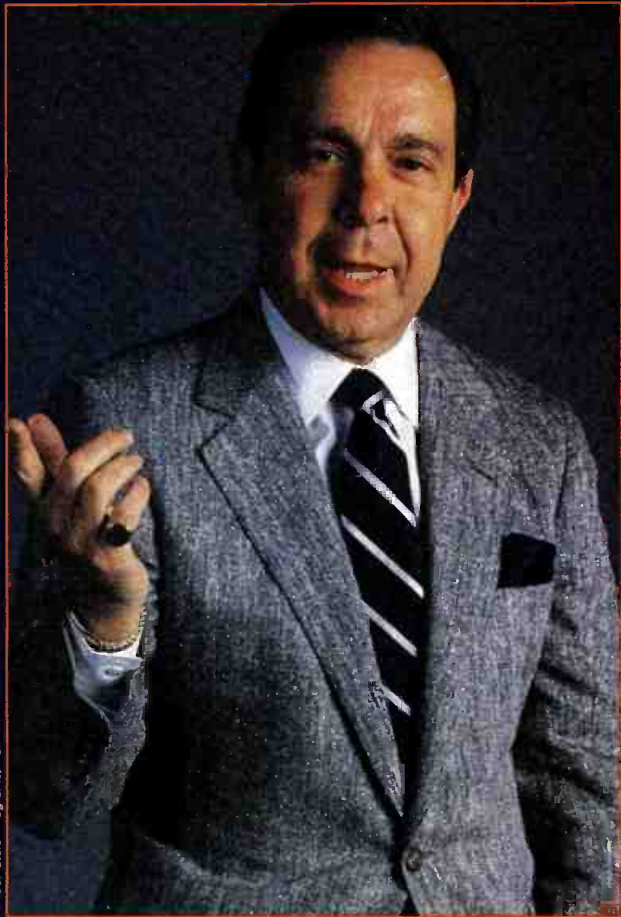




# PUT IT TO



*"Since we introduced it in November '84, Divorce Court has been and continues to be the time period leader. Almost every kind of programming imaginable has come and gone in that period, yet Divorce Court always knocked them right out of the box."*

*—Paul Raymon  
WAGA-TV, Atlanta*

*"Every so often a show is so incredibly popular that it becomes an institution. That's exactly what happened with Divorce Court. We introduced it two years ago, and its broad-based audience appeal helps us stay competitive with network affiliates and provides an excellent lead-in to our "Two at Noon" news program."*

*—Brooke Sectorsky  
KTVU-TV, San Francisco*

# DIVORCE COURT

# THE TEST.



*They know it. The competition knows it. Now it's time for you to know it. No matter how tough the time period, "Divorce Court" can handle it.*

*That's more than a handful of opinions. Or luck. It's a proven fact. "Divorce Court" always delivers success.*

## DIVORCE COURT

*"Divorce Court has been a winning part of our program schedule since its introduction to syndication in the Fall of '84. In February '87 it continued its #1 tradition at 2:00 PM."*

*—Rich Pearson  
KVIA-TV, El Paso*

A Blair Entertainment production in association with Storer Programs, Inc.



**BLAIR ENTERTAINMENT**  
1290 Avenue of the Americas, New York, NY 10104 • (212) 603-5990

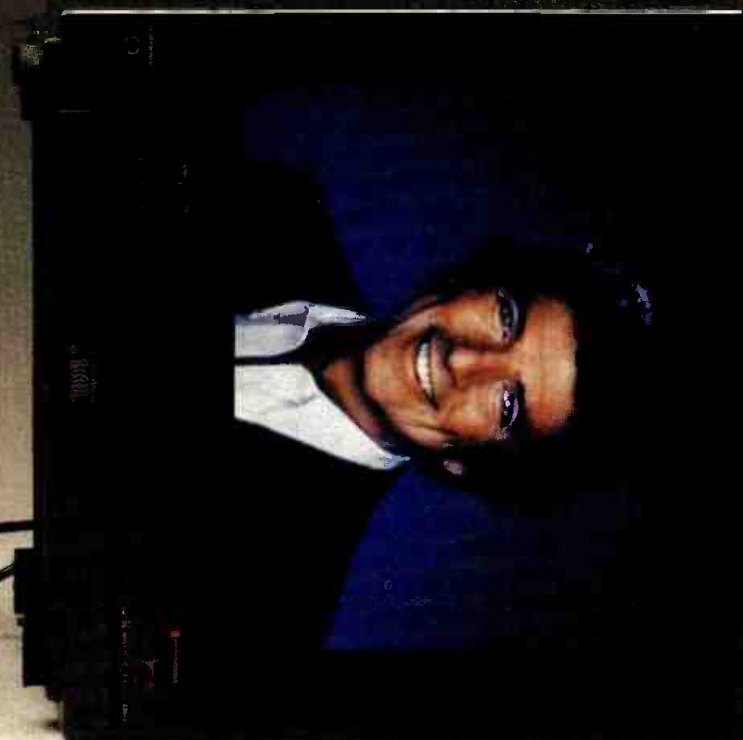
# CAN HANDLE IT.

# We just industry



“Win, Lose or Draw” has a proud new  
place on NBC’s daytime fall schedule.

# set the on its ear.



It also premieres in afternoon/evening syndication at the same time.

It's a September launch for both. We've made TV history before anyone's even seen us on the air, and it's easy to see why. "Win, Lose or Draw" combines the high-energy of a game show with the improvisational comedy of Hollywood's brightest stars. A sketch pad version of Charades, it draws audiences right into the game.

And when it comes to game show hosts, no one has the drawing power of Bert Convy, the host of the syndicated edition of our game. But, Bert is just the beginning. There's a spectacular lineup of talent for 1987. Stay tuned for the greatest star-studded premiere you've ever seen.



## WIN, LOSE OR DRAW



Buena Vista  
Television

Win, Lose or Draw is a registered trademark of Buena Vista Television. © 1987 Buena Vista Television.

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LORIMAR

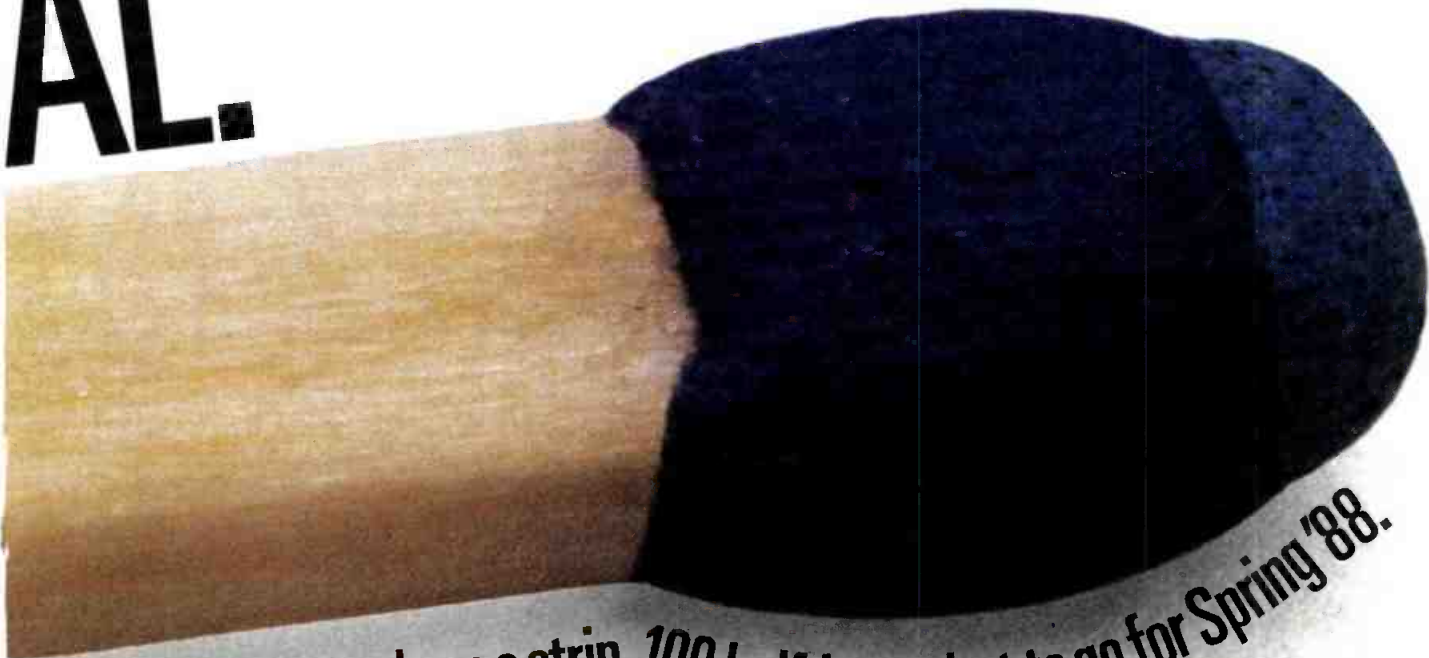
# STRIKE A SAFE DE

Fire up the only off-network/first-run comedy tested and proven to

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Don't forget to ask about our Performance Pricing Plan!

AL.



perform matchlessly as a strip. 100 half-hours hot to go for Spring '88.

**It's a  
Living**  
A WITT/THOMAS PRODUCTION

*Play it Safe.*

help," said INTV's Jim Hedlund, vice president, government affairs. "We felt we had to put our money where our mouth is," he said. It's been INTV's position that "cable either has to be reregulated or competition has to be brought in."

Competition would benefit INTV members, he said. Where competition exists today, he said, independent television stations have an easier time getting carried.

In a prepared statement, INTV President Preston Padden said the vote in Springfield could have "national significance as a barometer of public opinion regarding the desirability of cable competition. INTV's contribution will permit consumers to have access to opposing viewpoints rather than be captive to a one-sided cable propaganda campaign."

According to Price, the Utility Board conducted a cable feasibility study last January and concluded it could build a competitive 30-channel cable system that could offer a basic service of around 16 channels for \$10 a month. Price said that TCI increased its basic fee from \$12.95 to \$16.45 in January, but he also acknowledged that TCI eliminated extra charges such as those for second-set hookups.

OCCA's Dewey said the antiauthorization group, through direct mail and telephone, is urging people to vote against the measure, arguing that 1) government should not control any communications medium and 2) there is no guarantee that electric ratepayers would not end up subsidizing the cable system.

Cable operators in the state see the municipally owned system in Springfield as un-

fair competition, Dewey said. In addition to the power to cross-subsidize, he said, the system, as laid out in the feasibility study, would not pay any franchise fees or property taxes and it would raise money through municipal bonds.

### Turner keynoter

Turner Broadcasting System President Ted Turner will deliver the keynote address at this year's Atlantic Cable Show, scheduled for Oct. 6-8 at the Atlantic City (N.J.) Convention Center.

More than 2,500 cable operators and hardware and programing suppliers are expected for the show, which is sponsored by the cable associations of New York, New Jersey, Maryland/Delaware and Pennsylvania.

### Theft search

The National Cable Television Association and the Motion Picture Association of America are searching for a new director of their Office of Cable Signal Theft, which is dedicated to stemming losses—estimated to be more than a \$1 billion annually—due to unauthorized reception of cable signals.

Jeremy Stern, who has held the top job since OCST's inception last year, is leaving the post to work as an intern with the Washington law firm of Hogan & Hartson this summer and return to law school as a full-time student in fall. He'll return to NCTA in the fall on a part-time basis as executive director of the Coalition Opposing Signal Theft, an advisory group of motion picture and cable executives that works with OCST.

### Associates named

The National Cable Television Association is primarily the champion of cable operators, but it also represents the interests of cable programers and hardware suppliers, which, more often than not, coincide with those of the operators.

The nonoperators or "associates" have four seats on the NCTA board. At the associates meeting during the NCTA convention in Las Vegas last month, J. William Grimes, president and chief executive officer, ESPN, and Maggie Wilderotter, vice president, sales, marketing and national support, CableData, were elected to the board. They succeed Terry McGuirk, president, Turner Cable Network Sales Inc., and Abe Sonnenschein, manager, AML microwave communications products, Hughes Aircraft, and joint associate directors Frank Drendel, president, Cable Home Communications Group, General Instrument, and Michael Fuchs, chairman, Home Box Office.

### Interconnect growth

The Cabletelevision Advertising Bureau said that the number of cable TV system interconnects "where two or more cable systems distribute commercial advertisements simultaneously," has increased "substantially" over the past year. There are now 80 interconnects, according to CAB's 1987 *Cable Rep/Interconnect Directory*, compared to 55 in 1986 and 38 in 1985. The directory profiles operating interconnect and representative firms, including subscriber counts, advertiser-supported programing available, a breakout of systems represented, DMA's/ADI's served, personnel, an alphabetical market index and list of the top 100 systems and MSO's.

According to Robert Alter, CAB president, "as local cable television advertising continues to grow, interconnects and rep firms are emerging to provide advertisers with efficient, one-stop regional placement of local cable advertisements."

### CBN update

A layoff of 500 workers at the Christian Broadcasting Network, the television ministry based in Virginia Beach, Va., will not affect the CBN Cable Network, according to Earl Weirich, CBN Cable public affairs director. CBN head Pat Robertson announced that the scandal involving evangelist Jim Bakker and his wife, Tammy, "has hit the evangelical world like a bombshell" and, coupled with evangelist Oral Roberts's statement that he would die unless he raised \$8 million by April 1, has cost CBN \$12 million and will cost it \$28 million by the end of year. Weirich said CBN Cable has been growing at a "fantastic rate" of 25,000 new homes daily, and now reaches 35.8 million homes via 7,582 cable systems, with penetration of 41%.

Also, CBN has launched a 24-hour satellite-delivered radio service, CBN Radio, with 33 stations signed in a variety of markets, including Los Angeles, Boston, Atlanta, Dallas-Fort Worth, Houston, Minneapolis and Milwaukee. The service offers Christian contemporary music; a one-hour talk show, *700 Club on the Line*, and a 30-minute news analysis program, *CBN News Today*.

## PHILADELPHIA TELEPORT

- Owned and Operated by Telecom Broadcasting, Inc.
- 6 Transportable Earth Stations
- Satellite Encryptions
- Transponder Brokerage & Television Production



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Bensalem, PA 19020

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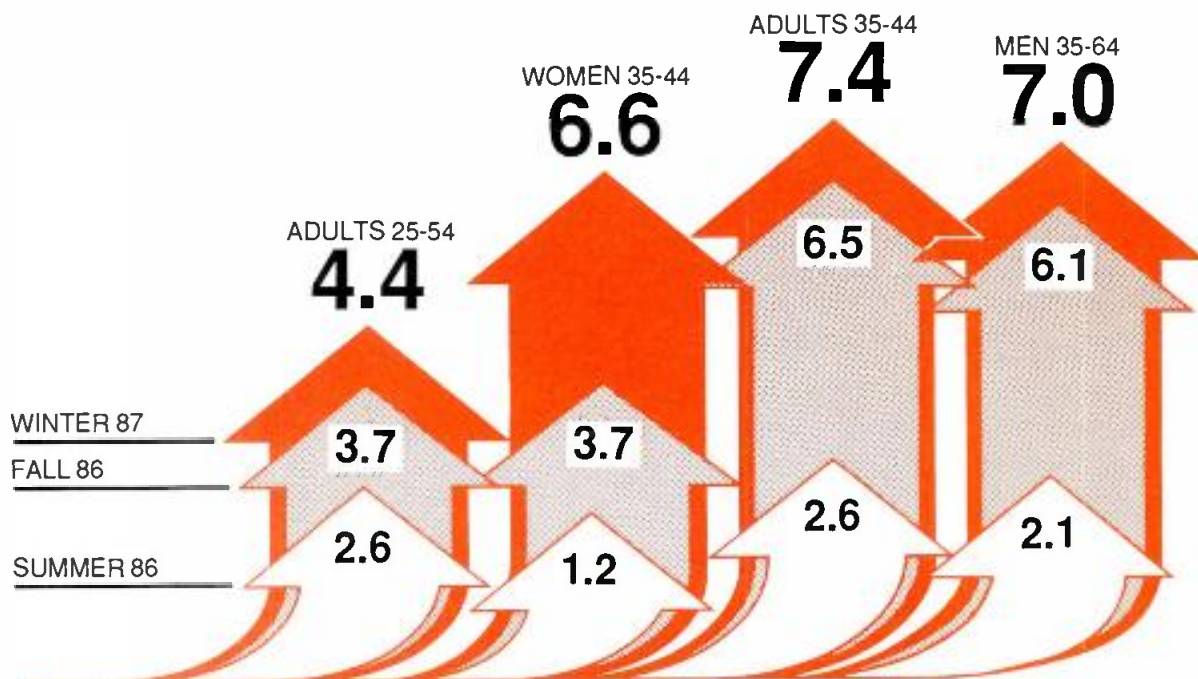
#### West Coast:

1930 South Hill St., Ste. 206  
Oceanside, CA 90254

619/439-1980  
TWX #182076  
Sue Flocchini



# PURE GOLD WINS AGAIN IN KANSAS CITY



Source: Summer, Fall 1986, Winter 1987 Arbitron shares, Monday-Sunday 6am-midnight

Satellite Music Network's **Pure Gold** is shining brighter than ever on KZZC-FM in Kansas City! The Fall Arbitron was great...and the Winter book is even better.

**KZZC-FM continued to climb** in adults 35-44, increasing again in the Winter book to a 7.4, from the Fall book's 6.5. Adults 25-54 kept up the pace from a 3.7 to a 4.4, and women 35-44 surged from a 3.7 to a 6.6. Men 35-54 climbed from a 6.1 to a 7.0.

**Pure Gold is now the oldies format of choice** for 81 radio stations nationwide. And those are real stations, real markets, real people...not a round-number sales pitch. Your fellow broadcasters in 81 markets have listened to Pure Gold, evaluated it, compared it, and chosen it as the best oldies

format in the business...a real oldies format, and not a warmed-over A/C.

**Only Pure Gold's research** selects the oldies your audience really wants to listen to. Only Pure Gold has lively, cheerful personalities like Chuck Stevens, Gary Hamilton, Chaz Kelley, Doc Morgan, John Michaels, and John McCarty. And only Pure Gold makes every weekend a gold mine for local revenues, with theme and artist specials...even national all-request weekends with "800" number for your audience to call toll free!

**You may still be able to get Pure Gold** in your market! Call toll free, 1-800-527-4892, and talk to Bob Bruton or Charlie Strickland. In Texas, call 1-214-991-9200.



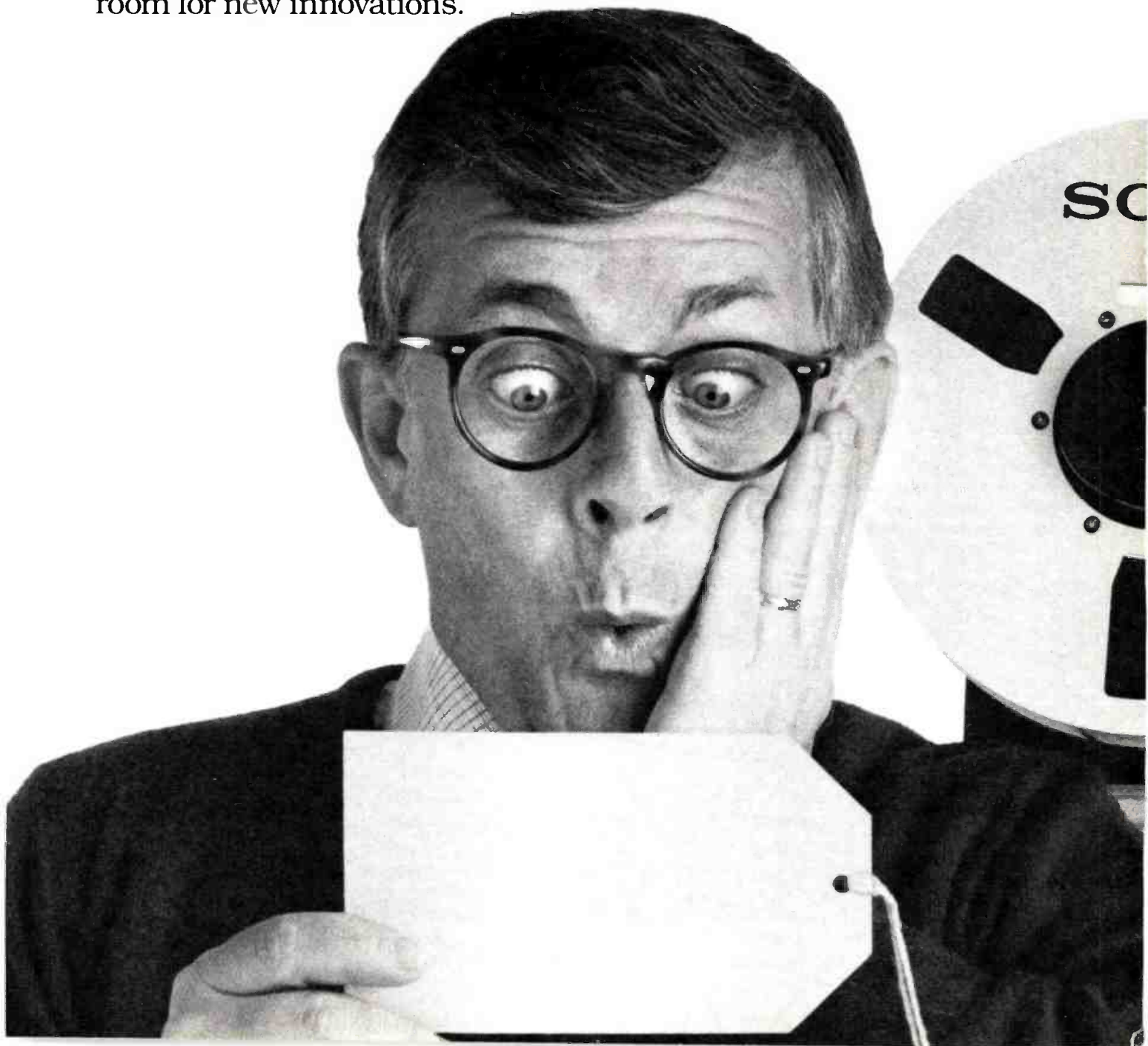
Pure Gold is one of seven winning radio formats distributed by Satellite Music Network

# Gotcha.

If the price doesn't grab you the features will. But first, let's talk price.

The new Sony BVH-3000 costs about a third less than its predecessor, the BVH-2000. So now you can get true one-inch quality without breaking the bank.

One of the ways we did it was by using Sony-developed LSIs. A breakthrough that not only cuts the number of parts but helps make room for new innovations.



Like a revolutionary air threading system that automatically takes the @!\$#! out of tape handling. An easy to use color framer. And a built-in TBC with a choice of two low-cost, high-performance processor boards.

Of course there's more, but the big news is that you pay less. For the full story, get a hold of your Sony Broadcast representative. Or call Sony at (201) 833-5231.

**SONY**  
**BROADCAST**



# Business Briefly

## RADIO

**Egghead Discount Software** □ Summer campaign will be conducted during various weeks in July, August and September in markets including Chicago, San Francisco, Washington, Seattle, Sacramento, Calif., and Portland, Ore. Commercials will appear in all dayparts. Target: adults, 25-54. Agency: Evergreen Media, Mountlake Terrace, Wash.

**Washington State Lottery** □ Five-market thrust, including Seattle and Spokane, Wash., is set to begin in early July for five weeks. Advertising will be carried in all dayparts on weekdays and weekends. Target: adults, 25-54. Agency: Borders, Perrin & Norrandar, Seattle.

**Flavorich Ice Cream** □ Summer campaign will be launched in late June for eight weeks in about 50 markets, including Mobile, Ala.; Greensboro, N.C., and Knoxville, Tenn. All dayparts will be used. Target: women, 25-54. Agency: Fahlgren & Swink, Atlanta.

**Cub Foods** □ One-week flight is

scheduled in late June in markets including Atlanta and Chicago. Commercials will be placed in all dayparts. Target: women, 25-49. Agency: Peterson Morris Maclachlan, Minneapolis.

**Swift-Eckrich** □ Meat and delicatessen products will be advertised for three weeks starting in late June in nine markets, including New York, Atlanta, Pittsburgh and San Antonio, Tex. Commercials will be set in all dayparts. Target: women, 25-64. Agency: Zechman & Associates, Chicago.

**Kentwood Spring Water** □ Kentwood will return for second summer flight in early July for four weeks in nine Southern markets, including Birmingham Ala.; Dallas, and Orlando, Fla. Commercials will be positioned in all dayparts. Target: women, 25-54; men, 18-49. Agency: Bauerlein Inc., New Orleans.

**Sanderson Farms** □ Mrs. Goldie

Chickens will be accented in three-week flight starting in mid-June in eight to 10 markets in South. Daytime, fringe and prime periods will be used. Target: women, 25-54. Agency: Burton-Campbell, Atlanta.

**Waverly Mineral Co.** □ Pet products will be spotlighted in eight-week campaign beginning in early September in eight to 12 markets. Commercials will be carried in all dayparts. Target: women 25-54. Agency: Montgomery & Associates, King of Prussia, Pa.

## RADIO & TV

**Schick** □ To introduce its new, improved disposable razor, Schick will weigh in next month with million-dollar campaign that includes network television, prime time syndication and substantial radio



support. Commercial is enlivened by pop song, "Slow Hand," with Schick using its own version of soft rocker tune. Commercials will be carried in both 15- and 30-second lengths and "Slow Hand" motif will be part of umbrella campaign this summer for several new razor products. Agency for Schick is J. Walter Thompson/New York.

**Gatorade** □ Summer campaign for fruit-flavored drink will kick off in early July for 12 weeks in 38 markets, including Washington and Nashville, Tenn. Commercials will be scheduled in fringe, prime and sports segments. Target: adults, 18-34. Agency: Bayer Bess Vanderwerker & Flynn, Chicago.

**Walgreen's Drug Stores** □ Various drug products will be featured in summer campaign starting this month for 10 to 12 weeks in four television and about 15 radio markets. Commercials will be presented in all day periods. Target: women 25-54. Agency: CPM Inc., New York.

## Broadcasting

The Newsweekly of the Fifth Estate

1705 DeSales St., N.W., Washington, D.C. 20036-4480

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(International subscribers add \$20 per year)

**Broadcasting Cablecasting Yearbook 1987**

The complete guide to radio, TV, cable and satellite facts and figures—\$105. (if payment with order \$90) **Billable orders** must be accompanied by company business card or company purchase order. Off press March 1987. Please give street address for UPS delivery.

To order by MASTERCARD, VISA or CHOICE credit cards, phone toll free 800-638-SUBS

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Company \_\_\_\_\_  Bill me

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City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Type of Business \_\_\_\_\_ Title/Position \_\_\_\_\_

Signature \_\_\_\_\_ Are you in cable TV operations  Yes  
(required)  No

For renewal or address change  
place most recent label here



Small Wonder Watcher:

Jeannie Borin

Born New York City, M.S. Ed.

Elementary school teacher, homemaker

Interests: classical piano, travel

Mother of Gregory & Brian

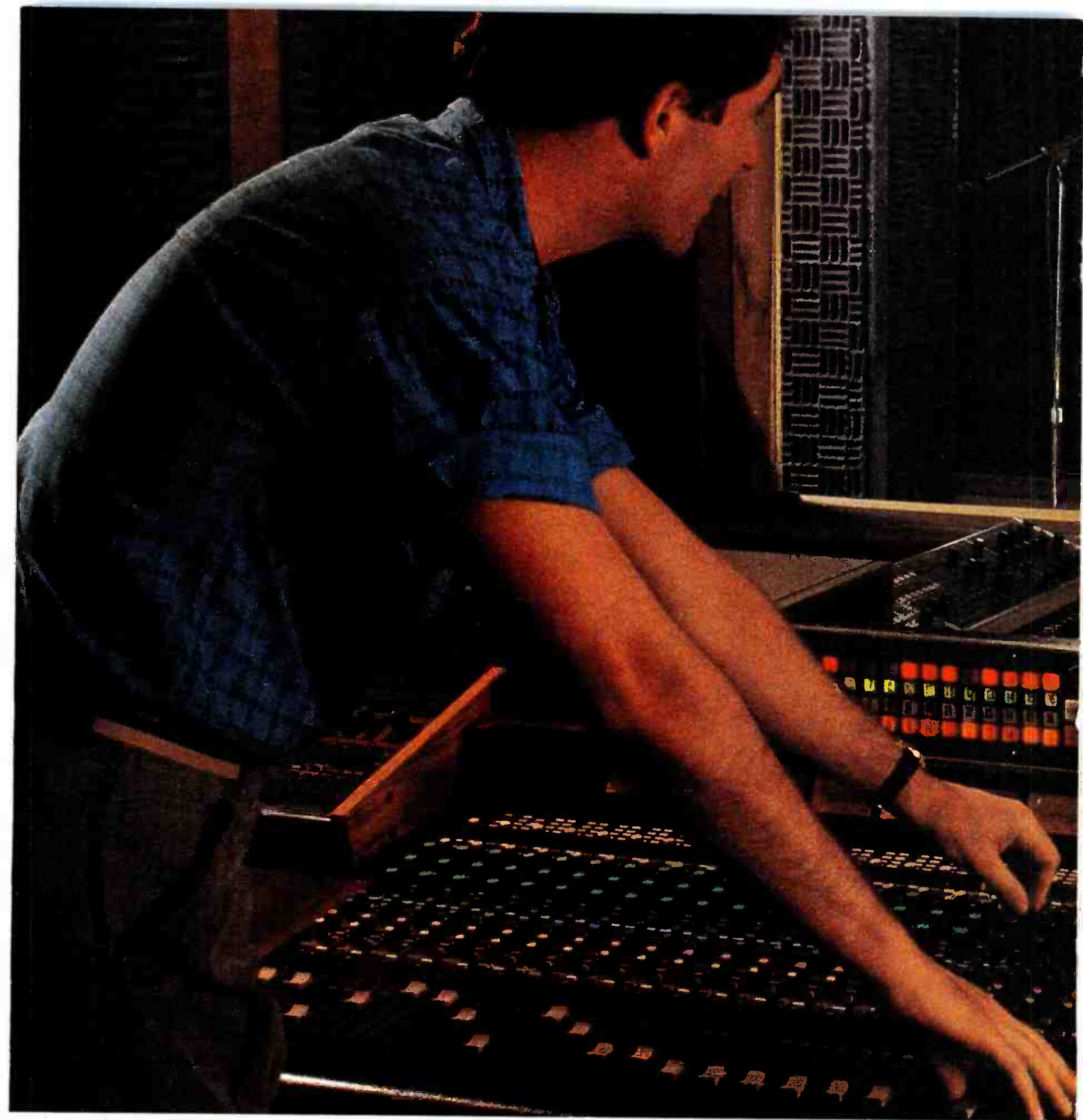


Number one with moms.

Small Wonder is a film venture of the New Program Group and  
MPC Producers, Inc. Produced by MVP Video Productions, Inc.  
Copyright © 1987 Twentieth Century Fox Film Corporation. All rights reserved.



TELEVISION



## THE BEST TIME TO RUN THIS MESSAGE

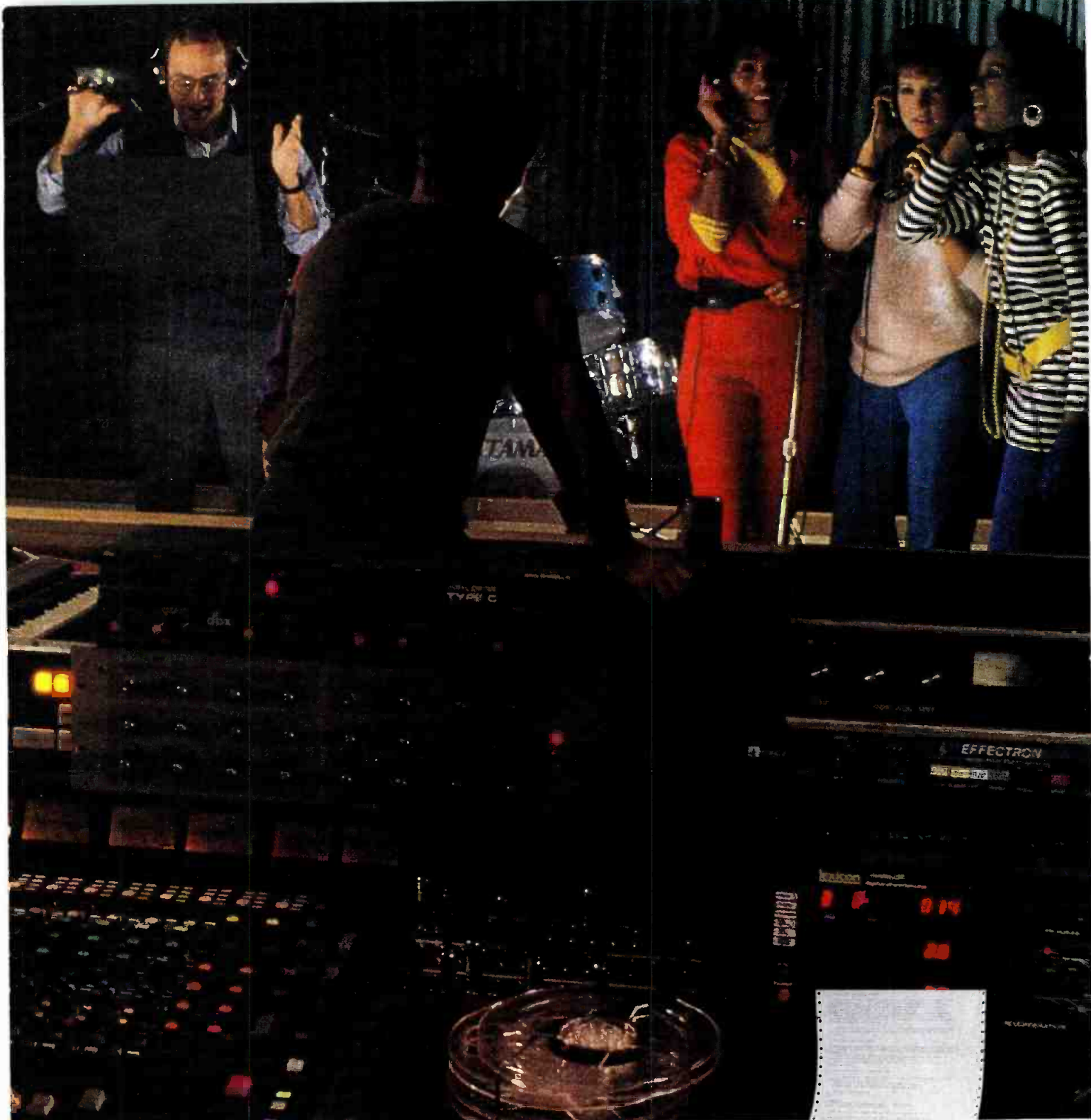
AP offers the best possible set-up for any radio commercial ever recorded.

Whether your clients are announcing a Big Sale Sunday or singing the praises of Cherry Delight, they want an audience that's alert, attentive, and listening hard.

AP News is written to coax the brain

out of its Background Mode. Spin the ear into Linear Reception. Set the listener up for a compelling sales message.

That's why radio advertisers willingly pay premium rates for top-of-the-hour AP news sponsorships, for newsbreak TAP Plan adjacencies, and for any of our AP Network features.



# IS RIGHT AFTER THIS ONE:

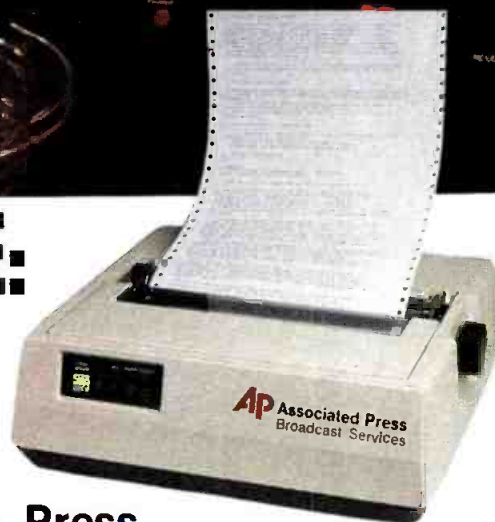
You know something every advertiser in this country knows.

For depth, breadth, speed, and accuracy, nobody can touch the world class newsgathering ability of AP.

Twenty four hours a day, we're preparing for the most important message in radio.



**Associated Press**  
Broadcast Services



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## Bureaus

New York: 630 Third Avenue, 10017

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Vincent M. Dilingo, senior editor; radio

Geoff Foisie, Susan Dillon, assistant editors.

Scott Barrett, staff writer.

June Butler, advertising assistant.

Hollywood: 1680 North Vine Street, 90028

Phone: 213-463-3148

Jim Benson, West Coast editor.

Tim Thometz, Western sales manager.

Sandra Klausner, editorial-advertising assistant.

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in 1946. Television \* acquired in 1961. Cablecasting \*

introduced in 1972 □ Reg. U.S. Patent Office □

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\$91,500,000



**Noble Broadcast Group, Inc.**

\$40,000,000

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**PaineWebber Incorporated**

THE  
HARRIS CONNECTION  
WILL KEEP YOU ...



# Here's What Broadcasters Say About THE HARRIS CONNECTION:

---

## VHF-TV

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

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

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

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

---

## KNOB, FM-RADIO

John R. Banoczi, General Manager  
Anaheim, CA:

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

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

---

## KCOB, AM-RADIO

John Carl, General Manager  
Newton, IA:

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

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

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

---

## WEAT, AM-RADIO

Bert Brown, Chief Engineer  
West Palm Beach, FL:

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

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

---

## WSTQ, FM-RADIO

Al Moll, General Manager  
Streator, IL:

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

---

## KHBS, UHF-TV

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

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

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

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

---

## WOMA, FM-RADIO

Dale Eggert, General Manager  
Algoma, WI:

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

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

---

## WKNO, VHF-TV

Pat Lane, Chief Engineer  
Memphis, TN:

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

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

---

Find out today how The Harris Connection can keep your station **ON THE AIR** . . .

. . . and we'll send you your free, full-color **ON THE AIR** poster. An up-to-the-minute symbol of our industry's rich tradition.

Just call us TOLL FREE at 1-800-4-HARRIS, ext. 3002. Or write: Harris Corporation, Broadcast Division, Marketing Department, P.O. Box 4290, Quincy, IL 62305. Our poster supply is limited, so act today.



# Datebook

■ Indicates new entry

## This week

**June 14-15**—*Jefferson-Pilot Data Services* customer conference. Speakers include Thomas Leahy, president, CBS Television Network; Phil Jones, VP-general manager, KCTV(TV) Kansas City, Mo., and chairman of CBS affiliates board; Ron Inman, director of marketing, Association of Independent Television Stations, and Roger Rice, president, Television Bureau of Advertising. Peabody hotel, Memphis. Information: (901) 348-3544

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

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

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

**June 15-17**—Sales seminar for account executives, sponsored by *Television Bureau of Advertising and Sterling Institute*. Washington. Information: Barbara Zeiger, (212) 486-1111.

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

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

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

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

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

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

**June 17**—"Blueprint for Success," television broadcast acquisition seminar sponsored by *National Association of Broadcasters*. Ritz-Carlton hotel, Boston. Information: (202) 429-5362.

**June 17**—*Television, Radio and Advertising Club of Philadelphia* annual creative awards gala. Adams Mark hotel, Philadelphia.

**June 17**—*New York Women in Cable* "Basics in Cable Course." HBO Media Center, New York. Information: Katie Immesberger, (212) 304-3152.

■ **June 17**—*International Television Association*, St. Louis chapter, meeting. Laclede Communication Services, St. Louis. Information: (314) 595-4106.

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

**June 18**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon, featuring Roger Colloff, VP-general manager, WCBS-TV New York. Copacabana, New York.

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

**June 18-19**—National invitational conference on minorities and communications, sponsored by *Howard University School of Communications* and *University of Texas at Austin College of Communication*. Howard Inn, Washington. Information: (202) 636-7491

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

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

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

**June 18-21**—Third annual *NATPE* Production Conference. Opryland hotel, Nashville. Information: (212) 949-9890

**June 18-21**—*Investigative Reporters & Editors* national conference. Arizona Billmore, 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 19-20**—*Radio-Television News Directors Association* region four conference, co-sponsored by *UPI Broadcasters of Texas*. Hyatt Regency hotel, San Antonio, Tex. Information: (918) 582-9554.

■ **June 19-20**—*Radio-Television News Directors Association* region nine conference. Louisiana State University, Baton Rouge. Information: (318) 236-6340.

**June 20-22**—*Georgia Association of Broadcasters*

53rd annual convention. Peachtree Sheraton conference center, Peachtree City, Ga. Information: (404) 993-2200

## Also in June

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

**June 22**—Comments due in FCC proceeding (Gen. Docket 87-25) aimed at building case against cable's compulsory copyright license. Comments also due in FCC proceeding (Gen. Docket 87-24) considering reinstatement of syndicated exclusivity rules.

**June 22-24**—*Association of Independent Television Stations* annual general managers' meeting, closed to public. Representative Al Swift to make luncheon speech. Sheraton Grand hotel, Washington.

**June 23**—*Washington Metropolitan Cable Club* luncheon. Speaker: Bill Grimes, president, ESPN. Washington Marriott, Washington.

**June 23-25**—*National Association of Broadcasters* board of directors meeting. NAB headquarters, Washington.

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

**June 24**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon, featuring Lawrence Fraiberg, president, MCA Broadcasting. Copacabana, New York

**June 24**—*New York Women in Cable* "Basics in Cable Course." HBO Media Center, New York. Information: Katie Immesberger, (212) 304-3152.

**June 24-25**—*Wisconsin Broadcasters Association* summer convention. Delavan, Wis.

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

**June 24-27**—*Florida Association of Broadcasters* annual meeting and Radio and Television News Directors Association/UIP meeting. PGA Sheraton, Palm Beach Gardens, 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**—*Satellite Broadcasting and Communication Association* meeting of public affairs working group. Chamber of Commerce board room, 801 North Fairfax Street, Alexandria, Va. Information: (703) 549-6990.

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

**June 26**—*Radio-Television News Directors Foundation* conference with *Society of Professional Journalists* Luncheon speaker White House Chief of Staff

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## Errata

June 8 "Fates & Fortunes" item on **Ward Quaal**, who was presented Governor's Award of Chicago chapter, National Academy of Television Arts and Sciences, inadvertently omitted his identification as **president of Tribune Broadcasting Co. from 1964 to 1974**. Now president of Ward L. Quaal Co., he remains consultant to Tribune among other broadcasting clients.

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KDAF M-F 6PM
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WOIO M-F 6:30 PM
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WTXX M-F 6:30 PM
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KMBC M-F 11:30 PM
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WZZM M-F 5:30 PM
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KSTU M-F 6:30 PM
- LOUISVILLE **UP 60%**  
WDRB M-F 6:30 PM
- KNOXVILLE **UP 50%**  
WKCH SAT 7:30 PM
- JACKSONVILLE **UP 20%**  
WAWS TUE-F 6:30 PM
- ROCHESTER **UP 75%**  
WUHF M-F 6:30 PM
- PORTLAND-AUBURN **UP 200%**  
WPXT M-F 7:30 PM
- TRICITIES **UP 50%**  
WKPT M-F 5:30 PM
- EVANSVILLE **UP 20%**  
WEW M-F 6:30 PM
- PEORIA-BLOOMINGTON **UP 50%**  
WEEK M-F 4:30 PM
- LAFAYETTE, LA. **UP 67%**  
KLFY M-F 4 PM
- TERRE HAUTE **UP 100%**  
WBAK M-F 11 PM
- WAUSAU-RHINELANDER **UP 60%**  
WAOW M-F 3 PM
- ANCHORAGE **UP 25%**  
KIMO M-F 3:30 PM

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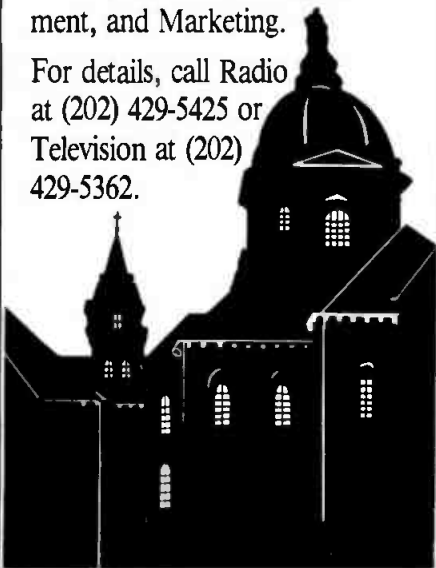
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Howard Baker, Hyatt Regency Capitol Hill, Washington. Information: (202) 659-6510.

■ **June 26-27**—Radio-Television News Directors Association region 10 conference in cooperation with AP. Marriott hotel, Nashville. Information: (615) 749-2231.

**June 28**—39th annual prime time Emmy Awards presentation (nontelevised) luncheon primarily for creative arts categories sponsored by the *Academy of Television Arts and Sciences* and *National Academy of Television Arts and Sciences*. Premiere hotel, North Hollywood. ATAS: (818) 953-7575.

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

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

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

#### July

**July 1**—Deadline for entries in Ollie Awards for outstanding American television programming for children,

sponsored by *American Children's Television Festival*. Information: Valentine Kass, (312) 390-8700.

**July 1**—Second deadline for entries in *Academy of Television Arts & Sciences' 39th Annual Primetime Emmy Awards*. Deadline is for programs broadcast May 14 and June 30, 1987. Information: (818) 953-7575.

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

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

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

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

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

**July 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.

## Major Meetings

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

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

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

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

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

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

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

**Oct. 31-Nov. 4**—*Society of Motion Picture and Television Engineers* 129th technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles. Future conferences: Oct. 14-19, 1988, Jacob K. Javits Convention Center, New York, and Oct. 22-27, 1989, Los Angeles Convention Center.

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

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

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

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

**Jan. 29-30, 1988**—*Society of Motion Picture and Television Engineers* 22d annual television conference. Opryland hotel, Nashville. Future meeting:

Feb. 3-4, 1989, St. Francis hotel, San Francisco.

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

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

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

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

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

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

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

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

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

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

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

# We're biased.

## But we think the mentally retarded should be cared for.

Patty choked to death.

Bernard, once hyperactive, was inactive for days after being given too much medicine.

Richard ended up with second degree burns, when he was washed.

Each lives in Ohio. Each had been victimized by an intended "reform" movement that has left thousands in Ohio and elsewhere unattended and mistreated.

Originally, the concept of taking the retarded out of Ohio's Orient State Hospital was to make them feel less remote, more a part of a community.

But soon the fiscal benefits of closing state institutions overshadowed the humanitarian concerns.

The former residents of the state hospital were scattered at group homes and centers across the state.

The state "contracted out" with private companies to run the facility or build new ones. In some cases its selections of contractors were highly questionable. Accord-

ing to the *Cincinnati Enquirer*, a public official helped a local company get a \$311,360 grant to buy ten group homes. At the same time the official was accepting substantial campaign contributions from the company.

Proponents of "contracting out" public services to private companies say you get more service at less cost.

But the truth is when all the costs are considered, "contracting out" usually ends up costing more, not less.

Private businesses have to make a profit. That often means cutting corners, hiring fewer and less experienced employees.

Going private means an agency is no longer accountable to the taxpayers. Minority hiring programs are often disregarded.

And there is the age-old problem of corruption.


So, what many officials are finding out is that "contracting out" in mental health, or many other fields looks better on paper than it does in practice.

But in Massachusetts, in Colorado, in Rhode Island, Governors like Mike Dukakis, Dick Lamm and Edward DiPrete have shown the

answer. They've redeployed their state financial and human resources into state-operated, high quality institutional and community-based care for the mentally ill and the mentally retarded.

They've learned that privatization and profit don't help the homeless. They've learned that government workers want to make the changes America needs to make quality care available for people too poor and too sick to seek it on their own.

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Philadelphia, Pennsylvania
- WSMV-TV**  
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- WMTV**  
Madison, Wisconsin
- WLS-TV**  
Chicago, IL
- WBZ-TV**  
Boston, Massachusetts
- WDAF-TV**  
Kansas City, Missouri
- KRGV-TV**  
Weslaco, Texas
- WCVB-TV**  
Boston, Massachusetts
- WECT-TV**  
Wilmington, North Carolina

**CONGRATULATIONS!**



**Open Mike**

**Still fighting**

EDITOR: In the June 8 issue of BROADCASTING, on page 35, it is stated that the "only opposition (to H.R. 1934, the fairness doctrine codification bill) was expressed by the American Newspaper Publishers Association." In fact, the Radio-Television News Directors Association on May 19 sent a letter to all members of the House of Representatives urging them to vote against the bill and spelling out why RTNDA believes the fairness doctrine disserves the public, has a chilling effect on broadcasters and is unconstitutional.

We have received a reply from one House member, Representative Carroll Hubbard (D-Ky.), thanking us for our letter and pledging his support in opposition to codification. Hubbard said he received our letter May 25. The vote was June 3.

Correcting this omission is important because to fail to do so would leave the impression with your readers that RTNDA no longer feels strongly about the fairness doctrine. We do. And we sent a letter to the President this week urging him to veto the codification bill. If that happens we will do everything we can to help Senator Bob Packwood sustain the veto in the Senate.—*Ernie Schultz, president, Radio-Television News Directors Association, Washington.*

**Access to all**

EDITOR: In reading your May 25 report on Lawrence Grossman's ideas about covering the presidential campaign of 1988 one is forced to characterize his ideas in words he applies to the equal time law: "arcane and bizarre."

The idea that the network might be inconvenienced by the large numbers of candidates seeking the nomination in both parties is Grossman's only complaint. He characterizes some of the candidates as "no-name candidates" implying that they are, therefore, entitled to less attention than the so-called "names."

Let us not make the Presidency of the United States subject to the whims and convenience of network executives. Everyone who aspires to the Presidency in our two major parties deserves an equal access to network time and equal time.—*David Levy, president, Wilshire Productions Inc., Beverly Hills, Calif.*

**Pressure point**

EDITOR: I take exception to comments by Phil Jones of KCTV(TV) Kansas City, Mo. (BROADCASTING, May 4), concerning CBS's talk of expanding the evening newscast an extra half hour. According to Jones, the optional half hour "has a way of becoming

mandatory due to pressure from the network and the public."

I always thought our business is in the public interest. Isn't the public also our customers?—*Joel M. Anderson, news director, WDJO-TV Duluth, Minn.*

**Exclusivity advocate**

EDITOR: While one can understand the contributions made by Tribune Broadcasting in furthering first-run product, I believe that Shaun Sheehan [Tribune's Washington VP] has oversimplified the impact of syndicated exclusivity. ("Monday Memo," June 1).

I would like to present the facts as they exist today in the Hartford-New Haven, Conn., market. The Hartford-New Haven market has the highest cable penetration in the top 25 markets; 72%. Outside signals include WSBK-TV and WLVI-TV (from Boston), WWOR-TV, WPIX and WNYW (from New York) and WTBS (from Atlanta). Four of these stations generate a large enough audience to appear regularly in our rating book.

As to "the notion that...independents are 'stealing' local stations' viewers in droves," one needs only to focus on *M\*A\*S\*H*, our station's highest rated program. From May 1986 to the present, *M\*A\*S\*H* has aired at 7 p.m. on WTXX. WNYW and WSBK-TV, yet we (WTXX) receive only 47% of the viewing. We paid for 100% exclusivity but sell less than half the ratings.

Syndicated exclusivity should be reinstated. Now!—*Geoffrey S. Rose, vice president/general manager, WTXX(TV) Waterbury, Conn.*

**Media differences**

EDITOR: Regarding your attack against the recent "anti-indecency" posture of the FCC and support of same by the National Association of Broadcasters. Mindful as I am of our need to have full First Amendment rights, I must point out your comments have the familiar ring of all print media. The difference, and it is a powerful one, is very simple: A person has to purchase, pick up and specifically read any publication, BROADCASTING included. By contrast, our radio and television signals go right into our cars and homes, invited or uninvited, to any and all eyes and ears. There's no "skimming over" or "skipping" a broadcast signal as you can with any print impression.

The solution is clear. Since we seem unable to do it ourselves, the commission simply threatens to suspend or revoke the license. There are a bunch of us out here who really don't have to stoop to garbage radio to compete and survive. We know what "serving the public interest, convenience and necessity" is all about.—*Lee Shoblom, president, general manager, London Bridge Broadcasting, Lake Havasu City, Ariz.*



This Man

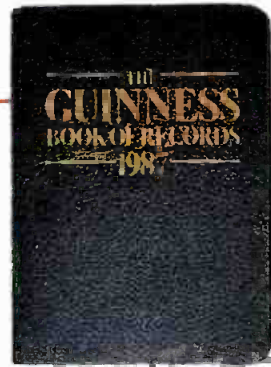
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DAVID FROST

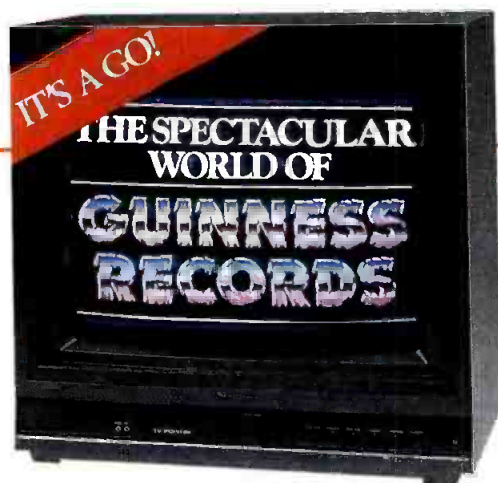
This Book

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This Show

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Will set ratings records together...

A commentary on the fairness doctrine from Patrick D. Maines, president, The Media Institute, Washington

## Legislating fairness doctrine will only make things worse

As with most legislative catastrophes, there are probably many factors that persuaded the House to vote on June 3 to follow the Senate in codification of the so-called fairness doctrine.

Among the more obvious factors is the air time elected politicians receive (and expect) and perhaps thought imperiled—although it was not directly at issue. More substantively, there is the unsettled matter of the constitutional issues involved. There was also the recent precedent of the network chieftains' docile testimony before the Markey subcommittee in April. And as always, there was, and is, a great deal of confusion about the practical applications of the law in question.

But perhaps the most alarming factor has been the steadily growing, if rarely noted, acceptance of the notion that, but for government control, the free press (or at least the electronic component) will inevitably become less responsive and less responsible. And in this, one suspects that media critics of all shapes and sizes have contributed a great deal to the current dilemma.

As the president of an organization that engages occasionally in media criticism, I worry about this development from the perspective of someone who has been personally involved: an eyewitness, if you will, at the scene of the crime.

Which is not to apologize, nor to suggest that there is not a place for media criticism...and for diverse criticism, reflecting the disparate views of a large and pluralistic country. Nowhere in the world are the media afforded greater influence over national affairs than in the U.S.A.

Given such privileges and responsibilities, media critics are not only inevitable, they are healthy.

Indeed, in surveying the literature of criticism that has been produced by The Media Institute, it's clear to me that much of it is among the best of anything we've done. Our study of network coverage of the oil crises of the 1970's, for instance, looked good when published in 1982. It looks virtually unsailable now. Likewise our studies of media coverage of chemical health risks, and of artificial sweeteners, to name just two.

And even as this essay is being written, the institute is nearing publication of a book that will cast a critical eye on the ubiquity of Soviet spokespersons on American television, and on the trend toward "supernationalism" among many broadcast organizations.

So The Media Institute believes in the right and the value of media criticism. But unlike so many media critics, of whatever political or ideological disposition, it has



Patrick D. Maines is president of The Media Institute, a Washington-based independent, nonprofit media think tank. The institute publishes books and studies, convenes conferences and symposia and produces video programming. In recent years the institute has focused much of its activities on the legal, commercial and technological aspects of communications policy. In January of this year the institute created the First Amendment Center for the New Media. Prior to joining the institute, Maines was director of public affairs for National Distillers and Chemical Corp., New York. From 1968 to 1973 he was assistant publisher of *National Review* magazine.

never occurred to us to throw out the baby with the bath water. We have never been tempted by the idea that because we have complaints about aspects of TV news, and because we believe we are right, we should seek to create, or sustain, *governmental* forums or procedures for the redress of our grievances.

The reasons we eschew this posture are simple: (1) It is not efficacious and (2) it does great violence, in the most practical ways, to the First Amendment.

To take the first point first, could anything be clearer than the fact that the fairness doctrine, far from insuring "fairness," has simply had the effect of driving public-affairs news coverage (and advertising) off the airwaves? It is perhaps late in the day to point to such studies that demonstrated precisely this effect, but one could do worse than point to the study released by the FCC in 1985.

The fact that the fairness doctrine doesn't work is merely a practical reason for opposing its codification. The more compelling reason for getting rid of it is based on principle: The fairness doctrine traduces the First Amendment and may in fact be unconstitutional.

Last April, for example, the Department of Justice questioned the doctrine's constitutionality. It pointed to an erroneous assumption in the 1969 *Red Lion* case that the First Amendment requires broadcast media by themselves to "provide an adequate forum," as if other media, such as newspapers, didn't exist.

"The purpose of the First Amendment is to help assure that the people are adequately informed about public issues, not to assure they are adequately informed by one particular medium or group of media," the Justice Department wrote in an unavailing letter to the Senate leadership.

Those who favor retention of the fairness doctrine often invoke the so-called "scarcity argument," that the airways are a limited resource that must be managed by the government for the good of the people. This argument made more sense when it was first embodied legislatively for radio in 1934, and even in the early 1950's when the TV networks gained prominence.

It makes little sense today. Enormous leaps in technology have yielded an abundance of media outlets, including a tripling of independent broadcast TV stations in the last five years. "Scarcity" has become a non-issue for the average media consumer. Nonetheless, and in spite of the fairness doctrine's obvious affront to the First Amendment, all manner of groups apparently feel that fairness can and should be regulated, even at the expense of the Constitution.

Fairness, like motherhood, is one of those worthy concepts that operates best in the absence of legislation. It seems totally inappropriate to us (as apparently it does not to some other media critics) to seek improvements through a legislative fix.

Poor performance is something that the history of virtually every industry suggests is rectified by exposure to competition. The broadcasting industry is no different. Uncle Sam and the long arm of the law simply aren't the way to improve the quality of broadcasting.

The fairness doctrine has been a not-so-noble experiment. It tramples on the free-speech rights guaranteed by the Constitution, and on a purely practical level, it has failed miserably in achieving its goal of fairness and diversity.

Given the action of the Congress, it is now up to President Reagan to give the fairness doctrine the merciful death it deserves. His veto may be all that will keep the American public from being the ultimate loser in the fairness doctrine sweepstakes—not only TV watchers, who will continue to be dished up a "chilled" serving of debate on public issues, but all Americans who cherish the fullest and freest expression of First Amendment rights.

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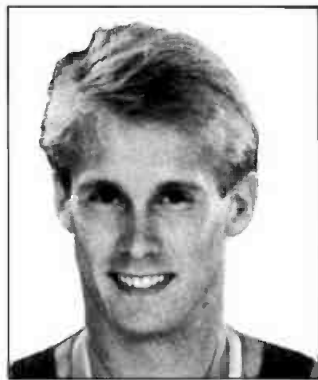


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# Broadcasting Jun 15

Vol. 112 No. 24

## Swift bill coming to head; Jankowski warns of trade-off danger

The House of Representatives version of an omnibus comparative renewal bill is taking shape. In many major respects, it mirrors a bill introduced in the Senate three weeks ago (BROADCASTING, June 1) by Daniel Inouye (D-Hawaii) and Ernest Hollings (D-S.C.). Both call for significant programing and administrative obligations in exchange for a so-called two-step renewal process—that is, the FCC would have to conclude that a license should be taken away before putting it up for competition.

These are the key features of the House draft, hammered out by Al Swift (D-Wash.) along with representatives of broadcast and public interest communities:

- The commission must renew a license unless it finds there have been serious violations of the Communications Act or FCC rules or policies.

- The commission must also renew upon a finding that the licensee has provided "meritorious service" and has met the "needs, interests and views" of the community.

- The FCC is to determine which records a licensee is required to maintain, and how to make those records available to the public.

- The FCC is to make an annual audit, based on a random sample of stations, to determine if its rules are being kept and if programing is meeting the "meritorious service" test.

- The bill would codify the FCC's minority and female preference policies as well as its regulations on equal employment opportunity.

- The so-called "three-year rule," requiring that a new owner operate a station for three years before being allowed to sell, would be reimposed by the FCC or by Congress.

- The five-year sunset that is now a critical element of the

FCC's new package of must-carry rules would be eliminated.

Discussions about the draft bill are now being held with Tom Tauke (R-Iowa), author of a license renewal bill endorsed by broadcasters, Representative Edward Markey (D-Mass.), chairman of the House Telecommunications Subcommittee, and John Dingell (D-Mich.), chairman of the House Commerce Committee. It's anticipated the bill will be ready for discussion at next week's Washington meeting of the National Association of Broadcasters joint board of directors. The question for broadcasters will be whether the cost-benefit ratio is in their favor.

At least one major broadcaster appears to believe that cost may be too high. Gene Jankowski, president of the CBS/Broadcast Group, in a major address before the New Mexico Broadcasters Association last Saturday (story page 40), cited the comparative renewal effort as part of a "return to the past."

Some in the industry "may be tempted to trade for a greater apparent business security and accept legislation that would invite the commission to reimpose content-related regulation in the name of a 'public interest' standard applicable only to broadcasting," he said. "There is, of course, a danger to such trade-offs; in fact there is even a business danger to such trade-offs. In the final analysis," Jankowski said, "if the industry accepts renewed regulation of its programing decisions, local broadcasters will be compelled to compete with cable networks not on the basis of which service best serves the audience, but on the basis of the broadcaster having to provide governmentally restricted programing in governmentally determined time periods, while cable remains free to seek out and program for audience preferences."

## Upfront market: new rules but the same game

**ABC and CBS wait for NBC to show its hand; most observers say prime time C-P-M's will be up while daytime negotiations take back seat; guarantees will still be given, but may promise less; people meter not expected to muddle negotiations**

Will the outcome of this year's multibillion-dollar upfront television network advertising market be determined by hand-held viewing meters placed in no more than 2,000 homes? Already the "people meter" has seized headlines, delayed the start of negotiations between the networks and buyers and created some new bargaining points. The upfront season to date is mysterious and exciting, not because it is dissimilar to previous upfront markets, but because it is essentially the same phenomenon as always, a once-a-year bargaining and strategy marathon, in which all parties maneuver against one another and the many unknowns of the marketplace.

As of last week many, if not most, adver-

tising budgets were in the hands of the networks and a few deals may have already been struck. But no deals large enough to shape the market were yet rumored to have taken place, because ABC and CBS were said to be waiting for NBC to set the market's tone by presenting advertisers with its plans matching those budgets. And NBC was still reviewing its strategy based on the latest set of people meter numbers. Said one top-20 agency executive: "Two days before they [NBC] announced their upfront schedule (on May 13) they got some unpleasant numbers relative to what the previous people-meter trend had been. With their affiliates meeting coming up, it was not the time to dash off a strategy. Meanwhile, ABC and CBS have been quite candid that NBC is the tail that wags the dog."

A different version of events was given by NBC's vice president of sales for the televi-

sion network, Robert Blackmore, who said he wanted to make sure the numbers used for negotiations had some consistency: "I just wanted to make sure there were more trends than bounces... I think in the next week or two everyone will be under way."

This year, negotiators for both sides will have to plot historical audience trends using rating numbers obtained from traditional meters and viewers' diaries while trying to project future ratings that will be derived from people meters. Although the attempt to translate between the two methods may be patchwork, it will at least be common to those doing the negotiating.

As a result, those commenting did not expect delays: "This problem may strain some relationships, but some basis will be found to do business," said Robert Daubenspeck, senior vice president, national director of broadcast, Foote, Cone & Belding. "I would be very shocked if this is not largely wound up before the end of July." That end date would be comparable to the last negotiating session preceding an Olympic year, in the

### Top of the Week

## Extra added attraction

House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) has been added as speaker to a mass communications policy seminar—"The Broadcasting/Cable Interface"—being co-sponsored this Thursday and Friday (June 18-19) by the Federal Communications Bar Association and BROADCASTING magazine. He will follow Senator Ernest Hollings (D-S.C.) in keynoting the conference's opening day. (The complete agenda was published in BROADCASTING's June 8 issue.)

The seminar will be held in Washington's Four Seasons hotel. Each day's session will begin with a continental breakfast at 8:30 a.m. Formal addresses and panels begin at 9. FCC Chairman Dennis Patrick will speak at Thursday's lunch; that afternoon's panels will be followed by a cocktail reception. Friday's sessions will end by 1 p.m. The fee, including the Thursday lunch, is \$425, with a \$50 discount for FCBA members. Late registrations, on a space-available basis, are being taken by Pat Vance and Jessie Newburn at BROADCASTING's Washington headquarters, 202-659-2340.

summer of 1983.

At least one caveat to an orderly upfront market was provided by David Poltrack, vice president, research, CBS/Broadcast Group, who noted that at the end of July, the first results from an expanded Nielsen people-meter sample will become available: "The market will not wait for that, but if there is a negotiating impasse, the longer the process goes on, the greater the probability is that people will want to see the new numbers."

In addition to promises of relatively smooth bargaining sessions, network and agency executives also seemed to agree that audience delivery guarantees will continue to be given to most of those purchasing network advertising time upfront. But it also seemed clear that the networks will try to guard against having to provide too many makegoods if ratings fall far below guarantees, either because of the new ratings technology or for any other reason. They will reduce such a risk, it was said, by changing the terms of the guarantees.

Such a change, for instance, might be that instead of promising to deliver a specific target audience rating, the networks would guarantee a range—presumably including rating numbers below the probable delivery. Another version of the same idea is that guaranteed demographic rating would be a single number, but would be lowered to provide, in essence, a floor, rather than a probable audience. The networks could also try to reduce the number of guarantees they give by allowing them only in cases where the advertiser places a "firm" order, foregoing the option of withdrawing an order later.

The complex and contradictory logic of the marketplace is such that the networks might not want to eliminate guarantees altogether since they presumably provide some bargaining edge on price and, if makegoods have to be given, give the networks better control of inventory by running more makegoods in softer quarters.

How much leverage either side will have in the negotiations depends, as always, on how much money is chasing network availabilities, and, even more important, on how much money the negotiators believe there is.

Listening, alternately, to network or agency executives talk about advertising demand

provides different views based on the same set of facts. Network executives note that corporate profits are up and say that advertisers recognize that nonadvertising promotion brings only short-term gains. Agency executives said that not only is promotion still much in use but major advertisers are also talking more about "regionalizing" their marketing efforts instead of using the national coverage provided by the networks.

Network executives note that new car sales are off and say manufacturers will use television to push their incentive programs and new models, while agency executives say there are no hot new product categories, such as computers, which had surfaced in previous years. Inflation is either "up" or "up only 4%." Similarly the economy is either "growing" or "barely growing."

Also subject to real dispute and negotiating posture is the impact on the advertising marketplace of the upcoming Olympic games and the elections. Do they provide extra money and drain inventory, or do they steal money from other dayparts and have little impact on inventory? One view was provided by Mark Goldstein, senior vice president, director network programing, Ogilvy & Mather: "There is something of a fallacy with regards to the Olympics. In prime time the networks will sell only an 11-week third quarter so that the Olympics, running the last two weeks in September (1988), will play more in the following broadcast year (1988-1989)."

Primarily affecting the supply of inventory will be how much the networks hold back for the scatter market. At this same point on the quadrennial cycle four years ago, at least two of the networks kept a greater than usual portion for scatter, selling less than two-thirds of their prime time and daytime inventory upfront.

There are other plausible reasons the networks might reduce somewhat the amount of inventory sold upfront. Jerry Dominus, vice president, sales, for the CBS television network, said that given the uncertainty of measured audience delivery under the new ratings system, "We are less vulnerable to a [ratings] system we don't trust" by selling more in scatter where guarantees are not given. If the new ratings numbers were unfavorable for the networks, selling less inven-

tory upfront would also leave more room for potential makegoods.

The complex and contradictory logic of the marketplace also suggests that if the demand for network time is there, the networks might sell as much as they can. More than once in recent years ABC, CBS or NBC have misjudged, to their misfortune, the scatter market in subsequent quarters.

Somewhat overlooked in the discussions of the market is the effect of the new ownership/management now in place at all three networks. Having already shown tougher attitudes toward spending, new management is subject to speculation on how it will make its presence felt on the revenue side. Opined one top-20 agency executive: "It must be a great temptation on the part of Capital Cities, which has great experience in the short-term spot market, to say, 'If we can't get the price we want, we will wait until the scatter market.'"

Judging by the price of Capital Cities stock and that of CBS, the investment community does not seem to be excessively worried about the television networks' vulnerability in the upfront marketplace. The prices of both companies' stock have been rising over the past few weeks, in part because of relatively positive comments on the upfront marketplace by securities analysts such as Raymon Katz, of Mabon, Nugent & Co., and Alan Gottesman, of L.F. Rothschild.

Agency executives who were willing to talk about pricing indicated that the average cost, in network prime time, of reaching a thousand measured viewers (C-P-M) would increase. Even if unit prices stayed the same, they noted, the C-P-M's would increase based on the likely decrease, on average, of network ratings, in part because of the new ratings technology.

Furthermore, those commenting thought that unit prices might increase. Said Robert Lilley, executive vice president and director, media and network programing, SSC&B, "If the networks come out with single-digit unit price increases, I think people will start to talk, and there will be action." Lilley said he questioned, however, whether the networks could obtain double-digit unit increases.

Said another top-20 advertising agency executive: "I imagine in more cases than not C-P-M's will be up. In fact with the inflation factor I think we may well see unit price increases."

It is likely outsiders, and even insiders, will never get a clear picture of how people meters affected the 1987-1988 upfront marketplace. Advertising won't be any less effective because viewers are measured differently, and most national advertisers still believe network television packs a lot of clout and helps boost sales. And although syndication and cable still pale as alternatives to the television networks, the latter will not go out of their way to encourage advertisers to seek those alternatives. So people meters or not, most of the players last week expected that over the next six weeks the right terms would be struck, and the dollars committed. □

## Broadcasters balking at Fritts syndex move

**TV board members inclined to press for syndicated exclusivity; association president's judgment questioned**

Based on the first week's reaction to National Association of Broadcasters President Eddie Fritts's cautionary communique on syndicated exclusivity, NAB TV members appear determined to stay the course on that issue. His letter to the association's television board expressing concern that support of the FCC's rulemaking might be counterproductive (BROADCASTING, June 8) asked that directors be prepared to discuss the issue at the board's meeting next week. A brief survey by BROADCASTING showed a majority of directors did not want to drop the ball. Some were expressing disbelief that NAB would even consider such a move.

According to Fritts, he had uncovered information at the FCC indicating that syndex would never come to pass and that the rulemaking was part of a "Hollywood master strategy" to force cable to negotiate a deal on the compulsory license. Such a deal, the letter maintained, would leave broadcasters without syndex and in a vulnerable position on must carry. Fritts's allegations did not sit well with FCC Chairman Dennis Patrick, who said the NAB chief was "misinformed as to motives and confused as to the substance" of the syndex rulemaking.

And it seems some in the industry were troubled even more by Fritts's approach than by his assessment of the situation. "Is this the way to deal with the chairman of the FCC?" asked one incredulous board member. It's believed, however, that some at NAB feel Patrick was already "unfriendly toward broadcasters," and that it doesn't matter what the association does.

Fritts's allegations appear to have had one impact at the FCC. They apparently inspired Patrick to reconsider his decision turning down an opportunity to address the NAB's joint board meeting June 23-25. Now, he wants to go. "We told them we want to do it," Patrick told BROADCASTING last Tuesday (June 9). He's slated to appear before the board Thursday morning.

Meanwhile, industry sentiment appeared to weigh in against Fritts. At a closed session of the ABC-TV affiliates meeting last week, the broadcasters went on record unanimously supporting syndicated exclusivity. John F. Behnke, newly elected chairman of the ABC affiliates board of governors, and president and chief executive officer of Fisher Broadcasting in Seattle, indicated the board will study the matter and said there's a possibility it would file in support of the syndex rulemaking. (The ABC television network is slated to file in favor of syndex.)

Moreover, industry leaders were expressing their unhappiness with any hint that NAB would reverse its position on syndex. Said Stanley S. Hubbard of Hubbard Broadcasting, "I am very distressed about this. He [Fritts] has been led astray by somebody," Hubbard said. Hubbard has written both Fritts and NAB's television vice chairman,

Wallace Jorgenson of Jefferson-Pilot Communications, to express his concern.

"Any broadcaster who doesn't want to return to syndex has a major interest in cable and he's putting his cable interest ahead of his broadcast interests," said Hubbard. Reached while attending the ABC affiliates meeting, Hubbard reported people were "mad and angry" to learn NAB might not support the rulemaking.

As for reaction among board members there also was some disquiet. "This will go down in history as another nail in Fritts's coffin. The first nail was put in by the *Channels* [magazine] article," said one TV director, who asked not to be identified. The article was critical of Fritts.

"It's incomprehensible that Eddie would take less than a 100% position on this," said board member Harold Protter of independent WVTU-TV Milwaukee. Protter said he was "flabbergasted" and felt the NAB president had "lost touch with reality on this issue." He said that NAB could "lose every independent television member" if it drops support for syndex.

Likewise, Robert Munoz, with independent KCIK-TV El Paso, was surprised. "I can't understand the rationale behind it. I am wondering what's going on here," Munoz said. A staunch advocate of syndex, Munoz plans to raise some "tough questions" at the board meeting. "I don't agree with any action to drop syndicated exclusivity," he said.

Furthermore, Munoz has doubts about NAB's decision to drop its proposed "white paper" on "Cable—The Unregulated Monopoly." The paper was deep sixed after NCTA filed in opposition to the motion for a stay of the FCC's new must-carry rules requested by certain cable interests ("Closed Circuit," May 25). It was a trade-off, Munoz said, in which NAB "gave up too much for too little."

Television director Derk Zimmerman, president of Fox Television, was said to be in

"absolute disbelief." Zimmerman is expected to put up major resistance to an effort by NAB to drop syndex.

Some of the directors, however, were reserving judgment until the board gathers. Donna Zapata, of WHAS-TV Louisville, Ky., wanted to hear from her constituents on the matter before commenting.

Benjamin McKeel of Nationwide Communications said he thought the letter was being "misconstrued." It was prepared, he said, as a means of "raising the level of awareness." Neither did he view it as a sign that NAB was abandoning syndex. McKeel's personal view, however, is that syndicated exclusivity is essential. Nor would he "trade it off for anything."

Director Greg Stone of WSOC-TV Charlotte, N.C., did not have any specific reaction to the Fritts letter but said the majority of broadcasters he's talked to favor the syndex rulemaking. "I for one agree with that. It's about time broadcasters stood up and fought for their rights," Stone said.

Another syndex advocate, TV Vice Chairman Jorgenson, defended the Fritts letter. "What Eddie's tried to do was to say to the board, 'There are other facets you need to be aware of.'" As for the political ramifications of the letter, Jorgenson said, "What's been done has been done."

Hollywood, which had been working with the association on Capitol Hill and at the FCC to gain support for the rulemaking, also was unhappy with what Fritts had to say. Motion Picture Association of America President Jack Valenti had called the letter an "outrageous lie from start to finish" (BROADCASTING, June 8).

In general, many observers were perplexed, particularly those who thought NAB was committed on the issue. "He [Fritts] took everyone by surprise," said one representative of the Hollywood production community, who thought Fritts was "playing a game with the devil." Said another Hollywood industry source, "This boggles the mind."

Last month, NAB, in conjunction with the Association of Independent Television Stations, circulated a position paper on Capitol Hill calling for a return to syndex. The paper claims the FCC "erred" when it eliminated its syndex rules in 1980 on the grounds that "broadcasters couldn't prove that they would go out of business if their program contracts were violated." Instead, NAB asked, "Can the cable industry show it had some extraordinary and compelling reason why it should be granted a federal exemption from observing and respecting the private contracts of others?"

The paper explained why syndex is needed and why it's important. According to the document: "Program exclusivity insures the viewer with the widest possible viewing choices. There is no duplication among local stations; each is unique. By being the only source of a program, a station hopes to attract the widest possible audience which will, in turn, generate revenues to buy more

**Still on track.** The uproar over NAB President Eddie Fritts's syndex letter to his TV board apparently lacks sufficient force thus far to torpedo support for that item at the FCC. Chairman Dennis Patrick is considered a sure vote for the item, although he has stressed he's keeping an open mind until comments have arrived. Commissioner James Quello is still believed to be a strong supporter as well. Commissioner Mimi Dawson is said to be "ambivalent" but it is also asserted that she would "probably" support Patrick. Commissioner Patricia Diaz Dennis is still said to have serious concerns about the FCC's jurisdiction on the syndex question because of the Cable Act's Section 624(f), which says: "Any federal agency, state or franchising authority may not impose requirements regarding the provision or content of cable services."

and better programming. Remember, too, that exclusivity is not automatic; stations must bargain and pay for that right."

A number of theories were being expressed as to what the NAB executive is trying to accomplish. (Fritts was in Venice and Milan last week as part of the President's Private Sector Initiative Advisory Committee and could not be reached for comment.) There were some who felt Fritts had been "duped" by either Tribune Broadcasting or the National Cable Television Association, or both. Both are opposing the FCC rule-making and stand to gain if NAB alters its stand.

Some observers speculated that the NAB president had cut a deal with NCTA. One lobbyist active on the issue thought NAB agreed to drop syndex in exchange for cable's support on must carry. NAB may need cable's help in securing passage of legislation to eliminate a provision in the FCC's new must-carry rules that would sunset the rules in five years. "If must carry gets blasted out by the court, then Mooney and Fritts can work together on the Hill to get it back,"

speculated another source.

"This is what you get when you start playing ball with Jim Mooney [the NCTA president]," said one observer, who also predicted Fritts would discover, "he's made a big mistake." And if Fritts did trade syndex for must carry, said one television director, some feel he "gave away too much."

According to NAB sources, there are other concerns. To begin with there seems to be a general distrust of Hollywood and its motives. The association is concerned that producers will use syndex as leverage to boost the prices of programs. Furthermore, there's no guarantee that Hollywood won't "sell broadcasters out" and give cable exclusivity. NAB also fears syndex will only exacerbate friction between cable and broadcasters. And if the compulsory license is eliminated, the association is convinced must carry would be jeopardized.

It may also be argued that in the long run cable will gain from syndex. Cable programming networks, explained the NAB source, serve to benefit when distant signals are dropped by cable systems. And the associ-

ation thinks that as the viewership of cable programming networks grows, so will cable's ability to compete with broadcasters for local advertising revenues. "We may be better off with the compulsory license and no syndex," the source said.

But NAB's John Summers, senior executive vice president for government relations, denied there was any agreement. Fritts merely wants the board to "understand syndex can't be treated in isolation," Summers explained. Furthermore, Summers argued NAB has not changed its position. The current NAB policy, he said, is still to file on syndex. It's up to the TV board to reverse.

An effort seemed to be under way by NAB senior staff to diffuse much of the backlash that has erupted from the letter, although there's some question as to whether there's even unanimity among the staff on the issue. Indeed, Fritts made his decision to send the letter without consulting either Summers or Jeff Baumann, senior vice president and general counsel. However, it's likely senior staff will work with Fritts to present these concerns to the board. □

## Cable rethinking historical stand on compulsory license

### As Mooney and Valenti sit down for talks, changes may be in offing

For more than a decade, cable operators considered the compulsory copyright license vital, enabling them to import distant broadcast signals such as superstations WTBS(TV) Atlanta and WWOR-TV New York that have been able to attract and hold subscribers.

But now for the sake of interindustry harmony and with the recognition that the superstations value to cable is gradually waning, some leading cable operators seem willing to agree, under certain conditions, to amend or eliminate the license and, in five or 10 years, give up the right to import and carry the superstations.

The operators, however, believe the license or something like it will always be needed to insure that all cable systems can carry local (and, according to some, regional) broadcast signals and that systems in "underserved" markets, where local and regional broadcast signals are scarce, can continue to import distant signals.

The operators also point out that any agreement with the motion picture industry on changes in the license would depend on how much Hollywood demands cable operators pay under the license where it is applicable and for as long as it is applicable. As a result of the *Cablevision* case, the royalties the copyright owners receive through the compulsory license were slashed 40% from \$100 million to \$60 million a year. It's assumed that in any negotiation the motion picture industry would try to bring the fees back to at least where they were before *Cablevision*.

After a year of often bitter verbal warfare in which the Motion Picture Association of America and the National Cable Television Association painted each other's members as anticompetitive monopolists, the presidents of the two associations—Jack Valenti and

Jim Mooney, respectively—sat down in Washington two weeks ago to see whether they could settle their differences over the compulsory licenses. Neither Valenti nor Mooney is telling what was said, but both indicated it may lead to further talks.

Steve Effros, president of the Community Antenna Television Association, believes an agreement on the license can be reached as long as neither party takes extreme positions. "Draconian measures hurt all of us," he said. "But adjustments, modifications or changes in the license that would satisfy the legitimate needs of all parties are certainly things we would all consider."

"Most cable operators would agree at some point we could do without the compulsory license except for local signals and underserved markets," said Amos Hostetter, chairman and chief executive officer, Continental Cablevision.

Hostetter said preserving some form of compulsory license for the carriage of local signals is "the flip side" of must-carry and is unlikely to be opposed by anyone, especially broadcasters.

Making sure the license is available to systems in underserved markets so that they can receive a full complement of network signals and some independent signals is "public policy" matter that is also unlikely to stir much opposition.

John Sie, senior vice president, Telecommunications Inc., the nation's largest MSO, said TCI would agree to "a gradual phase-out" of the license for the importation of superstations by systems in markets where there are plenty of local signals. But, he said, systems should be able to carry local and regional stations as they did before the enactment of the Copyright Act of 1976 and the advent of the satellite superstations.

Not all cable operators are prepared to accept changes in the compulsory license. Bill Bresnan, president of Bresnan Commu-

nications and the outgoing chairman of the NCTA's copyright committee, said "uncertainty" about what impact modification to the license would have on the cable business may put off some operators. "It's such a radical change," he said.

"There is a great range of views on this subject within the industry," said Hostetter. "There is no current consensus within the cable industry," he said. "It will be up to [NCTA President] Mooney to forge one."

Although the cable industry may be willing to agree to a "sunset" on the importation of superstations, Hostetter is not sure Hollywood wants one, despite its public claims to the contrary. "I don't think the encroachment [of distant signals into markets] is hurting them at all," he said. The studios claim they want to do away with the license "as a way of leveraging themselves into a better deal," he said. "They don't intend to deny the product; they want to get a better price for the product," he said.

The cable operators point to two reasons for their willingness to deal on the compulsory license: the decreasing importance of superstations to most systems and the need for peace with the motion picture industry.

Effros, who represents primarily the nation's smaller independent cable systems, stressed that while the superstations' value may be decreasing in large markets where there are plenty of local broadcast signals, it is still high in smaller markets where superstations are among the most popular signals the systems offer. "Remember," he said, "They are the only way we get nonnetwork sports."

All operators, particularly the large ones, recognize the need to get along with the programmers and put an end to the war of words. "We don't need long-festered political problems," Hostetter said. "We have businesses to run. We don't want to be screwing around with lobbying efforts." □



## Promotion managers get the marketing message

Speakers tell BPME & BDA audience that effective promotion can make a bottom-line difference; TBS's Wussler warns against excess hype

"As God is my witness, I'll never lose a ratings sweep again." The silhouette on the screen was Vivien Leigh in the classic scene from "Gone With the Wind." The slightly modified message belonged to the Broadcast Promotion and Marketing Executives & Broadcast Design Association, which used the video intro—featuring various scenes from the movie modified both aurally and visually—to kick off the keynote breakfast at its annual convention in Atlanta last Thursday (June 11). It was an appropriate combination of creativity and technical accomplishment for a segment of the communications industry—represented by some 2,000-plus in attendance—that puts a premium on both, and its acknowledgement of the ratings bottom line was equally appro-



Presidents Richard Dickinson (BDA) and Judy Horan (BPME) open the show

appropriate. As the keynote breakfast reminded them, "On-air promotion is the strongest marketing tool we've got."

"Broadcasting is for better or for worse the eyes and ears and many times the soul of

this nation," said Robert Wussler, Turner Broadcasting System executive vice president and WTBS Atlanta president, to his breakfast audience. "But we possess a fragile and unspoken mandate: the public trust. We must never do anything to put that trust in jeopardy. We must not as an industry promise more than we can deliver. You can always build back ratings or reposition a station for a specific program, but you can never fully restore someone's faith in you once it has been called into question. The media," he said, "cannot afford to squander credibility. As promotion and marketing executives, you must stand guard to protect that credibility."

Crossing over the line of good promotion into "excess hype," Wussler warned, can be disastrous. "Inflate a pitch, oversell a program... promote a show, movie or your news team in terms that don't stand the test of viewing, and you're in deep trouble. Slap the audience across the face to get their attention," he warned, "and they're not going to turn the other cheek, they're going to turn the channel, or worse, the set off."

Wussler's call to high principle capped a speech in which the veteran network and cable executive asserted the importance of promotion, saying that successful TV is "50% promotion and 50% everything else." "You hold the keys to the kingdom," he said, a large tract of which is local news. At a network affiliate, Wussler said, roughly a third of the revenue goes to news. For affiliates, Wussler laid down the marketing bottom line: "It's up to the marketing and promotion department to work overtime to provide their news product with a perceived distinction, and to generate the best possible numbers during the sweeps." In promoting the news, said Wussler, "you have to [get] the numbers, but at the same time keep the

### Rep world shakeup

The television representation business was rocked last week as more than \$200 million worth of national spot billings changed hands. Tribune Broadcasting moved representation of its stations in Chicago (Blair), Los Angeles, Chicago, Denver and New Orleans (all Petry) to TeleRep, and the TVX Broadcast Group moved representation of all 12 of its stations to Seltel. (Six had been repped by MMT Sales and six by TeleRep.)

And there were further indications that more upheavals were on the way, with the seven Fox Television stations (New York, Los Angeles, Chicago, Dallas, Houston, Washington and Boston) expected to make an announcement today about the future of their representation by Katz Communications.

Industry sources said last week that Petry and Fox were involved in serious negotiations over the representation of the Fox-owned stations, with the exception of KRIV-TV Houston, where Petry already represents KPRC-TV Houston. Petry already reps Fox's WFXT(TV) Boston. Word had it late last week that HRP could pick up KRIV-TV.

The good news for TeleRep and Seltel was somewhat tempered by losses. Although TeleRep picked up the Tribune stations, it lost six TVX stations, and Seltel last week lost the five network affiliates owned by Forward Communications, which moved to Blair.

The Fox-Katz relationship was thrown into limbo late last year when Katz exercised an option in a four-year contract and asked Fox to renegotiate the pact. The original Katz deal with the Fox Group (then Metromedia) was made in 1983. Since December of last year, Fox and Katz have been trying to settle their differences. Katz has proposed a new three-year contract, but Fox says that it will only accept a one-year deal. (The six Fox stations represented by Katz total close to \$150 million in national spot business, or 11% to 12% of the Katz Television Group's revenues.) The impasse has caused a bidding war with other rep firms, it was learned last week, with Petry leading the list.

If the Petry deal does not go forward, there could be further realignments in the major markets. In New York, for example, MCA Broadcasting's WWOR-TV has brought in a number of reps to make presentations. WWOR-TV is currently repped by Blair.

Another possibility that Fox has considered is setting up an in-house rep unit, as have other large station groups. Observers estimated the costs to Fox of setting up an in-house unit—staffers, office space in 10 to 15 cities and computer facilities—at \$10 million to \$15 million, a cost, they said, Fox might prefer to avoid since it's trying to get a program service off the ground.

Those reps who stand to lose clients in the top three markets may find other rep possibilities. Sources said that since Larry Tisch became president of CBS, the company has actively considered contracting out its rep business. No such move is being considered by ABC and NBC, since the larger size of their owned television groups makes an in-house rep more economical, according to spokespeople for each company.

**BPME stance.** The board of directors of the Broadcast Promotion and Marketing Executives voted at the association's annual seminar in Atlanta to cancel its planned seminar in Orlando, Fla., in 1991, and to "avoid the state of Florida for all its meetings of all sizes until the state advertising tax is repealed."

loyalists content . . . with the news team and package that they have grown to love over a number of years." Or put another way: "You've got to keep the topical series promotions hot and the image promotions cool. That's a pretty tough tightrope to walk."

### **Pattiz says promotion will be key to P or L in the radio business**

The future profitability of radio could very well lie in the hands of promotion and marketing executives, said Norm Pattiz, chairman of Westwood One, the Culver City, Calif.-based company that operates both the Westwood One Radio Networks and Mutual Broadcasting. Pattiz delivered the luncheon keynote radio address last Wednesday afternoon.

"It's not enough to sell spots on radio anymore," said Pattiz. "There's a changing environment in radio with more financial resources available [because] the financial community [is] interested in the medium. [That] has led to the emergence of new radio companies. These new companies are putting a greater emphasis on the bottom line. And that can spell an excellent opportunity for you [radio promoters and marketers], to be creative and innovative."

The promotions that put the call letters of the station on the lips of listeners are there that provide the most reach, said Pattiz. "And you need to be conscious of all tie-in opportunities with advertisers."

Pattiz said the Westwood One Radio Networks, known best for long-form, young-adult and concert programming, has three constituents: radio stations, advertisers and the entertainment business (music groups and record labels.) What best covers these constituents for Westwood, said Pattiz, are the company's tour sponsorships, in which Westwood co-sponsors a major concert tour along with a client, such as Sun Country Coolers, and offers stations along the route of the tour special tie-in promotion packages. Pattiz encouraged all attendees to promote national radio programming from any network as exclusive events that offer ample advertiser tie-ins.

The Westwood One executive said that radio, for a long time, has been considered the "Rodney Dangerfield of the entertainment business," in reference to the comedian's noted tag line of getting no respect. That attitude, said Pattiz, still exists in some circles, but it is changing. Radio has changed from a "medium of programs to a medium of formats" over the years and, in so doing, has become a "prototype for emerging media," said Pattiz, noting that cable programming such as MTV performs more like radio than television. To underscore the aural medium's advertising strengths, Pattiz said the radio industry, which is a \$7-billion business, outpaced motion picture box-office receipts and record sales in 1986. "But the kinds of things that will make radio more vibrant involve promotion and marketing," he said.

This was the second consecutive year that the BMPE/BDA convention held an opening radio luncheon. Attendance was consider-

ably up from last year, from 168 to 268.

### **Rivera says promotion can make the difference to independents seeking to draw away network audiences**

"On any given night, we can be competitive with the networks. And the fuel that transforms the traditional independent audience level to a competitive audience level is promotion," said Geraldo Rivera, the investigative reporter who has an exclusive agreement with Tribune Entertainment, the New York-based television distributor. He spoke at the independent television keynote breakfast on Thursday. "The only advantage networks have over syndicated specials is regularity," said Rivera, who hosts prime-time specials for Tribune each year. "We don't have that advantage so we have to overcome the lack of data," he said.

Rivera said he considered radio "extremely important" in the promotion mix. "We can't survive on the habitual audience of the independent station. We need to broaden the audience and, in many cases, doubling it. . . . Using vehicles like radio, we can reach people who don't usually watch independent television stations," Rivera said.

INTV President Preston Padden was scheduled to be at the session, but he canceled his appearance at the last minute after suffering a broken collar bone in a bicycle accident.

## **Jankowski urges broadcasters to be more vigilant in defense of their liberties**

### **CBS/Broadcast Group president says industry needs to fight government intrusion including trade-offs for protection from comparative renewals, indecency standards and fairness doctrine**

Broadcasters should resist the congressional effort to reregulate the industry, both in the interests of liberty and their pocketbooks.

That appeared to be the bottom line of remarks CBS/Broadcast Group President Gene F. Jankowski was scheduled to deliver before the New Mexico Broadcasters Association last Saturday (June 13).

Jankowski seemed particularly concerned about the effort to codify the fairness doctrine, pending congressional proposals that might swap greater protection from license challenges for increased governmental intrusion into broadcast content, and the FCC's adoption of a "vague" new broadcast indecency standard, none of which, as yet, seem to have faced vigorous industry resistance. "There is, of course, a danger to such trade-

offs; in fact, there is even a business danger to such trade-offs," Jankowski said. "In the final analysis, if the industry accepts renewed regulation of its programming decisions, local broadcasters will be compelled to compete with cable networks not on the basis of which service best serves the audience, but on the basis of the broadcaster having to provide governmentally restricted programming in governmentally determined time periods, while cable remains free to seek out and program for audience preferences.

"More specifically, this return to the past could provide the opportunity to reintroduce to broadcasters the consumerism excesses we happily have been able to put aside over the past few years," Jankowski said. "Recall the invocation of the fairness doctrine to compel free environmental ads on the basis of a governmentally established ratio to the number of automobile or gasoline advertisements carried on radio and television. Recall the demand for extended contacts between consumer groups and broadcasters wherein broadcast operations were to be determined



Jankowski

by the demands of such groups. Recall the demands that the mass medium of broadcasting be converted to specialized programming to serve individual local groups definable by racial, age and cultural differences. Recall the demands for determining program preferences by census bureau statistics and the contentions of self-appointed consumer advocates that they knew what was best for the community. Recall all of these and consider whether, with governmental or pressure group shackles like these, you can compete in your local markets with the likes of HBO.

"For their part, I would only hope that broadcasters will not yield to the temptation to trade for short-term business benefits at the expense of basic rights," Jankowski added. "Of all the things I've mentioned here, surely the fairness doctrine involves the most basic right of all—the right to speak without fear of interference by the government. The industry stance against enacting the fairness doctrine has been less than courageous or even spirited. We need to fight it. If we do not, it is clear that no one else will. Ben Franklin put it very well: 'They that can give up essential liberty to obtain a little temporary safety deserve neither liberty nor safety.'" □

## More sparring over UHF reallocation

**In comments at FCC, broadcasters say commission should not make decision on plan to give TV channels to land mobile until more study is done since plans for HDTV service may be jeopardized; land-mobile interests urge FCC to proceed**

What to do about the FCC's proposal to re-allocate UHF TV channels for land-mobile radio use got another round of commentary at the agency last week.

As expected, land-mobile operators made it clear they are still all for getting their hands on the new spectrum, and broadcast interests are saying such action may deprive them of a resource needed to offer high-definition television service. The broadcasters want the FCC to defer action on the reallocation proposal at least until the agency concludes a proceeding considering the impact of advanced TV technologies, such as HDTV, on local broadcasting.

Also as expected, there was a divergence of opinion between broadcasters and land-mobile operators over the significance to accord to FCC Field Operations Bureau (FOB) studies of the use of channels already allocated to land mobile, studies that appear to undermine the rationale for the reallocation proposal (BROADCASTING, March 30). The broadcast interests played those up; the land-mobile interests played them down.

The Association of Maximum Service Telecasters said the FOB studies "substantially" undercut the "crucial" premise of the proposed reallocation—that there is a severe and growing shortage of spectrum for land-mobile users. "To the contrary, the studies strongly suggest that the existing land-mobile spectrum is significantly underutilized. Many channels are occupied only by 'paper licensees,' many others are used but only sparingly."

AMST said the studies show that there is not a single market in the country in which the tested frequencies are more than 40% occupied at peak use periods, and that anywhere from 25% to 80% of the land-mobile channels in the tested frequencies weren't being used at all. "The FOB studies are not without their flaws," AMST said. "But the limitations of the studies do not cast serious doubt on the bottom-line conclusion that land mobile has not begun to tap out the spectrum resources which it has already been given. Indeed, there is every reason to believe that the studies actually *overstate* land-mobile usage of the tested bands.

"Even if the FOB studies are not conclusive evidence *against* such a shortage, it would be arbitrary and capricious for the commission to undertake any allocation decision, much less such a momentous one, without further study of land-mobile usage of its existing frequencies," AMST said.

The National Association of Broadcasters said that the monitoring studies had demonstrated that far more land-mobile users exist on paper than in practice and "therefore, the commission's LM [land-mobile] records are

an inadequate and unreliable reference from which to project future LM spectrum needs.

"If the commission believes that its monitoring studies are flawed, then NAB urges it to conduct further studies with corrected methodologies to determine with certainty the basis of projected LM needs," NAB added. "If its occupancy studies are found to be valid, then their results raise very serious questions about the alleged 'congestion' of currently allocated spectrum. NAB suggests that the commission incorporate the results of its monitoring studies into its projections of future LM spectrum requirements. NAB believes this will show that the alleged LM spectrum shortfalls are not nearly as serious as the commission has been led to believe and that the projected future growth of LM services can be adequately accommodated within its existing allocated spectrum—particularly with the employment of spectrum-efficient technologies."

In a joint filing, the National Association of Public Television Stations, the Corpora-

tion for Public Broadcasting and the Public Broadcasting Service urged the FCC not to make further reallocations of UHF-TV channels to land mobile because reallocation may preclude the development of HDTV broadcasting.

The U.S. Advanced Television Systems Committee also gave its support to requests by broadcasters to defer action on the proposed reallocation pending resolution of the proceeding considering the impact of advanced technology on local TV.

The Land Mobile Communications Council said the FCC should not be "misled" by what it characterized as a "last-minute" attempt by broadcasters to sidetrack and delay. "A comprehensive record demonstrating the urgent necessity of increased UHF-TV/land-mobile sharing already has been established in this proceeding," LMCC said. "It has uniformly been determined by the commission and its staff that the private land-mobile radio services need access to additional spectrum to accommodate their growth require-

### British firm makes bid for JWT Group

In what appears to be the first unsolicited takeover bid for a publicly held advertising agency, shareholders of JWT Group were offered \$45 per share last week by WPP Group PLC., a publicly held English marketing company. The hostile offer follows months of publicity about JWT's management turmoil and vulnerability to an outside offer. JWT stock rose almost \$10 last Wednesday, the day of the offer, to \$49, indicating some investors thought a higher offer would be forthcoming.

The target company's response, according to a spokesman, was that it was "studying this option along with other offers." He said that the company's investment bankers, Morgan Stanley, would present options to the JWT board next week. Observers suggested a variety of scenarios that might unfold over the next few weeks, including an attempt by JWT to merge with a "friendly" party or conduct a leveraged buyout. The tender offer, which expires July 10, is conditioned on receipt of a majority of JWT stock and the elimination of the company's "fair price" provision, which sets rules for merger offers.

The first formal notice of WPP's more-than-\$400-million offer was in a letter delivered to JWT's New York headquarters last Wednesday morning. It suggested that representatives of JWT contact the bidders by 4 p.m. the following day to arrange for negotiations. JWT Group chairman and chief executive officer, Don Johnson, was out of the country. Apparently no formal reply was presented, for soon after the deadline passed, WPP announced the tender offer.

JWT's clients include many large national advertisers including Kellogg's, Nestle, Lever Brothers, Ford, Pepsi, Warner-Lambert and Sears. At least one of its clients, Goodyear, spoke out against the proposed hostile takeover: "Our relationship with Thompson includes their deep involvement in our marketing strategies in the U.S. and abroad, and we simply could not feel comfortable working with a firm controlled by interests outside this country." Goodyear itself was the object of an attempted takeover by a British-based firm earlier this year. Eastman Kodak, another JWT client, said it viewed a hostile takeover as "negative and disruptive," but the Rochester, N.Y.-based manufacturer did not say it would withdraw its account following a takeover.

JWT Group has been living with disruption for much of this year, with stories regularly suggesting the possibility of a takeover. Some securities analysts criticized the company for poor earnings, and in January, Johnson fired Thompson chairman, Joseph W. O'Donnell, on grounds that O'Donnell allegedly tried to take control of the parent company, possibly through a buyout.

JWT Group's largest operating unit is the New York-based agency, J. Walter Thompson. The company, which last year reported profit of \$5.9 million on revenue of \$641 million, is also the parent of the public relations firm, Hill & Knowlton; a research subsidiary, MRB Group, and of another advertising agency, Lord Geller, Federico, Einstein Inc. WPP Group is headed and 8% owned by Martin Sorrell, at one time the group financial director of Saatchi & Saatchi. Its revenue is one-fifth that of JWT.

ments. Nothing has been presented to the commission to warrant a different conclusion now.

"In particular, the commission should not rely on the results of the 1985 occupancy study conducted by the Field Operations Bureau," LMCC said. "Channels were monitored only for brief periods of time; monitoring sites were not conscientiously selected to produce valid results, and FOB included in its analysis a large number of channels on which systems obviously had not yet even been licensed, let alone constructed. As a result, FOB's monitoring 'snapshots' grossly understate spectrum usage and do not con-

tribute meaningfully to an accurate assessment of private land-mobile requirements.

"In regard to the future of high-definition television, LMCC urges the broadcasters to explore 'enhanced NTSC' and other techniques promising to provide improved television picture quality within the already massive 6 mhz bandwidths assigned to over-the-air TV stations."

Motorola said the monitoring sites selected by the FOB had been "inadequate" and contended that no monitoring was done on nights or weekends when public safety use is often most active. Motorola also said that whatever the situation was in 1985, there is a

need for additional spectrum now. It said its own monitoring study showed all 800 mhz channels released to be in use in Chicago, Los Angeles and New York. It further contended that there wasn't enough UHF TV spectrum to provide HDTV by "NAB/AMST's inefficient proposed methods even if land-mobile use were barred."

Hughes Communications Galaxy Inc. opposed consideration of the direct broadcast satellite band (12.2-12.7 ghz) for possible HDTV use. "This new DBS industry should be encouraged and given the opportunity to develop with full commission support," Hughes said. □

## ABC pulls out the stops for affiliates

**At lavish presentations in L.A., network executives spell out plans to get themselves out of the cellar**

Capcities/ABC television affiliates walked away from their annual meeting with the network's top brass last week in a better mood than when they arrived. They had plenty to be upset about at the start of the affiliates conference Monday (June 8). There were complaints about the network's poor May sweeps performance and its lack of blockbuster programming for the period, renewals of low-rated programs, the move of *20/20* to Friday night—which some consider a deadly time period—and the company's efforts in 13 large markets to raffle off over-the-air rights to Sunday night NFL games televised by the cable network, ESPN, of which Capcities/ABC owns 80%.

But after hours of closed meetings with management at the Century Plaza hotel in Los Angeles and numerous one-on-one conversations with network officials at several social functions, affiliates said they were at least able to understand ABC's reasoning for some of its decisions. And that went a long way toward healing the wounds inflicted during the past season, when the third-place network's ratings sank to an all-time low.

ABC spared no expense to boost the spirits of the nearly 1,200 general managers, promotion directors and their families during the four-day conference. Between the galas and elaborate presentations, one source placed the cost of the affiliates meeting at more than \$2 million.

Although the representatives of the network's 214 affiliates stopped short of unqualified endorsement of the fall schedule, they gave ABC Entertainment President Brandon Stoddard a thunderous round of applause at a closed session. Several affiliates said the ovation was intended to show the beleaguered programming chief that, despite their criticism of some of his program choices, he still had their support. Stoddard told affiliates about a number of program projects the network is contemplating for the future.

Thomas S. Murphy, chairman and chief executive officer of Capcities/ABC, warned affiliates in a closed-door appearance not to expect miracles from the new programming schedule. Murphy, according to affiliates,

said ABC did not get into trouble overnight and would not get rid of its problems overnight either.

"It was a very constructive and open meeting," said John Behnke, president and chief executive officer of Fisher Broadcasting, which owns ABC affiliates KOMO-TV Seattle and KATU(TV) Portland, Ore. Behnke is the newly elected chairman of the ABC Affiliates Association's board of governors. "I think a lot of good will was restored. We were able to resolve some of the things that have been on the front burner the past several weeks."

Affiliates, according to Behnke, were especially pleased that network officials had agreed to improve during the next two weeks what many considered lackluster promotional graphics that were provided to stations.

Affiliates also came away with a better understanding of the network's desire to auction off NFL Sunday night games in 13 major markets instead of giving ABC-TV affiliates preferential treatment. Network

officials explained they are legally obligated to open the ESPN package to bidding.

In his meeting with affiliates, ABC News President Roone Arledge reasserted the opinion he earlier expressed in a staff memo that he is against moving *20/20* to the 10 p.m. Friday slot, which one affiliate recently termed a "kamikaze time period." However, Arledge reportedly told affiliates that although he is displeased by the move, he would follow the company line and stand by the decision. He made no mention of the new *20/20* time slot in his public presentation.

Arledge, affiliate sources said, also confirmed what had been reported in *Newsweek* earlier in the week: that *Nightline* anchorman Ted Koppel will likely leave the program when his contract expires this winter. Arledge, according to affiliates, said Koppel felt he had reached his "peak" on *Nightline* and "had nowhere else to go."

But Arledge told affiliates he believes Koppel will stay with ABC in some capacity once he leaves *Nightline*. The *Newsweek* article indicated that Koppel, who the magazine reported makes more than \$1 million a year and has no desire to jump to another network, would seek a career in public service, perhaps as a high-ranking State Department official.

Aside from their curiosity about Koppel's possible departure in late night, affiliates most wanted to know about the network's daytime plans. They asked management to elaborate on how large a home shopping element the new game show, *Bargain Hunters*, would contain when it moves into the 11:30 a.m. time period June 29.

Network officials said home shopping would account for only a small portion of the program. Whether affiliates will receive any compensation from it was left unanswered.

*Bargain Hunters*, according to the scenario, would be taken off the schedule once ABC introduces a new hour magazine-style program tentatively titled *The Home Show*, which is in development for the troublesome 11 a.m.-noon period. The program is scheduled for debut either late this year or early in 1988, but one affiliate expressed doubt that ABC could find a place for the program on the schedule if off-network episodes of *Who's The Boss* do well at 11 a.m. beyond the summer months.



ABC's John Sias and Thomas Murphy

## Stoddard wants to write off last season, outlines plans to revamp prime time and late night

Admitting it had been a year he would like to forget, ABC Entertainment President Brandon Stoddard went before affiliates last week to present the 1987-88 prime time schedule and to explain what some considered to be questionable programming moves.

First, however, Stoddard could not help but reflect back on the disappointing season ABC just endured, when it finished at an all-time low.

"It was a year to totally forget," Stoddard said. Recalling his prediction last year that the quality of the programs would improve slightly, along with the ratings, ABC's programming chief said he was "half right," adding, "this year we're going to make the same prediction and hope we get the second part done as well."

Stoddard said he would succeed this time because of the new creative talent the network has attracted—especially among producers and writers. "We feel this is the key to our growth," he said.

Before he could get his point across, Stoddard had to explain his reasoning for the controversial move of *20/20* to Fridays at 10 p.m., which turned into a sore spot for affiliates worried about their Thursday night late news ratings taking a nose dive.

Stoddard said the decision, while difficult, was necessary to improve "four to six" other series. He expressed hope that those who like *20/20* "will find it and watch it" in its new time period. And he emphasized the two-hour movie at 9 p.m. Thursdays that will go up against series on the other two networks—and which will be promoted heavily Monday-Wednesday, ABC's strongest nights—will be able to grab large shares on the highly competitive evening.

Affiliates, however, remained unconvinced of the wisdom of the move, saying they heard nothing new and still fear they may take a beating during their 11 p.m. newscasts. One of the major issues going into the meeting was ABC's renewal of six series that earned a 20 share or less last season. Discussing each program in a night-by-night rundown of the schedule, Stoddard tried to convince affiliates the strategy would work, and he pointed to efforts to improve even some of the stronger existing programs.

For instance, on Mondays at 8-9 p.m., he said, the addition of a female character to *MacGyver* would give the show added appeal. The same holds true for *Who's The Boss* on Tuesday at 8 o'clock, which he said could increase its top-10 standing by adding teen-age appeal. The writers will accomplish this by having the teen-age daughter on the show begin to date, he said.

Despite the rumors, Stoddard said the pregnancy of *Moonlighting's* Cybill Shepherd will not result in her missing any episodes. However, Stoddard indicated she would work a reduced schedule before returning to the series "full-time" in January.

Stoddard said he is hopeful *Thirtysomething* can hold *Moonlighting's* lead-in at 10-11 p.m. because of the program's "inven-



Stoddard

tiveness," as well as its "realistic, well-defined characters" and female appeal. But there were some questions raised as to whether couples with babies would want to watch since the show, about a couple with an infant, is so realistic it sometimes hits too close to home.

Wednesdays at 8 p.m. *Perfect Strangers* will adopt a new story line that has the stars working in a newspaper office with a different set of characters, Stoddard said.

ABC moved *Dynasty* back from 9 to 10 p.m. after what Stoddard calls "a difficult fourth quarter." Next season two of the original cast members will return to *Dynasty* from its canceled spin-off. *The Colbys*, a fac-

tor Stoddard said should add some new creative life to the series.

As for the decision behind the return of one of last season's low-rated series, *Sledge Hammer!*, which goes against *The Cosby Show* at 8 p.m. Thursday, Stoddard said it should make a better run at Cosby than the canceled cellar dweller, *Our World*. "This show has built a small but steady following of kids, teen-agers and disturbed young men," Stoddard said.

*The Charmings*, which follows at 8:30 p.m.—another of the 20-share-and-under set—appeals to children, and Stoddard insists it can take advantage of the audience left over from the *Family Ties* move to Sunday night.

At 9 p.m. Fridays, another ratings problem child returns, *Max Headroom*. Stoddard said the story lines will be clearer this time around and the relationship more defined between Edison Carter, Max's alter ego, and the female lead.

*Ohara*, a ratings disappointment last season that returns Saturdays at 9 p.m., could find a niche since it attracts younger viewers and men and is up against two female-oriented programs—*Legwork* on CBS and *The Golden Girls* on NBC—Stoddard said.

Finally, ABC has placed two of last season's weaker series back-to-back Sunday nights, *The Disney Hour* at 7 p.m. and *Spenser: For Hire* at 8. Stoddard is hopeful both can find an audience in the difficult time period. They will be followed at 9 by *The*

# The Kid is about to break into your lineup.



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Karate Kid

65 animated blockbusters.



*Dolly Show* with Dolly Parton, which Stoddard expects to attract a sizable audience against movies on CBS and NBC. The Parton show will lead into *Buck James* at 10 p.m. with Dennis Weaver, for which affiliates had mixed reviews.

In the nonprime time area, Stoddard in a separate session reviewed the network's plans to schedule a weekly late night program next fall. ABC will provide on-air tests of a variety of different programs, such as the currently running *Monday Sportsnight*. "Obviously, we are looking at lots of various program types that can offer a real alternative to existing late night viewing," Stoddard said. The objective, he added, will be to try to "maintain some sort of program flow from the very successful *Nightline*."

Stoddard revealed that one of the late night pilots, tentatively titled *Goodnight America*, will deal with the "peculiar, the unusual, the funny side of the news and the weeks events that do not make *World News Tonight* or news at 4, 5, 6 and 11," he said.

#### Arledge discusses cutting news budgets without all the world to see; refrains from further criticism of '20/20' move

ABC News President Roone Arledge contended his division has been able to avoid much of the attention the other two networks have drawn to themselves during the budget-slashing process by keeping its "internal laundry" out of sight.

Speaking to affiliates, Arledge said, "By and large, we have managed to stay out of the press... with some of the internal laundry which we had not wanted aired." Leaks at CBS and NBC, he added, have turned the news reductions into "a three-ring circus and caused widespread consternation about the whole future of television news."

Arledge repeated his earlier claims that cuts at ABC News, which included closing foreign bureaus, have not reduced the quality of the operation. In fact, he said, "we might be better off than we were before. Much of this was started by ourselves long before there was any talk of a merger." Arledge credited the top managers of CapCities with being supportive despite their "lean and mean" image.

He said he is proud that ABC News en-

tered the "restructuring" process with a positive attitude, and that "necessary changes" were made that "preserve the essence and integrity" of the division.

Despite the budget cutting, Arledge said, ABC has scored one of its most significant accomplishments in the past few weeks, with *World News Tonight* anchor Peter Jennings pulling ahead of the *CBS Evening News with Dan Rather* for second place. The strong showing has occurred despite ABC's third place in the prime time ratings, Arledge said. He attributed the victory to the lead-ins provided by affiliates and to the strength of the news program itself.

Arledge lavished praise on *Nightline*, saying that despite the "disparity" in its clearances (97% of the affiliates clear the program, according to ABC News officials), it continues to maintain a strong second-place showing in the late-night daypart it occupies.

Referring jokingly to a *Newsweek* report last week that quoted *Nightline* anchor Ted Koppel as saying he will probably resign from ABC News when his contract runs out this winter and possibly pursue a career in public service with the State Department, Arledge introduced Koppel as "the next secretary of state."

In brief remarks about the news magazine show *20/20*, Arledge avoided the criticism he recently aimed at programmers for their decision to move the program from 10 p.m. Thursday to 10 p.m. Friday. He called *20/20* a "remarkable" success and said that during the past few years it has improved on its lead-in by an average of 43%.

#### ABC to reduce network compensation to 16 affiliates

ABC-TV has advised 16 affiliates in small- and medium-sized markets that their compensation payments will be cut back, in some cases by as much as 50%. Several network sources said the savings would not be enormous, and one characterized the savings as in the "couple-of-million-dollar" range. Some stations affected by the cuts said last week they felt the network was being penny wise and pound foolish.

Among the stations facing the compensation cuts, to be phased in over the next year and a half to two years, are WTLV(TV) Jacksonville, Fla.; WTOK-TV Meridian, Miss.; KITV(TV) Honolulu, and KFRB-TV Great Falls, Mont. Most of the stations were lured to the network with reportedly generous compensation package offers in the late 1970's when ABC was in first place in the network ratings race.

According to George Newi, ABC's vice president in charge of affiliate relations, no other stations will be added to the list of the 16 stations facing cuts. He noted that the network put the word out last fall, when it first broached the subject of reductions in program compensation payments, that some stations that the network felt were being "overcompensated" would face cuts in the rate at which their compensation is figured.

"What we are trying to do is create a more level playing field in terms of the cost per

thousand viewers that stations deliver" to the network, said Newi. For example, he noted that some of the stations facing reductions are being paid somewhere in the neighborhood of \$70 per thousand viewers delivered to the network while most stations receive "a hell of a lot less." Most of the stations facing the cuts were approached several months ago, with new arrangements negotiated in March and April. The reductions will be phased in over a period time beginning in the fourth quarter.

The reductions vary from station to station. KTIV will endure an across-the-board 50% cut in its payments, a source at the station said. William Moll, president of the Harte-Hanks Communications broadcast group, confirmed that the group's Jacksonville station, WTLV, will take between a 20% and 25% reduction in compensation. WTLV, ch. 12, one of two VHF stations in a so-called "unequal facilities" market, became an ABC affiliate in 1980, switching with WJKS(TV), ch. 17, which signed on with NBC. According to Moll, the network simply feels it overpaid. Penny wise and pound foolish on the part of the network? "That is my judgment about it," he said. Moll said he had not seen a list of all the stations effected, but said it was his understanding that most of them had switched to ABC close to the time his station did and that most were in unequal facilities markets.

#### Action quiet on the 'Monday Night Football' news-window front

An expected battle between affiliates and ABC Sports over a network proposal to eliminate the local news window during half time of *Monday Night Football* games never materialized during last week's conference.

ABC Sports President Dennis Swanson said the network dropped its proposal during a meeting with the ABC affiliate board the week before the Los Angeles conference. As a result, affiliates will retain two minutes of local news and one minute of local advertising time.

With that issue out of the way, and a large slate of events on its plate for the 1987-88 television season, including the World Series, Super Bowl and winter Olympics, Swanson said about the only worry he has



Arledge



Swanson

Swanson said about the only worry he has left is the network's losses carrying baseball.

"Everything we're doing in the second quarter is profitable for us except *Monday Night Baseball*," Swanson said. "We'd like to be in baseball... but we'd like to be in it under economic circumstances that make more sense for us."

Swanson said there has been talk of selling off some games to ESPN (80% owned by Capcities/ABC), but there is "nothing really active." The network's contract runs through 1989, he said.

Swanson's remarks were followed by a 90-minute show that included a glimpse of the division's new talent pool, an appearance by one of the largest collections of winter Olympic medal winners ever to appear together outside an Olympic arena, and a salute to sportscaster Jim McKay for his 27 years with ABC, which earned him a standing ovation.

Swanson also announced that a full-length music video featuring ABC Sports commentators and a customized version of rock group Wang Chung's "Everybody Have Fun Tonight" would provide the theme for an on-air promotional campaign that is billed as the first of its kind ever mounted by a network television sports division.

**Sias says ABC scored D+ in May sweeps, says it will do better, urges affiliates to do more advertising and promotion**

ABC's performance in the May sweeps barely earned a passing grade from John Sias, group president of the network.

"June is generally the end of the school year, and in our case, I guess you could say the May sweeps might be considered our final exam," he said. "Final exams carry grades. I have a sense that being asked to give a grade on our performance, I might say a D+. I've always been a light grader."

Saying he did not mean to make light of the situation, Sias remarked that network officials felt a "deep sense of accountability, and we are as disappointed as you in those results."

However, Sias denied trade press accounts that management was guilty of "parsimony. Quite frankly, that just isn't the case. ABC presented more hours of new programming in the May sweeps than any of the networks." He assured affiliates the network would improve its performance in the future. Sias trumpeted the addition of new creative talent to the network roster.

Turning to the change in the network environment that came with the passing year, Sias said half the homes in the country are now able to receive 10 or more channels. As a result of the new competition, Sias emphasized the importance of promotion to attract viewers. The network found through post analysis that 80% of the viewers who tuned to the miniseries *Amerika* came "as a result of on-air promotion."

ABC has budgeted \$50 million for advertising and promotion, and plans an "aggressive" on-air national network campaign, he



Sias

said. Sias pleaded with affiliates to overlay program promotion pieces "in your own time" so that "we'll all prosper. We will see improvement, progress and next year at this time, as we finish our sophomore year, we may find that you get a better grade for us in the May sweeps."

**ABC pins hopes for 11 a.m.-noon hour on new "how-to" program**

ABC has made its long-anticipated move to shore up the ailing 11 a.m.-noon time period. At last week's affiliates meeting, the network took the wraps off its new concept in daytime programing. Jo Ann Emmerich,



Emmerich

vice president, daytime programs, ABC Entertainment, revealed plans to introduce *The Home Show*, which she bills as a "how-to" series that will be hosted by Sandy Hill and Robb Weller, to premiere late in the fourth quarter or in early 1988. The outcome will depend on test marketing results.

Describing the program as "not just another talk show," Emmerich said *The Home Show* will have a magazine-style format. Research shows the audience wants a program that can provide detailed "how-to" information, she added.

Woody Fraser Productions, whose founder created *Good Morning America*, *The Mike Douglas Show*, *The Dick Cavett*

**Put a  
kick into  
your daily  
schedule.**



**The  
Karate Kid**

65 animated blockbusters.



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Show, *The Richard Simmons Show* and *That's Incredible*, developed the new series in association with Reeves Entertainment Group.

Affiliates questioned by BROADCASTING did not appear very enthusiastic about the show's chances.

However, Emmerich said *The Home Show*, has received "enthusiastic" responses from viewers, and ABC plans to test it in 13 cable markets later this month.

Network officials acknowledged ABC has experienced clearance problems in the 11 a.m. to noon slot, but expressed confidence *The Home Show* would instill some new life into the troubled time period.

In the interim, ABC will rely on *Who's The Boss* reruns, which were added to the daytime schedule two weeks ago at 11 a.m. At 11:30 a.m., *Webster* will continue its run until Friday, June 26. On Monday, June 29, ABC will introduce *Bargain Hunters*, the network's first half-hour game show with a home shopping element—something ABC has sought from producers pitching game shows for quite some time.

The interactive program, produced by Merrill Heatter Productions and hosted by Peter Tomarkin, will have four play-along games. Viewers will call an 800 number to purchase items seen on the show.



Beuth

In another troublesome part of the daytime schedule, Emmerich pleaded for affiliates to improve clearances for *Ryan's Hope*. The soap is now cleared by only 76% of affiliates, but Emmerich said the program "is back on track" with young women and a growing number of 18-to-49-year-old females.

Management, expressed confidence that it had finally overcome the problems plaguing the early morning daypart. Philip Beuth, vice president, early-morning programming, ABC Entertainment, said the network had successfully completed some needed changes in *Good Morning America*, such as adding a more contemporary element to the show, leaving the studio more often and add-

ing new personalities.

*GMA*, he said, has succeeded in the most dramatic change of all, the addition of new cohost Charles Gibson, without losing audience share. Affiliates, according to Beuth, have reported audience increases and demos "are almost back to where they belong," he said.

The program has regained the lead in women 18-49, according to Beuth. Since Gibson joined the program as co-host in March, he said, *GMA* has gained a share point in Nielsen's 14 measured overnight markets. The program, he noted, is first in 10 of the 14 metered markets, and six markets have shown an increase in total households and shares.

The changes will continue with the addition of ABC News's Kathleen Sullivan as the fill-in co-host while Joan Lunden is on maternity leave from July 27 through early October; political humorist Mark Russell, who will be featured through the presidential election; fitness consultant Dan Isaccson, who will contribute monthly reports; Donna De Varona, ABC Sports commentator, and Bruce Jenner, each of whom will report for *GMA* on the 1988 winter Olympics; and Wolfgang Puck, chef and owner of the exclusive Spago Restaurant in Los Angeles, who will offer regular cooking features.

## TELECASTINGS

### Public planning

Public broadcasters from around the world gathered in Toronto to discuss problems they face, including funding cutbacks and the impact of technological change. Public Broadcasting Service President Bruce Christensen, National Association of Public Television Stations Chairman Richard Ottinger and Kentucky Authority for Educational Television Executive Director O. Leonard Press represented the U.S. at the meeting, hosted by Bernard Ostry, chairman of Canadian network TVOntario, and attended by representatives from Great Britain, Japan, Canada, France, West Germany, Australia, Finland and Jamaica.

The participants formed a committee to work toward creating a "worldwide focus" on public broadcasting in June 1988, with plans for a major conference, special national and international programming and public education campaigns. The broadcasters also formed two study groups to formulate a "Magna Carta and mutual defense pact" for the free world's noncommercial broadcasters.

Christensen said of the conference: "We haven't found any magic bullets, but we have discovered that we all share common principles—and common concerns."

### Happy birthday

Kidsnet, a national computerized clearinghouse for children's television, radio, cable and home video programming, celebrated its first birthday at Washington's Charles Sumner Museum, a former school building. Kidsnet President Karen Jaffe accepted a check

for \$2,500 from board member Susan Blodgett, vice president of marketing, Orion Home Video. The event featured premieres of a Kidsnet informational videotape written and performed by board member Shari Lewis and her puppet, Lamb Chop, and an original song written by Grammy award-winning composer Bill Danoff.



**Friendly honored.** Fred Friendly, creator of the Public Broadcasting Service's *The Constitution: That Delicate Balance*, a 13-part series that first aired in 1984, was honored by The Annenberg/CPB Project, which funded the series, and by the American Association of Retired Persons (AARP), which is offering six condensed episodes as a free mini-course to its 25 million members. PBS will repeat the series beginning Sept. 13 at 7 p.m. NYT. Above: Friendly and Mara Mayor, director, Annenberg/CPB Project, who presented Friendly with a framed poster from the program.



## Noncommercial in Schenectady buys another in same market

**WMHT purchases WUSV and plans to expand Public Broadcasting Service programming in market**

One station's misfortune has turned into another station's windfall in Albany-Schenectady-Troy, N.Y., where noncommercial WMHT-FM-TV Schenectady (ch. 17) purchased independent WUSV(TV) Albany. WUSV, a commercial independent operating on ch. 45, filed for bankruptcy in December 1986, and was bought by WMHT for \$1.8 million from Union Street Video Inc. ("Changing Hands," June 8) in a bidding process overseen by a U.S. bankruptcy court. Assuming the FCC approves the sale, Mohawk-Hudson Council on ETV will become one of seven licensees in the country that own two noncommercial television stations in the same community.

WMHT General Manager William Haley, who will also manage WUSV, said the station will be given new call letters and will air noncommercial programming from approximately 3:30 p.m. to midnight. Its schedule will be "substantially different" from WMHT's, he said, but will include Public Broadcasting Service programs and perhaps college, regional and local sports. "We think that the direction we're going in will attract a new, possibly younger audience," Haley said.

Currently, WMHT and WUSV have arranged for the latter to begin airing noncommercial children's programming in the afternoons

while WMHT covers the Iran-contra hearings, which have been preempting *Sesame Street* and *Mister Rogers' Neighborhood*. WUSV's general manager, Will Stone, said he suggested the arrangement because he needed programming to fill empty air left when syndi-

cators heard the station was going off the air and pulled their programming. The PBS fare will replace *Tennessee Tuxedo* and *Underdog*, Stone said, and will be "very good for me, and good for the community."

WMHT's Haley expects the purchase of the

**In response.** The National Association of Broadcasters' policy on reimbursing expenses of board and committee members is still drawing attention. It became an issue in the radio board chairmanship race between director Ray Lockhart of KOQA-AM-FM Ogallala, Neb., and Jerry Lyman, president of RKO Radio (Broadcasting, June 1). Lockhart raised the subject in a campaign letter and criticized Lyman and director Bill Clark (of Shamrock Broadcasting) for bringing up the idea of "taking away reimbursement of expenses to the board members and committee members." Clark has since written to the board with his own interpretation of the debate on reimbursements. "Let me point out that to the best of my knowledge, no one on the executive committee has ever advocated denying reimbursements of expenses to any board or committee member," Clark wrote. "When I raised the subject of committee and board expenses in May, it was not for the purpose of weighing the merits of any proposal but simply to inquire into the status of certain matters that had been discussed but not finally resolved at the February board meeting. My notes indicated the staff was to have gathered some data for use in the event the subject was revisited at this month's board meeting and I merely wanted to determine where things stood."

Furthermore, Clark's letter continued, "if the board has no desire to give any further consideration to this matter, then that will be the end of it. May I remind you, however, that the initial discussion was, as the board minutes reflect, in direct response to the continuing fiscal concerns and responsibilities of the staff, the executive committee and the board."

# Chop up the competition.



65 animated blockbusters.

**Call this bird the Phoenix.** The Reagan administration keeps killing it, but Congress keeps resurrecting it. "It" is the Advanced Communications Technology Satellite (ACTS), an experimental satellite that NASA is building (and hoping to launch) to develop such advanced satellite communications technology as Ka-band frequencies, on-board signal switching, and inter-satellite laser links. Earlier NASA experiments led to the commercial C-band and Ku-band satellites in use today.

The Senate Commerce Committee, as part of its \$9.6-billion authorization for NASA in fiscal 1988, earmarked \$108 million for ACTS. Although many in the satellite industry claim that ACTS is critical to the U.S.'s maintaining its lead in satellite communications, the Reagan administration's 1988 budget had "zeroed out" the project.

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station to be completed by September, with operations to be consolidated at the facilities of WMHT, which bought the independent's

license, transmitter and equipment but not its tower. WMHT will need only about six additional staff members to run both sta-

tions, said Haley, and its \$6-million annual operating budget will increase by only about \$425,000. "At this point we need to keep frugal," he said.

The additional funds for running the acquired station are expected to come from underwriters and new viewers, Haley said, although he is hoping to obtain state government support. About one-third of WMHT's income comes from memberships, said Haley, and he plans to hold a WUSV fund-raising drive. "We won't worry about underwriters right at the start," he said.

Two commercial stations in the market, WRGB(TV) Schenectady (CBS) and WXXA-TV Albany (independent), are contributing money to help WMHT purchase WUSV. WRGB's general manager, David Lynch, said his station has given WMHT equipment in the past and will contribute between \$5,000 and \$10,000. WXXA-TV's general manager, Will Miles, declined to release the amount his station will give.

The market's approximately one million viewers are served by WMHT, three network affiliates, an independent and a religious station scheduled to sign on in the fall, as well as cable, which has penetrated 60% of the market. WUSV had originally signed on as the second UHF independent in the market, and was delayed in getting on the air. Stone, who was not the station's original general manager, cited among the station's problems undercapitalization and the decision to cut out promotion when there were problems with ratings. The loss of the commercial independent will not have a great effect on the market, according to Miles and Lynch.

"The station hasn't really performed very well in any sense of the word," Miles said. Lynch agreed, noting: "Getting rid of this commercial station isn't going to affect the market at all because they were not a factor anyway." But, he added: "I'd be crazy if I said I'm not happy that a commercial station is being taken out of the market."

In the bidding for WUSV, said Haley, WMHT had competition from two sources: Mid-America Liquors, a private retail liquor store formed in mid-May in Davenport, Iowa, and Sudbrink Broadcasting, owner of three AM's, three TV's and a construction permit for a fourth TV. Mid-America's final bid was \$1.775 million, and its president, Denny Workman, declined to speak with BROADCASTING. Sudbrink, which had loaned \$50,000 to the bankrupt corporation to keep the station on the air, bid \$1.2 million but did not bid again. Robert W. (Woody) Sudbrink, the group's owner, said his bid was conditioned upon the station's being reinstated on two major cable systems that had dropped it, but one system had not agreed to pick up the station again. Haley said he had not expected to win the station, but guessed "there was no buyer with the confidence" to come in as a commercial operator.

WMHT and WUSV will join dual licensees WGBH-TV/WGBX-TV Boston; KQED(TV)/KQEC(TV) San Francisco; KTCA-TV/KTCI-TV Minneapolis-St. Paul; WNED-TV/WNEQ-TV Buffalo, N.Y.; WQED(TV)-WQEX(TV) Pittsburgh; WCVE-TV/WCVW(TV) Richmond, Va., and WMVS(TV)/WMVT(TV) Milwaukee. □

**Gannett recipients.** C-SPAN, Hawaii public radio and Binghamton, N.Y., instructional television are among the benefactors of a \$1,520,920 grants package to be distributed by The Gannett Foundation. The foundation, whose grants to community-based health, education and other public interest programs (in communities where Gannett Co. has subsidiaries) and to national programs to improve journalism professionalism and education totaled more than \$24 million in 1986, has earmarked \$68,000 in contributions to three broadcasting/cable related programs.

- \$8,000 to the WSKG-FM-TV Public Telecommunications Council, Binghamton, N.Y., to buy equipment for "Curriculum Connection," a computer database containing about 2,200 instructional television programs available to educators.

- \$10,000 to Hawaii Public Radio toward a \$3.1-million capital-improvement campaign.

- \$50,000 to National Cable Satellite Corp. (parent corporation of C-SPAN) for "renewed support for C-SPAN's work in enhancing the public's understanding of the inner workings of and the necessity for a free press."

## Fifth Estate Earnings

Company	Quarter	Revenue (000)	% change	Earnings (000)	% change	EPS
American Cablesys.	Third	\$13,794	46	(\$867)	NM	(\$0.08)
Chyron	Third	\$10,608	20	\$733	19	\$0.72
Essex Comm.	First	\$3,940	10	(\$412)	NM	(\$0.11)
Falcon Cable	First	\$4,728	73	(\$865)	NM	(\$0.12)
Gray Comm.	Third	\$11,511	-12	\$248	-67	\$0.51
Gulf + Western	Second	\$989,900	15	\$52,700	15	\$0.86
News America	Third	\$439,664	19	(\$17,587)	NM	NM
Olympic Brdcstg.	First	\$2,336	83	(\$3,537)	NM	(\$1.47)
Pulitzer Publishing	First	\$83,660	22	\$1,512	-53	\$0.14
QVC Network	First	\$11,170	NM	(\$6,257)	NM	(\$0.62)
SMN	First	\$3,558	6	(\$393)	NM	(\$0.04)
Television Technology	Third	\$1,743	45	(\$143)	NM	(\$0.03)

In previous third quarter, **American Cablesystems Corp.** had net loss of \$111,000. Beverly, Mass.-based MSO said system operating income, adjusted to exclude purchased systems, jumped 24%. Chairman Steven B. Dodge said: "Internal subscriber growth has been particularly strong for the past couple of quarters, and we are well ahead of budget in virtually all operating categories at this time. We are especially encouraged by the marketplace response to pay-per-view offerings, and we are convinced that an enhanced focus on this promising new revenue source will be very rewarding for our company." ■ Third-quarter operating income for **Chyron** was up 185%, to \$1.23 million. Company said orders written during first nine months were up 25%. ■ **Essex Communications** had net loss in previous first quarter of \$426,564. Greenwich, Conn.-based MSO said in just-completed quarter "system-level" operating income, before depreciation and amortization, grew 11%, to \$1.65 million. ■ **Falcon Cable Systems** had net loss of \$2.1 million in previous first quarter. In most recent quarter, operating income, before depreciation and amortization, of Pasadena, Calif.-based MSO jumped 69%, to \$2.27 million. ■ **Gulf + Western** said revenue of Entertainment operations was up, reflecting, in part, "the availability for network showing of new episodes of *Cheers*, *Family Ties* and *Webster*. Gains from these sources were slightly offset by the absence of revenues from sales of features to network television." ■ **News America**, subsidiary of **News Corp.**, had net loss in previous third quarter of \$10.2 million. Company's Fox Television Stations had revenue in most recent 13-week period of \$71.1 million and operating profit of \$1.7 million. Depreciation and amortization for stations were \$11.9 million. Revenue for CBS/Fox was down 14%, to \$117.1 million, while net income of joint venture was up 16%, to \$27.4 million. ■ **Olympic Broadcasting** had net loss of \$1.3 million in prior first quarter. Company said that revenue at stations owned during prior-year quarter was up 15%, while operating expenses at same stations grew 7%. ■ Operating income for **Pulitzer Publishing** dropped 5%, to \$7.7 million. Broadcasting revenue was up 2%, to \$21.4 million, while operating profit declined slightly to \$4.25 million. Company said local advertising at TV stations was up 5.2%, while national spot was up 5.3%. ■ **QVC Network** was not incorporated until June of last year. Tele-shopping service said net billings grew from \$2.6 million in February to \$3.4 million in March and \$5.1 million in April. ■ Affiliate revenue for **Satellite Music Network** increased 1%, to \$1.3 million in first quarter, while advertising revenue was up 9%, to \$2.25 million. Company last year had net income of \$118,298, including \$50,868 benefit from net operating loss carryforward. ■ In previous third quarter **Television Technology Corp.** had net loss of \$121,343.

Colin Callendar (producer of *The Life and Adventures of Nicholas Nickleby*, which won a 1983 Emmy for best mini-series), is executive producer of three new *HBO Showcase* presentations scheduled for debut this year on HBO: Waris Hussein will direct Claire Bloom (*Bridehead Revisited*) and Daniel Massey (*The Incredible Sarah*) in *Intimate Contact*, a drama from Zenith Productions for Central Television about a heterosexual victim of AIDS. The real life of Israeli spy Elie Cohen, whose information on Syria played a key role in the Six-Day War, provides the basis for *The Impossible Spy*, a BBC-TV production in association with Quartet International and IMGC, directed by Jim Goddard. And Georg Stanford Brown (*The Rookies*), Kevin Hooks ("Sounder") and Ray Danton ("Legs Diamond") will each direct one of three half-hour dramas "inspired by true accounts of Vietnam veterans." The dramas will air as a trilogy, *War Story*, and are by Nexus Productions.

HBO will air the *Welcome Home* concert, a tribute honoring America's Vietnam veterans, on a tape-delayed basis at 9 p.m. on July 4. The concert will also be simulcast by MJ1 Broadcasting via satellite on a market-exclusive, barter basis. The event, presented by Welcome Home Inc., a nonprofit veterans' support organization, will be staged at RFK Stadium in Washington and include music from Linda Ronstadt, the Four Tops, Crosby, Stills and Nash, Anita Baker and others. Funds will be raised via an 800 number during the program, which will be directed by Walter C. Miller and produced by Ken Ehrlich.

■ Among the guests scheduled for the July 23 premiere of Cinemax's *The Original Talking Headroom Show* (BROADCASTING, May 11) are Mary Tyler Moore, Pia Zadora, Grace Jones, Robin Leach, Penn & Teller, Paul Shaffer, Gilbert Gottfried and Emo Philips.

■ *The 1987 MTV Video Music Awards* is set to air live, Sept. 11, at 9 p.m. ET from the Universal Amphitheater in Los Angeles. Via a 900 phone number, viewers will select best video of the year, one of 18 award categories.

■ The USA Network has announced the renewal of two series for the '87-'88 season. Atlantis Films Ltd. will provide 24 new episodes of *Airwolf*, the "first hour-long action-adventure series produced exclusively for basic cable." ATI Video Inc.'s *Night Flight*, the weekend, late-night combination of music video, films, interviews and comedy skits, will return for a seventh season. The USA Network is also offering 50 hours of live, preliminary-through-quarter-final tennis coverage of the *U.S. Open* in September.

■ NBC-TV has slated five new NBC prime time family specials for the '87-'88 season, featuring Don Johnson (*Miami Vice*) and Harry Belafonte as producers. Using live action, animation and rock music, Johnson will tell a story with "a strong anti drug theme." Belafonte will commemorate the 20th anniversary of the assassination of Dr. Martin Luther King with a story embodying Dr. King's philosophies. Joan Barnett and the Alan Landsburg Co. will produce *No Child Shall Go Hungry*, "the story of a young child who mobilizes her community to take steps to end hunger in America." Churchill Films, in association with NBC Productions, is the producer of the fantasy, *Choose Your Own Adventure*. And *This Place Has No Atmosphere*, the story of a teen-age pioneer to

## Stay Tuned

the moon, comes from Highgate Pictures.

On June 3, Lorimar-Telepictures began principal photography of a two-hour NBC-TV movie for the '87-'88 season, *Eight Is Enough: Reunion*. All seven Bradford children will return home for father's (Dick Van Patten) birthday. *Eight Is Enough* creator Bill Blinn is executive producer. Harry Harris directs.

■ CBS-TV movies in production: *Gunsmoke*, with five original cast members reprising roles. Vincent McEveety is director and Stan Hough is producer for CBS Entertainment Productions. *The Trial*, a three-hour drama starring Ron Leibman as a Jewish attorney brought in to defend an Arab terrorist (Robert Davi) with Sam Waterston as prosecutor. Jeff Bleckner directs and Robert Papazian is producer. *I Saw What You Did*, a Universal Television Production stars Robert Carradine as a murderer who receives a prank phone call from two young women (Tammy Lauren and Shawnee Smith). David Carradine co-stars as the murderer's brother. Wendy Riche and Jon Epstein are executive producers. Fred Walton is director.

■ ABC-TV's Joan Lunden and Alan Thicke will co-host a Father's Day special, *Our Kids and the Best of Everything*. A set of fathers, including Joe Piscopo and Danny DeVito, will join mothers Phylicia Rashad, Harriet Nelson, Nancy Reagan, as well as child psychologist Dr. Louise Bates and pediatrician Dr. T. Berry Brazelton for an hour-long look at parenting.

David Grossman is director. Jay Rubin is supervising producer.

On June 26, at 8:30 p.m. ET, ABC-TV will air an ABC News *Closeup* documentary exploring the lives of an estimated three million mentally ill citizens who constitute a significant proportion of America's homeless. Helen Whitney is producer. Pamela Hill is executive producer of the *Closeup* documentary unit.

■ *Trying Times*, a six-part comedy anthology series, will air next fall on PBS. Rosanna Arquette, Candice Bergen, David Byrne, Teri Garr, Catherine O'Hara and others have been recruited to star in the half-hour programs, each a "case study" of surviving such traumas as moving day, meeting a fiance's parents and learning to drive. Jon S. Denny is producing this first PBS original comedy anthology.

PBS has set dates for its fall *Mystery* season. Oct. 1, the 10-episode, BBC series, *Lord Peter Wimsey*, debuts, starring Edward Petherbridge (*Nicholas Nickleby*) and Harriet Walter. Six new episodes of *Agatha Christie's Miss Marple*, starring Joan Hickson, will air beginning Dec. 10. The Central TV-produced, three, two-hour *Inspector Morse* films, debut Feb. 4, with John Thaw in the title role. Leo McKern returns in six new hours of *Rumpole of the Bailey*, beginning March 17, and P.D. James's *The Black Tower* will return with Roy Marsden beginning April 28. Vincent Price again will serve as host. Rebecca Eaton is series producer.

■ The Museum of Broadcasting, New York, celebrating its 10th anniversary, will host two seminars, on Sept. 21, 12:30-2 p.m. and 5:30-7 p.m., inaugurating a Sept. 25-Feb. 6 tribute, *Jackie Gleason: The Great One*.

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**NATPE International** has chosen New Orleans for its 1990 and 1991 program conferences. Miami had originally been selected for those dates, but was later canceled unanimously by the NATPE board as a result of Florida's tax on advertising.

**King World** will cancel *Nightlife* starring **David Brenner** following the final episode in its 52-week contract with stations, ending in September. *Nightlife* premiered last fall and has averaged ratings of between one and two since then. King World also announced that it is developing a game show strip based on the Parker Bros. board game, "Monopoly," for airing on a network.

**Columbia/Embassy** has begun marketing *Who's the Boss* in earnest, following the network affiliate meetings, with presentations to stations in Chicago. Columbia/Embassy Television recently cleared *Who's the Boss* on KTVK(TV) Phoenix for a price sources put at \$63,000 per week. C/E's minimum in that market was \$37,000.

**Multimedia's Donahue** has moved in Denver from KCNC-TV to KMGH-TV following a dispute between Multimedia and KCNC-TV. Roger Ogden, vice president and general manager of KCNC-TV, said that the move was the result of "contractual issues" associated with the show's renewal. Ogden also said that the station had received a number of complaints regarding the show's "bizarre subjects" since its move from 9 a.m. to 3:30 p.m. in January. KCNC-TV has carried the show for six years. The station will air either *Little House on the Prairie* or *Love Boat* in place of *Donahue* in early fringe. Multimedia's Tom Shannon, vice president and general sales manager, said that when Multimedia was about to renew the show on KCNC-TV, the station added a number of option clauses to which Multimedia could not agree. Shannon said that the program has done well in the market since it began appearing there. "They did not cancel the

show. We did not renew it."

**MCA TV Enterprises** has cleared a half-hour behind-the-scenes look at the making of the Universal picture, "This Time Its Personal: JAWS The Revenge," in about 40% of the country, according to division president Shelly Schwab. Universal will premiere the movie, which stars Michael Caine and Lorraine Gary, on July 17. Stations will air the special between July 13 and 24. It is cleared on a barter basis with four minutes for stations, and three minutes for MCA. The special will also coincide with MCA promotion involving three-page gatefold advertising in *TV Guide*, nationwide contests, and point-of-purchase displays. The special will be produced by George Zasloum, who created behind-the-scenes specials of "Beverly Hills Cop II" and "The Secret of My Success." Schwab said that MCA Inc.'s Universal Pictures and MCA TV do not often tie TV specials to movies, although there have been some exceptions, notably "Jaws III" and "The Best Little Whorehouse in Texas." "Because we do them so infrequently, they do well," he said. Schwab said that he expects *This Time Its Personal: JAWS The Revenge* to clear 80% of the country.

**Baruch Television Group** will bring back two specials, *Everything You Wanted to Know About Taxes* and *A Very Special Art Story Continues*, next year. *Everything You Wanted to Know About Taxes*, a pre-April 15 special hosted by Jack Klugman and produced by the IRS, appeared on 55 stations and scored a 2.3 national rating. *A Very Special Art Story Continues*, an Easter special hosted by Cliff Robertson and featuring First Lady Nancy Reagan and Pope John Paul II, appeared on 146 stations.

■ Nielsen Syndication Service preliminary program audience estimates of syndicated shows for the week ended May 31:

Rank	Show	Rating/Markets	% coverage	Rank	Show	Rating/Markets	% coverage	Rank	Show	Rating/Markets	% coverage
1.	Wheel of Fortune	15.1/212	97	7.	New Newlywed Game	6.4/185	94	13.	Siskel & Ebert & the Movies	5.0*/156	88
2.	Jeopardy	12.2/208	99	8.	Hollywood Squares	6.1/153	93	14.	Hee Haw	4.8/214	89
3.	World Wrestling Fed.	9.7*/207	93	9.	Star Search	5.7*/174	93	14.	Married... With Children	4.8/109	81
4.	People's Court	8.3/192	96	10.	Wrestling Network	5.3*/176	84				
5.	Oprah Winfrey	8.1/167	96	11.	Mama's Family	5.2*/163	90				
6.	Entertainment Tonight	6.9*/152	93	11.	21 Jump Street	5.2/109	81				

\*includes multiple airings

## NBC continues summer streak

NBC took the prime-time week ended June 7 with a 13.8 rating and a 25.9 share. CBS came in with an 11.5/21.3, and ABC with a 10.0/18.5. Last year the finishing order was NBC 13.0/24, CBS 12.6/23 and ABC 11.1/20.

NBC also took the evening news race, staying on top with a 10.5/23,

ahead of ABC's 9.2/20 and CBS's 9.1/20. It was ABC's second consecutive second-place finish. Last year the news numbers were NBC 10.4/22, CBS 10.1/22 and ABC 10.0/21.

ABC and CBS took only one night each for the week, Tuesday and Sunday, respectively. NBC took the rest.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	26.3/47	22.	Miami Vice	NBC	14.1/28	47.	Mr. Belvedere	ABC	8.8/18
2.	Family Ties	NBC	24.9/44	25.	Kate & Allie	CBS	13.9/26	48.	Monday Night Baseball	ABC	8.4/15
3.	Cheers	NBC	19.8/35	26.	NBA Finals, game 1	CBS	13.8/23	48.	Bugs Bunny Special	CBS	8.4/18
4.	Growing Pains	ABC	18.4/32	26.	ALF	NBC	13.8/25	50.	Starman	ABC	8.3/17
5.	60 Minutes	CBS	18.0/38	28.	Perfect Stangers	ABC	13.6/26	51.	Sledge Hammer	ABC	8.1/18
6.	Who's the Boss?	ABC	17.3/31	29.	On the Edge	NBC	13.4/26	51.	Saturday Movie	CBS	8.1/17
7.	Murder, She Wrote	CBS	17.2/33	30.	Cagney & Lacey	CBS	13.3/24	53.	Our House	NBC	8.0/15
7.	Golden Girls	NBC	17.2/36	31.	MacGyver	ABC	13.2/23	54.	Scarecrow and Mrs. King	CBS	7.9/14
9.	Molly Dodd	NBC	16.4/28	31.	Equalizer	CBS	13.2/24	55.	Bugs Bunny Bustin' Out	CBS	7.8/17
10.	Moonlighting	ABC	16.3/26	33.	Alex: Life of a Child	ABC	12.9/23	56.	Hotel	ABC	7.7/14
11.	News Special	NBC	15.7/28	34.	My Sister Sam	CBS	12.6/22	57.	Heart of the City	ABC	7.5/13
12.	Amen	NBC	15.3/31	34.	Nothing in Common Special	NBC	12.6/22	58.	Hard Copy	CBS	7.4/15
13.	L.A. Law	NBC	15.2/27	36.	Sunday Movie	NBC	12.4/22	59.	Sidekicks	ABC	7.3/16
13.	Valerie	NBC	15.2/30	37.	Me & Mrs. C	NBC	12.3/27	60.	Dallas	CBS	7.2/14
13.	Night Court	NBC	15.2/27	38.	20/20	ABC	12.1/21	61.	Webster	ABC	6.8/16
16.	Designing Women	CBS	15.1/25	39.	Spenser for Hire	ABC	11.9/20	62.	Friday Night Movie	ABC	6.7/13
16.	Monday Night Movies	NBC	15.1/26	39.	Tony Awards	CBS	11.9/23	63.	West 57th	CBS	6.6/12
18.	Newhart	CBS	14.9/25	41.	Highway to Heaven	NBC	10.7/20	64.	Our World	ABC	6.5/12
19.	Movie of Week, Tues.	NBC	14.8/25	42.	227	NBC	9.8/23	65.	Dads	ABC	6.4/13
20.	NBA Finals, game 2	CBS	14.6/26	43.	Disney Sunday Movie	ABC	9.6/19	66.	Gung Ho	ABC	5.7/12
21.	Hunter	NBC	14.2/29	44.	Mike Hammer	CBS	9.5/18	67.	A Team Special	NBC	5.5/12
22.	Head of the Class	ABC	14.1/26	45.	Stingray	NBC	9.1/20				
22.	Matlock	NBC	14.1/28	46.	Shell Game	CBS	8.9/15				

\*Indicates premiere episode

# AWRT adjourns convention, joins Florida boycott

**Membership, at annual meeting in Los Angeles, votes to cancel plans to hold 1989 meeting in Orlando unless law is held invalid; Tinker speaks at banquet, saying network cutbacks may prove constructive and salutary**

At the organization's 36th annual convention last week in Beverly Hills, Calif., the national board of American Women in Radio and Television joined the growing list of media-related organizations to boycott Florida's new ad tax.

Following the lead of NBC and NATPE International, which have pulled their upcoming meetings out of Florida, AWRT voted to change the site of its 1989 convention planned for Orlando in protest over the state's recently enacted 5% ad tax.

The group met at the Beverly Hilton hotel this year.

"A new location will be chosen at the July 16 board meeting unless the Florida Supreme Court declares the new law invalid," said Susan Dimick, outgoing president of the Washington-based group.

Citing a recently released Wharton Econometrics study that reports Florida will lose 46,000 jobs and \$2 billion in personal income if the new law stays on the books, Dimick contended the tax, which expands the state's 5% sales and use tax to include all local and national advertising expenditures, "restricts the free flow of information" by reducing the available dollars advertisers can spend. She said "women have already been severely affected by major cutbacks in the industry and enactment of this bill will only make matters worse."

In an effort to influence the FCC on its re-examination of its minority ownership policy, AWRT released the results of a study showing that only 4.3% of broadcast station groups are majority owned by women, which accounts for a less than 1% increase over the 3.4% level in 1978 when the FCC policies now under inquiry were put in place.

The study, conducted for inclusion in comments filed with the commission over the proposed rules changes, also shows that women constituted 6.1% of presidents, vice presidents and general managers of television stations, only slightly up from 5.6% in 1978, and have only 8.4% of the top jobs at radio stations, a 2.5% rise over nine years ago.

When public television stations are excluded, the study concluded that representation of top women managers at commercial TV stations declined from 6.1% in 1978 to 5.5% this year.

"We are appalled at the results," Dimick said. "The study clearly supports our position that women have not bridged the gap from middle to top management in significant numbers."

According to the study's results, women at all levels of television management have jumped from 22.3% in 1978 to 29.9% now, while in radio the numbers went from 21.4% in 1978 to 30% today. "These figures indi-

cate women are gaining the initial skills and experience to move into top positions but they are not achieving the power roles," Dimick said.

In its comments to the FCC, AWRT said it found the award of comparative merit to ownership applicants with integrated women owners "has been important in encouraging women to apply for broadcast licenses but has not operated to preclude the award of licenses to male-controlled applicants."

The organization asked the FCC to continue its comparative preference policy, and to expand its tax certificate and distress sale policies to cover sales to female-owned applicants.

FCC Commissioner Patricia Diaz Dennis, in a question and answer session following her keynote address to the conference, said in regard to the comparative renewal process and preferences for women that it is a "very difficult legal question because we have a court that has given us no clear guidance." Each time the issue has arisen in the lower courts, Dennis said, there has been a split decision. The Supreme Court, she added, has been no help either, providing no clear consensus "as to what is OK and what is not OK. That presents a real problem." However, Dennis said she thinks a consensus is emerging from the high court on affirmative action issues.

When the commission does take up the matter, she said it will look at the possible correlation between diversity of programming and diversity of ownership.

On whether to reinstate the three-year ownership rule, Dennis heard from Illene Brown, local and regional sales manager for KTXH-TV Houston, who said the independent and its co-owned KTXA-TV Dallas, had been sold four times in two years—going from Milt Grant to Gulf + Western to Taft Broadcasting and most recently to the TVX Broadcast Group. Employee morale at the station is terrible, she said.

But another speaker said it was the entrepreneurs who saved radio from going under and that owners cannot afford to produce good local programming "if they are going broke."



Tinker and Dimick

The FCC is scheduled to conduct a hearing on the matter Wednesday (June 17), Dennis said.

AWRT also heard from Grant Tinker, president of GTG Entertainment and former chairman of NBC, who was awarded the organization's Silver Satellite Award for his contributions to broadcasting.

Tinker told an audience, estimated at 550, the "simultaneous appearance on the scene" of new cost-conscious management at the three television networks has "provoked a bit of apprehension in those of us who call ourselves broadcasters." But he said "we who worry should keep our anxieties in check. It's quite possible, if not probable, that their reductions and revisions and reconfigurations will prove constructive and salutary."

Grant added, however, the new "mean and lean" managers must not forget their "unique franchise obligation" and "keep in mind that you're the only game in town. That's a special privilege, and it's accompanied by public trust and community welfare considerations that don't come with being in the widget business."

Tinker said that while all managers of businesses have "shareholder and bottom-line responsibilities," the Tisches, Murphys and Wrights of broadcasting must remember that "there are many degrees of good health" and "sometimes a little body fat is not all that debilitating."

The new owners, he said, "have to put a little something back." If maximizing profits is their only goal, he said "they should give up this only game in town and get into something where bottom-line slavishness does not bear on the public good."

Tinker said he is "not worried about any of the three networks, or about the gentlemen who now control and run them." But he said they "should never lose their sense of ethical accountability."

Having recently signed a development deal with CBS, Tinker said "the dollar balance between all three [networks] must be restored" so NBC is not doing the lion's share of the business.

On the international front in broadcasting, speakers participating in a panel discussion titled "Taking the Lead in Global Communications" lamented that a slow decision-making process in this country and a provincial attitude has harmed the nation's ability to compete effectively in the expanding worldwide programming and advertising market.

Panelists agreed for the most part that there is a lack of understanding in the U.S. of other countries, especially of Europe, which is in the midst of privatizing the airwaves.

Besides the Silver Satellite award, AWRT also presented its Achievement award to Marion Corwell, president of MECA International, a communications firm outside Detroit, and its Sid Guber Memorial award, given to an outstanding music student, to Cynthia Clayton of Thousand Oaks, Calif. □

## ScanAmerica's Denver report reveals increased viewing levels

**HUT levels in Arbitron's people meter service are up from 5% to almost 50% in weekday dayparts compared to diary data from last May; problem is that few stations are buying service**

ScanAmerica, Arbitron's people meter service that made its debut in Denver on April 29, has issued its first three-week report for the market, and the findings appear to follow the general pattern of a market's measured viewing trends when meters are introduced—increased levels of homes using television in most dayparts and greater viewing of independent stations. ScanAmerica's four-week May sweep book for Denver was scheduled to be mailed this past weekend (June 13) and should be in the hands of those subscribing to the service this week.

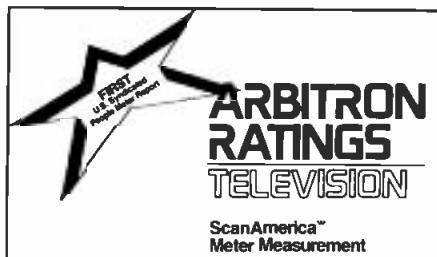
So far only one television station in the Denver market is a ScanAmerica client— independent KDVR(TV). Nielsen has had metered service in the market since November 1985, and the other Denver stations all subscribe to that service, most saying they won't pick up ScanAmerica because the costs of subscribing to two metered services are prohibitive. All five commercial stations in Denver had been Arbitron subscribers before the introduction of ScanAmerica. On the buying side, Arbitron said over 400 advertising agencies that buy spots in the Denver market are ScanAmerica subscribers. However, some of those clients indicated last week they have not yet made a final decision on whether they will stick with the service.

According to Peter McCampbell, national sales manager, KDVR, the first three weeks of ScanAmerica data show HUT level increases of between 5% and almost 50% during the week, and even greater HUT increases on the weekends, compared to May of last year. One exception during the week, he said, was the 5 p.m. to 6 p.m. weekday time period, where HUT's declined slightly. McCampbell contends that decline is an indication that the Arbitron diaries in the market have been overreporting viewing of affiliate news programs in that hour.

The highest reported HUT level increase during the week, said McCampbell, came from 3 to 3:30 p.m., when homes using television were up 47%. In midday and late afternoon, the increases were smaller, averaging about 11%, he said. In prime time, viewing levels so far have been flat, although some individual programs were off substantially in rating and share. A big increase appeared from 10:30 p.m. to 11 p.m. (late night in the Rocky Mountain time zone), when the HUT's soared 33%. On the weekends, HUT's increased from 19% to 78% and the average increase was in the 30% to 40% range. "It shows that people

don't have time to tend their diaries," said McCampbell.

On a daypart by daypart basis, in both household and demographic ratings, the ScanAmerica numbers so far indicate a tightening of the race between the market's two strongest stations, NBC affiliate KCNC-



TV and ABC affiliate KUSA-TV. In some cases, there was even a reversal of positions. In daytime during May 1986, KCNC-TV was the household ratings leader from Monday to Friday 9 a.m. to 3 p.m. with an average 5 rating and 26 share. KUSA-TV followed with an average 4/24 and CBS affiliate KMGH-TV was third with a 3/18. Independent KWGN was fourth with a 2/9 and KDVR was fifth with a 1/4. The three-week ScanAmerica book (April 29-May 19) indicates that KUSA-TV won the May 1987 sweep in that daypart with an average 5/27, with KCNC-TV falling to second with a 4/20. KMGH barely hangs on to third with a 2/12, followed by KWGN (2/10) and KDVR (1/6).

From 5 to 7 p.m., Monday through Friday, KCNC-TV retained first place in the household race, followed by second-place KUSA-TV. However, independent KWGN managed to bump off CBS affiliate KMGH for third place, knocking the latter to fourth, with KDVR retaining fifth place. In prime time, the standings were the same, with KCNC-TV leading the pack, although both independents in the market picked up rating and share gains at the expense of the affiliates.

In May 1986 KCNC-TV led with a 15/27, followed by KUSA-TV (13/24), KMGH (9/17), KWGN (5/9) and KDVR (3/6). For the first three weeks of the May 1987 sweep, KCNC-TV averaged a 13/23, followed by KUSA-TV's 11/20 and KMGH's 10/19. KWGN was fourth with a 6/11, and KDVR was fifth with a 5/9. In late news, the story was similar, with KUSA-TV retaining first place, but three points off its mark last year, due largely to gains by the two independent stations.

In the key women's demographic 18-49, KWGN tightened the race in late afternoon, tying KUSA-TV for second in rating from 5 p.m. to 6:30 where it had been third or fourth a year ago. KCNC-TV retained the lead in that demographic. But at 6:30 p.m. KUSA-TV dominated with *Wheel of Fortune*, as it did a

year ago. In the afternoon children's block, 3 to 6 p.m., KWGN picked up three points to average an 8 rating, while KDVR maintained its 3 rating in the same time period.

For the most part, buyers were reserving judgment on ScanAmerica last week, and were waiting until the final May book was out before doing in-depth analyses. Some also suggest that the service, no matter how useful they find it, won't be as valuable a tool if more stations don't sign up. "It's a little soon to tell too much," said Ann McKeon, a media buyer with Bozell Jacobs Kenyon & Eckhart. "It will probably take four major sweeps to really tell" how valuable ScanAmerica is. She said that from a buyer's standpoint the quick access to ratings that the service provides is a definite plus, although the benefits are diminished somewhat if most of the stations in the market don't subscribe, as is the case in Denver. That, she said, "is a pain in the neck."

Stations in Denver contacted last week, aside from KDVR, indicated their main reluctance to sign on with ScanAmerica was cost. More than one station said Arbitron was asking for more than three times the cost of what the Arbitron diary service had been priced at over the next seven years. The diary service was said to cost a station between \$160,000 and \$170,000 annually.

Arbitron vice president Pierre Megroz said last week that the company is continuing its dialogue with the Denver stations. He declined to discuss the specifics, but station sources said the company had offered substantial discounts on the initial asking price for the service. Perhaps the biggest problem in Denver, Megroz said, is that "the market is unfortunately suffering from an economic" downturn. "Our timing couldn't have been worse." The company's position, said Megroz, is that the service will pay for itself, and quite a bit more, by providing stations with information they can use to increase sales. And in the Denver market, he said, "most of their business comes from" agencies who subscribe to Arbitron.

Meanwhile, Arbitron is looking at other markets to possibly launch ScanAmerica locally, but the only market the company is willing to talk about publicly is a possible launch into Seattle in the 1988-89 season. The service is also scheduled to roll out nationally that season. In addition to metered household and demographic numbers, the service provides separate product purchase information, such as age and sex profiles of users of certain consumer products, broken out by age and sex, as well as by viewing among television dayparts. Clients receive product data for 10 categories free but pay a fee for additional categories as well as for any ratings-specific product purchase information. □

# Florida ad tax dominates AAF convention

## Association turns annual conference into rally protesting state's new 5% levy on advertising

Some 600 advertising, media and corporate executives attended the American Advertising Federation's annual conference, in Orlando, Fla., June 6-9 at the Buena Vista Palace, hearing speeches on the meeting's theme of "Creating the Magic," and watching as AAF club members and national advertisers received awards for excellence. But unlike recent years, this year's gathering took on a much stronger political focus, with the addition of a "no ad tax" rally last Monday (June 8) protesting Florida 5% tax on advertising.

The rally was called following a meeting by the AAF board of directors on April 30. Rather than consider cancelling the AAF's Orlando conference as a protest over the advertising tax, the board voted to proceed with the meeting, "but to turn it into a mass demonstration against the tax," AAF said. Said AAF President Howard Bell during last week's rally, "Running away would make us look like they had us beat. And I, for one, am not even close to conceding defeat."

Despite the festive air of balloons and a marching band, the message was serious for the hundreds of advertising, broadcasting, newspaper and magazine industry representatives (as well as those watching the rally live via satellite), who rallied last week for the repeal of the ad tax. Said AAF Chairman Bernard Flanagan, vice president of marketing, Dow Jones & Co., at the start of the rally, "Roll up your sleeves, folks. We're here to ax the tax." Flanagan and Bell pledged to fight the tax by educating Florida consumers about its impact and going to court, if necessary.

Said Flanagan: "In terms of economics and in terms of enforceability, this tax simply will not work. It is unfair to consumers, counterproductive to the state and unduly burdensome to our industry." He told the group that "We failed to persuade the governor and the legislature the first time around, so it's up to us now to take our case to the people and, if necessary, to the courts." He added that "the Constitution clearly prohibits state interference with interstate commerce. We regard this tax as precisely that sort of interference."

Flanagan also cited a study sponsored by AAF, the American Association of Advertising Agencies and the Association of National Advertisers, conducted by Wharton Econometrics, a Philadelphia economic consulting firm. According to the study, AAF said, the ad tax will reduce the advertising run in Florida, resulting in a loss of 34,000 jobs and \$1.58 billion in personal income in Florida by 1989, "even if all of the projected \$100 million in revenue is actually spent by the state government."

Bell told the rally that "the ultimate losers" from the advertising tax will be Florida consumers, "particularly those hundreds of thousands of retirees who come to Florida to live on fixed incomes." He said that sales

taxes are ultimately paid by consumers.

Additionally, Bell said the Florida ad tax violates three sections of the Constitution. The state's attempt to tax advertising "developed, created and originated totally outside the state violates all established principles of due process," he said, adding that it also violates "protection afforded interstate commerce," and First Amendment protection of freedom of speech. "A tax on advertising is a tax on speech itself, and as such is barred by the First Amendment," he said, adding that the tax also "discriminates against advertising and is void for vagueness."

Among those attending the AAF convention rally were Len Matthews, 4A's president; DeWitt Helm, ANA president; Gert Schmidt, former National Association of Broadcasters joint board chairman, and senior vice president of Harte Hanks Communications, and Ariel Allen, vice president for creative services of Colgate-Palmolive.

Allen told the rally about the impact of public service advertising in Florida and nationwide, saying: "Last year alone, public service campaigns by the Advertising Council accounted for \$900 million worth of media time and space. Can we afford to give this up? Who will suffer when the public service dollars have to be spent on advertising taxes?" she asked.

Florida State Senator George Stuart (D-Orlando), who led the opposition to the ad tax in Tallahassee, also addressed the group. Florida Governor Bob Martinez had been invited to debate with Stuart at the rally, but he did not attend.

Flanagan said during the rally that a number of organizations have begun to pull business out of Florida. He said that NBC has canceled its affiliates meeting scheduled for Florida, the Radio Advertising Bureau is moving its 1988 board meeting out of Florida, and NATPE International has also canceled two meetings. Additionally, General Foods, Procter & Gamble, Frigidaire, RJR/Nabisco, Clorox, Kraft and Warner Lambert have pulled their advertising out of the state, he said.

### Tartikoff says network TV has to innovate to fight off competition, predicts future will offer better quality shows

NBC Entertainment President Brandon Tartikoff spoke on the marketing of NBC and how NBC's improvement can be used to predict the future of TV. "It's my contention that what worked for NBC in particular back in 1980, '81 and '82 is really the road map for commercial television as we look out to the year 1990," he said. In 1981, NBC lacked a distinct identity, Tartikoff said. He showed an NBC commercial demonstrating the general public's attitude toward the network: "... they got nothing. I never watch them." At that time, CBS was "the network of tradition, of quality—a little bit staid, but nevertheless they had that clear-cut image," said Tartikoff, and ABC was "top 40, bubble

gum, anything that was hot or trendy." So NBC approached its problem as if it were "a department store. . . . What we wanted to do was to sort of upgrade our image."

Its first real success was *Hill Street Blues*, said Tartikoff, a program that was different from anything the network had shown before. There was no other program in the NBC lineup at that time that was attracting the audience designed for *Hill Street*, he said, and so there was nowhere to place a promotional announcement. "We just had to wait and wait and wait for the audience to find us, and we were patient mainly because we didn't have anything else," he said. All of NBC's currently popular shows began with low ratings, Tartikoff said, and ABC and CBS have also discovered that shows with slow starts can develop into hits.

Tartikoff referred to *Hill Street Blues* as "the road map for the rest of television," programming that was "cable resilient," with ratings high enough to compete with cable TV. In "a universe that is becoming more and more threatening" because of cable penetration and videocassette recorders, the fourth network and doubling of independent stations, the networks cannot keep ignoring the competition, Tartikoff said. "We have to make these shows seem contemporary, and conversely make shows that have preceded [them] look dated" to compete with independent programming, he said. "You have to give people shows that they can't get anywhere else."

Television programmers must "look for new forms and new formats," which will require a financial investment, Tartikoff said, as well as "showmanship and vision." He compared the audience to an iceberg, apparently immobile but actually undergoing subtle change in its tastes. "Research can tell you where people have been, but research cannot tell you where people are going to go," he said.

Tartikoff offered several predictions for the future of TV. Regional production will increase, saving money and giving a different look to shows, he said. Comedy is heading away from the laugh track, and the variety format will return. There will be more live television with more topical subjects. And there will be "a bettering of the quality of programming," which will be advantageous to advertisers, he said.

### Change needed in peoples' perception of advertising, says Coca-Cola's Herbert; AAF hands out annual ADDY awards

Coca-Cola Executive Vice President Ira Herbert, who addressed the convention at Tuesday's lunch, said that his company, "already into its second hundred years, is totally committed to—totally dependent on—advertising creativity." Herbert shared clips from seven decades of Coca-Cola ads and his thoughts on the problems facing the industry. "The worries I have—the concerns I want to see fixed—are principally in the area

# Stock Index

	Closing Wed Jun 10	Closing Wed Jun 3	Net Change	Percent Change	P/E	Market Capitali- zation (000,000)
<b>BROADCASTING</b>						
N (CCB) Capital Cities/ABC	364 1/4	358	6 1/4	1.74	32	5,870
N (CBS) CBS	167 1/4	162 3/4	4 1/2	2.76	10	3,933
O (CLCH) Clear Channel	14 1/2	15 1/4	3/4	- 4.91	30	42
O (INFTA) Infinity Broadcasting	17 1/4	17	1/4	1.47	-50	145
O (JCOR) Jacor Commun.	6 1/4	6 3/8	1/8	- 1.96		35
O (LINB) LIN	42 1/8	39 1/4	2 7/8	7.32	36	2,244
O (MALR) Malrite	9 3/4	10	1/4	- 2.50	-18	133
O (MALRA) Malrite 'A'	10	10			14	42
O (OBCC) Olympic Broadcast	7 3/4	7 3/4				19
O (OCOMA) Outlet Commun.	19 1/4	17 3/4	1 1/2	8.45	-7	122
A (PR) Price Commun.	13	12 1/4	3/4	6.12	-5	111
O (SCRIP) Scripps Howard	80	82	- 2	- 2.43	150	8,226
O (SUNN) SunGroup Inc.	1 3/4	1 3/4			-2	4
N (TFB) Taft	150 1/4	150 1/2	1/4	- 0.16	-23	1,377
O (TVXG) TVX Broadcast	10	9 3/4	1/4	2.56	-4	59
O (UTVI) United Television	32 3/8	31 7/8	1/2	1.56	43	354

	Closing Wed Jun 10	Closing Wed Jun 3	Net Change	Percent Change	P/E	Market Capitali- zation (000,000)
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
N (BLC) A.H. Belo	62 3/4	60 3/4	2	3.29	20	674
A (AAR) Adams Russell	31 5/8	25 3/4	5 7/8	22.81	632	210
A (AFP) Affiliated Pubs	62 1/4	59 7/8	2 3/8	3.96	32	2,200
O (ASTVE) Amer. Comm. & TV	1/8	1/8				9
N (AFL) American Family	11 3/4	12	1/4	- 2.08	11	944
O (ACCMA) Assoc. Commun.	31 1/2	29	2 1/2	8.62		300
O (BMAC) Bus. Men's Assur.	30 3/4	26	4 3/4	18.26	-12	323
N (CCN) Chris-Craft	28 3/4	28	3/4	2.67	43	585
N (DNB) Dun & Bradstreet	61 7/8	122 1/2	- 60 5/8	-49.48	27	9,405
O (DUCO) Durham Corp.	33 1/4	33 1/4			16	283
N (GCI) Gannett Co.	51 1/4	49	2 1/4	4.59	29	8,279
N (GY) GenCorp	103 1/2	99 1/4	4 1/4	4.28	18	2,312
N (GCN) General Cinema	49 5/8	48 1/4	1 3/8	2.84	20	1,806
O (GCOM) Gray Commun.	192	222	- 30	-13.51	33	95
N (JP) Jefferson-Pilot	30	29 1/8	7/8	3.00	10	1,212
O (JSON) Josephson Intl.	12 3/4	14 3/8	- 1 5/8	-11.30	4	56
N (KRI) Knight-Ridder	53 1/4	50 1/8	3 1/8	6.23	22	3,042
N (LEE) Lee Enterprises	24 5/8	24 1/2	1/8	5.1	14	613
N (LC) Liberty	38 3/8	37 3/4	5/8	1.65	13	419
N (MHP) McGraw-Hill	66 1/4	65 3/8	7/8	1.33	21	3,347
A (MEGA) Media General	66 1/4	60 3/4	5 1/2	9.05	55	934
N (MDP) Meredith Corp.	34	35 5/8	- 1 5/8	- 4.56	20	651
O (MMEDC) Multimedia	59	56 1/4	2 3/4	4.88	-140	649
A (NYTA) New York Times	45 7/8	42 1/2	3 3/8	7.94	28	3,761
O (NWS) News Corp. Ltd.	27 3/8	25 3/4	1 5/8	6.31	18	3,469
O (PARC) Park Commun.	32 3/4	30 3/4	2	6.50	30	451
O (PLTZ) Pulitzer Publishing	39	38 1/2	1/2	1.29	31	398
N (REL) Reliance Group Hold.	10 1/2	10 5/8	- 1/8	- 1.17	9	787
O (RTRSY) Reuters Ltd.	76 1/8	74 1/8	2	2.69	44	31,368
T (SKHQ) Selkirk	19 1/4	19 3/4	- 1/2	- 2.53	41	156
O (STAUF) Stauffer Commun.	150	142	8	5.63	24	150
A (TO) Tech/Ops Inc.	34 3/4	35 1/8	- 3/8	- 1.06	14	75
N (TMC) Times Mirror	87 3/4	86	1 3/4	2.03	13	5,659
O (TMCJ) TM Communications	2 3/4	2 1/2	1/4	10.0	12	21
O (TPCC) TPC Commun.	1/2	3/4	- 1/4	-33.33		5
N (TRB) Tribune	37 3/8	35 3/4	1 5/8	4.54	10	2,959
A (TBS) Turner Bcstg.	21 5/8	20 3/4	7/8	4.21	-1	471
A (WPOB) Washington Post	207	201	6	2.98	26	2,654

	Closing Wed Jun 10	Closing Wed Jun 3	Net Change	Percent Change	P/E	Market Capitali- zation (000,000)
<b>PROGRAMING</b>						
O (SP) Aaron Spelling Prod.	9 7/8	9 1/2	3/8	3.94	8	183
O (ALLT) All American TV	2 1/8	2	1/8	6.2		2
O (BRRS) Barris Indus.	14 1/8	12 3/4	1 3/8	10.78	7	125
O (CMCO) C.O.M.B.	21 1/8	19 1/4	1 7/8	9.74	-72	379
N (KO) Coca-Cola	43 3/4	43 1/4	1/2	1.15	18	16,927
A (CLST) Color Systems	12	11 1/2	1/2	4.34		8
A (DEG) De Laurentiis Ent.	9 1/4	9 3/4	- 1/2	- 5.12		8
O (DCPI) Dick Clark Prod.	5 3/4	6	1/4	- 4.16	11	46
N (DIS) Disney	68 1/8	64 3/4	3 3/8	5.21	30	8,910
N (DJ) Dow Jones & Co.	50 1/8	48 3/4	1 3/8	2.82	26	4,849
O (FNNI) Financial News	10 1/2	10 1/4	1/4	2.43	87	123
A (FE) Fries Entertain.	4 1/2	4 1/4	1/4	5.88	24	23
N (GW) Gulf + Western	86 1/4	84 1/2	1 3/4	2.07	20	5,317
O (HRSI) Hal Roach	8 1/8	8 5/8	- 1/2	- 5.79		45
A (HHH) Heritage Entertain.	7 3/4	7 3/4			7	35
A (HSN) Home Shopping Net.	13 1/2	12 7/8	5/8	4.85	39	1,159
N (KWP) King World	24 3/8	24 5/8	- 1/4	- 1.01	31	750
O (LAUR) Laurel Entertainment	4	4			7	10
A (LT) Lorimar-Teletelcines	16 5/8	16 5/8			760	
N (MCA) MCA	47	48	- 1	- 2.08	23	3,561
N (MGM) MGM/UA Commun.	12 5/8	12 3/8	1/4	2.02		627
A (NWP) New World Pictures	11 1/8	11 3/8	- 1/4	- 2.19	14	120

	Closing Wed Jun 10	Closing Wed Jun 3	Net Change	Percent Change	P/E	Market Capitali- zation (000,000)
<b>PROGRAMING</b>						
N (OPC) Orion Pictures	13 5/8	14 1/4	5/8	4.38	-4	234
O (MOVE) Peregrine Entertain.	6	6			26	12
N (PLA) Playboy Ent.	13 3/4	13 5/8	1/8	91	-7	129
O (QVCN) QVC Network	8 1/4	8 3/4	1/2	- 5.71		54
O (RVCC) Reeves Commun.	9 7/8	10 3/8	1/2	- 4.81	197	123
O (RPCA) Republic Pic. 'A'	8 7/8	8 1/2	3/8	4.41	63	25
O (RPCB) Republic Pic. 'B'	9 1/2	9 1/4	1/4	2.70	67	7
A (RHI) Robert Halmi	3 3/4	3 3/4			95	83
O (SMNI) Sat. Music Net.	3 3/4	3 3/4			13	33
O (TRSP) Tri-Star Pictures	10 1/8	10 5/8	1/2	- 4.70	18	311
N (WCI) Warner Commun.	33 7/8	34 3/8	1/2	- 1.45	26	4,226
O (WWTV) Western World TV	1 1/2	1 3/8	1/8	9.09	9	1
O (WONE) Westwood One	24 1/4	22 7/8	1 3/8	6.01	56	296

	Closing Wed Jun 10	Closing Wed Jun 3	Net Change	Percent Change	P/E	Market Capitali- zation (000,000)
<b>SERVICE</b>						
O (BSIM) Burnup & Sims	5 1/2	5 1/2			54	87
O (CVSI) Compact Video	4 1/8	4	1/8	3.1	-58	27
N (CO) Comsat	26	24 7/8	1 1/8	4.52	8	474
N (FCB) Foote Cone & B.	57 1/4	54 7/8	2 3/8	4.32	17	217
O (GREY) Grey Advertising	102	104 1/2	- 2 1/2	- 2.39	15	123
N (IPC) Interpublic Group	35	32 5/8	2 3/8	7.27	18	776
N (JWTV) JWP Group	49	38 3/4	10 1/4	26.45	81	447
A (MOV) MovieLab	6 3/4	6 3/4			11	
O (OGIL) Ogilvy Group	31 1/4	30	1 1/4	4.16	16	435
O (OMCM) Omnicom Group	24	23 3/4	1/4	1.05	-141	582
O (SACHY) Saatchi & Saatchi	28 3/4	30	- 1 1/4	- 4.16	17	1,977
O (TLMTB) Telemation	2 3/8	2 5/8	- 1/4	- 9.52	9	10
A (TPO) TEMPO Enterprises	9 3/8	9 3/8			21	53
A (UNV) Unitel Video	11	10 7/8	1/8	1.14	32	23

	Closing Wed Jun 10	Closing Wed Jun 3	Net Change	Percent Change	P/E	Market Capitali- zation (000,000)
<b>CABLE</b>						
A (ATN) Acton Corp.	3 1/2	3 1/4	1/4	7.69	21	20
A (ACN) Amer. Cablesystems	23 5/8	22 3/4	7/8	3.84	-50	222
A (CVC) Cablevision Sys. 'A'	28 1/4	27 1/4	1	3.66	-100	593
N (CNT) Centel Corp.	63 1/8	59 7/8	3 1/4	5.42	16	1,809
O (CCCOA) Century Commun.	17	16 1/4	3/4	4.61	1,275	491
O (CMCSA) Comcast	24 1/8	23 1/2	5/8	2.65	51	921
O (ESSXA) Essex Commun.	20 1/4	16	4 1/4	26.56	-46	72
A (FAL) Falcon Cable Systems	19 5/8	19 1/2	1/8	64	-61	113
N (HCI) Heritage Commun.	33 1/4	33 1/4			-66	744
O (JOIN) Jones Intercable	14 1/4	13 5/8	5/8	4.58	27	182
T (MHPQ) Maclean Hunter 'X'	20 1/4	19 1/4	1	5.19	28	746
O (RCCAA) Rogers Cable A.	14 7/8	14 5/8	1/4	1.70		76
O (TCAT) TCA Cable TV	22	22			42	237
O (TCOMA) Tele-Commun.	36 1/4	36 3/8	1/8	0.34	39	3,506
N (TL) Time Inc.	95 3/4	94 7/8	7/8	92	16	5,969
O (UACIA) United Art. Commun.	26 3/8	26	3/8	1.44	146	1,083
N (UCT) United Cable TV	34 1/4	33 7/8	3/8	1.10	489	834
N (WU) Western Union	4 1/8	4 1/2	- 3/8	- 8.33		100

	Closing Wed Jun 10	Closing Wed Jun 3	Net Change	Percent Change	P/E	Market Capitali- zation (000,000)
<b>ELECTRONICS MANUFACTURING</b>						
N (MMM) 3M	133	129 1/2	3 1/2	2.70	37	30,394
N (ALD) Allied-Signal	42 1/4	41 1/8	1 1/8	2.73	12	7,369
O (AMCI) AM Communications	1 9/16	1 5/8	- 1/16	- 3.84	-2	5
N (ARV) Arvin Industries	36 1/2	35 1/2	1	2.81	14	644
O (CCBL) C-Cor Electronics	9 1/2	9 1/4	1/4	2.70	55	19
O (CATV) Cable TV Indus.	2 1/2	2 1/2			-8	7
A (CEC) Cetec	6 1/4	6	1/4	4.16	312	12
A (CHY) Chyron	6 1/8	6	1/8	2.08	24	62
A (CXC) CMX Corp.	1 5/8	1 3/4	1/8	7.14	32	9
A (COH) Cohu	7 1/2	7 1/8	3/8	5.26	25	13
N (CAX) Conrac	27 1/4	27 1/4			23	183
N (EK) Eastman Kodak	81 3/4	79	2 3/4	3.48	49	18,457
O (ECIN) Elec. Mis & Comm.	1 1/8	1 1/8			4	
N (GRL) Gen. Instrument	35 7/8	32 1/4	3 5/8	11.24	74	1,167
N (GE) General Electric	53 1/4	53 5/8	- 3/8	- 0.69	19	48,556
N (HRS) Harris Corp.	36 1/2	36 1/2			21	1,482
N (MAI) MA Com. Inc.	13	13 1/8	1/8	- 0.95	16	555
O (MCDY) Microdyne	3 7/8	4 1/8	1/4	- 6.06	-2	17
N (MOT) Motorola	54 1/2	52 7/8	1 5/8	3.07	35	6,986
N (NPH) N.A. Philips	43 1/4	43 1/4			127	1,254
N (OAK) Oak Industries	1 5/8	1 5/8			2	117
A (PPI) Pico Products	5 5/8	5 1/2	1/8	2.27	-9	19
N (SFA) Sci-Atlanta	17 5/8	17 1/4	3/8	2.17	-55	409



of consumer gripes," he said. According to Herbert, 73% of consumers believe ads create a mood rather than communicating facts; 72% feel ads insult their intelligence—a 12% jump in 10 years—and a 1985 Gallup

report ranked advertisers 23d out of 25 occupations in terms of ethical standards and honesty. "We have attitudes to change, if not apologies to make," Herbert said. He predicted that advertising will ultimately win its

battle against taxation, and that "the right to see, to read, to hear advertising—and, of course, the right to shun, to resent, to reject or to zap advertising—will be recognized by legislators as inalienable."

## Technology

# TV set manufacturers pushing stereo in a big way

**MTS sets abound at Chicago show; other technologies of interest include teletext, video CD's, improved VHS pictures, large screens and DAT**

The principal message for television broadcasters and cable operators from the 1987 Consumer Electronics Show in Chicago was the same as last year: Think stereo.

Responding to consumer demand, manufacturers showed broadened lines of television sets and videocassette recorders with multichannel television sound (MTS) decoders that permit reception of stereo sound off the air or off the cable. And, in doing so, the television set manufacturers introduced stereo (with built-in amplifiers and speakers) into 19-inch and 20-inch sets that will retail in discount stores for less than \$400.

"Everybody has stereo," said Jerry Surprise, national product manager, television division, Panasonic. "It's just a fact. It's just a fact of life."

Every model in the Panasonic line with at least a 20-inch screen has stereo, Surprise said, except for the 20-inch and 25-inch "lead models"—stripped-down, relatively low-cost sets designed to sell big and help Panasonic maintain its share of the market. Stereo will not be included in the lead models for a couple of years, Surprise said.

Just prior to the show, RCA, now a part of GE Consumer Electronics, reported that 70% of all its sets with screens 20 inches or larger are now equipped to receive stereo. GE introduced at the show seven 25-inch and 26-inch stereo sets. And Zenith Electronics said that more than half of its sets have stereo capability. GE/RCA and Zenith, the two largest sellers of sets in the U.S., don't exhibit at CES, but they show some of their newer and more important products during the show at nearby hotels.

According to the Consumer Electronics Group of the Electronic Industries Association, which sponsors the semiannual CES's, 37% of all television sets and 22% of all VCR's sold to distributors and dealers this year will feature stereo. What's more, the CEG/EIA found, the average price of TV's with stereo at the factory has dropped from \$865 in 1984 to a projected \$510 this year.

Although the stereo push is on, another CEG/EIA statistic suggests that broadcasters and cable operators don't have to rush into stereo to satisfy consumers with stereo sets and VCR's. Only about 7% of them actually have stereo television sets today, it estimated. (The penetration of TV stereo homes is somewhat higher; the CEG/EIA does not re-

port the number of homes that receive stereo on VCR's or through set-top stereo adapters.)

According to BROADCASTING's surveys, about 400 stations will be broadcasting in stereo by the end of the year. Paul Perez, director of marketing, Recoton Corp., who keeps a close eye on stereo developments because of Recoton's line of set-top F.R.E.D stereo decoders, estimated that about 80% of cable systems are successfully passing the broadcasters' stereo signals into subscriber homes. What's more, he said, according to Recoton's survey of cable stereo encoder manufacturers, about 300 systems are now using the same stereo system as the broadcasters to transmit the audio of popular cable networks in stereo. Generally, he said, the systems are transmitting three networks in stereo—HBO, ESPN and MTV.

There were other—if far fainter—messages for broadcasting and cable emanating from Chicago: Take a second look at teletext, and start paying attention to picture quality because the competition—in this case, home video—is.

Teletext, which makes use of the vertical blanking interval of conventional television signals, provides home delivery of alphanumeric information spiced with simple graphics. Most broadcasters and cable operators gave up on teletext years ago because of standards squabbles—there are still two incompatible systems in use, World System Teletext and the North American Broadcast Teletext Standard—and the lack of affordable decoders needed to receive it.

But at the show there was evidence that at least the decoder question may be on its way to being solved. Zenith Electronics, which showed some of its new products at the Drake hotel, now has six digital television sets on the market capable of receiving WST-based teletext services. And Samsung Electronics America said that it has begun

shipping set-top NABTS decoders that are compatible with any set.

So far, said Bruce Huber, vice president, marketing, Zenith Sales Co., Zenith has sold some 100,000 digital teletext-capable sets. The sets now on the market, representing the top of Zenith's line, are expensive, he said, but, by the end of the year, a model will be available for less than \$550—"a mass market" price that should generate sales "in a real significant quantity."

In post-sale consumer surveys, Huber said, Zenith, which is able to add teletext to digital sets at little incremental cost, has found that all consumers that receive a teletext service use it—one-third at least once a week. In fact, he said, consumers cited teletext as the second most important reason for their purchase of a digital set. The principal reason was improved picture quality, he said.

(Nearly half the television homes in the country receive at least two WST-based services—Taft Broadcasting's Electra, a general news and information service, and Tempo Enterprises' Tempo Text, a stock quotation service. Tempo Enterprises distributes the two services to 40 million cable homes along with cable superstation WTBS-TV Atlanta. In addition, Electra is broadcast over WKRC-TV Cincinnati, where the service originates; WTVN-TV Columbus, Ohio; KOVR-TV Sacramento, Calif., and WIHT-TV Ann Arbor, Mich.)

About 16 million cable homes receive two additional services—Infotext, a service featuring agribusiness and weather information, and DaTaVizion, which includes satellite television listings for TVRO owners—along with the Discovery Channel. Infotext is also broadcast by public television stations in Wisconsin. Dakotatext, similar to Infotext, is broadcast by six public and six low-power television stations in South Dakota.)

Richard Lester, a spokesman for Samsung, said the South Korea-based company



Text services on display

has shipped several thousand NABTS adapters to Salt Lake City, where KSL-TV is broadcasting Extravision, CBS's general information service, as well as its own complementary local teletext service. The adapters, which have a list price of \$299, do more than decode teletext service, however. They also provide remote control for a 139-channel broadcast/cable tuner.

Samsung is hoping to market the adapters in markets other than Salt Lake City. Extravision, which is distributed by CBS along with its regular programming and broadcast by some of its affiliates, is available to 90% of all television homes. A market for the decoders may also develop in Samsung's home of South Korea, where one of that country's networks has just launched a NABTS teletext service, he said.

Zenith's Huber was skeptical that Samsung would sell many of its boxes. In 1983, Zenith tried to sell set-top WST adapters compatible with late-model Zenith sets for around \$300 when Taft began broadcasting Electra over WKRC-TV. For all its effort, he said, Zenith sold only a "few dozen. There simply wasn't enough value to warrant consumers paying that kind of money."

Up to now, on the whole, broadcasters and cable operators were delivering better pictures to the home than the home video industry. (Some would argue that a good-quality satellite earth station does the best job.)

But the situation may be changing. In an attempt to put some new life in the VCR marketplace where demand and prices have been falling, several major firms introduced the JVC-developed Super VHS or S-VHS recorders—a new line that, proponents say, delivers vastly improved pictures principally by handling video in its component (chrominance and luminance) rather than its composite form and expanding the luminance bandwidth.

Judging from talk at CES, there are several obstacles to S-VHS's immediate marketplace acceptance. First, it's only partially compatible with the existing VHS format, which dominates the home video industry. Conventional VHS tapes will play on the S-VHS machines, but the high-density oxide S-VHS tapes will not play on the VHS units. Second, it costs more. Consumers will have to pay a premium of \$300 or \$400 for the first units that hit the market, although the gap is expected to narrow as time goes on. Third, there is no S-VHS software on the market or in the home video stores. And, fourth, relatively few television sets are capable of accepting the S-VHS component output or reproducing the high-resolution image.

Undaunted, the major manufacturers are pushing ahead with S-VHS. Zenith, for instance, is including with each of its first S-VHS recorders an interface that will convert the VCR's luminance-chrominance output to an R-G-B output that can be accepted by its digital sets.

And some manufacturers are coming out with S-VHS camcorders. Although it had no pricing information, Panasonic showed two S-VHS camcorders—one using the standard-sized S-VHS cassette; the other, a com-

**Gold Medalers.** The leading international technical achievement award, the Montreux Gold Medal, was awarded last Thursday (June 11) to Sony's Takeo Eguchi and Mark Krivocheev of Soviet television. Eguchi was cited for his work on digital video recording technology, and Krivocheev for his long participation in international engineering standardization work.

pact S-VHS cassette. Panasonic was promising delivery of the cameras and a full-feature S-VHS VCR with bar-code programming, full stereo capability and MTS reception next fall.

Sony, whose half-inch Betamax format has gradually lost market share to the incompatible VHS format over the years, responded to S-VHS with ED Beta, a souped-up version of the Beta format. Sony demonstrated a prototype of an ED Beta machine at the show. Takeshi Sudo, the product manager, said the keys to the ED Beta's better picture were metal-particle tape, an extended luminance bandwidth, component processing of the luminance and chrominance and a steadier transport. He offered no information on pricing or availability.

Only a fraction of the people who own VCR's know how to program them so they can record programs in their absence. To simplify programming, Magnavox and Panasonic said their new S-VHS VCR's will incorporate a bar-code programming system. According to Panasonic's promotional literature, "entering complex programming instructions for time-shift recording is now as easy as checking items off a page."

The bar codes are of the same sort found on packaged goods in the supermarket. With the new VCR's, consumers will receive a booklet containing bar codes for the days of the week, the time of day and the channels. To program the VCR, the user runs a scanner-pen over the appropriate codes and an infrared remote-control system relays the information to the VCR.

If conventional VCR sales are lower than what many manufacturers were projecting, it may be due to their own past success. VCR penetration may be approaching some sort of

saturation point. According to CEG/EIA's research, 45% of all homes now have VCR's. Based on a random survey of 2,500 homes early this spring, LINK Resources Inc. concluded that 55.7% of television homes have at least one VCR and that 8.4% have two or more, up from 44.1% and 4%, respectively, according to a survey taken a year earlier.

Picture quality becomes more important as screen sizes get larger and, make no mistake, the trend is toward larger screens. Direct-view televisions with screens of 27 inches, 31 inches and even 35 inches are accounting for greater shares of total sales.

Rear-projection TV's are also getting bigger—the new models at the show were no smaller than 40 inches—and, according to the CEG/EIA's figures, sales have crept steadily upward over the past few years as prices have fallen. CEG/EIA projected factory sales of 325,000 projection TV's in 1987 at an average price of \$1,675, up from 304,000 at an average price of \$1,740 last year. (To keep things in perspective: projection TV's account for less than 2% of total color set sales, which are expected to hit 18.5 million this year.)

A potential new competitor for access to television sets of all sizes made its debut at the show—CD Video. The CD Video player is a new class of optical laser disk machine that can play three five-inch, eight-inch and 12-inch "CD videos," which include 12-inch LaserVision videodisks. Although there are about 1,800 LaserVision titles now on the market, the format has never really caught on. According to CEG/EIA, only 200,000 units were sold last year.

Some manufacturers such as Magnavox plan to introduce "combi-players" that can play standard, five-inch audio CD's in addition to the three sizes of CD videos. Others will make units designed to handle only the five-inch CD videos or, as they've been dubbed by the industry, CDV singles that will generally contain a five-minute music video and 20 minutes of audio.

The new video-audio format is being supported by most of the major hardware manufacturers, who shared an elaborate exhibit at the show, and several major record labels,



The latest in Super VHS

which have promised to produce CDV singles. The participating record companies include the PolyGram Group, A&M, Capitol, EMI, Manhattan, Angel, Chrysalis, Island, MCA, RCA/Ariola, Virgin and Warner.

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With audio CD now well-established in the marketplace—CEG/EIA estimates that 4 million CD players will be sold this year and that CD players can now be found in 7% of all homes—audiophiles at the show turned their attention to what they feel is the next step in the evolution of home audio—rotary-head digital audio tape or simply DAT.

Although many of the major audio manufacturers showed DAT recorders at the show (many of them versions of units already being sold in Japan and elsewhere), only U.S.-based Marantz said it would bring a DAT recorder to market. On the first day of the show (May 30), Marantz President James S. Twerdahl announced that his company would begin shipping its DT 84 unit in October. Retail price: around \$2,000.

Although journalists working the show expected other companies to follow Marantz's lead before the end of the show, none did. The barrier to the market for the other companies, particularly the Japanese, is pending legislation that would require DAT manufacturers to incorporate a chip into the recorders to make them incapable of recording audio from CD's or any other medium the record companies didn't want copied. The legislation is being pushed vigorously by the recording industry, and opposed equally vigorously by the hardware manufacturers under the banner of the Home Recording Rights Coalition.

Among the coalition's arguments against the anticopyright scheme: First, sensitive to the recording industry's concerns about copying, the system has been designed so it cannot be used to copy pre-recorded DAT tapes or to make digital-to-digital copies of CD's. Assuming Congress does not require the DAT recorders to incorporate the anticopy chips, they can be used to copy CD's, but only by bringing the signal out of the analog output of the CD and into the analog input of the DAT—by going the digital-to-analog-to-digital route that slightly degrades the audio quality. Second, the record industry's anticopy system, which was developed by CBS, can be easily defeated by pirates anyway. And, third, the CBS system degrades the audio. To make the system work, record companies have to remove specific tones from the program material. The absence of the tones, which proponents of the systems say is audible, triggers the anticopy chip, which, in turn, stops the DAT recorder from recording.

In making the announcement to offer the DT 84, Marantz's Twerdahl threw down the gauntlet. "We believe the recording industry to be naive, short-sighted and self-serving in its attempt to withhold their important new technologies from consumers," he said. "Even if there is no pre-recorded software, and even if there are legislative barriers, we will proceed with our marketing plans. If need be, we will litigate ours and our customers' rights to present this new technology without restrictions."



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At the National Cable Television Association convention last month, Viacom President Terrence Elkes said that armed with remote controls, people tend to "graze" when they watch TV, flipping from channel to channel to get a taste of everything that's on. If Elkes is right, grazing is likely to become more commonplace because remote control is becoming more commonplace. More than 80% of the color sets in Magnavox's and nearly 90% of the 20-inch-or-larger sets in RCA's current lines feature remote control.

Universal remote control units that can be programmed to operate a variety TV's, VCR and cable converters were more pervasive than ever. Magnavox's second-generation universal with a 36-key keypad, for instance, is able to operate 32 brands of VCR's, 16 cable converters and every North American Philips television set (Magnavox, Sylvania and Philco) manufactured since 1982.

(At the NCTA convention, Zenith introduced a universal remote that, unlike others of the breed, does not have to be "taught" infrared codes. The Zenith Personal Control Center [PCC], as it is called, is pre-programmed to control at least 18 brands of TV sets, 19 brands of VCR's and eight brands of cable converters/decoders. Users merely have to flip a few switches to put it to work. Zenith is offering the remote to cable operators for \$21.50 in quantities. According to a spokesman, Zenith will bring the remote to the consumer market by the end of the year for well under \$50.)

Perhaps the most sophisticated universal comes from CL 9, a start-up company founded by Apple Computer co-founder Steve Wozniak. Its CORE universal remote is expensive, listing for \$200, but it does far more than any other unit on the market. According to CL 9 President Sam Berstein, it contains a clock that permits unattended operation of any infrared controlled gear, including TV, VCR's, cable converters and CD players. It also permits sequential programming, he said. A single push of a button could, for instance, simultaneously turn on the TV and the VCR and tune the cable con-

verter to a favorite channel.

CL 9 is one solution to the cable operator's problem of disabling the remote control and programming features on TV sets and VCR when they install cable converter/decoders. Another is the multiport interface—a 21-pin connector the cable industry is encouraging manufacturers to include as standard equipment on TV sets and VCR's.

At the show, Panasonic showed the first production set with the connector—a 27-inch set with stereo that sells for \$1,400. However, the future of the interface is uncertain. According to Huber, Zenith has no immediate plans to include the standard connector on its sets, but is monitoring the situation. And Jim Stilwell, a cable consulting engineer who was active in the standardization work as part of a NCTA subcommittee, said he was skeptical the connector would come into widespread use because receiver manufacturers have little economic incentive to incorporate the plugs in their sets, and cable operators are continuing to invest in conventional set-top converters. His hunch, he said, is that cable operators will gradually move descrambling equipment outside the home and receiver manufacturers will gradually install the plugs, but for purposes unrelated to cable.

Windmaster Manufacturing, DeFunika Springs, Fla., offered what it called the Remote Extender, which enables users to control a VCR from another room in the house or, for that matter, from down the block.

The Extender, which retails for \$90, has two components. A lightweight cylindrical unit that clips to the front end of the VCR's infrared remote-control keypad converts the keypad's infrared signal to a UHF signal with a range, according to Windmaster's booth personnel, of at least 100 feet. Another unit attaches to the side of the VCR, receives the UHF signals, converts them back to the original infrared signal so that the VCR can respond to it. Nobody at the Windmaster booth knew what UHF frequency the Extender uses.

□

A nonsubject at this year's CES was FMX, the broadcast system that promises to increase the range of FM stereo broadcasts up to three times. Last year at this time, FMX proponents, principally CBS and the National Association of Broadcasters, were hopeful that several manufacturers would be showing FMX stereo receivers at this year's CES. However, in testing the equipment last year, some broadcasters and broadcast equipment manufacturers found that the system was not as compatible with existing FM radios as its proponents had promised, and the system had to be revamped. A group of private investors has joined NAB and CBS in completing the development of the system and bringing it to market.

Trying to get a step ahead of the competition, NAD, a manufacturer of high-end audio components, showed an FM tuner with FMX capability at last year's CES. Asked about the absence of the FMX tuner from its exhibit this year, Ted Stadlen, national sales manager, NAD, said the FMX has been "shelved" until the its proponents can demonstrate full compatibility.

## NBC reorganizes news division

**Lane joining WNBC-TV as news director is among changes and shifts in responsibility; eight task forces created to improve journalistic, management and budgetary issues**

NBC News now has between 1,200 and 1,300 staff people and over the next several years that number will be reduced as the division is reshaped to meet the challenge of network newsgathering in the 1990's. That condition was seen as forecast by the announcement last week of a management reorganization that takes effect immediately. Also announced was the formation of a group of "task forces" charged with examining various facets of the news division's structure with an eye toward improving efficiency.

In the reorganization, the news division pared down its vice presidential ranks by two. John Lane, executive vice president, NBC News, leaves that post, which has been eliminated, to become news director at WNBC-TV New York. Lane replaces Mark Monsky, who resigned the news director post in a disagreement with station management several months ago. Sources said the decision was made some time ago to eliminate the executive vice president layer of management, but that Lane was given all the time he needed to decide his next career move.

Lane's duties are being divided among three key news executives, including Tom Brokaw, who is taking on the added responsibility of chief of correspondents, overseeing correspondents' performance and serving as liaison between that group and top management. Jerry Lamprecht, who reported to Lane as general manager of news coverage, becomes vice president of coverage, reporting directly to Grossman. Tim Ruscert, assistant to the president and vice president, programs, assumes oversight of all NBC News programs, except *Nightly News* and *Today*. The executive producers of those two programs, *Nightly's* Bill Wheatley and *Today's* Marty Ryan (newly named replacement of Steve Friedman), report directly to Grossman.

The newly created role of chief of news personnel will be filled by Rod Prince, who will work closely with Brokaw in evaluating correspondents performance. Prince will also be responsible for designing and implementing a system of performance evaluation, career evaluation, management and training development for all news personnel. NBC News vice president Gordon Manning, 70, is retiring, but will stay on as a consultant, and will continue as the primary organizer of the news division's week-long trip to China next fall, in which all regular news programs will participate. Vice president Joe Angotti, who served as Lane's assistant,

gives up the VP title to become executive producer of election year programing.

The reorganization followed an analysis of the news division by an in-house team led by NBC News senior vice president Tom Ross and the management consultant McKinsey & Co. As a result of that analysis, the task forces have been created. "A strong sense has emerged that we need to improve the scope and quality of our news reporting, better manage and develop our people and improve our economics," said Grossman in a memo issued last week.

Eight task forces have been created to ex-



Grossman

amine how various facets of the news division's structure can be improved: domestic restructuring; information and accounting systems; personnel management and development; program and overhead cost reduction; production and operating management; story management; correspondent hiring and development; corporate allocations, and international restructuring. The long-term res-

structuring effort will overseen by Ross.

According to Grossman, it's "the basic nature of the beast" that may be causing many of the inefficiencies. That is, while the NBC News is essentially a program driven organization, most of those responsible for producing and reporting stories report to bureaus. Those reporters and producers may receive assignments from program managers, executives in charge of news coverage as well bureau chiefs, said Grossman. "It's hard for management and producers to keep up with who's been assigned to do what stories and whether they are being assigned properly."

A main focus of the restructuring will be to come up with the fairest way of allocating costs of doing stories. Under the current system, said Grossman, a good number of stories may be assigned by people not fully "aware of the consequences from an economic standpoint."

General Electric has also complicated the picture somewhat, according to some NBC News sources. When it took over the network, GE imposed a new method of accounting which forces separate divisions, such as news, to accept a fair share of corporate and administrative costs, such as paying real estate lease and maintenance costs for the space they occupy, as well as the costs of advertising relating to news division programs. That new accounting system, the sources indicated, about doubled the news division's paper losses from close to \$60 million to close to \$120 million.

Sources last week gave no indication that the news division was under pressure to make a profit. But there is indeed pressure, starting at the top, to spend money and allocate resources in the most "efficient" manner possible. □

## 'Nightline's endurance test

**ABC pulls off multicity, multiguest, four-hour program devoted to AIDS without a hitch**

Three hours and forty-five minutes into a special *Nightline* report on the AIDS epidemic, host Ted Koppel paused from the discussion at hand to let ABC affiliates know the program would run over its allotted four hours.

*Nightline* could not fit in all the material it had gathered for its presentation of "A National Town Meeting on AIDS" between 11:30 p.m. on June 5 and 3:30 a.m. June 6, which explored the medical, social and legal implications of the spread of AIDS. By the time *Nightline* signed off it was 3:47 a.m. in the East.

Koppel wound up calling the program an

"endurance contest."

Overnight ratings showed the program performed better than average, although nowhere on the scale of its May 27 interview with Jim and Tammy Bakker. In Nielsen's 14-market overnight composite, *Nightline* averaged an 8.7/22 during the AIDS special's first half-hour, compared to an 8.6/21 for NBC and a 3.1/8 for CBS. HUT levels declined steadily in the 14-market survey after that, dropping from 39.5% of all television sets in use between 11:30-midnight to 12.8% during the final half-hour. There was a 7% drop-off in the second half-hour, 5% in the third, with HUT's declining 2% to 4% throughout the remaining half-hours, according to ABC research.

In the three major markets, the four-hour-and-17-minute program received a 5.9/23 in

New York (compared to NBC's 5.1/20 and CBS's 2.1/8), a 5.0/26 in Los Angeles (2.7/14 for NBC; 2.1/11 for CBS) and a 7.6/26 in Chicago (4.5/15 for NBC and 3.1/11 for CBS).

Most of the material that appeared on the *Nightline* show had been covered elsewhere previously but, as Koppel pointed out, "not all at the same time and not all in the same context." *Nightline* itself has presented more than a dozen AIDS stories in the past, staffers said.

In addition to its length, there were a number of other unusual aspects to the show. First, it had 19 guests—12 in Los Angeles where the program originated, three in New York, three in Washington and one in Osaka, Japan; a live studio audience of 600 that was permitted to ask questions; a radio hookup that permitted the broadcast to be simulcast live over about 250 stations nationwide, including in Western and mountain time zones where the televised portion was shown on a tape-delayed basis; and a phone bank with toll-free 800 lines that permitted a few of the thousands of television and radio callers to ask questions on the air.

And, for the first time, *Nightline* had affiliates file taped reports that were inserted throughout the show. Executive producer Richard Kaplan said *Nightline* used 12 affiliate and three network clips during the special, although 25 were available. Some subjects never arose during the program, and the reports could not be used, he said.

The idea of asking affiliates to contribute to the program, which was timed to coincide with the conclusion of a much-publicized national conference on AIDS in Washington and just days before the ABC affiliates meeting in Los Angeles came about because *Nightline* "wanted to cover the greatest diversity of subjects" related to the disease, Kaplan said. "We asked them to pick the biggest (AIDS-related) story in their town and had over 100 affiliates call in with story ideas."

*Nightline* chose Los Angeles for its main locale because the three-hour time difference made things a little easier for the guests, audience, crew and host, who were all battling fatigue, Kaplan said. The West Coast origination added to the production costs of the program slightly, since a special set had to be constructed to accommodate the large number of guests, Kaplan said.

The thought of having an opened-ended program originated with Koppel, who has been seeking to interview Cuban President Fidel Castro under a similar format. Kaplan said the Castro interview, which *Nightline* is still attempting to work out, "led us to look at other issues. We spent weeks talking and in February decided on AIDS." If *Nightline* can find another subject of "equal weight," Kaplan said, he would consider doing another program similar in scope.

The next time, director Roger Goodman said he would prefer to have another day of rehearsal to work out some of the bugs. "Short of the Olympics," he said, "it was one of the more difficult things I've ever done." There were 12 cameras, 10 tape machines and satellite feeds from Washington, New York and Japan.

The problem, he said, was that with the



Koppel orchestrates the AIDS 'Nightline'

large panel, which included representatives from politics, medicine, health and the scientific communities, as well as the arts, the insurance and banking industries and special interest groups, he had 20 microphones open (19 guests and Koppel). "The minute somebody says: 'Ted, you've got to know where to go.'" Goodman said. Memorizing faces also proved difficult, considering that guests did not begin arriving until a half-hour before the show aired, Goodman said. Other than those difficulties, the program went smoothly, and Goodman, who controlled cameras in all cities, said he did not grow

tired as he believed he would.

From the anchorman's vantage point, it was not always easy keeping the live studio audience under control. At times, it was chaotic, with some audience members making long speeches concerning unrelated aspects of the disease, booing and hissing a panelist with whom they disagreed (Representative William Dannemeyer [R-Calif.], who made some controversial statements about the way AIDS carriers should be dealt with) while applauding their supporters. On more than one occasion Koppel implored the audience to behave. □

## Appraising the state of business reporting

### Panelists at FACS/Ford seminar probe problems inherent in TV's coverage of business and economic news

Media professionals last week examined the state of business and economic journalism and found it wanting. Suggestions for improving coverage, especially by broadcasters, were tempered by the acknowledged limitations of the media, as well as the limitations of the audience.

The occasion for the discussion, hosted by *Fortune* magazine in New York, was the formal presentation of a survey commissioned by the Ford Foundation and the Foundation for American Communications (BROADCASTING, June 8). The study's director, Dr. Joseph P. Kalt, associate professor of economics at Harvard University, said there was a distinction to be made between news coverage of business and that of economics: "There is strong evidence that the quality of business reporting has risen dramatically and is becoming quite sound." But on larger economic topics, such as trade protectionism or the federal deficit, Kalt said, there is "significant room for improvement."

The quality of economic news coverage

should not be "blamed on anyone," Kalt said, but rather reflects "the underlying nature of a market... in which the press faces weak incentives to do better." Weak incentives, Kalt said, include less reader and viewer demand for news coverage unrelated to entertainment or direct personal needs, and inadequate compensation for journalists who develop skills in business and economics.

The electronic media face special difficulties in reporting business and economic news, said Dan Cordtz, ABC News economics correspondent. "My theory is that television as a means for conveying information is lousy," he said, "but it is wonderful as a means for conveying emotion." Kalt agreed that TV's strength also influenced the medium's choice of stories: "Keep it local, simple and human, is often how the news is reported." The problem, said the Harvard professor, is that while the consequences of economic activity are human, the causes are "often impersonal." Nonetheless, he said, television and radio often try to humanize reporting, incorrectly explaining general economic trends as a "failure of character" or the outcome of a "good guy-bad guy"



Kalt, Lawrence, Woestendiek and Cordtz

conflict.

Cortz said that at the networks, most of the gains in economics and business reporting were made "a few years back... Now I don't see a great deal of progress." To illustrate his observation, Cortz noted that CBS

recently "let go" Jane Bryant Quinn and said, "I personally do fewer stories than three or four years ago." At the local level, Cortz said, stories are more about "consumerism." Economic stories seem to crop up mostly when "the economy goes into a lull-

... stories about a local guy getting laid off, or the farmer selling his farm."

The panel generally seemed to accept the assertion that print coverage of economic and business news is less cyclical. John Lawrence, assistant managing editor for economic affairs for the *Los Angeles Times*, said that in 1968, the paper had eight people on its business staff. Today the number stands at 65 and will soon increase to more than 70: "The business beat used to be a dumping ground. Now I get applications from people on the metro and national beats who see business stories on page one."

Even if the news media develop the expertise to cover the economy, journalists will still have to be responsive to their readers, said William Woestendiek, executive editor of *The Plain Dealer* (Cleveland): "It is a fact of life that readers often ask, 'But what does it mean to me?' Cleveland for instance is a blue-collar town and many of our readers are not too sophisticated." □

## NewsBeat

**Control problem.** Suit brought by dissident Freedom Newspapers heir Harry H. Hoiles ("In Brief," March 23) over control of Irvine, Calif.-based media chain, which includes 29 newspapers and five television stations, ended abruptly when Orange county, Calif., Superior Court Judge Leonard Goldstein ruled Hoiles had failed to prove his case. Hoiles, 71, who had been engaged in seven-year feud with his relatives, sought to dissolve company and get control of third of company's estimated \$1 billion in assets for his branch of family. But Goldstein said Hoiles did not show he was treated badly by families of his sister and late brother, or that they had breached their corporate duties toward him. One of Hoiles's attorneys said there is good chance his client would challenge verdict, but final decision could take several months after written copy of final ruling is obtained and reviewed. Freedom attorneys say status of company's cross-complaint against Hoiles to recover estimated \$5 million-\$6 million in legal fees will depend on what Hoiles does. □

**Career grants.** Gannett Foundation has funded \$30,000 in its new publication program for journalists in education to be made available this year to teachers/journalists who wish to continue or resume their nonscholarly publications careers. Committee of journalists and multidiscipline faculty will evaluate and recommend proposals to foundation, which will approve five to 10 grants this year "to support research costs for reporting, editing, photography, graphic arts or design projects intended for publication in the general-circulation press." Proposals are being accepted at all times by James W. Carey, dean of College of Communications, 119 Gregory Hall, 810 South Wright Street, University of Illinois, Urbana-Champaign, Urbana, Ill. 61801.

**Turner speaks to Murrow winners.** Ted Turner, chairman and chief executive officer of Turner Broadcasting System, reminisced about starting the Cable News Network and offered his thoughts on world peace, TV evangelists Jim and Tammy Bakker and the arms race while addressing a luncheon honoring the winners of the B'nai B'rith Edward R. Murrow Brotherhood Awards. Turner said had he had more journalism experience, he wouldn't have started CNN in 1980 because more experienced media companies at the time didn't think a 24-hour news service was "a viable venture to be in." Turner believed otherwise, he said, because 24-hour radio news "had worked" and many people were not home to watch the 7 p.m. news broadcasts of the broadcasting networks. He said that prior to CNN, he had not watched "more than 50 hours [of TV news] in whole my life" because it was "too negative."

He spoke about negative stories currently in the news, including "congressional wrongdoings, Jim and Tammy." Of the latter he said, "Somebody ought to hire them. They go on television and then as an aside you get \$150 million free sent in."

Before getting into the news business, Turner said he had never been to a Communist country. After traveling the world, he asked: "What's all the big fight about anyway?" He acknowledged that there are "some basic differences" between people and "particularly in the case of the Soviets, I know that they do discriminate against Jews, but they also discriminate against Christians too," he said. It is "considered a handicap" to be "a church member" there, he said, adding that "on the other hand, they don't have any Jim and Tammys either. So nobody is taking advantage of religion to shake people down like they are over here in great numbers."

Turner also said his "hobby" is to try to stop the arms race. The "potential for peace today is far greater than it has ever been," he said. If 240 million Americans can live "pretty well in peace and harmony... why can't we export it all over the world?" Turner said it requires "respect for other people and their beliefs, and tolerance of that... and a little friendliness doesn't hurt either."

Winners of B'nai B'rith's national ERMBBA awards were:

TV documentaries: *Bridge to Freedom 1965*, PBS-Blackside Inc.; TV news special or feature: *Life and Death in San Francisco*, CBS News's *60 Minutes*; TV news segments: *Martin Luther King, NBC Nightly News*; radio news special or feature: *Hunger in America*, ABC Information Network; radio news segment: *Soviet-American Cultural Exchange*, Mutual Broadcasting System. Awards for New York metropolitan area given for TV documentary: *No Place to Call Home*, WCBS-TV New York; TV news special or feature: *Shame of a City... Again*, WNBC-TV New York; TV news segment: *Angel One Year Later*, WCBS-TV New York; radio news documentary: *The Crisis of Children*, WABC(AM) New York; radio news special or feature: *Heritage Profiles*, WOR(AM) New York; radio news segment: *Widow's and Children's Fund*, WNEW(AM) New York. A special citation for radio news documentary-national was given to *The Promise of Liberty*, NBC Radio News.

## Drop in full-time broadcast news personnel found

**RTNDA study shows permanent staff being cut back in favor of part-timers at many smaller radio and TV stations**

Full-time news personnel are being replaced by part-timers in many broadcast newsrooms, according to statistics compiled by Vernon Stone, professor of journalism at the University of Missouri, Columbia, and director of research services for the Radio-Television News Directors Association, who charted the size of news staffs as part of his annual survey of broadcast news directors for RTNDA. The numbers showed that typical radio and independent TV station news staffs were decreased while network TV affiliates' increased by one employee. Said Stone in an article for RTNDA's *Communicator*: "Part-timers replaced full-time persons in a number of cases."

Television stations employed a median 17.4 news people. In 27% of all stations there were news staffs of 11-20 full-time employees; 24% had 21-35; 20% had 36 or more, and the remaining 29% had 0-10. There was no news department in 9%, and 2% presented news with part-time workers only. With part-timers included, TV stations had a median 20.1 news employees. The turnover rates was 19%, with a mean of 4.6 per station people hired in 1986. Compared to the 1985 survey, the median full-time staff decreased by one and part-time employees increased by two.

Among network affiliates, 31% employed 11-20 newpersons; 27% had 21-35, and 25% had 36 or more. The median was 21.5, 24.2 including part-timers. Only 1% had no news staff and another 1% operated only with part-time news people. In the largest TV markets (ADI's 1-25) the median full-time staff size of a network affiliate was 73 with 95% of those stations reporting staffs of 36 or more. No large-market affiliate reported having fewer than 21 employees. Overall,

the typical network affiliate added one full-time to its news staff.

But the 1986 survey shows that news staffs at independent TV stations typically decreased by one. Staffs of more than 36 were reported by 4% of the independent respondents, while 37% reported having no news staff at all. At 11% of the independents there was only part-time news personnel, while a quarter of the independents with full-time news staffs employed one to five.

Stone estimates that 2,000 full-time radio news jobs were eliminated last year and 700 part-time jobs created for a net loss of 1,300. The median radio staff in 1986 was 1.2, 2.2 including part-time. In the 1985 survey, those figures were 1.4 and 2.1, respectively. There was one full-time news person at 39% during 1986 and part-timers only at 20%. There were two employees at 17% of the stations; three-five at 15%, and six or more in 5%. None were employed at 4%. The turnover rate was 37%. The drop in radio news was heaviest in major markets (population of 1,000,000) where the median news staff was reduced from 2.7 in 1985 to 1.4 last year. The median number of part-timers in major markets grew from 1.2 to 2.1.

According to Stone, news directors who indicated on the survey that their stations were making money from their news shows (BROADCASTING, April 6) tended to report increases in their staffs, while those stations that lost money tended to decrease. Deregulation and the resulting large number of ownership changes were also listed as possible reasons for news cutbacks. However, Stone noted: "Regulation had never been necessary for news at stations where management displayed the ability to invest in competitive news operations, because they have usually paid off." □

## California court backs '60 Minutes' in Galloway case

It rejects appeal by doctor who sued CBS for libel

Dr. Carl A. Galloway, a Lynwood, Calif., physician, has lost again in his effort to collect damages from CBS for allegedly libeling him in a *60 Minutes* piece, broadcast on Dec. 9, 1979, that linked him to insurance fraud. A Los Angeles County Superior Court jury had ruled in favor of the defendants—who included Dan Rather, then a member of the *60 Minutes* team, and producer Steve Glauber—following a four-week trial. Now a three-judge panel of the state's Court of Appeal has unanimously rejected Galloway's appeal seeking a new trial.

"In denying appellant's motion for new trial... the trial court stated that it was 'convinced that both sides had a fair trial and that the verdict of the jury should stand,'" the appeals court said. "Our review of the record leads to a similar conclusion." Galloway, who represented himself on appeal, had ar-

gued that he had been erroneously held to "a reckless disregard" standard of proof.

The segment at issue, entitled "It's No Accident," was an expose of insurance fraud rings that involved doctors, lawyers and others who presented phony insurance claims for nonexistent personal injuries arising out of staged or fictitious auto accidents. Galloway was a staff physician at a clinic featured in the piece. And Rather showed a phony medical report that bore what Rather said was Galloway's signature. Whether the signature was Galloway's proved to be a central issue in the trial.

Galloway produced handwriting experts to testify the signature was a forgery, and his attorney claimed CBS failed to make adequate efforts to reach Galloway for comment before putting the segment on the air. Rather said he had left several telephoned messages for Galloway but they were never returned. Galloway denied receiving the messages. The 12-person jury apparently believed Rather and the other CBS witnesses, voting 10-2 against Galloway on the first ballot. Under California law, nine votes are sufficient to reach a verdict in a civil trial.

Galloway suffered one setback before the case went to the jury. The presiding judge, Jack Swink, denied a motion by Galloway's attorney seeking punitive damages, thus denying Galloway's claim from \$30 million to \$4.5 million. He ruled that no evidence had been presented of actual malice within the meaning of a section of California libel law, which has been held to encompass hatred or ill will, as well as a reckless disregard for truth (BROADCASTING, June 13, 1983).

Galloway's principal contention in his appeal was that he was held to the reckless disregard standard when he should only have had to demonstrate negligent publication of slander in order to receive compensatory damages. The Supreme Court has established the reckless disregard standard for public figures, but it has also held that, in suits brought by private individuals, states may impose liability on a lesser standard of culpability. Galloway and CBS agreed that Galloway is a private figure.

The appeals court noted that there was a question as to whether Galloway's attorneys at the time of the trial had failed properly to raise the negligence issue. It also said there was a question whether Swink erred in apparently contradictory rulings as to whether the section of state law requiring a showing of reckless disregard applied. But the court also said it need not determine either issue "because any error as to the standard of culpability would not lead to a reversal of the judgment under the facts of this case."

The court noted that Galloway was wrong in his apparent belief that, in order to prevail on the question of truth, it was necessary only to prove he did not sign the report as claimed by Rather. The court, quoting an earlier state court decision, said it is not necessary to prove the literal truth of an allegedly libelous accusation, "so long as the imputation is substantially true so as to justify the 'gist' or 'sting' of the remark." "There was... ample evidence from which the jury could have inferred that even if Galloway did not sign the report," the court said, "he knew of the clinic's operations, actively,

willingly and knowingly participated in them, and shares responsibility for them insofar as they relate to the [report in question], and that the *60 Minutes* allegations about him were therefore substantially true." □

## NBC Nightly News beamed to Paris

Brokaw broadcast from London inaugurates Anglovision service

The *NBC Nightly News* broadcast from London last Thursday not only reached U.S. audiences but was also airing simultaneously in 5,000 Paris hotel rooms for the first time as part of NBC's joint-venture satellite channel, Anglovision ("Closed Circuit," June 1).

Anglovision President Andrew Mulligan, in a Paris interview with BROADCASTING last week, said the all-English-language news channel would initially broadcast six-hour days, five days per week through at least June 26. NBC News President and Anglovision Chairman Lawrence Grossman introduced the service to the European press at a June 11 briefing in Paris. Grossman was en route to London for NBC's broadcast on British election results.

The Anglovision service is also carrying public television's *MacNeil/Lehrer News-Hour* and the *Nightly Business Report* of noncommercial WPBT(TV) Miami, as well as all NBC news programming. The channel ultimately hopes to program 18-24 hours a day of news and information (possibly including teletext material) to hotels across Europe.

According to Mulligan, the three-week test will help determine demand for the service from hotels and from advertisers hoping to reach an international business audience. Advertisers showing "strong interest" in Anglovision, he said, are American Express, Shearson Lehman, General Electric, British Airways, Austin Rover, Nissan, Singapore Airlines and SNCF (French Railroad).

Anglovision is competing head-on with Turner Broadcasting's 24-hour Cable News Network, which has been beamed into European hotels since 1985. Both use the Intelsat V satellite for their transmissions. The *CBS Evening News* also reaches French viewers (on a delayed basis with French subtitles) through Canal Plus.

Anglovision has allowed for first-year losses in the \$750,000-to-\$1,000,000 range, Mulligan said, with the current test costing between \$200,000 and \$250,000. The company has not yet exercised its recently signed two-year, \$2.5 million-\$3 million transponder option on Intelsat V, he added.

The channel's initial marketing effort is being aimed at Paris hotels, which have an estimated 83,000 rooms, some 30,000 of which are in three- and four-star facilities. Efforts are also beginning to reach West German hotels. A minimum of 25,000-30,000 hotel rooms are probably needed continent-wide to win over advertisers, Mulligan said.

The initial Anglovision program day includes both live and repeat material, with the service off the air through the weekend. □

# RIDING GAIN

## O N R A D I O

### Two for 'P.M.'

Westwood One, Culver City, Calif.-based network radio company that owns Mutual Broadcasting, unveiled two new programs last week for its Mutual P.M. service. (Mutual P.M. includes the 7 p.m. to midnight NYT, Monday through Friday, daypart for Mutual Broadcasting's news programming, which now originates from Culver City, Calif., in addition to the nighttime Dr. Toni Grant and Larry King talk shows as well as all Sunday programming.)

*Entertainment This Week* co-host Robb Weller will file daily (Monday through Friday) live reports on the "entertainment scene" and former welterweight and junior-middleweight boxing champion Sugar Ray Leonard will host a twice-daily (Monday through Friday) sports commentary show. The Weller series is scheduled to begin in July with Leonard's program following in August.

### International best

Capital Radio, London, and CBS's all-news KNX(AM) Los Angeles were the gold award winners in radio programming at the sixth annual International Radio Festival of New York Awards ceremony, held last Thursday evening (June 11) before 450 media executives at New York's Sheraton Centre hotel.

Capital Radio won four gold medals, three for the following programs: *Breakdown* (best entertainment documentary special); *Brunch* (best station-produced magazine

**Going up.** FM's share of listenership is moving up again among persons 12 and older, now totaling 74%, according to Statistical Research Inc.'s just-released RADAR 35, volume one report. In the prior RADAR report, FM radio accounted for 72% of total radio listening.

In other results, the new RADAR report shows radio reaching 84% of all persons 12-plus during morning drive-time (Monday through Friday, 6 a.m. to 10 a.m.) while stations affiliated with radio networks reach 66% of the 12-plus population in that period. More than half of radio's morning drive-time listening is done at home.

program); and *John Irving's Travel Compilation* (best writing of an entertainment program.) The fourth award went to Capital's Chris Tarrant, who was voted the best air personality of the year by the International Radio Festival's judges.

KNX was the only entrant other than Capital Radio to win more than two programming gold medals. Its three awards were for its afternoon news report (best regularly scheduled newscast); a documentary called *On The Job*, (best station-produced news documentary), and for sports commentaries of staffer Keith Olbermann.

Earning two gold programming medals each were BBC Radio One, London, which also captured one of eight grand awards—a

silver bowl—for its special program, *Simon Mayo's Pilgrimage to the Holy Land*; The Broadcast Group, a Washington-based program supplier; NBC Radio Network, New York; South Carolina Educational Radio, Columbia, S.C., and The United Stations Radio Networks, New York.

Programming winners outside the U.S. included the Australian Broadcasting Corp., Sydney; Radio New Zealand; Radio City, London, and Radio Clyde, Glasgow, Scotland.

Among the entrants that won two gold medals in the radio advertising, promotion and public service categories were Sarley/Cashman Creative, a Los Angeles production company; Campbell-Ewald, Warren, Mich.; Kessler Productions, St. Louis; Smith, Burke & Azzam, Baltimore; TBWA Advertising, New York; Tony Schwartz, a New York commercial producer; Ted Bates, London, and Emmis Broadcasting's WLOL(FM) Minneapolis-St. Paul—the last two also winning grand awards for the DHL Courier campaign and the "More Music" on-air promotional campaign, respectively.

In addition to BBC Radio One, WLOL and Ted Bates, the other grand award trophy winners were Bonneville Media Communications, Salt Lake City, for its program, *Christmas And Then Some*; WOR(AM) New York for its coverage of the Statue of Liberty's centennial celebration last July; Goodby, Berlin & Silverstein, San Francisco, for its commercials for *The San Francisco Examiner*; Levine, Huntley, Schmidt & Beaver, New York, for its ad campaign for New York Air; and N W Ayer, New York, for a public service campaign for the National Council on Alcoholism. Only gold medal winners are eligible for grand award trophies.

The International Radio Festival of New York said it received 1,507 entries from 20 countries. A total of 95 gold awards were issued. All submissions had to have aired between April 1, 1986, and March 31, 1987.

### Papal programming

Classical WTMJ(FM) Miami will substantially increase its listening audience on Sept. 11 when it will preempt its regularly scheduled programming for religious music that will be fed over a special Vatican public address system set up in Miami's Tamiami park as people assemble for a mass to be offered by Pope John Paul II. (The Pope begins a fall Papal visit to the U.S. in Miami.)

According to Woody Tanger, owner of WTMJ, the station will air religious programming from midnight to 6 a.m. and will then simulcast the Pope's mass from 10:30 a.m. to 2 p.m. along with WSVN-TV (ch. 7) Miami. "Arrangements were worked out with the local Vatican coordinating group in Miami," said Tanger, adding that more than a million



**Take DAT.** Classical WFMT(FM) Chicago aired a one-hour digital audio tape (DAT) broadcast of music and commentary on May 31, marking what it says is the first time the DAT technology was used on radio. According to WFMT, Sony provided the DAT prototype record playback deck for the broadcast along with experimental pre-recorded music from two music labels: Telarc International and Digital Music Products.

Celebrating the event were (l-r): Norman Pellegrini, vice president and program director, WFMT; Ray Nordstrand, president, WFMT; Tom Jung, president, Digital Music Products; John Briesch, president, Sony Consumer Audio Division; Marty Homlish, vice president of marketing for Sony High Fidelity Products; Jim Unrath, production director, WFMT; Hiroto Hasegawa, general manager, Sony High Fidelity Group, Tokyo; Len Feldman, senior editor of *Audio* magazine; Gary Shapiro, vice president of legal affairs for the Electronics Industry Association (EIA), and Richard Marschner, vice president and general manager,

WFMT.



people are expected to gather in Tamiami Park. The station will also air religious music from approximately 2 to 3 p.m. over the public address system in the park as people disperse after the mass.

### Programing notebook

American Public Radio said its affiliates have been granted the right to air the half-hour edition of *Business Update*, a weekday broadcast produced by CBS News, between 5 and 6 a.m. NYT on the morning following CBS's two late afternoon feeds. The network, however, will continue to offer a nine-minute *Business Update* "module" each weekday morning at 7:50 and 9:50 a.m. NYT.

The same early morning rights are being granted for the one-hour *As It Happens* and the 30-minute *As It Happens: The American Edition* world news series produced by the Canadian Broadcasting Corp. *As It Happens: The American Edition* is fed at 5:30 p.m. NYT each weekday and *As It Happens* is fed at 8 p.m. NYT each evening.

The change in rights is being made at the request of several stations that want to use the shows as a lead-in to their morning news programing, APR said. APR secured permission in late May from both CBS and CBC for the early morning air time rights for their respective shows.

Associated Press Network News is expanding the length of its daily *Flashback* series, a retrospective of historical events, from 30 to 60 seconds, beginning Monday, July 6. The program, which began in January, is hosted by AP Correspondent David Melendy.

### On the market

Kidder Peabody & Co., the New York investment banking firm, is said to have received some 100 inquiries about Duffy Broadcasting, the nearly seven-year old Dallas-based radio group of nine stations in six markets that was put on the block by company chairman Bob Duffy in March ("Riding Gain," March 30). But still in the running with a leveraged buyout proposal is Marty Greenberg, a former ABC Radio executive who has been president and chief operating officer of Duffy Broadcasting since October 1983 ("Riding Gain," April 20.) Greenberg, however, said he has narrowed the scope of his LBO attempt from the entire group to seven stations in four markets: KSMJ(AM)-KSFM(FM) Sacramento, Calif.; KONO(AM)-KITV(FM) San Antonio, Tex.; KRZN(AM)-KMJI(FM) Denver, and KBTs(FM) Killeen, Tex. (Austin). Those stations could sell for nearly \$80 million.

Not included in Greenberg's proposal are KLZI(FM) Phoenix and WORZ(FM) Daytona Beach, Fla. A decision on the sale of all the Duffy properties is expected to be announced shortly.

### Station break

KPKE(FM) Denver has switched from contemporary hit to Transtar's adult contemporary "Format 41" satellite-delivered service. The move is designed to make the station more compatible in targeting audience with its AM companion, adult contemporary KHOW, said Doug Erickson, operations director for

## Bottom Line

**Art donation.** CBS President and Chief Executive Officer Laurence Tisch and brother, Preston, postmaster general of United States, announced gift of \$10 million to Metropolitan Museum of Art in New York. Money will be used for exhibition space, to be called Tisch galleries. CBS president is trustee of museum.

**Inside story.** At annual meeting of Media General, James S. Evans, president and chief executive officer, predicted that company's cable operations in northern Virginia, Fairfax Cable, would provide "nearly one-third of Media General's total cash flow in 1988." Evans also said that company's broadcast services subsidiary was still not operating at break-even, but that "management had rebuilt the unit's revenue base to a level that should allow Media General Broadcast Services to cover operating expenses in 1987 and to generate a profit in 1988."

**Reel estate.** Capital Cities/ABC said it sold interest in Sunset Gower studios in Los Angeles. Company will "retain possession" of studio where it tapes *General Hospital* pending completion of new studio at ABC Television Center in December 1988. Gulf + Western said it would be 25% owner of new Madison Square Garden arena, to be built in partnership with real estate developer, Olympia & York, which would own remainder.

**Supplier securities.** Midwest Communications Corp. filed for initial public offering (IPO). Edgewood, Ky.-based television broadcasting equipment supplier said it plans to sell one million shares at between \$10 and \$12 per share, through Montgomery Securities and Paine Webber Inc. IPO would also include sale of 600,000 shares by existing shareholders, including Chairman Charles J. Kubicki and President David K. Barnes, who, in 1985, bought company that previously had been division of Chicago-based Midwest Corp. For year ending June 30, 1986, Midwest Communications said it had net sales of \$71.4 million, operating income of \$2 million, and net income of \$870,000. For nine months ending March 31, 1987, respective financial results were \$70 million, \$2.5 million, and \$1 million. Company said major customers include IDB Communications, Multimedia, Park Broadcasting, Scripps Howard, Storer and Taft. Company said 13% of products it distributes are currently supplied by Sony, 10% by Ikegami. Net proceeds of company-sold shares are to be used to repay existing debt.

**Common subject.** Wavetek Corp. said board of directors authorized repurchase of common shares through Paine Webber Inc. San Diego, Calif.-based electronics manufacturer currently has 9.2 million shares outstanding. TM Communications voted to extend expiration date of warrants, with exercise price of \$2.25, for six months, to Dec. 1, 1987. Dallas-based station owner and production company has 311,840 warrants outstanding. Adams-Russell said it had no intention to redeem "poison pill" share purchase rights that began trading separately after Gabelli Group increased holdings in Waltham, Mass.-based MSO to above 20% (see "Bottom Line," May 25). Unless exercised or redeemed, rights are to expire on June 30. Board of group owner, Business Men's Assurance Co., recently adopted "poison pill" shareholder rights plan. Board of The Liberty Corp. extended until June 30, 1988, plan to repurchase up to 500,000 shares. Company currently has 9,574,726 million shares outstanding.

**Trade barrier.** Board of Rogers Communications, (RCINZ) Toronto-based MSO and broadcaster, adopted rule prohibiting purchase, after May 4, 1987, of any class A shares or preferred shares of company by "any person who is not a Canadian." Rogers is two-thirds owner of U.S.-based MSO, Rogers Cablesystems of America.

**Off-beat bids.** Houston-based teleshopping company, Entertainment Marketing, has made \$8-per-share bid for Crazy Eddie Inc., New York-based consumer electronics retailer. Bid of \$7 per share has also been made for target company by group led by former chairman, Eddie Antar. National Lampoon said it terminated merger agreement with NLI Acquisition Corp., group including Anthony Cassara, president of Wometco Broadcasting, and George Vandeman, partner in Los Angeles-based law firm, Latham & Watkins. Company said merger was abandoned after NLI was unable to arrange financing by specified deadline.

**Credit lines.** Two securities to be issued by Arsenal Holdings to help finance merger with Viacom International were rated by Moody's Investors Services. Arsenal's \$175-million senior subordinated discount debentures, due 2002, were given initial rating of B1, while \$370-million issue of exchangeable redeemable preferred stock was initially rated B2. United Artists Communications (UACIA) said it refinanced \$700 million of debt and negotiated \$300 million in additional borrowing power, some of which would be used to purchase preferred units of Turner Broadcasting System. UACIA also recently bought Litchfield movie theaters for \$90 million. Four lead banks were Chemical, Toronto-Dominion, Bank of New York and Citibank.

KHOW(AM)-KPKE(FM). KPKE is also expected to adopt new call letters.

### Signing on

EFM Media Management, the New York-based broadcast company headed by former ABC Radio Networks President Ed McLaughlin, has entered into a partnership arrangement with KGO(AM) San Francisco personality Dr. Dean Edell to produce and market Edell's weekday medical advice show nationally. The program had been produced and sold nationally for the past three years by ABC as part of its Talkradio service. Edell's broadcast, which currently airs at 4-5 p.m., is cleared by some 70 stations. The show will continue to be distributed by ABC Radio over Satcom I-R.

### Can we talk?

After almost three years of MOR-nostalgia music and talk programming, WWRC(AM) Washington will switch to all talk. According to the station's vice president and general manager, Ted Dorf, Monday, Aug. 3, is the target date for the conversion.

"Since Greater Media acquired the station from NBC in September 1984, we have offered listeners music during the day and Talknet from 7 p.m. through the overnight. WWRC's share of audience has been significantly higher during the rated portion of the talk programming than in any other daypart," Dorf said.

He added that programming consultant Rick Sklar has been hired to "assist us in assembling an outstanding lineup of talk talent."

## Changing Hands

### PROPOSED

**KLTV(TV) Irving, Tex. (Dallas-Fort Worth)** □ Sold by Cela Inc. to Home Shopping Network for \$16,250,000 ("In Brief," June 8). **Seller** is owned by Eldred Thomas and has no other broadcast interests. **Buyer** is publicly traded Clearwater, Fla.-based group of 11 TV's headed by Howard Speer, chairman. **Buyer** is also buying KWVT(TV) Salem, Ore. **WLTJ** is independent on channel 49 with 2,750 kw visual, 275 kw aural and antenna 1,200 feet above average terrain. **Broker:** *Communications Equity Associates.*

**WLKW-FM Providence, R.I., and WROW-AM-FM Albany, N.Y.** □ Sold by JAG Communications Inc. to Wilks/Schwartz Broadcasting for \$15,390,000 ("In Brief," June 8). **Seller** is owned by John A. Gambling and Morton Hamburg. It also owns WLIF(FM) Baltimore and WFOG(FM) Suffolk, Va. **Buyer** is Longmeadow, Mass.-based group of three AM's and four FM's owned by Donald Wilks and Mike Schwartz. **WLKW-FM** is on 101.5 mhz with 50 kw and antenna 500 feet above average terrain. **WROW** is on 590 khz with 5 kw day and 1 kw night. **WROW-FM** is on 95.5 mhz with 8.3 kw and antenna 1,020 feet above average terrain. **Broker:** *Americom Radio Brokers.*

**KDRV(TV) Medford, Ore.** □ Sold by Sunshine Television Inc. to Love Broadcasting for approximately \$8.25 million. **Seller** is owned

by Dunbar Carpenter, who has no other broadcast interests. **Buyer** is Biloxi, Miss.-based group of two AM's, three FM's and one TV owned by James S. Love, Jo Love Little and Mary Eliza McMillan. **KDRV** is independent on channel 12 with 190.5 kw visual, 38.1 kw aural and antenna 2,690 feet above average terrain. **Broker:** *William A. Exline Inc.*

**WVMI(AM)-WQID(FM) Biloxi, Miss.** □ Sold by New South Communications to Family Group Radio Inc. for \$7.9 million. **Seller** is Meridian, Miss.-based group of two AM's and three FM's owned by F.E. (Eddie) Holladay. **Buyer** is Tampa, Fla.-based group of three AM's, three FM's and six TV's headed by Ian N. (Sandy) Wheeler. **WVMI** is on 570 khz with 5 kw day and 1 kw night. **WQID** is on 93.7 mhz with 100 kw and antenna 1,012 feet above average terrain. **Broker:** *Chapman Associates.*

**KWVT(TV) Salem, Ore.** □ Sold by Emerald City Broadcasting to Silver King Broadcasting of Oregon Inc. for \$5 million. **Seller** is principally owned by Robert A. Finkelstein, who has no other broadcast interests. **Buyer** is owned by Home Shopping Network, which is also buying KLTV(TV) Irving, Tex. (see above). **KWVT** is independent on channel 22 with 1,702 kw visual, 170 kw aural and antenna 1,187 feet above average terrain.

**WTAG(AM) Worcester, Mass.** □ Sold by WTAG Inc. to Knight Quality Group for \$2.8 million. **Seller** is owned by Robert W. Booth and family and the late Robert Stoddard and family. It also owned *Worcester Telegram & Gazette*, daily newspaper recently sold to *San Francisco Chronicle*. **Buyer** is Boston-based group of four AM's and four FM's owned by Norman Knight. **WTAG** is on 580 khz full time with 5 kw. **Broker:** *The Mahlman Co.*

**WFMR(FM) Menomonee Falls, Wis.** □ Sold by Classical Broadcasting of Greater Milwaukee to Capitol Classics for \$2.8 million. **Seller** is principally owned by H. Stewart Corbett. It has no other broadcast interests. **Buyer** is owned by Robert L. Caulfield and his wife, Angela. He is former executive director of Milwaukee Symphony Orchestra. **WFMR** is on 98.3 mhz with 3 kw and antenna 328 feet above average terrain.

**KCFO-FM Tulsa, Okla.** □ Sold by Inspiration Media Inc. to First Stuart Corp. for \$2.7 million. **Seller** is subsidiary of Salem Communications Corp., Camarillo, Calif.-based group of eight AM's and five FM's owned by Stuart Epperson and Edward Atsinger. **Buyer** is owned by Harold C. Stuart and family, who also own co-located KVOO(AM). **KCFO-FM** is on 98.5 mhz with 100 kw and antenna 660 feet above average terrain.

**WQQW(AM) Waterbury, Conn.** □ Sold by Waterbury Radio Inc. to The Taft Group Inc. for \$1.5 million. **Seller** is headed by Marshall Pite. It has no other broadcast interests. **Buyer** is owned by Richard D. Barbieri, Vinal S. Duncan and John A. Corpaci. Barbieri is director of Security Savings & Loan, Waterbury. Duncan is investor from Madi-

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son, Conn., and Corpaci is investor from Southberry, Conn. WQW is on 1590 khz full time with 5 kw.

**WWNH(AM)-WCYT(FM) Rochester, N.H.** □ Sold by Strafford Broadcasting Corp. to Salmanson Communications Partners I for \$1.4 million. **Seller** is owned by Marcia Nescott. It has no other broadcast interests. **Buyer** is owned by James A. Salmanson, his wife, Eileen, and David Butterfield. Salmanson is former president and CEO of Boston-based Adams Drugstore chain. Butterfield is owner of Butterfield Communications, Cambridge, Mass.-based sales consultant and media placement firm. WWNH is on 930 khz full time with 5 kw. WCYT is on 96.7 mhz with 3 kw and antenna 280 feet above average terrain.

**WNYQ(FM) Rotterdam, N.Y.** □ Sold by River Valley Broadcasting Co. to WNYQ Associates for \$1,250,000. **Seller** is owned by Dennis Jackson, who also has interest in WREF(AM) Ridgefield, Conn. **Buyer** is principally owned by John J. Long, who also owns WJJR(FM) Rutland, Vt. WNYQ is on 98.3 mhz with 3 kw and antenna 328 feet above average terrain.

**KFMX-AM-FM Lubbock, Tex.** □ Sold by Southern Minnesota Broadcasting Co. to DeLier Broadcasting Ltd. for \$1,250,000. **Seller** is Rochester, Minn.-based group of three AM's three FM's owned by G. David Gentling. **Buyer** is principally owned by Michael DeLier, former owner of KCRC(AM)-KNID(FM) Enid, Okla. KFMX is on 1340 khz full time with 1 kw. KFMX-FM is on 94.5 mhz with 100 kw and antenna 850 feet above average terrain. *Broker: Jamar-Rice Co.*

**KDSX(AM)-KDSQ(FM) Dennison-Sherman, Tex.** □ Sold by KDSX Inc. to Transcontinental Broadcasting Co. for \$1.2 million. **Seller** is principally owned by John Mahaffey, who also has interest in KGRT-AM-FM Las Cruces, N.M., KTTR(AM)-KZNN(FM) Rolla, and KRMS(AM)-KYLC(FM) Osage Beach, both Missouri. **Buyer** is owned by George A. Jenne and four others. Jenne is general manager of WJBO(AM)-WFMF(FM) Baton Rouge, and has interest in KPRR(FM) El Paso. KDSX is on 950 khz full time with with 500 w. KDSQ is on 101.7 mhz with 3 kw and antenna 260 feet above average terrain. *Broker: Chapman Associates.*

**KASK-TV Las Cruces, N.M.** □ Sold by John G. Hoagland, receiver, to Bayport Communications of New Mexico for \$825,000. **Seller** is receiver for Power TV Inc. It has no other broadcast interests. **Buyer** is owned by Roy E. Henderson, who also owns KLEF(FM) Seabrook, Tex., and K05IL(LPTV) Clear Lake, Tex. KASK-TV is ABC and NBC affiliate on channel 48 with 79.4 kw visual, 7.9 kw aural and antenna 113 feet above average terrain.

**KOLO(AM) Reno, Nev.** □ Sold by Donrey of Nevada Inc. to Constant Communications Co. for \$800,000. **Seller** is Fort Smith, Ark.-based group of two AM's and one FM owned by Donald W. Reynolds. It publishes newspapers in 16 states and operates cable systems in four states. **Buyer** is Portland, Ore.-based group of two AM's and three FM's owned by Fred W. Constant. KOLO is on 920 khz with 5 kw day and 1 kw night. *Broker: Blackburn & Co.*

**KXAK(AM) Corrales, N.M.** □ Sold by Radio Property Ventures Inc. to The Daytona Group of New Mexico Inc. for \$425,000. **Seller** is St. Louis-based group of five AM's and one FM owned by George Spicer, Burt Kaufman and Dirk L. Hallemeyer. **Buyer** is Ormand Beach, Fla.-based group of three AM's and two FM's owned by Carl Cuomo Tuteria, Norman S. Drubner and Ron Samuels. KXAK is on 1310 khz with 5 kw day and 500 w night.

**WCGQ(FM) Parris Island, S.C.** □ Sold by Bat-

tery Creek Communications Corp. to Musicradio of South Carolina Inc. for \$400,000. **Seller** is principally owned by William Galoway and his wife, Vivian, and Jack Carpenter and his wife, D. Ann. It also owns WVGB(AM) Beaufort, S.C. **Buyer** is owned by Darryl E. Nixon, who also owns WOCQ(FM) Berlin, Md. WCGQ is on 92.1 mhz with 3 kw and antenna 284 feet above average terrain.

*For other proposed and approved sales see "For the Record," page 69.*



**Brokerage bash.** Tampa, Fla.-based investment banking and brokerage firm, Communications Equity Associates, has opened a New York office at 375 Park Avenue. Among the 200-plus guests at an opening reception at the Center for Inter-American Relations were (l-r): husband and wife James A. Linen IV, executive VP Media General Inc., and Diane Healey Linen, group VP TV division, CEA; Robert Muholland, director, T.O. CEA; Chairman J. Patrick (Rick) Michaels Jr., and Sherril Taylor, president, The Taylor Co.

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## Court turns down must-carry stay

**NCTA weighs in on winning side; rules become effective with ruling**

The FCC's new must-carry rules requiring cable systems to retransmit local television stations went into effect last Wednesday (June 10) after the U.S. Court of Appeals in Washington denied the request for a stay from a group of cable operators who have also asked the court to throw out the rules as a violation of their First Amendment rights.

Although the case pits a small group of cable operators against the FCC and broadcasters, who strongly support the rules, cable's principal trade associations—the National Cable Television Association and the Community Antenna Television Association—took the side of the FCC and the broadcasters in opposing the stay.

Jack Cole, the Washington attorney representing the cable operators who brought the suit, said the brief of the NCTA and CATA was instrumental in the request for stay being denied. "It had a dramatic impact," he said. "When the chief spokesmen for the cable industry said the stay would disserve the public interest, it completely took the

wind out of my sails."

In denying the stay, the court decided to expedite the case, moving up the dates for briefs and oral arguments by at least three or four months. The brief of the appellants is due July 2; oral arguments have been scheduled for Oct. 16.

(The same day the rules went into effect, Cole asked the court to reconsider its denial of the stay in light of the Supreme Court's property-rights ruling on Tuesday. In *First English Evangelical Lutheran Church vs. Los Angeles county*, the Supreme Court ruled that the Fifth Amendment requires property owners to be compensated when government regulations deprive them of the use of their property. In his motion, Cole argued that the must-carry rules are a government "taking" of cable operators' property—their channels—without compensation. Cole, who acknowledged that the motion was a long shot, said he had no idea when the court would rule on it.)

Under the new must-carry rules, systems with more than 20 but fewer than 27 channels must set aside up to seven channels for the carriage of local commercial stations and

systems with 27 or more channels have to devote up to 25% of their channels for the same purpose. The rules require all cable systems, even those with 20 or fewer channels, to carry at least one local public television station and those with 54 or more channels to carry at least two.

The rules also require cable operators to educate subscribers on the function of A/B switches—which permit subscribers to switch back and forth between off-air and cable reception—and to install A/B switches in the homes of subscribers who ask for them. Cable operators can charge new subscribers for the switches, but not for the installation; they can charge existing subscribers for the switches and their installation.

The FCC also stipulated that the carriage requirements expire in 1992.

The rules are not expected to have a major impact on cable operations. The rules are less onerous than the original must-carry rules that were thrown out by the U.S. Court of Appeals in Washington two years ago in the *Quincy-Turner* case. As a result, most cable systems are in compliance with them.

However, the rules require cable operators to launch immediately "consumer education" campaigns to let subscribers know what, if any, local broadcast stations they are not carrying and that subscribers will need an antenna and A/B switch to receive the uncanceled stations off the air.

With the exception of the five-year sunset, most broadcasters are satisfied with the new rules, which are, in essence, a guarantee of carriage into the 42 million homes that subscribe to cable—about half of all TV homes.

The National Association of Broadcasters and the Association of Independent Television Stations have asked Congress to eliminate the sunset, and, so far, the prospects for such legislation appear good.

In a prepared statement, Eddie Fritts, president of the National Association of Broadcasters, which helped draft the rules and push them through the FCC, hailed the appeals courts decision as "good news." "Now the public will benefit from viewing must-carry signals while we defend the rules' constitutionality through the appeals process," he said.

NCTA President Jim Mooney said the court's action was "not unexpected." "It reflects, as we stated in our opposition to the stay request, that as a short-term commercial matter, little will change with implementation of the new rules pending review of the case on the merits," he said.

In announcing that NCTA would oppose the stay, Mooney also indicated the association would not become more deeply involved in the case. "We do not believe it is incumbent upon the cable industry to defend the constitutionality of the new rule before the courts."

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The Association of Independent Television Stations expressed "relief" that the rules were not hung up pending the outcome of the appeal. But, because of the expedited briefing schedule, said Jim Hedlund, vice president, government relations, INTV, "it's more urgent than ever that we get the sunset removed [by Congress] post haste."

In passing legislation eliminating the sunset, Hedlund said, Congress will likely establish additional rationale—the rules are necessary to preserve localism in broadcasting, for instance—that could influence the court. The FCC is likely to argue that the rules are constitutional primarily because they are temporary, he said. And if the court finds them to be constitutional on that basis alone, he said, "the ball game is over"—the rules will lapse after five years.

The old rules that the court threw out two years ago in *Quincy-Turner* required cable systems to carry virtually every television station whose signal reached the systems.

Following the court decision in *Quincy-Turner*, broadcasters began pressing the cable industry for a new set of rules that would be more palatable to the courts and consistent with the industry's push for greater First Amendment freedoms.

In early 1986, the NAB, the Association of Independent Television Stations, the Television Operators Caucus, the National Cable Television Association and the Community Antenna Television Association agreed on new rules and submitted them to the FCC for adoption.

The FCC adopted the rules in August 1986, but with two significant additions. It added the sunset and a requirement that cable operators include A/B switches with all new installations and absorb the entire cost. Under heavy pressure from the cable industry, the FCC lightened the A/B-switch requirements on reconsideration (BROADCASTING, March 30).

In early May, a group of cable operators led by Century Communications Corp., the 16th largest MSO, asked the Washington federal appeals court to overturn the rules. "Whatever the medium or media," it said, "it is difficult to conceive of a more direct, blatant or unprecedented violation of the First Amendment than regulations which intrude upon editorial discretion explicitly to control the content and distribution format of speech for the avowed purpose of substantively favoring and protecting the communications of an already privileged class."

The NCTA, whose enthusiasm for greater First Amendment freedom has been waning of late, decided to oppose the stay for the sake of improved interindustry relations. Following NCTA's filing in support of the brief, the NAB dropped plans to issue a "white paper" that would have labeled cable an "unregulated monopoly." And, although there is no cause-and-effect linkage, the NAB's Fritts two weeks ago indicated that the NAB is poised to withdraw its support for reimposition of syndicated exclusivity rules by the FCC (BROADCASTING, June 8). The rules, which would give stations and programmers the right to order cable systems to black out programs on distant signals for which the stations have exclusive local rights, are anathema to cable operators. □

**AWRT weighs in.** American Women in Radio and Television, contending that women are "substantially underrepresented" in broadcast ownership, has urged the FCC to upgrade the preferential edge women receive in comparative licensing contests for broadcast licensees to bring them into parity with preferences awarded minorities. It also has recommended that the agency expand its distress sale and tax certificate policies to include women applicants. AWRT made the request in comments on the FCC proceeding questioning constitutionality and advisability of preferential policies for females and minorities (BROADCASTING, June 8). Also in comments, Thomas S. Rockler, a Vietnam veteran, asked the agency to consider giving comparative preference to veterans of U.S. military service.

## High court lets stand appellate ruling that fairness doctrine isn't in law

**But most of attention on doctrine has shifted to White House and whether President will override congressional passage of codification measure**

Congress's determination to write the FCC's fairness doctrine into law took on added significance last week when the Supreme Court rejected a petition to review an appeals court decision involving teletext. The U.S. Court of Appeals in Washington, in a 2-1 decision, affirmed the FCC's ruling that the doctrine does not apply to the emerging service that transmits text and graphics. Of greater significance in the Sept. 19, 1986, appeals court decision, however, was the holding that the doctrine, in its present form, is not a statutory obligation imposed by Congress.

The latter ruling was the first by a court that the FCC is free to repeal the doctrine, which was enunciated in its present form in 1949. Until the decision last year, most attorneys had interpreted a 1959 amendment to the Communications Act's equal-opportunities section as writing the doctrine into law. The amendment, which liberalized the restrictions of that section, said broadcasters were still required "to afford reasonable opportunity for the discussion of conflicting views."

It was the appeals court decision that helped prompt Congress to clarify its intent that the fairness doctrine is statutorily mandated. The House two weeks ago followed the lead of the Senate in April by passing by an overwhelming margin legislation codifying the doctrine into law. The question being

asked last week was whether President Reagan would sign the legislation, veto it or allow it to become law without his signature. Senate staffers have said that if the President vetoes the bill and the veto is upheld, backers would attach the legislation as a rider to a piece of "must" legislation (BROADCASTING, June 8).

Absent codifying legislation, the FCC would be free to comply with an order of another panel of the appeals court to determine the constitutionality of the fairness doctrine. The court also gave the commission the option of simply ruling that the doctrine does not serve the public interest and therefore cannot be enforced. The commission has been deferring action in the court case—which involves a commission finding that Meredith Corp.'s WTVH(TV) Syracuse, N.Y., violated the doctrine—until submitting a report Congress has requested on alternative methods of enforcing the fairness doctrine.

The ultimate decision on the constitutionality of the fairness doctrine will likely be made by the courts, if not in the case involving Meredith, then in one brought by the Radio-Television News Directors Association. The RTNDA is appealing the commission's failure to repeal the doctrine following an inquiry in which the FCC found, in August 1985, that the doctrine chills rather than encourages debate. The full bench of the U.S. Court of Appeals in Washington currently is reviewing the decision of a three-judge panel of the court that it lacks jurisdiction to consider the constitutional issue.

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## Washington Watch

**Combination fan.** Fisher Broadcasting has given support to FCC proposal to consider eliminating rule prohibiting creation or acquisition of radio-TV combinations. "Elimination of the 'one-to-a-market' rule in the top 50 major TV markets would foster continued viability of AM broadcasting, increase program diversity and create no countervailing public interest concerns," Fisher said in comments at FCC. "For these reasons, Fisher requests that the commission amend its rules to permit common ownership of AM, FM and TV facilities in at least the 50 largest markets." In separate comments, Hudson Group Limited Partnership of Pennsylvania, licensee of WCMB(AM)-WSFM(FM) Harrisburg, Pa., and HGLP of Wisconsin, licensee of WHIT(AM) Madison and WWQM-FM Middleton, both Wisconsin, gave support to proposal to permit greater degree of overlap between commonly owned radio stations in same service, "particularly for AM stations and Class A FM stations." □

**Warning.** FCC has issued news release warning that it will refer "all" unpaid forfeitures to Department of Justice for collection. "DOJ has been very cooperative in pursuing forfeiture cases," FCC said. □

**Colorful suit.** Department of Justice has dismissed its antitrust lawsuit challenging MacAndrews & Forbes Group Inc.'s proposed acquisition of Metrocolor Laboratories from Lorimar Telepictures. Dismissal followed parties' agreement to terminate transaction. Justice filed suit on Dec. 10, 1986, contending proposed acquisition would violate Section 7 of Clayton Act because it might substantially reduce competition in two markets—production of 35 mm release prints for motion pictures and production of 75 mm release prints. MacAndrews, which is owned by investor Ronald O. Perelman, owns Technicolor Inc. Suit was filed in U.S. district court in Los Angeles, where three largest motion picture film laboratories—Technicolor, Metrocolor and DeLuxe—are located. □

**Labor dispute.** National Labor Relations Board filed complaint of unfair labor practices against WPIX(TV) New York and parent, Tribune Co. Complaint concerns Tribune's declaring impasse in negotiations with Newspaper Guild of New York through which company bypassed union and instituted its own terms and conditions of employment. Newspaper Guild represents station's writers, editors, production assistants and graphic artists. Hearing has been scheduled on Sept. 14 to settle dispute. □

**Satellite green light.** Senate Commerce Committee approved legislation providing for replacement of communications satellite service to Pacific Ocean that had been provided by NASA until its ATS-1 satellite went dark in 1985. Legislation was in form of amendment offered by Senator Daniel Inouye (D-Hawaii) and attached as amendment to bill (S. 828) authorizing funds for National Telecommunications and Information Administration—\$14,718,000 for fiscal year 1988 and \$15 million for fiscal year 1989. Communications satellite service, providing for sharing of information among educational and public institutions in 23 Pacific Basin locations, was begun in 1971 under program called Pan-Pacific Educational and Cultural Experiments by Satellite (PEACESAT). Amendment calls on NTIA to acquire satellite space segment capacity for PEACESAT and says segment "may," for three-year period, use UHF channel on maritime satellite used by Navy, unless President determines it is essential to national security. Amendment also provides \$1.7 million for each of next two years to obtain satellite capacity and operate system. □

**Swift praise.** Representative Al Swift (D-Wash.) was honored by Seattle chapter of National Academy of Television Arts and Sciences. It awarded him special Emmy—1987 Governors' Award in recognition of his service in local television—at KVO5-TV Bellingham, Wash.—and his current role as member of House Telecommunications Subcommittee.

Action Center and Media Action Project had appealed the commission order holding that the doctrine does not apply to teletext. And those groups sought Supreme Court review when the appeals court went beyond what had been asked and held that the doctrine was subject to repeal by the FCC. The Supreme Court's refusal to review the decision does not necessarily mean it agrees that the doctrine was not written into the law in 1959. Lawyers for both sides noted that the pleadings filed with the high court noted that codification of the doctrine was pending before Congress.

TRAC and MAP had appealed a commission decision not to apply the laws requiring broadcasters to afford reasonable access to candidates for federal office and the equal-opportunities laws, as well as the fairness doctrine, to teletext. The appeals court said the commission decision was reasonable as to the reasonable access law—it said candidates could reach the public over a television station's main channel—as well as the fairness doctrine. The commission had said applying the doctrine to the new technology would impede its development. But the court overruled the commission as to the equal-opportunities law. It said teletext is "broadcasting" and that the law, therefore, applies to it. □

## Media groups keep eye on ancillary journalism cases

**They file friend-of-court briefs in cases involving punitive damages and censorship of high school newspaper**

Two groups of media groups have filed friend-of-the-court briefs in two cases pending before the Supreme Court—neither of which, at first glance, at least, would seem to have substantial impact on the future of professional journalism. One involves an insurance company's appeal from a heavy punitive damage award of Mississippi jury. The other involves a high school principal's censorship of articles in the school newspaper.

In the insurance case, Bankers Life and Casualty Co. is appealing a \$1,600,000 punitive damage award that grew out of the company's denial of a \$20,000 claim. Eleven media groups, in filing a friend-of-the-court brief, said their interest in the subject matter is "intense" because "they must operate under the constant threat of libel claims, almost all of which seek punitive damages." Accordingly, they say, they support the constitutional limitations the insurance company is seeking. They also say it is important that the limitations the court has already recognized in libel cases "are given due consideration in this context."

The brief notes that the court has attempted to control the dangers of excessive libel awards by requiring a showing of "actual malice" as the standard of liability where presumed and punitive damages are sought. But, it adds, "the rule addresses only the standard of liability; it exerts no control over



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the amount or nature of damage awards once the jury believes actual malice has been shown."

The media parties represented in the brief are CBS Inc., Dow Jones & Co., The Hearst Corp., NBC, Time Inc., Tribune Co., The Washington Post Co., The American Society of Newspaper Editors, the National Association of Broadcasters, and the Society of Professional Journalists, Sigma Delta Chi.

ASNE, NAB and Sigma Delta Chi were joined by the Reporters Committee for Freedom of the Press in filing a brief in the censorship case. They are urging the court to affirm the decision of the U.S. Court of Appeals for the Eighth Circuit that the principal's action violated the First Amendment. At issue were two stories in the *Spectrum*, the school newspaper published by journalism students at Hazelwood East, a high school in a St. Louis suburb. One story dealt with the impact of divorce on children in the family and the other was in the main first-person accounts by three women of their feelings about having become pregnant.

The media groups, in their brief, say that the First Amendment safeguards applicable to them are different from those governing the outcome of the case at issue. "Student newspapers sponsored by public educational institutions present special constitutional considerations." But, they add, the groups' general interest in securing First Amendment protection for journalism "and the particular importance" they attach to the values of student journalism led to the submission of the brief.

And they maintain that the "censorious judgments" that were overridden by the Eighth Circuit "were the acts of government," not of a private publisher. "State con-

trol over curricular content and acts disruptive of the efficient dissemination of it must be valued," the brief concludes. "But they

must also be reasoned when they trench on constitutionally protected values of free expression." □

## For the Record

As compiled by BROADCASTING, June 4 through June 10, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aural.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific-Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

### Ownership Changes

#### Applications

■ KAIR(AM)-KJYK(FM) Tucson, Ariz. (AM: 1490 khz; 1 kw-U; FM: 94.9 mhz; ERP 96.5 kw; HAAT: 1,952 ft.)—Seeks assignment of license from Citadel Communications Co. to Duchossois Communications Co. for \$10,120,000. Seller is owned by Lawrence Wilson and Fritz Beesemeyer. It also owns KKFM-FM Colorado Springs and KBOZ-AM-FM Bozeman, Mont. Buyer is Chicago-based group of two

AM's, three FM's and one TV owned by Richard L. Duchossois and family. Filed June 2.

■ WQQW(AM) Waterbury, Conn. (1590 khz; 5 kw-U)—Seeks assignment of license from Waterbury Radio Inc. to The Taft Group Inc. for \$1.5 million. Seller is headed by Marshall Pite. It has no other broadcast interests. Buyer is owned by Vinal S. Duncan, Richard D. Barbieri and John A. Corpaci. Barbieri is director of Security Savings & Loan, Waterbury. Duncan & Corpaci are local businessmen. It has no other interests. Filed June 1.

■ WGGP(AM)-WMFG(FM) Hibbing, Minn. (1240 khz; 1 kw-D; 250 w-N; FM: 106.3 mhz; 600 w; HAAT: 270 ft.)—Seeks assignment of license from Hibbing Broadcasting Co. to DNS Broadcasting Inc. for \$110,000. Seller is owned by Frank Befer. It has no other broadcast interests. Buyer is owned by Dennis Rice and family. It has no other broadcast interests. Filed June 1.

■ WWNH(AM)-WCYT(FM) Rochester, N.H. (AM: 930 khz; 5 kw-U; FM: 96.7 mhz; 3 kw; HAAT: 280 ft.)—Seeks assignment of license from Strafford Broadcasting Corp. to Salmanson Communications Partners I for \$1.4 million. Seller is principally owned by Marcia Nescott. It has no other broadcast interests. Buyer is owned by James A. Salmanson and his wife, Eileen, and David Butterfield. Salmanson is former president of Boston-based Adams drug stores. Butterfield is sales consultant. It has no other broadcast interests. Filed May 29.

■ KXAK(AM) Corrales, N.M. (1310 khz; 5 kw-D; 500 w-N)—Seeks assignment of license from Radio Property Ventures Inc. to The Daytona Group of New Mexico Inc. for \$425,000. Seller is owned by George Spiccr. Burt Kaufmann and Dirk Hallemeier, and owns five AM's and one FM.

**New service.** The FCC last week created a new over-the-air video transmission service that won't be encumbered by broadcast law or regulation. It asserted that multipoint distribution service licensees, which it has previously regarded as common carriers, will have the option of defining themselves as "noncommon carriers," a regulatory classification that will free them to do all of their own programming without being subject to the fairness doctrine or equal-time law. An FCC source said licensees of multichannel systems may select different regulatory status for each channel. The FCC's one-page press release, which did not mention that MDS licensees will be permitted to avoid broadcast statutory and regulatory requirements, said MDS licensees choosing to remain common carriers would be "treated as nondominant common carriers and will be subject to a streamlined regulatory approach."

The FCC also launched a third notice of inquiry seeking comment on issues related to broadcasting in the expanded AM band (1605-1705 khz) in preparation for the second session of the Regional Administrative Radio Conference in 1988.

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Buyer is owned by Carl Cuomo Tutera, Norman S. Drubner and Ron Samuels. It owns three AM's and two FM's. Drubner also owns two AM's and four FM's. Filed May 26.

■ **KASK-TV** Las Cruces, N.M. (ch. 48; ERP 79.4 kw vis., 7.9 kw aur.; HAAT: 113 ft.)—Seeks assignment of license from John G. Hoagland, receiver, to Bayport Communications of New Mexico for \$825,000. Seller has no other broadcast interests. Buyer is owned by Roy E. Henderson, who also owns KLEF(FM) Seabrook, Tex., and K051L (LPTV) Clear Lake, Tex. Filed June 2.

■ **WNYQ(FM)** Rotterdam, N.Y. (98.3 mhz; 3 kw; HAAT: 328 ft.)—Seeks assignment of license from River Valley Broadcasting Co. to WNYQ Associates for \$1,250,000. Seller is owned by Dennis Jackson, who also has interest in WREF(AM) Ridgefield, Conn. Buyer is principally owned by John J. Long, who also owns WJIR(FM) Rutland, Vt. Filed May 29.

■ **KTYX(FM)** Healdton, Okla. (105.5 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Thomas Broadcasting Inc. to B&D Communications Inc. for \$275,000. Seller is owned by Kinnon Thomas, who has no other broadcast interests. Buyer is owned by Don Furr and Bob Holladay, who also own KWZD(FM) Hamlin, Tex. Filed May 19.

■ **KCFO-FM** Tulsa, Okla. (98.5 mhz; 100 kw; HAAT: 660 ft.)—Seeks assignment of license from Inspiration Media Inc. to First Stuart Corp. for \$2,700,000. Seller is owned by Stuart Epperson and Edward Atsinger, who own Salem Media. Buyer is owned by Harold C. Stuart and family, who also own KVOO(AM) Tulsa. Filed June 3.

■ **KWVT(TV)** Salem, Ore. (ch. 22; ERP 1,702 kw vis., 170 kw aur.; HAAT: 1,187 ft.)—Seeks assignment of license from Emerald City Broadcasting to Silver King Broadcasting of Oregon Inc. for \$5 million. Seller is princi-

pally owned by Robert A. Finkelstein, who has no other broadcast interests. Buyer is owned by Home Shopping Network, Clearwater, Fla.-based station group of eleven TV's. Filed June 4.

■ **WBRR(FM)** Bradford, Pa. (98.3 mhz; 933 w; HAAT: 539 ft.)—Seeks assignment of license from Donald J. Freedman to Radio Station WESB Inc. for \$21,000. Seller has no other broadcast interests. Buyer is owned by Thomas R. Bromley, Mary Ann Satherwaite, Charlotte E. Anderson and Joyce E. Test. It also owns WESB(AM) Bradford, Pa. Filed June 1.

■ **WCGQ(FM)** Parris Island, S.C. (92.1 mhz; 3 kw; HAAT: 284 feet)—Seeks assignment of license from Battery Creek Communications Corp. to Musicradio of South Carolina Inc. for \$400,000. Seller is principally owned by William Galloway and his wife, Vivian, and Jack Carpenter and his wife, D. Ann. Galloways also own WVGB(AM) Beaufort, S.C. Buyer is owned by Darryl E. Nixon, who also owns WOCQ(FM) Berlin, Md. Filed June 1.

■ **KDSX(AM)-KDSQ(FM)** Dennison-Sherman, Tex. (950 khz; 500 w-U; FM: 101.7 mhz; 3 kw; HAAT: 260 ft.)—Seeks assignment of license from KDSX Inc. to Transcontinental Broadcasting Co. for \$900,000. Seller is principally owned by John Mahaffey, who has interest in four AM's and four FM's. Buyer is owned by George A. Jenne and four others. Jenne is general manager of WJBO(AM)-WFMF(FM) Baton Rouge, La. Filed May 22.

■ **KFMX-AM-FM** Lubbock, Tex. (1340 khz; 1 kw-U; FM: 94.5 mhz; 100 kw; HAAT: 817 ft.)—Seeks assignment of license from Southern Minnesota Broadcasting Co. to Delier Broadcasting Ltd. for \$1,250,000. Seller is group of three AM's and three FM's owned by G. David Gentling. Buyer is principally owned by Michael Delier, former owner of KCR(AM)-KNID(FM) Enid, Okla. Filed May 28.

■ **KZEU(FM)** Victoria, Tex. (107.9 mhz; 100 kw; HAAT: 362 ft.)—Seeks assignment of license from First Victoria National Bank to George Santikos for \$625,000. Seller is trustee for Longcrier Communications. It has no other broadcast interests. Buyer has no other broadcast interests. Filed May 19.

■ **WFMR(FM)** Menomonee Falls, Wis. (98.3 mhz; 3 kw; HAAT: 328 ft.)—Seeks assignment of license from Classical Broadcasting of Greater Milwaukee to Capitol Classics for \$2.8 million. Seller is principally owned by H. Stewart Corbett. It has no other broadcast interests. Buyer is owned by Robert M. Caulfield and his wife, Angela. Caulfield is former executive director of Milwaukee Symphony Orchestra. It has no other broadcast interests. Filed June 1.

## At the FCC

**Deal challenged.** Hit Video USA, Houston-based music video network, has petitioned FCC to reconsider approval of transfer of Viacom International to National Amusements Inc. (BROADCASTING, June 8). Hit Video is asking agency to reconsider allegations that Viacom's MTV had acted anticompetitively.

□

**Jersey approved.** In partial initial decision, FCC Administrative Law Judge Joseph Stirmer has found South Jersey Radio Inc. to be best competitor to vie with RKO General Inc. for latter's WXY(FM) Fort Lauderdale, Fla. Judge found remaining three applicants—Adwave Co., Cozzin Communication Corp. and Lauderdale Broadcasting—disqualified. South Jersey is owned by group owner The Green Group.

□

**Georgia TV.** In initial decision, FCC Administrative Law Judge John Frysiak has granted application of Dalton Television Associates for new TV station on ch. 23 in Dalton, Ga., denying competing application of Southern Television Inc. Judge rejected Southern Television's integration proposal. Jess M. Jimenez is general partner of Dalton TV. He is Atlanta-area interior designer who has no other media interests.

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## Actions

■ **WWZZ(AM)** Sarasota, Fla. (1280 khz; 2.5 kw-D)—Granted assignment of license from Sarasota Radio Ltd. to Select Business Resources for \$760,000. Seller is owned by Barry F. Gerber, who also owns WSEY(FM) Sauk City, Wis. Buyer is owned by Warren J. Cave and his wife, Marguerite. It has no other broadcast interests. Action May 27.

■ **KBRV(AM)-KFIS(FM)** Soda Springs, Idaho (AM: 790 khz; 5 kw-D; FM: 100.1 mhz; 3 kw; HAAT: minus 174 ft.)—Granted 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 KTLE-AM-FM Tooele, Utah, and KCRD-AM-FM Chubbuck, Iowa. Action May 21.

■ **WSER(AM)** Elkton, Md. (1550 khz; 1 kw-D)—Granted assignment of license from Elting Enterprises of Md. to First Philadelphia Properties Inc. for \$310,000. Seller is owned by John Elting. Buyer is owned by Brian Barrabee and Jack Rose, who have no other broadcast interests. Action May 22.

■ **WMRE(AM)** Boston (1510 khz; 50 kw)—Granted assignment of license from Mariner Communications Inc. to Noble Broadcast of Boston Inc. for \$3.7 million, comprising \$2.6 million cash and \$1.1 million note. Seller is Ansel Chaney, trustee in bankruptcy for Mariner Communications Inc. He has interest in KRRV(FM) Kernville, Calif. Buyer is subsidiary of Noble Broadcast Group, San Diego-based group principally owned by John T. Lynch, president and chief executive officer. It also owns WSSH(FM) Lowell, Mass.; WGBB(AM) Freeport and WBAB-FM Babylon, both Nw York, and WAVZ(AM) New Haven and WKCI(FM) Hamden, both Connecticut, and has interest in XETRA(AM) Rosarito Beach, and XETRA-FM Tijuana, both Mexico. Action June 2.

■ **KIIZ(AM)** Killeen, Tex. (1050 khz; 250 w-D)—Granted 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 K1XS(FM) Killeen, Tex. Action May 29.



## New Stations

### Applications

#### AM's

■ Bethel, N.C.—Bethel Radio seeks 660 khz; 10 kw-U. Address: 751 Rockville Pike, Suite 4B, Rockville, Md. 20852. Principal is owned by Peter V. Gureckis. It also owns WBZE(AM) Indian Head, Md., and WDER(AM) Derry, N.H. Filed June 1.

■ Cussetta, Ga.—Kenny D. Hopkins seeks 700 khz; 50 kw-D. Address: 352 Hamilton St., Columbus, Ga. 31909. Principal has no other broadcast interests. Filed June 8.

■ Claremont, Va.—Ultimate High Fidelity Medium seeks 670 khz; 20 kw-D; 5 kw-N. Address: 1822 Jefferson Place, N.W., Washington 20036. Principal Elizabeth Bilby and her brother, Richard, and Harold K. McCombs. It has no other broadcast interests. Filed June 8.

■ Midlothian, Va.—David H. Moran seeks 670 khz; 4 kw-D. Address: 310 Academy St., Salem, Va. 24153. Principal also owns WKBA(AM) Vinton, Va. Filed June 1.

#### FM's

■ Tucson, Ariz.—William A. Sauro seeks 104.1 mhz; 3 kw; HAAT: minus 31.5 ft. Address: 1616 E. Indian School Rd., Suite 445, Phoenix 85016. Principal also owns KUSK(TV) Prescott, Ariz. Filed May 15.

■ Gainesville, Mo.—Caney Mountain Communications seeks 99.7 mhz; 50 kw; HAAT: 492 ft. Address: P.O. Box 653, 65655. Principal is owned by Kenneth Burnett and his wife, Dora. It has no other broadcast interests. Filed June 1.

■ Macon, Mo.—KLTN Radio Inc. seeks 99.9 mhz; 3 kw; HAAT: 170.5 ft. Address: P.O. Box #188, 63552. Principal is owned by Leland E. Ebert and his family. It also owns collocated KLTN(AM). Filed June 1.

■ Brooklyn, Mich.—Richard James Tolly seeks 105.3 mhz; 3 kw; HAAT: 328 ft. Address: 3 North St., Hillsdale, Mich. 49242. Principal has no other broadcast interests. Filed June 1.

■ Brooklyn, Mich.—Geological Technology Inc. seeks 105.3 mhz; 3 kw; HAAT: 328 ft. Address: 261 East Chicago St., Jonesville, Mich. 49250. Principal is owned by Frank Molinaro and Robert Dunne, who have no other broadcast interests. Filed June 1.

■ Rocky Mount, Va.—WYTI Inc. seeks 99.9 mhz; 3 kw; HAAT: 328 ft. Address: Drawer #30, 24151. Principal is owned by William E. Jefferson, who also owns collocated WYTI(AM). Filed May 29.

#### New TV

■ Tuskegee, Ala.—Tuskegee Television seeks ch. 22; ERP vis. 5,000 kw; HAAT: 1,199.8 ft. Address: 1000 Grinnett Dr., Shreveport, La. 71107. Principal is owned by Wesley Godfrey, who has no other broadcast interests. Filed June 6.

■ Tuskegee, Ala.—Tuskegee Associates seek ch. 22; ERP vis. 5,000 kw; HAAT: 2,000.8 ft. Address: 1059 Bolton Rd., Columbus, Ga. 31906. Principal is headed by Kathy Anderson. It has no other broadcast interests. Filed June 2.

■ El Centro, Calif.—Imperial Valley Broadcasting seeks ch. 7; 316 kw; HAAT: 1,587.5 ft. Address: 149 South Spaulding Dr., Apt. 6, Beverly Hills, Calif. 90212. Principal is owned by Becky Bowie, who has no other broadcast interests. Filed June 2.

■ El Centro, Calif.—SICC Holding Corp. seeks ch. 7; ERP vis. 316 kw; HAAT: 1,417 ft. Address: Box 419126, Dept. 339, Kansas City, Mo. Principal is owned by Hallmark Cards Inc. Filed June 2.

■ El Centro, Calif.—La Paz Wireless Corp. seeks ch. 7; ERP vis. 316 kw; HAAT: 895.4 ft. Address: 232 W. Sixth St., Ontario, Calif. 91762. Principal is nonprofit corp. headed by Armando Navarro. Filed June 2.

■ Twentynine Palms, Calif.—Carter Broadcasting Corp. seeks ch. 31; ERP vis. 65 kw; HAAT: minus 522.3 ft. Address: 312 Stuart St., Boston 02116. Principal is owned by Kenneth Carberry. It is Boston-based group of five AM's and one FM. Filed May 28.

■ Twentynine Palms, Calif.—Twentynine Palms Broadcasting Corp. seeks ch. 31; ERP vis. 5,000 kw; HAAT: 439.5 ft. Address: 6438 Sunrise Rd., 92277. Principal is owned by Antonie Dindo and three others. It has no other broadcast interests. Filed May 29.

■ Longmont, Colo.—Colorado Broadcasters seeks ch. 25; ERP vis. 5,000 kw; HAAT: 1,089 ft. Address: Box 984, Little Rock, Ark. 72203. Principal Jimmy C. Cowser and George S. Flinn, who have no other broadcast interests.

Filed May 29.

■ Williamsport, Pa.—MMM&K Inc. seek ch. 53; ERP vis. 5,000 kw; HAAT: 934.8 ft. Address: 520 W. Fourth St., 17701. Principal is headed by Henry W. Mitchell. It has no other broadcast interests. Filed May 26.

■ Jackson, Mich.—Jackson TV Co. seeks ch. 18; ERP vis. 67.6 kw; HAAT: 269 ft. Address: 964 9th St., No. 3, Arcata, Calif. 95521. Principal is owned by Lawrence H. Rogow and Donald S. Wilson, who have no other broadcast interests. Filed May 26.

■ Bryan, Tex.—Silent Minority Group Inc. seeks ch. 28; ERP vis. 5,000 kw; HAAT: 1,961 ft. Address: Box 3008, 77805. Principal is principally owned by Rodger C. Watkins, who also owns WTAW(FM) College Station, Tex. Filed May 29.

■ Martinsburg, W.Va.—Ralph Albertazzie seeks ch. 60; ERP vis. 3,000 kw; HAAT: 974.1 ft. Address: Route 1, Box 242, Hedgeville, W.Va. 25427. Principal has no other broadcast interests. Filed June 2.

### Actions

#### AM's

■ Carolina Beach, N.C.—Granted app. of Gulfstream Radio for 1180 khz; 10 kw-D. Action May 27.

■ Atlantic Beach, S.C.—Granted app. of Michael B. Gliner for 1190 khz; 690 w-D. Action May 27.

■ Timmonsville, S.C.—Granted app. Timmonsville Radio for 1180 khz; 10 kw-D. Action May 27.

#### FM's

■ Phoenix—Returned app. of Sun Health Corp. for 89.5 mhz; 3 kw; HAAT: 335.9 ft. Action May 22.

■ San Joaquin, Calif.—Returned app. to San Joaquin Broadcasting for 105.5 mhz; 3 kw; HAAT: 69 ft. Action May 28.

■ Enfield, Conn.—Returned app. Ricardo and Novia Foy for 97.9 mhz; 3 kw; HAAT: 480.8 ft. Action May 28.

■ Salisbury, Conn.—Dismissed app. of Salisbury Broadcasting Corp. for 98.1 mhz; 3 kw; HAAT: 288.6 ft. Action May 21.

■ East Jordan, Mich.—Granted app. of Gretchen E. Millich for 100.9 mhz; 3 kw; HAAT: 284 ft. Action June 1.

■ Standish, Mich.—Returned app. of Wireless Media for 96.9 mhz; 3 kw; HAAT: 328 ft. Action June 1.

■ Great Falls, Mont.—Returned app. of Radioworks Inc. for 107.3 mhz; 100 kw; HAAT: 1,015 ft. Action May 29.

■ Wishek, N.D.—Dismissed app. of Mary Verkest for

100.3 mhz; 100 kw; HAAT: 1,000 ft. Action May 29.

■ Lawton, Okla.—Returned app. of Cameron University for 89.9 mhz; 2 kw; HAAT: 462.8 ft. Action May 7.

■ Folly Beach, S.C.—Granted app. Charleston County Wireless Co. for 97.7 mhz; 3 kw; HAAT: 328 ft. Action June 3.

### TV's

■ Elko, Nev.—Dismissed app. of Darryl Madlock for ch. 10; ERP vis. 10 kw, aur. 1 kw; HAAT: 143.7 ft. Action May 28.

■ Greenville, Tex.—Dismissed app. of Bill Richard Wright for ch. 47; ERP vis. 413.4 kw, aur. 41.3 kw; HAAT: 1,013.3 ft. Action May 29.

## Facilities Changes

### Applications

#### AM's

##### Tendered

■ KPIK (1580 khz) Colorado Springs, Colo.—Seeks CP to increase power to 10 kw; change TL and make changes in ant. sys. Filed June 5.

■ WCED (1240 khz) Dubois, Pa.—Seeks mod. of lic. to operate trans. by remote control. Filed June 2.

■ WLEE (1480 khz) Richmond, Va.—Seeks MP to reduce hours of operation to day with 5 kw and make changes in ant. sys. Filed June 3.

##### Accepted

■ WSDS (1480 khz) Ypsilanti, Mich.—Seeks amendment to change city of license to Plymouth Township, Mich. Filed June 2.

■ KWTO (560 khz) Springfield, Mo.—Seeks CP to reduce night power to 4 kw; change TL and make changes in ant. sys. Filed June 5.

■ WSGI (1190 khz) Springfield, Tenn.—Seeks amendment to change freq. to 1100 khz and increase power to 1 kw. Filed June 4.

#### FM's

##### Tendered

■ KRRR (88.9 mhz) Temecula, Calif.—Seeks CP to change ERP to 3 kw; change HAAT to minus 150.2 ft. and change TL. Filed June 2.

■ KATM-FM (100.7 mhz) Pueblo, Colo.—Seeks mod. of CP to change TL; change ERP to 13.5 kw and change HAAT to 2,086 ft. Filed June 2.

■ New (90.5 mhz) Fairfield, Iowa—Seeks mod. of CP to change TL. Filed June 3.

■ KJWR (89.9 mhz) Weir, Kan.—Seeks CP to change ERP to 100 kw; change HAAT to 1,000.4 ft. and change TL. Filed June 2.

■ WZVN (107.1 mhz) Lowell, Ind.—Seeks CP to change ERP to 1.29 kw. Filed June 8.

■ WBKY (91.3 mhz) Lexington, Ky.—Seeks CP to change ERP to 100 kw; change HAAT to 984 ft. and change TL. Filed June 2.

■ WSJL (102.3 mhz) Cape May, N.J.—Seeks CP to change HAAT to 305.4 ft. Filed June 2.

■ WFMZ (100.7 mhz) Allentown, Pa.—Seeks CP to change ERP 11.5 kw and change HAAT to 1,047.3 ft. Filed June 3.

■ WWIZ (103.9 mhz) Mercer, Pa.—Seeks CP to change community of license to Sharon, Pa. Filed June 8.

■ WNBT-FM (104.5 mhz) Wellsboro, Pa.—Seeks CP to change HAAT to 499.9 ft. Filed June 2.

■ WAPL-FM (105.7 mhz) Appleton, Wis.—Seeks mod. of CP to change TL and change HAAT to 1,174.2 ft. Filed June 8.

##### Accepted

■ KYA (93.3 mhz) San Francisco—Seeks CP to change TL; change ERP to 50 kw and change HAAT to 492 ft. Filed June 2.

■ WUGA (91.7 mhz) Athens, Ga.—Seeks mod. of CP to make changes in ant. sys. Filed June 4.

■ WTWR (98.3 mhz) Monroe, Mich.—Seeks CP to change TL; change ERP to 1.4 kw and change HAAT to 465.8 ft. Filed June 2.

■ KIOS-FM (91.5 mhz) Omaha, Neb.—Seeks CP to

## Summary of broadcasting as of April 30, 1987

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

\* Includes off-air licenses

change ERP to 55 kw and change HAAT to 555.3 ft. Filed June 3.

■ KOCV (91.3 mhz) Houston—Seeks CP to change TL. Filed June 4.

### TV's

Accepted

■ WBIQ (ch. 10) Birmingham, Ala.—Seeks CP to change HAAT to 1,325.4 ft. Filed June 8.

■ New (ch. 9) Marathon, Fla.—Seeks MP to change ERP vis. 5,000 kw, aur. 500 kw; change HAAT to 261.1 ft. Filed June 5.

■ WUXA (ch. 30) Portsmouth, Ohio—Seeks MP to change ERP vis. 1,353 kw, aur. 135 kw; change HAAT to 778 ft. and make changes in ant. sys. Filed June 4.

### Actions

#### AM's

■ WJNO (1230 khz) West Palm Beach, Fla.—Granted app. to change TL. Action May 27.

■ WADX (1420 khz) Trenton, Ga.—Granted app. to increase power to 2.5 kw. Action June 1.

■ WARA (1320 khz) Attleboro, Mass.—Granted app. to make changes in ant. sys. Action May 27.

■ WOOD (1300 khz) Grand Rapids, Mich.—Dismissed app. to make changes in ant. sys. Action May 27.

■ WRCP (1290 khz) Providence, R.I.—Dismissed app. to make changes in ant. sys. Action May 27.

#### FM's

■ WQPR (89.9 mhz) Muscle Shoals, Ala.—Granted app. to change freq. to 88.7 mhz and change ERP to 20 kw. Action May 22.

■ KEWB (94.3 mhz) Anderson, Calif.—Dismissed app. to change freq. to 94.7 mhz; change TL; change ERP to 3.31 kw and change HAAT to 1,682.6 ft. Action May 27.

■ WOKD (98.3 mhz) Arcadia, Fla.—Granted app. to change ERP to 2 kw. Action June 1.

■ KKFI (90.1 mhz) Kansas City, Kan.—Granted app. to change TL and change HAAT to 424.4 ft. Action May 22.

■ WCTT-FM (107.3 mhz) Corbin, Ky.—Granted app. to change freq. to 107.3 mhz and change HAAT to 492 ft. Action May 29.

■ KPAE (91.5 mhz) Erwinville, La.—Granted app. to change ERP to 5 kw and change HAAT to 167 ft. Action June 2.

■ KHAA (106.7 mhz) Port Sulphur, La.—Granted app. to change TL. Action June 3.

■ WSCD-FM (92.9 mhz) Duluth, Minn.—Granted app. to change ERP to 70 kw and change HAAT to 605.5 ft. Action June 3.

■ KSNR (99.3 mhz) Thief River Falls, Minn.—Granted app. to change freq. to 100.3 mhz; change TL; change ERP to 100 kw and change HAAT to 564.2 ft. Action June 1.

■ KMJM (107.7 mhz) St. Louis—Returned app. to change TL and make changes in ant. sys. Action May 27.

■ KRNY (102.3 mhz) Kearney, Neb.—Returned app. to

change TL. Action May 28.

■ WZID (95.7 mhz) Manchester, N.H.—Dismissed app. to change ERP to 12.5 kw and change HAAT to 989 ft. Action May 27.

■ WMHR (102.9 mhz) Syracuse, N.Y.—Granted app. to change ERP to 20.1 kw. Action May 29.

■ WRPI (91.5 mhz) Troy, N.Y.—Granted app. to make changes in ant. sys. Action June 1.

■ WKKE (103.1 mhz) Williamston, N.C.—Dismissed app. to change TL and change HAAT to 980.7 ft. Action June 1.

■ WCRP (88.1 mhz) Guayama, P.R.—Granted app. to make changes in ant. sys. Action May 28.

■ WUSC-FM (90.5 mhz) Columbia, S.C.—Granted app. to change ERP to 2.5 kw and change HAAT to 252.9 ft. Action June 1.

■ KPMP (99.5 mhz) Pullman, Wash.—Returned app. to change TL and change HAAT to 909 ft. Action May 28.

#### TV

■ WFSG (ch. 56) Panama City, Fla.—Granted app. to change ERP vis. to 1,147.5 kw; change HAAT to 509 ft. and change TL. Action May 27.

## Call Letters

### Applications

Call Sought by

#### New TV

KAAS-TV Channel 24 Ltd., Salina, Kan.

#### Existing AM's

KIOQ KHVY Folsom Radio Ltd., Folsom, Calif.  
KXDC KIDD Carmel Broadcast Associates Inc., Monterey, Calif.

WGPC WZXM Classic Radio Inc., Gaylord, Mich.  
WADV WVLV Kapp Advertising Service Inc., Lebanon, Pa.

#### Existing FM

KXDC-FM KXDC Carmel Broadcast Associates Inc., Monterey, Calif.

### Grants

Call Sought by

#### New FM

KICZ Franklin Broadcasting, Elk City, Okla.

#### Existing AM's

WACQ WSFU Fred Randall Hughey, Tallahassee, Ala.  
KABI KSAJ KABI Inc., Abilene, Kan.  
WTRV WSNX Goodrich Theaters Inc., Muskegon, Mich.

WAYL KMFY Entertainment Communications Inc., Minneapolis

WPJS WRZK Smiles Radio Inc., Spring Lake, N.C.  
KDRQ KWSK R&R Radio, Wishek, N.D.

WHHQ WHHR Hilton Head Broadcasting Corp., Hilton Head, S.C.

WAZQ WHHT Orangeburg, S.C.

#### Existing FM's

WMLQ WHFL Ed Winton, Havana, Fla.

KXIA KMTG-FM Marshalltown Broadcasting Inc., Marshalltown, Iowa

WAYL-FM WAYL Entertainment Communications Inc., Minneapolis

WMJQ WBEN-FM Algonquin Broadcasting Corp., Buffalo, N.Y.

WOQY WAM Saratoga Broadcasting Co., Saratoga Springs, N.Y.

WAPP WWO Berryville Media Group Inc., Berryville, Va.

#### Existing TV's

WRXY-TV WRTS-TV Tice Television Co and Qualivision of Lee County Inc., Tice, Fla.

KHSX KLTJ Cela Inc., Irving, Tex.

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## RADIO

### HELP WANTED MANAGEMENT

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

**General manager:** Southwest group owner needs station manager with strong administrative and sales skills for coastal market. Compensation package includes base salary, commission override and incentive plan. Growing company with excellent potential. Broadcast management or sales management experience a must along with ability to make your plan work. Send detailed resume, salary history to Box U-32.

**Wanted: GSM** for top rated combo, top 100 Midwest market, experienced mature, great opportunity, great growth potential. Box U-20.

**General manager** for New England AM. Only station in pleasant small market. \$40,000 salary. Box U-59.

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

**Management:** Ailing station, strong on package sales. Pleasant personality. Add religious flavor. Call Paul Merz 513-731-0331.

**Sales oriented GM** for East Texas AM/FM combo needed now! Great living and great benefits for the right person. Resume and salary requirements to Box U-60.

**General manager** for California major market 50 KW Christian AM. An experienced professional with a proven record in promotion and sales will benefit greatly. Resume and references to 77 WEST Radio, Box 567, Folsom, CA 95630.

### HELP WANTED SALES

**Sales manager.** Mich. AM-FM. Experienced leader, \$2000.00 mo. draw against 10% gross business. Permanence. Box U-63.

**Midwest AM/FM** wants salesperson. Small market experience required. Big potential. No calls. Resume to Manager, KMPL, PO Box 907, Sikeston, MO 63801.

**Account executive** needed for growing FM station in Northwest Ohio. Minimum of one year sales experience. Send resume to Sales Manager, WDFM Radio, P.O. Box 981, Defiance, OH 43512. EEO.

**Experienced sales rep** needed by KGHL/KIDX, Montana's top rated stations. Good list, draw vs. commission. Aggressive person can make \$40,000 first year. Write GSM, KGHL, Box 30198, Billings, MT 59107.

### HELP WANTED ANNOUNCERS

**Full service AC station** south of Indianapolis seeks experienced, personable announcer with good production skills. T/R to Kurt Heminger, WCSI, Box 709, Columbus, IN 47202. EOE.

**AM & FM combo in Texas** Panhandle city of 30,000 seeking announcer with play by play experience. Resume-photo and play by play tape. Darrell Sehorn, Box 1779, Pampa, TX 79065.

**Beautiful music style** air personality. Southwest major market. Experience in format essential. Send resume, salary history, recommendation. Box U-56.

**Creative morning personality** to set the pace for a highly-rated midwestern country station. Experience necessary. T&R to Program Director, WWKI-FM, 519 North Main, Kokomo, IN 46901.

**On-air position** immediately available in dynamic community outside D.C. Must like people, want to be community involved, and have fun. Send resume/tape, WAGE Radio, 711 Wage Drive SW, Leesburg, VA 22075. EOE.

**Announcer wanted.** Mature personality for AC light full service AM format in rich NW Pennsylvania recreation area. Forward tape and resume. Robert H. Sauber, WTIV Radio, P.O. Box 184, Titusville, PA 16354.

**Medium market Southeastern station** seeks morning personality familiar with 50s, 60s, 70s oldies, is community oriented, wants to live in progressive area with moderate climate, work for nationally known chain. Resume only. Box 76.

### HELP WANTED TECHNICAL

**Strong assistant CE** in two man department. AM/FM operation. 2 years minimum broadcast maintenance and trouble shooting experience. Extensive remote broadcast duties. Resume and salary requirements to Engineering, WIBA, P.O. Box 99, Madison, WI 53701 No calls. EOE.

**Chief engineer,** maintenance oriented, for San Francisco FM station.. EOE. Send resume to Box U-35.

**Top ten AM/FM** on East Coast seeks assistant CE. Applicant will be familiar with all phases of broadcast engineering. Excellent opportunity for advancement. EEO. Reply to Box U-58.

**Chief engineer.** Expanding young group seeks capable, conscientious chief engineer for its top-rated Northern New England powerhouse combo. EOE. Box U-49.

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

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

**WMRA-FM, Harrisonburg, VA,** NPR affiliate, seeks chief engineer. Responsible for technical operations of 24,500 watt station including repair and equipment replacement; technical support including special and remote broadcasts; supervising of music concert recordings; train and supervise students. Must be high school or vocational school graduate; two years experience. Must be able to work in an academic environment. \$25,027 to \$34,172; full benefits. Send resume, three letters of recommendation by June 30 to: Personnel Office, James Madison University, Harrisonburg, VA 22807. EOE/AA.

**Broadcast chief engineer B,** Eastern Washington University (\$2396-3067). Requires First Class Federal Communication Commission radio-telephone operator license, and four years of college or technical school training in radio school, television or electrical engineering, and four years of work experience in radio and television as a chief engineer, broadcast technician III, or equivalent. Additional applicable experience may substitute, year-for-year, for required education and training. Submit EWU application and supplemental application forms to: Personnel Office, Showalter Hall 314, MS #114, Eastern Washington University, Cheney, WA 99004 by 5pm, June 22, 1987. Resumes will not be accepted in lieu of application forms. AA/EOE.

### HELP WANTED NEWS

**Medium market AM/FM in Central PA,** is looking for street reporter who enjoys live spot news, to join award winning 5 person staff. Strong writing skills and experience a must. Send tapes, resumes and salary requirements to Bill Richardson, WLPB News, 24 Queen Street, Lancaster, PA 17603. EOE.

**Reporter/writer** needed for four person news department in NY's Hudson Valley. You must have three to five years experience. Send resume, tape and salary requirements to Hank Silverberg, WGHO, Kingston, NY 12401. EOE.

**News producer/reporter:** Gather, produce, and present news reports; research topics; create information segments and news features. On-air fundraising participation required. Bachelor's degree plus two years' experience. Salary: \$15,000 yearly. Postmark deadline: July 8. Target starting date: August 21. For complete job description and application requirements, contact: Denise Suerth, WILL-AM-FM, 228 Gregory Hall, 810 South Wright Street, Urbana, IL 61801. 217-333-0850. AA/EOE.

**Broadcast meteorologist:** Supervise weather broadcasting policy and produce and broadcast numerous weathercasts daily. Bachelor's degree with considerable meteorology coursework required. Broadcast journalism training experience desirable. Forecasting skills, sensitivity to agricultural weather interests, and public speaking skills necessary. Salary: Competitive with full benefits. Deadline: Postmarked July 12. Target starting date: August 21. For complete job description and application requirements, contact: Denise Suerth, WILL-AM-FM, 228 Gregory Hall, 810 South Wright Street, Urbana, IL 61801 217-333-0850. AA/EOE.

**Southern small market,** all news station, needs reporter with creative writing and interviewing skills. Applicant must be proficient in anchoring, reporting, editing, and feature material. We are an equal opportunity employer. Send resume and tape immediately to Box U-78.

**WMRA-FM, Harrisonburg, Virginia,** NPR affiliate. Provide quality service to Shenandoah Valley; will cover diverse local issues and events; production of news and information programs; train and supervise students in broadcast news; teach news related course. Have a working knowledge of news operations; on-air presence; master's degree in radio/television or equivalent; 2 years experience. Resume, salary history, audition tape, three letters of recommendation by June 30 to: Jim Miskimen, General Manager, WMRA-FM, James Madison University, Harrisonburg, VA 22807. EOE/AA.

**Afternoon anchor:** for conversational all-news show. We need a team player with ability to take on some management responsibilities. Move quickly, send tape, resume, and salary history to Operations Director, WGBB, 1240 Broadcast Plaza, Long Island, NY 11566.

**News anchor.** Three station operation seeks immediate replacement to command morning drive. You must have the best delivery and solid news experience. We have benefits and growing operation. T & R to News Director, P.O. Box 929, Lewiston, ME 04240.

**Aggressive, small market AM/FM** news leader seeks motivated self-starter with two years radio news experience for news director position. Looking for on-the-scene street fighter who loves gathering news and actualities, doing on-the-scene live reports and interviews. Send tape, resume and salary requirements to Chuck Van Cure, WLOI/WCOE 902 1/2 Lincolnway, Laporte, IN 46350.

### SITUATIONS WANTED MANAGEMENT

**General manager** offering 21 years in management as a highly successful performer, management skills include building sales & profits, people motivation, programming, heavy promotions, producing results you can bank on. Excellent credentials. Box U-46.

**General manager:** Experience, skills, abilities, credentials. History of profits and success. Major market background. Carefully, confidentially seeking relocation. Box U-42.

**Sales problems solved.** 20 years successful experience building and re-building sales. Looking for real opportunity with solid honest company. 1115 Countrywood Drive, Ardmore, OK 73401. 405-226-1753.

**Management** in five southern top 100 markets - owner-manager small markets - programming top 20. Knowledgeable in all areas, including high power FM construction, FCC, sales - programming. Prefer South. All considered. 205-329-1562.

**Media promotion specialist.** Diverse background - including print - offers you marketing professional with astute audience & sales promotion. From special events & contests to collateral pieces, I can make it happen for your station or group. 602-888-1414.

**Interim management.** Immediately available short term emergencies, station transfer transitional management, bankruptcy, temporary service anywhere. Fifty years in radio, working on the second fifty. Someone you know knows me. Charles E. Seebeck "always working". Staunton, VA 24 hour phone 703-885-4850.

**General manager.** Sales oriented proven track record of steady employment and strong sales growth. No bull, just a common sense businessman. Prefer NE medium market. Please write Box U-77.

#### SITUATIONS WANTED ANNOUNCERS

**Seeking entry level DJ position.** Broadcasting school graduate. Looking for full or part-time position in New England. Contact Charles Urnie, P.O. Box 3055, Waterbury, CT 06705. 203-754-8134.

**Air personality:** Entry level, ready to go, relocate anywhere. 312-731-9003 - T.C.

#### SITUATIONS WANTED TECHNICAL

**Currently working chief** with first phone and nine years experience in AM directionals, FM stereo, construction, maintenance, proofs and trouble shooting. Station sale makes move necessary. Box U-39.

#### SITUATIONS WANTED NEWS

**Veteran PBP man w/Sports broadcasting versatility** looking to relocate immediately. Wants collegiate or major market job. Call Mike 813-758-7813.

**Experienced radio newsmen.** Want to relocate. Currently anchoring morning drive information show at top rated full service medium market news/talk AM. Past experience includes street work and afternoon drive anchor. Top 50 markets only Box U-28.

**Solid journalist.** Seeking position as news director or reporter. Experienced, professional, aggressive, dedicated. Midwest 309-833-3129.

**Award-winning radio news writer/announcer** with N.D. and P.R. management background seeks growth position with Southwestern U.S. station. Doug 818-709-1759.

**Top 30 listen up:** Anchor reporter ready to take you to or keep you #1. Box U-69.

**Experienced sports director** with four years of radio in Buffalo area. Strong background in field reporting, sportscasting and PBP. Hosted top rated live call-in show. Considering all offers. Andrew 516-679-8467.

#### SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

**Internal "consultant"** for hands-"dirty" position: Program director, full-service/AC. Depth approach to subtle aspects of human motivation/perceptual engineering. John Chaplin. 305-942-8861.

**Winning attitude:** Research, production, sales, profit; radio programming is a business in itself. Sales-oriented program director? Full-service, too. John Chaplin 305-942-8861.

## TELEVISION

#### HELP WANTED MANAGEMENT

**Leading independent** is looking for a creative services manager with strong background in creation and execution of on-air station production, radio promotion and newspaper and sales promotion. This is a hands-on position with emphasis on creativity, execution and working with local advertisers and in-house staff. Do not apply unless your background and abilities are strong in these areas and if you are not a team player. Applicants with independent station experience will receive special preference. Replies will be treated in confidence. Salary is \$50,000 range. Resume to Box T-71.

**Management-general sales manager.** Viacom Cable, a leader in the fast growing cable TV entertainment field is seeking a dynamic general sales manager to manage our established advertising sales department with Viacom's Cable System in Nashville, Tennessee. The successful candidate will be an aggressive, self-motivated individual with previous media sales and media management experience preferably in broadcast or cable. Qualified applicants should submit a resume with salary history for consideration to: Viacom Cable, Employment Department #911, P.O. Box 13, Pleasanton, CA 94566-0811. Equal opportunity employer. Women and minorities are encouraged to apply Viacom Cable.

**News director.** CBS affiliate in 88th market is seeking an individual to lead news staff of 25+. Person should be highly motivated with an ability to meet deadlines. Two years experience as news director required. Salary is negotiable. EOE - M/F. Send resume and tape to: Ernest D. Madden, WEHT-TV, P.O. Box 25, Evansville, IN 47701

**Finance director.** Position available in corporate office of rapidly expanding Mid-Atlantic based television communication firm. Qualifications: Degree in finance or accounting, CPA. Minimum of 5 years financial accounting experience. Computer knowledge. Capable of working with and co-ordinating efforts of others working in distant locations. Some travel required. For consideration, please submit your resume and salary history/requirements to: (no calls, please) Mr Bobby O. Beach, Vice President-Finance, Draper Communications, Inc., P.O. Box 2057, Salisbury, MD 21801. An equal opportunity employer.

**GSM:** Washington, DC based cable advertising interconnect looking for GSM with min. 2 years cable ad sales or radio sales management experience. Excellent growth opportunity. First year projected \$40K+. Immediate opening. Contact Nancy Herzog, 301-731-5094

**Television traffic manager.** WLVI-TV has an immediate opening for a traffic manager. Applicants should have 5 years of traffic experience with 2 years of management experience. Knowledge of IBM System 38 would be helpful. Ideal candidate will have a strong understanding of an independent TV station. Please send resume to: Sandra Kelly, Personnel Coordinator, WLVI-TV, 75 Morrissey Blvd., Boston, MA 02125 617-265-5656.

**Operations manager:** Growing West Coast CBS affiliate seeks experienced professional to direct station operations. Five years television experience required. Must have strong production, technical and management skills. Send resume and salary requirements to Charles Stauffer, KCOY-TV 12, 1503 No. McClelland St., Santa Maria, CA 93454. EOE.

**National sales manager:** WGBO-TV, Channel 66 is seeking a top notch candidate with a minimum three years experience selling independent television. Prefer candidate to have management experience, but not mandatory. EOE, M/F. Send resume and salary requirements to: GSM, WGBO-TV, 875 N. Michigan Ave., Suite 3141, Chicago, IL 60611.

**Local sales manager,** must have television local sales and local sales management experience. Reply to Joe Mazza, KSNW-TV, P.O. Box 333, Wichita, KS 67201.

#### HELP WANTED SALES

**Local sales manager:** Aggressive individual for top 50 southern market. 2-5 years local sales/sales management required. Knowledge of vendor/retail preferred. Send resume and cover letter to General Sales Manager, WGHP-TV, P.O. Box TV-8, Greensboro, NC 27420. EOE, M/F.

**Account executive,** Must have 1-3 years television sales experience. Reply to Joe Mazza, KSNW-TV, P.O. Box 333, Wichita, KS 67201.

**Local/regional account executive,** top 50 group owned independent, seeks experienced, career minded, self-starter, with broadcast sales experience preferred. Responsibilities include emphasis on new business development, agency service, co-op and sports. Excellent benefits, salary \$30,000 range. Send resume to: GSM, WVAH-TV, 23 Broadcast Plaza, Charleston, WV 25526. EOE, M/F.

**Local sales manager:** Midwest, VHF network affiliate seeks a qualified, take-charge individual to head up strong local sales staff. Applicants should possess excellent motivational skills, a proven sales track record, and good communication skills. A superb opportunity in a growth-oriented company. Send resumes to Box U-73. EEO, M/F.

**Local sales manager.** Nebraska's highest rated TV station is looking for a local sales manager experienced in consulting sales techniques with a track record of billing success. Must be driven, self-motivated, highly trained in motivating people with a thorough grasp of human behavior skills. Responsibilities include training a department of seven to nine in new business development, agency presentations and service, co-op and use of BMP, etc. This is a real opportunity for the right person to prove their management abilities. A Gillett Group station. Send resume to Clyde Helton, GSM, P.O. Box 30350, Lincoln, NE 68503.

#### HELP WANTED TECHNICAL

**Qualified broadcast maintenance engineer:** Strong digital - for So. Cal. TV station. Send resumes to George Murray, P.O. Box A, Santa Ana, CA 92711. EOE.

**Air operator:** Person with heavy background in air switching on a commercial or educational TV station. Minimum 1 year experience. Contact: TBN, P.O. Box A, Santa Ana, CA 92711. EOE.

**Maintenance engineer.** A progressive CBS television station in eastern North Carolina has need of a studio maintenance engineer. Experience should include ENG cameras and tape recorders, studio cameras, switchers and character generators. Some experience with quad tape, 1 inch tape machines, 3/4 inch machines is desirable. Send a resume and salary requirements to Heber Adams, WNCT-TV, Box 898, Greenville, NC 27834 EOE.

**Chief engineer:** WTAE-TV, Pittsburgh, is searching for a chief engineer. Five years major market engineering management experience required. BS degree (or equivalent) in electrical engineering, experience in VHF transmitters, automated master controls, standard studio operations, electronic news gathering systems and supervision of large operations and maintenance staff required. Team member who works well with other departments plus thorough knowledge of digital and analog electronics essential. Resumes only to TV Operations Manager, WTAE-TV, 400 Ardmore Blvd., Pittsburgh, PA 15221. EOE, M/F.

**TV engineer.** Immediate opening. University media program needs video maintenance and production engineer who has imagination and creativity with students, a magic touch with equipment, and the ability to build systems from scratch. Interesting projects with flexible hours. Benefits include tuition remission. To apply send resume to The American University, Box 281, Eagle Station, Washington, DC 20016. An EEO/AA university.

**Master control operator:** KRIV-TV, Fox Television is seeking a qualified master control operator. Requirements include a minimum of 2 years MCR experience. FCC license or SBE certification required. Knowledge of GV1600, Beta card machines, and VTR60's. Qualified applicants send resume to KRIV-TV, P.O. Box 22810, Houston, TX 77227, Attn: Engineering Dept. No phone calls. EOE.

**Field service/final test manager** for high technology products for the television post-production industry. Applicants should have managerial and client service background as well as analog and digital trouble shooting abilities. Familiarity with television post-production techniques essential. Contact, Utah Scientific Advanced Development Center, a Dynatech company, 2040 Sherman St., Hollywood, FL 33020. Robert Hemsley 305-920-0800.

**Assistant chief:** Group owned, top 100 market. Stereo NBC affiliate with new studio under construction. 3-5 years experience in hands-on maintenance of broadcast studio equipment including RCA 2" and Sony 3/4" & 1/2" VTR's, Ikegami cameras and Harris Still Store. Resume and earnings history to Donald Sturzenbecher, KDLE-TV, 3932 S. Willow, Sioux Falls, SD 57116. EOE.

**Director of engineering:** Supervises engineering staff and facilities including studio, transmitter, satellite earth station, and telecommunications non-broadcast operations. Supervises design of engineering facilities. Responsible for supervision of maintenance, repair, testing, and air operations. BSEE or BS with television specialization, accredited technical school, five years in television, including at least two years of supervisory experience, or equivalent combination of education and experience. Must hold valid general class radiotelephone license. \$37,007-\$44,945. Interested persons should send the following, no later than Thursday, July 2, 1987: letter of application, resume, name, address, and telephone number of three professional references with thorough working knowledge of candidate's work experience, and copy of FCC license. Applications should be sent to Mr. Donald Johnson, General Manager, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204 M/F EOE.

#### HELP WANTED NEWS

**Experienced weathercaster** for two Monday thru Friday newscasts. AMS preferred, but not mandatory. EEO. Send tape, resume, and salary requirements to Stephan Foust, News Director, WTVM-TV, Columbus, GA 31994. No calls, please.

**Photographer:** Sacramento station seeks general assignment camera person. Right applicant will have at least two years experience and a good eye for hard and soft news stories. Send tape and resume, (no calls), to Kit Tyler, KTXL-TV Box 40, Sacramento, CA 95801. EOE/M/F.

**News photographer:** Creative, aggressive, self-motivated photographer wanted for CT's #1 news station. Minimum 2 years experience. Must be willing to work nights and weekends. No phone calls, please. EOE. Send tape and resume to Alison Amron, Chief Photographer, WTNH-TV, P.O. Box 1859, New Haven, CT 06510.

**Reporter-producer-anchor.** Major station in Hong Kong seeks news oriented professionals with degree, three or more years of reporting, producing and anchor experience. Resumes, salary expected, references and returnable airchecks should reach Raymond R. Wong, TVB News, 77 Broadcast Drive, Kowloon, Hong Kong, no later than July 6. Shortlisted candidates will be interviewed in early September in Orlando, LA and Sacramento.

**Producer:** Creativity a must for this news/entertainment show. Number one station needs someone who's up to the challenge of this mix. Degree and two years experience required. Send tape, resume and references to Billy Gavitt, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. 405-843-6641. EOE/M/F.

**News director.** Great Lakes group owned, network affiliated news leader seeking aggressive news director. Excellent fringe benefits and salary. Equal opportunity employer. Send resume to: Box U-23.

**Weather:** Network affiliate in fast-growing, mid-sized market is seeking anchor daytime weathercasts. Minimum of two years experience required. Send resume and salary history to Box U-50. Equal opportunity employer, M/F.

**Midwest sports powerhouse** seeks right person to fill #2 sports position for radio and television. Successful applicant must have commercial broadcast experience. Be capable of hosting radio sports talk program in addition to fill-in weekday television sports and regular weekend television sports. No phone calls. Rush tape and resume to Duane Wallace, WMBD, 3131 N. University, Peoria, IL 61604. EOE, M/F.

**Photographer** slot at #1 NBC affiliate. Looking at summer expansion. 1-2 years experience. Send tape and resume to Doug Brandt, Chief Photographer, KWQC-TV, 805 Brady St., Davenport, IA 52808.

**We're looking for a weekend anchor/reporter** for number 1 station in 99th market. Strong candidate a must! Send resume and tape to Pete Michenfelder, News Director, WJBF-TV 6, 1001 Reynolds St., Augusta, GA 30903.

**Weekend meteorologist:** Need individual with a degree in meteorology to handle our weekend weather. Applicant must be experienced in stat-of-the-art weather graphics. We have our own Kavouras Triton system and Alden radar. Submit a tape and resume to: Jonathan Knopf, Executive Producer, KTBS-TV, P.O. Box 44227, Shreveport, LA 71134 We are an equal opportunity employer.

**6 & 10 co-anchor:** Midwest, VHF ABC affiliate with a news operation on the move is looking for someone with good communication skills and a solid journalism background to complement male anchor. Duties include reporting and producing. Must be conversational writer with warmth. Send resume and tape to Charley Orbison, KCAU-TV, Sioux City, IA 51101. EEO, M/F.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Promotion writer/producer.** I'm looking for a talented TV creative to carry a big load. Successful candidate will be able to take a project from concept to completion, regardless of media. Strong writing skills and hands-on editing a must. Additional production expertise (in-house and remote) a plus. This is an aggressive promotion department with a history of producing good TV promotion and lots of it. If you can hustle, send a tape and resume to: Sheila Phipps, KOCO-TV, 1300 E. Britton Road, Oklahoma City, OK 73113.

**Community relations/public service** writer-producer: South Florida net affiliate seeks experienced producer to become part of dynamic community relations team. Keen perception of community relations impact on station's image. Responsible for writing/producing innovative on-air campaigns. Hands-on, off-line 3/4" editing and strong writing skills required. Resume to Box U-34, AA/EOE.

**Chief editor/Good Company:** We want that hot shot with speed and style who knows how to cut a story that plays like a dream. Must have knowledge of 3/4" and Beta editing procedures. Adept in quick turn-around editing with high quality results. The right candidate will be a creative editor with an eye for detail, a strong background in magazine A/B rolls, a knowledge of transition effects, and a good ear for music. Two years experience minimum. Responsibilities will include coordinating all videotape production needs for the show. Includes daily pre-production editing, A/B rolls, promos, preparing cut sheets, ordering tape stock, maintaining show tape and music library. Also includes supervision of graphics production for show. Please send letter, tape, resume to: Good Company, KSTP-TV, Attn: J Groen, Dpt E-1, 3415 University Ave., Minneapolis, MN 55414. Equal opportunity employer, M/F.

**Your best shot!** If you are a news promotion producer looking for an innovative affiliated station in a great market, give us your best shot! Top-notch equipment and working conditions are yours if you can give our news promotion the competitive edge! If you're the best, we want you! EOE, M/F. Box U-51.

**Producer/director, KWSU/KTNW-TV.** Northwest Public Television seeks a producer/director to create, write, produce, direct and edit a variety of local studio, remote and EFP television productions. Responsibilities could range from cultural affairs to sports programming. Requires four years of college with a degree in broadcasting, mass communications or other related field, four years of fulltime television production experience and significant supervisory experience. Application deadline is July 17, 1987. Letter of application and current resume should be sent to: W. Neal Robison, Assistant General Manager, Radio-Television Services, Murrow Communications Center, Washington State University, Pullman, WA 99163-2530 Washington State University is an equal opportunity employer

**Promotion producer:** Available June 22, high output shop needs to replace member of creative team for #1 ABC affiliate to write, shoot & edit. The serious and shy need not apply. Send resume and four (4 and no more) examples of what you can do to Promotion Manager, KTUL Television, P.O. Box 8, Tulsa, OK 74101.

**Photographer/editor:** KRIV-TV, Fox Television is seeking a qualified photographer/editor. Requirements include a minimum of four years experience in lighting, shooting, editing features and commercials. Knowledge of studio camera operation also required. Qualified applicants send resume to KRIV-TV, P.O. Box 22810, Houston, TX 77227. ATTN: Production Dept. No phone calls. EOE

**New national television broadcaster** seeks personnel with minimum two years experience for following positions: GM, sales manager, sales reps, news anchor, sports anchor, weather anchor, news writer, technical operations, traffic director, affiliate reps, chief engineer, camerapersons, stagecrew, associate producers, writers, MCR playback. Send resumes and salary requirements to: 990 S. Fair Oaks Ave., Pasadena, CA 91105.

**Videographer/editor** for Orlando, Florida, CBS affiliate in-house production agency. The candidate must have at least two years field shooting and 3/4" editing experience and a desire to work on entertainment programming, commercials, live and syndicated shows. Some travel and producing is involved. Send a resume along with a 5 minute demonstration tape that shows your best work in shooting, lighting and editing. Magazine style production preferred. Send resume and demo tape to Pam Lapp, Director of Operations, WCPX-TV/Studio Productions, P.O. Box 606000, Orlando, FL 32860. EOE.

**Director:** If you would like to work in the top 20, have at least 5 years directing experience and love news, send your resume to Box U-72. Minorities and women are encouraged to reply. EOE.

**On-air promotion director.** Fast growing national cable network searching for seasoned professional to direct on-air promotions department. Must have management experience and strong production background. Send resume and tape to Vice President Program Operations, P.O. Box 1488, Landover, MD 20785.

**Leading TV direct response co** needs expd time buyer to place 2-min ads on natl TV & cables. Min 5 yrs exp; exciting financial optpt; great benefits. Resume to MES, ATTN: Mickey, 155 E. Main St., Smithtown, NY 11787.

**Art director.** Top 10 CBS affiliate seeking art director. Individual should have a well-rounded knowledge of broadcast design as well as a proven ability to manage and motivate staff in accordance with management needs. Prefer experienced in Paintbox, video systems and set design. Ideal opportunity for a medium/small market manager or a large market number two looking to move up. Send resume and reel to: Director of Creative Services, WJW-TV, 5800 South Marginal Rd., Cleveland, OH 44103. EOE, M/F.

#### SITUATIONS WANTED MANAGEMENT

**GSM.** Looking for GSM or GM opportunity. Successful sales and sales management record in Midwest market. Tom Hartman 517-349-8847.

**Experienced broadcast executive:** Proven background of 25 years in all phases of television and radio station and group management can increase your profits and image. Interested in station or group management position in television or radio. Let me show you what I can do for your company. Box U-36

**Are you tired of seeing your local newscast finish low in the ratings battle?** Successful news director has your winning strategy. Box U-25.

**General sales manager:** Experienced in all areas of television management with outstanding achievement with affiliate-indy station sales and major rep firm-seeks general sales management assignment that matches strong qualifications and potential. Extensive experience working/supervising all areas of television sales management with major groups. Presently employed. Reply Box T-73.

#### SITUATIONS WANTED SALES

**Increase your share:** Enterprising network TV account exec seeks new challenge at local station that leads to management. Ready to go! Box U-74.

#### SITUATIONS WANTED TECHNICAL

**Strong TV chief engineer** looking for the right opportunity to advance. Solid background and training. I can do the job! Box T-33.

**Experienced transmitter engineer** seeks transmitter job in small western market mountains Stan Armster, Rt. 5, Box 55, Paynescreek, CA 96075.

#### SITUATIONS WANTED NEWS

**Knowledgeable, versatile,** hardworking sportscaster seeks challenging position. Experienced in radio and TV with journalism degree. Bill, 914-623-5651.

**Weatherman:** Sharp looking with a warm personality. 3 years exp. small-med. mkts only. Box T-96.

**I have eight years experience;** and solid ratings! That is why I am ready to become part of your sports team. If you want a hustler with a strong commitment to local sports, call 915-655-2252.

**22 year old Black female** seeks opportunity to break in on-air. Can shoot, edit. Enterprising Columbia Journalism School graduate. Part-time, internship experience. Tape Lisa Robinson, 212-749-2411.

**Young, female anchor-reporter.** Dartmouth A.B., Columbia masters. Excellent credentials and potential. Seeking news, sports position, any market. Studio, field experience; top editor and writer Ready to go to work. Christy 216-835-3447.

**Meteorologist** with AMS seal and lots of Monday-Friday experience at network affiliate seeks position in larger market. 912-598-0071.

**News or sports reporter.** Two years radio, TV internship, and degree from PSU. Excellent writing skills and good appearance. Looking for small market opportunity - anywhere. 717-838-6076. Please leave message on recorder if not home.

**Fast learner, diligent worker, will relocate...** Seeking entry level position as a news or sports reporter. PLEASE, give me a chance. Call 301-582-0479.

**Reporter/anchor.** Seeking first break, I'll make you proud. Two years radio, TV experience with reporting, anchoring, producing, editing. Will relocate. Available immediately. Amy 813-989-0871.

**Begining photographer** seeking opportunity. B.A. in B.J., trained by photographers at top 15 affiliate. Can write, edit. Mature, responsible, will relocate Dedicated to photojournalism career Call Harry, 206-746-2102. for resume, tape.

**Feature reporter-humorist,** creative talent. Six years experience. Award winner. Guaranteed audience-pleaser. Seeks position in top 30 market. Box U-62.

**Meteorologist** seeking position in medium market Ten years experience small, large markets AMS seal, master's degree. Box U-65.

**Sportscaster:** very versatile anchor/play by play man seeking station or production company with serious commitment to sports. 40th market anchoring experience, play by play all sports including pro basketball and pro soccer. A good addition to your sports team Not a rookie. Call Bob: 616-345-4018.

**Ex-congressional counsel,** FBI oversight experience (ABSCAM, Missing Children's Bill), professor, successful trial lawyer, seeks opportunity for on-air position. news/commentary; TV/radio 415-439-8381.

**Assignment reporter:** Just who you're looking for with experience and good sense to back it up. Call Michelle today 419-354-1487.

**We have a top-notch TV sports pro** who looks like a famous baseball pro. Sports for him is not a job but a hobby, he loves it. Hard worker, loyal and friendly. Contact Scott Hankins, 25511 Hickory Hill, Southfield, MI 40834. 606-441-1708.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Georgetown University nutrition professor** seeks a television or radio program to conduct call-in program on nutrition and health. Has extensive, informative, current material on nutrition. Experienced in television and radio. Dr. Henry Mallek 202-625-7979.

**Experienced programmer.** All top market, plus pay cable, international and sales. Black belt in movie and nostalgia programing. Immediate avail. 516-796-3006.

**Expert in health and fitness** with extensive programing experience is seeking position with commercial TV station to create, develop and manage public health programs, news segments, and other related television projects. Contact Jonathan Doctor 203-255-4514.

#### MISCELLANEOUS

**Lucrative opportunities...** sportscasters, including major college play-by-play (West, Southeast, Midwest, Southwest), promotion specialists (all regions), weathercasters (Midwest, Southeast, Mid-Atlantic), producers/directors for music videos, commercial production, and live remote programing (West, Northwest, Southeast), news anchors/reporters, including entry-level (all regions), magazine hosts (Northeast, Southwest, Mid-Atlantic, Southeast). Media Marketing, P.O. Box 1476-PD, Palm Harbor, FL 34273-1476. 813-786-3603.

**Primo People needs specialists....** investigative, consumer, medical and feature reporters. Send tapes and resume to Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Broadcast journalism instructor** or assistant professor at the University of Wisconsin-River Falls. Primary responsibility in teaching broadcast journalism courses. Also quarter-time position as faculty manager of university's 3,000 watt FM radio station. Should also be able to teach basic reporting courses and in at least two of the following areas: advertising, public relations, public opinion or mass media and society. Rank/salary dependent on qualifications. PhD preferred; Master's degree and media experience required. Teaching background helpful. Date of appointment is September 1, 1987, or when successful applicant is available. Deadline for applications: July 15, 1987, or until position is filled. Send letter of application, resume and three references to: Michael Norman, chair, Department of Journalism, UW-River Falls, River Falls, WI 54022. AA/EEO.

**University of Minnesota** School of Journalism and Mass Communication seeks experienced senior level, media manager, recognized nationally as accomplished teacher, with innovative research, scholarship, and writing and with leadership role in management field. Record of national leadership in candidate's media industry required, also B.A. degree with minimum of 10 years professional experience at upper level management, 15-20 years preferred. This is a tenured position at the rank of professor. The University of Minnesota is an equal opportunity employer and educator and specifically invites and encourages applications from women and minorities. Mail applications to: Donald M. Gilmore, School of Journalism and Mass Communication, University of Minnesota, 111 Murphy Hall, 206 Church St., SE, Minneapolis, MN 55455-0418.

**University of Montana** requests applications for Director, Telecommunications Center to administer the Center, manage studios and KUFM Public Radio, supervise staff, participate in fund-raising, provide leadership for development of video- and audio-based courses and educational programs. Five years professional management experience in television required. Radio production experience desirable. M.A. preferred. Experience in academic setting desirable. Send letter of application, resume with names and addresses of three references to Sue Spencer, Chair, Search Committee, 125 Main Hall, University of Montana, Missoula, MT 59812. Deadline for applications: July 10, 1987. The University of Montana is an equal opportunity/affirmative action employer.

**Journalism and broadcast news:** South Dakota State University seeks an assistant professor for broadcast journalism sequence. Includes teaching, advising, internship supervision and professional media liaison for 40 students in broadcast option. Must have news room experience and master's degree. PhD and some teaching preferred. Will consider individual with strong professional news background but without master's for visiting lecturer position. Salary approximately \$25,000 for 9 months. Send resume and references to Head of Department of Journalism, South Dakota State University, Box 2235, Brookings, SD 57007. Application deadline: July 1, 1987 or until suitable candidate hired. AA/EEO employer application of females and minorities encouraged.

**Jacksonville State University,** located in Northeast Alabama near Birmingham and Atlanta, is seeking applications for positions of broadcast generalist (instructor/assistant professor). Duties: Teach variety of radio-TV theory and hands-on courses including radio-TV news writing and news production. Opportunity to join new department with excellent staff and facilities. Qualifications: PhD preferred; master's degree required. Salary: Competitive. Excellent benefits and working conditions. Send letter of application, resume and credentials by July 2 to: Personnel Services, Jacksonville State University, Jacksonville, AL 36265. EO/AA employer.

**Television:** Fall 1987, tenure track position teaching basic studio TV production, ENG, basic and advanced editing. Minimum requirements: Master's degree, professional experience and thorough knowledge of advanced technical TV equipment. Resume by June 30 to: Professor William Renn, Chair, Communication Arts Department, Hofstra University, Hempstead, NY 11550. AA/EEO.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**New major,** San Francisco Bay area studio opening Summer, 1987. Full component Betacam production facility, sound stage, Abekas DVE, Grass Valley switcher, Grass Valley editor, Ultimate V. All positions open for application. Send resume, salary requirements, and tape to: Paul Brookes, 101 First St., Suite 482, Los Altos, CA 94022. No calls.

### PROGRAMING

**Radio & TV Bingo.** Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

### EMPLOYMENT SERVICES

**Government jobs** \$16,040 - 59,230/yr. Now hiring. Call 805-687-6000 ext. R-7833 for current federal list.

### EDUCATIONAL SERVICES

**On-air training:** For TV reporters (beginners, veterans, cross-overs from print) Polish your delivery, appearance, writing. Prepare for better career. Learn from former ABC Network News correspondent and New York local reporter. Call 212-921-0774. Eckhart Special Productions, Inc. (ESP).

### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant cash-** highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 303-665-3767.

**1" videotape.** Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

**FM antenna(s):** Will buy used FM broadcast antenna(s) - any make - any model - Call 806-372-4518.

**Two 10 ft. parabolic STL dishes.** 803-525-6020.

**Have urgent need** of used mid-band Klystrons capable of making 3 KW minimum power. Call collect 803-244-1616 ask for Director of Engineering.

### FOR SALE EQUIPMENT

**AM and FM transmitter,** used, excellent condition. Guaranteed. Financing available Transcom 215-884-0888.

**25KW FM-Harris FM25(1986),** Harris FM25K(1983), CCA 25000DS(1972) CSI 25000E(1978) AEL 25KW (1977) \*\*20KW FM-Harris 20H3 (1970). Transcom Corp 215-884-0888, Telex 910-240-3856

**5KW/10KW FM \*\*RCA BTF 10D (1969)\*\*3KW FM-CCA 3000DS (1968) 5KW-RCA FM5B(1963)\*\*2.5KW FM-Sparta 602A(1977), Gates FM-1C(1966). Transcom Corp 215-884-0888, Telex 910-240-3856**

**Harris 1KW AM \*\*SX-1A (1985)-SX1 (1983)** both in mint condition. Transcom Corp 215-884-0888, Telex 910-240-3856

**Continental 317B (1964),** Gates BC-50C (1966)\*\*RCA 5T1 (1965). RCA 10H (1960). Gates BC5P(1960).Gates BC-1G (1972). also 500G. Transcom Corp. 215-884-0888. Telex 910-240-3856.

**New TV startups.** Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303-665-3767.

**Silverline UHF transmitters** new, best price, latest technology, 30kw, 60kw, 120kw, 240kw. Bill Kitchen or Dirk Freeman. Television Technology 303-465-4141.

**Excellent equipment!** UHF-VHF transmitters: 110 KW, 55 KW, 30 KW - used; 1 KW AM, 5 yrs old - perfect! Grass Valley 950/955 sync, 1400-12 switcher Laird 3615A, antennas - TX line, much more! Call Ray LaRue 813-685-2938.

**Kilne tower:** overall height is 645 feet with two platforms. RCA TT25FL transmitter operating on channel 6 - very good condition. Tower will be dismantled after completion of new tower. WBRC-TV 205-322-6666.

**Fujinon lens:** wide angle 6.5 23mm adapted for Sony mount cameras. Contact Walter Edel 212-689-1040.

**Alden Electronics** C200M weather radar with monitor. Purchased new 8/28/86. Perfect for local weather reporting. \$5500. Charles Grier, KZEY, 214-593-1744.

**Used 350' Guyed tower,** excellent condition 2' face, stainless Inc. on ground. Call 317-474-3776

**Abekas A-52** digital effects system. Complete with documentation and accessories. Immediate delivery. \$21,000.00. Maze Broadcast. 205-956-2227.

**980' Zone A tower** with Guy's, on ground, 12 Bay antenna 93.1 MHz KQID/Alexandria, LA 318-445-1234.

**Used Truscon 4-leg angle,** self-supported tower. 183' excellent condition. Clearwater, FL. \$15,000.00. 813-578-0317. Can erect on your site.

**RCA UHF transmitters.** TTU-55, TTU-60, TTU-110. All can be inspected. Best offer. Maze Broadcast. 205-956-2227.

**Microwave systems.** Brand names. Bought, sold, traded. Call for current availability. Maze Broadcast. 205-956-2227.

**AM transmitters:** 50, 10, 5, 2.5, 1, .5 and 25 kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

**FM transmitters:** 25, 20, 15, 5, 1 and .25 kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

**Grass Valley 1600-1X** fully loaded \$14K; Chyron RGU-2B w/all options \$13K. Sony DXC-M3A w/lens \$3500; Ike-ITC-62 B & W title CAM w/CCU \$1000. BVW-10's and 3/4" machines -- all of the above on best offer basis. Must go. Call Brian or Dan at 212-691-1300

**Computer editor.** Convergence-104 with latest software, four serial interfaces, GPI, A/S-100 switcher Excellent. \$8,000.00. 205-837-6659.

**3/4" evaluated videotape!** Guaranteed to look and work as new. Prices: Field mini KCS-20 minute cassettes \$6.99. 30 minutes \$8.99. 60 minutes \$11.99. Elcon are wrapped and delivered free! Master broadcast quality at half the price. Hundreds of thousands sold to professional users. To order call Carpel Video Inc. collect 301-845-8888 or toll free 800-238-4300.

**Copper!** For all your broadcast needs. #10 ground radials, 2, 4, 6, 8" strap, fly screen, counter poise mesh. 317-962-8596. Ask for copper sales.

**Hewlett-Packard** 330B distortion meter. 206A audio generator. Excellent. 503-345-2169.

**For sale:** Comtech 3.8 meter dish with elevation azimuth mount, Comtech DART 384 digital receiver, crystals for ABC, United Stations and Westwood I. Two 15 KHz channels, one 7.5 KHz channel. \$4,500 FOB Phoenix. 602-955-5577.

**Transportable C-Bank uplink** truck & mobile production truck. Both less than 2 yrs. old 803-244-1616. Ask for Mike or Ted.

## RADIO

**Situations Wanted Programing, Production, Others**

### RECOVERING ALCOHOLIC

Now dominating AM drive in 1,000,000+ market. Number 1: Adults 18-49/25-54. Extensive programming background including major market. Need company who understands my A.A. commitment. Honesty essential. 513-220-9685.

**Help Wanted Programing, Production, Others**

## Promotion Director

### WCBS Newsradio 88

Are you resourceful, strong-minded and a good communicator, with lots of creative drive to motivate and direct others? Here's your opportunity to prove yourself with the WCBS Newsradio 88 management team.

You'll develop aggressive, on-air promotions, and work closely with ad agencies and press relations to direct a full-scale advertising program. You must be a creative writer with strong interpersonal skills, capable of providing solid follow-through. College degree and 5+ years related experience preferred.

To find out more about our excellent compensation and benefits, please send resume/salary history in confidence to: Gloria Burnett, Personnel Manager, CBS Inc., 51 West 52nd Street, New York, NY 10019.

# CBS

An equal opportunity employer

### Help Wanted Sales

#### Radio Sales

Katz Radio-America's largest national radio representative is looking for highly motivated salespeople to fill immediate expansion openings in various Katz Radio offices across the country. If you are interested in establishing a solid career in a company which recognizes the potential for growth, please send resume in confidence to:

Bob McCurdy  
Vice President  
General Sales Manager  
Katz Radio

1 Dag Hammarskjold Plaza  
New York, NY 10017  
(212) 572-5208

KATZ COMMUNICATIONS INC  
An Employee-Owned Company



Katz Radio. The best.

**Help Wanted Sales Continued**

### CADENA RADIO CENTRO NATIONAL SPANISH NETWORK

Needs a stable sales professional to fill Sales Manager position in New York City. Candidate must have a successful track record with a minimum of three years experience and an in-depth knowledge of Network Radio Sales. Send your resume in confidence to:

Carlos Delgado  
Sales Vice-President  
Cadena Radio Centro  
60 East 42nd St.-Suite 1431  
New York, New York 10165

### Help Wanted Technical

#### CHIEF ENGINEER-RADIO

South Carolina's finest radio stations. 1390 WCSC and 97FM-WXTC, are searching for a take-charge Chief Engineer. You'll manage a state-of-the-art facility including five studios. AM directional site and a 2,000 foot tall tower installation. Responsibilities include overall studio and transmitter maintenance plus upkeep of two mobile units.

If you have a minimum of five years experience as a chief engineer in a competitive market and a thorough knowledge of AM directional and FM audio processing, contact us immediately. We're looking for someone who's driven to win and wants to work with the best radio team in the Southeast.

Please send resume, salary requirements, and photographs of your current technical operation to:

Philip A. Zachary  
Vice-President/General Manager  
WCSC-AM & WXTC-FM  
P.O. Box 186  
Charleston, SC 29402

WCSC, Incorporated is an Equal Opportunity Employer. Females, minorities, and Vietnam-era veterans are encouraged to apply for this position.

## TELEVISION

**Help Wanted Programing, Production, Others**

### DIRECTOR

We need that "hot", creative person to make our two top-rated, live audience shows shine.

Good Company, the #1 local afternoon show in the country, offers the total challenge of studio action (fashions, cooking, performance, interviews, live audience) and daily on-location live multi-camera remotes. The whole show also travels on location several times per year.

Twin Cities Live is one hour of live, morning talk, featuring audience participation, multiple guests, tape roll-ins, phones, etc.

Please send a letter and resume (no tapes yet, please) to:

KSTP-TV,  
Attn: Steve Edelman, E.P.  
Department D-1  
3415 University Avenue  
Minneapolis, Minnesota 55414  
Equal Opportunity Employer, M/F



**Help Wanted Programing,  
Production, Others Continued**

**SHOW PRODUCER**



This is the top-line producing job on the #1 daily afternoon local show in the country.

We need that supercharged creative leader with smarts and taste who can inspire a team of 17 top flight staffers and keep the whole thing organized.

Ideal candidate has experience producing studio-based talk with live audience and demonstrations (cooking, fashion, performance), taped-package PM-type shows, and live remotes from the field. Must have national publisher booking contacts, fresh ideas and a fine-tuned sense of what plays.

If you can orchestrate solid, fascinating information in a sometimes serious, sometimes good-time package, you're it!

Please send letter and resume (no tapes yet, please) to: KSTP-TV Attn: Steve Edelman, EP Department P-1 3415 University Avenue St. Paul, Minnesota 55114. Equal Opportunity Employer. M/F

**PAINT BOX ARTIST**

One of our graphic designers is leaving to pursue a new career. If you've got paint box design experience, and if you want to work on exciting projects, please send your resume and tape to: **Bernard Klinger, Art Director, KYW-TV3, Independence Mall East, Philadelphia, PA 19106.** (No Phone Calls.)

EEO/MF

**WRITER/PRODUCER  
OF GREAT RADIO COMMERCIALS**

Major broadcast group is seeking creative writer/producer to handle radio promotion production. Quality not quantity. Experience promoting movies preferred. Excellent salary and benefits: major market in Southeast location. EOE. Send resume to: Box U-48.

**THE WRITE STUFF**

Creative Indy looking for creative writer/producer. Must feel compelled to excel and love working hard. Please send resume in confidence plus writing samples to Box U-31. Excellent salary and benefits. EOE.

**Help Wanted News**

**TV  
REPORTER**

Reporter wanted for award-winning newscast in a highly competitive northeast market. Must have at least 2 years' broadcast experience and must be a self-starter. Send videotape and resume to: JIM SWEENEY, NEWS 12, 28 Cross Street, Norwalk, CT 06851.

Equal Opportunity Employer. M/F

**Help Wanted Management**



**DIRECTOR OF INSTRUCTIONAL AND  
PUBLIC TELEVISION and  
GENERAL MANAGER, WKAR-TV**  
Michigan State University  
East Lansing, Michigan

MSU seeks an energetic and creative individual to provide leadership for the production, broadcast, distribution, technical, personnel, financial and fund-raising activities of WKAR-TV, a PBS affiliate and a multi cable-channel instructional television system. The new director will also play a significant role in the development of an Instructional Television Fixed Service network and in support of the university's development of a video/computer network for instruction. Facilities are housed in the \$21.5 million Communication Arts and Sciences Building, built on the East Lansing campus in 1982. The director is responsible for 74 full-time staff members and a 1987 budget of \$4.5 million.

Candidates for this executive management position must have extensive experience or demonstrated ability in public broadcasting management and/or instructional television. Experience in a university or similar environment and possession of an advanced degree is highly desired. Knowledge of programming, fund-raising, grant-seeking and new communication technologies is necessary. Management skills in personnel selection and retention, fiscal planning, decision-making, strategic planning, and internal and external communication are essential for dealing with constituencies including the University, community, state, federal government and professional broadcast and educational organizations.

Candidates should submit a letter of application and a resume not later than July 1, 1987. References will be requested subsequently. Correspondence should be addressed to Dr. Bradley S. Greenberg, Chair, IPTV Search Committee, 287 Communication Arts and Sciences Building, Michigan State University, East Lansing, MI 48824.

Applications are encouraged from female and minority candidates: MSU is an equal opportunity and affirmative action employer.

**TV OPERATIONS MANAGER**

Only the best will do for one of the top rated stations in the country. Primary areas of responsibility are the Promotion, Production and Creative Services Departments. The equipment is state-of-the-art; the people are good and eager to be better. Candidates should have a related degree, minimum 5 years experience and be presently working in a similar capacity. Resumes to Box U-21.

**GENERAL  
SALES MANAGER**

Network affiliate in desirable coastal market is seeking a dynamic GSM. Excellent growth opportunity for successful TV Sales Manager with major market rep work history. Include references for all prior sales positions.

Company offers excellent benefits package and salary to be commensurate with experience and performance. Guaranteed confidentiality for replies to:

**BOX T-77**

an equal opportunity employer m/f

**CLASSIFIED  
ADVERTISING  
IS YOUR  
BEST BUY**

Group owned, major Southwest market seeks outstanding individual to direct the Administrative, Accounting, Personnel, Data Processing and Credit/Collection functions.

The successful candidate must have college degree and minimum 5 years broadcast financial experience. E.O.E. Send resume salary history to Box U-64.

**Help Wanted Management  
Continued**

**PRODUCT MARKETING  
MANAGER**

Grass Valley Group has an opening for a Product Marketing Manager for the KALEIDOSCOPE™ line of digital effects products.

Suitable candidates will have proven marketing expertise in product lines requiring a consultative approach to sales, a thorough knowledge and understanding of the television broadcast and post-production markets, and sufficient technical knowledge to discuss the products intelligently with users and with design engineers.

The selected candidate will be based in Grass Valley, and there will be a requirement for some travel, both in the USA and overseas.

**TRAINING SPECIALIST**

We are also looking for a Training Specialist in the field of digital effects operations.

Duties will include training (on customers' premises) in the use of digital effects systems, generation and documentation of new applications and feedback of suggestions for product improvement.

Suitable candidates will have extensive operational experience of digital effects systems and should be able to establish a peer relationship with users in sophisticated television facilities.

The selected candidate will be based in Grass Valley, and there will be a requirement for extensive travel both in the U.S. and overseas.

Send your resume to:

**Grass Valley Group**  
DEPT. PS05S  
P.O. Box 1114  
Grass Valley, CA 95945  
EOE: M/F/V/H

**ALLIED FIELDS**

**Help Wanted Instruction**

**JOURNALIST-IN-RESIDENCE**

Applications invited: Colorado State University/Gannett Foundation Journalist-in-Residence. The visitor will spend three weeks on campus to teach and counsel students and professionals. Fall 1987 or Spring 1988 term. Stipend \$1,500, transportation paid, apartment provided. We are seeking a television reporter with strong reporting, writing and video shooting credentials. Extensive professional experience essential. Teaching experience not required. Applicants must be current full-time media employees. Resumes, tape and references by June 30 to: Prof. Garrett Ray, Technical Journalism Dept., Colorado State Univ., Fort Collins, CO 80523. Ph. 303-491-5132.

**Help Wanted Management**

Program &  
Channel Manager  
JOIN THE

**PeopleMeter**

REVOLUTION

The PeopleMeter, created by AGB Television Research, is a sophisticated system which measures viewing audience participation. We are the fourth largest research company in the world and we've earned this position through revolutionary ideas and innovative techniques.

We currently have an opportunity for a Program & Channel Manager to develop an organization for determining actual vs. scheduled broadcast and cable programming by channel and market. This individual must be knowledgeable in TV clearance procedures and will act as liaison between AGB and TV schedule providers, networks, and syndicators. A BS degree and 3+ years supervisory experience in TV network/cable/affiliate relations, or a background with a TV schedule provider or publisher is necessary.

Join AGB in its quest to become the driving force in the television research industry. Our excellent compensation and benefits package combined with a convenient location (between Washington, DC and Baltimore, MD) provides outstanding career opportunities. Please forward your resume and salary history to: AGB Television Research, Human Resources Department, 9145 Guilford Road, Columbia, MD 21046. EOE M/F.

**AGB**

AGB Television Research  
"The PeopleMeter People"

**Programming**

**Production/Distribution  
Bids Sought**

The Commission of the European Communities Office of Press and Public Affairs in Washington is seeking bids for the production and distribution of a public affairs radio program. Prospective bidders should write for specifications before Wednesday, June 24 to A. Depigny, Delegation of the European Communities, 2100 M Street NW, Suite 700, Washington, DC 20037.

**For Sale Equipment**

**STATION DARK**

EXCELLENT TV BROADCAST  
EQUIPMENT PACKAGE  
FOR SALE - FLORIDA GULF COAST  
GREAT BUYING OPPORTUNITY  
EVERYTHING MUST GO  
CALL FOR DETAILS AT  
609-435-2856 OR 2842  
MAJOR EQUIPMENT INCLUDES:

- Five (5) RCA TK-710 Cameras
- One (1) RCA TK-27 Film Island
- One (1) RCA UHF TTU-55C Transmitter
- One (1) RCA TFU-36JDAS Antenna
- One (1) Strand Century Lighting Package
- Six (6) Sony BVU-800 3/4" VCR's
- Two (2) Chyron Character Generators
- One (1) Di Tech 5840 Routing Switcher
- One (1) VPS 3101 Production Switcher
- One (1) MA MA-2G STL
- One (1) Microdyne TVRO
- One (1) Moseley MRC-1 Remote Control

PLUS MUCH MORE!

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★  
★ Pick up the Pilot show of ★  
★ **THE DOLLY DIMPLES HIT PARADE** ★  
★ a new weekly one hour show for children ★  
★ on Kayla Satellite Broadcasting Network ★  
★ Satcom F2R Transponder 23 6.2 Audio ★  
★ August 4th (Tuesday) or August 6th (Thursday) ★  
★ 7-8 PM Eastern Standard Time 6-7 PM Central Standard Time ★  
★ 5-6 PM Mountain Standard Time 4-5 PM Pacific Standard Time ★  
★ If you are interested in having your station become ★  
★ the KSBN affiliate in your market for this show call ★  
★ Al Rubin (516) 781-7826. ★  
★ This is the show all kids will be talking about! ★  
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

# CAPTURE ARMY FOOTBALL FANS

Build audience at your radio station.  
 Increase income at your radio station.  
 Be the exclusive voice of "The Black Knights of Army" in your market.  
 Capture millions of football fans and build loyalty this Fall with Army's 11-game schedule.

Delivered to your station via satellite, Army football will help build audience and loyalty, and increase station income.  
 Become the ASBN affiliate in your market. For more information, call Gus Nathan, network coordinator at (212) 538-9898 or (914) 693-2400.  
 Be all your radio station can be.

ARMY SPORTS BROADCASTING NETWORK, P.O. Box 551, White Plains, NY 10602, 914-693-2400, 212-538-9898



## ARMY SPORTS BROADCASTING NETWORK

### Employment Services

#### JOB HUNTING?

If you need a job, you need MediaLine. We give you job listings in news, weather, sports, production, programming, promotion, and engineering. For \$37.50 you get a daily report for 6 weeks. **1-800-237-8073** (In Missouri 314-442-3364), MediaLine, P. O. Box 10167, Columbia, MO 65205-4002.



#### RADIO SALES & AIR TALENT NEEDED

Due to our large number of placements, and increased demand of radio stations, NATIONAL is in need of qualified personnel for all radio positions, for all size markets. If you are seriously seeking a move, contact NATIONAL now. For complete information and registration form, enclose \$1.00 postage & handling to: NATIONAL BROADCAST TALENT COORDINATORS, DEPT. B., P.O. BOX 20551, BIRMINGHAM, AL 35216, 205-822-9144-ACT NOW!

### Consultants

Is your station underperforming? Not hitting your projections, or losing market share? Is the bottom line shrinking? Or are you in need of a turnaround? Well if so invest in a telephone call for one of the best turnaround, profit oriented consultants around. Network affiliates, Independents, even start-ups, small to medium markets. Sales, management, programming, promotions, engineering. Call 904-893-3151.

### Business Opportunities

#### FM, LPTV, and TV APPLICATIONS

Call the "Advisors to the Communications Industry" D.B. Communications, Inc., 301-654-0777.

#### INVESTMENT OPPORTUNITY

High-growth radio group with unique market/marketing strategies seeks additional equity partner(s). Multiple, diversified acquisitions planned; first underway. Solid team includes broadcasters, attorney, CPA. \$50k to \$500k. Board position possible for right individual. Reply to Box U-61.

#### Wanted to Buy Stations

#### POWERFUL AM'S WANTED

Religious broadcaster seeks powerful AM facilities, preferably 50,000 watts with good signal and technical facilities. Current format not important.

Principals only, send information in confidence to: Box U-55.

#### TELEVISION STATIONS WANTED TO BUY

Investor interested in network affiliated television stations in small and medium markets. Principals only. Box U-54

# For Fast Action Use BROADCASTING'S Classified Advertising

### NORTHWEST

Dominant facility serving over 100,000. Fulltime AM with Class C FM; Real estate incl. Asking \$750,000; good terms.

**DAVID LaFRANCE**  
 (415) 391-4877



*Hogan - Feldmann, Inc.*  
 MEDIA BROKERS • CONSULTANTS  
 P O Box 136  
 Encino, California 91426  
 Area Code (818) 986-3201

### BARRY SKIDELSKY Attorney/Consultant

- Full-service assistance for stations: purchase, sale & profit improvement
- Flat-rate new FM (Docket 80-90) package
- Specialized services for broadcast lenders: risk management, bankruptcy trustee, examiner
- Expert Witness • Arbitration
- Contracts

132 East 45th Street, New York, NY 10017  
 212-370-0130

#### FOR SALE

**KMGL FM**  
 Oklahoma City  
 \$4,250,000

For additional information contact The Ted Hepburn Company (exclusive agent). 513-791-8730.

#### SOUTH CAROLINA COMBO

Growth market area Profitable Class 'A' FM plus low frequency 1000 watt daytimer covers a market of 200,000 Harris tower new 1984 New and excellent equipment. Asking 700,000 K. Down payment 200,000 K Terms

**Ron Jones**  
 804-758-4214

**Reggie Martin**  
 919-363-2891

#### FULLTIME AM

Fully competitive AM in Top 20 growth market. \$2,500,000. Additional information available upon request. Box U-68

## SOUTHWEST METRO

AM with Class C FM serving growing industrial region. Real estate included. Asking price: \$1,800,000; terms.

**BILL WHITLEY**  
(214) 788-2525



## For Sale Stations Continued

S.E. Urban Class A Combo in top 100 markets -1.5 million cash. Coastal Carolina FM upgrade to Class C2 for 1.75 million. Illinois Class A Combo good cash flow, real estate included price \$750,000. Alabama Class IV excellent equipment and real estate good cash flow \$360,000. Carolina Class A Combo cash flow and good equipment \$700,000.

**The Thorburn Company**  
410 Sandalwood Drive, Atlanta, GA 30338  
phone 404-998-1080.  
**Bob Thorburn, President**  
**Martha Thorburn, Associate**

## WESTERN VHF TV

VHF network affiliate located in small market. Asking price is \$2,400,000. Contact:

**RAY SCHONBAK**  
(202) 822-8913



**INDEPENDENT FINE ARTS RADIO STATIONS IN CHAPTER 11. SERVING PHOENIX-VALLEY OF THE SUN/PHOENIX METRO MARKET. PRESENT OFFER BEFORE COURT OF \$4.8 MILLION. JUNE 23rd SALES DATE SET BY COURT. BIDS SHOULD BE SUBMITTED BY JUNE 19, 1987.**

### Contact:

**Stanford E. Lerch**  
Bankruptcy Counsel  
**Harrison & Lerch PC.**  
1001 N. Central Ave. #900  
Phoenix, Arizona 85004  
602-257-5800

## BROADCAST MEDIA ASSOCIATES

316 California Avenue Reno, Nevada 89509 702-789-2700

### CALIFORNIA COMBO

Class B FM/5 KWAM in dynamic top 100 metro market - \$4,500,000 cash.

### OREGON CLASS C FM

Well rated station in marketing area of 150,000 - \$550,000/\$150,000 down.

**CLIFF HUNTER - MARK STEVENS**

## LAS VEGAS FM

\$2.5 million/terms.

Write Box U-30.

- Powerful daytimer covering Knoxville and 400,000 people. \$375,000.
- Daytimer covering Augusta and Aiken. Real estate included. \$110,000.
- 100,000 watts ERP coastal California \$1.9 million.

**Business Broker Associates**  
615-756-7635, 24 hrs.

## WICHITA, KANSAS

C.P. for 1000-watt UHF TV translator. Call Ms. Rosnick 202-659-5700.

## MAJOR MARKET FM

Ratings and revenues on increase. \$5,250,000.

Write Box U-29

## HOUSTON CLASS C

Class C FM with CP to relocate tower and increase height to give more competitive signal over Houston. \$12,000,000 (negotiable).

CASH BUYERS ONLY. Box U-66.

## TOP 50 CLASS C FM

Southwestern Class C FM. Best signal in market. Turnaround situation. Asking \$4,250,000 cash. Box U-67.

## FULLTIME AM

Very profitable. Growth market. Close to New York and Philadelphia. Brokers protected. \$1,260,000 terms. Broadcast Associates, Box 4215, Clifton Park, New York 12065.

## TEXAS REGIONAL FULLTIME AM

Needs on-scene owner. \$25,000 down to experienced broadcaster. Please indicate financial qualifications. Box U-75.

## SUNBELT-SOUTHWEST

Very profitable AM/FM combination located in nicely growing, family-oriented mild climate with lots of sunshine. 1987 cash flow will service term payments after normal down. Price \$2,000,000. Contact Roy Rowan, Blackburn & Company, Inc. 9465 Wilshire Boulevard, #518, Beverly Hills, CA 213-274-8151.

## SW Georgia

Small market. AM daytimer with indications of Class A FM, soon. FM will serve larger Georgia Market. Negotiable price and terms. 404-381-0359.

## EARLY DEADLINE NOTICE

Due to the Independence Day holiday, all classified advertising for the July 6, 1987 issue is due Friday, June 26, 1987, at noon, EDST.

## BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check, or money order only. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields: Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy. No personal ads.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: (personal ads): \$50 per inch. All other classifications: \$100 per inch. For Sale Stations. Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, CDD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

# Fates & Fortunes

## Media

**Thomas C. Griesdorn**, assistant general manager, WXYZ-TV Detroit, named general manager.



Griesdorn



Lewis

**Lemuel E. Lewis**, VP, administration, broadcasting and video enterprises division, Landmark Communications Inc., Norfolk, Va., named VP and general manager, Landmark's KLAS-TV Las Vegas.

**Bruce Holberg**, president and general manager, TAK Communications Inc.'s WUSL(FM) Philadelphia, adds duties as president. TAK's radio group of two stations.

**Marty Ostrow**, director, sales, Evergreen Broadcasting Corp.'s WWCP-TV Johnstown and WWPC-TV Altoona, both Pennsylvania, named VP and general manager of both stations. **Christopher J. Taylor**, director, programming, promotion and publicity, WWCP-TV and WWPC-TV, named director, operations.

**Gary Starr**, VP and general manager, WFAS-AM-FM White Plains, N.Y., joins WAVZ(AM) New Haven-WKCI(FM) Hamden, Conn., in same capacity.

**Gene Allm**, station manager, WINX(AM) Rockville, Md., named general manager.

**Jon L. Fruytier**, former director, TV services, Booker Visual and Performing Arts Center, Sarasota, Fla., joins noncommercial WSHJ(FM) Southfield, Mich., as general manager.

**Gregory J. Scirrotto**, station manager, WJBX(AM) Bridgeport, Conn., named general manager.

**Thomas G. Baxter**, Midwest regional VP, Comcast Cable Communications Inc., Bala Cynwyd, Pa., named VP, operations, Comcast.

**Bob Clarke**, general manager, WSSP(FM) Cocoa Beach, Fla., named VP and general manager.

**William Spitzer**, VP and director, broadcast operations, WNYW(TV) New York, joins WQTV(TV) Boston as station manager.

## Marketing

**James T. Bell** and **Robert R. Giacomino**, group

media directors, Grey Advertising, New York, named senior VP's.

**Mary Conrad**, VP and account supervisor, DDB Needham Worldwide, Chicago, named VP and management representative.

**Robert Davies**, account supervisor, HCM Dawson, Johns & Black Inc., Chicago, named VP.

**Michael C. DiPrima**, VP and account manager, Colle & McVoy, Minneapolis, joins BDA/BBDO, Atlanta, as VP and account director.

**Bob Thompson**, VP, sales and marketing, Texas region, Storer Cable Communications, Houston, named VP and general manager, advertising sales, Storer Cable, Fairfax, Va. **Andy Procell**, sales manager, Houston Metroplex, joins Storer Cable as VP, sales and marketing, Texas region, succeeding Thompson.

**Charles A. Phillips**, VP, advertising sales, Fairfax, named director, national sales.

**Donald E. Murphy**, advertising sales manager, Storer's Houston cable system, named director, sales and development, Storer Cable, Fairfax.

**Joan Abramowitz**, **Francine A. Edelman** and **Keith M. Weid**, management supervisors, and **Michael N. Tortora**, director, production, named VP's, direct marketing unit, McCann-Erickson, New York.

**Ron Hartenbaum**, VP and director, advertiser sales, and **Gary Schonfeld**, VP and Eastern regional sales manager, Westwood One/Mutual, New York, resigned.

**Jennifer Proudfoot**, production manager, Wyse Advertising, Cleveland, named senior production manager.

Appointments at Katz Communications Inc: **Robert Young**, account executive, WCIX(TV) Miami, to sales executive, Katz Continental Television, Atlanta; **Patricia McClary**, from WRGB(TV) Schenectady, N.Y., to sales executive, Katz Continental, New York; **Sandie Lanza**, senior buyer, Bozell Jacobs Kenyon & Eckhardt, Detroit, to sales executive, Katz Independent Television Detroit; **Michele Mandeville**, research analyst, Katz American Television, New York, to team research manager; **Jordan Werlieb** and **Juanita Gomez**, sales assistants, Katz American, New York, to research analysts; **Todd Wilson**, graphic designer, Pepsico, Purchase, N.Y., to production coordinator, Katz Creative Services, New York; **Sal DiGianno**, VP and director, systems software and data communications, Katz Media Data, New York, adds duties as coordinator, radio systems; **Mark Edwards**, applications programmer, Interactive Marketing Systems, New York, to PC analyst and programmer, Katz Media Data.

**Judy S. Ungar**, media buyer and planner, Leo Burnett, Chicago, joins Seltel there as account executive.

**Rebecca Mason**, assistant account executive, W.B. Doner & Co., Detroit, named account executive. **Jill Vedder**, assistant division man-

ager, United Dairy Farmers, Cincinnati, joins Doner as account executive.

**Dick Barnett**, from WMAQ-TV Chicago, joins Independent Television Sales there as account executive.

**Donna Tauriello**, from Group W Satellite Communications, New York, joins USA Network there as account executive.

**Mary Jo Chipman**, from George Johnson Advertising, St. Louis, joins Christopher Thompson Associates, Garden City, N.Y., advertising agency, as assistant account executive.

**Loren W. Neuharth**, general sales manager, Red River Broadcast Group, Fargo, N.D.-based owner of three TV stations, joins KGMB(TV) Honolulu as general sales and marketing manager.

**David Bramnick**, sales manager, KNBR(AM) San Francisco, named general sales manager.

**Mike Ferko**, general sales manager, WOWK-TV Huntington, W. Va., adds duties as local sales manager. **Andy Footo**, regional sales manager, adds duties as national sales manager.

**Louis X. Ignatti**, general sales manager, WPXY-AM-FM Rochester, N.Y., joins WPTR(AM) Albany-WFLY(FM) Troy, N.Y., in same capacity.

**Al Tacca**, local sales manager, WINE(AM) Brookfield, Conn., named VP of parent, Housataonic Valley Broadcasting Inc., Danbury, Conn.

**Barbara Collins**, retail sales manager, WINX(AM) Rockville, Md., named general sales manager.

**James (Rocky) Daboval**, regional sales manager, WBRZ(TV) Baton Rouge named national and regional sales manager.

**Greg Shelby**, national sales manager, KTVX(TV) Salt Lake City, joins KPTV(TV) Portland, Ore., in same capacity. **Pam Thomas**, account executive, KPTV, named regional sales manager.

**David G. Schumer**, media research analyst, Seltel Inc., New York, joins WMAR-TV Baltimore as research director.

**Jim McKernan**, account executive, KMTV(TV) Omaha, joins KPTM(TV) there as retail marketing manager.

**Robin J. Hager**, account executive, WYZZ-TV Bloomington, Ill., joins WEEK-TV Peoria, Ill., as account executive.

**Roland Trombley**, senior account executive, WLLZ(FM) Detroit, joins WKBD-TV there as account executive.

**Tom Miller**, account executive, WFTL(AM) Fort Lauderdale, Fla., joins WRMR(AM)-WLTF(FM) Cleveland as account executive.

## Programming

**Ken Horton**, VP, current programs, Lorimar

Network Television Group, Culver City, Calif., named senior VP, current programs.



Marshall

**Meryl Marshall**, VP, compliances and practices, West Coast, NBC Inc., Burbank, Calif., joins Group W Productions, Los Angeles, as VP, program affairs.

**Mark Mascarenhas**, director, international sales, LBS International, New York, named VP and general

manager, LBS International.

**Mark Massari**, supervising producer, HBO's *The Ray Bradbury Theater*, Los Angeles, joins MGM/UA Television, Culver City, Calif., as VP, development for syndication.

**Richard I. Levine**, independent producer, joins dick clark productions inc., Burbank, Calif., as VP, programing and sales.

**Robert Roth**, director, new and ancillary markets, finance, HBO Inc., New York, named VP and assistant controller.

Appointed VP's, USA Network, New York: **Jody Crabtree** and **Douglas V. Holloway**, directors, national accounts; **Betsy Dirnberger**, director, affiliate relations, Eastern region; **Carolyn McCrory**, director, affiliate relations, central region; **Barbara Kribach**, director, affiliate relations, Western region.

**Tony Fasola**, Southeast regional manager, Blair Entertainment, joins New World Television Distribution as VP and Southeast sales manager. **Estelle Radin**, attorney, Horwich & Main, Los Angeles law firm, joins New World Television there as director, legal affairs.

**David Spiegelman**, Northeast regional sales manager, Orbis Communications, New York, named VP, stations sales. **Scott Gaulocher**, account executive, LBS Communications, New York, joins Orbis as account executive, station sales.

**Stanley Sherman**, Northeast regional sales manager, Genesis Entertainment, New York, named VP, Northeast sales. **Brian Davidson**, Midwest regional sales manager, named VP, Midwest sales. He will be based in New York.

**Robert N. Redella**, director, programing services and investment analysis, Cox Cable Communications, Atlanta, named VP, programing and investments.

**Donald (Chip) Harwood**, director, Western division, affiliate sales and marketing, ESPN, joins The Nostalgia Channel, Dallas, as VP, Western region sales. **Terry Beebe**, marketing manager and circulation director, Heritage Cablevision, Dallas, joins The Nostalgia Channel as director, marketing.

**Sandy McGill**, director, special markets and services, Viacom's MTV Networks Inc., New York, named director, special markets, Viacom Network Enterprises.

**Roy G. Parker**, director, sales and marketing, Sound Station Audio-Video Productions, St. Louis, joins Inside Florida Communications Inc., Delray Beach, Fla., producer of syndicated TV programs, *Inside Florida Tennis*



**Time out for tennis.** A team of Representative Howard Coble (R-N.C.) and Allen Moore, from the staff of the Senate Commerce Committee, defeated John Ferrugia, correspondent for CBS News's *West 57th*, and Postmaster General Bob Tisch for the championship at the 15th Annual CBS Invitational Tennis Tournament, held at the Arlington Y Tennis Club, Arlington, Va. To reach the finals, Coble and Moore won a semifinal match against Representative Tom Bliley (R-Va.) and John Summers, senior executive vice president, National Association of Broadcasters. The Ferrugia-Tisch team defeated Tisch's brother, CBS chief executive Laurence Tisch, who was paired with Senator John Breaux (D-La.), for a berth in the finals. Pictured above are (top row, l-r): Coble; Robert McConnell, vice president, CBS, Washington (tournament organizer); Moore; Bliley; Summers; (front row, l-r): L. Tisch; Ferrugia, and B. Tisch. Senator Breaux is not pictured.

and *Inside Florida Golf*, as VP and general manager.

**David Wollos**, manager, operations, Sunbow International, New York, named director, operations.

**Michael E. Viebrock**, VP, business affairs, and general counsel, SelecTV of California Inc., Los Angeles, joins Columbia Pictures Industries Inc., Burbank, Calif., as senior counsel, television.

**Paul Miller**, director, NBC-TV's *Saturday Night Live*, New York, named director, 1987 *Jerry Lewis Labor Day Telethon*, to be broadcast from Las Vegas, Sept. 6.

**Allan Loudell**, news director, WHBQ(AM) Memphis, joins WILM(AM) Wilmington, Del., as program manager.

**John Marshall**, production director, WOMC(FM) Detroit, named production and continuity director. **Dennis Medley**, announcer, WMTG(AM) Dearborn, Mich., joins WOMC as production and continuity assistant.

**Abby Polonsky**, sports and program producer, KDKA(AM) Pittsburgh, joins WBBM(AM) Chicago, as production manager.

## News and Public Affairs



Staehle

**Daryl Staehle**, New England regional broadcast executive, Associated Press Broadcast Services, Boston, named director, networks, AP Broadcast Services, Washington. **Leanne Waxman**, reporter, Nashville bureau, AP, named correspondent, newly opened Johnson

City, Tenn., office.

**Paul Beavers**, director, news operations, NBC Television Stations Division, New York, named news director, NBC-owned WKYC-TV Cleveland. **Nat Asch**, independent consultant, joins NBC Radio News, New York, as editor and producer.

**Joe Namath**, former color analyst, ABC-TV's *Monday Night Football*, joins NBC Sports as color analyst for NFL games.

**Katie Kelly**, former entertainment reporter, WABC-TV New York, joins WNBC-TV there as

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TV and entertainment critic.

**Larry Hatzi**, freelance anchor and reporter, joins WOR(AM) New York as financial editor.

**Maggie St. Claire**, executive director, Project 2000 Inc., Salt Lake City, nonprofit organization, joins KSL-TV there as senior producer, public affairs.

**John Vigeland**, former news director and anchor, KTTC(TV) Rochester, Minn., joins WICS(TV) Springfield, Ill., as executive producer.

Appointments at KAKE-TV Wichita, Kan.: **Mike Iuen**, assignment editor, to associate news director for operations and planning; **Randy Brown**, senior reporter and anchor, to associate news director and managing editor; **Patrick Palmer**, executive news producer, to executive producer, special projects.

**Jim Wieder**, weekend anchor and producer, KMST(TV) Monterey, Calif., named weekday anchor.

**Jackie Rich Zabel**, news writer and producer, KCBS-TV Los Angeles, resigns to become independent TV screen writer.

**Georgia Griffith**, general manager, American Television & Communications Corp.'s Ithaca, N.Y., cable system, named director, public affairs and local programming. AT&C, Englewood, Colo.

**Kevin Reilly**, former news director and anchor, KIMO(TV) Anchorage, joins KING-TV Seattle as weekend assignment editor.

**Berry Dyson**, producer and researcher, WRC-TV Washington, joins WXEX-TV Richmond, Va., as producer, 6 p.m. newscast.

**Stacey Rowe**, general assignment reporter, KOLR(TV) Springfield, Mass., named producer, 6 p.m. and 10 p.m. newscasts.

**John Haydock**, professor, mass communications, University of South Dakota, Vermillion, joins KTIV(TV) Sioux City, Iowa, as producer, 10 p.m. newscast. He will retain his position at university.

**Russ Mitchell**, general assignment reporter, KMOV(TV) St. Louis, named weekend anchor.

Appointments at WKFT(TV) Fayetteville, N.C.: **Greg Jarrett**, anchor, WMDT(TV) Salisbury, Md., to same capacity; **Stephanie Slagle**, recent graduate, Pembroke State University, Pembroke, N.C., to producer; **Welby Watson**, from WPTF-TV Durham, N.C., to photographer.

## Technology

**Charles A. Steinberg**, president and CEO, Ampex Corp., Redwood City, Calif., named chairman, succeeding **Arthur H. Hausman**, who retires. **Max Mitchell**, executive VP, succeeds Steinberg as president and CEO.

Appointments at Arriflex Corp., Blauvelt, N.Y., manufacturer of camera and lighting equipment: **Juergen Schwitzer**, manager, technical services, to VP, technical services; **Theodore Kappel**, controller, to VP, finance; **Charles Davidson**, lighting manager, to VP, lighting.

**Suzanne Thornton**, sales manager, Penwell Publishing, Tulsa, Okla., joins United Video,

Tulsa-based satellite carrier, as manager, tele-marketing services.

## Promotion and PR

**Steve Werner**, owner, Crows Nest Co., Los Angeles toy marketing company, joins MGM/UA Telecommunications Inc., Culver City, Calif., as executive VP, merchandising.

**Sarah Goldstein**, director, publicity, Lorimar Network Television Group, Culver City, Calif., named VP, publicity, Lorimar Network Television Group.

**Leonie de Picciotto**, national director, publicity, Samuel Goldwyn Co., Los Angeles, named VP, publicity.

**Mark Kress**, general manager, music marketing and promotion, Westwood One Radio Networks, Los Angeles, named VP, music marketing.

**Geraldine Kennon**, from Boltax Communications Consultants, Westport, Conn., joins Vicam, Westport production company, as director, marketing and public relations and producer.

**Heather Casatelli**, marketing assistant, Highland Mall, Austin, Tex., joins Gulf State Advertising Agency Inc., Houston as public relations account executive.

## Allied Fields



Behnke

Officers elected to ABC Affiliate Association's board of governors: **John F. Behnke**, president and CEO, Fisher Broadcasting Inc., chairman; **David T. Lane**, president and general manager, WFAA-TV Dallas, vice chairman; **Edward Quinn**, general manager, KGTV(TV) San



Steding

Diego, secretary; **Gilbert M. Lefkovich**, VP and general manager, WGGB-TV Springfield, Mass., treasurer.

**William J. Steding**, executive VP and general manager, Bonneville International Corp.'s KAAM(AM)-KZPS(FM) Dallas, joins Americom Radio Brokers, Washington, as First VP, effective Aug. 1. Steding has also held management positions with Bonneville-owned stations in Kansas City, Mo., and Seattle and with Bonneville Broadcasting System, radio format syndicator.

**Gregory W. Calhoun**, independent consultant, joins Enterprise Systems Group Inc., Colorado Springs, software firm specializing in programs for broadcasters, as VP, marketing and sales.

Elected to three-year terms, board of directors, Hollywood Radio and Television Soci-

ety, North Hollywood, Calif.: **Harry M. Brittenham**, founding partner, Ziffren, Brittenham & Branca; **Edward B. Gradinger**, president and CEO, New World Television Group; **Ted Harbert**, VP, motion pictures, ABC Entertainment; **Jerry Katzman**, senior VP and worldwide head, William Morris Agency; **Kim LeMasters**, VP, programs, CBS Entertainment.

**Patricia Dean**, former programing director, WBBM-TV Chicago, joins Medill School of Journalism, Northwestern University, Evanston, Ill., as assistant professor.

**John D. Geron**, director, material management, Aerospace Industries Association, Washington, joins Electronic Industries Association there as director, planning and requirements program, government division.

## Deaths

**John E. Connolly Sr.**, 63, night news editor, Voice of America, Washington, died June 3 while awaiting heart transplant at Presbyterian University hospital, Pittsburgh. In 1948-63, Connolly worked in news department of WRC-TV Washington. After several years in banking and advertising businesses, he joined VOA as newswriter in 1979. He is survived by his wife, Theresa, and three sons.

**Leo D. Hochstetter**, 76, former VP, Motion Picture Association of America, Washington, died June 10 of bone marrow failure at his home in Bethesda, Md. Hochstetter served MPAA in countries worldwide from 1952 until moving to Washington in 1972 as VP and lobbyist. From 1975 until his retirement in 1977, he was VP in Washington office of Interpublic Group of Companies. During World War II, Hochstetter worked with Office of War Information in Turkey and Europe and was correspondent for CBS News, Turkey, in 1947. He is survived by his wife, Genevieve, two sons and daughter.

**Elizabeth Morgan**, 84, radio, TV and film actress, died May 31 of complications following stroke at her home in New York. Morgan appeared in daytime radio dramas during 1930's and 40's and on many TV anthology series in 1950's. She also did several radio and TV commercials. In 1960's she completed seven consecutive terms as national treasurer of American Federation of Television and Radio Artists. Morgan is survived by stepdaughter.

**Jerry Roberts**, 71, radio announcer, died May 24 of complications following stroke at Hackensack Medical Center, Hackensack, N.J. Before his retirement in 1980, Roberts spent last 15 years of his career as announcer and anchor at WVNJ(AM) (now WSKQ) Newark, N.J. He also served several years as treasurer and board member of New York local, American Federation of Television and Radio Artists. Roberts is survived by his wife, Patricia, and two sons.

**Will Sampson Jr.**, 53, American Indian actor who had regular role on ABC-TV's *Vegas* in late 1970's, died at June 3 of complications following heart-lung transplant at Methodist hospital, Houston. He is survived by son.



## The 66-year broadcasting perspective of Leo Rosenberg

There aren't many who can remember broadcasting's development in the past 60-odd years with clarity, let alone vividly relate participation in events that helped shape the electronic media. At 91, Leo Rosenberg, former radio announcer, promoter and advertising executive, can do both.

Widely considered to be the industry's first promotion director, Rosenberg was inducted June 13 into the Broadcast Promotion and Marketing Executives' Hall of Fame. He can just as easily reminisce about his part in KDKA(AM) Pittsburgh's historic coverage of the Harding-Cox election returns on Nov. 2, 1920, as remember clients handled during his 50 years in advertising.

Born in Montgomery, Mo., on May 29, 1896, Rosenberg was a 24-year-old electrical engineer doing publicity for Westinghouse Electric in East Pittsburgh when he decided at the last minute to try out for the job of announcer of the Harding-Cox election returns. When the manager of Westinghouse's publicity department asked Rosenberg to take several men up to the rooftop radio station to audition for the job, Rosenberg decided "as long as I was there," to try out as well. By the next morning he had become an announcer.

As he recalls: "A little shack with just a board was the radio station, and the microphone was the top end of an upright telephone, with a speaker on that. It was an ordinary telephone microphone; certain things came over and certain things didn't. Evidently, I had the best voice, the best diction or something that made them select me."

With an agreement with the *Pittsburgh Post* for the station to receive election returns over the phone, Rosenberg went to Detroit to get permission for the election broadcast from the Navy, which had jurisdiction over radio communications at the time. Rosenberg says he told a Commander Edwards, a man with one arm who had served in World War I, "what we wanted to do, and he never heard of such a thing." Edwards told Rosenberg to make an application for a commercial station and within "a short period of time," the call letters KDKA were granted. Rosenberg also went on to take his place in history among the first to "broadcast" to the public.

"There was no such word as 'broadcast' then. We were going to 'send out' the election returns. I don't remember when [the word broadcast] was first used or who suggested it, but as long as I'm the only one living who was in that operation, without fear of contradiction, I'm going to take the credit," he said with a laugh.

(Rosenberg also had the opportunity in 1948 to give out "a few returns" for NBC in New York during the first television network coverage of presidential returns during the Truman-Dewey election. Asked what it was like, he says, "Well they were better orga-



LEO HENRY ROSENBERG—retired promotion director, radio announcer and advertising agency executive; b. May 29, 1896, Montgomery, Mo.; BS in electrical engineering, Armour Institute of Technology, Chicago (now Illinois Institute of Chicago), 1917; assistant engineering editor of *Electrical World*, McGraw Hill Publishing Co., New York, 1918-19; director of trade paper publicity, Westinghouse Electric Co., East Pittsburgh, Pa., 1919; radio announcer and general manager, KDKA(AM) Pittsburgh, 1920-1923; general manager, WJZ(AM) New York, KYW(AM) Chicago, both Westinghouse stations, 1924; sales promotion manager, Westinghouse Lamp Co., 1924; copywriter, Thomas Logan advertising agency, Chicago, 1925-27; copy executive, Lord, Thomas & Logan advertising agency, 1927-1930; vice president and consultant, Lord & Thomas advertising agency, until retirement in 1977; m. Oct. 22, 1922, Florence Warren, deceased; children—Warren, 69, Judy, 62.

nized than we were. I can tell you that.")

At the end of the Harding-Cox program, the station asked anyone who had heard it to send a note to "let us know where you are." Hundreds of responses were received. Rosenberg says, including one from Australia.

Rosenberg's career as a radio announcer continued after the election, as KDKA began airing an entertainment program, playing phonograph records and getting news and sports results from the *Pittsburgh Post*. For three months, Rosenberg managed the station during the day and announced at night from 8 to 10 p.m. The worst thing about the job was playing the phonograph records, he says. Every time one was played, he had to wind up the Victrola. "And winding so much," he says, "after that, I couldn't swim in a straight line."

Ever expanding, KDKA built a studio for a live audience to hear local talent—"mostly church singers"—performing at the station in East Pittsburgh. Then, to attract national

performers, a studio in downtown Pittsburgh at the *Pittsburgh Post* was built. "The first people we had were the Gish sisters, Lillian and Dorothy," Rosenberg recalls. "They were giggling all through [the show]. They didn't know what was going on really, radio was so new."

Following KDKA, Rosenberg helped start Westinghouse's WJZ(AM) New York, and KYW(AM) Chicago (which later moved to Philadelphia). He also got married and was sent shortly thereafter to WBZ(AM) Springfield, Mass., to "help straighten it out." Promotion for the stations at the time "was very simple," he says. The stations "hooked up with a newspaper" which served "a double purpose." The papers printed stories about the stations' celebrities and programs, and in turn received publicity on the air.

After his job in Springfield, the 27-year-old Rosenberg decided to quit because his wife wanted him to "get out of the radio business [where] you work all day and all night. He left radio to take charge of a national home lighting campaign sponsored by Westinghouse and General Electric. It was "quite an episode in my life," he says, "because I was running the whole thing completely on my own. It probably took five or six months" and included designing and running a national contest that drew two million entries for a \$16,000 "electrified home."

The "notoriety" gained from the project resulted in a number of job offers, and, wanting to stay in New York, Rosenberg became a sales promotion manager with the Westinghouse Lamp Co. before switching to advertising. It is the career that he says today he enjoyed most because "you meet mostly very intelligent people."

He joined the Thomas Logan advertising agency in Chicago, staying with the company during its merger with the Lord & Thomas agency (which later became Foote, Cone & Belding) and after Logan's death, when the name reverted from Lord, Thomas & Logan back to L&T. After 50 years with the agency he retired in 1977, handling such accounts as General Electric, Frigidaire, Tony (including the "Which twin has the Tony?" campaign) and Clairol ("Does she or doesn't she?"). Asked what he thinks of advertising today, he says that "a lot of the commercials make me sick" because they "try to be entertaining" rather than selling a specific product. "I still believe that's what commercials should do—sell."

Since retiring, Rosenberg continues to be active. A resident of New York for the past 34 years, he is an avid reader who enjoys concerts, the ballet and walking "a couple of miles a day," as well as traveling South every year for six weeks of swimming and golfing (he doesn't keep score any more, he says). Aside from displeasure with a technical education that he says neglected the "cultural side" of schooling, Rosenberg is content with his life. "I only live from day to day," he says. "You can't live forever." ■

**Department of Justice's civil rights division has questioned constitutionality of FCC's licensing preferences for minorities and females and distress sales and tax certificate policies.** "We conclude that insofar as the commission's policies embody a system of racial and gender preferences, they are unconstitutional denials of equal protection," DOJ said in comments responding to FCC inquiry considering constitutionality and advisability of policies. "Unlike those affirmative action plans which the Supreme Court has held constitutionally permissible, the commission's policies satisfy neither the requirement of being directed to remedying the past discrimination of the governmental unit involved, nor the requirement of being narrowly tailored." In joint comments, Congressional Black Caucus, National Association of Black Owned Broadcasters, National Black Media Coalition, Mexican American Legal Defense and Education Fund, National Bar Association, National Association for Advancement of Colored People, National Urban League, League of United Latin American Citizens, Native American Satellite Network and National Conference of Black Lawyers Communications Task Force argued that same policies are "constitutionally sound and in the public interest."

□  
**RKO General Inc. and eight competing applicants for its WRKO(AM)-WROR(FM) Boston have arrived at settlement** agreement under which Professional Communications Partners would acquire stations for \$26,075,000 ("Closed Circuit," June 8). Proposed settlement filed at FCC last week said Professional Communications would pay RKO \$19 million, and remaining competitors would split remaining \$7,075,000. Professional Communications, which was competing applicant for facilities, is owned by William B. Murray. He also owns computer peripherals business in Canton, Mass.

□  
 Negotiations for sale of **RKO's WGMS-AM-FM Washington** appeared to be coming to close with **VerStandig Broadcasting**, Washington-based group of three AM's and three FM's, as new owner. Price was said to be **\$20.9 million**, with \$12 million for RKO and \$8.6 million going to competing applicants.

□  
**David Poltrack**, vice president, research, CBS, **criticized A.C. Nielsen Co. for moving too fast in transition to people-meter** audience measurement service, scheduled to become ratings yardstick of record next September. All three networks had urged Nielsen to

**Cuban controversy.** *The FCC has filed formal a complaint with Havana concerning the Radio Moscow broadcasts emanating from the vicinity of the Cuban city of Wajay every Sunday and every other Saturday since May 23 on 1040 khz during daytime hours. The commission, whose action was coordinated with the State Department, said the broadcasts are causing harmful interference to two Florida stations—WHBO(AM), currently licensed on 1050 khz in Tampa but operating under test authority on 1040 khz in Pinellas Park, and WYFX(AM) Boynton Beach (BROADCASTING, June 1, 8).*

*The commission, in a telegram to Direccion Frecuencias Radioelectricas, Cuba's equivalent of the FCC, sought to establish the stations' priority on the frequency. It said they were established and are operating pursuant to International Telecommunication Union regulations and appear in the 11th edition of the International Frequency List or have been notified to the International Frequency Registration Board. The government acted after the commission received notifications of interference from the two stations. The commission and WYFX have made measurements indicating the Cuban station broadcasting the Radio Moscow program is operating with about 300 kw.*

*Citing international regulations asserting that such assignments are entitled to protection, the commission said: "Your assistance in eliminating harmful interference would be appreciated." A copy of the complaint was forwarded to the IFRB.*

*The U.S. has no assurance that Cuba, with which it does not maintain diplomatic relations, will respond favorably, if at all.*

maintain current system for at least one more year until bugs are worked out of people-meter technology. Poltrack also said Nielsen was trying to shut AGB out of marketplace by requiring three networks to sign three-year people-meter pacts, which all three have rejected. He said Nielsen people-meter numbers, so far, are low enough, perhaps due to bias in Nielsen sample base, to reduce absolute value of CBS's time sales by 10%, while at same time, Nielsen expects networks to pay about 30% more for its people-meter service than AGB will charge. Remarks came at luncheon last week sponsored by Hollywood Radio and Television Society. At same luncheon, A.C. Nielsen Jr., former chairman of company, cautioned that gaps between ratings generated by current system (known as NTI) and people-meter are probably exaggerated and will diminish as people-meter sample base increases. Company has just reached 2,000-home mark in sample, and networks are eagerly awaiting results of ratings for next several months because next season's numbers will be based on 2,000-home sample.

□  
**Legislation that would extend compulsory license to cover distribution of satellite superstations to backyard dish owners and set statutory copyright fee of 12 cents per subscribers per month is expected to be introduced** in House this week. Bill, similar to one that won passage by House Judiciary Committee last Congress, will be sponsored by House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.), subcommittee members Mike Synar (D-Okla.) and Rick Boucher (D-Va.) and possibly others. Still uncertain at press time last week was whether expanded compulsory license would cover network affiliates, or just independents.

□  
**Thames Television**, UK's largest independent TV broadcaster, has adopted **M-II half-inch videotape recording format**, in five-year deal estimated by one source to be worth up to \$15 million. Agreement announced jointly with manufacturer Matsushita last Friday (June 12) at International Television Symposium at Montreux, Switzerland, will bring Thames up to 120 studio and camera recorders, along with commercial cart players, with first gear arriving in fall and production line models to be delivered starting next spring. In other news from symposium, which opened last Thursday with initial conference attendance of 1,700 and more than 30,000 expected for concurrent equipment exhibition. Broadcast Television Systems and Ampex both displayed new digital video recording technology. BTS, joint venture of Bosch and Philips, introduced new digital VTR based on D-1 world component recording standard. DCR-100, priced at approximately \$200,000 will be available in middle-to-late-1988. Ampex showed modified composite digital recorder from ACR-225 spot player. First production versions of recorder will be available by late 1988 and priced in range of high-end Type C recorders.

□  
**Los Angeles Superior Court Judge Jerry K. Fields last week rejected KABC-TV's motion for temporary restraining order to prevent A.C. Nielsen Co. from publishing May ratings book with eight-day totals omitted.** Ratings service took unprecedented step of deleting 11 p.m. numbers for eight-day period that KABC-TV ran eight-part series on Nielsen families in middle of sweeps month (BROADCASTING, June 8). As result of decision, KABC-TV lost its 11 p.m. lead, putting it into tie with KNBC-TV Monday-Friday and putting KNBC-TV into first at 11 p.m. Monday-Sunday. If KABC-TV decides to appeal action, it would return to court for hearing June 30. Arbitron, meanwhile, said if it had decided to delete eight-day period (service chose only to note incident in its book), KABC-TV still would have won.

□  
 After receiving calls from more than 2,000 viewers, **17 cable systems said that ch. 13, KCET(TV) Los Angeles, will not be moved to channel higher than 13.** So noncommercial station has discontinued on-air campaign begun May 26 that asked viewers to contact cable systems and urge them not to reposition station (BROADCASTING, June 8). KCET had altered campaign June 2, producing spot thanking viewers for their support and naming companies that are cooperating with KCET. Station will continue efforts to obtain support of area city councils such as those of Santa Monica, Glendale, Whittier and Beverly Hills, which passed resolutions recommend-

ing that KCET not be moved.

□  
**Viacom International completed merger** last week with subsidiary of **National Amusements Inc.**

□  
**FCC Mass Media Bureau has approved \$324-million sale of Spanish International Corp. and Bahia de San Francisco TV Co.'s six TV's to Hallmark Cards** (BROADCASTING, June 8).

□  
**King World Productions** last Thursday said board of directors approved **\$210-million stock repurchase plan**. First part of repurchase would be \$28-per-share cash tender offer for 4.1 million shares, expected to begin this week. Second repurchase, also at \$28 per share and expected to take place next January, would be of 3.5 million shares currently owned by members of King family and management. Cumulative effect of repurchase, to be done through First Boston Corp. and financed primarily through bank borrowings, would be to reduce shares outstanding by one-quarter. New York-based syndicator's chief operating officer, Stuart Hersch, said, "The proposed repurchase . . . will not interfere with the company's future operating plans. Moreover, the company's management is committed to continuing to expand its business and evaluate attractive acquisition opportunities." On day of announcement, King World stock rose \$2, to \$26½.

□  
**Tribune Broadcasting and Cox Broadcasting's Television Program Enterprises** have formed **TeleTrib, new syndication arm** for sales of barter programming and sales of barter units in that programming. All of two company's barter programming will be province of new division to headed by TPE President Phil Flanagan.

□  
**CBS** said last week that two animated series were returning to Saturday morning summer schedule as of June 13—**Dungeons and Dragons** and **Land of the Lost**, from 11 a.m. to noon. **Hulk Hogan's Rock 'n' Wrestling** has left schedule to make room for two returning shows.

□  
**Jack Kent Cooke has purchased First Carolina Communications Inc., Rocky Mount, N.C.-based MSO of 21 systems** in seven southern states and Arizona with more than 156,000 subscribers and passing about 300,000 homes. Deal was done after only 20 minutes of negotiations, said Cooke. No purchase price was announced, but **should easily exceed \$200 million**, according to industry sources. First Carolina is headed by E.B. Chester, president. Broker: Communications Equity Associates.

□  
House Appropriations Subcommittee last week approved fiscal **1988 funding bill for FCC, Federal Trade Commission, National Telecommunications and Information Administration, and Board for International Broadcasting**. Funds were also included for U.S. Information Agency, but, in unusual approach, were lumped with those for FBI and Drug Enforcement Agency. Parent Appropriations Committee is slated to act on measure before end of month. Under bill, FCC would receive \$105.6 million (it asked for \$107.3 million); FTC, \$69 million (it was seeking \$69.9 million); NTIA, \$35 million of which \$14.5 million is for salaries and \$20.5 for public telecommunications facilities program (it asked for \$14.7 million and there was no request for PTFP), and BIB, \$165 million (it requested \$203.6). BIB was requesting \$27 million to make up for devaluation of dollar, and \$42 million for modernizing Radio Free Europe/Radio Liberty equipment. Subcommittee set aside \$2.5 billion for salaries and expenses for USIA, FBI and DEA in what USIA officials understood to be holding action. Representative Neil Smith (D-Iowa), chairman of subcommittee, is said to be interested in making more funds available for those three agencies than would be possible under House budget resolution.

□  
**Pacifica Foundation**, licensee of noncommercial **WBAI(FM) New York**, last week asked FCC commissioners whether planned June 16 broadcast of excerpts from "Ulysses" would violate agency's **new standards on indecency**. Mass Media Bureau rejected foundation's request for declaratory ruling on question on grounds it might

have "potential for becoming functional equivalent of prior restraint" (BROADCASTING, June 8). William Byrnes, foundation's attorney, said review was being sought because matter was "too important to rely on gobbledygook." Byrnes also said station anticipated going ahead with broadcast unless it heard something from FCC suggesting that it shouldn't.

□  
Former *Today* executive producer **Steve Friedman has signed on with GTG Entertainment**, founded by former NBC chairman **Grant Tinker and Gannett Co.** last year. Friedman will head new and separate New York-based entertainment division of company starting Sept. 1. At outset, Friedman will focus on development of "reality and news related" programs for sale to various television and cable media. Friedman opted to sign with GTG after talks with three companies, which also included Fox and Disney.

□  
**NBC** representatives have agreed to meet tomorrow, June 16, with **National Association of Broadcast Employees and Technicians** contract negotiators for session to be moderated by Federal Mediation and Conciliatory Service. It's first meeting between two sides since contract talks broke off in San Diego more than two months ago. Neither side was overly optimistic last week that much progress would be made, with NBC officials stressing that while they will listen, they still view current proposal on table as final offer.

□  
*New York Times* reported last week that **four senior NBC executives** are expected to take advantage of lucrative **RCA retirement packages**, and will notify company by year's end of intention to leave. Executives cited were group vice presidents **Raymond Timothy, Robert Walsh** and **Robert Butler**, as well as **M.S. Rukeyser Jr.**, VP-corporate communications. RCA retirement benefit package option, which offers lump sum distribution, must be exercised by end of 1988. None of executives would comment last week on report. However, Rukeyser noted several hundred employees at NBC, over age of 55, had similar option. Those not exercising option by end of next year will lose RCA package but be rolled into GE benefit plan.

□  
Two of three independent stations in New York found themselves with new general managers last week, after **Bob Kunath**, who had been general manager of Fox Television's **WNYW-TV** for less than year, accepted same post at MCA Broadcasting's **wwor-tv**. Prior to **WNYW-TV**, Kunath was president of Group W Television Sales, where he worked with Lawrence Fraiberg, now president of MCA Broadcasting. Several days later, Fox named Carolyn Wall as replacement vice president and general manager of **WNYW-TV**. For past three years, Wall has been with Murdoch Magazines, most recently as executive vice president. Prior to joining News Corp. subsidiary, she was vice president and publisher of *Adweek*. Wall told BROADCASTING that although this is first job in broadcasting, she sat in on meetings where television business was discussed and was " . . . optimistic I can give new meaning to the words 'learning curve.' " She added it was too soon to say whether station would hire someone as station manager. **WNYW-TV** becomes second Fox station that pulled general manager from publishing business: earlier this year, Joe Robinowitz went from *Boston Herald* to fill top spot at company's **WFXT(TV) Boston**.

□  
Among those **slated to testify at Wednesday's House hearing on legislation that would reinstate FCC's antitrafficking rule**: FCC Chairman Dennis Patrick; Commissioners James Quello, Mimi Dawson and Patricia Diaz Dennis; National Association of Broadcasters President Eddie Fritts; Beverly Chain of United Church of Christ's Office of Communication; Dave Schutz with investment banking firm of ComCapital; Gary Stevens, formerly with Double-day Broadcasting and now investment banker with Wertheim & Schroder; William Duhamel of **KOTA-TV Rapid City, S.D.**; and Lowry Mays of Clear Channel Communications, San Antonio, Tex.

□  
**Westwood One** reached agreement late last week with entertainer **Steve Allen**, who is midday personality at **WNEW(AM) New York**, to also host two-hour, national call-in talk show each weekday.

# Editorials

## Futility Inc.

For weeks—no, months—the broadcasting establishment has been negotiating with selected members of the House of Representatives and public interest lawyers to craft legislation immunizing licensees from rival applications at license renewal time. The bill that promises to emerge from those negotiations is described on page 35 of this magazine. Broadcasters who wish to retain any independence in running their stations will wish their negotiators had stayed home.

As now drafted by Representative Al Swift (D-Wash.), with at least the advice of Tom Tauke (R-Iowa), the “renewal reform” bill to be submitted to the House is a close relation if not a clone of the Everything but the Kitchen Sink Act that was introduced in the Senate late last month by the chairman of the Commerce Committee and chairman of the Communications Subcommittee. Like the Hollings-Inouye bill, the Swift-Et Al bill would indeed protect incumbents at renewal time, but it would also deprive broadcasters of the little liberties they have been given in the deregulation of recent years and would order the FCC into unprecedented program regulation. Under the Senate bill, it was noted on this page, the FCC “would be legally obliged to oversee and bit by bit shape American programming.” The same bleak appraisal may be made of the House bill.

This represents another legislative triumph of the type now resting on the broadcasters’ mantle in the form of the Fairness in Broadcasting Act of 1987, which will become law unless the President saves the industry from its Washington relations. The Fairness Act, by the way, as noted elsewhere on this page, contains the 100th Congress’s justification for denying broadcasters the protections of the First Amendment that apply to everybody else.

It is a political axiom in Washington that legislation is more easily killed than passed. That axiom will be put to harsher and harsher test if broadcasters persist in dreaming that this Congress will give them anything but a hard time.

There is, as has been mentioned here before, a friendlier forum where a reasonable measure of license security could probably be obtained, and at much lower cost. Three weeks ago Tom Tauke, author of his own renewal bill, suggested during a Telecommunications Subcommittee hearing that the FCC explore what it could do to improve the renewal process (BROADCASTING, June 1). It had probably slipped Tauke’s mind, as it seems to have slipped other minds in Washington, that five years ago the FCC initiated but never completed a proceeding to devise ways of providing renewal expectancy to deserving licensees. The proceeding is labeled Docket 81-742. How about bringing it back to life?

## Main event

The Supreme Court settled one question about the fairness doctrine last week by refusing to review an appellate court ruling that the doctrine in its present form is FCC policy, not law, and is therefore the FCC’s to enforce, modify or repeal. The high court’s action, or inaction, clears the way for the FCC to do what it was told by the same appellate court to do: decide whether the doctrine is unconstitutional or avoid that test by declaring that the doctrine is not in the public interest and should not be enforced. The FCC can no longer duck the issue.

There are complications. The bill adopted by the House, in imitation of the Senate, to embed the doctrine in the law (BROADCASTING, June 8) contains language that, if allowed to stand, would enormously broaden FCC powers over broadcasting and

broadcast programming. Without the presidential veto that admirers of the First Amendment fervently desire, the bill to codify the fairness doctrine would become the bill to order all the program regulation an FCC could devise. Here are excerpts from H.R. 1934 as adopted by the House:

“The Congress finds that—(1) despite technological advances, the electro-magnetic spectrum remains a scarce and valuable public resource; (2) there are still substantially more people who want to broadcast than there are frequencies to allocate; (3) a broadcast license confers the right to use a valuable public resource and a broadcaster is therefore required to utilize that resource as trustee for the American people; (4) there is a substantial government interest in conditioning the award or renewal of a broadcast license on the requirement that the license assure that widest possible dissemination of information from diverse and antagonistic sources by presenting a reasonable opportunity for the discussion of conflicting views on issues of public importance . . .” Part 4 may not be grammatically correct, but the idea is clear enough, and there is more:

“(5) [W]hile new video and audio services have been proposed and introduced, many have not succeeded and even those that are operating reach a far smaller audience than broadcast stations; (6) even when and where new video and audio services are available, they do not provide meaningful alternatives to broadcast stations for the dissemination of news and public affairs . . .” The “findings” go on to justify the fairness doctrine as a legal way of “securing the paramount right of the broadcast audience to robust debate” blah, blah, blah.

What we have here is a blueprint and rationale for program control on a massive scale. What we need, desperately, is a presidential veto pointing out that the congressional “findings” are based on no evidence whatever and that the fairness doctrine, as law or policy, violates the First Amendment.

It is in the interest of all media to stiffen White House resolve by presenting a united appeal for a veto and a united front of opposition to any movement to override it on Capitol Hill.

*The sixth commissioner. FCC Mass Media Bureau Chief James C. McKinney is leaving that agency for a challenging assignment at the White House. His good fortune, although cheered by legions of friends and admirers in broadcasting, is nevertheless their loss. It's said—and we concur—that he has been one of the best bureaucrats ever, and in so saying new luster is imparted to a term usually used pejoratively. Fifth Estaters can only hope that fortune's wheel may turn again for Jim McKinney, returning him the next time to an official seat among the five.*



Drawn for BROADCASTING by Jack Schmidt

“...and now, the marine forecast...”



Some people just can't seem to let a good thing stand.

Take the Staggers Rail Act of 1980—one of the most successful pieces of legislation in history.

A group called Consumers United for Rail Equity (C.U.R.E.)—backed primarily by the coal and utilities industries—wants to take an ax to the Staggers Act.

They don't say that, of course. They say they want to "perfect" the act... "reform" it... "fine-tune" it.

But if you read the legislation they have proposed, you will quickly see that, in critical areas, they want to reimpose the same stifling regulation—and more—that almost destroyed the railroads.

Never mind that most railroad

customers—87 percent of those questioned in a recent survey—are happy with the Staggers Act and don't want it changed. Never mind the observable fact that the partial deregulation provided by the Act brought the railroads back from the brink of disaster, resulting in efficiencies and improved service for all who use rail.

Never mind, even, that the freedom to set rates and make contracts with less regulatory interference did not result in massive rate increases.

Many rates—coal and grain rates in particular—have gone down in recent years.

The interests represented by C.U.R.E. think they can use federal and state govern-

ments to lower their rates still further.

That's the real story behind C.U.R.E. But like anything else, there's no free lunch.

If C.U.R.E. succeeds, other shippers and the public as a whole will pay the price. In higher rates. Declining service. And, ultimately, in a railroad industry back on the brink of collapse.

To us that goes far beyond pruning and fine-tuning. And if you're a journalist covering this story, you'll find the facts for leaving Staggers intact are much more powerful than C.U.R.E.'s assertions for chopping it to bits.

To get facts, write Media Information, Association of American Railroads, 50 F St., NW, Washington, DC 20001, Dept. 710 Or if you're against a deadline, call (202) 639-2555.



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