAAT: 176.79 ft. Address: 2 Oak Ave., Wenonah, N.J. 08090. Principal owns WMKX-FM Brookville, Pa., and new FM in Keyser, W.Va. Filed March 31.

■ Belzoni, Miss.—Larry R. Scott seeks 92.9 mhz; 3 kw; HAAT: 300 ft. Address: 1605 Carlisle Dr. East, Mobile, Ala. 36618. Principal has no other broadcast interests. Filed March 31.

■ Potosi, Mo.—John E. Dalton seeks 97.7 mhz; 3 kw; HAAT: 163.67 ft. Address: P.O. Box 151292, Tampa, Fla. 33684. Principal has no other broadcast interests. Filed March 26.

■ Las Vegas—Masada Ltd. seeks 98.1 mhz; 96.65 kw; HAAT: 1,037.79 ft. Address: 10200 E. Girard Ave., #309A, Denver, Colo. 80231. Principal is owned by Keith R. Shwyder, who has no other broadcast interests. Filed March 27.

■ Haverhill, N.H.—Harvest Broadcasting seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 105, Hinsdale, N.H. 03451. Principal is owned by Brian Dodge, who also owns KTIJ-FM Elk City and KTTL(FM) Alva, Okla. Filed March 27.

■ Montauk, N.Y.—Nanette Markunas seeks 104.7 mhz; 3 kw; HAAT: 268 ft. Address: Box 2576, 11954. Principal has no other broadcast interests. Filed March 31.

■ \*Plattsburgh, N.Y.—The St. Lawrence University seeks 89.7 mhz; 190 w; HAAT: 2,122.16 ft. Address: Romoda Dr., Canton, N.Y. 13617. Principal is educational institution headed by John W. Hannon, chairman. Filed April 2.

■ Poughkeepsie, N.Y.—David Rinehart seeks 241A; 3 kw; HAAT: 154.16 ft. Address: P.O. Box 865, 12602. Principal has no other broadcast interests. Filed March 31.

■ Vestal, N.Y.—Vestal Community Broadcasters Inc. seeks 103.3 mhz; 430 w; HAAT: 825.9 ft. Address: 906 Anna Dr., Endicott, N.Y. 13760. Principal is owned by Steven Resnick and Henry A. Strong. Principals have no other broadcast interests. Filed March 31.

■ Huron, Ohio—Great Lakes Broadcasting Inc. seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 3801 Maple Ave., Castalia, Ohio 44824. Principal is owned by Ernest G. McClellan, vice president of nonprofit WGGN-FM-TV Castalia and WLLA(TV) Kalamazoo, Mich. Filed March 27.

■ Baytown, Tex.—Cornerstone Theological Seminary seeks 91.5 mhz; 400 w; HAAT: 200.08 ft. Address: 7310 Breda Dr., 77521. Principal is educational institution headed by William M. McKnight. Filed March 25.

■ Clifton, Tex.—Lawrence L. Bush seeks 103.3 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 7307, Waco, Tex. 76714. Principal has no other broadcast interests. Filed March 25.

■ Odessa, Tex.—Odessa Community Radio Inc. seeks 96.1 mhz; 59 kw; HAAT: 450.2 ft. Address: 1201 Harless #922, 79764. Principal is headed by Lilly Plummer, who has no other broadcast interests. Filed March 31.

## New TV's

■ Arab, Ala.—William E. Bussey Jr. seeks ch. 4; ERP vis. 1,000 kw, aur. 200 kw; HAAT: 417 ft. Address: 304 Stanton St., Jacksonville, Ala. 36205. Principal has no other broadcast interests. Filed March 31.

■ Douglas, Ala.—Overview Communications Ltd. seeks ch. 3; ERP vis. 1.8 kw, aur. 180 w; HAAT: minus 178 ft. Address: 224 Clearfield Rd., Knoxville, Tenn. 37922. Principal is owned by Chuck Hibbs, who has no other broadcast interests. Filed March 31.

■ Gadsden, Ala.—Overview Communications Ltd. seeks ch. 60; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 757 ft. Address: 224 Clearfield Rd., Knoxville, Tenn. 37922. Principal is owned by Chuck Hibbs, who has no other broadcast interests. Filed March 31.

■ Ozark, Ala.—Skyway Television seeks ch. 34; ERP vis. 5,000 kw; HAAT: 315 ft. Address: 416 Royal Tern Dr., Barefoot Bay, Fla. 32958. Principal is owned by John J. Garofalo, who has no other broadcast interests. Filed March 31. Filed March 31.

■ Tuskegee, Ala.—Hefty Communications Ltd. seeks ch. 4; ERP vis. 1 kw, aur. 10 w; HAAT: 315 ft. Address: 117 Woodland Dr., Cromwell, Conn. 06416. Principal is owned

by Steven Heft, who has no other broadcast interests. Filed March 31.

■ Anchorage—Echonot Corp. seeks ch. 33; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 97.9 ft. Address: 5275 Hatch Dr., Evergreen, Colo. 80439. Principal is owned by David Drucker, owns KUBD(TV) Denver. Filed March 31.

■ Anchorage, Alaska—HCPA Inc. seeks ch. 33; ERP vis. 316 kw, aur. 62 kw; HAAT: 601 ft. Address: 22720 S.E. 410, Enumclaw, Wash. 98022. Principal is owned by Lynette Ellerton, who has interest in KWBB(FM) San Francisco. Filed March 31.

■ Flagstaff, Ariz.—Garcia Communications seeks ch. 9; ERP vis. 3.5 kw, aur. 3.5 kw; HAAT: 945 ft. Address: 367 Macy St., San Bernardino, Calif. 92410. Principal is owned by Marta G. Garcia and Edward Powley, who have no other broadcast interests. Filed March 31.

■ Flagstaff, Ariz.—Overview Communications Ltd. seeks ch. 9; ERP vis. 10 kw, aur. 1 kw; HAAT: 1,093 ft. Address: 224 Clearfield Rd., Knoxville, Tenn. 37922. Principal is owned by Chuck Hibbs, who has no other broadcast interests. Filed March 31.

■ Flagstaff, Ariz.—Carl M. Fisher seeks ch. 9; ERP vis. 3.5 kw, aur. 3.5 kw; HAAT: 945 ft. Address: RD 1, 110 Harvard Rd., Port Matilda, Fla. 16870. Principal has no other broadcast interests. Filed March 31.

■ El Centro, Calif.—Garcia Communications seeks ch. 24; ERP vis. 316 kw, aur. 31.6 kw; HAAT: 252 ft. Address: 367 Macy St., San Bernardino, Calif. 92410. Principal is owned by Marta G. Garcia and Edward Powley. It has no other broadcast interests. Filed March 31.

■ Merced, Calif.—Wade Axell seeks ch. 61; ERP vis. 15.85 kw, aur. 3.425 kw; HAAT: 268 ft. Address: 18719 Meadowlark Ct., Penn Valley, Calif. 95946. Principal owns KSAY(FM) Fort Bragg, Calif. Filed March 31.

■ Merced, Calif.—Media Investment Corp. seeks ch. 51; ERP vis. 4,898 kw, aur. 49.98 kw; HAAT: 2,029.27 ft. Address: 540 Main St., 95349. Principal is owned by H. Scott Kilgore, who owns KMPG(AM) Hollister, Calif. Filed March 26.

■ Porterville, Calif.—Garcia Communications seeks ch. 61; ERP vis. 18 kw, aur. 180 w; HAAT: 2323 ft. Address: 367 Macy St., San Bernardino, Calif. 92410. Principal is owned by Marta G. Garcia and Edward Powley. It has no other broadcast interests. Filed March 31.

■ Porterville, Calif.—Joaquin Correia seeks ch. 61; ERP vis. 17.5 kw, aur. 3.5 kw; HAAT: 2323 ft. Address: 255 East Gannon St., Tulare, Calif. 93274. Principal has no other broadcast interests. Filed March 31.

■ Twentynine Palms, Calif.—John Michael Bosquez seeks ch. 31; ERP vis. 50 kw, aur. 5 kw; HAAT: minus 254 ft. Address: 5951 Rose Ellen, 92277. Principal has no other broadcast interests. Filed March 31.

■ Lamar, Colo.—Carl M. Fisher seeks ch. 12; ERP vis. 1.5 kw, aur. 150 w; HAAT: 399.5 ft. Address: RD 10, Harvard Rd., Port Matilda, Pa. 16870. Principal has no other broadcast interests. Filed March 31.

■ Longmont, Colo.—John R. Powley seeks ch. 25; ERP vis. 10 kw, aur. 1 kw; HAAT: minus 26 ft. Address: 1536 Logan Ave., Altoona, Pa. 16602. Principal owns WIIM-TV Iron Mountain, Mich., and six LPTV stations. Filed March 31.

■ Bradenton, Fla.—Channel 66 of Bradenton Inc. seeks ch. 66; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 734 ft. Address: 301 NW 48 Terrace, Plantation, Fla. 33317. Principal is owned by Leonard Harris and his wife, Veronica. Filed March 31.

■ Destin, Fla.—Sharon S. Smith seeks ch. 64; ERP vis. 15.85 kw, aur. 3.16 kw; HAAT: 287 ft. Address: 4961 Lochraven Dr., Winston-Salem, N.C. 27104. Principal has no other broadcast interests. Filed March 30.

■ Destin, Fla.—Airwave Media Ltd. seeks ch. 64; ERP vis. 20 kw, aur. 2 kw; HAAT: 200 ft. Address: Box 1362, Islamogorda, Fla. 33036. Principal is owned by Phillip A. Campolo, who has no other broadcast interests. Filed March 30.

■ Destin, Fla.—William F. Parrish seeks ch. 64; ERP vis. 513 kw, aur. 77 kw; HAAT: 246 ft. Address: Route 2, Box 1360, Fruitland Park, Fla. 32731. Principal has no other broadcast interests. Filed March 31.

■ Fort Walton Beach, Fla.—Clement S. Ross seeks ch. 58; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 450 ft. Address: 326 Spring Dr., Yalaha, Fla. 32797. Principal has no other broadcast interests. Filed March 31.

■ Fort Walton Beach, Fla.—Jerome Swain seeks ch. 35; ERP vis. 15.85 kw, aur. 3.16 kw; HAAT: 287 ft. Address: 834 Allpeagood Ave., Tallahassee, Fla. 32303. Principal has no other broadcast interests. Filed March 31.

■ Key West, Fla.—Penny Drucker seeks ch. 22; ERP vis.

5,000 kw, aur. 500 kw; HAAT: 571 ft. Address: 5275 Hatch Dr., Evergreen, Colo. 80439. Principal's husband, David, owns KUBD(TV) Denver. Filed March 31.

■ Key West, Fla.—Conch Republic Television Inc. seeks ch. 22; ERP vis. 716.14 kw, aur. 71.6 kw; HAAT: 500 ft. Address: P.O. Box 15585, Plantation, Fla. 33317. Principal is owned by Laurie Demma, who has no other broadcast interests. Filed March 31.

■ Peoria, Ill.—Peoria Broadcasting Co. seeks ch. 59; ERP vis. 2,800 kw; HAAT: 1,331.68 ft. Address: 2104 West Moss, 61604. Principal is owned by Phyllis O. Markley and her husband, Donald. It has interest in WMIN(AM) Maplewood, Minn., and new AM in St. Andrews, S.C. Filed March 31.

■ Sparta, Ill.—Rita Wyse seeks ch. 48; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 1,028 ft. Address: Route 1, Box 26 W, Archbold, Ohio 43502. Principal has no other broadcast interests. Filed March 31.

■ Salem, Ind.—J.R. Broadcasting seeks ch. 58; ERP vis. 107 kw, aur. 10.7 kw; HAAT: 393 ft. Address: Highway 56 East, 47167. Principal is owned by Don H. Martin, who has no other broadcast interests. Filed March 31.

■ Cedar Rapids, Iowa—Denny Workman seeks ch. 48; ERP vis. 5,000 kw, aur. 1,000 kw; HAAT: 956 ft. Address: R.R. 1, Box 203, Stockton, Iowa 52769. Principal has no other broadcast interests. Filed March 31.

■ Cedar Rapids, Iowa—Family Broadcasting Co. seeks ch. 48; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 465 ft. Address: 1404 5th Ave., S.E., Altoona, Iowa 50009. Principal is owned by Jerry D. Montgomery, and his wife, Donna. It owns KTVG(TV) Grand Island, Neb.; KTTW(TV) Sioux Falls, S.D., and new FM in Carlsbad, N.M. Filed March 31.

■ Newton, Iowa—Robin C. Brandt seeks ch. 39; ERP vis. 10 kw, aur. 1 kw; HAAT: 324 ft. Address: 17012 Third St., Juniata, Altoona, Pa. 16601. Principal has no other broadcast interests. Filed March 31.

■ Harlan, Ky.—Living Faith Ministries Inc. seeks ch. 44; ERP vis. 1,000 kw, aur. 100 kw; HAAT: 1,972 ft. Address: Box 151, Vansant, Va. 24656. Principal is nonprofit corporation headed by Buford Smith, president. It has no other broadcast interests. Filed March 31.

■ Owensboro, Ky.—Teesha Broadcasting Ltd. seeks ch. 48; ERP vis. 5,000 kw, aur. 500 kw; HAAT: ft. Address: 1313 St. James Blvd., Evansville, Ind. 47714. Principal is owned by Margaret D'Aoust, who has no other broadcast interests. Filed March 31.

■ Fort Scott, Kan.—Hefty Communications Ltd. seeks ch. 20; ERP vis. 5,000 kw, aur. 500 w; HAAT: 185 ft. Address: 117 Woodland Dr., Cromwell, Conn. 06416. Principal is owned by Steven Heft, who has no other broadcast interests. Filed March 31.

■ Fort Scott, Kan.—Family Broadcasting Co. seeks ch. 20; ERP vis. 5,000 kw, aur. 500 w; HAAT: 765 ft. Address: 1404 5th Ave., S.E., Altoona, Iowa 50009. Principal is owned by Jerry D. Montgomery, and his wife, Donna. It owns KTVG(TV) Grand Island, Neb.; KTTW(TV) Sioux Falls, S.D., and new FM in Carlsbad, N.M. Filed March 31.

■ Salina, Kan.—Hefty Communications Ltd. seeks ch. 44; ERP vis. 5,000 kw, aur. 500 w; HAAT: 578 ft. Address: 117 Woodland Dr., Cromwell, Conn. 06416. Principal is owned by Steven Heft, who has no other broadcast interests. Filed March 31.

■ Wichita, Kan.—Wichita Communications seeks ch. 33; ERP vis. 1,981 kw; HAAT: 459.2 ft. Address: R.R. 1, Box 203, Stockton, Iowa 52769. Principal is owned by Denny Workman, who has no other broadcast interests. Filed March 31.

■ Hammond, La.—Ponchartrain Broadcasting Co. seeks ch. 62; ERP vis. 5,000 kw, aur. 1,000 kw; HAAT: 1,920 ft. Address: 941 Muller Lane, Ponchartroula, La. 70454. Principal is owned by Milo Neeha Beaver, Willie Grant Jackson, Keiko Iwasaki Niehaus, Ernest M. Deiparine and Paula Rovira Kron. It has no other broadcast interests. Filed March 31.

■ Hammond, La.—Hammond Broadcasting Ltd. seeks ch. 62; ERP vis. 15.8 kw, aur. 3.16 kw; HAAT: 302 ft. Address: 7623 Brook Forest Way, Pensacola, Fla. 32514. Principal is owned by Edward C. Bowlds and Travis Little who have no other broadcast interests. Filed March 31.

■ Hammond, La.—Airwave Media Ltd. seeks ch. 62; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 978 ft. Address: Box 1362, Islamogorda, Fla. 33036. Principal is owned by Phillip A. Campolo, who has no other broadcast interests. Filed March 31.

■ Marquette, Mich.—Upper Peninsula Telecasting Corp. seeks ch. 19; ERP vis. 1,000 kw, aur. 100 kw; HAAT: 1,041 ft. Address: 508 Karen Lane, Green Bay, Wis. 54301. Principal is owned by Carolyn D. Goodwyn and James L. Tom-

lin. who have no other broadcast interests. Filed March 31.

- **Marquette, Mich.**—Marquette Television Associates seeks ch. 19; ERP vis. 1,000 kw; HAAT: 537.92 ft. Address: 1722 Maplewood Dr., Canandaigua, N.Y. 14424. Principal is owned by William J. Kimble, who has interest in two AM's, one FM and four TV's. Filed March 31.
- **Marquette, Mich.**—Skyway Television seeks ch. 19; ERP vis. 1,000 kw; HAAT: 398 ft. Address: 416 Royal Tern Dr., Barefoot Bay, Fla. 32958. Principal is owned by John J. Garofalo, who has no other broadcast interests. Filed March 31.
- **Jackson, Miss.**—Overview Communications Ltd. seeks ch. 18; ERP vis. 1,000 kw, aur. 100 kw; HAAT: 448 ft. Address: 224 Clearfield Rd., Knoxville, Tenn. 37922. Principal is owned by Chuck Hibbs, who has no other broadcast interests. Filed March 31.
- **Laurel, Miss.**—Carl M. Fisher seeks ch. 18; ERP vis. 20 kw, aur. 2 kw; HAAT: 305 ft. Address: RD 1, 110 Harvard Rd., Port Matilda, Fla. 16870. Principal has no other broadcast interests. Filed March 31.
- **Tupelo, Miss.**—Airwave Media Ltd. seeks ch. 35; ERP vis. 22 kw, aur. 2 kw; HAAT: 315 ft. Address: Box 1362, Islamogorda, Fla. 33036. Principal is owned by Phillip A. Campolo, who has no other broadcast interests. Filed March 31.
- **Missoula, Mo.**—Robin C. Brandt seeks ch. 17; ERP vis. 9 kw, aur. 900 w; HAAT: 2,494 ft. Address: 17012 Third St., Juniata, Altoona, Pa. 16601. Principal has no other broadcast interests. Filed March 31.
- **Bath, N.Y.**—William H. Walker III seeks ch. 14; ERP vis. 1,000 kw; HAAT: 1,043.04 ft. Address: P.O. Box 1341, Highland, N.Y. 12528. Principal has no other broadcast interests. Filed March 31.
- **Corning, N.Y.**—Coyle Communications seeks ch. 48; ERP vis. 50 kw, aur. 580 w; HAAT: 1,920 ft. Address: 15 Maple St., 14830. Principal is owned by Diedre S. Coyle, who has no other broadcast interests. Filed March 30.
- **Syracuse, N.Y.**—Blocktown Satellite Uplink Inc. seeks ch. 43; ERP vis. 10,337 kw, aur. 1,337 kw; HAAT: 2 ft. Address: 7858 Main St., Fabius, N.Y. 13063. Principal is owned by Gerald E. Devine and his wife, Linda, who has no other broadcast interests. Filed March 31.
- **Manteo, N.C.**—Airwave Media Ltd. seeks ch. 4; ERP vis. 20 kw, aur. 2 kw; HAAT: 190 ft. Address: Box 1362, Islamogorda, Fla. 33036. Principal is owned by Phillip A. Campolo, who has no other broadcast interests. Filed March 31.
- **Manteo, N.C.**—Sherricom Four Inc. seeks ch. 4; ERP vis. 31.6 kw, aur. 6.3 kw; HAAT: 251 ft. Address: 2613 Craig Ave., Concord, N.C. 28025. Principal is Phillip E. Bolton, Augustine H. Lambert and York David Anthony. It has no other broadcast interests. Filed March 31.
- **Manteo, N.C.**—Carl M. Fisher seeks ch. 4; ERP vis. 1.8 kw, aur. 180 w; HAAT: 147 ft. Address: RD 1, 110 Harvard Rd., Port Matilda, Fla. 16870. Principal has no other broadcast interests. Filed March 31.
- **Fargo, N.D.**—Red River Broadcast Corp. seeks ch. 7; ERP vis. 316 kw, HAAT: 521.52 ft. Address: P.O. Box 2801, 58108. Principal John W. Bowler and Myron Kunin and family. It has no other broadcast interests. Filed March 30.
- **Jamestown, N.D.**—Skyway Television seeks ch. 7; ERP vis. 1 kw, aur. 10 w; HAAT: 207 ft. Address: 416 Royal Tern Dr., Barefoot Bay, Fla. 32958. Principal is owned by John J. Garofalo, who has no other broadcast interests. Filed March 31.
- **Jamestown, N.D.**—Archie Bishop seeks ch. 27; ERP vis. 1 kw, aur. 10 w; HAAT: 214 ft. Address: P.O. Box 4386, Tyler, Tex. 75702. Principal has no other broadcast interests. Filed March 31.
- **Jamestown, N.D.**—Baxter Broadcasting Corp. seeks ch. 7; ERP vis. 201 kw, aur. 20.1 kw; HAAT: 811 ft. Address: Box 647, Fargo, N.D. 58107. Principal is owned by James B. Pearson and Scott Fridland. It has no other broadcast interests. Filed March 27.
- **Duncan, Okla.**—Steven Sparks seeks ch. 40; ERP vis. 1,000 kw, aur. 100 kw; HAAT: 199.5 ft. Address: 2607 River Hill Circle #1406, Arlington, Tex. 76006. Principal has no other broadcast interests. Filed March 31.
- **Duncan, Okla.**—Teesha Broadcasting Ltd. seeks ch. 40; ERP vis. 1,000 kw, aur. 100 kw; HAAT: 196 ft. Address: 1313 St. James Blvd., Evansville, Ind. 47714. Principal is owned by Margaret D'Aoust, who has no other broadcast interests. Filed March 31.
- **Elk City, Okla.**—Airwave Media Ltd. seeks ch. 31; ERP vis. 10 kw, aur. 1 kw; HAAT: 455 ft. Address: Box 1362, Islamogorda, Fla. 33036. Principal is owned by Phillip A. Campolo, who has no other broadcast interests. Filed March

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- **Grove, Okla.**—Mountlake Communications seeks ch. 45; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 190 ft. Address: RD 2, Box 276, Petersburg, N.Y. 12138. Principal is owned by Frederick Grimm, who has no other broadcast interests. Filed March 31.
- **Guymon, Okla.**—Carl M. Fisher seeks ch. 9; ERP vis. 1.5 kw, aur. 150 kw; HAAT: 268 ft. Address: RD 1, 110 Harvard Rd., Port Matilda, Fla. 16870. Principal has no other broadcast interests. Filed March 31.
- **Scranton, Pa.**—Robin C. Brandt seeks ch. 64; ERP vis. 150 kw, aur. 15 kw; HAAT: 1,256 ft. Address: 17012 Third St., Juniata, Altoona, Pa. 16601. Principal has no other broadcast interests. Filed March 31.
- **Cidra, P.R.**—Ebenezer Broadcasting Group seeks ch. 46; ERP vis. 1,000 kw; HAAT: 1,377.6 ft. Address: P.O. Box A-K, 00639. Principal is equally owned by Engel Manuel Pabon Tolentino, Carmen Raquel Del Rio Guzman and Enrique Lugo Rios, who have no other broadcast interests. Filed March 31.
- **Fajardo, P.R.**—Demarys de Jesus seeks ch. 34; ERP vis. 5,000 kw, aur. 1,000 kw; HAAT: 2,876.56 ft. Address: 101-1 107th St., Villa Carolina, P.R. 00630. Principal has no other broadcast interests. Filed March 31.
- **San German, P.R.**—Freddie Gautier Broadcasting Co. seeks ch. 42; ERP vis. 1,000 kw, aur. 100 kw; HAAT: 265 ft. Address: Box 154, 00753. Principal owns WSOL(AM) San German and new FM in Cajas, both Puerto Rico. Filed March 31.
- **Florence, S.C.**—Albert D. Ervin seeks ch. 21; ERP vis. 3,000 kw, aur. 300 kw; HAAT: 1,590 ft. Address: 408 Maple St., P.O. Box 736, Myrtle Beach, S.C. 29577. Principal has interest in WYEA(AM)-WAVV(FM) Sylacauga, Ala., and WWBR(AM)-WRGZ(FM) Harriman, Tenn. Filed March 31.
- **Florence, S.C.**—Magara Communications seeks ch. 21; ERP vis. 5,000 kw, aur. 1,000 kw; HAAT: 1,989 ft. Address: Box 1768, Hilton Head Island, S.C. 29925. Principal is owned by Dorothy Aranda and Anita Magliola. Aranda owns new FM in Bluffton, S.C. Filed March 31.
- **Jellico, Tenn.**—Pine Mountain Christian Broadcasting Inc. seeks ch. 54; ERP vis. 39 kw, aur. 3.9 kw; HAAT: 1,222 ft. Address: Box 847, 37762. Principal is educational nonprofit corporation headed by Wayne Marler, president. Filed March 27.
- **Union City, Tenn.**—James Curtis Guthrie seeks ch. 41; ERP vis. 1,000 kw, aur. 100 kw; HAAT: 305 ft. Address: Route 3, Box 201, Fulton, Ky. 42041. Principal has no other broadcast interests. Filed March 31.
- **Alpine, Tex.**—Airwave Media Ltd. seeks ch. 12; ERP vis. 10 kw, aur. 1 kw; HAAT: 444 ft. Address: Box 1362, Islamogorda, Fla. 33036. Principal is owned by Phillip A. Campolo, who has no other broadcast interests. Filed March 31.
- **Crockett, Tex.**—Hefty Communications Inc. seeks ch. 41; ERP vis. 22.4 kw, aur. 2.24 kw; HAAT: 315 ft. Address: 117 Woodland Dr., Cromwell, Conn. 06416. Principal is owned by Steven Heft, who has no other broadcast interests. Filed March 31.
- **Crockett, Tex.**—Peggy Nicholson seeks ch. 40; ERP vis. 22.4 kw, aur. 2.24 kw; HAAT: 315 ft. Address: 4809 Coleherne Rd., Baltimore. Principal has no other broadcast interests. Filed March 31.
- **Del Rio, Tex.**—Garcia Communications Inc. seeks ch. 10; ERP vis. 3.5 kw, aur. 350 w; HAAT: 1,263 ft. Address: 367 Macy St., San Bernardino, Calif. 92410. Principal is owned by Marta G. Garcia and Edward Powley, who have no other broadcast interests. Filed March 31.
- **Paris, Tex.**—Mountlake Communications seeks ch. 36; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 312 ft. Address: RD 2, Box 276, Petersburg, N.Y. 12138. Principal is owned by Frederick Grimm, who has no other broadcast interests. Filed March 31.
- **Danville, Va.**—Danville Communications seeks ch. 24; ERP vis. 5,000 kw, aur. 1,000 kw; HAAT: 99.97 ft. Address: 3509 Normandy La., SW, Apt. 34, Roanoke, Va. 24018. Principal has no other broadcast interests. Filed March 31.
- **Danville, Va.**—Overview Communications Ltd. seeks ch. 3; ERP vis. 1.8 kw, aur. 180 w; HAAT: minus 178 ft. Address: 224 Clearfield Rd., Knoxville, Tenn. 37922. Principal is owned by Chuck Hibbs, who has no other broadcast interests. Filed March 31.
- **Morton, Wash.**—Morton Broadcasting seeks ch. 39; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 2,000 ft. Address: RR 1, Box 203, 52759. Principal is owned by Denny Workman, who has no other broadcast interests. Filed March 31.
- **Spokane, Wash.**—Robin C. Brandt seeks ch. 34; ERP vis. 10 kw, aur. 1 kw; HAAT: 1,903 ft. Address: 1012 Third St., Juniata, Altoona, Pa. 16601. Principal has no other

broadcast interests. Filed March 31.

- **Walla Walla, Wash.**—Trident Broadcasting Inc. seeks ch. 14; ERP vis. 1,000 kw, aur. 100 kw; HAAT: 1,400.3 ft. Address: Suite 3019, 108 West Main, Apopka, Wash. 32701. Principal is owned by Natalie Ross and Larry Van Ryn, who have no other broadcast interests. Filed March 31.
- **Martinsburg, W.Va.**—M&D Broadcasting Ltd. seeks ch. 60; ERP vis. 1,000 kw, aur. 100 kw; HAAT: 751 ft. Address: P.O. Box 4386, Tyler, Tex. 75702. Principal is principally owned by Robin Hellerich, who has no other broadcast interests. Filed March 31.
- **Martinsburg, W.Va.**—Steven Heft seeks ch. 60; ERP vis. 1,000 kw, aur. 100 kw; HAAT: 751 ft. Address: 117 Woodland Dr., Cromwell, Conn. 06416. Principal has no other broadcast interests. Filed March 31.
- **Fond Du Lac, Wis.**—Church of Christ Ministry seeks ch. 68; ERP vis. 100 kw, aur. 10 kw; HAAT: 221.5 ft. Address: Principal is nonprofit corporation headed by Jan Arthur Starks, who has no other broadcast interests. Filed March 31.
- **Manitowoc, Wis.**—Tony C.G. Hendey seeks ch. 16; ERP vis. 10.7 kw, aur. 1.07 kw; HAAT: 129.27 ft. Address: P.O. Box 11747, Fort Wayne, Ind. 46860. Principal has no other broadcast interests. Filed March 31.

## Facilities Changes

### AM's Tendered

- **WTXN (910 khz) Lafayette, Ala.**—Seeks CP to change city of license to Pepperell, Ala. Filed April 6.
- **KCGS (960 khz) Marshall, Ark.**—Seeks CP to increase power to 5 kw. Filed April 6.
- **WGRR (960 khz) Prichard, Ala.**—Seeks CP to increase day power to 5 kw. Filed April 2.
- **KAVL (610 khz) Lancaster, Calif.**—Seeks CP to increase power to 4 kw and increase day power to 5 kw. Filed April 3.
- **KRDG (1330 khz) Redding, Calif.**—Seeks CP to change hours of operation to unlimited by adding night service with 5 kw; change TL and make changes in ant. sys. Filed April 6.
- **KIQI (1010 khz) San Francisco**—Seeks CP to increase night power to 2 kw. Filed April 6.
- **KERI (1180 khz) Wasco, Calif.**—Seeks CP to increase day power to 10 kw; change city of license to Wasco-Greenacres, Wash., and make changes in ant. sys. Filed April 2.
- **WNTY (990 khz) Southington, Conn.**—Seeks MP to increase power to 1 kw. Filed April 2.
- **WLOP (1370 khz) Jesup, Ga.**—Seeks CP to change hours of operation to unlimited by adding night service with 2.5 kw and make changes in ant. sys. Filed April 6.
- **WJRC (1510 khz) Joliet, Ill.**—Seeks CP to increase power to 1.5 kw. Filed April 6.
- **WBYG (930 khz) Sandwich, Ill.**—Seeks mod. of CP to increase day power to 2.5 kw. Filed April 6.
- **WSRG (1070 khz) Elkton, Ky.**—Seeks CP to increase day power to 1 kw. Filed April 6.
- **WEKC (710 khz) Williamsburg, Ky.**—Seeks CP to increase day power to 4.2 kw. Filed April 6.
- **KEZM (1310 khz) Sulphur, La.**—Seeks CP to change hours of operation to unlimited by adding night service. Filed April 6.
- **WBMD (750 khz) Baltimore**—Seeks CP to reduce day power to 710 w and make changes in ant. sys. Filed April 2.
- **WPVG (1160 khz) Boonsboro, Md.**—Seeks mod. of CP to change city of license to Funkstown, Md.; increase night power to 2 kw and increase day power to 1 kw; change TL and make changes in ant. sys. Filed April 3.
- **WACE (730 khz) Chicopee, Mass.**—Seeks CP to increase night power to 500 w and increase day power to 9.3 kw and make changes in ant. sys. Filed April 6.
- **KLOH (1050 khz) Pipestone, Minn.**—Seeks CP to increase power to 8 kw and make changes in ant. sys. Filed April 3.
- **WWJZ (640 khz) Mt. Holly, N.J.**—Seeks CP to increase day power to 50 kw and make changes in ant. sys. Filed April 6.
- **WNNJ (1360 khz) Newton, N.J.**—Seeks CP to change hours of operation to unlimited by adding night service with 300 w; increase day power to 2 kw; change TL and make changes in ant. sys. Filed April 6.
- **WVNJ (1160 khz) Oakland, N.J.**—Seeks mod. of CP to



increase day power to 10 kw and night power to 2.5 kw; change TL and make changes in ant. sys. Filed April 3.

■ WCLW (1140 khz) Mansfield, Ohio.—Seeks CP to change hours of operation to unlimited by adding night service with 1 kw; increase day power to 1 kw; change TL and make changes in ant. sys. Filed April 2.

■ KDUN (1470 khz) Reedsport, Ore.—Seeks mod. of CP to increase night power to 630 w and make changes in ant. sys. Filed April 6.

■ WSOL (1090 khz) San German, P.R.—Seeks MP to increase power to 10 kw; change TL and make changes in ant. sys. Filed April 2.

■ WJFF (1180 khz) Hope Valley, R.1.—Seeks CP to increase power to 2.8 kw. Filed April 6.

■ WHYZ (1070 khz) Santa Clara, S.C.—Seeks CP to change hours of operation to unlimited by adding night service with 50 kw and change city of license to Sans Souci, S.C. Filed April 3.

■ KDRY (1100 khz) Alamo Heights, Tex.—Seeks CP to change city of license to San Antonio-Alamo Heights, Tex. and increase night power to 2 kw. Filed Apr. 2.

■ KCHG (810 khz) Somerset, Tex.—Seeks mod. of CP to change hours of operation to unlimited by adding night service with 250 w. Filed April 6.

■ KMTI (1340 khz) Manti, Utah.—Seeks CP to change freq. to 650 khz; change power to 900 w-D and 2 kw-N and change TL. Filed April 6.

■ KZUN (1600 khz) West Richland, Wash.—Seeks mod. of CP to change city of license to Elk City, Idaho; reduce day power to 1 kw and change TL. Filed April 6.

■ KITZ (1400 khz) Silverdale, Wash.—Seeks CP to increase day power to 1 kw. Filed April 6.

■ WVVW (630 khz) St. Mary's, W.Va.—Seeks CP to increase power to 1 kw. Filed April 3.

■ WLKE (690 khz) Oshkosh, Wis.—Seeks CP to change hours of operation to unlimited by adding night service with 250 w; increase day power to 400 w and make changes in ant. sys. Filed April 6.

#### Accepted

■ WCAO (600 khz) Baltimore.—Seeks CP to change TL and make changes in ant. sys. Filed April 2.

■ KKR (1180 khz) Bellevue, Neb.—Seeks mod. of CP to operate trans. by remote control. Filed April 2.

■ KXAM (1440 khz) Helotes, Tex.—Seeks mod. of CP to change SL. Filed April 2.

#### FM's

##### Tendered

■ KWTD-FM (106.3 mhz) Lonoke, Ark.—Seeks CP to change ERP to 2.5 kw and change HAAT to 353 ft. Filed April 6.

■ WQBA (107.5 mhz) Miami.—Seeks CP to change TL; change ERP to 95 kw; change HAAT to 980.7 ft. and make changes in ant. sys. Filed April 2.

■ WAWV (102.3 mhz) Santa Rosa Beach, Fla.—Seeks CP to change TL. Filed April 2.

■ WIRK-FM (107.9 mhz) West Palm Beach, Fla.—Seeks CP to change TL and change HAAT to 984 ft. Filed March 31.

■ WSHU (91.1 mhz) Fairfield, Conn.—Seeks mod. of CP to change ERP to 11.22 kw and change HAAT to 620 ft. Filed April 3.

■ WKKD-FM Aurora, Ill.—Seeks CP to change ERP to 2.85 kw; change HAAT to 337.8 ft. and make changes in ant. sys. Filed April 3.

■ \*WISU (89.7 mhz) Terre Haute, Ind.—Seeks CP to change ERP to 19.94 kw; change HAAT to 589.7 ft. and change TL. Filed April 3.

■ KRIT (96.9 mhz) Clarion, Iowa.—Seeks mod. of CP to change TL and change HAAT to 57.3 ft. Filed April 3.

■ WTWR-FM (98.3 mhz) Adrian, Mich.—Seeks CP to change TL; change HAAT to 439.5 ft. and change ERP to 3 kw. Filed April 6.

■ \*WEMU (89.1 mhz) Ypsilanti, Mich.—Seeks CP to change ERP to 15.5 kw; change HAAT to 288.6 ft. and make changes in ant. sys. Filed April 3.

■ WJQK (99.3 mhz) Zeeland, Mich.—Seeks CP to change ERP 2.5 kw. Filed April 6.

■ KDEX-FM (102.3 mhz) Dexter, Mo.—Seeks CP to change TL and change HAAT to 278 ft. Filed March 31.

■ KMNR (89.7 mhz) Rolla, Mo.—Seeks CP to change ERP 449 w; change HAAT to 325 ft. and change TL. Filed April 3.

■ KCMW-FM (90.9 mhz) Warrensburg, Mo.—Seeks CP

to change HAAT to 1,500 ft. Filed April 3.

■ WAWZ (99.1 mhz) Zarepath, N.J.—Seeks mod. of CP to change TL. Filed April 3.

■ KANW (89.1 mhz) Albuquerque, N.M.—Seeks CP to change ERP to 17.1 kw. Filed April 3.

■ KTRA (102.1 mhz) Farmington, N.M.—Seeks mod. of CP to change TL and change HAAT to 993 ft. Filed March 31.

■ KBBU (102.3 mhz) Los Lunas, N.M.—Seeks mod. of CP to change TL and change HAAT to minus 118.1 ft. Filed April 6.

■ WHRL (103.1 mhz) Rensselaer, N.Y.—Seeks CP to change ERP to 3 kw. Filed April 3.

■ KLVV (107.5 mhz) Pahrump, Nev.—Seeks mod. of CP to change ERP to 24.5 kw. Filed April 6.

■ WMAG (99.5 mhz) High Point, N.C.—Seeks CP to make changes in ant. sys. Filed April 31.

■ WQXX (92.1 mhz) Morgantown, N.C.—Seeks CP to change HAAT to 327 ft. Filed April 3.

■ WHBC-FM (103.1 mhz) Hampton, S.C.—Seeks CP to change HAAT to 328 ft. Filed April 3.

■ KJCR (88.3 mhz) Keene, Tex.—Seeks mod. of CP to change TL; change ERP to 25 kw and change HAAT to 266 ft. Filed April 2.

■ KAPT (94.7 mhz) Luling, Tex.—Seeks mod. of CP to change ERP 97.4 kw and change HAAT to 1,256.2 ft.

■ KROB-FM (99.9 mhz) Robstown, Tex.—Seeks CP to change TL and change HAAT to 953 ft. Filed April 6.

■ WPRE-FM (94.3 mhz) Prairie Du Chien, Wis.—Seeks CP to change ERP 1.15 kw. Filed April 3.

■ WGGQ (99.3 mhz) Waupun, Wis.—Seeks CP to change ERP to 2.5 kw and change HAAT to 360.5 ft. Filed April 6.

■ WCWI (101.1 mhz) Charlotte Amalie, V.I.—Seeks CP to change freq. to 104.3 mhz; change ERP to 44.8 kw and change HAAT to 1,605.6 ft. Filed March 31.

#### Accepted

■ WDAL (107.1 mhz) Linden, Ala.—Seeks mod. of CP to change TL. Filed April 3.

■ WBZD (106.3 mhz) Cadiz, Ky.—Seeks CP to change HAAT to 321 ft. Filed March 31.

■ KCIL (107.5 mhz) Houma, La.—Seeks CP to change TL and change HAAT to 980.7 ft. Filed April 2.

■ KYKY (98.1 mhz) St. Louis.—Seeks CP to change TL; change HAAT to 1,026.6 ft. Filed April 2.

### Summary of broadcasting as of January 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,867	170	5,037
Commercial FM	3,946	418	4,364
Educational FM	1,263	173	1,436
Total Radio	10,076	761	10,837
FM translators	1,115	766	1,881
Commercial VHF TV	546	23	569
Commercial UHF TV	454	222	676
Educational VHF TV	110	3	113
Educational UHF TV	187	25	212
Total TV	1,297	273	1,570
VHF LPTV	247	74	321
UHF LPTV	163	136	299
Total LPTV	410	210	620
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

\* Includes off-air licenses

■ WNCB (89.1 mhz) Duluth, Minn.—Seeks CP to change HAAT to 429.7 ft. Filed April 6.

■ KCMJ (103.9 mhz) Terrytown, Neb.—Seeks CP to change freq. to 96.9 mhz; change TL; change ERP to 100 kw; change HAAT to 692 and make changes in ant. sys. Filed March 31.

■ WCVP-FM (95.9 mhz) Robbinsville, N.C.—Seeks CP to change TL; change ERP to 60 w and change HAAT to 2,008 ft. Filed April 2.

■ WNSR (105.1 mhz) New York.—Seeks mod. of CP to change ERP to 4.19 kw and change HAAT to 1,256 ft. Filed April 6.

■ KCMX-FM (101.9 mhz) Ashland, Ore.—Seeks CP to change ERP 50 kw. Filed March 31.

■ WDAC (94.5 mhz) Lancaster, Pa.—Seeks CP to change TL; change ERP to 19 kw and change HAAT to 810.2 ft. Filed April 3.

■ KBAL-FM San Saba, Tex.—Seeks mod. of CP to change TL and change HAAT to 394 ft. Filed April 2.

■ KRPM-FM (106.1 mhz) Tacoma, Wash.—Seeks CP to change TL; change HAAT to 1,089 ft. and make changes in ant. sys. Filed April 3.

■ KNBQ (97.3 mhz) Tacoma-Seattle, Wash.—Seeks CP to make changes in ant. sys. Filed March 31.

#### TV's

##### Accepted

■ WJOE (ch. 51) Marianna, Fla.—Seeks MP to change ERP vis. to 12 kw, aur. 1.2 kw; change HAAT to 367 ft. and make changes in ant. sys. Filed April 6.

■ WHLL (ch. 27) Worcester, Mass.—Seeks MP to change ERP vis. to 2,301 and aur. 230. Filed April 3.

■ KTCL-TV (ch. 17) St. Paul, Minn.—Seeks CP to change ERP vis. to 141 kw. Filed April 2.

■ KYRT (ch. 29) San Antonio.—Seeks MP to change ERP vis. 3.160 kw, aur. 316 kw, and change TL. Filed April 6.

#### Actions

##### AM's

■ WVOK (690 khz) Birmingham, Ala.—Granted app. to change hours of operation to unlimited by adding night service with 500 w and make changes in ant. sys. Action April 1.

■ KPTO (890 khz) Citrus Heights, Calif.—Dismissed app. to change TL and make changes in ant. sys. Filed March 27. e13

■ KCPC (1200 khz) Rancho Mirage, Calif.—Granted app. to change TL and make changes in ant. sys. Action March 26.

■ WAGN (1340 khz) Menominee, Minn.—Dismissed app. to increase night power to 1 kw. Action March 20.

■ WDGY (1130 khz) Minneapolis.—Granted app. to increase night power to 30.5 kw. Action April 1.

■ WXLJ (94.1 mhz) McComb, Miss.—Granted app. to change TL and change HAAT to 980 ft. Action March 26.

■ KSIV (1320 khz) Clayton, Mo.—Granted app. to change TL. Action March 24.

■ KJOR (550 khz) Sun Valley, Nev.—Granted app. to change city of license to Reno, Nev. Action April 1.

■ WXRL (1300 khz) Lancaster, N.Y.—Granted app. to increase day power to 2.935 kw change city of license to Lancaster. Action April 1.

■ WICE (550 khz) Pawtucket, R.I.—Returned app. to increase day power to 5 kw; increase night power to 3.9 kw and make changes in ant. sys. Action April 1.

##### FM's

■ KAVS (97.7 mhz) Mojave, Calif.—Granted app. to change TL; change ERP to 3 kw and change HAAT to 300 ft. Filed March 27.

■ KVRE-FM (101.7 mhz) Santa Rosa, Calif.—Granted app. to change TL; change ERP to 260 w and change HAAT to 1,115.2 ft. Action March 30.

■ WCOZ (96.7 mhz) Paris, Ky.—Granted app. to change ERP to 1.45 kw and change HAAT to 469 ft. Action March 31.

■ WSEK (96.7 mhz) Somers, Ky.—Granted app. to change HAAT to 328 ft. Action March 26.

■ KLPL-FM (92.7 mhz) Lake Providence, La.—Granted app. to change TL. Action March 31.

■ WQSR (105.7 mhz) Catonsville, Md.—Granted app. to change ERP to 50 kw and change HAAT to 492 ft. Action March 2.

■ WLWV (105.5 mhz) Salisbury, Md.—Granted app. to

change ERP to 2.1 kw. Filed March 27.

- WATD-FM (95.9 mhz) Marshfield, Mass.—Granted app. to change ERP to 2.8 kw and change HAAT to 345 ft. Action March 25.
- KBSR-FM (95.3 mhz) Hardin, Mont.—Granted app. to change freq. to 95.5 mhz; change TL; change ERP to 95.4 kw; change HAAT to 984 ft. and make changes in ant. sys. Action March 31.
- KMAZ (92.9 mhz) Beatrice, Neb.—Granted app. to change TL; change ERP to 100 kw and change HAAT to 810 ft. Action March 31.
- WSLT (106.3 mhz) Ocean City, N.J.—Granted app. to change ERP to 3 kw and change HAAT to 310 ft. Action March 25.
- KNFT-FM (102.9 mhz) Bayard, N.M.—Granted app. to change freq. to 102.9 mhz; change TL; change ERP to 29.14 kw and change HAAT to 491.2 ft. Action March 26.
- WKJX (96.7 mhz) Elizabeth City, N.C.—Granted app. to change HAAT to 282 ft. Filed March 27.
- WOTL (90.3 mhz) Toledo, Ohio—Granted app. to

change TL; change ERP to 1.15 kw; change HAAT to 360.4 ft. and make changes in ant. sys. Action March 25.

- WGLU (92.1 mhz) Johnstown, Pa.—Granted app. to change ERP to 300 w. Action March 31.
- WOEZ-FM (100.9 mhz) Milton, Pa.—Granted app. to change ERP to 640 w. Filed March 27.
- KALP (92.7 mhz) Alpine, Tex.—Granted app. to change HAAT to 268 ft. Action March 31.
- KHYI (94.9 mhz) Arlington, Tex.—Granted app. to change SL. Filed March 26.
- KTLC (99.3 mhz) Tye, Tex.—Granted app. to change freq. to 99.7 mhz; change TL; change ERP 100 kw and change HAAT to 743.9 ft. Action April 1.
- WMVA-FM (96.3 mhz) Martinsville, Va.—Granted app. to change TL; change HAAT to 1,282.5 ft. and make changes in ant. sys. Action April 1.

#### TV's

- WFTS-TV (ch. 28) Tampa, Fla.—Granted app. to change HAAT to 1,546 ft.; change TL and change ERP vis.

to 2.820 kw; aur. 282 kw. Action March 31.

- WCLJ (ch. 42) Bloomington, Ind.—Granted app. to change HAAT to 1,039.8 ft. Action March 31.
- KBTB (ch. 69.) Des Moines, Iowa—Granted app. to change ERP vis. to 220 kw, aur. 22 kw; change HAAT to 191.2 ft. and change TL. Filed March 26.
- WWAT (ch. 53) Chillicothe, Ohio—Granted app. to change ERP vis. to 5,000 kw, aur. 500 kw. Action March 31.
- WINT-TV (ch. 20) Crossville, Tenn.—Granted app. to change ERP vis. to 14.8 kw; aur. 1.48 kw; change TL; change HAAT to 158.7 ft. and make changes in ant. sys. Action March 30.

## Call Letters

#### Applications


Call	Sought by
<b>New FM's</b>	
WTHL	Somerset Educational Broadcasting Foundation, Somerset, Ky.
WEVS	Ed Ver Schure Communications Inc., Saugatuck, Mich.
<b>Existing AM</b>	
WCVG	WCLU Richard L. Plessinger, Covington, Ky.
<b>Existing FM's</b>	
WAVH	WLPR TMCJ Broadcasting Inc., Mobile, Ala.
WEJZ	WLCS Win Communications Ltd. Partnership, Jacksonville, Fla.
WQOK	WJLC-FM Power Broadcasting Inc., South Boston, Va.

#### Grants

Call	Assigned to
<b>New AM's</b>	
KKJZ	Anita L. Levine, Soledad, Calif.
WHRC	Horizon Broadcasting Corp., Edwardsville, Ill.
WJSE	Jose J. Martinez and Associates, Ceiba, P.R.
KFCR	French Creek Communications Inc., Custer, S.D.
KBVM	Metro Catholic Broadcasting Inc., Portland, Ore.
<b>New FM's</b>	
KDEV	Locher Development Corp., Juneau, Alaska
KFSZ	Frederick I. Shaffer, Payson, Ariz.
KSAY	Axell Broadcasting, Fort Bragg, Calif.
WTJT	Okaloosa Public Radio Inc., Crestview, Fla.
WSEB	Suncoast Educational Broadcasting Corp., Englewood, Fla.
WSCA	National Christian Network Inc., Fort Myers, Fla.
WGWD	Getson Wayne Burkhalter, Gretna, Fla.
WHAN	Haines City Public Radio, Lakeland, Fla.
WTBM	Tanist Broadcasting Corp., Mexico, Fla.
WPBS	Prince Avenue Baptist Christian School, Athens, Ga.
KAGB	Agnew-Sachs Broadcasting, Honolulu
WJBZ	James Brucker, Delphi, Ind.
KFRB	Freeman Broadcasting, Girard, Kan.
KBOC	Bott Communications Inc., Goodland, Kan.
WHCI	Hampshire County Broadcasting Inc., Amherst, Mich.
WDPC	David Schaberg, Mio, Mich.
KARL	Karon Lundeen, Tracy, Minn.
WFAJ	Faith Educational Foundation, Michigan City, Mo.
KWCC	Owensville Communications Co., Owensville, Mo.
KMCC	Michael J. Bennis, Thoreau N.M.
WNCW	Isothermal Community College, Spindale, N.C.
KDIU	Collins Communications Co., Dimmitt, Tex.
<b>Existing AM</b>	
WMDN	WQIC Torgeson Broadcasting Co., Meridian, Miss.

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## RADIO

### HELP WANTED MANAGEMENT

**Wanted: S.E. group seeks general managers** for position now and in the future. Call 912-264-6251.

**Program manager** Unique opportunity for a highly qualified program manager to take full responsibility for content, mix and sound of an all-news station that plays a vital role as the information resource of a very dynamic community. Must have experience in managing a news operation including personnel relations and organization. This medium market East Coast AM station with a large news staff offers an exciting challenge. Send complete resume and income requirements to S.V. Hawkins, 1215 French Street, Wilmington, DE 19801.

**National sales representative:** Fast growing direct mail firm looking for aggressive pro with radio GM or GSM background. You would live in the sunny Southwest and call on radio station owners and managers all over the country. Sell the hottest direct mail promotion there is. Top dollar earnings and all expenses paid. Management possible for real performer. If you see travel as exciting, and your current position going nowhere, send your resume and references to: Box S-27.

**SW group seeks sales oriented manager.** June 1 opening. Small market AM FM, consistent profits. Successful applicant must have proven sales and management track record. Equity opportunity. Send resume and earnings record. Galen O. Gilbert, P.O. Box 50539, Denton, TX 76206 EOE/MF.

**General manager, WWNO-FM.** General manager supervises full-time staff of 12 and numerous volunteers; manages administrative, personnel, and financial affairs; plans and implements fund-raising and advertising campaigns; works with community advisory board and cultural organizations. Minimum requirements: five years' management experience in public radio or TV; knowledge and appreciation of classical music, opera, public affairs, and jazz programming; bachelor's degree. WWNO is 50,000-watt NPR affiliate licensed to the University of New Orleans. It broadcasts classical music, opera, public affairs, and jazz programs 24-hours daily to 64,000 weekly cume audience. Its annual budget exceeds \$500K. Salary competitive; benefits. Send resume and three current letters of reference to Search Committee for General Manager, WWNO-FM, University of New Orleans, Lakefront, New Orleans, LA 70148. Deadline: May 8, 1987. John Batson, representing WWNO and UNO, will conduct preliminary interviews at Public Radio Conference, April 29-May 2. No phone inquiries. UNO is an affirmative action, equal opportunity employer.

**General sales manager** for WIRK AM/FM, West Palm Beach, FL. Must have sales management background. Attractive package. Price Communications Corp. Equal opportunity employer. Resume to: P.O. Box 20389, West Palm Beach, FL 33416.

### HELP WANTED SALES

**Aggressive, experienced salesperson wanted.** Benefits and gas allowance included. Send resume to: Sales Department, Flint Metro Mass Media, P.O. Box 9100, Flint, MI 48501.

**WOVV-WIRA** is expanding sales staff between West Palm Beach and Vero Beach, Florida. If you are a broadcast professional with 2 years sales experience and wish to join the most dynamic broadcast team in the area, send resume to Bill Beaton, GSM, P.O. Box 3032, Fort Pierce, FL 33448.

**Top list** available for experienced account executive, WRFX, "The Fox" in beautiful Charlotte is one of the South's most successful radio stations. Salary + commission + incentives...plenty of opportunity for growth! A Metroplex Communications station. Call Jim Turner 704-338-9970 or send resume to WRFX, Fairway Office Condominiums: 3623 LaTrobe Drive, Suite 130; Charlotte, NC 28211.

**Successful small market AM/FM** in Maryland expanding sales team. Immediate openings. Experience preferred. Salary plus commission, travel allowance, life and health benefits. 301-423-9497.

**Local sales manager** needed for market leader. Experienced manager with CRMC preferred. Letter & resume to KDON AM/FM, Attn. G.M., Box 81460, Salinas, CA 93912 EOE.

**Sales manager** for hottest radio station in fastest growing county in New York state. Salary, override, and perks. Contact George J. Dacre, 914-651-4446 or write to: WTBC P.O. Box 1110, Florida, NY 10921.

**Midwest group** seeks 2 experienced aggressive individuals. First: Take-charge sales manager. Second: Salesperson. If you like a challenge, making money and a nice area, send credentials to Box S-39.

**South Florida news** station seeks account executives who care about clients and know how to get results from radio advertising. Resumes to Box S-34.

**Salesperson needed in Washington, D.C.** Broadcast opportunity with innovative radio firm selling new concepts. Broadcasting and writing experience and familiarity with AD/PR agencies helpful. Call Tom at North American Network 202-429-0678.

### HELP WANTED ANNOUNCERS

**Announcer** Classical music background, production skills, experience required. No beginners. Send resume to Box S-13. EOE.

**WNJY in West Palm Beach** is looking for the country's best Music-Of-Your-Life morning communicator. Join a growing company, live and work in the Palm Beaches. C & R to: Program Director, WNJY, West Palm Beach, FL 33404. EOE M/F.

### HELP WANTED TECHNICAL

**Expanding group seeks chiefs** for several medium-market stations. Excellent opportunity for smaller market C.E. to upgrade to superior facilities and work with top management team. Must be neat, have three years experience, and a positive attitude. Resume to: Kyle Magrill, The Daytona Group, P.O. Box 631, Salem, OR 97308.

**Chief engineer:** WWLI-FM/50kw and WWAZ-AM/5kw. Great opportunity in southern New England for seasoned technician with some management skills. Resume to Station Manager, 290 Westminster Mall, Providence, RI 02903. EOE.

**Technician FT/PT.** Radio technicians FT/PT needed at WTOP/WMMJ. Experience helpful. Please send resume to: Personnel, WTOP/WMMJ, 4646 40th St. NW, Washington, DC 20016. EOE M/F.

**Chief engineer:** Immediate opening at Class B FM in Allentown-Bethlehem, PA. Solid engineering practices. Opportunity to grow within our diversified communications company. Call Mark O'Brien at 215-865-3775.

**Chief engineer** for AM & FM station based in Connecticut. Stations are part of a leading broadcast chain. Will be responsible for design, repair and maintenance of new recording equipment, studios, transmitter, microwave and for developing and working budget. Salary commensurate with experience. All replies confidential. EOE. Box S-44.

### HELP WANTED NEWS

**WSSP-FM, Orlando** has an immediate opening for a news director to do mornings. Good salary and benefits. Send tape and resume to: Allen Jackson, 140 North Orlando Avenue, Winter Park, FL 32789. M/F, EEO.

**News director** needed in July for top-rated station. Experienced journalist with sports knowledge, strong delivery, and quick wit. Send T & R, writing samples, and salary requirements to: GM, WTCR, Box 2186, Huntington, WV 25722. EOE.

**Growing small market** in Northern New York, full service AM, heavy news commitment. Looking for self starter, with local government experience & newscasting ability. If you love radio, you've got the opportunity. Cassette and resume to Brian Ashley, News Director, WTNY AM, Watertown, NY 13601.

**Newsradio AM drive editor** WEEI, Newsradio in Boston, is looking for an AM drive editor. This is a career opportunity for a team oriented editor who can handle story selection, reporter assignments, slotting hourly news packages, managing anchors and writers. This is not a position for a person who thinks AM drive news is only reading the Boston papers to our listeners. The position is on a management track, and does not lead to on-air work. Compensation will reflect experience and skill. Previous experience is required. Experience with CBS newsradio methodology is desirable. Resume and references to Leslie Fletcher, WEEI, 4450 Prudential Tower, Boston, MA 02199. No phone calls.

**June opening news/announcer.** Possible sports, etc. Steady reader. Good speech, low voice. Central New York, Beginner considered. Box S-26.

**News anchors,** reporters, personalities to premiere exclusive news information format in south Florida. Resumes to Box S-33.

**News director.** Administers the news and public affairs department of radio station KCSN-FM. Recruits, trains and supervises staff. Serves as a liaison to National Public Radio. 4 years of full-time technical or professional experience in a broadcast journalism. 4 year college degree in related field and familiarity with various audio equipment. Salary: \$2060-2478/month. Application requires completing form available at Personnel Office, California State University, Northridge, 18111 Nordhoff Street, Northridge, CA 91330. Deadline: April 23, 1987. Information about required form: 818-885-2101.

**If you are a "self-motivated digger",** and feel your voice fits a mature adult format, then a Cape Cod news department is looking for you. We are seeking a new person to work afternoons, and be responsible for our public affairs programs. Salary dependent on experience. Excellent benefits. Call Keith Corey, WOCC/WJFK, between 8am and 4pm, 617-775-7400.

**Tennessee radio network** seeking experienced reporter to cover state capitol beat. Immediate opening. Send tape, resume, and writing sample to Roger Hawkins, News Director, 621 Mainstream Drive, Suite 230, Nashville, TN 37228.

### HELP WANTED PROGRAM PRODUCTION & OTHERS

**Announcer/producer** Public radio station WCAL (5kw AM, 100kw FM serving Minneapolis/St. Paul market) seeks a morning host/producer. Requires: excellent communication skills; engaging, informed on-air style; minimum two years' experience programming and announcing classical music, appreciation for other musical forms; well-honed proficiency with interviews, studio equipment, and production. BA preferred. Familiarity with field recording desirable. Excellent salary and benefits. Imaginative, dedicated staff, outstanding technical facility, rural and cosmopolitan environment in college town near Twin Cities. Resume and non-returnable audition tape to: Personnel Director, St. Olaf College; Northfield, MN 55057. EOE.

**Program director** for central Pennsylvania AM. If you are a hard working small market program director ready to move up to a high powered, highly rated AM station; we may have the opportunity you've been seeking. Experience in adult contemporary preferred. Air shift required. Ear for quality and leadership ability essential! Resume and salary requirement now. If we are interested we will contact you for a tape. Equal opportunity employer M/F. Box S-22.



**Radio producer/operations director:** University-owned public radio station wants experienced individual to produce local news and information segments for public radio news programs - morning edition, A.T.C. and weekend edition. Trains and supervises part-time and volunteer operations personnel, supervises production facilities, coordinates on-air promotion. Applicant must have a baccalaureate degree preferably in radio/TV, mass communications, journalism or related field. Must have three years professional experience including a leadership position; expertise in operation of radio studio and remote field equipment; skills in producing classical, jazz/big band, and folk music programs; skills in writing broadcast continuity. Must possess excellent, mature broadcast voice. Audition tape must be submitted. Women and minority applicants urged to apply. Applications and inquiries must be received by May 8, 1987. Contact William McGinley, Manager, KMSU-FM, Mankato State University, Mankato, MN 56001. 507-389-5678.

**A rare opportunity.** An opening at one of America's three great radio stations. We need a chief announcer with considerable people management skills and some background in station research and sales promotions. You will be responsible for molding new talent—recruit, train and schedule announcers. Daily airshift and execution other dayparts needed. We want sound promotional ideas and creative, warm, friendly, community-oriented, detailed. Can you meet the challenge? Professional and personal references and aircheck—no phone calls please—Mike Diem, Program Manager WJON Radio, Box 220, St. Cloud, MN 56302. An equal opportunity employer.

**Manager:** News and public affairs programming; manager - programming and production. WFUV-FM, Fordham University's 50,000 watt, 24 hour station in New York City seeks two public broadcasters with an appropriate college degree and three years of professional experience. Successful applicants will be joining 5 person professional staff of station seeking 1987 CSG from CPB. News and public affairs: Duties include supervising and training student, faculty and volunteer staff to produce effective local news and public affairs programs. Experience in producing programs using the resources of a major university will be helpful. Programming and production: Duties include supervising and training student, faculty and volunteer staff to develop and produce effective local programming within the station's eclectic format. Experience in producing programs for diverse ethnic groups will be helpful. Send resume and salary requirements to Dr. Ralph M. Jennings, General Manager, WFUV, Fordham University, Bronx, NY 10458. Deadline, April 20 AA/EOE/MF/HV.

#### SITUATIONS WANTED MANAGEMENT

**Last chance manager** with extensive programming and engineering background available for turnarounds, interims, pre-sale caretaker, temporary or long term illness/sabbatical replacement. 20 years experience, honest, hardworking, excellent references on request. 617-429-7529 or write P.O. Box 14, Epping, NH 03042.

**Business/operations manager.** Young, energetic professional with 7 years experience available immediately. Very strong accounting and computer background. People oriented, excellent communicator, highly intelligent, hardworking. Also interested in any broadcast/media related field. Proven track record and solid references. Flexible about relocation. Call Ed 609-729-6211.

**CRMC,** 7 years experience, seeks first sales manager position. Desires people oriented/team concept environment. Reply Box R-128.

#### SITUATIONS WANTED SALES

**Recent ownership change** has experienced GM seeking new opportunity. Proven track record with established and turnaround situations. Prefer Midwest but will consider all. Let's talk. Box S-32.

**Attention station buyers:** I have experience and expertise—management, sales, announcing, copy, book-keeping, traffic, FCC rules—to run your station. Box 968, Grand Island, NE 68802-0968.

#### SITUATIONS WANTED ANNOUNCERS

**Sports pro,** major market, doing radio anchoring and TV producing parttime. Considering all markets. Jim 718-836-5046.

**Experienced announcer** with strong production skills seeks position in Chicago area. I have an MBA and currently teach radio at college. Box S-10.

**Outstanding,** creative (immodest) air personality seeks wake-up shift in medium market. Call for my latest celebrity impersonation. 718-979-3171.

**Resident crazy and communicator** for morning or afternoon drive. Original character voices, impressions, solid comedy and copywriting. Currently, I use my humor and other talents as the host of a daily prime time national cable TV show. I'm a responsive team player who was lured by television, but misses the freedom of radio's "theater of the mind". Box S-37.

#### SITUATIONS WANTED TECHNICAL

**Sold my successful AM/FM combo** to pursue broadcast engineering career. 12 years experience in AM and FM broadcast engineering, ownership, and management. Hold FCC lifetime license. Looking for challenging opportunity with progressive station, group, consulting firm, or manufacturer. Good communication skills, Daie Carnegie graduate. Will relocate. J.L. Cole, VA 804-572-6879 or 804-572-2988.

## TELEVISION

#### HELP WANTED MANAGEMENT

**Promotion manager:** Tell us why you are the right person for this outstanding opportunity in major market. Include resume and salary requirements Box S-12.

**Director, educational communications center.** Kansas State University invites applications for director of the educational communications center. Kansas State University, founded in 1863 and one of the nation's oldest land-grant institutions, is located in Manhattan, a community of 40,000 people in the scenic Flint Hills. University enrollment is 17,500. The educational communications center is a new administrative unit which will produce credit and non-credit educational television programming for dissemination via satellite, videotape, and videoconference technology. The Center will serve Kansas State University and other institutions under the Kansas Board of Regents. Reporting to the provost, the director of the educational communications center is its chief operating officer. With guidance from an advisory committee, the director is responsible for the center's programs, budgets, and personnel. This includes hiring, training, and supervising staff; developing operating procedures and budgets; seeking grant funding; marketing center services on and off campus; and training users. Qualifications include a masters degree (doctorate preferred); ability in technical facilities design and operation, including studio and field production and satellite communications; familiarity with audio systems, slow-scan, and computer networks in instruction; administrative skills, including personnel and budget direction and development; ability to initiate, develop and produce high quality educational video programs; and ability to work effectively with others. Previous experience at a land-grant university is desirable. The position is available July 1, 1987. Submit applications to: Robert Lowman, The Graduate School, Kansas State University, Fairchild Hall, Manhattan, KS 66506. Applications must include a vita and the names, address and phone numbers of three references. Application deadline is May 1. Kansas State University is an affirmative action/equal opportunity employer.

**Traffic manager** for Midwest independent television station. Must be Columbian trained. Competitive salary. Reply in confidence to: Box S-25. EOE.

**General sales manager:** ABC affiliate looking for aggressive person with experience to handle both national sales and local sales. Send resume to Ken Gerdes, WGXA-TV, Box 340, Macon, GA 31297.

**TV general manager:** Leading group broadcaster seeking a qualified manager with hands-on experience and strong sales background for WDEF-TV, (CBS) Chattanooga. Must be able to provide leadership and the ability to motivate key personnel. Incentive and excellent salary. Send resume and salary history in confidence to: W. Randy Odil, VP/TV Operations, Park Communications, Inc., P.O. Box 550, Ithaca, NY 14851. No phone calls.

**Television program and creative service manager** wanted. Includes all on-air promotion and management of a staff of five. All programming responsibilities including live morning show. This is an excellent management opportunity with an excellent company, the Gillett Group. Please send all resumes and sample work tapes to Frank Jonas, KOLN/KGIN, Lincoln, NE 68503. EEO employer.

**General manager:** Small market affiliate needs a creative dynamo who can lead us to victory over tough competition. We're looking for someone who loves to sell and to motivate and manage local salespeople and national reps. And someone with flair for promotion, management and cost control. We're a quality minded station and we want to be number one in ratings and profits. Salary is \$48 thousand; with incentives you should make \$70,000 within two years. All replies confidential. EOE. Box S-36.

#### HELP WANTED SALES

**#1 NBC, west Michigan station** requires strong aggressive local sales manager. Management experience required. LIN Broadcasting station. Send resume to Sue McDonnell, GSM, WOTV, 120 College Ave., SE, Grand Rapids, MI 49503. EOE. M/F.

**Local sales manager** needed by top-ranked CBS affiliate to train and lead an aggressive team of sales professionals. TvB-trained, people-oriented motivator will know how to present the television story in addition to negotiating numbers. Excellent benefits. Send resume and salary requirements to Jim Grimes, WIFR-TV, P.O. Box 123, Rockford, IL 61105. EOE.

**Account executive.** WNWO-TV, Toledo's ABC affiliate, seeks an aggressive, achievement motivated sales person. Agency and direct skills preferred. Excellent opportunity for smaller market salesperson moving up. Send cover letter and resume to Local Sales Manager, WNWO-TV, 300 S. Byrne Rd., Toledo, OH 43615. EOE.

**Senior list at Sunbelt ABC affiliate,** 30k first year potential. New ownership seeking aggressive, mature, motivated professional with 3 years experience. Agency, regional and local accounts. Management opportunity for team player in growing SE group. New equipment, new management, excellent conditions. 85 miles to Gulf beaches. 3 hours to Atlanta. Resume to: Personnel, WDHN-TV, P.O. Box 6237, Dothan, AL 36302-6237. EOE. M/F. Will fill position by 4/27/87.

**Account executive:** Ground floor opportunity at state-of-the-art independent with great ratings in high quality of life market. June start OK. Send resume to Paul A. Heine, LSM, WMSN-TV, 7847 Big Sky Dr., Madison, WI 53719. Equal opportunity employer.

**Account executive:** Aggressive professional needed immediately in fast growing market. New business development and vendor/co-op skills a must. Send resume to Kathy McLain, Local Sales Manager, WHTM-TV, P.O. Box 2775, Harrisburg, PA 17105.

**Northeast and Southern sales managers** wanted, broadcasting's oldest, internationally-known, thirty-three year radio/TV/cable sales promotion company, Community Club Awards (CCA). Position requires calling on media presidents, managers and GSMs, six state area; fulltime Monday/Friday planned travel. Media sales experience required. Expense advance against substantial commission. Send resume, including references, recent picture. Confidentiality assured. Personal interview arranged. Immediate opening. John Gilmore, President, CCA, Inc., Box 151, Westport, CT 06881. 203-226-3377.

**General sales manager;** dominant Pacific northwest network affiliate, 100+ market seeks individual with 5-10 years hands-on experience for general sales manager. Must have local-regional-national experience. This person will have a staff of eight people. EOE. Box S-31.

#### HELP WANTED TECHNICAL

**Engineer for CBS affiliate** FCC first/general class license or capability. Strong maintenance management and trouble shooting experience. Immediate opening in expanding progressive Southwest. Contact Willie 619-353-9990 or send resume to: 646 Main St., El Centro, CA 92243.

**Group TV and radio broadcaster** has opening for chief engineer in small Midwest market. Must have minimum of 2 years hands-on experience. Good benefits. Salary up to \$30,000 depending upon experience. EOE, M/F. Resume to Box R-126.

**TV maintenance engineer:** To maintain, install, and repair station equipment including, but not limited to Grass Valley switchers, 3/4" VCRs and edit controllers, studio cameras, 1" & 2" VTRs, DVE, Chyron 4200. Prefer four years technical experience in television broadcasting and an understanding of digital video and its applications. Please send resume to Michael Opauski, Engineering Supervisor, KTUL Television, Inc., P.O. Box 8, Tulsa, OK 74101.

**Maintenance engineer:** Top ten TV market. Immediate opening for strong maintenance background in ENG equipment, control room, cameras to videotape, microwave and transmitter equipment. First phone required. Contact Chief Engineer, Box S-5

**Engineer-general manager** needed immediately for full power station in Marion, Indiana. Going on air in July, 1987. Person selected must possess the ability to manage office personnel and perform chief engineering duties. Station now under construction and need person to start ASAP, but no later than May 20. Call R-Group 513-351-9112. EOE.

**Master control operator:** Rotating shift including nights and weekends. Prior TV master control experience required. Send resume: Manager of Human Resources, WMHT-TV, Box 17, Schenectady, NY 12301. EOE.

**Tape maintenance engineer** needed to work in Philadelphia area television station/production house. Individuals with 3-5 years experience and manufacturers training with RCATCR100's and Ampex VPR-2B's apply today. Send resume to Box S-23. EOE.

**KEYT television.** Permanent fulltime position available in engineering operations. Must have experience for master control: TCR, 1" and 2" machines and on-air switcher. Light equipment maintenance a plus. Looking for assertive type who works well with others. Hours may vary. Full company benefits. Salary DOE. Send resumes to Director of Engineering, Frank Goddard, P.O. Drawer X, Santa Barbara, CA 93109-1499. KEYT is an EEO employer.

**Operating engineer.** WFSB-TV, a Post-Newsweek station, seeking engineer experienced in the operation of teleproduction equipment such as 3/4" editing equipment, camera, videotape, audio and video switching. Technical degree and/or FCC license preferred. Resume to: Bill Conticello, Asst. Chief Engineer, WFSB, 3 Constitution Plaza, Hartford, CT 06115. EOE.

**Assistant chief engineer** for group owned CBS affiliate in medium Sunbelt market. Experienced in repair of studio and transmitter equipment, with some management background. This is a good opportunity for the right person. SBR certification preferred. Please send resume to Lee Davis, Chief Engineer, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. EEO.

**TV engineer.** Plans, operates and maintains the Instructional Television Network's microwave transmission system. Tests new receiver sites, maintains equipment and designs new installations. Follows all FCC rules and regulations. 3 years experience as an audiovisual engineer at a broadcast studio. 4 year college degree in electrical engineering, mechanical engineering or related field or certification from appropriate technical school. Salary: \$3056-3688/month. Application requires completing form available at Personnel Office, California State University, Northridge, 18111 Nordhoff St., Northridge, CA 91330. Deadline: April 23, 1987. Information about required form: 818-885-2101.

**Master control operators.** The Weather Channel is developing a bank of prospective master control operators. A working knowledge of television control room operations a must. Send resumes and salary requirements to: The Weather Channel, Mr. Cantrell, 2840 Mt. Wilkinson Pkwy., Atlanta, GA 30339. EOE.

**TV maint. eng.:** for UHF in 4th ADI. Take charge type, looking to move up. Experienced with Hitachi cameras & 1" VTRs, Sony 3/4", Paltex editor, Comark xmitter. Must have hands-on studio & xmitter experience. Contact GM, WTGI-TV 61, 303 A St., Wilm., DE 19801. 302-654-6161.

## HELP WANTED NEWS

**Anchor/reporter** for number 1 station looking at expansion. Must send tape with first letter to Jon Janes, News Director, KWQC-TV, 805 Brady St., Davenport, IA 52808.

**Travel reporter:** We are looking for the best news/feature reporter in the country. Do you have a minimum of five years experience? If not, please don't apply. Involves extensive worldwide travel, producing series reports on vacation destinations. The job is not a vacation. It is hard work and demands the best writing and production skills. San Francisco based company. Send resume and tape to News Travel Network, 185 Berry St., Suite 6300, San Francisco, CA 94107. No calls.

**Weekend weather/reporter:** NBC affiliate in medium ADI needs upbeat reporter versed in computer weather and crisp, clear writing. Tape, resume to Jack Keefe, WICD-TV, Box 3750, Champaign, IL 61821. EOE, M/F.

**Investigative reporter** in Micronesia. We're losing our reporter who is a finalist for the 1986 ACE award in news. The person that will fill the position must have proven track record in investigative reporting in order to work in one of the most exciting news areas of the world. Contact John Morvant, News Director, Guam Cable TV, 530 W. O'Brien Dr., Agana, Guam 96910 and 671-477-9484 or 671-477-6397.

**Two immediate openings.** Anchor/reporter for headline news format. Photographer/editor. Two years experience. Send tapes to Bev Hauptli, KCBA-TV, 646 E. Alisal St., Salinas, CA 93905.

**47th market CBS affiliate** with KU truck and helicopter seeks experienced medical reporter for our 5:30PM news. All applicants should send a resume, non-returnable tape and salary requirements to Jim Church, News Director, WYOU-TV, 415 Lackawanna Ave., Scranton, PA 18503. No phone calls will be accepted. EOE.

**Assistant news director.** Top 60 East Coast affiliate is looking for a people-oriented individual to fill this position. Minimum of three years news management experience, prefer strong producing background. Send resume to Box S-28. EEO.

**Assignment editor.** We've seen alot but we haven't seen the best. Aggressive, high energy person wanted. Small market ND or assignment editor in a medium market can move up to the best. Call Billye Gavitt, 405-843-6641. EOE, M/F.

**Anchor/news diector** at Sunbelt ABC affiliate. New ownership seeks professional to help us rebuild. Dedicated, young, totally degreed staff of achievers, excellent equipment, state-of-the-art production equipment. Ideal for one currently assignment or weekend anchor seeking first ND. Growing group of SE affiliates, new management. Ideal living, 85 miles to Gulf beaches, 3 hours to Atlanta. Resume and tape (prefer 1/2" VHS) to: Personnel, WDHN-TV, P.O. Box 6237, Dothan, AL 36302-6237. EOE, M/F. Plan to fill position before 4/27/87.

**Weekend sports:** Major college town, medium ADI, NBC affiliate. Must be sharp writer, Proficient editor. Our emphasis is local sports. Tape, resume to Jack Keefe, WICD-TV, Box 3750, Champaign, IL 61821. No calls. EOE, M/F.

**News reporter:** Spanish TV station in New York area is looking for news reporter for its local news program. Applicants must have journalistic experience and be fluent in Spanish. Send resume and demo tape, if available, to WXTV-41, 24 Meadowland Pkwy., Secaucus, NJ 07094. Position open immediately. Equal opportunity employer.

**Anchor/reporter** with photographic skills. Good opportunity to grow with progressive news operation. Send resume to: Rog Wellman, News Director, WMDT-TV, P.O. Box 4009, Salisbury, MD 21801. No phone calls. EOE.

**Top flight promotions manager** opening in Columbus, Miss. Must have strong production, shooting, and writing skills. Reply to: WCBI-TV, P.O. Box 271, Columbus, MS 39703.

**Weekend sports anchor,** now is your chance to anchor weekday sports. Looking for someone who can cover local sports and bring the bottom line to national. Reply to: WCBI-TV, P.O. Box 271, Columbus, MS 39703.

**WCBI News 4** searching for an assignment editor who can report. Good people, and enterprise skills are a must. Reply to: WCBI-TV, P.O. Box 271, Columbus, MS 39703.

**General assignment reporter** for NBC affiliate. Experienced, energetic, professional communicator. EOE. Resumes only to John Baumgartner, WTVO-TV, Box 470, Rockford, IL 61105.

**News director.** Need experienced, creative professional to lead dedicated staff. Strong news commitment required to compete in aggressive market. ABC affiliate, group owned South Bend/Elkhart market. Excellent benefits. Send resume and salary requirements to Don Fuller, WSJV-TV, P.O. Box 1646, Elkhart, IN 46515. EOE.

**Entertainment reporter.** We're looking for someone who can review and report with humor and originality. Must have knowledge of film and the performing arts. Good writer. Good communicator. To ensure full consideration, applications must be received by May 9, 1987. Send resume and tape to: Joyce Puttmann, KCNC-TV, 1044 Lincoln, Denver, CO 80203. EOE.

## HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Producer/director:** New York Spanish language station seeks experienced television director. Responsibilities include production, editing and live directing. English/Spanish required. Send your resume to Osvaldo Onóz, WXTV, 24 Meadowland Pkwy., Secaucus, NJ 07094. Equal opportunity employer.

**Director of broadcasting.** WYES-TV, a PBS affiliate, seeks an aggressive, creative individual with strong programming and production background and effective managerial skills. Duties include program development, budget formulation and administration, programming and production contract negotiation expertise and an extensive programming strategy, evaluation and purchasing background. Requires comprehensive, working knowledge of all FCC, CPB and PBS policies and procedures, supervision of programming-related personnel and ability to offer cogent input into long- and short-range station goals. If you have an eye for quality and 3-6 years experience, we've got that chance you've been waiting for. Express confidential letter of application, resume and salary requirements to: Stanton Frazer, CEO, WYES-TV, 916 Navarre Ave., New Orleans, LA 70124. No calls.

**On-air promotion producer.** WPHL-TV, major market independent, seeking experienced, creative promotion producer to write and direct all on-air promo spots. Should be familiar with time code editing, computer graphics and state-of-the-art digital effects. Send letter, resume, promo reel and salary requirements to Leila Brenner, WPHL-TV, 5001 Wynnefield Ave., Phila., PA 19131. EOE, M/F.

**Television production manager:** Number 1 rated, LIN owned NBC affiliate has immediate opening for highly organized and skilled individual with experience in all facets of television production. Production manager will supervise a staff of producer/directors, technicians and operators; coordinate, plan and schedule production of all local programming, on-air promotion, public affairs and commercials. Responsibilities include production marketing efforts, managing department budget, and setting operating procedures. Successful candidate must have minimum of 5 years experience in television production with 2 years supervisory experience. Directing experience preferred. No phone calls. Send resume to Program Manager, WOTV, LIN Broadcasting, P.O. Box B, Grand Rapids, MI 49501.

**Director,** ABC affiliate, South Bend/Elkhart market. Main responsibility will be directing/switching newscasts with some commercial production. Experience directing live news is necessary. Send resume, salary requirements and tape to Operations Manager, WSJV-TV, P.O. Box 1646, Elkhart, IN 46515. EOE.

**Top-notch news producer** needed for medium size market. If you have at least 3 years experience as a line producer, if you write well and can motivate people, send resume to Box S-40. Equal opportunity employer.



**F/T producer/writer** needed immediately for rapidly expanding video production facility. High-end corporate experience necessary. DVE and A/B editing helpful. Must be client-oriented and organized. Possible candidates should be self starters; an aggressive individual who can oversee remote production, computer animation, Paint Box and studio elements. Salary to compensate with experience. EOE. Send resume and salary requirements to: Videopac, 13 Roszel Rd., Princeton, NJ 08540.

**Television programming.** Major group owned South-eastern independent in top 30 market is seeking an experienced program director. Background should include selecting film titles. Send resume and salary requirements to Box S-41. EOE, M/F.

**TV production assistant.** Experienced ENG photographer needed to shoot television commercials. All new toys - JVC cameras, Ampex - ADO, ESS, switcher, and 1" VTR. Advancement and additional training provided OJT. Live, work and play in Chesapeake Country. Send tape, resume and salary requirements to Rick Cornish, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE, M/F.

**Commercial photographer.** If you have a reel that demonstrates a keen eye for lighting, shooting, and editing, I invite you to apply for a job in my department at an NBC affiliate that appreciates quality work. Call if you wish, but express tape right away to: J.P. Poss, Production Manager, KWWL, 500 East Fourth, Waterloo, IA 50703. Salary commensurate. EOE.

**Advertising & promotion manager.** Key department position at major market station. Must have strong marketing, management skills. Successful candidate will have minimum four years experience in television promotion with production background. College degree preferred. EOE. Box S-42.

**Promotion manager:** Midwest, top 30 affiliate opening for creative person with strong advertising and marketing skills. Department head position is responsible for all phases of promotion, advertising, publicity and PR. Heavy emphasis on news. If you're looking for a challenge, have experience as a manager and a track record of unique, successful ideas, rush your resume, cover letter and examples of your work to Box S-45.

#### SITUATIONS WANTED MANAGEMENT

**New station specialist.** Start-up manager, experienced programming, staffing, engineering, ready to turn on your station, viewers, and profits. Prefer Florida, Sunbelt. Box S-24.

#### SITUATIONS WANTED NEWS

**Meteorologist** with AMS television seal and six years experience at network affiliates seeks position in larger market. 912—598-0071.

**Cameraman/editor** seeks staff position. 12-years news experience with network affiliate. Ray Etheridge. 503—429-6945.

**Anchor/reporter:** Attractive black female with solid communications and writing skills. Strong on-air presence. Articulate, motivated, capable. Call Joan Fritz 914—938-2127.

**Midwest news assignment manager,** 50's market, excellent references, looking for desk position in top 30 market. Happy to relocate. Contact Susan 316—686-6983.

**Cameraman/editor** with producer thinking, overseas and domestic experience, a victim of the CBS budget cuts looking for attractive job offer. 202—234-5217.

**Bright talented** communications graduate with internship experience at top 50 CBS affiliate seeks entry level reporter position. Call Jeff 304—343-6347.

**Personality anchor** very experienced in news, weather and sports... worked markets from midget to major... now completing 2 1/2 years at CH 13 in Los Angeles. Mike McKay 818—502-6038.

**Award winning, attractive,** articulate, black female—currently employed seeks move to top 20's or 30's market. Call 314—367-2712.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Freelance producer/writer** of high-end corporate shows for Fortune 500 will put his skills to work for you. Call Ray Manna, 212—724-2800.

**Versatile and enthusiastic** individual ready for fulltime status. Working knowledge of video and audio. Seeking position in TV or video production. Will relocate. Alan Miller 615—832-8371.

**Graphic designers:** Unique opportunity to hire some of the best designers in the industry from CBS News and WCBS-TV during the WGA strike against CBS. Experienced professionals can provide per-diem and consulting for station and news look and style also Paintbox and Lubner training. \$250 day plus expenses. CBS's loss-your gain. Contact WGA Job Bank 212—245-6180.

#### MISCELLANEOUS

**Covering New Hampshire Primary** or New England news. Two fully equipped broadcast quality ENG crews available with all bells and whistles and edit suite. Call 603—679-5648.

**Primo People:** Hosts, interviewers, entertainment critics and reporters we need you. Send tape and resume to Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203—637-3653.

**Need a new challenge?** Stop wandering aimlessly through the "job-hunting jungle". We utilize employment referral and hundreds of weekly listings to put your goals on target! Television, radio, corporate communications. No placement fees. Media Marketing, P.O. Box 1476—PD, Palm Harbor, FL 34273-1476. 813—786-3603.

## ALLIED FIELDS

### HELP WANTED MANAGEMENT

**General manager:** audio visual studio. Seasoned professional to manage corporate A/V studio. Candidate must have "hands-on" experience in all facets of A/V production and a proven track record managing staff. Responsibilities include production scheduling and resource management of staff, facility and budget. New business marketing a plus. Top pay and benefits package. Submit resume to Sonalysts, Inc., P.O. Box 280, Waterford, CT 06385. EOE/M/F/V/H.

### HELP WANTED INSTRUCTION

**Wanted: instructor/assistant professor** of speech communications -radio and television. Full-time probationary position. Rank and salary dependent on experience, degree and qualifications. Appointment date is September 8, 1987. Teach courses in radio and television production and performance and public speaking. Advise and supervise student curricular and extra-curricular involvement in campus radio/television program productions. B.A. plus experience candidates will be considered, M.A. plus experience preferred. Send letter of application, resume, transcript and three letters of reference by May 1, 1987, to: Director of Personnel Services, Southwest State University, Marshall, MN 56258. Southwest State University is an equal opportunity employer.

### EDUCATIONAL SERVICES

**On-air training:** For TV reporters (beginners, veterans, cross-overs from print). Polish your delivery, appearance, writing. Prepare for better career. Learn from former ABC Network News correspondent and New York local reporter. Call 212—921-0774. Eckhart Special Productions, Inc. (ESP).

### HELP WANTED TECHNICAL

**Broadcast engineer:** Challenging position with rapidly growing consulting firm specializing in appraisals. Knowledge of RF systems and studio equipment. College degree and experience preferred. Send resume and salary history to: Broadcast Investment Analysts, Inc., Box 17307, Washington, DC 20041.

### RADIO AND TV PROGRAMING

**Radio & TV Bingo.** Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303—795-3288.

### EMPLOYMENT SERVICES

**Government jobs** \$16,040 - \$59,230/yr. Now hiring. Call 805—687-6000. Ext. R-7833 for current federal list.

### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723—3331.

**Instant cash—** highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 303—665-3767.

**1" videotape.** Looking for large quantities. 30 minutes or longer will pay shipping. Call 301—845—8888.

### FOR SALE EQUIPMENT

**AM and FM transmitter—**used, excellent condition. Guaranteed. Financing available. Transcom 215-884—0888.

**25KW FM-Harris FM25(1986),** Harris FM25K(1983), CCA 25000DS(1972) CSI 25000E(1978)\*\*20KW FM-Harris 20H3(1970)-CCA 20KW(1973). Transcom Corp 215-884—0888, Telex 910-240—3856

**5KW/10KW FM \*\*RCA BTF 10D (1969)\*\*3KW FM-CCA 3000DS (1968) 5KW-RCA FM5B(1963)\*\*2.5KW FM-Sparta 602A(1977), ITA 1000C(1965). Transcom Corp 215-884—0888, Telex 910-240—3856**

**Harris 1KW AM\*\*SX-1A (1985)-MW1A (1983)** both in mint condition. Transcom Corp 215-884—0888, Telex 910-240—3856

**50KW AM Continental 317B (1964),** RCA BTA 50H\*\*10KW AM-RCA BTA10H on air\*\*5KW AM-RCA BTA5TI(1965), Collins 21E(1964)\*\*1KWAm GatesBCIT-(1963)\*\*Collins 250G, Transcom Corp. 215—884-0888. Telex 910-240—3856.

**New TV startups.** Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303—665-3767.

**Excellent equipment!** UHF-VHF transmitters: 110 KW, 55 KW, 30 KW - used; 1 KW AM, 5 yrs old - perfect! Grass Valley 950/955 sync, 1400-12 switcher Laird 3615A; antennas - TX line; much more! Call Ray LaRue 813—685-2938.

**SMC automation system:** Nearly new ESP-2 with CRT. Five carousels, two 721 players, four Otari AR5100 decks. Contact 806-372—4518 for details and pricing.

**Over 100 AM-FM trans.** in stock. Welcome to our city "Dallas" for NAB. Come see our inventory. Y'all come ya hear! Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248 214-630-3600 new #214-276-9725.

**Silverline UHF transmitters** new, best price, latest technology. 30kw, 60kw, 120kw, 240kw. Bill Kitchen or Dirk Freeman. Television Technology 303—465-4141.

**EMCEE TTU-1000** 1kw UHF translator. Tuneable output. Cost 60K in '82. Sell 25K. Maze Broadcast Inc. 205—956-2227.

**Sony BVU-800** low head hours \$8,900. Sony BVT-800 TBC like new \$7,900. 305—856-3607.

**Lapp base Insulators:** New - never out of crates. 4 - 9004; 3 - 9006. Lapp Guy mast insulators - 6 - 8523. Pacific Tower Company, 6100 N.E. Columbia Blvd., Portland, OR 97218. 503-287-7303.

**Monitor and test equipment sale:** All new leader instruments test equipment at near dealer costs to clear inventory; LBO-5860A waveform monitor \$1650.00, LVS-5850B vector scope \$1570.00, LR-2400 rack mount \$180.00, package price \$3395.00 Waveform monitors LBO-5860B \$1425.00, LBO-5860L \$1890.00, Oscilloscopes 100Mhz 3 channel LBO-516 \$1098.00, 100 Mhz 4 channel LBO-518 \$1615.00, LBO325 2ch dual T/B attache case scope. LVM-5863A EFP monitor \$1545.00, LBO 5864 EFP waveform monitor \$1025.00. Video test generator LCG-400M/S \$1650.00, available with RGB outputs. Call for great prices on all MFG equipment! Call Cottonwood Communications in California 1—800—826-7025, USA 1—800—331-8333 or 1—805—344-3335.

**New JVC CR-850 3/4" Umatic professional studio recorders, limited quantity \$6980.00 each.** Editing system; Three JVC CR-850 3/4" recorders, Abner-TC SMPTE editor, 2 each JVC TM-R9U 9" color monitors, 1 each JVC TM-R14U 14" color monitor, 2 each For-A TBC's, price for system \$38,850.00. Switcher for A/B roll system Crosspoint Latch model 6119 switcher \$2400.00, Laird Telemedia 1500 Prom CG \$3990.00, call for pricing on Sony, JVC, Panasonic, Ampex and other products. Best video tape prices for 1/2", 3/4", and 1". Call Cottonwood Communications in California 1-800-826-7025, USA 1-800-331-8333 or 1-805-344-3335.

**New and used broadcast towers.** Custom designed for your needs. Call Tower Design and Fabrication for a quote. 314-687-3932.

**Blank tape, half price!** Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes \$6.99. Elcon evaluated 3/4 videocassettes guaranteed broadcast quality. To order call Carpel Video Inc., 301-845-8888, or call toll free, 800-238-4300.

**AM transmitters:** 50, 10, 5, 2.5, 1, .5 and .25kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

**FM transmitters:** 25, 20, 15, 5, 1, and 25kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

**For sale 28 Sony 3/4" VCRs,** consisting of 10 BVU200A, 1 BVU200B, 8 BVR510A, 4VP2260, 4VO2860, 1 VP2011, 3 JVC CR8500 VCRs. Also 2 Sony editors, 1 RM-410, 1 RM-430 and 2 JVC RM-85U editors. For further information, contact Paul Leger, ESPN, Inc. 203-584-8477.

## RADIO

### Help Wanted Sales

Where  
**Challenge**  
creates **Opportunity**

## Director, Radio Market Development Advertiser/Agency Sales

The Arbitron Ratings Company, a leader in broadcast research and audience measurement, has a challenging opportunity in its New York office for a Director, Radio Market Development, Advertiser/Agency Sales. The person we are seeking should have a minimum of 5 to 10 years experience at an agency and/or in a broadcast sales environment. Experience with Arbitron radio audience estimates and research data is necessary. This person will be responsible for developing applications, new services, and position papers. Provide technical expertise to the sales staff and represent us in public forums. This person should be a self-starter, committed to hard work and ready to meet the challenge of a competitive environment.

We offer a competitive salary/incentive program, with a comprehensive benefit package. We provide a professional atmosphere for the career minded individual. To explore this opportunity further, send resume with salary history in confidence to:

**Roberta DePolo**  
Office Manager  
Arbitron Ratings Company  
1350 Avenue of the Americas  
New York, New York 10019

**GD CONTROL DATA**

Affirmative Action Employer

## Help Wanted Management

### MANAGEMENT

Entrepreneurial company with research and strategic emphasis looking for person to head up growing radio group. Strong background in coaching and training of all areas of radio management including national and retail sales, programming and financial management.

**Box S-30. EOE**

### Situations Wanted News

#### Major Market Sportscaster

with extensive experience as major college play-by-play and talk show host would like relocation. Also a competent program director, will consider any market if quality operation. I want to work hard for someone who appreciates it. Top talent. 314-867-3011.

## Situations Wanted Announcers

**AN  
EXTRAORDINARY  
TALK HOST  
IS  
AVAILABLE**

IMMEDIATE IMPACT  
IMMEDIATE RATINGS

**BOX S-6**

## TELEVISION

### Help Wanted Programing, Production, Others

#### BROADCAST GROUP PROMOTION PRODUCER

Tribune Creative Services Group produces promotion for nationally distributed programming. We have a position available for an experienced writer/producer at our headquarters in Atlanta. State-of-the-art technical facilities with emphasis on quality, not quantity.

Minimum 2 years promotion experience required with movie promotion background preferred.

Please send tape and resume to:

**Jim Ellis**  
Vice President/Creative Services  
Tribune Broadcasting Company  
435 North Michigan Avenue  
Chicago, IL 60611

No phone calls please

**T BROADCASTING**  
Company

An Equal Opportunity Employer

## FEATURE PRODUCERS

Evening Magazine in Baltimore needs 2 experienced story producers. Previous Evening PM Magazine experience required. Will conceive, write and produce one high quality promotable feature per week. If you're the best, please rush resume and tape to: P.O. Box 4861, Baltimore, MD 21211. An equal opportunity employer.

### PROMOTION WRITER/PRODUCER

WTTG's award-winning Creative Services department seeks a top-notch WRITER-PRODUCER. Excellent writing and production skills with at least 2 years experience producing news and entertainment promotion. We offer a great working environment, state-of-the-art equipment and a chance to spread your wings.

RUSH your best spots and resume to:  
Anne Connolly/ Personnel Director/WTTG-TV  
5151 Wisc. Ave., N.W./ Washington D.C. 20016

EOEM/F





# Traffic Continuity Assistant

## - CABLE TV -

We're USA Network, one of the most watched cable networks in the USA, and we seek an eager professional with a college degree to work in our Traffic Department. You'll solicit commercial materials and instructions from advertising agencies, and arrange copy rotation schedules. You'll need 1 years' experience in broadcasting, cable TV or advertising and knowledge of IBM PC.

We offer a salary to \$20K. Please forward your resume with salary history, to: Lisa Fuhrman, USA Network, Dept. BR, 1230 Avenue of the Americas, New York, NY 10020. We are an equal opportunity employer.



### TV GENERAL SALES MANAGER

GSM for southeastern small market affiliate. Must have experience (indie or affiliate) but determination and aggressiveness VIP. Ownership (stock options) part of package. Send resume to Box S-29. EOE. M/F.

### Help Wanted News

Long Island natives come home. WLIG-TV is seeking Co-Anchor to assist our male anchor and an Assignment Editor/Reporter. Tapes, resumes & salary history to: Drew Scott, News Director, 175 Crossways Park West, Woodbury, NY 11797. EOE.

### Help Wanted Management

#### TOP 20 - PROMOTION MANAGER

Qualified, experienced person with hands-on skills and leadership ability. Will be responsible for handling promotion planning and execution. Competitive salary and benefit package. Please send your resume and salary requirements in confidence to Box S-11.

### ATTENTION

#### BLIND BOX RESPONDENTS

Advertisers using Blind Box Numbers cannot request tapes or transcripts to be forwarded to BROADCASTING Blind Box Numbers. Such materials are not forwardable and are returned to the sender.



### GRAPHIC DESIGNER

Turner Broadcasting System, the leading sports and entertainment system in satellite communications, has an immediate opening for a Graphic Artist with broadcast experience. This position requires a high-energy, creative person with an extensive background in graphics design/execution for television, with an emphasis on logo design and animation. Illustration, electronic paint system and video production equipment experience beneficial. Send resume and reel to:

Craig McMahon, Production Graphics Manager  
Superstation WTBS  
1050 Techwood Drive NW, Box 105264  
Atlanta, Georgia 30348-5264

No telephone calls. EOE M/F/V/H

### ADMINISTRATIVE ASSISTANT TO GROUP VICE PRESIDENT TELEVISION

Administrative support to Group Vice President of a seven television station group. College graduate or extensive business experience required. Shorthand or fast longhand skills preferred. Accurate typing and facility with numbers necessary. Excellent telephone manner, organizational and writing skills important. Solid, general knowledge of the television business is essential, and knowledge of sales/marketing would be helpful. Working knowledge of Lotus would be a plus. Job is in New York. Send letter and resume to Andrea Moll, LIN Broadcasting Corporation, 1370 Avenue of the Americas, New York, New York 10019. EOE.

## MANAGER NATIONAL TV SERVICE

Arbitron Ratings Company, a leader in audience measurement, is expanding its programs to include a National TV Service. We are seeking an experienced Manager to actively participate in the planning, strategy development and determination of product design features.

Excellent managerial skills, good working knowledge of statistical methodologies and experience with a national rating service are necessary.

Arbitron offers competitive salaries and benefits along with outstanding growth potential. In addition, we are ideally located in the suburbs of the Baltimore/Washington Metropolitan corridor. To apply, send resume including salary history and requirements in confidence to Paul Jones, Human Resources Consultant.

### ARBITRON RATINGS COMPANY

312 Marshall Avenue  
Laurel, Maryland 20707



Affirmative Action Employer

Where  
**Challenge**  
creates **Opportunity**

## ALLIED FIELDS

### Help Wanted Sales

#### EXPERIENCED SALES REPRESENTATIVE

International Tapetronics, Broadcast and Related Products Division/3M has an opening for a sales representative.

Candidates should have:

- Successful background in sales of broadcast equipment.
- Thorough understanding of the Broadcasting industry.
- Excellent communication skills, both verbal and written.
- Experience with the technical side of state-of-the-art recording, including digital audio.
- Freedom to travel.

Send resume with references and salary history to:

**Chuck Kelly**  
Sales Manager  
International Tapetronics  
Broadcast and Related Products  
Division/3M  
P.O. Box 241  
Bloomington, IL 61701

### Employment Services

#### JOB HUNTING?

If you need a job, you need MediaLine. We give you job listings in news, weather, sports, production, programming, promotion, engineering and sales. For \$37.50 you get a daily report for 6 weeks. **1-800-237-8073** (In Missouri 314-442-3364). MediaLine, P.O. Box 10167, Columbia, MO 65205-4002.




### Public Notice

#### PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in open session on Sunday, May 3, 1987, from 9:30 to 11:00 AM at the Washington Hilton Hotel, Connecticut Avenue, NW, Washington, DC. Subject to amendment, the agenda includes: Chairman's Report, President's Report, and committee reports. The committees will meet at the same location on Saturday, May 2 from 1:30 to 8 PM and Sunday, May 3 from 8 to 9:30 AM.

## Radio & TV Programing



**Lum and Abner  
Are Back**  
...piling up profits  
for sponsors and stations.  
15-minute programs from  
the golden age of radio.  
PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737  
Jonesboro, Arkansas 72403 ■ 501/972-5884

#### ARMY SPORTS BROADCAST NETWORK

Army Sports Broadcast Network (ASBN) will broadcast via satellite all Army Football Games to audiences throughout the world. Fill up Saturday afternoons with new and premium income.

ASBN will broadcast eleven (11) of the most exciting football games broadcast this coming season. Call Gus Nathan, Network Coordinator at: 914-693-2400 or 212-538-9898 to become the ASBN Network affiliate in your market.

### Miscellaneous

#### CAPITAL AVAILABLE

**\$50,000 to \$50,000,000**  
**LOBECK FINANCIAL**  
3296 S. Mooney Blvd., Suite 187  
Visalia, CA 93277  
209-733-5083

### Wanted to Buy Stations

#### RADIO/TELEVISION STATIONS WANTED

Cash flow problems? Ratings slump? Buyers willing to assume debt and get you off the hook. Send detailed '86 year-end financials and ownership history. All replies treated with utmost confidentiality. Principals only. Write Box R-125.

#### LPTV

Qualified individual wishes to buy CP or on-air. Reply to:

**Box S-17**

**GROUP OWNER INTERESTED IN USING OUR KNOWLEDGE AND FINANCIAL STRENGTH TO JOINT VENTURE YOUR FM-CP OR WILL BUY. REPLY TO BOX S-35.**

## For Sale Stations

### SOUTHWEST

Dominant AM/FM - good C.F. Needs exp. operator to realize upside. \$1,300,000; terms.

### ROCKY MOUNTAINS

Combo in attractive, growing resort. Priced at less than 2 x gross. \$350,000 cash.

### OKLAHOMA

Small mkt. upgrade AM/FM at less than 6 x C.F. with room to grow. \$350,000; terms.

### SUNBELT

Buyable AM in single station mkt. at 6.5 x '87 C.F. \$785 K with \$150,000 down.

**BILL WHITLEY, DAN ROUSE**  
**(214) 788-2525**



### FM APPLICATIONS

Satellite Systems Engineering, Inc. is now preparing FM radio applications for FCC (BC Docket 80-90) (689 new FM locations).

Contact:  
Bob Napp,  
(301) 652-4660



- Class C 100,000 watt ERP plus powerful AM. North Dakota city \$3.2 million.
- Florida fulltimer. Covers 1.5 million people West Coast. Bargain at \$1.25 million. Terms

CALL FOR RADIO, TV, CABLE LIST!

**Business Broker Associates**  
**615-756-7635, 24 hours**

### MEDIA BROKERS • APPRAISERS

Put my over 30 years of service to work for you

BURT

**SHERWOOD INC.**

3125 Maple Leaf Dr. • Glenview, IL 60025

**312-272-4970**



### DOMINANT C

Exciting, medium Texas market. Super-successful with room yet to grow. Solid cash flow - start out making money the day you take over. Absentee owner wants hands-on control closer to home. Good terms to suit buyer. Box S-21.



For Sale Stations Continued

**CLASS C FM/  
FULLTIME AM**

**HALF PRICE!  
\$650,000 TERMS**

Originally listed at \$1 million +. This 100kw FM with non-directional AM must be sold. Currently billing over \$400,000 in fast growing Rocky Mountain area. New CP for top 40 market coverage expected soon.

Call Peter Stromquist  
Chapman Associates  
818-366-2554  
17402 Chotsworth St.  
Granada Hills, CA 91344

**SO. CALIFORNIA**  
Class A FM in fast-growing resort 90 min. north of L.A. Possibly upgradeable - lots of potential. Asking \$1,900,000.

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**Rates:** Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: (personal ads): \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.



## Media

**Alvin K. Leiti**, general manager, WVTM(TV) Milwaukee, joins WRLH-TV Richmond, Va., as president and general manager.

VP's and general managers, Gannett Broadcasting-owned TV stations, named presidents and general managers: **Harvey Mars**, WXIA-TV Atlanta; **Joseph Jerkins**, KVUE-TV Austin, Tex.; **Ken Tinning**, KUSA-TV Denver; **Ronald Townsend**, WUSA(TV) Washington.

**Patricia York**, sales manager, KPRW(AM)-KATF-FM Oklahoma City, named general manager.



York



Stenberg

**Eric Stenberg**, VP/general manager, KLU-B(AM)-KISN(FM) Salt Lake City, joins KGTN-AM-FM Georgetown, Tex., as general manager.

**Tony Perlongo**, general sales manager, KFYE(FM) Fresno, Calif., adds duties as general manager.

**Don DeRose**, sales manager, KEXO(AM) Grand Junction, Colo., named general manager, KEXO and co-owned KLDR-FM Delta, Colo.

**Edward H. Zukerman**, senior VP, Heller Financial Inc., Chicago, joins Cable Development Corp., Chicago-based multiple cable system operator, as VP and chief financial officer.

**David Reeder**, general sales manager, WINX(AM) Rockville, Md., joins WMET(AM) Gaithersburg, Md., as station manager. **John S. Batchelder**, former program host, WMAL-TV (now WJLA) Washington, joins WMET as director, broadcasting.

**Stuart R. Kennedy**, operations manager and program director, KGEZ(AM) Kalispell, Mont., named station manager.

**Carol Flynn**, general accounting manager, Online Computer Library Center Inc., Dublin, Ohio, joins Warner Cable Communications Inc. there as manager, external reporting, accounting department.

**Chris Caine**, program director, KCRG(AM) Cedar Rapids, Iowa, named operations manager.

**Luke Alexander**, director, sales administration, ABC-TV, Chicago, joins noncommercial WTTW(TV) there as account executive, national marketing and development divi-

sion. **Gayly Opem**, subscription sales manager, Playboy Enterprises, Chicago, joins WTTW as director, subscription marketing.

**Melody Kanschot**, operations manager, Northwest Public Radio, Pullman, Wash., joins noncommercial KCSN(FM) Northridge, Calif., as development director.

**Patricia Meller**, controller, Continental Electric Inc., Croydon, Pa., joins noncommercial WHYY-FM-TV Wilmington, Del., as controller.

**Joyce Johnson**, traffic and operations assistant, KDAF(FM) Dallas, named assistant traffic manager.

## Marketing

**Kenneth Roman**, president, Ogilvy & Mather Worldwide, New York, named chairman, succeeding **William E. Phillips**, who remains chairman of parent, Ogilvy Group Inc.

**Gregg Dearth**, executive VP and executive creative director, Ketchum Advertising, Pittsburgh, joins BDA/BBDO, Atlanta, as executive VP and executive creative director.

**Herb Miller**, VP and associate director, broadcast production, FCB/Leber Katz Partners, New York, named senior VP and director, broadcast production.

**Joseph P. Flanagan**, president, Impact, Chicago subsidiary of Foote, Cone & Belding Inc., adds duties as corporate director, sales



Flanagan



Gosden

promotion services, FCB. **Freeman Gosden Jr.**, president, FCB's Smith-Hemmings-Gosden, El Monte, Calif., adds duties as corporate director, direct marketing, FCB.

**James C. Warner**, former VP and general manager, WFLD(TV) Chicago, joins Independent Television Sales there as VP and Midwest sales manager.

**Earl Buncher**, director, public information, School of Computer Technology, Pittsburgh, joins Image Innovators, Pittsburgh advertising agency, as VP.

Appointments at Katz Communications Inc.: **Vinny Della Ratta**, staff designer, creative services department, Katz Communications, New York, to assistant director, creative services; **Ken Murphy**, account executive, Seltel Inc., New York, to sales executive, Katz In-

dependent Television there; **Diane Weeks**, account executive, Blair Television, Detroit, to sales executive, Katz Independent there; **Jerry Taub**, senior research analyst, John Blair & Co., New York, to research analyst, Katz Continental Television, New York; **Stacy Bergmann**, market research specialist, Katz's Republic Radio, New York, to associate research director; **John Miller**, former assistant buyer, Media Logic, Tallahassee, Fla., to assistant buyer, Republic Radio, New York; **Steven Chambers**, from KRLD(AM) Dallas, to Republic Radio there as account executive.

**Steve Coss**, copywriter, D'Arcy Masius Benton & Bowles, Chicago, named associate creative director. **Kathy D'Antonio**, senior graphic coordinator, named supervisor, graphic art. **Clark R. Miller**, account executive, Bozell, Jacobs, Kenyon & Eckhardt Advertising, Dallas, joins DMB&B, St. Louis, as account executive.

**Joan Knox**, media director, Abbott Advertising, Lexington, Ky., joins Abramson Associates Inc., Washington, in same capacity.

**Jeanine Vinciguerra**, from WXON(TV) Detroit, joins Seltel, New York, as account executive. **Douglas Jay Goulding**, account executive, Richards Group, Dallas, joins Seltel there as account executive.

**Nat Gutwirth**, copywriter, Weightman Advertising, Philadelphia, named creative group supervisor. **Charles N. Kantner III**, marketing research project director, Weightman, named account executive. **Parker Allen Hurlburt**, project director, MSI International, Los Angeles, joins Weightman Research, Philadelphia, as project director.

**Jim Craig**, VP, Crume & Associates, Irving, Tex., joins Gilpin, Peyton & Pierce Inc., Dallas, as account supervisor.

**Elizabeth A. Snyder**, from Taylor Spencer Granville Advertising, San Francisco, joins Blair Radio there as account executive.

**Ingrid J. Fowler**, from Grant Marketing Communications Inc., Conshohocken, Pa., joins McAdams & Ong Inc., Philadelphia as copywriter.

**Ed Alexander**, morning announcer and music director, KCEE(AM) Tucson, Ariz., joins Engel Marketing, Tucson advertising agency, as senior account executive.

**Andrew Mars**, local sales manager, CBS-owned KNX(FM) Los Angeles, joins co-owned WMRQ(FM) Boston as director, sales.

**Randy Pratt**, local and national sales manager, KTUL-TV Tulsa, Okla., named general sales manager.

**Michael D. Bump**, general sales manager, WHLY(FM) Leesburg, Fla., joins WWDE-FM Hampton, Va., in same capacity.

**Joanne Cini**, account executive, WNYW(TV) New York, named local sales manager.

**Judy Soechtig**, account executive, WCZY-AM-

FM Detroit, named local sales manager.

**Henry J. Bruen**, VP, Sable Communications Co., Atlanta, joins WWZ(FM) Summerville, S.C., as local sales manager.

**Jo Elaine Ortiz**, sales manager, KWHW(AM)-KRKZ(FM) Altus, Okla., joins KZIQ-AM-FM Ridgecrest, Calif., as sales manager.

**Ron Strauss**, account executive, MMT Sales, New York, joins WQTV(TV) Boston as national sales manager.

**Robert Marra**, account executive, TeleRep Inc., New York, joins WVIT(TV) New Britain, Conn., as national sales manager. **J. David Getty**, producer and director, Laird Productions Inc., Camp Hill, Pa., joins WVIT as commercial producer and writer.

**Arlene Goodman**, from KEZO(FM) Omaha, joins KMTV(TV) there as account executive.

**Allison M. Burns**, account executive, *Business First*, Louisville, Ky., publication, joins WLEX-TV there as account executive.

**Chris Manfull**, senior account executive, *Des Moines Skywalker*, and **David Lubbers**, sports photographer and reporter, WHO-TV Des Moines, Iowa, named account executives, WHO-TV.

**Beverly Mayo**, from WGXA(TV) Macon, Ga., and **Cathy Hertzfeld Clark**, former account executive, WSPD(AM)-WLQR(FM) Toledo, Ohio, join WTOL-TV Toledo as account executives.

**Steve Zazo**, local sales manager, WWCK-AM-FM Flint, Mich., joins WRIF(FM) Detroit as account executive.

**Stewart Eichelbaum**, sales manager, Cable Adnet, Blue Bell, Pa., joins WPMT(TV) York, Pa., as account executive.

**David Banister**, from Bill Beliles Furniture, Hopkinsville, Ky., joins WZZF-FM there as account executive.

**Ronald A. Walter**, VP, customer relations, Memphis Light, Gas and Water, joins WREG-TV Memphis as director, marketing, production and client services.

**Zaline McShan**, account executive, WIP(AM) Philadelphia, named research and sales administrator, WIP and co-located WMMR(FM).

**Rochelle Langston**, account executive, WKXS(FM) Marion, S.C., joins WXLX(AM) Blowing Rock, N.C., as sales manager.

**Lisa Decker Grindell**, account executive, KINK(FM) Portland, Ore., named retail sales manager.

**Greg Russell**, promotion coordinator and announcer, WHND(AM) Birmingham, Mich., and **Daniel Blugerman**, former account executive, J. Walter Thompson, Detroit, named account executives, WHND and co-located WMJC(FM).

## Programming

**Jay Silha**, sales executive, Coca-Cola's Columbia Pictures Television, Los Angeles, named VP, Midwest sales, Coca-Cola Telecommunications Inc., Chicago.

**William Nestel**, head of entertainment and sports division, Wood, Lucksinger & Epstein, Los Angeles law firm, joins Rastar Productions Inc. there as president and chief op-

erating officer.

Appointments at ABC Radio Networks, New York: **Gloria Briggs**, director, ABC FM Radio Network, to director, ABC Rock Radio Network; **Susan A. O'Connell**, manager, network programming, to director, ABC FM Radio Network; **Scott Kushner**, former director, DIR Broadcasting Corp., New York, to clearance representative, entertainment programming, ABC Radio Networks.



Lucas

**Gus Lucas**, executive VP, Viacom Entertainment Group, Los Angeles, adds duties as president, West Coast operations. **Stephen Wm. Schulte**, senior VP, direct broadcast development, Viacom's Showtime/The Movie Channel. New York, named executive VP and general

manager, Viacom Network Enterprises. **Ramona Teisan**, VP and controller, Orion Television Productions, Los Angeles, joins Tri-Star Productions there as VP and television production controller.



Teisan

**Anna Hall**, director, mini-series, CBS-TV, Los Angeles, joins Telso Communications Inc., Los Angeles, newly formed subsidiary of Television South. London, as VP, program development.

**Paul Cloffari**, VP, sales, Ohlmeyer Communications Co., New York, joins PGA Tour there as director, television sales and media projects.

**Mark Lilly**, from real estate investment firm in Newport Beach, Calif., joins The Disney Channel, Burbank, Calif., as director, finance. **Kathy Pineda**, manager, West Coast finance, Home Box Office, Los Angeles, joins The Disney Channel as business analyst.

**Melinda Ward**, executive producer, *Alive from Off Center*, produced by noncommercial KTCA-TV St. Paul, Minn., joins Public Broadcasting Service, Washington, as director, children's and cultural programming.

**Nina Blackwood**, music correspondent, *Solid Gold* and *Entertainment Tonight*, syndicated programs, joins United Stations Programming Network, New York, as host, *Entertainment Express*.

**Bill Schultz**, production accountant, New World Television, Los Angeles, joins Marvel Productions Ltd., Van Nuys, Calif., as production controller.

**Robert J. Chmiel**, former story analyst, Showtime/The Movie Channel Inc., Los An-

geles, joins Chris/Rose Productions there as director, development.

**Jeffrey S. Hoops**, local sales manager, WATL(TV) Atlanta, and **Lee Armstrong**, account executive, WFAA-TV Dallas, join Group W Productions, Atlanta, as Southeast division managers. **Kim A. Schlotman**, director, market strategy, Viacom, New York, joins Group W Productions there as account executive.

**Betty Selby**, manager, program development, entertainment department, Zink Communications, New York, named director, program development. **Dana C. Gumanow**, administrative assistant to VP, Tradex Brokerage Service, New York, joins Zink as assistant to executive VP, Jan Morgan. **Peter R. Morrison**, freelance producer, joins Zink as staff producer.

**Joseph F. Kiselica**, owner, Kiselica Advertising, Dayton, Ohio, joins Coral Pictures Corp., Miami, as central division sales manager. He will be based in Dayton.

**Greg Kamp**, producer and director, Edelman Productions, New York, joins Telesis Productions, Rochester, N.Y., as writer and producer.

**Gary W. Wendt**, director, national sales, ITF Enterprises, Los Angeles, joins MCA TV there as sales executive, Western region.

**Terry Mackin**, VP, Blair Television, Houston, joins Columbia/Embassy Television, Atlanta, as account executive, Southeastern region.

**Scott Shannon**, program director, WHTZ(FM) Newark, N.J., named VP, programming and operations.

**Grant Nielsen**, operations manager and announcer, KBIG(FM) Los Angeles, joins KSEA(FM) Seattle as program director.

**Gwen Roberts**, announcer, KIIS-AM-FM Los Angeles, named assistant program director.

**Chris Scott**, announcer and music director, WFBC-FM Greenville, S.C., named program director.

**Bill Anderson**, operations manager, WQOW-TV Eau Claire, Wis., joins KCRG-TV Cedar Rapids, Iowa, production manager.

**Jack Lazare**, former owner and general manager, WMMW(AM) Meriden, Conn., joins WRQC(AM) New Britain, Conn., as midday announcer.

**Susan A. Robinson**, account executive, Adams Russell, video information systems division, Los Angeles, joins The Preview Network there as Western regional sales manager. **Kathleen J. Manger**, affiliate marketing representative, The Disney Channel, Chicago, joins The Preview Network there as central regional sales manager.

**George Ponte**, senior account executive, CBS Radio, New York, joins Lifetime Cable-television there as account executive.

**Perry Wright**, from WTRX(AM) Flint, Mich., joins WTAC(AM) there as program director and evening talk show host.

**Michael Stanley**, freelance reporter, joins WJW-TV Cleveland as host, *PM Magazine*.

**Donna Marie Healey**, from WCVB-TV Boston, joins WLVI-TV Cambridge, Mass., as announcer.



**Ed Hartley**, from KMOX(AM) St. Louis, joins WBAL(AM) Baltimore as evening talk show host.

**Eddie Rivera**, concert producer, KISS(FM) San Antonio, Tex., joins WQHT(FM) Lake Success, N.Y., in same capacity.

## News and Public Affairs

**Guillermo Chao-Ebergenyi**, general manager, United Press International, Washington, named senior VP, finance and administration. **Joseph Domek**, director, telecommunications, named senior VP, communications. **Jon C. Frandsen**, night editor, named assistant Washington news editor.

**Don Ross**, executive VP, Lorimar News & Information Group, Culver City, Calif., named president. Ross will head two subsidiaries of Lorimar-Telepictures, NIWS Inc., TV news service, and The California Video Center, post-production facility.

**Terrence P. Hunt**, White House reporter, Associated Press, Washington, named White House correspondent. **Dorothy Gast**, correspondent, Roanoke, Va., named correspondent, Cleveland.

**Al Jaffe**, former news director, KOVR(TV) Sacramento, joins ESPN Inc., Bristol, Conn., as news manager, *Sports Center*, sports news show.

Appointments at Washington Independent News: **Linda Schmidt**, correspondent, Washington Radio and Press Service, to assignment editor; **Philip Shortt**, freelance photographer, to photographer/editor; **Steven Saltzgeber**, recent graduate, Guilford College, Greensboro, N.C., to audio technician.

**Brian Peterson**, news director, KGMB(TV) Honolulu, joins WOWK-TV Huntington, W. Va., as news director.

**Roy Firestone**, sportscaster and sports talk show host, ESPN, Bristol, Conn., adds duties as host, *Sunday Night Major League Baseball*, call-in radio show, syndicated by Bud Sports division of Anheuser-Busch Inc., St. Louis.

**Ken (Hawk) Harrelson**, former executive VP, baseball operations, Chicago White Sox, joins SportsChannel, Woodbury, N.Y., local cable sports network, as announcer for New York Yankee games.

**John Ryan**, regional VP, sales, John Blair & Co., San Francisco, joins SPR NewsSource there as VP, sales, West.

**Steve Blue**, executive producer, KPIX(TV) San Francisco, joins KTTV(TV) Los Angeles as executive editor. **Phil Brady**, VP, Smith Marketing Corp., Los Angeles, joins KTTV as general assignment reporter and special correspondent.

Appointments at KVOX-TV Bellingham, Wash.: **Lynn Rosen**, staff producer, to manager, news and public affairs; **Michele Higgins**, weekend anchor, to weekday reporter; **Amy Cloud**, from production department, to producer, public affairs programs.

**Don Postles**, anchor, WKBW-TV Buffalo, N.Y., joins KFSN-TV Fresno, Calif., as anchor, 6 and 11 p.m. newscasts. **Norma Cancio**,

from KTSP-TV Phoenix, joins KFSN-TV as reporter and morning anchor.

**Jay Crellin**, anchor, KOLD-TV Tucson, Ariz., joins WREX-TV Rockford, Ill., as anchor and producer, 6 and 10 p.m. newscasts.

**Nick Walker**, reporter, KIRO-TV Seattle, named morning news anchor.

**Jim Peterson**, from KTVN(TV) Reno, joins KOB-TV Albuquerque, N.M., as sports director.

**Sean Callebs**, education reporter, WIS-TV Columbia, S.C., adds duties as anchor and producer, weekend newscasts. **Chris Curlis**, from WVVA(TV) Bluefield, W. Va., joins WIS-TV as meteorologist.

**Lisa Forgey**, media buyer, Young & Co., Springfield, Mo., joins KOLR(TV) there as weekend anchor and general assignment reporter.

**Rick Van Hoose**, from WHAS-TV Louisville, Ky., joins WAVE-TV there as weekend sports anchor and reporter.

**Steve Letro**, meteorologist, South Florida Management District, West Palm Beach, Fla., joins WJNO(AM) there as meteorologist.

**Caroline Slark**, from KFBK(AM) Sacramento, joins KRBK-TV there as general assignment reporter. **Mai Pham**, from KXTV(TV) Sacramento, joins KRBK-TV as business reporter.

**John Graham**, from WHEB-AM-FM Portsmouth, N.H., joins WTSN(AM) Dover, N.H., as reporter.

**Barbara Callahan**, noon anchor, and **Bill Ratliff**, anchor and reporter, WXTV(TV) Tampa, Fla., add duties as co-anchors, new 6:30 a.m. newscast.

**Anne Fink**, consumer and general assignment reporter, WICS(TV) Springfield, Ill., named weekend anchor.

**Ken Wilkey**, VTR technician, KCBS-TV Los Angeles, named manager, ENG operations.

**Rick Garcia**, sports anchor, KTSP-TV Phoenix, joins KTTV(TV) Los Angeles, as weekend sports anchor.

**Maureen Tighe**, chief weathercaster, WANE-TV Fort Wayne, Ind., joins WFAA-TV Dallas, as weekend weather anchor.

**Cari Bernstein**, producer and host, *Morning Edition*, noncommercial KERA(FM) Dallas, joins noncommercial WKAR-AM-FM East Lansing, Mich., as news producer and call-in show host.

**Huell Howser**, former reporter and producer, KCBS-TV Los Angeles, joins noncommercial KCET(TV) there as producer and reporter, *Videolog*, feature segments.

Appointments at WMTW-TV Poland Springs, Me.: **Jonathan Hall**, associate producer, WCVB-TV Boston, to reporter and weekend anchor; **Lisa K. Gardner**, production assistant, director and radio announcer, WABI-AM-TV Bangor, Me., to reporter; **Richard W. Chamberlin** and **Kevyn Fowler**, production assistants, WMTW-TV named photographers.

## Technology

**Bernard M. VanBentham**, president and chief

operating officer, Circuit Research Laboratories, Tempe, Ariz., joins Utah Scientific, Salt Lake City manufacturer of TV routing and master control switches and broadcast automation systems, as VP, engineering. **Daniel F. Antonellis**, director, marketing and sales, Datatek Corp., Mountainside, N.J., joins Utah Scientific, Metuchen, N.J., office as Northeastern regional sales manager.

**James Sides**, senior VP and general manager, propulsion division, Atlantic Research Corp., Alexandria, Va., named president, ARC Group, which includes Atlantic Research Corp.'s teleproducts division. **Harvey Kushner**, chairman, Atlantic's ORI Group, which includes electronic systems division, named president, ORI Group.



Jacoby

**Tedd Jacoby**, national sales manager, FOR-A Corp. of America, Newton, Mass., joins Nova Systems Inc., Canton, Conn., manufacturer of video signal processing equipment, as VP, marketing and sales.

**Harry Armstrong**, head of European operations, Grass Valley Corp., London, joins Dynatech Corp. there as president, international operations, video communications division.

**Tom Smock**, district sales manager, Panasonic Industrial Co., Los Angeles, joins Sharp Electronics Corp. there as Western regional sales manager, professional products division.

**Peter C. Lowten**, president, Pixel Consulting, Mountain View, Calif., joins Quanta Corp., Salt Lake City manufacturer of video graphics systems, as director, product operations.

**Dawn Ford**, former technical director, *All Things Considered*, National Public Radio, Washington, joins CMX Corp., Santa Clara, Calif., manufacturer of TV and sound editing systems, as product manager.

**Vern A. Pearson**, from Intergroup Video Systems Inc., Gainesville, Fla., joins Dynair Electronics, manufacturer of routing switches, control and distribution equipment, as central region manager.

**Charles B. Sholdt**, director, marketing and advertising, Colorgraphics Systems Inc., Madison, Wis., named director, Weather Central Inc., Madison, ColorGraphics' private weather forecasting subsidiary.

**Laurie McDonald**, account supervisor, Mediatech West Inc., Los Angeles, named operations manager.

**Ruth Cisero**, manager, production, Vestron Video, Stamford, Conn., named director, production and distribution. **Eric Eggleton**, independent consultant, joins Vestron Video as manager, specialty programming.

**Alan B. Henderson**, from The Post Group, Los Angeles, joins Windsor Total Video, New York post-production facility, as editor and night manager.

**Thomas J. Bentsen**, director, engineering, satellite systems, CBS-TV, New York, joins

WBAL-TV Baltimore, as director, engineering.

**Dennis P. Maddox**, former chief engineer, noncommercial WCFE-TV Plattsburgh, N.Y., joins noncommercial WTCI(TV) Chatanooga in same capacity.

## Promotion and PR

**Nancy C. Elliot**, account group manager, Earle Palmer Brown Public Relations, Washington, named VP.

**Rosalind Jarrett**, manager, movie and mini-series publicity, ABC public relations, West Coast, named director, program publicity.

**Lisa Lewison**, TV publicity consultant, Tri-Star Television, Los Angeles, named VP, publicity, advertising and promotion.



Feld

**Carole Feld**, director, field promotion, Tri-Star Pictures, New York, joins Home Box Office Inc. there as director, programing promotion.

**John A. Wentworth**, director, publicity, advertising and promotion, Paramount Network Television, Los Angeles, joins Television Publicity Executives Committee, North Hollywood, Calif., as vice chairman.

**James W. Carlson**, director, corporate communications, Nortek Inc., Providence, R.I., joins Jones Intercable Inc., Englewood, Colo., as VP, corporate communications.

**Tom Stepanchak**, research coordinator, *TV Bloopers & Practical Jokes*, series formerly produced by dick clark productions inc., Los Angeles, named director, publicity, dick clark productions.

**Alan Daniels**, manager, advertising and promotion, Columbia/Embassy Television, Los Angeles, named director, advertising and promotion.

Appointments at USA Network, New York: **Ellen Kaye**, director, advertising and consumer promotion, to director, marketing; **Maggie Hoehn**, coordinator, sales and marketing promotion, to manager, sales promotion; **Ellen Gelvan**, associate producer, creative services, USA, and **Chris Gross**, promotion producer, WTTG(TV) Washington, to producers, creative services; **Kim Dapolito**, coordinator, creative services, to production manager.

**David Boggan**, director, information services, Texas Lutheran College, Seguin, joins SLW Public Relations, Dallas, as account services representative.

**Ann Terry Pincus**, press secretary to former Senator Charles McC Mathias Jr. (R-Md.), joins noncommercial WETA-FM-TV Washington as VP, communications.

**Trish Sullivan**, editor, *Dowline* magazine, Dow Jones & Co., New York, joins Bergelt Litchfield Public Relations there as account executive.

**Deborah C. Johnson**, director, creative services, WLWT(TV) Cincinnati, joins KOMO-TV Seattle as promotion manager.

**Janice E. Craige**, promotion manager, WTVF(TV) Nashville, joins WMAR-TV Baltimore as creative services director.

**Doreen Morgan**, assistant promotion manager, WGME-TV Portland, Me., joins WPXT(TV) there as promotion manager.

## Allied Fields

**Sam Archibald**, faculty member, School of Journalism and Mass Communications, University of Colorado, Boulder, named executive director, First Amendment Congress, newly formed coalition of 17 media organizations including National Association of Broadcasters, National Broadcast Editorial Association and Radio-Television News Directors Association. First Amendment Congress will open national office on campus of University of Colorado, Boulder, in June.

**Jerry D. Craft**, Craft Cable TV Inc., Jacksboro, Tex., elected to independent/small system director seat, board of directors, National Cable Television Association, Washington. District directors elected to NCTA board: **Carolyn S. Chambers**, Chambers Communications Corp., Eugene, Ore., district 1; **John J. Rigas**, Adelphia Communications Corp., Coudersport, Pa., district 8; **Steven B. Dodge**, American Cablesystems, Beverly, Mass., district 9.

Officers elected by National Association of Media Brokers during annual meeting held in conjunction with NAB convention, Dallas: **Bob Mahlman**, The Mahlman Co., Bronxville, N.Y., president; **Gordon Sherman**, Gordon Sherman & Associates, Boca Raton, Fla., VP; **Joann Kail**, Milton Q. Ford & Associates, Memphis, secretary; **Jim Blackburn Jr.**, Blackburn & Co., Washington, treasurer.

**Lynne (Angel) Harvey**, wife of ABC Radio's Paul Harvey and president, Paulynn Productions Ltd., Chicago, and **Rance Crain**, president and editorial director, Crain Communications Inc., Chicago, named to board of directors, Museum of Broadcast Communications, Chicago. Museum is scheduled to open in June.

**Thomas W. Greelish**, U.S. attorney, district of New Jersey, joins communications law firm of LeBoeuf, Lamb, Leiby & MacRae, Newark, N.J.

**Mark Fox Evens**, **Ralph A. Simmons** and **Peter Susser**, associates, Keller & Heckman, Washington communications law firm, named partners.

**Robert C. Wright**, president and CEO, NBC Inc., awarded "Citation for Excellence" by American College Theater Festival. Bob Hynes, VP, NBC Inc., Washington, accepted award for Wright at Kennedy Center for Performing Arts, Washington, April 5. NBC provided \$450,000, three-year grant to festival which was held March 30-April 11 at Kennedy Center this year.

**Alan Berlow**, defense correspondent, Washington, and **Bill Buzenberg**, senior editor, London, National Public Radio, named winners of 13th annual Weintal Prize for Diplomatic Reporting, sponsored by Georgetown University's Institute for Study of Diplomacy, School of Foreign Service, Washington.

**Ralph Rhoades**, VP, Balon & Associates, Austin, Tex., joins FMR Associates Inc., Tucson, Ariz., research firm, as director, research operations.

Officers elected by Virginia Cable Television Association, Richmond: **Donald A. Perry**, 1st Commonwealth Communications, Gloucester, Va., president; **Linda M. Roe**, Newport News Cablevision, VP; **H.W. Goodall**, Continental Cablevision of Virginia, Richmond, secretary; **John D. Evans**, Arlington Cable Partners, treasurer.

**Shirley K. Gazsi**, communications officer, Robert Wood Johnson Foundation, Princeton, N.J., joins Gannett Center Foundation, Columbia University, New York, as communications manager, Gannett Center for Media Studies.

**Robert M. Warner**, sales manager, Sports-Channel, Boston, joins Cable Publications Inc., Boston, publisher of TV guides for cable industry, as sales manager.

## Deaths



Kacin

**Alvin L. Kacin**, 55, former chairman, D'Arcy Masius Benton & Bowles, St. Louis, died of cancer March 31 at his St. Louis home. Kacin joined D'Arcy MacManus Masius, (now DMB&B) in 1970 as research account executive, after working previously with Falstaff Brewing Corp., St. Louis, and J. Walter Thompson, Chicago. He became chairman in March 1978 and held job until he resigned July 1984. Most recently, Kacin was executive with Eisenkramer Associates, St. Louis. He is survived by his wife, Mary Ann, and two sons.

**Wallace L. Briscoe III**, 59, cable TV broker and former senior VP, National Cable Television Association, Washington, died April 2 of cancer at Spring Shadows Pine hospital, Houston. Briscoe who went to Washington in 1963 as administrative assistant to former Representative Oren Harris, (D-Ark.), joined NCTA year later. He served there until moving to Houston in 1978 to become associate broker, Gardiner & Associates Inc. He is survived by wife, Kathryn, two daughters and son.

**Selwyne (Sully) Ginsler**, 67, retired Midwest director, sales, United Artists, Chicago, died April 4 of heart failure at his Bradenton, Fla., home. Ginsler, 30-year employe of UA, retired in 1981 after serving 20 years in Chicago. He is survived by his wife, Virginia, three sons and daughter.

**Donna M. Hiltz**, 41, freelance writer and former copy editor, *Washington Post*, died April 4 of cancer at National Institutes of Health, Washington. In 1983 she was associate producer of TV documentary, *Books Under Fire*, aired on noncommercial stations, which received nomination for Emmy award. She is survived by husband, Philip, two sons and daughter.



## Moving on up

It was several months ago in Kansas City that each of the three television networks had a team of executives bidding for rights to the National Collegiate Athletic Association's basketball season and tournament. Weeks of negotiation had wound down to a half-day of final presentations by ABC, CBS and NBC. Three numbers were put in a hat to decide the sequence of the presentations. Each hoped to be picked last.

Peter Lund, then president of CBS Sports, said: "We all felt that maybe the last network might glean something about the previous bids and might be able to counter." The appellation of "lucky Lund" had already been given by co-workers who teased the 47-year-old Minneapolis native about the frequency of his promotions, so Lund accepted from his colleagues the challenge of drawing the third spot. He did just that. CBS retained its rights, and Lund's nickname was further validated, as it was a month ago when he became the new president of Multimedia Entertainment. In his new post, Lund will oversee production and distribution of *Donahue*, *Sally Jessy Raphael* and the division's other specials and productions. The new post is the latest in a long list of upward moves occurring at roughly three-year intervals.

Lund came naturally by his career. Both of his parents were media minded. Lund's mother worked for a time at the *Minneapolis Star and Tribune*, and his father was an advertising agency executive in the days, Lund recalls, when agencies and their clients programmed the networks and athletes' endorsements were picked up for a few hundred dollars and a one-page legal release.

Lund's own initial contact with the media came when he was in sixth grade. Campbell-Mithun, an agency for which his father worked, had a client, "Malt-O-Meal Cereal," which sponsored the *George Mikan Basketball Show* on WCCO-TV Minneapolis. When time came for the sponsor's announcement, Lund would eat some of the cereal on camera; Mikan, a National Basketball Association hall of famer, would then throw Lund a basketball, which Lund would shoot at a basket located in the studio. One problem, he related, was that the cereal was always cooked on Friday afternoon, but the show wasn't until Sunday.

That first taste of television failed to sour him on the industry. At the time, Lund said, he had ambitions of following his father in the agency business. But Art Lund discouraged his eldest son, asking: "Why would you want to go into a business where your livelihood is controlled by people who don't understand what you are doing?" Lund senior instead suggested radio time sales, an idea his son "bought into."

In high school, Lund worked as a guide at WCCO(AM). The station then was bigger than its co-owned TV, and was visited by people



PETER ANTHONY LUND—president, Multimedia Entertainment; b. January 12, 1941, Minneapolis; attended St. Thomas College, St. Paul, Minn., journalism, 1958-61; newsman, announcer and salesman, KCCR(AM) Pierre, S.D., 1961-62; salesman, KPLO-TV Reliance, S.D., 1962-64; sales manager, WWTG(AM) Minneapolis, 1964-66; general sales manager, KYW(AM) Philadelphia, 1966-68; general sales manager, WIND(AM) Chicago, 1968-71; general sales manager, WMCA(AM) New York, 1971-72; VP, general manager, KSDO(AM) San Diego, 1972-75; VP, general manager, WTOP(AM) Washington, 1975-77; VP, CBS-owned AM stations, 1977-79; VP, station services, CBS television stations division, 1979-80; VP, general manager, WBBM-TV Chicago, 1980-1983; VP, general manager, WCBS-TV New York, 1983; executive VP, CBS sports, 1984; president, 1984-1986; president, CBS-owned television stations, 1987; present position assumed this month; m. Theresa Kessel, Sept. 3, 1961; children: Mark, 25; Tim, 18.

from throughout the Midwest. His first professional job came while he was in college, married, and with his wife, Theresa, six weeks away from having their first child.

In addition to his studies, Lund had been working at Sears and doing construction work—"digging a tunnel under the city of St. Paul"—to pay the bills. But after making some inquiries about radio jobs, he got a call from the owner of KCCR(AM) Pierre, S.D., 450 miles away. Although it meant leaving his wife behind in Minneapolis temporarily, and his plans for a college degree, the station's new radio time salesman arrived. His year-and-a-half there turned out to be the "best thing I ever did."

The station had only eight employees, so Lund would spend the morning selling time, return at noon to broadcast the news, weather and sports, go back to selling in the afternoon and produce the spots at night. Saturdays he was a disk jockey, and Sundays he would occasionally work on the transmitter.

He also had a brief try at on-camera work in his next job, at KPLO-TV Sioux Falls,

S.D., but after a week was back doing what he and others felt he should be doing, selling time. For the next 10 years he was sales manager at stations in succeeding larger markets: Minneapolis, Philadelphia, Chicago and New York. In Philadelphia he was at KYW(AM) when that station instituted its all-news format. At the first station where Lund was general manager, KSDO(AM) San Diego, Lund had changed the music/talk format to all-news.

The president of Group W radio when Lund was at KYW was Joel Chaseman, who was later named to head the Post-Newsweek stations. Chaseman brought Lund to Washington as general manager of Post-Newsweek's WTOP(AM) (a CBS radio affiliate). After two years in that job, Lund went to CBS, as vice president of the AM stations.

After a brief stint as vice president, station services, for the owned television stations, Lund was sent to Chicago as vice president and general manager of WBBM-TV, where he first came into contact with Walter Bartlett, president and chief executive officer of Multimedia. Lund had succeeded in enticing the production of Multimedia's *Donahue* from WGN-TV Chicago to the CBS station. Said Bartlett: "Moving to an O&O station meant new labor rules and other enormous problems, but Peter was just terrific at getting them ironed out."

Lund's next step up was to take the same post at WCBS-TV New York, following which he was named executive vice president and then president of CBS Sports, all in two years. Lund, who has played a variety of sports including semipro baseball, had a rapport with sports production, said Steve Melnick, CBS's golf commentator.

Lund's early background in broadcast news also makes him well suited for his new job of overseeing the "reality based" programming of Multimedia Entertainment, said Jim Lynagh, head of the Greenville, S.C.-based company's broadcasting division. Although Lund will be participating in the company's management committee, he and his wife, Theresa, who have moved 11 times in the last 20 years, will remain in their Bronxville, N.Y., home, where he lives half a mile from long-time colleague Tony Malara, senior vice president, distribution, CBS Television Network.

Lund occasionally speaks wearily of all the job switching he has done, and adds that it seems he is always learning about a whole new part of the business. But, he said, his transience may be partly due to an absence of a long-term goal: "That is, of course, exaggerated," he added. "There are always long-term goals for the station or the company, but my personal goals are more daily...to get up and try to do the best job I can. Hopefully it is good enough for whoever is willing to pay me...Besides there is also a big reward in helping the people you work with to do well." ■

**Nielsen released national ratings Friday for Fox Broadcasting Co.'s April 5 prime time debut**, in which *Married... With Children* and *The Tracey Ullman Show* were shown three times each. *Married* averaged 3.6 and *Ullman* 3.1, according to NBC research department. No shares were available. *Married* received 3.9 for its first airing (seen on 106 stations), 3.6 and 3.2 (both on 105 stations). *Ullman* received 3.5 (106 stations), 3.1 (105 stations) and 2.8 (104 stations). Fox officials, however, emphasized cumulative ratings for two programs: *Married*, 10.7, and *Ullman*, 9.4. Coverage totals about 80% of country.

**Purchase of five independents by TVX Broadcast Group from Taft Broadcasting for \$240 million**, less closing adjustments, was completed last week. Deal had earlier been expected to close previous week but was held up due to what some observers suspected was drug-related testimony impugning TVX President Tim McDonald ("Top of the Week," April 6).

**Five percent ownership in Multimedia Inc.** was filed with Securities and Exchange Commission last week by investment entities associated with **Sandler Capital Management**. New York-based investment and brokerage firm said it bought 559,297 shares (at average price of \$35.93) for "investment business." Multimedia stock closed last Thursday at 56¼ per share.

"Eleventh-hour about-face," said one Wall Street newsletter to describe **Jack Kent Cooke's abandonment of billion-dollar financing plan through Shearson Lehman Brothers** ("Closed Circuit," March 23). Private placement, to finance purchase of **McCaw Cable** and **Los Angeles Daily News**, had reportedly already been "circled"—buyers had been found—but Cooke is said to have decided certain covenants in package were too restrictive. Middleburg, Va.-based businessman is said to have since shaken hands on new plan with Drexel Burnham Lambert.

Preliminary results of new **Radio-Television News Directors Association**-commissioned radio-television deregulation study, conducted by Vernon Stone, journalism professor at University of Missouri, point to **FCC radio deregulation order of six years ago as having affected news operations more at major- and medium-sized market stations than small-market outlets**. Deregulation, according to RTNDA's survey, has been blamed for cutbacks in news staff at about one of every six major-market (population of one million-plus) radio stations—in some cases whole news staffs were eliminated—and at approximately one out of eight medium-market stations (population of 250,000 to one million.) But most smaller-market stations report that deregulation has not affected their news operations. Radio portion of study is based on responses from 343 news directors. For more recent deregulation of television industry, only 1% of 368 responding TV news directors across all sizes of markets said deregulation has caused cutbacks in news staffs and 3% blamed it for less public affairs programming. RTNDA survey found cutbacks in TV news more likely occur at independent stations than network affiliates.

At end of last week, **Viacom Enterprises** reported it had added **seven more stations** to its clearance list for **The Cosby Show**: ABC affiliate WJET-TV Erie, Pa.; ABC affiliate WISN-TV Milwaukee; ABC affiliate WRAL-TV Raleigh-Durham, N.C.; CBS affiliate WIVB-TV Buffalo, N.Y.; ABC affiliate WQAD-TV Moline, Ill.; NBC affiliate WPXI-TV Pittsburgh, and CBS affiliate KIRO-TV Seattle.

**Tribune Entertainment** said last week that **Geraldo!**, proposed **daily first-run show** with Geraldo Rivera, was firm go for next fall and that Paramount Domestic Television has been hired to clear show in markets 30 and below. It's first time Paramount has picked up show not produced by company. As part of deal, Rivera will do regular monthly series of investigative reports for Paramount's *Entertainment Tonight*. Dan Greenblatt, member of Tribune En-

tertainment's office of president, said last week that Tribune would sell two minutes of barter advertising time retained in *Geraldo!*, which has so far been cleared in 68% of country.

**First U.S. feature recorded on high-definition video** begins production this week at **Kaufmann Astoria Studios** in Queens, New York. Actor-director Robby Benson stars in \$5-million independent, produced by Barry Rebo and Denis Bieber of Rebo High Definition Studio in New York and by New York accountant Jubran Jubran. Rebo last year became first U.S. buyer of Sony's 1,125-line HDTV system and produced music video of John Lennon's "Imagine," now U.S. entry in Cannes Film Festival. Location shooting in Manhattan began last week on current, untitled project, will also star Danny Aiello, Tawny Kitaen and pop singer Carla DeVito, Benson's wife.

U.S. district court opinion dismissing **suit by CBS News correspondent and Reporters Committee for Freedom of Information to gain information from Justice Department and FBI has been overturned** by three-judge panel of U.S. Court of Appeals in Washington. Appeal by CBS News's Robert Schakne and Reporters Committee involved Freedom of Information Act requests they had filed with Justice dating from 1978. Appeals court panel said district court had erred in holding that rap sheets and "nonfinancial crime" information being sought were exempt from FOIA under its privacy provisions. Panel sent case back to district court for determination as to whether Justice holds criminal record information that, in accordance with panel's decision, must be disclosed. Requests had sought arrest and related information on Philip, Charles, Samuel and William Medico, four brothers, in connection with investigation Schakne was conducting into activities of allegedly corrupt U.S. congressman. Eventually, case boiled down to controversy regarding records of Charles Medico; William had died before request for information had been filed, and department made his "rap" sheet available to Schakne. Philip and Samuel died while information was being sought, but department said it had no rap sheets on them. It also said it had no "financial crime information" on Charles. District court dismissed resulting suit.

**Writers Guild of America strike**, which began March 2, continued last week, with **no settlement** of major issues between striking WGA and representatives of Capcities/ABC and CBS. Also, both CBS and ABC have turned down WGA's request for binding arbitration to settle strike. WGA spokesman would not characterize progress of negotiations, but said there had been "long, intense discussions." Also, ABC chief White House correspondent, Sam Donaldson, said on *Donahue* show last week that "strike is affecting us. The strike is hurting us. These people [on strike] are talented and dedicated and we need them back." About 525 employees at ABC and CBS, including some network O&O's, are on strike.

**CBN Cable Network** will move into "phase two" of its **scrambling** schedule April 27, scrambling its signal from 2 p.m. to 4 p.m. (NYT) on weekdays only, "in the fixed key mode," CBN said. On June 1, CBN said it expects to send 24-hour, full-time fixed key transmission, and beginning June 29, cable network will begin with one-hour addressable testing of its signal. Network expects to send full-time addressable transmission by Aug. 24.

**Intelsat's Meeting of Signatories** last week called on Board of Governors and director general to continue test of **pricing flexibility** available under Article V(d) of Intelsat charter. Assembly of Parties originally ordered test of flexibility in October 1985, as means of resolving dispute growing out of then-Director General Richard Colino's contention that Intelsat would lack pricing flexibility it needed to compete unless Article V(d) were amended. Signatories, in three-day meeting that ended on April 8, said board and director general should continue using flexibility of Article V(d) "by establishing market-responsive tariffs for services which are subject to competition, taking into account the cost of service provision, and to report to the next and future meetings of the Assembly



of Parties on this matter." Meeting also called on board to complete, as soon as possible, plan for provision of planned domestic services on ongoing basis, including prices and conditions.

In response to request for more time by National Association of Broadcasters, **FCC Mass Media Bureau** has extended **comments deadline** in proceeding considering **abolition of bar on radio-TV combinations** to June 15. Reply comments will be due July 15.

**FCC is seeking comment on request of Capital Cities/ABC, CBS and NBC seeking refund of excessive TV service access charges billed by former Bell operating companies** for service rendered from April 22, 1985, until April 1, 1986. Networks based request on FCC determination that telco rate bases included investment that wasn't used or useful. Comments are due May 11; replies are due May 27.

Larry Irving, senior counsel to House Telecommunications Subcommittee, told BROADCASTING last week he has asked Office of Management and Budget to change its mind again and make controversial **FCC minority ownership questionnaire** mandatory (see page 79). Form had originally been mandatory, but OMB ruled that broadcast licensees need not fill out and return form. Irving said he told OMB that FCC won't get adequate response from licensees if participation is voluntary.

**Jed Duvall**, ABC News, Washington, was named recipient of **Joan Barone Award from Radio and Television Correspondents Association** during its 43d annual dinner at Washington Hilton hotel, April 9. Duvall did not know he was to receive award and left ceremony early, saying he had to get up at 3 a.m. Charles Gibson, co-anchor, ABC's *Good Morning America*, accepted award in Duvall's absence. ABC News recently named Duvall anchor of ABC's *World News This Morning* and *Good Morning America* (BROADCASTING, March 9). Award is given annually for excellence in Washington-based reporting. Duvall's winning report was Sept. 19, 1986, ABC *Nightline* segment, "AIDS: The Ken Meeks Story," which followed last nine months of life of New Jersey man with disease.

**Battle between cable and broadcasting industries over channel repositioning** moved to new arena last week when independent UHF station, **KBHK-TV of San Francisco, filed antitrust suit against Viacom and prospective new owner, National Amusements**, in California's Superior Court. KBHK-TV is alleging that Viacom's San Francisco cable systems intend to "devise a realignment plan to degrade the favorable channel locations of KBHK-TV and other stations which compete with the cable operators' 'cable-only' channels." Station, which is carried on Viacom's channel 12, (over-the-air assignment is 44) says Viacom is contemplating reassigning it to new channel position on upper end of dial, while awarding KBHK-TV's current slot to cable service. According to Lynn Yeager of Viacom, company does not have immediate plans to move broadcaster. "As any cable operator does, we've examined number of channel lineups to try to see if there's something more convenient and attractive to our customers," Yeager said. But, she said, "we've never made any firm decisions." Station is asking for assurance that Viacom/National Amusements do not "abuse their position as the gatekeeper of broadcaster access to approximately 50% of the television homes in the Bay Area by arbitrarily ousting KBHK-TV from the channel 12 slot without demonstrating consumer demand for such a change."

FCC General Counsel **Diane Killory** disputes BROADCASTING's April 6 interpretation of her remarks to National Association of Broadcasters convention in Dallas as indicating commission's action on indecency (expected to be voted at meeting this Thursday) might single out radio and TV as not having same First Amendment rights as other media. Not so, she says. Her position is that commission may impose "**reasonable time, place and manner**" restrictions on broadcasters without abridging their rights. Citation is from *Young vs. American Mintheaters*, in which Supreme Court held defendant subject to such restrictions.

**President Reagan** announced last Tuesday (April 7) his intention to **nominate Archie Purvis**, senior vice president, ABC Distribution Co., to seat on board of **Corporation for Public Broadcasting**. Purvis, Democrat, would serve term expiring March 26, 1991. He joins three Republican nominees currently awaiting confirmation hearings: former Chairman William Lee Hanley, Connecticut businessman; former board member Harry O'Connor, president, O'Connor Creative Services, Playa del Rey, Calif., and Sheila Burke Tate, senior vice president, Burson-Marsteller, Washington, and former press secretary to Nancy Reagan.

**Tips from Tipper.** *Tipper Gore, who became well-known to broadcasters for her efforts in 1985 to rid the airwaves of so-called pornographic rock music, is back on the stump again. This time Gore has written a book "Raising PG Kids in an X-Rated Society." Published by Abingdon Press, Nashville, the book came out April 1 and is aimed at telling parents "how to protect children from explicit and violent messages in rock music, videos, TV movies, advertisements and other media." Gore is a co-founder of the Parents Music Resource Center and is the wife of Senator Al Gore (D-Tenn.), a potential presidential contender. According to Martha Lyle Reid, an aide in Senator Gore's office who is handling Mrs. Gore's promotional tour, the book has generated "a great deal of interest." Several articles have been written and Gore appeared on the Oprah Winfrey show, Reid said.*

*Gore begins with an account of how she grew concerned about sexually explicit and violent rock lyrics. She discusses in detail her battle with the music industry to obtain some type of rating system for records. In the end, the Recording Industry Association of America and the PMRC reached a compromise on an RIAA policy statement for explicit lyrics.*

*Violence on television is another issue examined. Gore says that network executives seem to have "completely forgotten their responsibility to the public trust." Aside from "a decent show or two, they offer a steady diet of action-packed violence. Moreover, the broadcasting trade magazines read by television station managers often feature ads encouraging them to buy violent programs to increase their ratings," she writes.*

*Gore also targets music videos and VCR's for adding to the violent fare available to children. Because of VCR's, Gore says, an "increasing number of atrocious horror films, crammed with grisly, graphic violence," can now be selected "for home entertainment kicks." As for music videos, despite some effort by "cable channel management to reject music videos that go beyond the bounds of good taste," she says, "MTV still presents a heavily violent diet to its young watchers."*

*Subliminal messages in advertising are another source of concern. "Competitive titillation seems to be driving these companies [advertisers] to greater and greater excess. They seem to give little thought to the effect of their advertisements on the moral fabric of society."*

*What can parents do? Gore recommends monitoring local television programming and complaining to station managers and owners about "offensive shows" and sending a copy of the complaint to the FCC. If there is no response, she suggests creating "a coalition of groups; go to sponsors who buy advertising, and voice the group's concerns to them. If all else fails, you might consider organizing a consumer boycott."*

*In addition, she suggests challenging a licensee at renewal time if the licensee "violates the public interest by broadcasting excessively violent movies and shows." Petition cable companies, Gore says, "to place violent R- and X-rated films on a separate channel and to make the lockout feature available on all channel switching devices provided to subscribers. If they don't do these two things, cancel your subscription and let them know why." (According to the Cable Communications Policy Act, a cable operator is required to offer for sale or lease, upon request, "lock boxes.")*

# Editorials

## Setback

Just when the courts and FCC were showing signs of liberating broadcasters from the confinements of the fairness doctrine, the Congress has set out to embed the doctrine in the law. As it is this magazine's lugubrious duty to report on page 78, broadcasters have all but lost their latest appeal to whatever First Amendment sensitivities lie latent on the Hill. Does that mean that the cause is also lost in the other forums where broadcasters have been gaining? Wait and see.

It must be conceded that a codification of the doctrine will improve the positions of its defenders—the incumbent politicians who benefit from its repression of political discourse and the “public interest” lobbyists and lawyers who profit from prosecuting fairness cases. With codification will come congressional affirmation of the doctrinaires' favorite arguments: that the electronic spectrum remains a scarce resource that justifies more regulation of its users than the First Amendment would permit of the unregulated press and that the doctrine fairly reflects the statutory obligation of broadcasters to serve the public interest.

That at least introduces complications into the process that had been going on at the appellate court and the FCC. The court, finding that the fairness doctrine, as stated now in Section 315 of the Communications Act, is merely a reflection of FCC policy that is within the FCC's power to change, sent a fairness case involving Meredith Broadcasting back to the commission with instructions to decide whether the doctrine violates the First Amendment. The FCC, by the court's order, can avoid the constitutional decision only by deciding that the doctrine is contrary to the public interest and cannot be enforced. The FCC is deferring action on the Meredith remand until it submits a report that Congress has requested on enforcement of the doctrine. That report is not due until next September. What if Congress before that time adopts a fairness law?

Good question. Presumably the Meredith case could run its course, since the fairness judgment at issue there was made under FCC authority antedating a new law. Could the FCC hold that the doctrine as enforced against Meredith was a violation of the First Amendment, and if so would that imply that the same doctrine, written into a new law, was similarly defective? And how would the courts deal with that?

Could the FCC hold that the doctrine, as applied to Meredith, was contrary to the public interest, if Congress, adopting a new law, asserted that the public interest was served? All good questions. The answers may depend upon how intensively the litigants supporting Meredith continue their support at the FCC and in the courts.

## Burch report

Given the recent unpleasantness involving the resignation of the first U.S. citizen to be Intelsat director general over alleged fiscal impropriety, the U.S. profile in that potentially volatile organization might have been expected to be kept low, with time given a chance to repair whatever credibility had been damaged. Not so. The U.S., apparently operating on the theory that a highly qualified candidate should not be disqualified because of his nationality, proposed another American, Dean Burch, who was elected, ultimately unanimously, by the board of governors and confirmed, by acclamation, by the Extraordinary Assembly of Parties.

Despite the unequivocal ring of terms like “unanimous” and

“acclamation,” Burch was no shoo-in, and questions remain among some on the board of governors about the new director general's allegiances on the critical question of competition to Intelsat, which the U.S. government favors and many in that organization do not.

Burch is intimately familiar with the development of communications policy, having served as FCC chairman from 1969 to 1974, where he gained a reputation for tough mindedness and independence, and, of perhaps even greater importance under the circumstances, honesty and integrity. Burch is also familiar with the interplay of often divergent international interests, having headed the U.S. delegation to the 1985 World Administrative Radio Conference on space. That was, admittedly, as delegate from a single country. On the prospect of representing an organization of 113 often disputatious nations, Burch himself says that the task won't be “peaches and cream.” But neither, we predict, will it be water and oil. The guess here is that the fit between Intelsat and Burch will be comfortable.

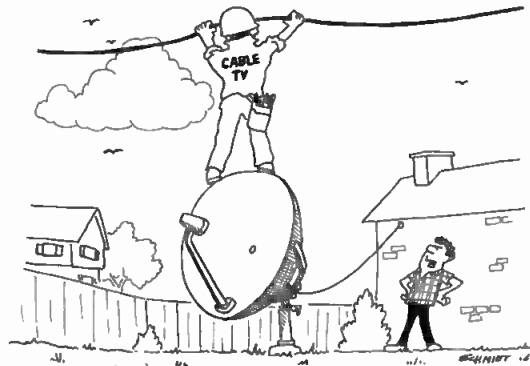
## Betting it all on programing

The American branch of the Fifth Estate has gained an intriguing immigrant in Rupert Murdoch, the Australian entrepreneur who has taken up citizenship, and much else, in the United States. It has gained a media power who means to leave things other than he found them, as readers of this issue's “At Large” will discover.

Murdoch came upon the scene with a bang when he purchased six of the Metromedia TV stations for \$1.5 billion and 20th Century Fox for \$575 million. (He added a seventh TV for \$28 million this year.)

Journalists in particular, among whom he would like to be numbered, and programers in general will be heartened by his remarks. “Broadcasting is about what programs you put on the air,” he says, adding that programing experts should have a priority in running media enterprises.

Murdoch himself, certainly, cannot be accused of being one who hits and runs. His investment in the Fox television network is as massive as it is bold, and the possibility that he may be the one to break the fourth-network barrier cannot be discounted. The companion possibility that News Corp.'s own bottom line may be similarly enhanced is equally welcome to the marketplace. But the possibility that Murdoch's style of broadcasting will match his thoughtful approach to the profession is the most cheering prospect of all.



“Hey!”

Drawn for BROADCASTING by Jack Schmidt



"...AND I'M SURE I SPEAK FOR ALL OF US WHEN I SAY THE RAILROADS SHOULD BE REREGULATED!"



Some people who claim to speak for everybody are really speaking for almost nobody.

For example, there's a group in Washington calling itself Consumers United for Rail Equity (C.U.R.E.) that claims to speak for rail shippers. It's a group that is supported principally by the coal and electric utility industries. And it's seeking revisions to the Staggers Rail Act of 1980 which—if they benefit anyone—would primarily benefit the coal and utility industries at the expense of most other rail customers.

Most shippers—87 percent of those surveyed recently—are happy with the improved service and rates brought about by deregulation. They don't want

to see this progress reversed. And they certainly don't want to change a law that has revitalized failing railroads and made it possible for all railroads to become so competitive with each other and with other modes of transportation that rates overall are dropping.

Even the rates paid by C.U.R.E.'s supporters for shipping coal have dropped for the past two years. Down 2 percent in 1985 and down 2.5 percent in 1986. They're now at their lowest level since 1981. In addition, the contracts made possible by the Staggers Act have assured many utilities of low rates in the future.

Nevertheless, C.U.R.E.'s members think they can use

federal and state governments to lower their rates still further.

Maybe. But if they win, most other rail shippers will lose—through higher rates, deteriorating service, and—as railroads decline—perhaps through loss of service altogether.

If you're a journalist interested in these issues, the Association of American Railroads will be happy to provide you with more information. Because we think that to tell the story properly, you need facts, not just assertions. To get the facts, write Media Information,

Association of American Railroads,  
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