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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jun 22

Jun 22, 1987

KATZ COMMUNICATIONS INC

People Make The Difference

KATZ RADIO GROUP

BANNER RADIO
CHRISTAL RADIO
KATZ HISPANIC RADIO SALES
KATZ RADIO
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KATZ TELEVISION GROUP

KATZ AMERICAN TELEVISION
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Katz. The best.



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55th Year 1987

**Indecency on the airwaves:
the issue examined**

Support slipping for
comparative renewal

LORIMAR

CUT A SA



Strap on the only off-network/first-run comedy tested and proven to

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

FEDERAL.



work smoothly as a strip. 100 half-hours looking sharp for Spring '88.

**It's a
Living**

A WITT/THOMAS PRODUCTION

Play it Safe.

Why Do Radio Station Owners Now Call Americom *First*?

1 Americom closed over 80 percent of the listings we accepted in 1985 and 1986.

2 Americom is consistently able to get high prices because we understand radio station values.

Ask the former owners of WLIF(FM) Baltimore (\$25,000,000 cash), KIXL/KHFI Austin (\$25,000,000 cash), WSIX(AM/FM) Nashville (\$8,500,000), and KAPE/KESI San Antonio (\$9,270,000 cash).

3 "Americom understands financing better than any brokerage company I know." *Steve Hicks*

With 12 major radio transactions not closing in January and February of this year, understanding financing at the brokerage level is critical to a successful closing. Americom understands financing and closed all of our 1986/1987 transactions.

4 Americom knows the serious, capable buyers.

Like George Duncan, John Gambling, Mac Tichenor, Bob Duffy and Marty Greenberg, Alan Beck, Al Kaneb, Tom Stoner, and Kerby Confer—all found at least one of the radio stations they were looking for through Americom.

5 Americom concluded radio station sales in over 50 percent of our transactions with 3 or less buyer contacts.

When confidentiality is a must, Americom knows the buyers for your station and does not have to shop, as many brokers do.

6 Americom gets the job done right . . .

Ask Dick Oppenheimer, Rob Dyson, Tom Joyner, Jerry Atchley, Alan Beck and Art Kern or any of the many station owners we have served.

Dick Oppenheimer to
George Duncan

\$38,000,000
Austin, TX / Baton Rouge, LA
/ Little Rock, AR / McAllen, TX

Alan Beck and Art Kern to
John A. Gambling

\$25,000,000
WLIF (FM)
Baltimore, MD

John A. Gambling and
Morton Hamburg to
Mike Schwartz and Don Wilks

\$15,390,000
WLKW (FM) Providence, RI
WROW (AM/FM) Albany, NY

Jim and Jane Hall to
Mac Tichenor

\$14,000,000
WOJO (FM)
Chicago, IL

Jack Roth to Bob Duffy
and Marty Greenberg

\$11,000,000
KONO/KITY
San Antonio, TX

Sherman Robbins and
Alan Anderson to
Donald Wilks and
Michael Schwartz

\$10,800,000
WHYN/WHFM
Springfield, MA

Sam Sitterle to
John Hiatt

\$ 9,270,000
KAPE/KESI
San Antonio, TX

Donald Wilks and
Michael Schwartz to
George Silverman

\$ 8,750,000
WIXY/WAQY
Springfield, MA

Rob Dyson to James Morrell
and John Kelly

\$ 7,500,000
WPTR/WFLY
Albany, NY

Otto Schoepfle to
Alan Beck and Art Kern

\$ 7,500,000
WELE (FM)
Orlando, FL

Fred Godley to
Al Kaneb

\$ 7,000,000
WHOM (FM)
Mt. Washington, NH

Gery Swanson to
Tom Stoner

\$ 7,000,000
WBYU (FM)
New Orleans, LA

Tom Joyner to
Kerby Confer

\$ 4,400,000
WHKY (FM)
Charlotte, NC

AMERICOM



Radio Station Brokerage & Financing

Broadcasting **Jun 22**

Reagan expected to veto fairness doctrine bill... page 7.

Patrick warns against reregulation... page 27.

Sikes calls for national technology initiative... page 28.

Markey to introduce must-carry sunset repeal... page 29.

Draft of renewal bill to go before NAB board... page 10.

A perspective on the FCC's stand on indecency... page 46.

Coverage from Montreux... page 35; **BPME & BDA...** page 57.

FULL SLATE □ License renewal reform legislation, syndex, antitrafficking and indecency issues among topics forming core agenda for NAB joint board meeting this week. **PAGE 10.**

MEETING OF MINDS □ Major Washington players involved in creating communications policy debate the role of government regulation at the Broadcasting/Cable Interface seminar. **PAGE 27.**

TECHNICAL FOCUS □ Burgeoning technology the focus of the international television symposium in Montreux. **PAGE 35.**

LAKE WOBEGONE □ Garrison Keillor's *A Prairie Home Companion* bows out. **PAGE 39.**

FOR KIDS' SAKE □ Action for Children's Television seminar focuses on ways to improve children's television. **PAGE 40.**

FOX EXPANSION □ Fox to rollout its *A Current Affair* news magazine feature program to all its owned stations. **PAGE 41.**

AD UPDATE □ McCann-Erickson's Robert Coen provides midyear correction on broadcast advertising. **PAGE 44.**

OFFICIAL SALES □ Camelot Entertainment Sales becomes official barter sales representative for Buena Vista Television. **PAGE 45.**

INDECENCY PERSPECTIVE □ FCC decision broadening indecency standard is having its effect on the marketplace. **PAGE 46.**

IN THREE'S □ FCC takes its lumps before the House Telecommunications Subcommittee, where key members want to reinstitute antitrafficking bill. **PAGE 49.**

OWNERSHIP LOOK □ FCC move to relax duopoly and one-to-a-market rules draws wide range of comments. **PAGE 50.**

HIGHER GROUND □ FCC Mass Media Bureau James McKinney accepts White House communications post. **PAGE 52.**

BEST FOOT FORWARD □ BPME & BDA convention draws over 2,300 to hear better ways to promote and design. **PAGE 57.**

ALL BUSINESS □ Capcities/ABC Radio President James Arcara takes care of business of one of the nation's largest radio station groups and most successful radio network operations. **PAGE 79.**

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COMMERZBANK
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SWISS BANK CORPORATION INTERNATIONAL
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Limited

S.G. WARBURG SECURITIES

YAMAICHI INTERNATIONAL (EUROPE)
Limited

June, 1987

Ghost

Expected presidential veto of legislation codifying fairness doctrine will reportedly bear fingerprints of familiar doctrine foe: former FCC Chairman Mark Fowler. Source said Fowler, now with law firm of Latham & Watkins, helped write veto message, which is expected to state administration's view that doctrine is unconstitutional and poor public policy. President Reagan has until today (June 22) to veto bill.

Hidden meanings

Last week's closely watched advertising forecast (see story, page 44) by Robert J. Coen avoided commenting specifically, according to tradition, on impending upfront television marketplace. But closer look at Coen's 1987 forecast indicates McCann-Erickson senior vice president expects approximately 4% revenue growth in first half of year followed by second-half gain of 6%, with one or two extra percent showing up in fourth, as opposed to third, quarter. Since fourth quarter is virtually all upfront money, only possible conclusion is that Coen thinks across-board unit prices will not break single-digit increases upfront. High single-digit unit price increase, however, would be better than what some observers have guessed.

Cooling-it call

National Association of Broadcasters President Eddie Fritts called on FCC Chairman Dennis Patrick last Friday in effort to "clear the air" after uproar over Fritts's letter on syndication exclusivity (see story, page 10). NAB president visited other commissioners as well, in preparation for association's joint board of directors meeting this week. Number of subjects were said to have come up although primary focus was syndex.

Golden Wesray

Want to know how to improve return on investment? Ask William Simon's Wesray Corp., which bought Forward Communications in late 1984 with \$1 million equity, \$54 million in bank debt and \$40 million in seller's notes. Since purchase, Wesray has spun off several Forward properties, including several AM-FM combinations and *Wisconsin Rapids Tribune*, using proceeds to pay off virtually all of seller's notes. After sale, in progress, of remaining five TV stations, and subsequent retirement of bank debt,

precisely how much profit will be left for Wesray is not certain, but one observer suggested \$50 million, implying 270% compounded annual rate of return.

Bigger piece

How bullish is Hallmark Cards Inc. on Spanish-language television? When Kansas City, Mo.-based company first made bid for SICC stations, it was as 33% partner in group bidding less than \$300 million. Hallmark and another one-third partner, First Chicago Investment Corp., subsequently became equal partners after winning bid reached over \$300 million, causing third partner, Warburg Pincus, to back out. Federal Reserve regulations prevent bank's venture arm from owning more than 25% of outside business, so First Chicago had planned to syndicate other 25% to similar venture firms. Now after last week's FCC approval of station transfer comes word that station group's cash flow performance is ahead of projections, and Hallmark has decided to pick up extra 25% itself, and with it, all of voting stock. Final agreement between First Chicago and Hallmark is still being ironed out, although at some point, Hallmark would presumably have right of first refusal for First Chicago's share and could end up owning 100%.

Network softens

Network radio sales, which registered 18% jump in January, are leveling off in second quarter. May business, according to Radio Network Association, which relies on data collected from networks by Ernst & Whinney accounting firm, was \$34,780,841, off 1% compared to May 1986. That marks second consecutive month that network revenues declined. (April sales were off by 8%.) From January through May, network radio sales are ahead by only 3% compared to same period last year, to \$145,516,782. In 1986, network business posted 16% rise over year before.

Talking shop

Announcement on Friday of cancellation of Lorimar home shopping show, *VTV*, is being viewed by some as beginning of end for home shopping in syndication, both by stations and syndicators. Lorimar, for one, has also canceled its plans for overnight show, *VTV Latenight*, that would have run at 1-5 a.m. Reasoning behind that move may have been based on performance of *VTV*

following February book. Since February one-third of *VTV* stations moved show to late night time periods (1-5 a.m.) where it did worse, if no better, than daytime periods where it was before. Additionally, cash compensation to stations for percentage of net sales they generated was not encouraging, based on first mailing of checks to stations, and was not expected to improve with second and last checks.

But according to MCA TV, predictions of home shopping's demise are premature. MCA introduced *Home Shopping Game* on Monday, June 15, to ratings of 2-3 in overnight markets.

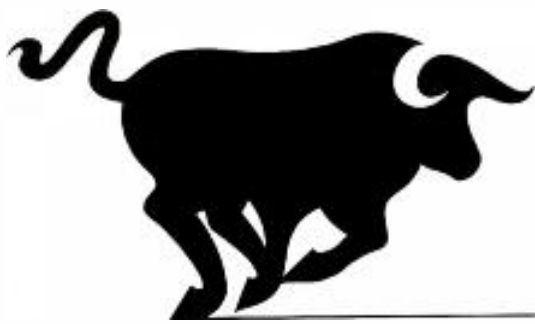
Speculation

Lorimar Telepictures has scheduled meeting with securities analysts Wednesday (June 24) on eve of release of year-end report, fueling speculation that company will make announcement about major restructuring. Also leading to questions is company's intention to take advantage of full 90-day period that is permitted for release of its year-end report for period ended March 31. It released no preliminary result either.

Analysts think L-T could announce spin-off of its advertising business, Bozell, Jacobs, Kenyon & Eckhardt, which for 1986 was 13th largest agency with \$414 million in broadcast and cable billings; also its broadcast properties and publishing concerns, including 75% interest in *US Magazine*. "All three make sense," said Dennis McAlpine of Oppenheimer. Analysts are also looking for company to announce major repurchase of its stock and to take significant writedown.

German crunch

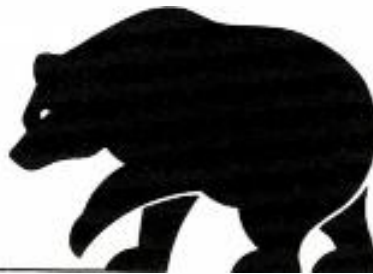
Cable operator copyright fees paid to U.S. television producers are generally far higher, percentage-wise, in Europe than America, but fastest growing and potentially largest of European cable markets, West Germany, is bucking trend, battling U.S. studios to keep rates down. Cable industry there now earns \$100 million annually from just 2.5 million cable homes and expects to double subscribers by 1989, but it has offered flat fee to U.S. producers of just \$1 million per year for six years, threatening compulsory license law to enforce low rate. European cable pays average of 15% of subscriber fees for program copyright, while U.S. cable operators pay approximately 2%-3% of gross basic revenues.



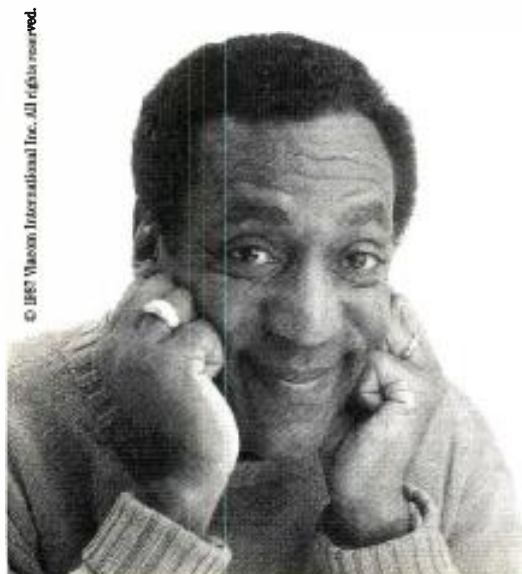
Bulls &

- | | | |
|--|---|--|
|  NEW YORK
MCA Broadcasting, Inc. |  SAN DIEGO |  WILKES BARRE-SCRANTON
New York Times Bcstng |
|  LOS ANGELES
United Television |  ORLANDO
H & C Communications |  LOUISVILLE
Providence Journal Co. |
|  CHICAGO
Fox Television |  MILWAUKEE
Hearst Broadcasting |  DAYTON
Cox Communications |
|  PHILADELPHIA
CBS |  CINCINNATI
Multimedia Broadcasting |  RICHMOND-PETRSBG
Nationwide Communications |
|  SAN FRANCISCO
Group W Television |  NASHVILLE
Knight Ridder Broadcasting |  FLINT-SAGINAW-BAY CITY
Meredith Broadcasting |
|  BOSTON
Hearst Broadcasting |  CHARLOTTE
Cox Communications |  MOBILE-PENSACOLA
Knight Ridder Broadcasting |
|  DETROIT
Post Newsweek |  BUFFALO
Howard Publications |  JACKSONVILLE
Harte-Hanks Comm. |
|  ATLANTA
Gannett Broadcasting |  OKLAHOMA CITY
Knight Ridder Broadcasting |  WICHITA-HUTCHINSON
Kansas State Network |
|  PITTSBURGH
Cox Communications |  COLUMBUS, OH
Outlet Communications |  FRESNO
Meredith Broadcasting |
|  TAMPA-ST. PETE |  RALEIGH-DURHAM
Capitol Communications |  ALBUQUERQUE
Hubbard Broadcasting |
|  SEATTLE-TACOMA
Bonneville International |  SALT LAKE CITY
Bonneville International |  SYRACUSE
Meredith Broadcasting |
|  MINNEAPOLIS-ST. PAUL
Gannett Broadcasting |  PROVIDENCE
Knight Ridder Broadcasting |  DES MOINES
Iowa State University |
|  DENVER
Gannett Broadcasting |  MEMPHIS
New York Times Bcstng |  OMAHA
Pulitzer Broadcasting |
|  PHOENIX
Meredith Broadcasting |  SAN ANTONIO
Harte-Hanks Comm. |  DAVENPORT
New York Times Bcstng |
|  PORTLAND, OR
King Broadcasting |  NORFOLK
Knight Ridder Broadcasting |  CHAMPAIGN & SPRING-DEC
Lin Broadcasting |

Bears



- | | | |
|---|--|---|
|  CEDAR RAPIDS-WATERLOO
Cedar Rapids Television |  WACO-TEMPLE
KWTX Broadcasting Co. |  HARLINGEN-WESLACO
S.W. Multimedia Corp. |
|  AUSTIN
Times Mirror Broadcasting |  EL PASO
Marsh Media |  AMARILLO
Cannan Communications |
|  SPOKANE
King Broadcasting |  COLORADO SPRINGS
Pikes Peak Broadcasting |  CORPUS CHRISTI
McKinnon Broadcasting |
|  PORTLAND-AUBURN
Maine Broadcasting |  FT. WAYNE
Thirty Three, Inc. |  YAKIMA
Retlaw Enterprises |
|  TUCSON
H & C Communications |  FT. MYERS-NAPLES
Ft. Myers Broadcasting |  RENO
Donrey of Nevada |
|  SPRINGFIELD, MO
Woods Communications |  PEORIA-BLOOMINGTON
Midwest Television |  MACON
Multimedia Broadcasting |
|  JACKSON, MS
News/Press and Gazette |  AUGUSTA
Schurz Communications |  EUGENE
Eugene Television, Inc. |
|  SOUTH BEND-ELKHART
Michiana Telecasting |  MADISON |  ERIE
Jet Broadcasting |
|  HUNTSVILLE-DECATUR
New York Times Bcstng |  CHARLESTON, SC
Media General Bcstng |  BOISE
Evening Post Publishing |
|  COLUMBIA, SC
Cosmos Broadcasting |  SAVANNAH
News/Press and Gazette |  BAKERSFIELD
Ackerley Broadcasting |
|  BATON ROUGE
Rush Broadcasting |  MONTGOMERY
Terrapin Communications |  CHICO-REDDING
Golden Empire Bcstng |
|  LINCOLN & HASTINGS-KRNY |  LAFAYETTE, LA
Texoma Broadcasters |  BANGOR
Diversified Communications |
|  GREENVILLE-N. BERN-WASH.
American Family Bcast Grp |  WILMINGTON
Atlantic Telecasting |  MEDFORD-KLAMATH FALLS
Freedom Communications |
|  LAS VEGAS
Valley Broadcasting |  COLUMBUS, GA
Pegasus Broadcasting | |



These leading broadcasters are bullish on Cosby. 86 markets opened, 82 sold. The smart money is on Cosby.

**The Cosby Factor:
Invest in it.
Profit from it.**



NAB directors will have hands full in D.C.

This week's (June 23, 24 and 25) Washington meeting of the National Association of Broadcasters joint board of directors promises to be more than routine. It's likely to be marked by lively discussions, particularly over trade-offs involved in the NAB's legislative initiative to eliminate the comparative renewal process. The directors must decide whether the price of renewal relief is too high. The NAB is also facing pressure from Capitol Hill to support a bill that would reinstate the FCC's antitrafficking rule. The industry is divided on that issue.

Another subject of anticipated discussion by the board is the association's stand on the FCC's new policy on obscene and indecent broadcasts. Some directors are said to be unhappy with a resolution adopted by NAB's executive committee in May (BROADCASTING, May 18) and they're troubled by the association's decision to seek clarification rather than reconsideration of the policy. There's also been some disquiet within the industry over the association's failure to assume a leadership role on the issue.

For television directors, a major item will be the association's support of the FCC's rulemaking to reimpose rules requiring cable

systems to black out syndicated programming on distant signals if it is carried by local stations. The TV board has been asked by NAB President Eddie Fritts to be prepared for a full discussion on syndicated exclusivity, the FCC's new rules requiring cable carriage of local station and the compulsory copyright license for distant-signal programming in cable. Fritts expressed concern in a letter to the board three weeks ago that support of the syndex rulemaking might be counterproductive (BROADCASTING, June 8, 15). He wants the board to examine the long-term ramifications of syndex and how it relates to must carry and the compulsory license.

In the letter, the NAB president said he had uncovered information at the FCC indicating syndex will 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, Fritts maintained, would leave broadcasters without syndex and in a vulnerable position on must carry. Fritts's allegations did not go over well with FCC Chairman Dennis Patrick, who said the NAB chief was "misinformed as to motives and con-

fused as to the substance" of the syndex rulemaking. Patrick is slated to address the television board Thursday.

Last week, Fritts told BROADCASTING that NAB has not dropped its support of syndex. "It's our intention to file," he said, unless the board determines otherwise. "I don't expect the board will change its position," he added. What Fritts is trying to do, he said, is give the directors an opportunity to "discuss all the parts that come into play . . . and to get our best thinking on what the communications landscape will look like five years down the road."

Two weeks ago, a brief survey by BROADCASTING indicated a majority of television directors wanted to stick with syndex. (The ABC-TV affiliates have gone on record unanimously backing syndex.) That sentiment appeared to be holding true last week. Television director Margo Cobb of WLBZ-TV Bangor, Me., canvassed her constituents on the subject and found they were "all strongly in favor of staying the course with syndex." The broadcasters feel, she said, that the future would be "rather dim without syndex."

Also, when the TV board meets, Fritts is

To page 34

NAB balloteers. It's off to the races this week, as the National Association of Broadcasters joint board of directors elects new leadership for the association's executive committee. In addition to board business, the directors will elect a new joint board chairman, as well as new chairmen and vice chairmen of the radio and TV boards. Only the radio seats are being contested. There's a three-way race for radio vice chairman (George Hyde of WQBA-AM-FM Miami; Bill Sanders of KICD-AM-FM Spencer, Iowa, and Bob Fox of KVEN(AM)-KHAY(FM) Ventura, Calif) and a two-way race for

radio chairman (RKO General President and NAB radio vice chairman, Jerry Lyman, and Ray Lockhart of KOGA-AM-FM Ogallala, Neb.):

Wallace Jorgenson of Jefferson-Pilot Communications and current television vice chairman is running unopposed for joint board chairman.

On the TV side, Benjamin McKeel with Nationwide Communications is unchallenged in his bid for chairman, and Margo Cobb, WLBZ-TV Bangor, Me., also unopposed, is seeking the vice chairmanship.



Lockhart

Cobb

Hyde

Jorgenson

Fox

McKeel

Sanders

Lyman

Cablecastings

PTL problems

The Inspirational Network, the cable service of the financially troubled PTL, received another major blow last week when Storer Communications, the nation's third-largest MSO, announced that all of its systems now carrying the service would drop it—a move that will cost the service some 580,000 cable homes. Storer's announcement follows by three weeks that of Tele-Communications Inc., the largest MSO, to dump the service from systems serving 500,000.

Also last week, TCI denied it was dropping PTL's service to make room for a home shopping service and said it would put it back on any system if 5% of the system's subscribers wrote in and demanded it. And TCI reiterated its promise to carry an ecumenical "inspirational" service if PTL and the other TV ministries can develop one that meets criteria set by TCI.

TCI and other MSO's are trying to "eliminate most of these evangelical Christian outreaches, not to make room for some innocuous network of religion, but to make

room for home shopping," PTL head Jerry Falwell said on ABC's *Nightline* (see also page 42).

Muy bien

Univision-Spanish International Network, Spanish language programming network, has increased its gross revenues by 46% over last year's billings, and is projecting a sales increase of 35% over 1986, according to John Pero, Univision vice president, national sales director. He attributes the sales growth to "a surge" of new advertisers who

FACE VALUE.

Top box office attractions. Names that always draw audiences. They're the headliners of HOLLYWOOD STARS, a select package of major movies currently available only from REPUBLIC PICTURES.

Gene Kelly and Natalie Wood in "MARJORIE MORNING-STAR." Humphrey Bogart as "THE ENFORCER." Gary Cooper in "THE COURT-MARTIAL OF BILLY MITCHELL." 17 full-length features in all. All with the kind of star power that delivers viewers.

The HOLLYWOOD STARS movie package. For availability, call your Republic representative today. And bank on the best names — and faces — in the business.

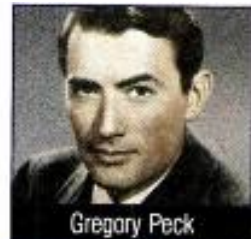


Republic Pictures Corporation, 12636 Beatrice Street, Los Angeles, CA 90066-0930, (213) 306-4040

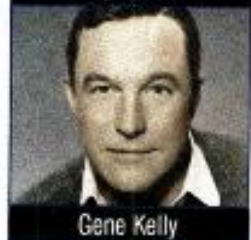
HOLLYWOOD Stars

42% OF THE COUNTRY ALREADY SOLD! Including New York, Los Angeles, Chicago, Philadelphia, Boston, Detroit and Dallas!

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Gregory Peck



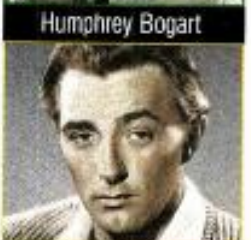
Gene Kelly



Natalie Wood



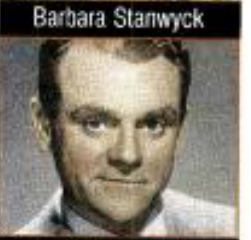
Humphrey Bogart



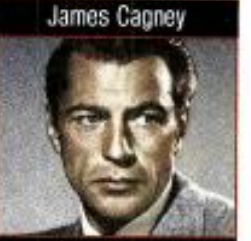
Robert Mitchum



Barbara Stanwyck



James Cagney



Gary Cooper

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.

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WOMA, FM-RADIO

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

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are targeting the Hispanic market. Since January, he said, American Express Co., Coors Brewing, Hershey Foods Corp., Mars Inc. and Chevron Corp. have become advertisers on Univision. Univision said that according to the U.S. Census Bureau, Hispanics' income grew 44% faster than the general market after taxes, between 1980 and 1984.

Tennis anyone?

USA Network will broadcast 46½ hours of early round coverage of the 1987 U.S. Open Tennis Tournament from Flushing Meadows, N.Y., including 31½ hours of evening broadcasts and 15 hours of daytime coverage, Sept. 1-10. The coverage will include opening day matches through the men's

and women's quarterfinals, USA said. Mary Carillo and Barry MacKay will again host USA's broadcasts. A third commentator is yet to be named. According to Jim Zrake, USA vice president, production, and executive producer, "our broadcast will include not only key matches and planned features, but coverage of breaking news stories during the matches."

This will be the fourth year USA has covered the Open in conjunction with CBS Sports, USA said, adding that "as part of an ongoing relationship with CBS Sports, USA will continue exclusive early round cable broadcasts through 1988. The combined USA Network and CBS Sports broadcasts will result in complete television coverage of the tournament, from opening day through the finals," USA said. As part of its agree-

ment with CBS, USA said the broadcast network will provide it with production facilities and technical personnel.

Nashville Willie

Among the original offerings airing on The Nashville Network this summer is a 90-minute program, *Willie Nelson/Wrangler Music Invitational*, a special showcase of "the best new entertainers in country, rock and rhythm and blues" selected from 10 cities nationwide, TNN said last week. Airing on Saturday, Aug. 8 at 11 a.m. (NYT), the special focuses on the final competition of a national talent search, taped at the Austin Opera House in Texas.

Sponsored by Wrangler and local radio stations, the finals follow talent contests held in Baltimore, Houston, Nashville, Seattle, St. Louis, Denver, New York, San Diego, New Orleans and Tampa, Fla., where local entertainers invited to enter the competition were judged. The winners in each city in each of the three musical categories were then flown to Austin for the finals. (Winners in each category receive a Wrangler wardrobe, \$10,000 cash, a music video and musical equipment.)

The show, which also features performances by Nelson, Leon Russell, Dickie Betts and Edgar Winter, will be repeated at 4 p.m. and 1 a.m. (NYT).

Soviet fest

The Bravo cable network will begin a two-month "Red Shoes Festival" in July, featuring Soviet operas and ballets. Among the highlights will be the American television premiere of the Kirov Ballet's performance of "Swan Lake" (July 6, 12), which was taped during a live performance in Leningrad, and broadcasts of the Kirov performing "Giselle" on July 20 and "La Bayadere" and "Sleeping Beauty" on July 13 and 27, respectively. Other features during the festival will be a portraits of former Bolshoi Ballet dancer, Alexander Godunov, on July 5, and Yugoslavian pianist, Ivo Pogorelich on July 9, 12, and 21. The opera "Attila," with Russian bass Evgeny Nesterenko, will be presented on July 18.

Support the vets

The list of celebrities participating in *Welcome Home*, a concert honoring Vietnam War veterans at RFK stadium in Washington July 4 ("Cablecastings," May 11), is growing. Among the performers signed up for the concert, which will be shown on Home Box Office in an exclusive "same-day, tape-delayed cablecast" at 9 p.m.-midnight (NYT), are singers James Brown, Richie Havens, Ben E. King, John Sebastian, John Fogerty and the Four Tops, as well as comedians George Carlin and Blake Clark. Ken Ehrlich will produce *Welcome Home* for HBO.

Additionally, a toll-free telephone number (1-800-USA-1987) is now in operation to accept donations to the project, HBO said, adding that it will be shown on-screen during HBO's presentation of the event. Those wishing to mail in donations (which will be distributed to veteran groups nationwide), or request information about *Welcome Home*, may write to Welcome Home Inc., Patriotic Hall, 1816 South Figueroa #7, Los Angeles 90015, HBO said.

BOOKS FOR BROADCASTERS

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COPYWRITING FOR THE ELECTRONIC MEDIA by Milan D. Meeske & R.C. Norris. The best way to improve your writing skills is to *practice*, and that is the approach of this practical guide. As the authors discuss both basics and specifics, keyed to the ways TV and radio operate today, they offer you ample opportunities to hone your writing skills in numerous realistic exercise projects. Topics covered include broadcast vs. cable copywriting; PSAs, promotional, and direct response spots; legal requirements for commercials and contests; getting a job in a small market or a national agency.

1987, paper, 380 pages \$25.95 W06636-4

MODERN RADIO PRODUCTION by Lewis B. O'Donnell. The latest equipment and how to use it in editing, news production, commercial production, and on-air work is presented clearly and concisely in this handy guide. It offers how-to information you can use to create dramatic effects and hard-hitting commercials: pull an airshift, mike a poor speaker, organize a complex production, and integrate a variety of techniques necessary for successful news coverage. Numerous illustrations.

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And more...

Business Briefly

RADIO

Cookin' Good Chicken □ Advertiser will kick off third-quarter campaign in July in four to five Florida and Puerto Rican markets. Advertising will run for three-to-six-weeks flights and appear in various dayparts. Target: women, 25-54. Agency: Faller & Klenk & Quinlan, Getzville, N.Y.

Jacobson Stores □ July clearance sale will be promoted in one-week flight early in month in seven to eight markets including Saginaw and Lansing, both Michigan, and Toledo, Ohio. Commercials will be placed in all dayparts. Target: adults, 25-54. Agency: Simons Michelson Zieve, Troy, Mich.

Federal Chemical Co. □ To support its new product, Mr. Pest Control's Pyrite formula, advertiser has moved into network advertising on radio for first time via \$100,000 campaign on ABC Radio Network. Campaign will continue for 10 weeks through August. Preliminary response has been "excellent," according to Federal Chemical, and company plans to increase 1988

campaign expenditures to about \$300,000 and use other radio networks as well as spot television. Commercials are being placed in 10 a.m.- 3 p.m. period to attract target audience of women, 25-54. Agency: Pro Media, Studio City, Calif.

TELEVISION

Aaron Sells Furniture □ Third-quarter campaign is being planned to run in 27 markets for approximately 10 weeks starting in late July. Commercials will be placed in all dayparts. Target: adults, 18-34. Agency: Paces East Advertising Atlanta.

Geauga Lake □ Amusement park complex in Ohio has begun campaign in six markets in Ohio, Pennsylvania and West Virginia that will run through August. Commercials will be placed in all dayparts. Target: adults, 18-49; teenagers and children, 6 to 11. Agency: Mills Hall Walborn, Cleveland.

New York Telephone Co. □ Company kicked off major advertising campaign last week, using television in New York

and major markets in upstate area. Initial flight will be seven weeks and campaign will continue until November. Commercials will be placed in prime, late night and early news positions. Target: adults, 25-54. Agency: Bozell, Jacobs, Kenyon & Eckhardt, New York.



American Express Co. □ American Express Travel Related Services announced last week it is introducing American Express Gift Cheque and will support it with \$4 million television-only campaign. Created as alternative to gifts of cash or personal checks, new service will be advertised on all three networks for six weeks, starting in mid-November. Commercials will be carried in all dayparts. Target: women, 25-54. Agency: Ogilvy & Mather, New York.

RADIO & TV

GlowCore □ In planning stages is dealer co-op advertising program slated to start in mid-August for about eight weeks in five to six markets. Advertising is scheduled to begin in Cleveland and spread to other markets. Commercials will run in various dayparts to promote sale of heating and cooling units. Target: adults, 25-54. Agency: Belden, Frenz & Lehman, Westlake, Ohio.

Southeast United Dairy Industry Association □ Four-week promotional effort in support of dairy products is set to begin this week in about 40 radio and television markets. List will include Nashville, Augusta Ga., and Birmingham Ala. Commercials will appear in all dayparts. Target: women, 25-54. Agency: Fahlgren & Swink, Atlanta.

TGI Fridays □ Restaurant chain broke with campaign on TV last week and will follow with radio this week in four markets. Flights of four to six weeks will continue throughout year. Commercials will run in various dayparts. Target: adults, 25-49. Agency: Richards Group, Dallas.

Ben Franklin Is Alive.

If you don't believe it, Mike Whorf will introduce you—through Kaleidoscope, the Peabody Award-winning radio program he writes, produces and narrates. ★ And Franklin is but one of the many people and events brought to life in each segment of Kaleidoscope. Travel to early 20th Century India and visit Ghandi. Lie under the descending pendulum with Edgar Allen Poe. Over 400 subjects in six categories. ★ Kaleidoscope has a proven history of success. In large cities and small towns. Wherever stations want to increase listener loyalty and revenue. ★ For a demo tape and additional information, write on your station's letterhead:

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239 Pilgrim • Birmingham, MI 48009 • (313) 433-3742



Small Wonder Watcher:

Natasha Shamone

Born in Hamlet, N.C., B.A. Theatre Arts

Computer technician

Interests: Fashion design, singing, art

Mother of Naomi, age 12



Number one with moms.

Small Wonder is a joint 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

Kendall Refining Co. □ Motor oil firm has begun its most aggressive television advertising campaign in its history, with

spots on ESPN and on TV stations in 10 markets. Advertising will continue until end of year. Commercials will be carried heavily on sports and news programs. Target: men, 18-49. Agency: Al Paul Lefton, Philadelphia.

Advantage

Here's the beef. Wendy's International has placed its \$50 million national account with Backer & Spielvogel, New York, marking third agency to be used in nine months. Under new arrangement, Backer will oversee both creative advertising development and media planning and placement. B&S replaces two firms—Dick Rich Inc., which handled creative, and DFS Dorland, which handled media. Prior to that arrangement, DFS Dorland handled both creative and media requirements. That was during period DFS created "Where's The Beef?" campaign for Wendy's and touched off national craze. DFS was dropped last fall as creative agency when the campaign did not maintain its sales momentum.

Growing business. After five months of operation, Mutual Telesales Inc., Atlanta-based television representative firm, reports it has signed 21 stations as clients. According to Ron Moore, president, they include WFTY(TV) Washington; WTMV(TV) Lakeland, Fla.; WFMZ-TV Allentown, Pa., and WBX-TV Akron, Ohio. Moore said that MTI has field offices in New York, Los Angeles and San Francisco and is planning to open other branches in July in Chicago and Dallas. Moore has been account executive with stations in Charleston and Spartanburg, both South Carolina; Richmond, Va.; Greensboro, N.C., and Atlanta.

Brisk first quarter. Television advertising for automotive companies and-for restaurants and drive-ins chalked up comfortable gains in first quarter of year, according to Television Bureau of Advertising. They outpaced other category groupings. Automotive manufacturers and their dealers invested \$641.1 million, up 26% over last year. Leading auto grouping was General Motors with \$60.8 million in first quarter, rise of 27%. Restaurant and drive-ins registered gain of 19% to \$263.3 million.

Going abroad. Griffin Bacal, New York advertising agency with about \$142 million in domestic billings, is opening London office. Gordon Hunt has been named general manager of office, with opening assignments including Hasbro and Playskool.

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Merrill Lynch Capital Markets

June 10, 1987

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Datebook

■ Indicates new entry

This week

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

June 26-27—*Radio-Television News Directors Association* region 14 conference in cooperation with UPI and *Florida Association of Broadcasters*, PGA Sheraton hotel, Palm Beach, Fla. Information: (813) 229-7781.

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

■ **June 27**—*AP Television-Radio Association of California-Nevada* regional seminar, KRON-TV San Francisco. Information: (415) 561-8760.

Also in June

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

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

June 30—Entry deadline for 30th annual *International Film & TV Festival of New York* for TV programming.

promotion spots and music videos. Deadline is for work produced or first aired between Aug. 1, 1986, and June 30, 1987. Sept. 14 is deadline for work produced or first aired between June 30 and Sept. 14. Information and entry kits: (914) 238-4481.

June 30—Deadline for applications for journalists-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 *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.

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

Major Meetings

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 Con-

vention 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, Marchés des International Programmes des Télévision*, 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

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A commentary on syndicated exclusivity from Charles Edwards, Association of Independent Television Stations

Rebutting the arguments against reinstating syndex

When Benjamin Franklin met with Thomas Jefferson in Philadelphia in 1776, they discussed the blessings of liberty and the suffering a society might have to endure to achieve those blessings. Both had done well under British rule, but, said Ben Franklin, "like the ox, we would rather have what God entitled us to have."

A broadcaster must feel the same way these days after he goes through tough negotiations with a program distributor and makes a painful (in terms of dollars) commitment, only to discover that the exclusive rights he won and paid for, don't really belong to him. He wants what his money bought and he wants to be able to enforce the exclusivity his money paid for.

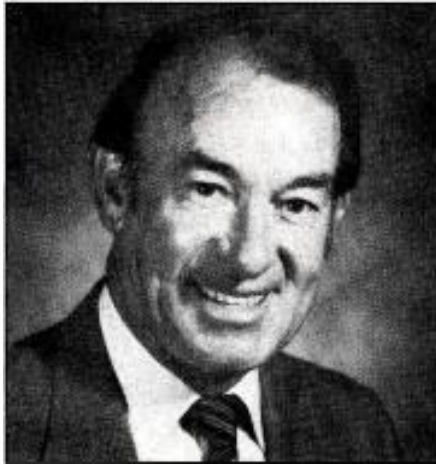
This, then, is the heart of the FCC's syndicated exclusivity rulemaking and I have never known a single broadcaster who doesn't think that he should have—and use—what he has purchased. Anyone who has bought programing knows that this is a television broadcaster's issue.

The day is late for recrimination, but I remain puzzled over how broadcasters ever lost the syndicated exclusivity rights they had prior to 1980. That's when FCC Chairman Charles Ferris led an attack that wiped out those rules and helped to make a success of Ted Turner's "Superstation," WTBS(TV) Atlanta. And I do know that the same Mr. Ferris in private legal practice now represents the same Mr. Turner. Suffice it to say that this is one more example of Paul Porter's famous maxim: "In Washington, bureaucratic virtue is always rewarded."

What hasn't changed is that the exclusive right to exhibit a program—any program, network or syndicated—is a station's most valuable asset and creates the foundation of our business. This is a conviction held by our friends in the cable industry. All one need do is examine their advertisements or listen to any speech by Tele-Communications Inc. Chairman John Malone to understand the importance cable attaches to program exclusivity.

It was irrational and totally discriminatory for the FCC to repeal its exclusivity rule regarding syndicated programs, while retaining the very same rule for network programs. Fortunately, the FCC has awakened to its wrongdoing and has presented us with an opportunity to regain improved recognition for *all* program contracts. This is a wise move and it deserves the emotional and enthusiastic support of all broadcasters.

I have studied the views of the few broadcasters who have reservations about syndex. While I respect both Eddie Fritts (of the Na-



Charles Edwards is chairman of the board of the Association of Independent Television Stations (INTV), general manager of KTVT(TV) Fort Worth and executive vice president of Gaylord Broadcasting, corporate program purchaser and co-ordinator for the group. He was assistant general manager of WTVT(TV) Milwaukee and general manager and vice president of KSTW(TV) Tacoma, Wash., before returning to KTVT, where he had started in 1962 as a sales representative.

tional Association of Broadcasters) and Shaun Sheehan (of Tribune Broadcasting). I am pleased to take this opportunity to respond, point by point to their recent remarks in BROADCASTING:

■ **Reservation No. 1:** The loss of exclusivity has not harmed us. *Response:* Exquisite baloney. Every day, duplicating programs on distant signals steal measurable audience away from local stations that own exclusive rights to those programs. For example, WGN-TV Chicago's broadcast of *The Facts of Life* wins a 2 rating (which is a 4 rating in cable households) in the San Antonio, Tex., market where a local station bought exclusive rights to *Facts*. The Association of Independent Television Stations (INTV) is prepared to file comprehensive data at the FCC demonstrating similar audience diversions in more than 30 different markets. In today's economy, the loss of 1 or 2 rating points represents real harm to any station. To a local station, which itself garners only a 1 or 2 rating, the loss can be devastating.

■ **Reservation No. 2:** Syndex won't guarantee us exclusivity. *Response:* Of course not. No one ever said it would. First, you must purchase exclusive rights. But *without* syndex, even when you purchase exclusivity, you can't get it.

■ **Reservation No. 3:** Distributors might try to charge us more for exclusivity. *Response:* Of course they will. We can count on

distributors—always—to try to charge as much as they can get us to pay. That's their job. Our job, as trained station executives, is to know when to close the checkbook and utter that magic word: "No." But prices did *not* go down when we lost syndex. Our job will be not to let them go up when syndex is restored.

■ **Reservation No. 4:** Some stations will lose some of that out-of-market coverage. *Response:* Correct, again. But you cannot have it both ways. As a broadcast group that operates both affiliates and independents (including a satellite-delivered independent superstation), Gaylord Broadcasting carefully analyzed the importance of home market exclusivity versus loss of outside coverage. We concluded that our home markets must come first. That's the only market the FCC gives us a license to serve. Besides, if we try to steal rating points from the other guy's market, we defeat the purpose of orderly station allocations and the result is chaos.

■ **Reservation No. 5:** Some groups need duplicative superstation coverage to launch new first run programs. *Response:* Nonsense, absolute nonsense, according to nearly all neutral observers. Most first-run programs were launched without superstation coverage. In fact, the invasion by duplicative superstation coverage already causes some stations to shy away from new program projects. For example, TCI threatened to wreck the new Fox Broadcasting program service by turning one of the Fox stations into a superstation.

Besides, it is a model of inconsistent reasoning to argue that superstation coverage is a significant plus for new first-run programs but causes no significant harm to local stations carrying the same product. No viewer will watch the same program on two stations and, as a result, the audience is needlessly fractionalized to the detriment of the local station.

■ **Reservation No. 6:** Restoration of syndex will anger cable and hence threaten must carry. *Response:* Grow up! Such weak-kneed reasoning is totally wrong. First, there has never been any legal link between must carry and syndex, nor was there any reference to syndex in the inter-industry must-carry compromise. Second, syndex is not an act of vindictiveness against cable; it restores what belongs by honorable contract. Right is right. Cable knows the value of exclusivity and demands it, now and forever, for cable. For example, ESPN is so concerned about exclusivity that my station, KTVT(TV) Fort Worth, may not even bid to locally telecast a Sunday night NFL game. Cable cannot have any problem, then, understanding just why we want the same right of exclusivity. There is no logical reason why syndex should en-

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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

SOURCE: NSI FEB. '87 VS NOV. '86

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danger our pursuit of must carry.

■ Reservation No. 7: Syndex is just a stalking horse for repeal of the compulsory license. *Response:* This may be the smelliest red herring ever dragged across an argument. In fact, the opposite is true. Syndex existed before the compulsory license was adopted. Syndex, compulsory license and must carry all co-existed until Chairman Ferris made his move by requiring broadcasters to go bankrupt in order to disprove his thesis that they could live without syndex. Like Ben Franklin's oxen, we can live without it, but we would rather have what rightfully belongs to us.

If and when changes in the compulsory license are contemplated, broadcasters will be there to protect their vital interests, including must carry. For example, INTV supports amending the compulsory license to apply only to an expanded zone of local stations. We also support codifying must carry as a statutory condition to the local compulsory license.

In any event, all of these issues are quite separate and distinct from the simple restoration of syndex.

■ Reservation No. 8: Syndex is just a Hollywood plot. *Response:* INTV maintains a healthy skepticism toward the motives of all of our friends in competitive and related industries. However, the syndicators are our source of programs; they are the independents' "networks." If the issue here were the network nonduplication rule and the networks were helping with the lobbying effort, I doubt that the NAB would harbor the same suspicion they direct against syndicators lobbying on syndex.

Our world is changing. We face increasingly fractionalized audiences. Our only opportunity to build a distinct and separate identity is through exclusive program rights. Important? It is the essence of our survival. That's why we say, let's all work together—affiliates and independents—to preserve the right to contract exclusivity for all programs, network and syndicated. ■

independently programed television outlets. The only real superstations are the clear channel 50 kw AM radio stations by virtue of the natural phenomenon of their signal propagation.

Open the Hartford/New Haven, Conn., Nielsen or Arbitron books to daypart summary, 4-6, 4-7:30, 6-7:30, 6-8, 8-11 (p.m.) and convince anyone that New York and Boston stations (whose natural signals fail to compete with locally originated stations) do not siphon significant viewership from home market stations. This contention by Mr. Sheehan is laughable except for the reality that in the February '87 sweeps (and most every sweep since October '85) 80% of the syndicated programs and movies imported from New York and Boston were owned and scheduled by Connecticut (home market) stations. The real cost of the programming, bought on an "exclusive to broadcast" basis by Connecticut stations, makes the extended distribution of these stations via cable no laughing matter.

I applaud the Tribune effort to develop first-run programming, but as a station that has bought product from Tribune in the past, I only wish to pay for it once. How vocal would Mr. Sheehan and Tribune be on syndex if the compulsory license were to be extended to broadcast stations whose home markets did not have a baseball franchise? If adjacent market broadcasters could retransmit the baseball games originating from Tribune stations at virtually no cost and no compensation to Tribune, I believe Mr. Sheehan would be a voice well heard in support of the property rights of broadcasters.

Tribune (Mr. Sheehan), remember what business your stations are in—local television.—*Richard P. Ramirez, general manager, WHCT-TV Hartford-New Haven, Conn.*

Long memory

EDITOR: Looking at various and sundry "biggies" dumping UPI—and I have absolutely nothing to do with the organization in any way—I think...how soon we forget.

Do the older broadcasters remember when AP had to be forced by the courts to give stations service? Do the "groupies" who were not around think if it becomes a monopoly that the newspapers might not do it again...if it's a one-way street? All newspapers are not into broadcasting, but they sure are into AP.

I for one, so deeply remember. In 37 years of calling the shots, I remember when the newspapers tried to keep me from having a news service. In all those years owning my own stations, running some groups, building and buying stations and consulting and advising, I bought AP once. I never forgot how they put us down, hoped we would go away and could have cared less about the whole industry. The one time I bought it I was forced to by a horrible district salesman who pushed me real hard.

So once again to the "groupies," who call most of the shots now, ask some old timers how they were treated by AP 35 years ago.—*Allen Embury, Packerland Consultants & Sales, Oshkosh, Wis.*



Jumping the gun

EDITOR: In your June 15 editorial on license renewal reform legislation you trash the efforts of those of us who are attempting to fashion a balanced package which can pass muster before the House Energy and Commerce Committee. I'm puzzled by your ability to form such conclusions when (1) the description of our efforts on page 35 of your magazine indicate a total misunderstanding of the renewal standard under consideration and (2) there is not yet a final version of a bill.

But my purpose in writing is to put into perspective your repeated plea to resolve the comparative renewal dilemma by resurrecting FCC Docket No. 81-742. That proceeding was clearly never intended to be a substitute for legislation eliminating the comparative renewal. In its Nov. 5, 1981, notice of inquiry, the commission states that "until Congress does act, we have a continuing obligation to improve the administration of the comparative renewal process." Despite the good intentions of Docket 81-742, there are limitations on the extent to which the FCC can curtail the rights which the courts have accorded competing applicants. You may be sure any FCC move to ameliorate the current comparative renewal dilemma will only add to the seemingly interminable litigation which characterizes this process.

Let's not delude ourselves. The comparative renewal process is a nightmare. Ask anyone who has been subjected to it. Only Congress can rid broadcasting of this curse. We have an opportunity to scrap it while also establishing a statutory renewal standard which will permit broadcasters the flexibil-

ity to serve their communities without having to alter their formats to conform to government-mandated program categories and percentages.

Why not let the people who have devoted countless hours drafting provisions fair to both the public and industry have at least the opportunity to put forth and explain their final product before your magazine chucks it in favor of an FCC proceeding which was never intended to produce more than an interim bandage?—*John B. Summers, senior executive vice president, National Association of Broadcasters, Washington.*

Superstations not so super

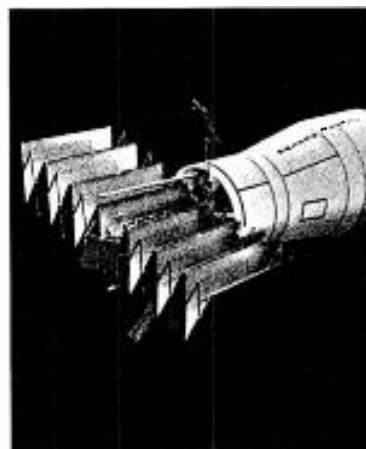
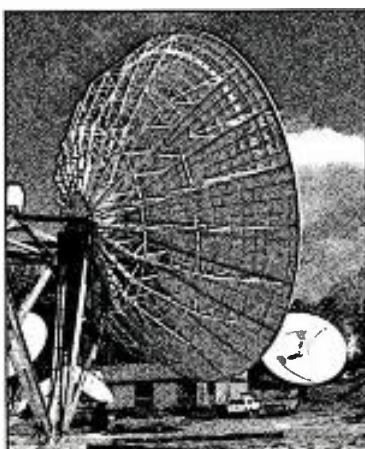
EDITOR: I take strong exception to the opinions offered by Shaun Sheehan, ("Monday Memo," June 1).

Mr. Sheehan implies that there exists a similarity in the business and interest of Tribune and independent television operators. Those similarities end at the common utilization of electricity. The superstation status enjoyed by Tribune stations is fostered by sports broadcasts (themselves protected monopolies) which take the distribution of their status well beyond the capabilities of natural signals. Further, he attempts to rationalize the benefit of this "bastardized" local TV station on a handful of programs introduced by Tribune.

Superstations are a lie, born during the cable industry's days (long gone if you believe the resistance to must carry) of underutilized channel capacity. Today the superstation has outlived its purpose and poses a very real threat to the system of localized,



July 20 Special Report



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- Cable TV's C band/Ku band dilemma
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- The government's role in the development of advanced communications and remote sensing satellites.

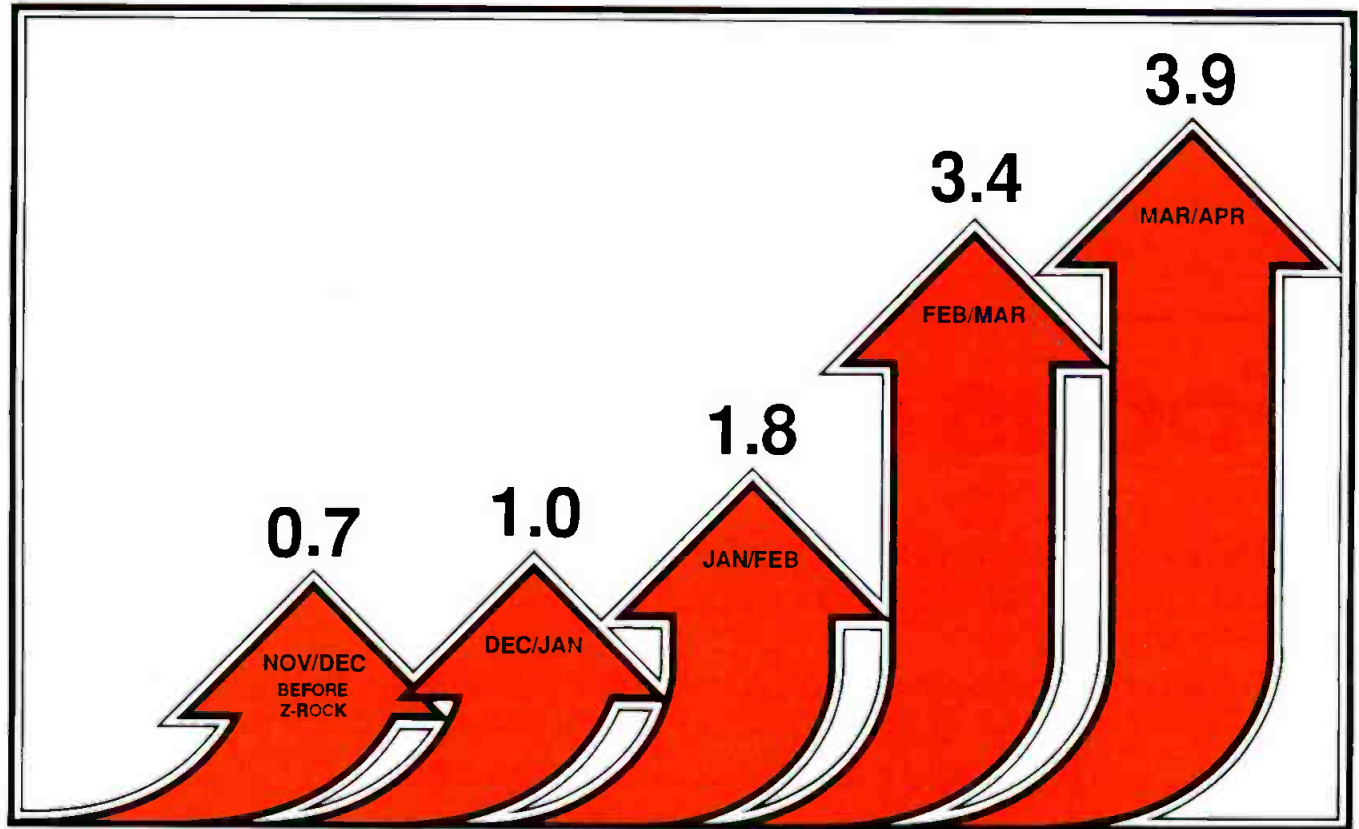
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Vol. 112 No. 25

TOP OF THE WEEK



For a day and a half last week, the Federal Communications Bar Association and BROADCASTING magazine diverted a good deal of the Fifth Estate's attention to a Washington seminar devoted to "The Broadcasting/Cable Interface." The editors and the lawyers designed the occasion to produce information; they hadn't anticipated it would produce so much news as well. Featuring FCC Chairman Dennis Patrick's major policy address at lunch Thursday (June 18), in addition to remarks made that day by Senator Ernest Hollings (D-S.C.) and Representative Edward Markey (D-Mass.), and through National Telecommunications and Information Administration head Alfred Sikes's urging on Friday of a new national initiative on broadcast and cable technology, the conference heard speaker after speaker delineate the state of the art in communications policy. The highlights appear on the next seven pages.

Patrick warns about erosion of First Amendment protections; asks: where is the evidence that justifies a return to regulation?

The chairman of the Federal Communications Commission, in a bold address staking out his opposition to any reregulation of the Fifth Estate, challenged broadcasters last week not to risk long-term jeopardy for short-term gain. Dennis Patrick, addressing a lunch during the "Broadcasting/Cable Interface" conference, declared:

"There is a wealth of evidence suggesting that reliance upon market organization and competitive enterprise is the most effective method for promoting the public interest in these affairs. I therefore conclude that the burden of proof is on those who would now reverse course. If we are going to rely more on government compulsion, I'd like to see evidence and argument about how that will benefit consumers. Since it never worked before, I wonder why anyone thinks it will work now."

Patrick viewed the debate as at a "crossroads of fundamental significance" in the

evolution of regulatory policy and First Amendment law. If the decision is to turn back the clock to a time of greater government regulation, Patrick said, it will mean "an indefinite extension of second-class First Amendment protection for the electronic press."

The chairman called competition "a pow-



Patrick

erful discovery process. The reregulators cite a need for public interest responsibility, good programing and community concern. It is, of course, impossible to be against those ends in the abstract. But in the absence of any compelling evidence that greater government intervention will actually produce those results, I find the case for such intervention to be singularly unconvincing.... it is difficult to understand why those who favor reregulation and greater government intervention in the marketplace shouldn't have to bear the same burden of proof as has been demanded of those who favor markets and free speech as a solution.... With the greatest broadcasting system in the world, with more news and information programing available than at any time in the history of the Republic, with new technologies and new competitors joining the marketplace each day—where is the proof, where is the evidence that we need to reregulate.... To those who believe one can promote the public interest by the simple act of issuing a new regulatory command, I say 'You can't get there from here.'"

Patrick suggested that, to a degree, at

least, broadcasters have something to say about the direction to be taken. He warned of what he sees as the trade-off involved in the protection against competing applications at renewal time that is being shaped in Congress. At stake are longer-term interests—"fundamental First Amendment freedoms, whose defense, as always, may well require short-term sacrifice," he said. "Don't be fooled into thinking that you can trade freedom for security. That path may guarantee you end up with neither."

And if Patrick believes the commission should not deregulate for the sake of deregulation, he also believes it should not regulate for the sake of regulation—"for the sake of reversing a trend, or making a statement. Especially in the face of a robust marketplace," he said, "we must proceed cautiously and with proof that each action will ad-

sion."

But he saw trouble ahead in the specific issues of substantial importance that lie beyond the philosophical debate. Reimposition of antitrafficking rules is one, he noted. And, as he has maintained in the past, he believes that "free transferability" of stations subject to the commission's prior review "allows those stations to be operated by persons who are most interested in meeting consumers' needs and interests." Reimposition of the ban on selling a station within three years of acquisition, he said, "would erect barriers to entry by those who want in and would require those who want out to sit in a three-year penalty box."

Then, there are the issues involved in the matter of comparative renewal that Patrick finds troubling. He agrees with those who feel the present system is in need of reform,

Crossroads and beyond: Patrick's warning

"Any comparative renewal reform which allows, or worse yet, requires greater FCC involvement in assessing the content of broadcast speech will risk grave consequences. First, any hopes for greater certainty in the renewal process will fade into a fog of subjective judgments. There is, and can be, no certainty in a process in which the government can second-guess the judgment of broadcasters pursuant to criteria which provide few, if any, guideposts.

Second, at this time in the industry's evolution, if we increase rather than decrease the government's regulatory role with respect to the content of broadcast speech, we will surely drive the last nail into the coffin of full First Amendment freedom for the electronic press. How ironic it will be if the industry stands up and salutes as the hammer falls."

vance the consumers' interests."

Patrick sought to ridicule the notion—which he attributed to those who say the commission has gone "too far" on its deregulatory course—that broadcasting enjoyed "something called a Golden Age" when it operated under the public trustee model. He wondered if that age was in 1962, when then-Chairman Newton Minow described television as a "vast wasteland" or in 1978, when CBS's news and public affairs programming accounted for just under 15% of its programming "compared to 28% today." Perhaps it was "in the early 1960's, when there were less than half as many stations as today."

Then he suggested "a different, more distressing, hypothesis." This might be the Golden Age, he said, adding, "If we reregulate the industry now, will historians in 50 years label *today* as the zenith of our electronic media?—when we at least flirted with the concept of full First Amendment freedom for the electronic press," or "when reorganization driven by competition was reducing the costs and bringing new services to the public?"

In Patrick's view, the electronic media consumer has never had it so good. He acknowledged that there is room for improvement. But, he said, "the conclusion that reliance on markets has well served the public interest is incontrovertible. I don't see how it is possible, given our experience over the last two decades, to draw any other conclu-

and he would move in the direction of a two-step renewal, under which a broadcaster would have to lose a license before others could apply for it. But "any comparative renewal reform which allows or, worse yet, requires greater FCC involvement in assessing the content of broadcast speech will risk grave consequences." He said hopes for greater certainty in the renewal process "will fade into a fog of subjective judgments." And if government's regulatory role regarding content is at the present time increased rather than decreased, he added, "we will surely drive the last nail into the coffin of full First Amendment freedom for the electronic press. How ironic it will be," he said, "if the industry stands up and salutes as the hammer drops." □

Sikes calls for industry and government cooperation to develop better (HDTV) broadcasting systems

The American television industry has been something of a Rip Van Winkle where hardware is concerned, permitting the Japanese to zoom ahead, as they have in so many other areas. That may not be news. But what was news last week was a speech by a Commerce Department official urging the industry to get back into the race—perhaps in the form of a consortium of broadcasters—and pledging the government's help. What the official has in mind specifically is high-definition television.



Sikes

Alfred C. Sikes, who as assistant secretary of commerce for communications and information heads the National Telecommunications and Information Administration, sees television broadcasters facing the kind of challenge AM broadcasters confronted, and failed to handle, when FM radio began making its competitive move 15 years ago. "The logical question," Sikes said at the Broadcasting/Cable Interface, "is whether conventional over-the-air broadcasting will continue to be able to do the things both the public and the government want, if the industry proves unwilling or unable to adapt to the latest technology."

And the "latest technology" to which he referred is HDTV, which provides picture quality far superior to anything now available. Sikes said it is three years away from becoming a marketplace reality—and from presenting what he calls a \$100-billion problem. The amount is what he says the industry and public have invested in television equipment. And he noted that the most advanced HDTV system is a Japanese product, one "totally incompatible" with the American television standard developed by the National Television Systems Committee.

It was not surprising, he said, that the U.S. finds itself in such a position. He said the U.S. television industry has not been focusing on the hardware side of the business. "And while Japan has sought to encourage and accommodate new approaches toward broadcast distribution," he said, "our system remains largely based on engineering that dates back to the late 1940's." As things stand, Sikes said, "U.S. broadcasters are now faced with frequent trans-Pacific flights in an effort to encourage the Japanese to accommodate our broadcast industry needs."

What Sikes fears "is the possibility that terrestrial broadcasters will face years of competitive difficulty leading to a weakening of local, state and regional over-the-air video service." What would Sikes, a former radio broadcaster, do, if he were a television broadcaster? "I would examine closely whether a consortium of broadcasters might help facilitate the reemergence of a formidable TV hardware industry," he said. "As a broadcaster, I would want the international hardware market to have a strong U.S. presence and I would see the transition to HDTV

as perhaps the last opportunity to achieve that."

"Why," he asked, "can't the U.S. industry see this as an opportunity to regain an important position in one of this country's most important and influential industries?"

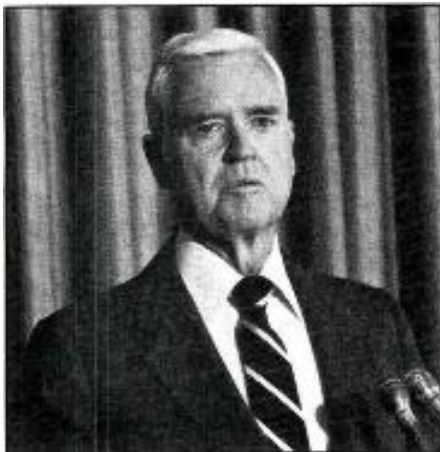
And he made clear his view that government has a responsibility in the development of HDTV in the U.S.—and his determination that NTIA take a leadership role in discharging it. He noted that the FCC, at his request, deferred action on its land mobile spectrum reallocation proposal, one that would have preempted UHF channels that could be used for HDTV. He also noted that he had called for a notice of inquiry on HDTV issues. The Communications Act, Sikes said, imposes on government "the responsibility to 'generally encourage the larger and more effective use' of broadcasting. It must not fulfill that responsibility by obstructing marketplace developments or making discriminatory spectrum allocations."

Hollings espouses public trustee concept; says fairness doctrine will likely become law with or without the President's signature

Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) made clear his intentions last week to seek a return to the public trustee concept of broadcasting. Hollings, who spoke at the Broadcasting/Cable Interface, said broadcast regulation reform is needed to correct what he sees as a decline in service to the public.

"We're trying to find how we can update the broadcast media with respect to some of the problems that have come to the fore"—problems that the senator said were "brought to our attention by broadcasters and the public."

Hollings also told the seminar audience that he expects the fairness doctrine to eventually become law even if President Reagan vetoes the fairness bill now sitting on his desk. When asked by moderator Richard Wiley whether he expects Reagan to veto the legislation, Hollings said he did, but added, "we are persistent, we don't have to call it up until we get the votes." Furthermore, he continued, if the veto were sustained, Congress would act again. "We'll wait our turn...I



Hollings

think eventually the president will sign it."

He was asked by moderator Don West if he thought a level playing field existed between the cable and broadcasting industries. "They don't need much help," the chairman responded. "We think the playing field is level. We don't have any grave misgivings. I am not worried about it." The senator also said he did not think that cable constituted an unregulated monopoly.

Hollings is co-sponsoring a broadcast license renewal bill with Senator Daniel Inouye (D-Hawaii), chairman of the Communications Subcommittee. The bill calls for significant programing and administrative obligations in exchange for a two step-license renewal procedure. Although he described himself as a "born-again regulator," Hollings said he was using that term "advisedly" and that he has no plans to "unscramble the egg." "I am a realist," the Commerce Committee chairman said.

However, Hollings believes change is needed. "We feel it keenly when we see, for example, the swapping of stations...they have become a commercial venture." He thinks news coverage has also suffered under deregulation. Permanent news staff members are being replaced "by part-timers," he said. Hearings on the Hollings-Inouye bill are to be held next month.

Queried about reaction to the broadcast bill, the chairman said he hadn't heard any. "I think that broadcasters know we're not going far and fast because they've killed a bill over on the House side three times in the last five years. So we don't feel too powerful and they don't feel too weak."

He said the committee would be busy on a number of issues. Commercial clutter, although not mentioned in the legislation, will be looked at, Hollings said. Children's television is of particular interest to Hollings, who said he wanted to investigate the tie-in between toys and children's programing.

Markey announces plans for bill to repeal FCC's sunset of must-carry rules; antitrafficking, backyard earth stations also high on his agenda

There was good news and not so good news for broadcasters last week. The good news was that House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) announced he would introduce legislation this week to repeal the FCC's sunset of its must-carry rules. He revealed those plans during an appearance at the Broadcasting/Cable Interface. But broadcasters may not relish all of the chairman's legislative priorities. Markey unveiled an agenda of subcommittee activities aimed at restoring regulation that the Mark Fowler FCC repealed. For starters Markey said he has become convinced that there is a need to reinstitute the FCC's antitrafficking rules. "Speculators are having a field day trading in broadcast properties, flipping stations like so many pancakes, while service to the public is a forgotten concept in the new casino economy affecting the broadcast marketplace," he said.

The chairman also said the subcommittee would hold hearings on ways to improve



Markey

diversity in the media and to increase minority and female ownership. "If you take away any one message today it should be this—Congress is back in the business of evaluating and developing telecommunications policy, and we intend to safeguard aggressively the public interest in a fair, free and fully competitive telecommunications marketplace," Markey told the seminar.

Markey also intends to monitor the FCC's action on AM ownership and crossinterest policies as well. "The commission's actions and statements on these issues have been disquieting," said the congressman. "I am concerned that the commission has apparently endorsed wholesale changes in its local ownership policies so soon after having made major changes in its national ownership policies."

Other subcommittee work will include a review of the status of the satellite programing industry. A subcommittee hearing on satellite scrambling is scheduled July 1, Markey said. "There appears to be growing concern among many members that the joint FCC/NTIA analysis of the marketplace for satellite programing and descramblers does not reflect the true situation in the marketplace," said the chairman. "Members are concerned that the commission's view of reality and the situation for consumers bear little resemblance to each other."

During those hearings, the subcommittee also will examine the state of the SMATV industry and MMDS. Although not committed at this time to legislation, Markey said he wants to "explore the problems of the satellite dish industry and other cable competitors." He said he was hearing from many SMATV and MMDS systems operators, who say they do not have "access to satellite programing and that the cable industry is seeking to stifle competition from those industries."

The status of the cable industry three years after deregulation, Markey said, will be the subject of "comprehensive hearings" later this year. He pointed out he was a sponsor of the Cable Communications Policy Act of 1984 and has since seen no reason to "question" his support of the measure. "I do, however, believe that it is useful to review that legislation and its impact on the cable

industry, its competitors and its consumers," he said. "I expect a lively debate."

And speaking of lively debates, the chairman said he anticipates a lot of discussion on proposed legislation to reform the comparative license renewal process. Markey was referring to a draft bill now under way by Representative Al Swift (D-Wash.) and the Tauke-Tauzin broadcast bill. "I recognize that the broadcasting industry views this process with mixed emotions—you know what mixed emotions are—it's when your teenage daughter comes home at 4 a.m. with a Gideon Bible under her arm—but we will strive to construct an open process in which all points of view will be heard."

Broadcast, cable and Hollywood representatives do battle over syndex, channel repositioning and concentration of cable ownership

Any signs of peace on the broadcasting-cable-motion picture front weren't to be found last week. The widening differences among those interests were most apparent during a panel discussion among industry leaders at the Broadcast/Cable Interface.

They found little to agree on. The debate was a rerun of many of the same issues that have been in dispute for some time, such as cable copyright, channel repositioning, syndicated exclusivity and the so-called cable monopoly.

While cable and broadcasters and cable and Hollywood didn't see eye to eye, there also seemed to remain a split within the broadcast industry over the need to reinstitute syndicated exclusivity. National Association of Broadcasters President Eddie Fritts, who alerted his television board three weeks ago that support for the FCC's rulemaking on syndex might be counterproductive (BROADCASTING, June 8), indicated he still had reservations about the matter. Fritts, who said NAB had not changed its position on syndex (the association plans to file in favor of syndex), said he merely sent a letter to his board to make sure it would be aware of the "other ramifications" involved in the issue. The board is slated to discuss the issue this week (see page 10).

"We think the board should look at this as a three-dimensional picture as opposed to a single dimension. If the rulemaking is implemented, what will the fallout be? That's what the board will look at," Fritts said. Furthermore, he pointed out, "we have an obligation to put all the cards on the table."

While NAB may have some reservations, the independent television community re-

mains gung ho on syndicated exclusivity. "Our stations were very upset over the loss of syndex," said Preston Padden, president of the Association of Independent Television Stations. "We welcome an opportunity to reargue our case. We'll work hard to see the rule adopted," Padden said.

Surprisingly it was National Cable Television Association President Jim Mooney who defended Fritts's actions. "Issues do not exist in a vacuum," said Mooney. "I do not find it at all remarkable that Eddie [Fritts] should advise his constituents that this course of action could have other results as well," he added.

But not so surprising was Motion Picture Association of America President Jack Valenti's charge that cable is an unregulated monopoly. "The issue is about monopolies. It's about power. It is about extended power in the marketplace," Valenti said. He pointed out that cable is no longer a "mom and pop" operation. Today, he said those so-called "mom and pop" systems with 4,000 subscribers are selling for \$8 million.

"And Jack [Valenti] is familiar with those mom and pop producers on Rodeo Drive," Mooney responded. "It's not the cable industry that's put 11 independents in bankruptcy. It's not the cable industry that's being sued for block booking," he said.

Steve Effros, president of the Community Antenna Television Association, also had something to say about Valenti's charges. "The monopoly issue is purely a smoke-screen. Notice he [Valenti] never answers questions about the compulsory license. He [Valenti] only responds with charges of monopoly," Effros said.

Joel Chaseman of Post-Newsweek Stations and chairman of the Television Operators Caucus, also went after cable. He wondered how cable can get the benefits of the compulsory license but is not subject to regulation like syndicated exclusivity. "That seems very inconsistent to us," Chaseman said.

Chaseman also spoke of his frustrations with the practice by some cable operators of moving broadcast stations from one cable channel assignment to another.

Dennis outlines burden of proof in syndex proceeding; Baumann thinks chances are good for comparative renewal legislation

The burden in the FCC's syndicated exclusivity proceeding is on those who would resurrect the rules.

That's the way FCC Commissioner Patri-



Dennis



McKinney

cia Dennis said she sees it in remarks at the Broadcasting/Cable Interface seminar in Washington last week.

In a question-and-answer session, Dennis declined to predict how she would vote on the controversial proposal. Yet she also said she thought there were "legitimate and serious" questions as to whether the agency has the legal jurisdiction to act because of Section 624(f) of the Cable Act, which says: "Any federal agency, state or franchising authority may not impose requirements regarding the provision or content of cable services." In addition, Dennis said she was concerned about subjecting an industry to a sort of "whiplash" from being regulated to deregulated to regulated again.

In addition, Dennis said that, "in general," she thought it would be "a mistake for people to retrench and try to undo" the FCC's deregulation of the past six years.

■ In a panel session, Jeff Baumann, senior vice president and general counsel of the National Association of Broadcasters, said he believed it preferable to seek comparative renewal relief from Congress, not the FCC. "Ultimately, they [the FCC] can't get rid of comparative renewal," Baumann said.

Baumann also believed the chance of getting comparative renewal legislation out of Congress this year is "better than it ever has been." The key, according to Baumann, is whether broadcasters will be willing to accept the trade-offs Congress will demand in return, which is something he said he couldn't predict.

Also at the session, however, both Edward Hummers, an attorney with the law firm of Fletcher, Heald & Hildreth, and Joseph Marino, chairman of the FCC Review Board, said the present comparative renewal system is "okay" as it is.

At the same panel, Pluria Marshall, chairman of the National Black Media Coalition, branded as "nonsense" a suggestion that the petition-to-deny process is used to extort money from licensees. He defended his own group's practice of withdrawing equal employment opportunity objections against the renewals of licensees who subscribe to its minority employment referral and consulting services. In Marshall's view, his group files an EEO petition against a station that has a problem, and NBMC may be able to help that station solve its problem with its services. "If he's going to get some help, then he can pay for it," Marshall said.

Also at the session, Hummers predicted, as did NAB's Baumann, that the FCC's preferential policies favoring women and minorities will survive, despite the pending pro-



Chaseman, Effros, Fritts, Mooney, Padden, Valenti



Baumann, Hummers, Marino, Marshall, Tannenwald

posal reexamining their constitutionality and advisability.

Peter Tannenwald, an attorney with the law firm of Arent, Fox, Kintner, Plotkin & Kahn, said the best way a party can insure that its application for a new broadcast facility will prevail is to make as good an application as possible under FCC selection criteria "and spend the rest of your time trying to raise enough money to buy out the competing application."

Baumann said he'd have to see "some real concrete evidence of wrongdoing" before he would resurrect the FCC's antitrafficking rule, which required a broadcaster to hold a station for three years before selling. While there are those who seem intent on making a case linking elimination of the rule to a decline in programming efforts, Marino, is clearly not among them. "I think we're whistling 'Dixie' if we think bringing back the antitrafficking rule is going to improve programming," Marino said.

■ FCC Mass Media Bureau Chief James McKinney, on his way to a new assignment as a high-level White House official (see page 52), took the occasion to lampoon some of the personalities in Washington's communications scene. Noting the heavy hearing agenda that House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) apparently has in mind (see story 49), McKinney observed: "I can't tell you how much I'm going to miss all those hearings for the next year and a half."

Congress casting skeptical eyes on FCC deregulation; Irving notes 'strong disagreement' between Markey and commission over many points, especially repeal of three-year rule

Evidence that the FCC's deregulatory policy is in trouble on Capitol Hill continues to mount. On Wednesday, the House Telecommunications Subcommittee made clear its antagonism toward that policy in a hearing on legislation to reintroduce the commis-

sion's antitrafficking bill (see page 49). And on Thursday, Larry Irving, majority counsel to that subcommittee, talked of the "prudent look" the subcommittee would take at the commission's deregulatory policy—and indicated the look would be hard, as well.

Irving, who was a member of a panel on FCC Transfer Policies at the Broadcasting/Cable Interface, noted there is "a strong disagreement" between Chairman Edward Markey (D-Mass.) and the commission—and "a strong agreement" between the Senate, as represented by Senator Ernest F. Hollings (D-S.C.), chairman of the Commerce Committee, and the House on the issue of deregulation. He said they view with concern the consumer complaints they say deregulation of the airlines has generated. While there may not be a parallel between the airline and broadcasting industries, Irving said, the airline history shows "what happens when government deregulates for the sake of deregulation."

The push in the subcommittee for legislation that would write into law the antitrafficking rule that, until its repeal in 1982, barred the sale of stations held less than three years throws the conflicting views between the commission and the subcommittee into relief. FCC Chairman Dennis Patrick in his appearance before the subcommittee and in his speech at the conference (see page 27) said the restriction bars entry into the broadcasting ownership to some and exit to others. But Irving indicated the subcommittee is concerned over what it sees as the rapid increase in the number of station sales and the shorter time stations are held, and the commission's apparent lack of data on station sales. He also said Markey is concerned over the \$21 billion in debt he said the broadcasting industry is shouldering.

A poll of the five panel members indicated that only two—Peter O'Connell, a communications attorney and partner in Pierson, Ball & Dowd, and Roy Stewart, chief of the FCC's video services division—support the commission's position. Henry Geller, a for-



Geller, Irving, O'Connell, Stewart

mer general counsel of the FCC who heads the Washington Center for Public Policy Research, outdid Irving in favoring reinstatement of the antitrafficking rule. He would impose a five-year ban, to conform to the new, longer life of the television license. Stephen Weiswasser, senior vice president and general counsel of Capital Cities/ABC Inc., suggested a new approach. A broadcaster interested only in speculating in licenses should be allowed to sell—but then not allowed to return to the business. Speculators would not be considered qualified to hold licenses, he said.

The difference in approach between Markey and the commission was evident also in what Irving said was Markey's concern over the consideration the commission is giving to modifying its one-to-a-market rule and easing its duopoly rule as it applies to AM and FM. Irving said Markey found the review "troubling," since the commission, when it liberalized its multiple-ownership rules in 1984, said it would not change its local ownership rules. He also said there is "concern in Congress over the concentration of ownership issue" and added that Markey "will look at the record the commission develops to insure that the public interest is furthered by



"Interface" co-chairmen and moderators Richard E. Wiley of Wiley, Han and Fielding (FCBA president) and Don West of BROADCASTING

whatever rule the commission finally develops."

The record, he added, "will have to be pretty clear to convince Congressman Markey that a wholesale disruption of the existing local ownership rules is warranted."

The makeup of the panel virtually guaranteed debate over fundamental regulatory issues. For instance, Geller, a critic of the commission's deregulatory philosophy, argued that the question of the kind of broadcast service being provided cannot be answered because the commission "does not monitor performance." And he said: "You're not going to get *Sesame Street* and in-depth news programming when the broadcaster is concerned only with the bottom line." Stewart and O'Connell disagreed; they said the public serves as the commission's monitor of program service.

Irving expressed concern about the feeling on the part of some in broadcasting that, because of the plethora of nonbroadcast services—such as cable, C-SPAN and CNN—individual broadcasters have no responsibility to provide total service. "They feel they can run a video shopping service for 24 hours and let someone else do the public interest programming," he said. Such an atti-

tude, he added, would lead to an "information have and have-not society," one divided on the ability to pay for the information. "That's not satisfactory to Congressman Markey," Irving said.

The differences were not only between public interest types, like Geller, and lawyers and commissioner staffers. Weiswasser provided evidence that not all broadcasters agree on such a key issue as license-renewal legislation. The National Association of Broadcasters, convinced that protection against challenges at renewal time is vital for the industry, is working hard for such legislation, but Weiswasser is not cheering it on. "Too often we go to the NAB to seek relief"—he called it "a lemming-like march toward that sea. But we find the price"—in terms of the provisions Congress insists on adding to the legislation—"is too great. And the experience of the industry in the last few years indicates the comparative-renewal process is not a threat to broadcasters who do a good job."

Killory defends FCC's indecency position despite panel critics; Dyk discusses disposition of courts on fairness, First Amendment issues

The FCC was "hypocritical" in toughening up its position on indecency. And its substitution of "vague" standards for those that were "meaningful" was deliberate, part of an effort to create "confusion" and "send a collective chill down the spine of the broadcasting industry." That was Andrew Schwartzman, of the Media Access Project, a public interest law firm, providing some of the flavor of the opposition the commission has encountered in its latest foray into the regulation of indecency in broadcasting.

Then there was FCC General Counsel Diane Killory commenting on the "inconsistency" of such critics, in the kind of program regulation they favor and the kind they oppose, and another commission official, Joseph Marino, chairman of the commission's review board, predicting that opponents who challenge the new policy in the courts will have more difficulty in having it overturned than they might imagine.

The exchanges were among those on content regulation that was the subject of one of the panels at the Broadcasting/Cable Interface conference. Of the critics, Schwartzman was the bluntest.

He said former Chairman Mark Fowler, under whom the new indecency standards were issued, professed to be "a First Amendment absolutist." But the print model that

Fowler admired—and that Killory says the commission is following—involves "meaningful standards," Schwartzman said. And although the commission had established the hours after 10 p.m. as a "safe harbor" for programing that might be considered indecent, he said, the commission now says it cannot say precisely when such programing would be acceptable. Which to Schwartzman constitutes "hypocrisy" and a deliberate effort to chill broadcasters' First Amendment rights. "To strike a First Amendment balance," he said, "the commission defers to broadcasters' good faith judgments. But not here."

Marino, a veteran commission staffer, speaking from the audience, said the commission "did not intend to chill anyone" in issuing its first indecency ruling, which was affirmed by the Supreme Court, or its latest one. And he virtually dared opponents to challenge the commission in court on the issue now. He predicted that the commission would win again, as it did in the Supreme Court, in 1978. "Read *Pacifica*," he said of the opinion issued in the case, and the separate opinions issued with it. Winning reversal will be more difficult than it might seem. "Don't assume the commission was off on a frolic." The commission's indecency action has been appealed, again by *Pacifica* Foundation, in a case involving KPFK(FM) Los Angeles.

Killory, who has spent a large part of her waking hours defending and explaining the commission's position since it was issued, two months ago, went onto the offensive. "The problem is with the critics," she said. She noted they include supporters of the fairness doctrine, which "involves ideas and political speech, which deserve the highest degree of protection. They say the commission should not interfere with indecency, which is at the bottom of the list of protected speech." She also found it hard to understand that Action for Children's Television is among the groups seeking reconsideration of the indecency ruling. "Our only interest in channeling [indecent speech to a later hour] is to protect children," Killory said. "And ACT wants the commission to get into questions of the quality and quantity of children's programing."

ACT's head, Peggy Charren, who was another panelist, was having none of that. "Children are always the excuse for censorship," she said. "We think it's dangerous for society to protect children with censorship. It goes beyond the initial problem. We consider ourselves the voice of children. We don't want to be the voice for censorship."

She also said ACT does not concern itself with adult programing. "Any kid who listens to *Pacifica*"—whose programing is oriented toward the intellectual and literary—"after 10 p.m. can probably handle it." Her major complaint at the seminar—as in the past—was program-length commercials. She said they were "outrageous" and rejected Killory's contention that ACT's position on them involved tampering with programing. "They are not programs," Charren said.

The commission's new position on indecency may not be the only broadcast-related issue that finds its way to the Supreme Court. The constitutionality of the fairness doctrine is another. And Timothy Dyk, of Wilmer, Cutler & Pickering, lead counsel in the challenge to the doctrine that the Radio-Television News Directors Association and other groups have filed in court, said broadcasters have had "a real problem with respect to the First Amendment" in court. "They have not won many in the Supreme Court." Of course, he noted, not many have been decided. "We don't know what the rules are from the Supreme Court. We'll find out in the fairness doctrine case and others. But it would be tragic if we went back—with the findings we've had about the chilling effect and the plethora of voices—to the sort of mechanical approach the Supreme Court took in *Red Lion* [the landmark case decided in 1969]. We're all more sophisticated about these issues now than 20 years ago. The Supreme Court is, too..."

What should the industry do to escape from the dilemma it faces in connection with program content? George Vradenburg, general counsel of CBS, mentioned two approaches. One was the political one, in which CBS, and others, have urged President Reagan to veto the legislation codifying the fairness doctrine into law. But as "a longer term strategy," he called for a campaign by broadcasters to alert government and public to what he said was the broadcasters' "First Amendment standing." Broadcasters, he said, "should explain their position with more candor." And he said broadcasters have not done "an adequate job of explaining why it does not make sense for government to get involved in the regulation of content." He said, "We have to be more outspoken and more candid and little more courageous about who we are and what we should be."

Hill aides see a return of some forms of regulation for Fifth Estate

Congress is armed for action. Key House and Senate aides responsible for developing telecommunications policy indicated that there is an overwhelming feeling on Capitol Hill that "deregulation has gone far enough." That view was expressed during a panel at the Broadcasting/Cable Interface last week.

"I think it's fair to summarize the last six years [of broadcast deregulation] as a failure," said Mark MacCarthy, staff member for the House Energy and Commerce Committee, responsible for communications legislation. That view was seconded by



Charren, Dyk, Killory, Schwartzman, Vradenburg



Cohen, Irving, MacCarthy, McCormick, Smith

Thomas Cohen, senior counsel for the Senate Communications Subcommittee. Cohen said there's a general feeling that Congress has to step in. "I think we are stepping in, to say we are concerned," he added.

But Walter McCormick, minority general counsel for the Senate Commerce Committee, felt the call to reregulate the broadcast industry involves a much larger issue. "Congress is again asking whether there is something special about broadcasting, or is broadcasting going to be treated just like another business," he said. Furthermore, he said that as long as members keep hearing complaints about broadcaster service, they'll be reluctant to "relinquish control of broadcasters."

McCormick also thought that if the court declares the FCC's must-carry rules unconstitutional, it will open the door to a re-examination of cable policy. "There is a sense in Congress that cable already enjoys a significant advantage," McCormick said. But Cohen disagreed. He thought the Cable Communications Policy Act of 1984 was still a "good policy."

Whether or not legislation will actually emerge, congressional oversight will increase, predicted Larry Irving senior counsel to the House Telecommunications Subcommittee. Irving and the others thought legislation to reinstate the FCC's antitrafficking rules had a good shot at passage. "I think one question has to be asked with regard to antitrafficking," said Paul Smith, minority chief counsel to the House Energy and Commerce Committee. He said the question is whether the "public is being served less than before."

Panelists debate whether cable is or is not a true monopoly

Are cable operators trying to preserve local monopolies by opposing overbuilds and gaining control of cable networks?

That question was the principal debating point at a Broadcasting/Cable Interface panel last week. FCC Commissioner Mimi Dawson and Tom Herwitz, vice president,

corporate and legal affairs, Fox Television Stations Inc., made a case for the affirmative, while Paul Bortz, of the Denver consulting firm of Browne, Bortz & Coddington; Jack Ricks, a Washington cable attorney, and John Sie, senior vice president, Tele-Communications Inc., made the case for the negative.

Cable systems may be "natural monopolies," said Dawson, and they are "gatekeepers" controlling the flow of cable programming, for which there is "no perfect substitute," to homes within their franchise areas.

Given that, Dawson said, she's concerned about cable operators investment in the cable programming services. "Do you want to allow a gatekeeper to move upstream and control the production environment?" she asked. "I do have a concern when the incentive of having an investment in that programs would not allow you to have competitors on the same terms and conditions."

According to Herwitz, that cable operators, who have not competitors in the delivery of cable programming, are buying into program services and creating a "vertically integrated" cable industry is a "very depressing fact" for other suppliers of programming and consumers.

Although cable's physical plant has some characteristics of a "natural monopoly," said Ricks, cable service is not. "There is an alternative source for virtually everything you see on cable," he said. Also, he said, not everything who can subscribe to cable does. "That is not a characteristic of a monopoly."

Sie underscored Ricks's point that there are alternative sources of cable programming. Cable systems were "totally bypassed" in the distribution of uninterrupted, unedited motion pictures—once the "locomotive" that propelled the entire cable industry—by the home video industry, he said. "This will continue to happen whenever there is a better widget."

Eighty percent of viewing is to the programming of local stations and the broadcast network. Given that, he said, it's fallacious

to argue "that because they are distributing that programming it puts them in a monopoly position." Things may change in the future, he said. "But," he said, "I get leary about legislating or regulating in anticipating of what might be."

Bortz and Sie also presented their views on the future of broadcasting and cable.

According to Bortz, cable will be "extremely profitable" for the next three to five years. It can expect annual double-digit percentage increases in cash flow in the order of 15%, he said.

Bortz also predicted that cable will become a "more important and powerful program player." If it takes just \$1 a month out of its revenues, it can amass \$500 million a year for programming, he said.

Bortz said he has doubts about the future of broadcasting. The decline in the audience



Quello postscript. In a speech wrapping up the Broadcasting/Cable Interface conference, FCC Commissioner James Quello criticized the federal courts for "destabilizing" the regulatory balance between broadcasting and cable. "[The] Quincy decision [which eliminated the old must-carry rules] gave bottom-line pragmatists a perplexing lesson in legal foibles," he said. "I believe that judges should not be determining communications policy. They aren't the experts in these cases."

share of the broadcasters was predictable, he said. And, he said, after cutting costs, "I'm not sure the networks... have a good perspective of what the next act should be."

Sie said cable will emerge as a major vehicle for national advertising in 1990 after cable "wires everything that is wireable," passes more than 90% of the television homes and reaches "parity" with broadcasting.

Another question broached during the panel: would the telephone industry eventually cable with cable. Henry Rivera, a former FCC commissioner who is now a Washington attorney, was in the minority in thinking that it will—if it can overcome bars to their entry set up by Congress, the FCC and the courts.

According to Rivera, if the telephone companies replace their existing local residential systems of "copper twisted pairs" with fiber optics, they will have large pipeline for pumping not only voice, but data and video into homes. "It only makes sense for them to look to fill that pipeline up." □



Bortz, Dawson, Herwitz, Ricks, Rivera, Sie

From page 10.

apt to come under fire from independent broadcasters who have voiced disbelief over the suggestion that NAB rethink its position on the FCC rulemaking. But Fritts won't stand alone. He's likely to be backed by TV director Leavitt Pope of Tribune Broadcasting's superstation WPIX(TV) New York. Tribune is opposing the FCC rulemaking and Pope said he was "encouraged" by the Fritts letter. "We don't think reimposition would do us any good or do independents any good," Pope said. "I think he's [Fritts] on the right track. This is not a black or white issue," he said.

Among the concerns Fritts probably will raise is that producers will use syndex as

leverage to boost the prices of programs. It's believed too that syndex will exacerbate friction between cable and broadcasters. The NAB board may also hear arguments that in the long run it would be the cable programming networks that would benefit from the FCC's rulemaking. If distant programs were dropped as a result of syndex, the viewership of cable programming networks would grow and so would cable's ability to compete with broadcasters for local advertising revenues, according to that argument. It's likely to be stressed that if the compulsory license is eliminated, must carry would be jeopardized.

The NAB chief is expected to hear some criticism of the way he handled the matter in

general. As one director pointed out, Fritts's action "really put us on the line" at the FCC.

Even radio directors were curious about the incident and wanted an explanation. "A lot of people are giving him the benefit of the doubt," commented one radio board member. "For Eddie to do this, he must have something," said another. Some radio broadcasters were thinking of attending the television session to hear Chairman Patrick.

There were no signs that Fritts's stewardship would become an issue at the meeting. "Eddie's got a problem, but he'll overcome it," said one director. And as another board member assessed the situation, "I haven't detected anything but a unanimity of feeling that Eddie is doing a good job."

Despite the attention directed at syndex, the joint board faces an even bigger question: Should NAB endorse the broadcast license renewal package that's expected to emerge soon in the House? According to one director, television board members in particular were getting "very nervous" about the proposed package. It was hoped that the measure would be in final form to present to the NAB directors, but by week's end it was still in the drafting stage. Nonetheless, enough details of the draft will be available for the board to discuss (see box).

Last month a bill (S. 1277) was introduced in the Senate by Commerce Committee leaders, Chairman Ernest Hollings (D-S.C.), and Daniel Inouye (D-Hawaii), chairman of the Communications Subcommittee (BROADCASTING, June 1). That measure was, according to an NAB memorandum, "drafted independent of any broadcast input on the theory that negotiation will take place later."

The bill, the memo stated, "contains many provisions similar to those in the Swift package but also contains what we would consider killer provisions such as mandated children's programming." Said one TV director: "If Swift's bill comes close to the Inouye-Hollings bill it will fail."

But the association is concentrating its efforts on the proposed Swift package. The bill, explained John Summers, NAB senior executive vice president, would codify what has evolved out of radio and television deregulation enacted by the FCC. It would, he said, remove stations from a regulatory scheme "dwelling on program categories and percentages and replacing it with a scheme which places the emphasis on response to local issues."

There also remains a possibility that a provision to restore the FCC's antitrafficking rule could become part of the final House package. A major discussion is likely to ensue. "It's clear Congress expects us to come up with a position," Fritts said. "It's going to require a lot of thought," he added.

If NAB's drive for license renewal falls to the wayside there will still be some directors who will advocate pursuing radio-only renewal reform. Radio director Bernie Mann of Mann Media thinks it's worth exploring. "I think we've got to see where Congress stands," Mann said. And Jerry Lyman, president of RKO Radio and NAB radio board vice chairman, said there's "strong sentiment for a radio-only bill." □

The fine points of the Swift bill

According to material prepared by NAB, the draft of the license renewal bill to be introduced by Representative Al Swift (D-Wash.) would:

- Reaffirm the public interest standard by establishing a "policy that broadcast licensees should provide meritorious service responsive to the issues, problems, and concerns of the residents of their service areas."

- Create a two-step license renewal procedure with a renewal standard calling for meritorious response to "issues, problems, and concerns (hereinafter 'issues') of residents of service area." To determine what issues to address, and what programming to air, a licensee could consider: "audience composition; number of stations serving its service area, and degree to which the programming or material of those other stations has addressed the issues." A station whose audience is composed of primarily young people could "meet the standard by addressing the issues confronting youth using short messages contained PSAs, announcer chatter, or other vehicles characterized by brevity," in the NAB's explanation. The standard also calls for no serious violations of the Communications Act. "A licensee failing to meet the above renewal standard is not automatically set for a revocation hearing. The FCC may impose lesser sanctions recognizing mitigating factors relative to the licensee's particular circumstances." Following a hearing, if the FCC found the standard has not been met and "that a lesser sanction is not appropriate, the FCC must deny the licensee's renewal application." At this point the FCC could entertain competing applications.

- Require stations to maintain a record of all broadcast material "responsive to the renewal standard. Stations could not rely on material which is not part of this record."

- Subject 5% of renewal applicants to a random audit of their records. (NAB says it is currently "attempting to restrict this audit to TV" and that this requirement "will likely eventually result in some general FCC guidelines as to what constitutes a 'meritorious response' in various circumstances.") (The Senate bill on renewal reform calls for audits of 10% of television stations.)

- Codify existing case law relative to discovery in petition to deny proceedings. (This enables the FCC to resolve specific issues on the basis of written pleadings instead of opening up a full hearing.)

- Establish a 90-day period for FCC action on a petition to deny "once it is ripe for decision."

- Prohibit pay-offs for either withholding or withdrawing a petition to deny but permit reimbursement of petitioners for legitimate expenses.

- Apply to broadcasting the same EEO requirements found in the Cable Communications Policy Act of 1984. (Under the rules adopted by the FCC under the act, cable systems serving 50 or more subscribers and having six to 10 full-time employees must have 50% parity with the labor force over all and 25% parity in the top four job categories; systems with 11 or more full-time employees must have 50% parity over all and in the top four job categories.) Additionally, it calls for a yearly FCC certificate of compliance and an FCC audit of each station for five years.

- Codify the FCC's minority and female preferences in comparative proceedings. "Such preferences would only apply where a majority interest in the applicant is held by one or more women or minorities. There may also be a requirement that the minority or female must be fully integrated into the daily management of the station. The preference would not apply to lotteries."

- Codify the FCC's minority ownership policies on tax certificates and distress sales and extend that to sales to women. (The last two are found in the Senate bill.)

Montreux's Swiss miss: HDTV

European and American broadcasters can not agree on compromise between 1,125/60 NTSC and 1,250/50 Eureka standards; other topics at show include digital recording and DBS transmissions

The weather in the Swiss mountain resort of Montreux shifted unevenly last week, from sunny to soggy, balmy to bone chilling. But what more than 2,000 of the world's top television executives found was that their technology and business is undergoing its own rapid and unpredictable transformation.

How and whether to advance into such technologies as high-definition television, digital video recording and direct satellite broadcasting were the focus of the biennial Montreux International Television Symposium June 11-17, during which an estimated 35,000 also descended on the city to visit Europe's largest equipment show, with some 220 exhibits.

HDTV—the debate goes on

High-definition television was, not surprisingly, the central subject of the show, emerging in numerous technology sessions and other public and private debates. The essence of the talk was standardization; how to resolve the ongoing dispute over world standards for an HDTV studio system.

Further complicating HDTV standardization is that studio considerations continue to spill over into discussion of HDTV distribution standards, with leading technologists holding onto a slim hope that they may bridge the two-decades-old gap among the world's incompatible distribution systems NTSC, PAL and SECAM.

On one side of the divide in Montreux, and including many from North America and Japan, were the supporters of the now well-known Japanese-developed HDTV studio system. The system uses 1,125 interlaced scanning lines and a wide-screen, 16:9 aspect ratio (width-to-height) to provide five times the resolution of existing 525-line NTSC television and as an electronic production system in an electronic distribution chain is argued to be more economical than the 35mm film now used in high-level TV program production in the U.S.

The 1,125-line approach remains without question, as the week-long show demonstrated, the dominant HD technology. At the gathering continuing advances were reviewed in talks on improved gear ranging from graphics systems and cameras to videotape recorders and telecines and were evident as well in product form at a special exhibit displaying high-definition gear from nearly 20 Japanese, European and U.S.



manufacturers.

Included among the 1,125-line studio systems at the display were not only a range of production and post-production facilities and services, as well as samples of HD transmission using the Japanese bandwidth-reducing Muse system, but also less glamorous gear creating the base for a future HDTV system, such as distribution amplifiers, test generators, waveform monitors and routers.

As became apparent at the conference, it remains the 1,125-line technology's use of NTSC's 60 hz scanning frequency (Europe's PAL and SECAM use 50 hz scanning) that draws the strongest objections from key European countries, particularly Great Britain, France, West Germany and the Netherlands. The industry in those nations argue it is not economically feasible to convert a 60 hz HDTV production standard to 50 hz delivery systems, and with the massive investment planned for European direct broadcast satellites launching later this decade (see below), they believe any HDTV system must be compatible with the new improved 50 hz MAC (multiplexed analog components) delivery system the satellites will use.

The European alternative, reviewed and debated throughout the conference, derives from a European Communities' joint technology project, Eureka, which is now proposing a wide-screen 1,250-line 50 hz HDTV production system and related high-definition MAC delivery system. At the symposium last week its participants put forward the first definitive details for such a system, although there is much work to be done before any hardware is developed and far more for it to catch up to the rapid advances of Japan's 1,125/60 production and Muse distribution technologies.

But the Europeans advancing the MAC-compatible approach at the conference believe they have the time to develop such a system, for unlike the Japanese, who are planning to launch HDTV services by DBS satellite in 1990 and hope to have consumer receivers reaching the market a year or so

before, the Eureka approach puts HDTV much farther away, emerging late in the 1990's or beyond as an extension of DBS MAC delivery to the home.

The scenario in the U.S. is far from certain for the introduction of HDTV services by cable, satellite or over-the-air broadcast, but some believe HDTV receivers and some form of home laser videodisk playback or HD record systems will be available within the next three to five years.

One first step in the realization of Europe's Eureka proposal was a display by Thomson, a leading Eureka participant, of two high-definition cameras, both 1,250-line and using a 50 hz field frequency, but one in color with interlaced scanning (a color version of the progressive scanning camera will be ready next year, a Thomson representative said).

The Eureka proposal for HD-MAC: HDTV images shot either with 1,250-line, 50 hz interlace or progressive scanned cameras could be down-converted to 625-line MAC for transmission, then with the addition of digital video information on two of the MAC format's data channels, the home receiver could reconstruct an HD quality picture (similar to the BBC proposal for a digitally assisted TV technique made public last fall in England).

Also essential to the proposal is the use of 100 hz, progressive scanning receivers to eliminate large-area flicker noticeable with the 50 hz scanning rate. The frame store necessary with the receiver for these improvements, according to Thomson, would be built into and paid for as part of the consumer's MAC decoder.

The Eureka group, which also includes Philips, Bosch, Thorn EMI and 25 other participants, plans another demonstration of the HD-MAC progressive scanning receiver at a consumer fair in Berlin next September, and said it will demonstrate a basic equipment chain in fall 1988, with a fuller demonstration and pilot transmission in fall 1989.

The view from Europe on HDTV, howev-

er, is by no means uniform. Opening the symposium's first technology session—on HDTV—on Thursday, June 11, Albrecht Ziemer, managing director of engineering for the German state television channel ADF (which with its companion network ARD in the past has strongly supported 1,125/60 despite German government positions to the contrary) noted that while there is an "urgent demand by broadcasters for a high-quality [electronic] medium of exchange. . . I doubt a 50 hz HDTV system would be acceptable."

Another European broadcaster already moving rapidly into the use of HDTV for production is Italy's state network, RAI, which has produced a \$10-million English-language film, "Julia and Julia," starring Kathleen Turner and rock performer Sting and due for release in U.S. theaters this summer. The production, described during the opening HDTV session by RAI's E. Lionetti and shown in a clip transferred from video to 35 mm film, "now demonstrates not only quality [is achievable with HDTV], but to make high-definition movies is economical." Lionetti added: "Our main aim is not experimenting with a technique, but making a real product. What counts in the end is not whether technicians are satisfied. . . Our final judge will be the public and the market."

This was not the only HDTV-produced material shown at the symposium; for the first time the show sponsored an electronic cinema festival (see box, page 37) with HDTV clips including the first episode of the Canadian Broadcasting Corp.'s *Chasing Rainbows* series, music videos from New York's Rebo Associates, commercial spots from David Niles Captain Video in Paris and other entries by RAI and Japan's national broadcaster NHK, which invented the technology.

Weaknesses are still apparent in the 1,125/60 system, proponents acknowledged, and include production problems relating to the

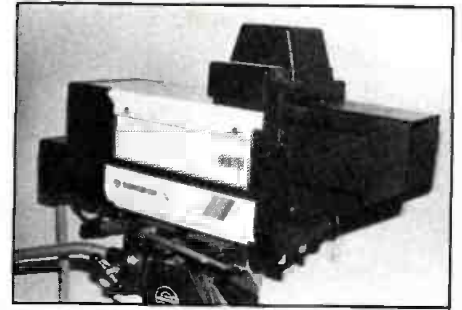
lack of sensitivity and portability of the camera, and display problems, with large projection systems still not always able to provide the brightest picture (the Sony projection system screening the clips on a 240-inch screen failed during the opening screening on Sunday, June 14).

Not all, even in the U.S., believe HDTV gains any particular cost savings in feature or program production, or that consumers will be willing to pay much more for higher-resolution, wider screen pictures.

Capital Cities/ABC President of Broadcast Operations and Engineering Julius Barnathan told BROADCASTING he sees few advantages to HDTV, and argued that with enhancements to NTSC now possible (for example, through the potential for digital recording and graphics in the studio (see below) and various signal processing techniques to improve the current NTSC pictures), viewers have even less need for a new HDTV service.

Even if an HDTV production system could be standardized around the world or just in North America, Barnathan suggested, none of its higher production values can make it to the home without simultaneously getting an agreement on new transmission standards. "Getting HDTV production without transmission standards is like sending a man to the moon without a way to bring him back," he said.

Some also believe that any economies that come from electronic production of TV programs are gained largely in post-production and can be accomplished just as well using current video techniques. According to one speaker, Michel Oudin of the French national production company SFP, at a TV production system session Friday, June 12, the high quality production values of film may be retained, along with the economy of electronic post-production, by using a new film time code system that makes it easier to use the original negative to produce 525-line or 625-



Thomson's HDTV interlaced scanning color camera

line video copies.

The optical film data track code system, developed by Aaton of France and implemented in a new electronic cinematography camera from Panavision, is currently being used by Paramount for production of the TV series *Star Trek—the Next Generation*, while tests of the technique are scheduled at Universal, the Post Group and Lorimar-Telepictures.

If there is an opportunity for worldwide agreement on HDTV production and transmission standards, participants in the effort concede it is a narrow one. In fact, just prior to the Montreux symposium, there was another significant stalemate in the standards debate at meetings in Geneva of the international standards body CCIR's interim working party (IWP) on HDTV. Although not all viewed the result with disappointment, at least one key participant described the meeting as a "disaster," because a British proposal sidetracked a nearly completed report advancing work on achieving a single HDTV world studio standard.

According to participants, the stalemate occurred in the final movements of the two-and-half-day meeting when U.K. representatives sought an elevated status for the Eureka 1,250-line progressive HDTV system. The U.S. and other supporters of 1,125/60 objected and the meeting concluded before a resolution could be reached. The group won't have a chance to approve the document again until November when it meets just prior to a higher level group that originally was to have some months to consider the IWP report. CCIR consideration of HDTV studio standards is scheduled for an extraordinary meeting in late 1988, and again in late 1989 and mid-1990.

Attempting perhaps to bridge the gap, key CCIR participant Mark Krivosheev, chief of Soviet television, in a June 11 HDTV roundtable, urged the countries to take "concrete steps forward to unite in international efforts. . . The time has come to consider HDTV not only as part of individual companies. HDTV is entering a phase when it is necessary to adopt responsible decisions."

Krivosheev later told BROADCASTING the USSR views HDTV mainly as a means of distribution to a system of electronic cinemas, and sees enhancements to existing terrestrial systems through receiver improvements as equally important.

One standards compromise raised by several participants during the conference could involve European acceptance of 1,125/60 for production, if North America and Japan would consider a world transmission standard based on MAC technology, rather than

European frontier. While the delivery of television to viewers by satellite has often been perceived as a threat to traditional terrestrial broadcasting in Europe, Andrew Quinn, managing director of Granada TV, the UK broadcaster that is also a founding shareholder in the British Satellite Broadcasting DBS project, described that competition from a different perspective in his keynote address at the Montreux symposium's Monday, June 15, session "Broadcasting—The Cold Wind of Change."

"Throughout the first half of this decade we have been promised a satellite TV explosion," Quinn said. "Instead of the explosion of satellite channels, a different kind of explosion has gotten under way in Europe. Frequencies are being found for new terrestrial channels and existing ones are being made more commercial. Terrestrial television was once written off. Now, I would suggest, it is becoming clear that in many places satellite television will have a hard time displacing it."

American program producers should benefit from the proliferation of channels, whether terrestrial or satellite, he added, because finding quality television is a difficult and expensive prospect. "It is inevitable that the new channels will look to the U.S.A.," Quinn argued. "Europe has always needed America, whose programming has been attractive in cost and in getting audiences. Its ultimate attraction will be its volume."

Agreeing with Quinn on the role of American programming on European channels was Carole Haslam, director of programmes for the satellite-delivered Super Channel, of which Granada is also a shareholder. Haslam, speaking at a Saturday, June 13, panel in approaches in marketing and planning CATV services, noted that Europeans "both love and despise American material," but that approximately 40% of drama programs transmitted on European stations are from America, while American programs in general make up 14% of European schedules. "The postwar generation in Europe has grown up with a greater awareness of American culture than that of their own neighbors," Haslam added. "This accounts in large part for the popularity of American television programs with the audience."

Japan's Muse. EBU's technical committee chairman N. Wassiczek of Austrian broadcaster ORF noted during the June 11 roundtable that Europe could then use dual standard MAC receivers capable of taking in both 50 hz and 60 hz transmissions, and at some future time begin broadcasting 60 hz HDTV-oriented programs.

The possibility of such a compromise was strained, however, by comments from NHK's Y. Tadokoro, who called such an HD-MAC system "impossible" in Japan because of the advanced development of satellite broadcasting using Muse.

CBS's Joseph Flaherty, also on the roundtable panel, said he believed transmission standards would continue to differ as they do now for broadcast home video systems but because "program product is the real estate" of the TV industry, a production standard still remains essential for ease of worldwide distribution. Sony's M. Morizono also argued that production and transmission standards have to be considered separately, adding that the 1,125/60 production format could be converted without degradation to any television standard for transmission.

Digital video directions

One important factor in determining the kind of future delivery systems the world TV industry will choose are new production systems now made possible through the use of digital video recording and processing. With the D-1 world standard component digital recorder just a year old, the television industry has hardly begun to explore that potential, speakers agreed.

The D-1 DVTR has proved expensive, however, and although the first manufacturer, Sony, has reportedly taken orders for 300 and will begin delivery this year, and Bosch introduced its first D-1 unit for delivery in 1988-89, the \$200,000 DCR 100 at the exhibition here, less expensive alternatives exist. One example was the Ampex 4fsc composite digital standard, shown in a technology mockup for the first time at the conference, with the company citing late 1988 delivery and pricing competitive with high-end Type C one-inch machines (the company has also completed development of a PAL version of the composite format).

Aleksander Todorovic, the Yugoslavian broadcaster who headed European efforts to develop the D-1 standard, argued at a June 12 TV production systems session that because production is a means of influencing distribution, it would seem logical in Europe to combine component video production with the component MAC distribution system chosen for satellite broadcasting.

During the session, the BBC's Mike Croll called as well for the fastest possible implementation of component digital studios. Croll acknowledged that such a rapid transition entailed risks, including an incomplete range of equipment, the higher cost of early installations, the new skills required for installation and maintenance and, for producers, lack of conformity with output products. Those negatives are overcome in the long term, he argued, by the technology's improved quality, the automation of maintenance, greater post-production processing

and greatly extended multigeneration capabilities.

Dutch broadcaster J. Van Dael spoke against such an approach, however, characterizing the D-1 standard as "too good for today, probably not good enough for the day after tomorrow, and tomorrow, I don't know."

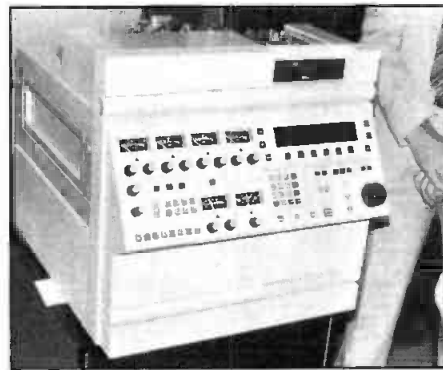
D2-MAC or not D2-MAC?

With Europeans trying to sort out their long-term plans for distribution of HDTV, another immediate concern raised several times at the show was that the direct broadcast satellites scheduled to begin beaming TV programs to Europe's homes in the next two to three years will be broadcasting different versions of the MAC transmission signals.

West Germany's TV-SAT, tentatively scheduled to launch later this year, and France's TDF-1, scheduled to go up in 1988, both will use the D2-MAC system British Satellite Broadcasting DBS system scheduled for launch in 1989 will use D-MAC (after the UK industry had first supported C-MAC), and a Scandinavian DBS project, Tele-X, has said it will use C-MAC. Quasi-DBS satellite Astra has not yet indicated what signal format it will provide for its program transmissions.

While a family of MAC standards exists in Europe for all three MAC implementations, and Norwegian manufacturer Nordic VLSI is working to develop MAC chips that can receive each, there is real concern that the chip effort may be too difficult or take too long to achieve, delaying the introduction of consumer MAC receivers and increasing their cost.

Terry Long of Britain's Independent



Ampex's composite digital VTR

Broadcasting, at a Saturday morning, June 13, session on satellite and terrestrial distribution systems questioned the availability of the three-standard chip and stressed it was "most important" to have common standards used for satellite-to-cable and DBS transmissions from both medium-power and high-power satellites. Long added that he believed D and D2-MAC could easily be transcoded one to the other.

EBU Technical Center head George Waters agreed the D and D2-MAC versions (which vary primarily in compatibility with cable systems, complexity in reception and number of digital data and audio channels) are similar enough that single switchable chips could be manufactured to receive both signals in a single set. But because of the "race" to produce receivers in time for the DBS launches, manufacturers would probably provide D2-MAC receivers first, he added.

Waters said he also believed the Nordic

Electronic film look. The American Film Institute hosted its first Electronic Cinema Symposium and Festival of high-definition television screenings in Montreux last week in conjunction with the International Television Symposium. The two-hour symposium on June 16, "Technology and Creativity: Implications for the Electronic Cinema," was a dialogue (although a sparsely attended one) between the creative and technical sides of the film and program production business.

While it is considered unlikely any major HDTV cinema products in the U.S. will get underway until a production system is standardized, either worldwide or in North America, panelists including John Rich, producer and director of TV programs including *All in the Family* and *The Dick Van Dyke Show*; Emmy award winning writer-director Jeremy Kagan; Robert Boyle, Academy Award nominated filmmaker who has collaborated with Alfred Hitchcock; director John Korty, and others seemed optimistic about the technology's future.

Much of the debate centered on whether HDTV could or should emulate the familiar, but difficult to define, "film look," or instead take advantage of its own distinctive properties to develop a new kind of creative imagery. Boyle commented that regardless, the new technology's advance seems "inevitable," and added that he saw it as a perfect matting process and was confident existing "cumbersome" problems in the operation of the system would soon be overcome. Kagan also said he was "attracted [and] excited" by the HDTV technology.

Panelist Ambassador Diana Lady Dougan of the the U.S. State Department warned both technical and creative people, however, that while they might like to see such a technology standardized internationally so it could make its way into the market, there is a "very crass reality. Governments do have control over the development and use of technology. . . . There are many Luddites who not only have a fear of technology but also that their culture will be threatened or washed away in a flood of foreign programs. . . . It's not just a question of technology, but also of the economics of coproduction and globalization of the entertainment market."

Other panelists included RAI's Michael Fichera; Mark Blandford, who produced Canadian Broadcasting Corp.'s HDTV production "Chasing Rainbows"; HDTV producer Barry Rebo of New York; CBS's Paolo Zaccarian; chairman of the EBU Technical Committee N. Wassiczek of Austria; K.H. Shulte of West Germany; Masao Sugimoto of NHK, and co-chairman A. Vellani of AFI.

Morizono Headroom: Sony Corp.'s director of research and development, M. Morizono, was asked to do a little crystal ball gazing at the Montreux opening session and he obliged with a stunning glimpse into the future of technologies including integrated circuitry and image recording.

Morizono said he believed magnetic recording would remain the main recording technology for quite some time, with the possibility of such advances as achieving six hours of good-quality NTSC record time on an 8 mm videotape cassette using cobalt-chromium tape with perpendicular recording and 30 megabit-per-second bit rate reduction. Laser disks and optical videotape recorders also have great potential as recording mediums, he added.

Solid-state technology, which he called "the heart of the electronics industry," will, with its transition from analog to digital processing and with the use of new GaAs and super-conductive materials, allow ultra-high-speed information processing 10 to 20 times faster than that currently possible with silicon devices, while new IC memory devices might some day be able to allow recording of the equivalent of one hour of digital component video information on only one square centimeter of photo-chemical hole burning memory chip active area.

In the longer term, Morizono suggested that the exploration of so-called bio-electronics, the transfer of information on the molecular level via proteins between living organisms, while difficult for engineers now to conceive of applications, could be an area of tremendous influence for computer electronics advances.

countries would reconsider their decision to use C-MAC for DBS because of their desire to allow their largely multilingual population to more easily receive signals from the other national systems.

For cable carriage of satellite programs, including those distributed on DBS, several speakers, including Michael Tooms of a UK cable programming consortium, called for insuring that a standard conditional access system also be specified as soon as possible. During a Monday, June 15, cable network session, speakers also agreed that European CATV systems would also have to work to increase channel capacity up to 450 mhz (36-37 channels) in the next several years to accommodate the new satellite program channels.

Satellite discussions during the conference also included a pair of reports on the possibilities for DBS radio, such as the digital sound broadcasts to be included on West Germany's TV-Sat system. Also considered were international frequency allocations for mobile DBS radio to be raised at the next World Administrative Radio Conference in 1988.

The capabilities of NBC's Ku-band satellite interconnection system were described by Michael Sherlock, NBC president of technical operations and services, along with a general address on the impact of satellites by William F. Baker of noncommercial WNET(TV) New York, while W. Potter of EBU described the sophisticated satellite-terrestrial news feed service, Eurovision, maintained by that organization.

During a satellite newsgathering session at the symposium last Monday with an address from Stanley Hubbard of Hubbard Broadcasting, a representative of the West German PTT telecommunications agency also indicated that for the first time a European PTT was planning to support free access to satellite by SNG units, as long as access, power levels and equipment were fully coordinated. No portable uplinks can now operate on Europe's satellite system.

Back for more

The Montreux conference's equipment exhibit, the European industry's largest, with

340 companies exhibiting in 200 booths this year, remains a worthy, if complaint-prone, event for international manufacturers, according to most of the participants. Despite continual problems of overheating due to lack of air circulation, plus difficulties with low ceilings and narrow aisles and a general lack of space, few if any manufacturers said they would not return, citing in particular the high quality of show attendees, the international nature of the gathering and the attractiveness of the city itself.

The city of Montreux, which organizes the show, is making moves to answer some of the complaints, adding somewhat better air-cooling systems and helping attendees better follow the convention center's confusing layout and—probably most important—adding space. From 9,000 square meters in 1985 to 12,000 square meters this year, the exhibition hall is expected to grow again to 16,000 square meters with additions by 1989. Ironically, few think the additions will actually affect the crowded conditions, since they will most likely be taken up by new exhibitors rather than apportioning more room to current ones.

The show was quite active from a business perspective, and the perceived growth of the European equipment marketplace has kept key manufacturers, including U.S. companies coming. Ampex, for example, which does more business internationally now than in the U.S., was here in full force,

showing a wide range of video recording gear, digital video graphics and other gear.

Grass Valley Group also had a substantial exhibit alongside parent company Tektronix, and, according to GVG Executive Vice President Daniel Wright, the company is making new efforts on the international front, adding for the first time its own direct sales organization for the UK. The company announced during the show a \$3-million-plus routing switcher sale to Italian network RAI in Milan.

The biggest news of the exhibit, however, was probably the major signing of a new M-II half-inch customer by Matsushita ("In Brief," June 15). Thames TV, the UK's largest independent TV station, has agreed to adopt the format, using it to replace its film production, as well as for newsgathering and possibly to fill in for one-inch machines. Although the company, which produces about 850 hours of programs a year, did not specify all of the details of the purchase, it said the deal could bring it up to 120 machines over the next five years, while one source said the purchase was valued at \$15 million. Production line machines will be delivered beginning next spring.

Sony and other suppliers of the competing Betacam format, which is already used in the UK by another of the larger independent program producers, Granada TV (which described its experience with the system in the paper program), had business of its own to report at the show. Sony announced that the Dutch Broadcasting organization NOS will purchase three complete Betacam edit suites, with an option for a fourth, after having used Sony Betacam camcorders and studio edit machines for the past years.

A UK production facility, Viewplan, has also put in an order for \$600,000 in Betacam SP equipment from Ampex as well as other gear from the company, and Beta SP gear will be purchased from Sony by another Dutch production facility, Jongenelen. Sony also announced Betacart spot player sales to French national broadcaster TF-1, Silvio Berlusconi's RTI in Italy and Beta SP sales to Videpix of Zurich.

In other news from the floor, Ampex announced it will market UK audio equipment manufacturer AMS's audio digital editing system and Calrec mixing consoles worldwide, and Thomson Video said it has signed a \$16-million deal to create a TV production and broadcast network for the United Arab Emirates. □



A home companion bids farewell

Garrison Keillor signs off after 13 years as 'A Prairie Home Companion' with June 13 broadcast

Garrison Keillor, host of Minnesota Public Radio's *A Prairie Home Companion*, brought the popular 13-year show to an end on June 13 with a sentimental final program. All 925 seats at the World Theater in St. Paul, Minn. had been filled each week since Keillor announced on Feb. 14 that he would leave the show to "resume the life of a shy person." MPR estimates that about four million people listened to the show over its national distributor, American Public Radio.

Keillor is moving to Copenhagen, Denmark—his wife Ulla's native city—where he will concentrate on writing. While there he will do articles for the *New Yorker* magazine and, in the fall, a book of short stories. *Leaving Home*, will be published. It will be the second book about Lake Wobegone, the mythical Minnesota hometown Keillor created every week on *A Prairie Home Companion*. "where all the women are strong, all the men are good looking, and all the children are above average."

"I'm going to miss you a lot more than you're going to miss me," Keillor said more than once during the final broadcast. "You're going to find another show, but you're my only audience."

A Prairie Home Companion's replacement is being developed and will be hosted by Noah Adams, former host of National Public Radio's *All Things Considered*. The still untitled show, now in the planning stages, will be aired six times in Minnesota over MPR and twice nationally beginning in October before it starts its regular national broadcast schedule over American Public Radio in January. So far, plans call for the show to include music and literature readings including children's literature.

In the meantime, the country will listen to reruns from six years of *A Prairie Home Companion* that aired on MPR before APR began distributing it nationally in 1980. According to MPR, the earlier shows were similar to the later ones with the main difference being earlier histories of characters from Lake Wobegone. The reruns will air in the show's regular 6 to 8 p.m. Eastern time slot, until the Adams show begins in January. Thereafter, *Prairie Home* reruns will be made available to stations at different times.

According to American Public Radio's Diane Engler, affiliated stations all over the country observed the final show with pot luck dinners, dances and picnics at nearby parks where the public was invited to listen as a group: "I would say a majority of our stations had some sort of promotional party." There was no picnic in Washington where noncommercial WETA-FM was knocked off the air by a thunderstorm about 30 minutes



Keillor

into the show. After an hour, the station returned to operation while a heavy stream of listeners called in to complain. From 7:30 to 8:30 p.m., WETA-FM broadcast the rest of the program and then rebroadcast the entire show at 9 p.m. From 8:30 to 9 p.m., WETA-FM's Mary Cliff presented a salute to *A Prairie Home Companion*, featuring past interviews with Keillor.

"I have never believed in doing brave and cheerful farewells," Keillor said to open the broadcast. "When I go I want people to throw themselves prostrate down on the

floor...and I want to hear weeping and howling and I want people to throw their arms around my ankles and beg me to stay. Singers and musicians who had appeared several times on *A Prairie Home Companion* returned for the farewell: Chet Atkins, Stevie Beck, Leo Kottke and Kate McKenzie. Also appearing was the Kamehameha School Glee Club, a high school group from Hawaii that was touring the U.S. The show continued past its regular two hours for an extra 30 minutes of musical encores.

There was a final commercial for Keillor's imaginary sponsor, "Powder Milk Biscuits" (which "give people the strength to get up and do what needs to be done"), a final installment of the show's weekly serial, "Buster the Show Dog," and then the last of Keillor's weekly monologues, "the news from Lake Wobegone." He talked about the sense of contentment that came over the town during a badly needed "long, slow, summer rain." Children, happy to be inside and not out weeding the garden, relaxed with books about rich people in other lands. "Norwegian bachelor farmers," relieved to see the rain fall on their crops, gathered in the Chat-

The Kid is about to break into your lineup.



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terbox Cafe.

The monologue closed with Keillor returning to his boyhood. The rain sends a mist over the lake making it seem like an ocean.

The river rises high enough to be navigated by raft. "and we can push off from shore in our lovely rafts, and the water will carry us over the rocks and around the bend. At last

we can see what is around the bend. If I find out first, I'll let you know. If you see them before I do, give them my best and tell them that I think of them." □

Pondering the place of children's TV

Speakers at ACT seminar want better fare from commercial broadcasters; Markey says hearings will examine programing's 'overcommercialization'; Geller thinks standards might be tied to renewal guarantees; Schmertz offers suggestions to increase funding

Congressional hearings in September will focus heavily on the "over-commercialization" of children's television. House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) told a Cambridge, Mass., conference last week.

Corporate, foundation and public television representatives at the two-day session agreed on the need for a group effort to increase funding for children's programing and to sell potential underwriters on the value of such shows.

Markey, at the meeting on "New Initiatives in Children's Television," said "broadcasters' obligation to serve children will be part of the debate of any broadcast legislation" that goes through Congress.

Former NTIA head Henry Geller said broadcasters might accept children's broadcasting standards as part of a package eliminating comparative renewal and retaining must carry.

The conference was sponsored by Action for Children's Television, Boston public television station WGBH-TV and Harvard's Barone Center on the Press, Politics and Public Policy. It was funded by the Carnegie Corp. of New York.

In brief opening remarks, Barone Center Director Marvin Kalb, former NBC chief diplomatic correspondent, said legislation might possibly help provide an answer to the question of "what can we give children that is worthy of them?"

Markey said Congress "will send a clear signal to broadcasters, cable and the FCC that we're back in the business of developing public policy." He sees a "real chance" for tighter controls on stations "because peoples' batteries are recharged. The energy is there, and younger members of Congress want to do something."

He said recent hearings on network finances show clearly that the "Fowler-Reagan deregulatory policy has all but completely undermined the public trust concept" in broadcasting. He charged the networks with serving children "poorly, if at all," and called it unfair to expect public television to be "super kids'" programers.

Markey stated that a "disturbing trend toward a proliferation of program-length commercials" leads to the exploitation of young viewers.

It's either "naive or disingenuous" to suggest that VCR's and cable can fill the children's programing gap, because the many households who can't afford these services include children who most need quality



Geller, panel moderator Michael Rice of the Aspen Institute, Charren and Markey

shows, he said.

ACT President Peggy Charren, whom Markey called "the conscience of the networks," expressed similar views. She called for emphasis on developing and distributing TV programs "to all young people, not just those whose families know about and can afford expensive alternate TV technologies."

Geller said broadcasters' clout as a "very powerful lobbying unit" makes it difficult to pass legislation over their opposition. He called a trade-off of interests the best solution to what he sees as a lack of service to children. Specifically, he said broadcasters might accept requirements for children's programing in return for eliminating the comparative renewal process and extending must carry beyond the current five-year sunset.

Another possible alternative he proposed is letting broadcasters develop children's programing on a rotating basis, sharing both the costs and the "burden of lower ratings" for such shows.

"We have to make a beginning in this Congress," he said. "It's a terrible situation now. It's the pits. There is no accountability at all [by broadcasters] to the public fiduciary standard."

Former FCC and PBS Chairman Newton Minow voiced the hope that Markey's leadership will insure that the "FCC will pay some attention to children's programing." One of many arguing for a collaboration between underwriters, producers and foundations, Minow said that "if we can't as a nation figure out how to get \$25 million to \$30 million to change millions of children's lives [through better programing] we don't deserve to survive as a civilized society."

Herb Schmertz, the Mobil Corp.'s vice president for public affairs, said corporations are "unbelievably naive in knowing how to exploit underwriting public television." He advised noncommercial station executives to "strike the word 'contribution' from your lexicon and substitute 'investment'" when seeking corporate funding.

Schmertz said Mobil's underwriting of *Masterpiece Theater* has paid off. "There's no doubt that public television support can increase sales," he said. "There's a bottom

line result that can be demonstrated to the hardest-nosed chief executive officer."

He proposes a three-part drive to boost public television funding: individual contributions from concerned parents, more corporate support and an annual license fee of perhaps 1% of a station's worth.

Pollster Humphrey Taylor, president of Lou Harris Associates, said "underwriting children's television might not be the best way to make money, but clearly it's one of the best ways of spending it." Releasing a Harris poll showing that 90% of the public thinks highly of companies that fund public TV children's programs, Taylor said underwriters of such shows can make "many, many" friends while improving their future employes education.

CPB Director William Lee Hanley said corporations get a "terrific bang for their buck" on public television, and we have to sell them on the fact that it's in their own self-interest" to underwrite programs. He said corporations will gain parents' goodwill for providing alternatives to Saturday morning comic-and-monster programs offered on commercial TV.

But WGBH-TV President Henry P. Becton Jr. said public television must boost its appeal to older children. "We lose too many after age 11," he said. Although his station will commit \$1 million over two years to new productions aimed at teen-agers, he said \$20 million to \$30 million must be added to the \$35 million to \$40 million in public funds now being spent each year to make a major impact on children's programing.

The VCR may change the way children view television, said Marilyn Kressel, consultant to the American Library Association's Carnegie Video Project. The 18-month project has a year to go in studying how librarians select video offerings.

She hopes public libraries may become an alternative to video rental stores for young viewers and that joint purchasing may help cut costs of non-entertainment video, which she said has "shamefully poor representation" in the libraries she has surveyed. Kressel also envisions a comprehensive nationwide video database, and plans workshops across the country next year to teach librarians how to buy and loan video offerings. □

'Affair' gets Fox go-ahead

Povich-hosted show will air on all seven owned stations

Fox Television Stations, encouraged by the performance of its news feature magazine series, *A Current Affair*, in New York and Boston, has decided to expand the series to all of its owned stations. KTTV(TV) Los Angeles, WTTG(TV) Washington, KDAFTV Dallas and KRIV(TV) Houston will begin airing the five-night-a-week program on a regular basis today (June 22), while WFLD(TV) Chicago will wait until Aug. 3.

The program, hosted by newscaster Maury Povich, becomes the first regular in-house produced series to make it to all seven Fox-owned stations. The station group had previously limited itself to special event programming such as the Rose Parade, which KTTV produced for its own stations and



Povich

which it also sold to 54 other stations on a barter basis last Jan. 1.

A Current Affair debuted on WNYW(TV) New York in July 1986 at 11:30 p.m. and, after drawing respectable numbers, was moved in September to 7:30 p.m. WFXT(TV) Boston picked up the series in January, putting it on at 8:30 p.m. KTTV will also run the program at 8:30 p.m., using its 30-minute local news as a lead-in. KRIV Houston has also matched *A Current Affair*, which it will air at 7:30 p.m., with its news. In New York, demographic studies show that 81% of *A Current Affair's* viewers have watched the WNYW news.

WFLD Chicago has programed *A Current Affair* for 7:30 p.m. Washington's WTTG plans to air the series at midnight, but the Dallas station, KDAF, had a last-minute change of heart and decided to move the program from 11 p.m. to the 6:30 p.m. early fringe period.

What the future holds for *A Current Affair* beyond its run on the Fox stations, remains to be seen. Without a need for fringe programming, Fox Broadcasting Co. has no interest in the show for its affiliates, although a spokesman said FBC "is looking at all kinds of unique programming" for its prime time schedule. There have been some rumblings that *A Current Affair* might go into syndication next year, but Michael Lambert, executive vice president of domestic syndication for 20th Century Fox, said nothing will be decided until company officials see how the program performs. "We have no

plans yet," he said.

A Current Affair placed third in the Nielsen New York ADI May book, and after a pilot run in Los Angeles last Monday (June 15) it placed third in the seven-station market in both rating services overnight reports. Nielsen gave it a 6.8 rating/11 share and Arbitron a 7.0/13.

With the success the program has enjoyed in New York, and its strong showing in Los Angeles, Derk Zimmerman, president and chief operating officer of Fox Television Stations, said he is hopeful its popularity will translate to other markets as well.

The television station division has numerous other projects, both live events and taped programs, in development as part of its effort to come up with more affordable programming. "Given the cost of programming, with the last two syndicated shows in Los Angeles [*The Cosby Show* and *Who's The Boss?*] going for around \$300,000 an episode and feature films costing \$400,000 a title, it has become an absolute necessity that we produce our own programs," Zimmerman said. "Otherwise, we are going to be nothing more than the middleman for the advertiser and the syndicator."

Because *A Current Affair* is more costly to produce than other in-house programs, given the fact it must now appeal to a national audience through such techniques as live remotes from such locations as the 1987 Super Bowl in Pasadena, Calif., or more recently with Povich at PTL headquarters in South Carolina on the day of Jim Bakker's removal, its cost to Fox stations is on par

with some syndicated programs and movies, according to a reliable source.

The program is usually divided into three segments, but on occasion will switch to one half-hour segment if the story warrants it. Seven reporters file stories from around the country on a mix of light and serious subjects.

With *A Current Affair's* expansion to the seven stations, Fox officials said they do not plan to make any changes in the format of the program, nor do they plan to take the oversight role away from executive producer Ian Rae, news director at WNYW. "They've proven themselves," one official said. Povich, who has been with the Fox stations (previously Metromedia) since 1966, told reporters at a press conference in Los Angeles last week that Fox has given the program "breathing room." □

900 number used to gauge success of network pilots

Promoting television programs, other than talk shows, with a 900-number tie-in appears to be coming into vogue. Two examples last week attracted an unusual amount of media attention. CBS's *Summer Playhouse*, and the program's 900 call-in element, drew a response from viewers on the program's first outing, June 12. CBS is using the series, which will air on Friday's (8-9

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p.m.) through Sept. 18, to exhibit pilots not picked up for the new season. The show, which is hosted by Tim Reid and Daphne Maxwell Reid, who star in next season's new CBS comedy, *Frank's Place*, features a call-in segment where viewers are invited to call a 900 number to express approval or disapproval of the pilots shown each week. The premiere episode, a pilot of *The Saint*, a remake of the old NBC series, elicited over 43,500 calls, with over 40,200 calls in support of the show. The Nielsen ratings, however, showed a different outcome, with *The Saint* pilot finishing third in its time period with a 7.4 rating and a 16 share. The network is reticent to say whether strong call-in support for any of the pilots may lead to future series orders. "We're following the viewer response with great interest," said one CBS executive. The results of each poll will be announced on the following week's *Playhouse* episode, through the beginning of the new season.

Fox Stations' WNYW(TV) New York also used a 900-number last week to poll viewer opinion on the guilt or innocence of subway gunman Bernhard Goetz (before the verdict was handed down) for the locally produced *A Current Affair* news magazine. The program, then seen in the New York and Boston markets (but scheduled for rollout in other Fox station markets this week), received a total of more than 35,000 responses from the New York and Boston viewing areas with the overwhelming majority of callers (over 32,000) voting in favor of Goetz's innocence. One day later, he was acquitted on all but one of 13 counts, relatively minor weapons possession charge. □

PTL bankruptcy touches 11 TV's

Eleven television stations, which broadcast PTL's hour-long *The PTL Club* each weekday, are among the top 20 unsecured creditors listed in PTL's bankruptcy papers.

PTL filed for protection from creditors and reorganization under chapter 11 of the federal bankruptcy code two weeks ago, claiming assets of \$180 million and liabilities of \$72 million. At the time of the filing, Jerry Falwell, who has headed the TV ministry since a sex scandal forced out PTL



Falwell

founder Jim Bakker in March, said PTL has 14,000 creditors in all and that it's delinquent on \$23 million of the \$72 million in debt.

PTL buys \$15-million worth of time on television stations each year for *The PTL Club*. Donations generated by the show are the principle source of revenue for the ministry. At one time, PTL claimed 178 affiliates, but, as financial troubles mounted in the wake of the Bakker scandal, the number has steadily declined. At last count, it stood at 160.

PTL has historically been slow to pay its affiliates, but its delinquency has apparently increased since the scandal. Last month, PTL acknowledged that it was \$8 million in arrears to the broadcasters.

The 11 stations (and what they are owed): WCCB-TV Charlotte, N.C. (\$232,000); WNOL(TV) New Orleans (\$163,000); WDCA-TV Washington (\$135,000); KHJ-TV Los Angeles (\$128,000); WPHL-TV Philadelphia (\$127,000); WGPR-TV Detroit (\$127,000); WCIX(TV) Miami (\$109,000); WUHF(TV) Rochester, N. Y. (\$83,000); KMSB-TV Tucson (Nogales), Ariz. (\$82,500); WWHT(TV) Newark, N.J. (\$78,000), and KMSG-TV Fresno, Calif. (\$75,000).

Roy Grutman, attorney for the ministry, told reporters when the bankruptcy filing was made that it was necessitated by "the chaotic mismanagement of the preceding administration... The records were atrocious. There were no internal checks and balances. There were no internal controls. We found major discrepancies in the ledger in terms of what we had purchased and what showed up here." □

CBS, and Celtics, come up short

NBC won the prime time ratings week (ended June 14), according to A. C. Nielsen numbers, as it logged a 13.4 rating and a 25.0 share. CBS pulled in an 11.6/21.4, while ABC closed out the week with a 10.0/18.5. CBS's numbers were bolstered by two NBA championship games between the Los Angeles Lakers and the Boston Celtics. A year ago the finishing order was NBC 12.7/25, ABC 10.4/20

and CBS 9.9/19.

In the evening news race, NBC won the race with a 10.0/21, over ABC's 9.6/20 and CBS's 9.5/20. Last year: CBS 10.3/22, NBC 9.6/21 and ABC 9.4/21.

NBC won five nights, Monday, Tuesday, Thursday, Friday and Saturday. CBS took Sunday and ABC took Wednesday.

Rank □ Show □ Network □ Rating/Share

1.	Family Ties	NBC	23.4/42
2.	Cosby Show	NBC	22.3/41
3.	Cheers	NBC	19.7/35
4.	Growing Pains	ABC	19.0/32
5.	NBA Finals Game 4	CBS	18.9/31
5.	NBA Finals Game 5	CBS	18.9/33
7.	Murder, She Wrote	CBS	18.7/36
8.	Who's the Boss?	ABC	18.2/32
9.	Tuesday Night Movie	NBC	17.9/29
10.	Golden Girls	NBC	16.9/35
11.	Molly Dodd	NBC	16.5/28
12.	60 Minutes	CBS	16.2/34
13.	Hunter	NBC	15.9/33
14.	Monday Night Movie	NBC	15.7/27
15.	Moonlighting	ABC	15.0/24
16.	Matlock	NBC	14.5/28
17.	Equalizer	CBS	14.4/26
17.	Amen	NBC	14.4/30
17.	L.A. Law	NBC	14.4/24
20.	MacGyver	ABC	13.6/23
21.	Sunday Movie	CBS	13.5/24
21.	Valerie	NBC	13.5/28
23.	Designing Women	CBS	13.3/22

Rank □ Show □ Network □ Rating/Share

23.	Alf	NBC	13.3/28
25.	Head of the Class	ABC	13.2/24
26.	Sunday Night Movie	ABC	12.8/24
26.	Night Court	NBC	12.8/22
28.	Sunday Night Movie	NBC	12.7/23
29.	Miami Vice	NBC	12.6/24
30.	Newhart	CBS	12.5/21
31.	Cagney & Lacey	CBS	12.4/21
32.	Facts of Life	NBC	12.3/21
33.	Perfect Strangers	ABC	12.0/23
34.	20/20	ABC	11.9/20
35.	Crime Story	NBC	11.0/22
36.	Spenser for Hire	ABC	10.8/18
37.	Me & Mrs. C	NBC	10.7/24
38.	Highway to Heaven	NBC	10.4/19
39.	St. Elsewhere	NBC	10.3/19
40.	Kate & Allie	CBS	10.1/19
41.	227	NBC	9.9/23
42.	Disney Sunday Movie	ABC	9.8/20
42.	Mr. Belvedere	ABC	9.8/20
44.	Hotel	ABC	9.1/16
44.	Friday Night Movie	ABC	9.1/18
44.	My Sister Sam	CBS	9.1/16

Rank □ Show □ Network □ Rating/Share

47.	Mike Hammer	CBS	8.4/16
48.	Shell Game	CBS	8.3/14
48.	Scarecrow & Mrs. King	CBS	8.3/15
50.	Sledgehammer	ABC	8.1/18
51.	Stingray	NBC	8.0/17
52.	Starman	ABC	7.9/16
52.	Saturday Movie	CBS	7.9/17
54.	Monday Night Baseball	ABC	7.7/14
55.	Summer Playhouse	CBS	7.4/16
55.	Dallas	CBS	7.4/14
57.	Heart of the City	ABC	7.3/13
57.	Sidekicks	ABC	7.3/16
57.	Hard Copy	CBS	7.3/14
60.	Our House	NBC	6.7/13
61.	A Team Special	NBC	6.4/13
62.	Webster	ABC	6.2/14
63.	Our World	ABC	5.8/11
64.	West 57th	CBS	5.6/11
65.	Dads	ABC	5.3/11
66.	Gung Ho	ABC	4.4/9
67.	Wizard	CBS	4.3/9

*indicates premiere episode

The marriage of radio advertising and new product lines

RAB/ANA seminar highlights radio for its cost effectiveness and brand differentiation attributes

Radio can be a more creative and flexible advertising vehicle than both television and print, especially for introducing new product lines, according to top agency and advertising officials speaking before 635 radio marketing executives at the Radio Advertising Bureau/Association of National Advertisers' 20th annual "Radio Workshop" held last Tuesday (June 16) at New York's Waldorf-Astoria hotel.

Even though it has a long history, radio is still a "misunderstood medium" within the creative advertising community, said Jerry Siano, president and vice chairman, N W Ayer, in his agency keynote address. He attacked agency executives who "ignore radio's great [visual] potential," arguing that they don't really know their "palette."

Said Siano: "When television came along people started watching that. Radio didn't change. But our [the agency and advertiser] perception of it did. We forgot a quarter of a century of people watching their radio sets. And this might be what led to the development of the 'secret' to bad radio advertising . . . Just stuffing the commercial full of twaddle, wall-to-wall words, endlines and some cheap music is the sure-fire formula for ineffective radio advertising."

Siano advised creative agency executives to make listeners "see your commercials." He compared good commercial copy and voices to character development in novels, saying that listeners like to identify with the characters. "Listeners see exactly the person they want to see," Siano said. "And if you've done it right, you can reach your audience one-on-one with 220 million visuals. Their own visuals."

From the client perspective, the bottom line, said David Martin, vice president of corporate media for the Stroh Brewing Co., is today's emphasis on localism. He said there is an extraordinary push in local markets on a prioritized basis that radio can fulfill by combining sales promotion with frequency and local wholesaler tie-ins.

Stroh has 16 product brands, said Martin, with ad budgets ranging from \$300,000 to \$40 million. In his client keynote address, Martin centered on Stroh's radio mix for eight brands, noting that local radio was utilized heavily when there was a need to make a strong positioning statement like the introduction of Red Bull malt liquor. Radio is also used extensively, said Martin, when there is a relatively small ad budget for a product, which occurs in the case of promoting regional brands such as Piel's.

Other advertisers gave similar testimonials. Radio was a "vital" part of the campaign to introduce Amoco's new Silver lead-



Welles winners Elliott Freberg, Goulding and RAB chairman James Arcara

free gasoline, said John A. Stitzell, director of advertising and marketing communications for Amoco Oil Co. In some smaller markets, radio may be the sole medium used, he said.

Stitzell said Amoco chose radio as a primary medium for Silver because of the company's belief that "an American's first love is his or her automobile and probably the second love is his or her automobile with the radio on." That makes radio the only medium that can "deliver a gasoline sales message while the consumer is thinking about

their purchase decision." Noting that gasoline is generally a low-interest category, Stitzell said radio also helped build interest in the new product, through a contemporary version of "old-style" radio that features the product's spokesman, "The Lone Ranger" portrayed by actor Clayton Moore.

Amoco's radio buys for Silver gasoline included both morning and afternoon drive-time programs on young-adult formatted stations, sponsorships of traffic and ski reports as well as play-by-play sports.

As for pretesting radio spots and cam-

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Karate Kid

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paigns. Lee Weinblatt, president of the Pre-Testing Co., New York, suggested that, based on a test conducted by his company, if only those commercials that are determined to be "above average" go on the air, recall can be improved by between 169% and 219%.

Why are more and more companies regionalizing their marketing and promotion efforts? That question was answered by Gordon Summer, senior vice president for Eison Freeman, a sales promotion firm, who surveyed various national advertisers on their decision to regionalize marketing efforts. Summer said reasons include differing consumer tastes, habits and usage patterns and the availability of "powerful" local media.

Some key factors in building "product-moving" promotions, according to Michael Weinstock, manager of local promotion for Pepsi-Cola, are sufficient lead times, creative merchandising and mutual benefit (to the station, local bottler and company).

Erica Farber, executive vice president of Interep, the national radio representation company that operates five rep firms, discussed radio's role in regional sales promotions. "Radio is and should be considered more frequently as an option for promotional spending," she said. "Point-of-purchase displays, special events or specific programing can be put together in a radio package to satisfy the marketing needs of field representatives or home office managers."

Other workshop speakers included: Davis Jones, director of retail advertising, Good-year Tire & Rubber Co.; John Parikhal, chairman of Joint Communications Corp.; Josh Ostroff, manager of media resources for Hill, Holliday, Connors & Cosmopolos, and Fred Sattler, vice president of media and marketing at J. Walter Thompson, Detroit—the last two debating the merits of Arbitron and Birch as local radio ratings services for ad placement. Ostroff gave several arguments in support of Birch, which uses a one-day recall telephone methodology, including having higher response rates and better demographic and sample dispersion. Sattler defended long-time leader Arbitron, which uses a seven-day diary methodology, as, among other things, offering "real" cume data that can better track "occasional" and "away from home" listening. Welcoming remarks were given by Charles Fruit, vice president of corporate media for Anheuser-Busch, who also serves as chairman of the ANA radio committee.

For the first time, the RAB, in stressing its ongoing theme of radio professionalism and creativity, handed out special Orson Welles Awards for Creative Excellence during a ceremony at lunch, presided over by RAB President and Chief Executive Officer Bill Stakelin. The honorees were: Chuck Blore of Chuck Blore Associates; Dick Orkin of Dick Orkin's Radio; Bert Berdis, Alan Barzman and Jim Kirby of Bert Barz & Kirby; comedians and voice-over artists Jerry Stiller and Anne Meara; Bob Elliott and Ray Goulding; Anne Winn and Garrett Brown, and veteran commercial producer Stan Freberg. The awards honor "lifetime achievement in radio commercial production."

This year's workshop was entitled, "Top-Down/Bottom-Up Marketing." □

Ad forecast gets mid-year massage

Ad agency executive cuts 1987 estimate for national radio advertising; also trims television spot and network estimates; projects higher gains for local

The corner that national advertising has to turn is just a bit wider than originally anticipated, said Robert J. Coen, senior vice president and director of forecasting for McCann-Erickson. Meanwhile, local advertising dollars are surprisingly plentiful. Coen said last week at his annual mid-year forecast review. Thus, the projections earlier this year of a 7.6% increase for total advertising in the U.S. were revised just two-tenths of 1% downwards.

Overall, the advertising agency executive was optimistic that business would pick up: "... the inevitable shift to a higher level of consumer advertising should gradually get under way during the second half of this year. In 1988, U.S. advertising should grow at a faster pace than it has in the last few years." Coen made a preliminary forecast that total advertising in the U.S. would increase 9.5% next year, to \$120.2 billion.

For the television networks this year, Coen lowered his revenue increase estimate slightly, from 5 1/2% to 5%. Reasons why the television networks are still facing slow revenue growth, he said, include the impact of advertising alternatives, such as barter and cable, and the shift by some advertisers to

15-second commercials.

Regarding 15-second commercials, Coen said a survey of a sample week in April shows prime time use of the shorter length up to 24% of total commercials, from 21% the year before. In daytime, the growth in 15's continues to be even more dramatic, with 32% of commercials using the shorter length, compared to 21% during a sample week one year ago. Said the agency executive: "We can see how this is putting real pressure on network revenue." Coen said that at some point "down the line," the expanded but shorter-length inventory will mean "twice as much revenue." Pricing adjustments in an earlier transition, from 60-second to 30-second commercials, took 11 or 12 years, Coen added.

Coen said he was perplexed by weakness in spot television advertising. He added that particularly strong growth in the first quarter of last year (up 12% according to TVB) made gains this year difficult and that "... comparisons during the next three quarters of this year are likely to be somewhat better." The percentage increases in the last three quarters of 1986, according to TVB, were 3%, 10% and 12%.

Earlier this year, the McCann-Erickson senior vice president said advertising on network radio should increase 9%, while that on spot radio should be up 6.5% to 7%. Combined national advertising, he now says, should be up 4%.

Asked whether he sees continuing use of promotion budgets, Coen said much of "promotion" was big price discounts given to retailers: "Nothing seems to be sold now at the regular price." □

NBC's Rubens no people meter fan

Research VP states his case against new ratings system during ARF workshop

A.C. Nielsen Co. and its people meter came under public attack from NBC last week, with NBC research vice president William Rubens urging that Nielsen maintain its current system until it works the bugs out of its people meter technology. Rubens charged that the Nielsen people meter is not providing accurate ratings now and will not be providing accurate data by the time the new season begins in September. Rubens' sharp criticism came at a day-long people meter workshop last Friday (June 19) sponsored by the Advertising Research Foundation and followed by one week similar criticism of

the new Nielsen service by CBS research vice president David Poltrack. ABC cancelled its ratings contract with Nielsen earlier this year, citing a deterioration in the quality of the NTI system as the company implements its people meter technology.

Rubens said new research by the network exploring the problems with the Nielsen system indicates a drop-off in viewing levels in people meter homes within a period of less than a year. He contends that is a sure sign viewers tire of pushing buttons required in people meter households and may stop doing so, even though they continue to watch the same amount of television. Nielsen's current plan calls for people meter homes to stay within the national sample for five years, as they do in the NTI sample, but Rubens said

VCR tracking. AGB Television Research President Joseph Philport announced the company's initial VCR reporting policy at a workshop sponsored by the Advertising Research Foundation last Friday (June 19). Actually, the complete policy has yet to be determined, particularly those elements regarding playback ratings. But beginning next fall when the service is launched, AGB Household ratings will include "unaccompanied VCR recording" of programs, which is recording done while some other program is being watched or no other is being watched. Such recording will also be broken out as a separate rating. Demographic ratings will be based solely on live viewing of programs, said Philport. He criticized Nielsen's method of attributing recorded material to persons because it "creates viewers" that may not exist, and assumes the material will be played back. AGB will release periodic diagnostic reports on VCR recording and playback throughout the next season, said Philport, and will solicit client input on questions such as how, when and how much playback material should be reported.

that strategy "is not viable. . . The research suggests that rapid turnover of the people meter sample is required."

That trend was also evident in a Boston test of AGB's people meter service last year, said Rubens. "They installed a fresh sample and then allowed it to age during the test, and we see evidence of a decline in HUT over time, which is consistent with panel fatigue."

Rubens also said that in this year's upfront children's program market, NBC sold time based on households with children as opposed to children's demographic numbers because it is commonly accepted that children and teens are the most unreliable age groups when it comes to properly pushing people meter buttons. NBC's research, he said, also demonstrated that over time, the composition of the people meter sample changes, with younger people dropping out at a faster rate than older people, leaving the latter group overrepresented in the sample.

Adding to the instability of the new service, he said, is that Nielsen is adding sample homes as it goes along, which will make it harder to predict next season's ratings based on the numbers seen so far. "The people meter system as it now exists simply doesn't work," said Rubens. "The numbers are bouncing all over the place and we believe we know why that is happening and why it is going to keep happening, no matter how large we make the sample."

In addition to retaining the current NTI system for at least one year, Rubens called for the use of a sample of 1,000 Nielsen Station Index diaries, used to measure the ratings of local stations across the country, as a cross check of the NTI numbers. He also called on the research community to embark on "an intensive program of methodological research on people meters." He called for a summit meeting of research heads to get the research process "back on track." □

ScanAmerica launch delayed

Arbitron said last week it was delaying the national launch of the ScanAmerica people meter service as the company negotiates to buy out Time Inc. subsidiary SAMI-Burke's 50% interest in the service. Arbitron said last week it hoped to complete the buyout by the end of the summer. "We are reevaluating our plans for a national service," said an Arbitron spokeswoman. While the company remains committed to a national service, no new roll-out date has been decided on, she said.

Arbitron and SAMI-Burke had initially said they would launch the national service in September of 1988. Executives in the research community aren't surprised at the delay. As one noted last week, the service will be the third national people meter service out, and both Nielsen and AGB will have at least a full year head start as they both plan to launch next fall. Also, all stations but one in Denver have opted to forgo ScanAmerica so far. A major factor there was that Nielsen

came on line first with metered service and most stations there have said they can't afford two metered services (BROADCASTING, June 15). □

Camelot gets Buena Vista barter business

Move makes it top barter sales company in terms of revenue

King World's Camelot Entertainment Sales made it official last week, becoming the barter sales representative for Buena Vista Television. That makes Camelot the largest sales organization in terms of revenue in what is now a \$735 million a year barter advertising market. The move had been rumored for months.

As Buena Vista shifts its barter business to Camelot, King World will shift its international sales business to Buena Vista International.

Sales of Buena Vista's barter units will add more than \$31 million (at rate card prices) to Camelot's total billings. Sources placed its total barter billings at about \$175 million (or 24% of the market). Camelot also sells barter time in properties syndicated by King World and MGM/UA. Rate card prices for barter units in King World's *Wheel*

of *Fortune*, *Jeopardy* and *The Oprah Winfrey Show* are now \$95,000, \$70,000 and \$45,000, respectively.

According to advertising sources, Camelot will rank second to TeleTrib, the barter joint venture between Tribune Entertainment and, Television Program Enterprises, in terms of gross rating points per week available for sale. TeleTrib has 1,150 GRP's for sale per week, to 1,140 for Camelot and 973 for IAS, the joint venture between Coke, Paramount and Orbis Communications. Camelot has roughly 4,800 spots for sale per year.

Buena Vista barter product currently includes the game show *Win, Lose or Draw*, *Siskel & Ebert & the Movies*, the movie package *Disney Magic One*, and the animated strip *Duck Tails*, premiering this fall. *Duck Tails* will bring King World into the children's marketplace for the first time. Camelot began selling the Buena Vista product beginning Monday, June 15.

Buena Vista senior vice president, Bob Jacquemin, said that the shift to Camelot follows the trend toward consolidation in the barter business. Jacquemin said that economies of operation will be achieved through the move. Buena Vista's advertising sales force had consisted of two people at the time of the move to Camelot. Both of those people will remain with the company.

King World's international sales were previously handled by Dave Sifford, president of King World Enterprises. Sifford and King World are currently in discussions concerning his leaving the company. □

65 smash hits!



The animated blockbuster series.
Available for stripping, Fall '88.



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PERSPECTIVE ON THE NEWS

Indecency: Radio's sound, FCC's fury

Commission decision to broaden enforcement of indecency standard, and its subsequent crackdown on three radio stations are seen by some as a threat, by others as salvation; still others wonder whether TV is next target

Over the past several months, a visitor from Mars might have gotten the impression American radio broadcasting had become a swamp where indecency flowered. The FCC, showing that its regulatory muscle had not turned to flab, cracked down on three radio stations, declaring that their programming had violated standards that until then had not been enunciated. Commission officials suggested the action was driven in part by the "20,000 complaints" they said the commission receives annually. Newspapers and magazines did pieces on the subject. Its seriousness was validated when Ted Koppel devoted a *Nightline* to it. The National Decency Forum was triumphant.

There is no doubt that all radio is not for all ears. For many, the humor of some morning personalities is stomach-turning. But has a Gresham's law taken over, with the "bad," at least as perceived by the groups like Morality in Media that make up the National Decency Forum coalition, driving out the "good"? Not really. For instance, those "20,000 complaints"—a statistic first stated publicly by Mass Media Bureau Chief James McKinney and then echoed by General Counsel Diane Killory—involve mostly television and the sex it presents that some in the audience find offensive. In May—after the interest of the public had been stimulated by the publicity given the commission's crackdown—the commission received 272 letters regarding obscenity, indecency and profanity involving AM and FM stations and a category headed AS (all services). Including television and cable, the total was 357. But many of them dealt with the issue in general, most supporting the commission's policy, some opposing it, and the remainder defending or criticizing the performance of specific stations. Overall, letters supporting the commission's position were running about 7-to-1 ahead of those opposing it.

The mail count, of course, could hold a chilling harbinger for television. The commission, in its forays into indecency regulation in the past, has not called a television licensee to account. But the logic of the commission's new position indicates that television would not be immune in the future. Certainly the policy is not limited to radio—it speaks of "language or material that depicts or describes . . ." And it seems reasonable that those pleased with the com-

mission's action against three radio stations would be encouraged to turn their attention with renewed vigor to television. Self-interest was undoubtedly one of the factors that led a group of broadcast establishment parties—the television networks, the Motion Picture Association of America and the Radio-Television News Directors Association, among them—to petition the commission for reconsideration of its new standards. The parties said the standards were vague, too broad and contrary to the public interest (BROADCASTING, June 8).

The variety of mail the commission has received on the subject—and the feelings expressed on both sides—is instructive. Infinity Broadcasting's WYSP(FM) Philadelphia, one of the stations cited in the commission's indecency ruling, is a case in point. *The Howard Stern Show*, as simulcast from the co-owned WXRK(FM) New York, has generated mail sufficient to fill all or part of five folders in the commission's complaints and investigations branch. And many support the commission's action against a broadcaster whose humor is considered outrageous, if not scatological. The opening sentence in the Stern segment quoted in the commission's action against WYSP provides the flavor: "God, my testicles are like down to the floor." "Thank God you have done something about the likes of Howard Stern—but a warning is hardly enough," says one letter. "Please take stronger measures."

But then there was the letter that expressed "extreme concern" regarding the commission's ruling "and subsequent threat to radio broadcasting as we know it today.



WXRK's Howard Stern

Who deemed you the enlightened eight [sic] to judge entertainment?" the letter added. "I object to the attack Howard has had to undergo." Another writer saw Stern as resembling "great American writers like Henry Miller and Walt Whitman." To one couple, Stern stirred nostalgia, not heavy thoughts: "Listening to Howard is like going back to junior high school and hanging out with the class president and the most popular cheerleader. Which boggles our minds that there is talk of Howard's show not being suitable for that age group."

What struck some observers following the commission as it pursued its newly found regulatory zeal was that, of all the radio stations mentioned in the complaints received, WYSP was the only one of the three cited that seemed to offer the kind of "raunch" radio that was stirring up the anti-indecency forces. The other two provide off-beat programming tailored for special audiences with special tastes—performing the kind of mission, one might argue, the commission encourages in declaring one of its goals the diversity of programming to serve a variety of interests.

KCSB(FM) Santa Barbara, Calif., a student-run station licensed to the University of California, for instance, has been the subject of complaints by, among others, the Parents Music Resource Center, the group of wives of top government officials and members of Congress concerned about what they consider provocative song lyrics. The station was cited by the commission for airing "Makin' Bacon," a rock song by a British group, the Pork Dukes. And Malcolm Gault-Williams, the station manager and one of the station's two full-time, paid employees, acknowledges that the lyrics contain "references to anal and oral sex." But he makes no apologies. "We run a wide variety of programs that will not or cannot be aired on commercial stations," he says—though he adds that warnings are aired when the station feels the material would be objectionable to some listeners.

Then there was KPFK(FM) Los Angeles, licensed to the listener-supported Pacifica Foundation, whose troubles with the commission over programming the agency regards as offensive date back to 1950. As in Pacifica's past brushes with the commission, KPFK was not accused of a double entendre or a "dirty" song lyric, but of presenting a piece of literature some found offensive, this time readings from "The Jerker." The play, which ran in Los Angeles and on off-Broadway in New York, deals with two homosexuals dying of AIDS who share their sexual fantasies—in explicit language—over the telephone. The presentation was part of a

program entitled *IMRU* (I Am Are You?), broadcast on Sunday at 10 p.m., that is aimed at homosexuals.

The commission did not stop with a warning to Pacifica that the program violated the new indecency standard; it referred the matter to the Justice Department for possible criminal prosecution for obscenity. But it was Pacifica that promptly challenged the commission, contending in a petition for review filed with the U.S. Court of Appeals in Washington that that the "chilling" effect of the action violates the First Amendment and the Communications Act provision that prohibits the agency from censoring broadcasters.

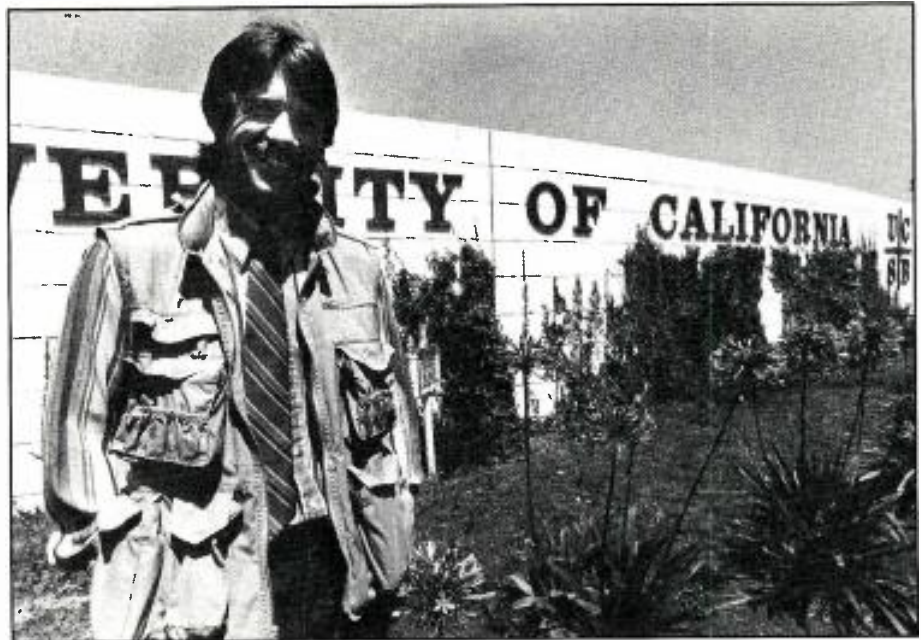
□

The indecency issue has been festering for months. The National Decency Forum had been demonstrating at the commission, complaining bitterly about what its members said was then-Chairman Mark Fowler's failure to act against what they felt was indecent and obscene broadcasting. Indeed, members threatened to speak in opposition at a Senate confirmation hearing if he were reappointed. Fowler's presumed successor, Commissioner Dennis Patrick, was subjected to the same kind of pressure. NDF members in February met with White House aides to urge that Patrick be passed over in favor of former General Counsel Jack Smith, who had made no secret that his views on the subject matched theirs. In a memorandum to the commission on Dec. 23, 1986, before moving over to the Home Loan Bank Board as an associate general counsel, Smith said, "Children continually exposed to the sexual banter of Howard Stern... begin to change their attitude about life, relationships and themselves (BROADCASTING, Jan. 5).

For all of that, Patrick dismisses charges that the Fowler/Patrick commission acted as it did because of pressure. He notes that the commission is subjected to pressure on all sorts of issues. Then why did a commission that to some seems to have a religious devotion to deregulation and the First Amendment change course so radically on the indecency issue? Perhaps because the lawyer in Patrick overcame all other considerations.

Since the Supreme Court in 1978, in the *Pacifica Foundation* case, affirmed the commission's authority to impose sanctions on stations it found to have broadcast indecency, the commission had limited its enforcement to the repetitive use of specific material involved in *Pacifica*—the seven "dirty words" used by comedian George Carlin in a satiric monologue regarding words that could not be spoken on the "public...airwaves." Enforcement in that restricted manner was no accident.

Charles D. Ferris, who was chairman when the decision was issued—the case originated during the chairmanship of Richard E. Wiley—had little interest in using the power the court had given the commission. Last week, Ferris, now practicing communications law in Washington, indicated he has not changed his position. Getting involved in indecency rulings, he said, "is a slippery slope. When you get into that, it's an endless process. I don't think a government agency should get into that."



KCSB's Malcolm Gault-Williams

But to Patrick, moving against indecency when it involves material from the Carlin monologue, and nothing else, made no sense. After reviewing the petitions that were filed, Patrick said last week, the commission determined that its Ferris-era position "was not intellectually or legally sustainable." So the commission, in its April 16 order, applied instead the generic definition of broadcast indecency advanced in *Pacifica*: "language or material that depicts or describes, in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities or organs." The commission also held that such indecency would be actionable if broadcast at a time of day when there is a "reasonable risk that children may be in the audience." The hours after 10 p.m. would no longer be the "safe harbor" the commission had once indicated.

□

If nothing else, the commission's order helped focus attention on what some call "shock radio." To critics, it is offensive and obnoxious, not to mention indecent. But in some markets it commands a large and loyal audience. Stern in New York and Philadelphia, Doug (The Greaseman) Tracht on WWDC(FM) Washington, for instance, are powerhouses in their time slots, offering a brand of humor that fans consider creative and inventive and that, at least until the commission's order, depended in part on sexual innuendo. Their humor also strikes some as, at best, insensitive. The Greaseman, for instance, celebrated Martin Luther King Day by suggesting the murder of four more civil rights leaders as a way of giving everyone a week's vacation.

Other morning people may not offer quite the same degree of shock, but there are those who seek and profit from controversy. James (Moby) Carney, on KEGL(FM) Fort Worth, has been quoted as saying, "I pick on ladies, I pick on gays, I pick on fat white guys, rednecks and foreigners." Listeners in the Miami area have complained to the commis-

sion that WINZ(FM)'s Neil Rogers "degrades women," "maligns the Pope," "is racist and anti-Semitic." One writer said Rogers called one woman "an old fart." Carolyn Fox on WHJY(FM) Providence, one of the few women in her line of work, has attracted attention with programs on dating and, until she throttled back in the wake of the commission order, on sex and dating. The *Bob and Tom Show*, on WFBQ(FM) Indianapolis has generated complaints from listeners about "degrading" and sexually oriented jokes—although the station manager, Chris Wheat, says the program is "nothing close to anything cited by the FCC." The Northern Florida Council of Boy Scouts of America felt compelled to file several complaints with the commission regarding the jokes of Hoyle Dempsey on WAPE(FM) Jacksonville. One of Dempsey's *bon mots* cited by the Boy Scouts quoted Snow White to the seven dwarfs: "I'm interested in sex, but I wanted seven inches all at once—not one inch at a time."

The "chilling" effect critics have said the commission's order would have seems to affect the talent involved when called by reporters. If they take a telephone call—and many do not—they do no more than refer a caller to the general manager—as Fox did. And sometimes general or station managers decline to discuss the programs that could in the future involve them or their attorneys in correspondence with the commission. "I don't even get into conversations [about the subject]," said Goff Lebharr, the president and general manager of WWDC-AM-FM. "It comes out negatively." (He did, however, volunteer that The Greaseman "is tops in the market in male demographics.") Or, as Norman Rau, vice president and general manager of KEGL, said, "I don't want to comment on it at all. We've had enough publicity. Let someone else have it now."

But Ken Stevens, general manager of WYSP, was not as reticent. He lauded Stern as "a genuine, funny entertainer" who is far and away superior to most of those in the same business. "Most morning talents are mediocre, so they make \$250 a week, while

Stern makes big bucks," said Stevens. How big? A million dollars? "Could be." Stevens said Stern's morning show had jumped from number 16, when it was introduced into the Philadelphia market in August, to number three, as of the last Arbitron book. Gary Lawrence, general manager of WINZ(FM), said Rogers's style "is far removed from Stern's." But not so far removed that he cannot be, in Lawrence's words, "insulting and controversial." He also noted that Rogers' is "the number-one talk show in south Florida." And Janet Karger, general manager of WHJY, said Fox's show does not belong in the "shock radio" genre. Rather, she said, "it's a lot more creative than anything else in Providence." It is also one of the most successful; in her two years on the air, Fox has doubled the station's 18-to-24-year-old male audience share to 40.1%. Rates have gone up accordingly, from \$100 to \$250 for 60 seconds.

□

Still, a little bit of "shock," or semi-shock, radio goes a long way. Jeff Pollack, a Los Angeles-based radio consultant, says the number of such shows "can be counted on the fingers of two hands." He is one of those who cite the importance to a station of commanding the market in the morning: "If you win in the morning, you win all day." But he says, "Two kinds of shows like that [Stern] in the same market don't make sense." He sees stations competing with a Stern or a Greaseman by offering a "boy next door" or a "morning zoo" or an adult rock format.

And there are many markets, large as well as small, Pollack says, where shock radio will not work. "It's up to the environment." Take Minneapolis, for instance. Tim Monahan, general sales manager of KSTP(FM) Minneapolis, a station that employs an adult contemporary format and ranks third in its market, says, "There is no shock radio in the market. The community would not put up with it." He recalls that, several years ago, "a couple of stations came close to a shock radio format—and damn near got their phones blown off the hooks."

Monahan's attitude seems to reflect that of other so-called mainstream broadcasters to whom shock radio is, well, simply, abhorrent. "I don't support that kind of programming," said Fred Weinhaus, president and general manager of Capital Cities/ABC's WMAL(AM) Washington, a middle-of-the-road/talk station that ranks third in the market. "It's a cheap way to make money. That kind of programming would never be found on

a Capacities station," Weinhaus says with some heat. "It's only lower-class and second-rate operations that put on that kind of programming." Indeed, Weinhaus even went so far as to endorse the commission's crack-down. "I think the commission was absolutely right in what it did." Really? A broadcaster favoring that kind of government action? "Speaking as a listener rather than a radio person," he said, "there should be some limitations on what stations do."

And Daniel D. Fabian, program manager of WGN(AM) Chicago, the middle-of-the-road/talk station that tops the market, indicated a similar distaste. He described shock radio's success as "embarrassing" and an "indictment of listeners or the industry, or both." "It's kind of sleazy," he says. In case that wasn't clear, he made his point in this fashion: "We've made a decision that if that's what you have to do to succeed, we'll all become cowboys."

All of which may help explain the position the National Association of Broadcasters' executive committee took last month on the commission's action on indecency. Rather than condemn the commission for interfering with broadcasters' First Amendment rights, as some had hoped, the executive committee denounced those stations broadcasting allegedly indecent material. The number of such stations is "infinitesimally small," the statement said, "but the effect of their actions has caused unwarranted negative publicity for the entire broadcasting industry" (BROADCASTING, May 18).

□

If nothing else, the commission's action demonstrated that, even in the Fowler/Patrick era, the agency still has the power of intimidation. WYSP's Stevens said Stern has toned down his material on advice of counsel. Steve Lerman, Infinity's lawyer, said that offering advice on the basis of the commission's guidelines is not easy—"It's like trying to catch a cloud." Stern, Lerman noted, "does four hours of ad lib discussions with callers asking all sorts of questions. It's not easy to deal with that." But essentially, the instructions are "to stay away from dwelling on sexual matters in a pandering and titillating way." So far, it seems, Stern is staying within the new guidelines. A member of the radio community in New York who makes it a point to listen to Stern said the "heavy sex conversation" for which it was known is missing.

Infinity is not stopping there. As "a public service," as Lerman put it, disclaimers are



WHJY's Carolyn Fox

run periodically during the four hours, warning the unwary that Stern is not for everyone, particularly children.

As for Pacifica, it is proceeding with its regular programming, but warily. WBAI(FM) New York on Tuesday broadcast its sixth annual Bloomsday program, with Anne Meara reading the Molly Bloom monologue from James Joyce's "Ulysses," although after 11 p.m. NYT. (Bloomsday is the day named after the wanderings in Dublin of Leopold Bloom, the central figure in the novel.) The commission staff had declined Pacifica's request for a ruling as to whether the reading, containing a number of words and phrases that many would consider offensive, would violate the commission's new guidelines; the staff letter said such a ruling could constitute "prior restraint." But it also indicated the context of material broadcast was important, and it described the book as "a classic." Still, KPFF's general manager, Tarabu Betsera, said the commission's new indecency guidelines are so vague as to place "a cloud" of uncertainty over whether to broadcast material from contemporary literature. He cited Alice Walker's "The Color Purple," which, he noted, "is full of sexual innuendo." And he is not concerned only about a commission reaction to Pacifica programming; the commission's action, he said, "encourages groups to challenge us for renewal. I expect mutually exclusive applications to be filed by right-wing groups."

KCSB's Gault-Williams seems less concerned; indeed, he seemed determined to confront the commission, if necessary. He said the station plans to air songs like "Makin' Bacon" between the hours of midnight and 6 a.m., provided a survey it will make indicates that children are not in the audience at that time. The station had played "Makin' Bacon" between 10 p.m. and midnight, but Gault-Williams said the commission cited Arbitron figures that showed a number of children listening to the radio in Santa Barbara in those hours. "But we won't

Quello lays it out. Former broadcast station manager and current FCC commissioner, James Quello, touched briefly on the FCC's indecency policy during a speech to the Broadcast Promotion and Marketing Executives honors luncheon, June 13, in Atlanta (see page 57). "The commission is caught in a crossfire," he said, between "First Amendment purists...and a growing public outcry for action against indecency on the air." The FCC, he asserted, "is not on any kind of a Salem witch hunt to exorcise evil disk jockeys or lewd students, and we are not creating a new law. We are trying to enforce an established law," he said, a law made difficult to enforce because of narrow interpretations of past FCC's. "We are," he said, "just reinterpreting the commission's legal precedent in a broader, more practical way." Personally, he said, "as a strong First Amendment man, this gives me some problems." But he said that the FCC's action was a response to a "growing outcry," citing 20,000 complaints and "not three or four." "We're trying to maintain just reasonable constructive social values," he concluded.

change our programing," he said. "We feel strongly that the purpose of the FCC action is to chill broadcasters rather than be helpful in channeling [to a later hour] programing that would negatively affect children. We don't want to be a party to that."

Like Infinity, however, other broadcasters are prepared to change their programing. WWDG's Lebhar said of The Greaseman's material, "What we're doing is within the guidelines; if it isn't, we'll do what is proper." And WHYY's Karger said Fox's material had been toned down "a couple of months ago—we knew it [the commission's new policy] was coming." And since the commission's new guidelines were issued, she said, "there has been no talk of sex" on the program. Karger seemed to reflect a dilemma facing some broadcasters. On the one hand, there is defiance: "We'll push it [the commission-imposed limits] as far as we can until somebody says, 'Stop pushing.'" On the other, there is the sense of reality: "We don't want to be a test case."

Pat Fant, general manager of KLOL(FM) Houston, is one of those broadcasters whose only question when ordered by the commission to jump is, "How high?" "KLOL will always play by the rules," he said last week. His only concern is that he is not absolutely sure what they are. But he is also one of those broadcasters who feel that, in the effort to protect the innocence of children, radio broadcasting is not being treated fairly. He notes that when the lights go up in a movie theater following a performance of "Beverly Hills Cop II," one sees row on row of the "fresh-scrubbed faces" of children who have just heard a heavy dose "of filthy language." The same kids, Fant speculates, watch daytime television with its steamy scenes. Yet there are those who raise questions about KLOL's morning program.

KLOL has probably the hottest morning team in the market—Stevens and Pruett. In the year the team has been performing for it, the station jumped from third to first place in

terms of the team's target audience, men between the ages of 18 and 34. And rates have also jumped, from \$200 to a minimum of \$325 a minute for a live spot; the maximum has reached \$400. The team indulges in what Fant describes as "silly," sometimes off-color jokes, "the kind you'd hear in the office." But Fant insists the team is well this side of shock radio. "These guys reflect what the audience wants to hear," he said. "The ratings prove it."

□

The commission's new effort at regulating indecency is another example of the tension that exists between what some broadcasters regard as their First Amendment rights and a feeling on the part of the government that the law requires it to examine program content. The system giving rise to such tensions, though imperfect, works reasonably well. But the paradox in the current episode is that the commission that has made marketplace regulation an article of faith now feels its obligation to enforce the law imposes a higher responsibility. And what has the commis-

sion come up with as offenders after sifting through the complaints? One leading exponent of shock radio who is regarded by some as foul-mouthed but some of whose supporters regard him as a latter-day Henry Miller or Walt Whitman. And a couple of noncommercial radio stations valuable to their listeners precisely because of the programing the commission has deemed illegal.

It's enough to make one wonder why the commission does not pay more attention when it ridicules the notion it ascribes to past commissions, that bureaucrats in Washington are better able to program stations than those on the scene. As Fant says, in Houston, at least, listeners want to hear "silly," presumably off-color jokes. What would the commission prefer? Something from the classics—say, Joyce's "Ulysses"?

There is another question, one that broadcasters may be asking themselves. What is the next stop on what Ferris says is a "slippery slope"? Television? □

By Leonard Zeidenberg

FCC grilled on three-year rule

House Telecomsubcom's Markey and Swift press for reinstatement of antitrafficking rule; Patrick defends activities since regulation was eliminated by commission

About 30% of the TV stations sold since the FCC eliminated its antitrafficking rule in 1982 were held fewer than three years.

That's according to figures that FCC Chairman Dennis Patrick submitted last week at a hearing on H.R. 1187, a bill that would force his agency to resurrect a rule that had required broadcasters to hold stations more than three years before selling.

Yet while Patrick didn't seem alarmed by the churn the figures would appear to represent, some of his congressional overseers clearly are, and they arrived bearing figures of their own.

House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) said that figures provided by Paul Kagan Associates assert that in 1982, 3% of the TV stations transferred were held for two years or less under waivers to the antitrafficking provision. Yet in 1986, he said the number of TV stations traded in two years or less represented 23% of the total. "These statistics on TV transfers represent only a small glimpse of the trading frenzy that has plagued the broadcast industry over the past several years," Markey said. "Broadcast licensees cannot possibly meet their public interest obligations if they are constantly transferring their licenses or incurring significant debt to fend off hostile takeover attempts to effectuate leveraged buyouts. Short-term 'fast-buck' artists do not have the time, the inclination or the economic incentive to meet the needs of the communities that they serve. This trend represents a troubling vision for the future of the industry. No longer is improving a station's performance necessarily the best way to make a profit; instead, more profit may be gained from selling out. And



Markey

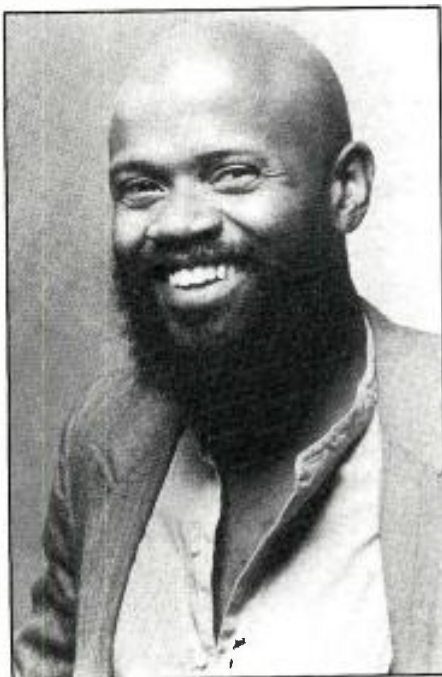


Swift

the question before the subcommittee today is: 'What does the public gain from this activity?' The short answer is a decline in service to the community of license.

"Reinstatement of the three-year [antitrafficking] rule would make the industry less attractive to speculators and more attractive to broadcasters who care about the communities they are licensed to serve," Markey added.

Representative Al Swift (D-Wash.), the bill's author, made clear that resurrection of the rules is a top priority of his. He also used the public forum to encourage the National Association of Broadcasters board, which has not yet taken a position on the bill, to vote to support it at its meeting in Washing-



KPFK's Tarabu Betsera



Patrick

ton this week as an affirmation of its commitment to the public interest standard. "This is a classic opportunity for the NAB board to put its vote where its mouth is," said Swift.

At one point, Swift also branded some of the arguments offered by Chairman Patrick against resurrection of the rules as "nonsense."

Both Commissioners Mimi Dawson and Patricia Dennis voiced support for their chairman's position. Commissioner James Quello, whom Swift identified as an "unindicted coconspirator in this thing," reiterated his support for the rule.

Also in testimony:

■ Chairman Patrick voiced his disapproval of the legislation. "We do not believe that free trade in broadcast properties has had any deleterious effects on the public interest, although it has changed traditional ways of doing business," Patrick said.

■ Markey said he was "quite distressed" by what he said was the "woefully inadequate" data on station sales. "It is lamentable and unacceptable that it is necessary for the commission and the Congress to rely on outside sources for the necessary information to properly analyze the prevailing situation of license trafficking in the broadcast industry," Markey said. Patrick estimated it would cost \$246,000 a year for the personnel and computer reprogramming necessary for the agency to get a better handle on things.

■ Patrick said he didn't know whether resurrecting the rules would lead to an increase or decrease in station prices.

■ Representative Michael Oxley (R-Ohio) said he didn't think there was evidence to support resurrecting the rules.

■ Eddie Fritts, National Association of Broadcasters president, revealed that the association had not taken a formal position on the bill, but that he was "confident that re-imposition of this rule, in the absence of other needed and reasonable statutory changes, will be opposed by many local radio and television broadcasters." While rule proponents at the hearing noted that the truly desperate cases could always get relief to sell under waivers during the holding period, Fritts said that it could take several months for the FCC to process waiver requests and that the necessary showings could place sellers in an awkward position.

■ L. Lowry Mays, president of group radio owner Clear Channel Communications Inc., said any rule requiring the holding of stations for a fixed period of time would not encourage greater public service by broad-

casters. "In fact, I believe that forcing a company to hold on to a property for a fixed period of time has the opposite effect, diminishing service to the public when resources of owners are not invested in public service activities when stations are losing money," Mays said.

■ David E. Schutz, managing director of ComCapital Group, said a two-year holding period "appears more appropriate."

■ Gary Stevens, partner in the investment bank of Wertheim Schroder & Co., said he believed the trading activity in broadcast properties had been "productive" for the industry and the public.

■ Beverly J. Chain, director of the Office of Communication of the United Church of Christ, urged Congress to provide for a five-year holding period.

■ Andrew Schwartzman, executive director of the Media Access Project, said he would be amenable to extending the holding period to five or seven years.

■ It was revealed that the National Association of Black Owned Broadcasters had written Quello voicing support for an anti-trafficking restriction that would provide an exemption for sales to minorities. □

Reaction mixed to FCC's proposed relaxation of its ownership rules

Most broadcast commenters support proposed increase of allowable contour overlap for radio and relaxing of one-to-a-market rule

FCC proposals to relax its duopoly rules for radio and to loosen the strictures of its one-to-a-market rules have generally drawn enthusiastic support from broadcasters.

Yet commenters at the FCC differed on how wide-ranging that relief should be.

The FCC's duopoly rules currently prohibit common ownership of two radio stations in the same service whose 1 millivolt-per-meter contours overlap. In its rulemaking (BROADCASTING, Jan. 19), the FCC said it had "tentatively concluded" to relax the rules to consider 5 mv/m contours as the relevant measure of separation for AM's, and the 3.16 mv/m contours for FM's. The one-to-a-market rule prohibits the creation or transfer of radio-television com-

binations. In its rulemaking, the FCC said it had "tentatively concluded" that AM-FM-TV combinations should be permitted.

In its comments, the National Association of Broadcasters supported elimination of the one-to-a-market restriction altogether. The association also supported relaxation of the duopoly rule for AM only to permit ownership of AM stations whose 5 mv/m ground-wave contours don't overlap as an "interim" step. "NAB acknowledges that the continued evolution of media marketplace forces may require that the AM duopoly rule be relaxed even further," NAB said. "While NAB recognizes that there may come a time when relaxation of the duopoly rule similarly may benefit FM radio, it is our belief that at this time the 1 mv/m standard does not adversely impact on the FM service. Therefore (also considering the current technological viability, profitability and market positioning of FM radio), relaxation of this rule is not warranted in this rulemaking," NAB said.

NAB argued that the level of media diversity in all markets provided justification for elimination of the one-to-a-market rule altogether. It said its own research revealed that the average market in all 209 TV markets had access to 10 over-the-air TV signals, 20.4 AM and 19.5 FM radio signals. It said the largest markets averaged about 71 total broadcast outlets and the smallest had at least nine. The top 25 markets have an average of 13.4 TV signals, 28.4 AM radio signals, and 29 FM radio signals and in markets 176-200 there are an average of 2.8 TV signals, 3.6 AM radio signals, and 3.8 FM radio signals.

NAB said its research also demonstrated that the average market had access to 36 cable channels, with a 48.8% penetration rate; 15.9 newspapers and 11.8 magazines, with subscription rate figures of at least 5%; and a VCR penetration rate of 48.7%.

Capital Cities/ABC, which lost grandfathered protection of its TV-radio cross-ownership in its merger (and is under a directive to divest its radio stations in those markets within six months after this proceeding is concluded), argued strongly for a moderation of the one-to-a-market rule to permit ownership of an AM-FM-TV combination in any of the top 50 markets, and to consider the same in smaller markets on a case-by-case basis. "It is apparent upon examination that joint ownership of commercial radio and television facilities in this country's largest markets poses no significant threat to the health or vigor of competition in those markets and would have a marginal effect at most on viewpoint diversity in the same markets," Capcities/ABC said.

NBC, which as a result of the GE-RCA merger has also lost grandfathered protection for its radio-TV combinations (its request to defer divestiture until 11 months after this proceeding is concluded is currently pending at the agency), said the one-to-a-market rule's prohibition against common ownership of AM-FM-TV combinations should be completely eliminated or at least made inapplicable to markets served by more than 30 different stations or 15 different owners of broadcast stations and daily newspapers and applied on a case-by-case

Preferential filing. A group of 13 former FCC commissioners has voiced support for the agency's tax certificate, distress sale and comparative hearing preference policies, which are currently the object of a proceeding that some observers believe is aimed at eliminating them. "These policies may need fine tuning and periodic monitoring to insure that they remain effective, work no injustices and are not abused," the ex-commissioners said in a letter to the FCC. "We trust that the commission, in its wisdom and with the benefit of informed public comment, will be able to improve upon these policies. But we believe that fundamentally these policies are sound and have served the public interest well. It is clear to us, and we think it is clear to the vast majority of Americans, that the public interest, in general, as well as the interests of minorities and women, in particular, have suffered by reason of inadequate representation in the ownership and operation of broadcast stations. It was not until the mid-1970's that the commission began to create the incentives for minority, and later female ownership of broadcast facilities, which are now the focus of this proceeding. We believe that the policies under review have been effective in increasing the participation of minorities and women in the broadcast marketplace, and that such participation is essential to the promotion of diversity of broadcast ownership and expression. These policies, in our judgment, represent the very best in enlightened, rational commission regulation: They are a content-neutral means of insuring that opportunities for broadcast ownership will be available to all Americans. Our country prides itself most on the opportunities for free expression by all citizens. Thus, even the appearance of exclusion of minorities and women from broadcast ownership is unacceptable. We appeal to you to reaffirm the wisdom of these policies."

The signatories: Kenneth Cox, Charles Ferris, Joseph Fogarty, Thomas Houser, Benjamin Hooks, Rosel Hyde, Nicholas Johnson, Newton Minow, Abbott Washburn, Margita White, Tyrone Brown, Anne Jones and Henry Rivera.

basis in markets with fewer media outlets and owners. "The duopoly rules should be revised so as to permit evaluation of all relevant factors in determining whether overlap should be prohibited," NBC said. "In the alternative, the rules should be amended to prohibit only 5 mv/m AM overlap and 3.16 mv/m FM overlap."

CBS urged the FCC to repeal the one-to-a-market rule, at least in the larger markets, and to relax the radio duopoly rules to permit common ownership of two or more AM or FM stations whose 5 mv/m or 3.16 mv/m groundwave contours don't overlap. "Group ownership, with its associated economies of scale, can: enable struggling stations to survive; maintain long relied-upon service; provide incentives for the establishment of new and improved broadcast outlets; enhance the amount and depth of informational programming without reducing the diversity of viewpoints available to the public, and serve the press' vital function as the watchdog of government and major social institutions." CBS said.

Westinghouse Broadcasting said AM-FM-TV combinations should be permitted at least in the top 50 markets. "If similar relief is not extended to smaller markets, a liberal case-by-case waiver policy should be adopted," Group W said. "'Grandfathered' commonly owned radio and TV stations, such as those operated by Group W, have existed for many years without adversely impacting the diversity of services available to the public or the competitive marketplace," Group W said. "Indeed, the record of operation of the many 'grandfathered' combinations which now exist shows that common ownership can work to increase the diversity and availability of news, information and other important services on both radio and TV."

Tribune Broadcasting Co. supported elimination of the one-to-a-market rule and relaxation of the duopoly rules for radio. Yet it also urged the FCC to launch a further notice "to explore a comparable relaxation for the duopoly rule as applied to televi-

sion."

The National Telecommunications and Information Administration limited its recommended relief to AM's and AM-TV's. It urged the FCC to relax the duopoly rules to permit AM-AM combinations in the same market. It also recommended modification of the one-to-a-market rule to permit AM-TV combinations in some markets. "We suggest that the commission set up benchmarks at which level it can be presumed that AM-TV combinations will not have a significant adverse effect on diversity," NTIA said. "If the proposed ownership combination is in a market that meets the benchmark, it would be presumed that the advantages of the combination outweigh its potential adverse effect on diversity and the combination could be allowed with no special showing. If, on the other hand, the proposed combination does not meet the benchmark, then the commission can make a case-by-case determination on whether the combination should be allowed. In either case, the commission can review the effect of a combination as part of its public interest review for granting the license or transfer, either on its own initiative or through arguments filed by third parties."

In separate filings, both Clear Channel Communications Inc. and Booth American

Co. urged the FCC to adopt additional duopoly relief for AM's. They said the public interest would be served by permitting common ownership of two AM's in the same radio market, even if their signals completely overlap, as long as certain conditions are met. They suggested conditions requiring that 10 or more radio stations serve the market; that no more than 10% of the programming on the co-owned AM's be duplicated; that the licensee of the AM-AM or AM-AM-FM combination not also be the licensee of a TV station that serves the market, and that none of the stations in an AM-AM-FM combination be permitted to duplicate the other two stations' programming more than 10% of the time.

Bonneville International Corp. and Northern Television Inc. urged the FCC to authorize all AM-FM-TV combinations and also to permit newspaper crossownership combinations. "Through cost savings achieved through joint operations, the removal of these ownership restrictions will help provide a much-needed boost to the AM radio and newspaper industries and better serve the public interest."

Golden Empire Broadcasting, licensee of KHSL-AM-TV Chico, Calif., recommended that relaxation of the one-to-a-market rule not be limited to the top 50 markets. "Chico, with an ADI ranking of 140, has access to numerous media outlets," Golden Empire said. "The commission, therefore, should not use the top 50 markets as a benchmark for permitting radio-TV combinations without a special showing. Rather, if any benchmark must be used, then the number of commercial stations should provide the standard. Golden Empire submits that the number of stations providing service in the Chico market meets that threshold."

Shamrock Broadcasting Inc. supported the FCC's proposed relaxation of duopoly for AM's, but not for FM's. "Relaxing the duopoly restrictions applicable to FM may adversely impact upon whatever curative effects are realized by such relaxation for AM," Shamrock said.

Group radio owner Jacor Communications Inc. opposed the agency's proposal to relax the one-to-a-market rule, however. "There is no need for such action," Jacor said.

The Consumer Federation of America strongly opposed all of the FCC's proposals. "The commission has not explained why it should turn its back on its longstanding goal

Jackson calls for Olympic boycott. The Rev. Jesse Jackson, who ran for the Democratic presidential nomination in 1984, has issued a policy statement declaring that the U.S. should lead an international boycott of the 1988 Olympic games in Seoul, South Korea, if human rights conditions do not improve in that country. Jackson proclaimed that the human, political and labor rights of many South Koreans were being violated and that some citizens were being "imprisoned, tortured and killed" by the government in power. "Unless we take a stand, we become accomplices," he said. "We must take the position that there are measurable improvements in human rights conditions in South Korea or the U.S. will lead an international effort to boycott the 1988 Olympics. We should not be in the position of rewarding a violator of human rights with an international sports festival and a political facelift." The U.S. last boycotted the winter Olympics in 1980 when they were held in Moscow. NBC held the U.S. rights to those games and was forced to cancel most of its coverage. President Carter called for the U.S. boycott in response to Soviet aggression in Afghanistan. The Soviets responded in kind in 1984 with their own boycott of the summer games in Los Angeles. ABC's coverage was largely unaffected by that boycott. NBC is preceding on schedule with plans to cover the Seoul games.

of maximizing the number of voices on the air," the CFA said.

"The commission cannot modify its policies, concentrating media ownership into the hands of fewer and fewer people, without

first addressing how doing so will promote editorial diversity."

The Office of Communication of the United Church of Christ also urged the FCC to leave the rules alone. "The commission's

proposed *general* abandonment is poor policy," the church said. "More important, it would constitute arbitrary action, inconsistent with recent congressional and commission precedent." □

McKinney flying high with presidential appointment

FCC's Mass Media Bureau chief to head White House military office; he'll report to husband of FCC Commissioner Mimi Dawson

Air Force One, President Reagan's personal airplane, would appear to be in good hands.

Last week the President announced his intention to appoint James Clayton McKinney, the FCC's Mass Media Bureau chief, as a deputy assistant and director of the White House military office, which has responsibility for, among other things, the president's aircraft, limousines, Camp David, the White House dining facility, presidential telecommunications systems and about 1,600 personnel ("Closed Circuit," June 15). "I don't think this is a job you can turn down," said the 47-year-old engineer and pilot last week. "It's like working at a hobby."

In his new capacity, McKinney will report to White House chief of operations Rhett Dawson, who recruited him for the job, which pays \$82,500. (Dawson is FCC Commissioner Mimi Dawson's husband.)

McKinney doesn't expect to start his new duties officially until the beginning of July, but he is already spending part of his time at the White House preparing, and FCC Chairman Dennis Patrick has announced his intention to name William Johnson, deputy chief of the Mass Media Bureau, as McKinney's acting successor.

At a press conference last week, McKinney, a veteran of 24 years at the agency, said he believed the commission had "changed the world of broadcasting in the last six years" with its deregulatory initiatives, and that he thought those policies were "good."

His personal favorite agenda item: the agency's decision to protect the industry-selected TV stereo system, which he believed had the effect of providing a standard and turning TV stereo into reality. "It's just the first step of a whole new system of TV in the U.S. that will include high-definition television and will include surround sound."

McKinney had originally been recommended to the White House for the vacant FCC seat by William Schneider, a former under secretary of state, and Drew Lewis, the former secretary of state who is now president of Union Pacific Corp. Yet McKinney said he never got called for an interview for the seat and that Dawson's inquiry had been unrelated.

While many within the broadcast industry would enthusiastically support a McKinney run for a commission seat (there is currently one vacant slot), the bureau chief told BROADCASTING he plans to serve the President in his new position throughout the remainder of the Reagan administration. "I'm there for the duration," said McKinney. "They need continuity." □



McKinney with a farewell gift

Washington Watch

Hawkins suit settled. Former Florida Republican Senator Paula Hawkins and WESH-TV Orlando, Fla., have settled lawsuit Hawkins filed against station. Amount of settlement was not revealed, parties agreeing to keep figure confidential. Hawkins was injured on Jan. 5, 1982, at station when prop fell on her during taping of program. □

Tavoulaareas appeal. William P. Tavoulaareas, former president of Mobil Oil Corp., has petitioned Supreme Court to review appeals court decision that *Washington Post* did not libel him in article published in 1979. Article said Tavoulaareas, when president of Mobil, had set up his son, Peter, as partner in shipping concern that handled Mobil tankers (BROADCASTING, March 16). Full bench of U.S. Court of Appeals in Washington, in 7-1 decision, rejected jury finding that story was false and that Tavoulaareas was entitled to \$2.05 million in damages. That decision overturned order by three-judge appellate panel that had rejected ruling of trial judge in case. He had set aside jury verdict and award to plaintiff. Panel's decision was viewed by journalists as likely to chill interest in investigative reporting. Tavoulaareas's petition for review maintains that his constitutional right to jury trial was violated by decision of full bench and that appeals court erred in holding he was public figure and, therefore, had to meet higher standard of proof than would private figure. He was required to prove that *Post* published article with "actual malice," or "reckless disregard" for truth. □

Byrd honors. NAB will recognize Senate Majority Leader Robert Byrd (D-W.Va.) for his efforts in opening Senate to coverage by electronic media. Byrd will be presented with award at luncheon during association's joint board meeting Wednesday, June 24.

Stock Index

	Closing Wed Jun 17	Closing Wed Jun 10	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N (CCB) Capital Cities-ABC	382	364 1/4	17 3/4	4.87	30	6,175
N (CBS) CBS	175 1/8	167 1/4	7 7/8	4.70	10	4,117
O (CLCH) Clear Channel	16	14 1/2	1 1/2	10.34	34	51
O (INFTA) Infinity Broadcasting	20 3/4	17 1/4	3 1/2	20.28	-159	174
O (JCOR) Jacor Commun.	7	6 1/4	3/4	12.0		39
O (LINB) LIN	42	42 1/8	- 1/8	- 0.29	33	2,239
O (MALR) Malrite	11	9 3/4	1 1/4	12.82	-15	150
O (MALRA) Malrite 'A'	10 3/4	10	3/4	7.5	-15	146
O (OBCC) Olympic Broadcast	7 3/4	7 3/4				19
O (OCOMA) Outlet Commun.	18 1/2	19 1/4	- 3/4	- 3.89	-7	117
A (PR) Price Commun.	12 7/8	13	- 1/8	- 0.96	-6	110
O (SCRPP) Scripps Howard	82	80	2	2.5	154	846
O (SUNN) SunGroup Inc.	1 3/4	1 3/4				-2 4
N (TFB) Taft	151 1/4	150 1/4	1	.66	-23	1,386
O (TVXG) TVX Broadcast	9 3/4	10	- 1/4	- 2.50	-4	58
O (UTVI) United Television	32 1/4	32 3/8	- 1/8	- 0.38	43	353

	Closing Wed Jun 17	Closing Wed Jun 10	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo	65 3/4	62 3/4	3	4.78	21	706
A (AAR) Adams Russell	34	31 5/8	2 3/8	7.50	679	226
A (AFP) Affiliated Pubs	63	62 1/4	3/4	1.20	32	2,227
O (ASTVE) Amer. Comm. & TV	1/8	1/8				9
N (AFL) American Family	13 7/8	11 3/4	2 1/8	18.08	13	1,115
O (ACOMA) Assoc. Commun.	34	31 1/2	2 1/2	7.93		324
O (BMAC) Bus. Men's Assur.	34 1/2	30 3/4	3 3/4	12.19	-14	363
N (CCN) Chris-Craft	27 7/8	28 3/4	- 7/8	- 3.04	42	562
N (DNB) Dun & Bradstreet	65 3/8	61 7/8	3 1/2	5.65	28	9,938
O (DUCO) Durham Corp.	33 1/4	33 1/4			19	283
N (GCI) Gannett Co.	54	51 1/4	2 3/4	5.36	30	8,723
N (GY) GenCorp	104 5/8	103 1/2	1 1/8	1.08	18	2,337
N (GCN) General Cinema	51 1/2	49 5/8	1 7/8	3.77	15	1,881
O (GCOM) Gray Commun.	192	192			33	95
N (JJP) Jefferson-Pilot	32 1/4	30	2 1/4	7.5	11	1,296
O (JSON) Josephson Intl.	13 3/4	12 3/4	1	7.84	3	61
N (KRI) Knight-Ridder	57	53 1/4	3 3/4	7.04	23	3,256
N (LEE) Lee Enterprises	26	24 5/8	1 3/8	5.58	15	647
N (LC) Liberty	39 3/8	38 3/8	1	2.60	14	376
N (MHP) McGraw-Hill	69 3/4	66 1/4	3 1/2	5.28	23	3,524
A (MGA) Media General	35 3/4	66 1/4	-30 1/2	-46.03	55	1,008
N (MDP) Meredith Corp.	36 1/2	34	2 1/2	7.35	19	698
O (MMEDC) Multimedia	58 3/4	59	- 1/4	- 0.42	-53	646
A (NYTA) New York Times	48 7/8	45 7/8	3	6.53	28	4,007
O (NWS) News Corp. Ltd.	27 7/8	27 3/8	1/2	1.82	17	3,532
O (PARC) Park Commun.	32 3/4	32 3/4			30	451
O (PLTZ) Pulitzer Publishing	41 1/2	39	2 1/2	6.41	36	434
N (REL) Reliance Group Hold.	10 1/8	10 1/2	- 3/8	- 3.57	11	759
O (RTRSY) Reuters Ltd.	83 3/4	76 1/8	7 5/8	10.01	48	34,768
T (SKHQ) Selkirk	19 1/4	19 1/4			41	156
O (STAUF) Stauffer Commun.	150	150			24	150
A (TO) Tech Ops Inc.	35 1/4	34 3/4	1/2	1.43	15	76
N (TMC) Times Mirror	95 1/2	87 3/4	7 3/4	8.83	15	6,158
O (TMCI) TM Communications	2 7/8	2 3/4	1/8	4.54	13	22
O (TPCC) TPC Commun.	3/4	1/2	1/4	50.0		8
N (TRB) Tribune	42 3/8	37 3/8	5	13.37	11	3,354
A (TBS) Turner Bcstg.	24	21 5/8	2 3/8	10.98	-2	522
A (WPOB) Washington Post	218	207	11	5.31	27	2,795

	Closing Wed Jun 17	Closing Wed Jun 10	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
O (SP) Aaron Spelling Prod.	10 1/4	9 7/8	3/8	3.79	8	189
O (ALLT) All American TV	2 1/8	2 1/8				2
O (BRRS) Barris Indus.	15 7/8	14 1/8	1 3/4	12.38	8	140
O (CMCO) C.O.M.B.	21 5/8	21 1/8	1/2	2.36	-63	391
N (KO) Coca-Cola	44 3/8	43 3/4	5/8	1.42	17	17,084
A (CLST) Color Systems	12	12			-7	61
A (DEG) De Laurentiis Ent.	8 3/4	9 1/4	- 1/2	- 5.40		98
O (DCPI) dick clark prod.	5 1/2	5 3/4	- 1/4	- 4.34	14	44
N (DIS) Disney	68 1/2	68 1/8	3/8	.55	27	8,959
N (DJ) Dow Jones & Co.	54 1/4	50 1/8	4 1/8	8.22	27	5,248
O (FNNI) Financial News	11 3/8	10 1/2	7/8	8.33	59	133
A (FE) Fries Entertain.	4 3/4	4 1/2	1/4	5.55	20	24
N (GW) Gulf + Western	88 1/4	86 1/4	2	2.31	20	5,441
O (HRSI) Hal Roach	8 1/4	8 1/8	1/8	1.53		45
A (HHH) Heritage Entertain.	8 1/4	7 3/4	1/2	6.45	8	37
A (HSN) Home Shopping Net.	20 1/4	13 1/2	6 3/4	50.0	59	1,739
N (KWP) King World	27 3/8	24 3/8	3	12.30	30	843
O (LAUR) Laurel Entertainment	4 1/8	4	1/8	3.1	8	10
A (LT) Lorimar-Telepictures	17 1/4	16 5/8	5/8	3.75		788
N (MCA) MCA	47 3/8	47	3/8	.79	23	3,589
N (MGM) MGM UA Commun.	12 5/8	12 5/8				628
A (NWP) New World Pictures	11 1/8	11 1/8			8	120

	Closing Wed Jun 17	Closing Wed Jun 10	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
N (OPC) Orion Pictures	14 3/8	13 5/8	3/4	5.50	32	247
O (MOVE) Peregrine Entertain.	6 1/4	6	1/4	4.16	89	14
N (PLA) Playboy Ent.	14 1/4	13 3/4	1/2	3.63	-9	134
O (QVCN) QVC Network	11 1/4	8 1/4	3	36.36		73
O (RVCC) Reeves Commun.	10 1/8	9 7/8	1/4	2.53	1.012	126
O (RPICA) Republic Pic. 'A'	9	8 7/8	1/8	1.40	99	38
O (RPCB) Republic Pic. 'B'	9 1/2	9 1/2				67 7
A (RHI) Robert Halmi	3 5/8	3 3/4	- 1/8	- 3.33	14	81
O (SMNI) Sat. Music Net.	4 1/2	3 3/4	3/4	20.0	112	40
O (TRSP) Tri-Star Pictures	10	10 1/8	- 1/8	- 1.23	18	308
N (WCI) Warner	35 1/8	33 7/8	1 1/4	3.69	27	4,381
O (WWTN) Western World TV	1 5/8	1 1/2	1/8	8.33	10	2
O (WONE) Westwood One	26 1/2	24 1/4	2 1/4	9.27	61	324

	Closing Wed Jun 17	Closing Wed Jun 10	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
SERVICE						
O (BSIM) Burnup & Sims	5 7/8	5 1/2	3/8	6.81	58	93
O (CVSI) Compact Video	4	4 1/8	- 1/8	- 3.03	-10	26
N (CQ) Comsat	26 7/8	26	7/8	3.36	9	492
N (FCB) Foote Cone & B.	57 3/4	57 1/4	1/2	.87	17	240
O (GREY) Grey Advertising	106	102	4	3.92	15	128
N (IPG) Interpublic Group	35 5/8	35	5/8	1.78	18	790
N (JWT) JWT Group	52 1/4	49	3 1/4	6.63	373	504
A (MOV) Movielab	6 3/4	6 3/4				11
O (OGIL) Ogilvy Group	32 1/2	31 1/4	1 1/4	4.0	18	447
O (OMCM) Omnicom Group	24 1/2	24	1/2	2.08	-111	600
O (SACHY) Saatchi & Saatchi	33 3/8	28 3/4	4 5/8	16.08	19	2,296
O (TLMTB) Telemation	2 3/4	2 3/8	3/8	15.78	11	12
A (TPO) TEMPO Enterprises	9 1/8	9 3/8	- 1/4	- 2.66	21	52
A (UNV) Unitel Video	11 1/8	11	1/8	1.13	32	24

	Closing Wed Jun 17	Closing Wed Jun 10	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
CABLE						
A (ATN) Acton Corp.	4	3 1/2	1/2	14.28	25	23
A (ACN) American Cable	23 1/2	23 5/8	- 1/8	- 0.52	-50	220
A (CVC) Cablevision Sys. 'A'	27 1/4	28 1/4	- 1	- 3.53	-46	572
N (CNT) Centel Corp.	64 7/8	63 1/8	1 3/4	2.77	16	1,873
O (CCCOA) Century Commun.	16 3/4	17	- 1/4	- 1.47	1675	484
O (CMCSA) Comcast	24 3/4	24 1/8	5/8	2.59	52	945
O (ESSXA) Essex Commun.	20 3/4	20 1/4	1/2	2.46	-47	74
A (FAL) Falcon Cable Systems	19 5/8	19 5/8			-61	113
N (HCI) Heritage Commun.	33 5/8	33 1/4	3/8	1.12	-34	752
O (JOIN) Jones Intercable	13 1/4	14 1/4	- 1	- 7.01	41	168
T (MHPQ) Maclean Hunter 'X'	19 5/8	20 1/4	- 5/8	- 3.08	27	723
O (RCCA) Rogers Cable A.	15	14 7/8	1/8	.84		77
O (TCAT) TCA Cable TV	24	22	2	9.09	46	259
O (TCOMA) Tele-Commun.	38 1/2	36 1/4	2 1/4	6.20	41	3,724
N (TL) Time Inc.	99 7/8	95 3/4	4 1/8	4.30	16	6,226
O (UACIA) United Art. Commun.	27	26 3/8	5/8	2.36	149	1,108
N (UCT) United Cable TV	35 1/8	34 1/4	7/8	2.55	501	855
N (VIA) Viacom	23 1/4	22 3/8	7/8	3.91	-89	819
N (WU) Western Union	4 3/8	4 1/8	1/4	6.06		106

	Closing Wed Jun 17	Closing Wed Jun 10	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
ELECTRONICS/MANUFACTURING						
N (MMM) 3M	69 3/8	133	-63 5/8	-47.83	19	15,854
N (ALD) Allied-Signal	43 1/8	42 1/4	7/8	2.07	12	7,522
O (AMCI) AM Communications	1 1/2	1 9/16	- 1/16	- 4.00	-1	5
N (ARV) Arvin Industries	36 7/8	36 1/2	3/8	1.02	14	651
O (CCBL) C-Cor Electronics	9	9 1/2	- 1/2	- 5.26	24	18
O (CATV) Cable TV Indus.	2 3/4	2 1/2	1/4	10.0	-8	8
A (CEC) Cetec	6 1/2	6 1/4	1/4	4.0	216	12
A (CHY) Chyron	6	6 1/8	- 1/8	- 2.04	23	60
A (CXK) CMX Corp.	1 3/4	1 5/8	- 1/8	- 7.69	24	10
A (COH) Coahu.	7 3/8	7 1/2	- 1/8	- 1.66	19	13
N (CAX) Conrac	27 1/4	27 1/4			22	183
N (EK) Eastman Kodak	87 5/8	81 3/4	5 7/8	7.18	39	19,784
O (ECIN) Elec Mis & Comm.	1 3/16	1 1/8	1/16	5.55		4
N (GRL) Gen. Instrument	38	35 7/8	2 1/8	5.92	-15	1,237
N (GE) General Electric	53 1/4	53 1/4			21	48,556
O (GETEE) Geotel Inc.	1 1/2	1 1/2			6	5
N (HRS) Harris Corp.	37 1/4	36 1/2	3/4	2.05	20	1,513
N (MAI) M/A Com. Inc.	13 1/4	13	1/4	1.92	6	565
O (MCDV) Microdyne	3 7/8	3 7/8			-2	17
N (MOT) Motorola	56 5/8	54 1/2	2 1/8	3.89	35	7,280
N (NPH) N.A. Philips	43 3/8	43 1/4	1/8	.28	18	1,257
N (OAK) Oak Industries	1 3/4	1				

RIDING GAIN

O N R A D I O

Sports talk

With less than two weeks to go before WHN(AM) New York switches on July 1 from country to an all-sports format under the calls of WFAN(AM), station management said its permanent host lineup, which will feature several broadcast sports personalities, is nearly complete.

The weekday schedule now includes Greg Gumbel, a personality with ESPN, as the morning drive-time (6 to 10 a.m.) sports talk and information host; Jim Lampley, ABC Sports commentator, in the midday time slot (10 a.m. to 1 p.m.) and Pete Franklin, a former WWWE(AM) Cleveland talk show host who is recovering from a heart attack ("Riding Gain," May 25), anchoring the afternoon drive-time (3 to 7 p.m.) program. (Franklin is expected to join the station during the summer.)

John Chanin, vice president of programming and operations for the station, said the midafternoon show (1 to 3 p.m.) will air from a New York sports restaurant and will feature interviews with sports personalities,

but details won't be disclosed until final agreements are reached.

The station's 7 p.m.-to-midnight period will be its "events programming," which for many nights during the baseball season will be play-by-play of the New York Mets. (The station has an agreement with the New York Mets for radio coverage extending five more years beyond this season.) Howie Rose, who hosts the *Mets Extra* pre- and post-game Mets shows, will remain within that nighttime slot throughout the year. And Steve Somers, former KMPC(AM) Los Angeles personality, will handle the overnight shift.

As for other play-by-play sports, Chanin told BROADCASTING that he is looking at college basketball coverage and plans to pursue the rights for New Jersey Devils hockey, which is currently on WMCA(AM) New York, and New York Jets football, which airs over WABC(AM) New York. Those rights will be up for renegotiation in 1988.

Among those signed to host weekend shows on WFAN are Dan Lovett, an ABC Sports commentator who is leaving ABC at the end of the month, and Lou Boda, a for-

Two reports in one. Birch Radio Research said last week it is combining its quantitative and qualitative local market reports into a "single source" report, beginning with the release of the spring 1987 books later this month. (Birch employs the telephone methodology for collecting data and gathers product consumption information simultaneously with radio listening habits during the interview process.) Until now, both quantitative and qualitative data were available as separate reports—the quantitative on a quarterly basis and the qualitative semiannually. The new combined report will be available twice a year, for the spring and fall sweeps.

mer ABC Radio sports announcer.

Other added attractions include tennis star Billie Jean King, who will file reports on major tennis tournaments, as well as ESPN personality Chris Berman and *Boston Globe* columnist and CBS-TV Sports commentator Will McDonough, who will host different sports features.

Starship solo

Westwood One Radio Networks is preparing a live, one-hour special premiere of the rock group Starship's new *No Protection* album on Friday, June 26, at 11 p.m. NYT. The show, dubbed *Starship Album Review Party*, will originate from San Francisco, the band's home base, and will feature all four members of the band, including Grace Slick. According to Westwood, there will also be a toll-free 800 number for a listener call-in segment.

Sales force

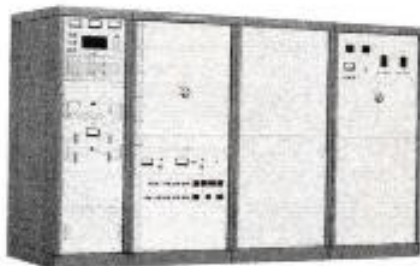
A new broadcast sales representation and marketing firm, called MediaAmerica, has been formed by Ron Hartenbaum, former vice president and director of advertising sales, and Gary Schonfeld, former vice president and director of Eastern sales, both at Westwood One/Mutual. (Both executives resigned their posts three weeks ago.) MediaAmerica will initially handle sales representation of long-form radio programs. In addition to radio, the firm plans to assist advertisers in media campaign placement in print and home video, said Hartenbaum.

"Major national advertisers are looking for fully integrated campaigns that effectively reach their target markets through a variety of complementary media," he said. MediaAmerica's first radio rep sales client is Cutler Productions, Los Angeles, for *That's Love*. (Cutler Productions had previously planned to distribute and sell the show under its new specials programming division beginning in

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Continental: For a Sound Investment

July ["Riding Gain," June 8]. The program has been distributed and sold by Westwood One.) MediaAmerica is located at 575 Madison Avenue, New York 10022.

Radio discovered

Kidder Peabody & Co. recently issued its first-time-ever report focusing exclusively on the radio industry. Written by Drew Marcus, securities analyst in investment the-banking firm's media & entertainment research group, the report notes that "pure play" radio investment opportunities in publicly-held companies have recently increased, and such companies have combined market capitalization now approaching \$1 billion. Specific companies recommended in the report were Infinity Broadcasting and Westwood One—both given highest possible ratings—followed by Jacor Communications and Malrite Communications. All four companies were characterized by the report as having, among other things, a broad base of revenue and earnings, and a good geographic diversity. Marcus said Infinity is currently trading at 55% of the potential 1988 "buyout" value. The discount to buyout value for Jacor was said to be 68%; for Malrite, 70%, and for Westwood One, 71%. There are two reasons, said Marcus, why radio companies should trade "near par with buyout value." One is higher than usual chance of "takeover and buyout possibilities relative to the larger media companies. . . . Managements at all four companies are entrepreneurially minded and would likely accept an offer at the 'right' price." The second reason is "faster growth" of companies, whose cash

flow increase, he said, should exceed 15% per year. The Kidder Peabody radio stock index, said Marcus, had performed better than average over the past few years. Over the last 12 months the index has so far grown less than other market indices, a performance which he said "is likely a reflection of profit taking and group rotation away from consumer-oriented growth names."

Station breaks

WHOB(FM) Nashua, N.H., is expected to be on the air late this month, according to a station spokeswoman. The new station will operate 24 hours with an adult contemporary format.

□

WNHZ(FM) Circleville, Ohio (Columbus), has



MCA preview. MCA Radio Network, the six-month-old Universal City, Calif.-based radio program supplier, introduced its new programs and specials to New York's advertising community at a dinner at that city's Green Street Cafe. Among those on hand for the event were: (back row, l-r): Bill Barnett, vice president, MCA Radio; Karen Grinthal, national sales manager, MCA Radio; Lance Robbins, vice president, MCA Radio; Robert Kardashian, president, MCA Radio; Paul Reilly, Ted Bates, and Peter Mann and Dave Agate, both from DDB Needham. (Front row, l-r): Laura Waterman, Ted Bates; Joann Ross, Bozell, Jacobs, Kenyon & Eckhardt; Stan Paitson, Towne, Silverstein & Rotter; Steve Siskind, Gary Advertising, and Jayne Angard of BBDO

MCA Radio Network is a division of MCA's Music Entertainment Group ("Riding Gain," Dec. 8, 1986.)

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picked up Satellite Music Network's (SMN) nine-month-old "heavy metal" hard rock format, "Z-Rock." The station had been programming contemporary hit under the call of WNRE. Also, SMN last week said KDNT(FM) Denton, Tex. (Dallas), will subscribe to the network's "Z-Rock" format beginning July 3. The station, which is presently airing coun-

try, has applied for the call KZRK. These latest additions brings to five the number of on-air SMN "Z-Rock" affiliates.

WXRK(FM) New York, home of morning drive personality Howard Stern, has modified its format from a hybrid of album and classic rock to an all-classic-rock sound.

Cleveland-based group of one AM and four FM's owned by Walter A. Tiburski and Anthony S. Ocepek. **Buyer** is owned by Jim Glassman, former owner of Community Service Broadcasting Inc., Mt. Vernon, Ill.-based group of three AM's and three FM's sold last year ("Changing Hands," Dec. 22, 1986). *Broker: Americom Radio Brokers.*

Changing Hands

PROPOSED

WREX-TV Rockford, Ill. □ Sold by Gilmore Broadcasting Corp. to WREX Associates for \$18 million. **Seller** is Kalamazoo, Mich.-based group of one AM, three FM's and three TV's owned by James S. Gilmore. **Buyer** is principally owned by M.L. Partners, headed by Martin Pompadur. It also owns KATC-TV Lafayette, La. Pompadur also has interest in Television Station Partners, New York-based group of four TV's. WREX-TV is ABC affiliate on channel 13 with 316 kw visual, 31.6 kw aural and antenna 710 feet above average terrain.

WWNC(AM) Asheville, N.C. □ Sold by Multimedia Inc. to Pine Trails Broadcasting Co. for \$7,250,000. **Seller** is publicly owned, Cincinnati-based group of four AM's, four FM's and five TV's, headed by James T. Lynagh, president. **Buyer** is subsidiary of Heritage Broadcast Group Inc., Tucker, Ga.-

based group of four AM's and four FM's owned by James T. Cullen and Adam G. Polacek. It also owns co-located WISE(AM), which will be spun off. WWNC is on 570 khz full time with 5 kw.

KEZB-AM-FM El Paso □ Sold by Pasa Del Norte Communications Inc. to Heritage Broadcasting Co. for \$5.5 million. **Seller** is owned by Jack Rich, who has no other broadcast interests. **Buyer** is owned by Mario F. Iacobelli, who also owns WXXA-TV Albany, N.Y. (not affiliated with Heritage Broadcast Group, above). KEZB is daytimer on 1150 hhz with 1 kw. KEZB-FM is on 93.9 mhz with 100 kw and antenna 1,210 feet above average terrain. *Broker for seller: H.B. LaRue, Media Broker. Broker for buyer: Richard A. Foreman Associates.*

KRVR(FM) Davenport, Iowa, and WIRL(AM)-WSWT(FM) Peoria, Ill. □ Sold by WIN Communications Inc. to Community Service Radio Inc. for \$3.7 million. **Seller** is

KOWN-AM-FM Escondido, Calif. □ Sold by Palomar Broadcasters Corp. to North County Broadcasting Corp. for \$3 million. **Seller** is Encino, Calif.-based group of three AM's and three FM's owned by media brokers, John D. Feldmann and Arthur Hogan. **Buyer** is San Rafael, Calif.-based group of one AM and two FM's owned by N. Arthur Astor. KOWN is on 1450 khz full time with 1 kw. KOWN-FM is on 92.1 mhz with 3 kw and antenna 1,024 feet above average terrain. *Broker for buyer: William A. Exline Inc. Seller represented itself.*

KRZQ-FM Tahoe City, Calif. □ Sold by Mid-South Broadcasting Co. to Cascade Communications for \$1.9 million. **Seller** is headed by John Smith, president. It has no other broadcast interests. **Buyer** is owned by Laura E. Simpson and family. Simpson is station's general manager. KRZQ is on 96.5 mhz with 850 w and antenna 2,965 feet above average terrain. *Broker: Blackburn & Co.*

KMON-AM-FM Great Falls, Mont. □ Sold by Great Northern Communications Inc. to Great Falls Broadcasting Co. for \$1.4 million. **Seller** is owned by Donald G. Bradley and Lyle A. Courtnage, who also own KTVH(TV) Helena, Mont. **Buyer** is principally owned by John D. Mattus. It also owns KLCY(AM)-KYSS(FM) East Missoula, Mont., and KLCI(FM) Nampa, Idaho. KMON is on 560 khz full time with 5 kw. KMON-FM is on 94.5 mhz with 36 kw and antenna 470 feet above average terrain.

KVOB(AM)-KJBS(FM) Bastrop, La. □ Sold by Hagan Broadcasting Inc. to George Warner Grubbs, et al, for \$475,000. **Seller** is owned by Stanley R. Hagan and five others. It has no other broadcast interests. **Buyer** is owned by Grubbs and five others. It has no other broadcast interests. Grubbs is promotion manager at WNOE(TV) Monroe, La. KVOB is on 1340 khz with 1 kw day and 250 w night. KJBS is on 100.1 mhz with 3 kw and antenna 182 feet above average terrain.

WGLU(FM) Johnstown, Pa. □ Sold by Cone-maugh Communications Corp. to PAC Media Inc. for \$451,000. **Seller** is owned by Fred Glossner, who has no other broadcast interests. **Buyer** is owned by Warren Diggins and David Banks, who also own WFXX-AM-FM Williamsport, Pa. WGLU is on 92.1 mhz with 3 kw and antenna 1,042 feet above average terrain. *Broker: Ray H. Rosenblum.*

KVOZ(AM) Del Mar Hills, Tex. □ Sold by Border Broadcasters Inc. to Corrie Corp. for \$300,000. **Seller** is owned by Jay Harpole, who also owns KOYE(FM) Laredo and KSPL(AM) San Marcos, both Texas. **Buyer** is owned by Corrie Handler Smith, San Marcos, Tex., businessman with no other broadcast interests. KVOZ is on 890 khz with 10 kw day and 1 kw night.

For other proposed and approved sales see "For the Record," page 61.

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Promoting and designing broadcasting's future

BPME & BDA convention in Atlanta draws record crowd; communication seen as key to effective promotion

The Broadcast Promotion and Marketing Executives & Broadcast Designers' Association seminar in Atlanta (June 10-14) was about the right mix of hype and hands-on, of the celebration of image, which is, after all, the name of their game, and the application of elbow grease, which is the work and planning that the marketing of that image requires.

Broadcast designers, for example, were earnestly "dedicating themselves to the belief that successful television graphics are a result of an intelligent use of design technology and information," while at the same time hoping to sell that belief, embodied in the slogan "BDA means smart TV," by circulating a woman dressed up as what looked like a large aspirin tablet topped with antenna and a flashing yellow light, who dispensed buttons emblazoned with the slogan.

The record 85 exhibitors who took space at the convention—traffic was variously described as "great" and "spotty"—offered everything from costumes, bumper stickers and T-shirts to station image packages and sophisticated computer paint and animation systems running into the "hundreds of kilobucks" as one observer put it.

The syndicator-distributor contingent on the floor, for which BPME had lobbied, did not materialize, with only two companies, Turner Program Services and Claster Television Inc., ultimately making that investment. The program distributors made their presence felt, however, in private workshops, hospitality suites and the three-hour program distributors roundtable, with a number of distributors commenting that that exposure precluded the need for purchasing exhibit space. Said John Russell, director, advertising and promotion, for Claster, of his company's investment in the space. "It was worthwhile. Our purpose," he said, "was to let the promotion people at stations know that we... support their efforts, and that that effort does not stop once the sale is made."

Turnout for the seminar was a record 2,300-plus attendees, with 238 speakers, moderators, panelists and volunteer committee members.

The rise in first-run syndication and barter and their effect on promotion strategies were topics frequently addressed in BPME panel sessions. The unofficial theme of the convention, not surprisingly, appeared to be communication. But the communication at issue was not only the promotion and packaging of an image that is the coin of the business, but the communication with syndicators, distributors and station management



that may be more difficult, and should come first if the other is to be effective.

To that end, a panel of program distributors was gathered to address specific concerns of

the television stations with which they are partnered in promoting their shows.

Syndication has come a long way in the last 10 years, observed moderator Lisa Merians, director of creative services, Viacom.

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Off-network series and feature films, once syndication's staples, have been joined, thanks to the rise of independents, by barter and first-run business. "All this has made the syndicator-station relationship more interdependent," she said.

"There has been an increased need to build station identification in markets," said Michael Zucker, vice president of marketing, Columbia-Embassy Television, and stations have done so, both in the on-air look and in advertising.

Zucker spoke to the difference between promoting off-network programming, which is his company's primary concentration, and promoting first-run. In first-run, he said, there is a need for "communicating on an ongoing basis," whereas in off-network, the company tends to supply the promotional kit complete in the beginning, and then field calls on an "irregular basis when additional material is needed."

Zucker said that a common complaint from stations is that they do not get enough black and white art in film promotion kits. "We either own the films, or we acquire the distribution rights," he explained. In the first instance, he said, the company has access to the library and can supply "very clean, first-generation usable art." In the second, he said, "every distributor puts in a clause that says [the producer] must provide... press kits, black and white photography, color photography," but some producers do not honor that clause, and the company is forced to search elsewhere for art; often it is not first quality, he said. "We are as frustrated as you are," he told them.

A questioner from the audience said he is often able to find art himself, but that it is expensive. Zucker countered: "If there are any titles that you have at your station that you don't have good black and white art for, and you find the art, send it to me so I can make a copy and send it out to all your friends. [Send] the bill," he said "and I'll pay for it."

Talking about print promotion and advertising, Meryl Cohen, vice president, advertising and promotion, Paramount, said that her department has a director of station relations, and each of her company's shows is assigned a show manager, who is responsible for working with client stations. She also encouraged stations to take the initiative: "If you don't see what you want, ask for it.



L-r: Moloshok; Betsy Green, Genesis Entertainment; Cohen; Simon; Zucker; Merians (at podium).

Develop relationships with these people. Don't wait for them to call you." And when her company cannot supply materials, she said, it is happy to supply ideas. "We can sit down and brainstorm with you on the phone to be able to localize anything to your market [or] work around lack of materials. This is a creative business. This is what we do."

A questioner from the audience asked whether syndicators could serve as a clearinghouse, soliciting ideas and examples of what different stations are doing to promote a show and perhaps sending out tear-sheets of ads on a regular basis. A distributor in the audience responded that in weekly mailers for *Hollywood Squares*, she had requested stations to send ideas in, and received only one response.

Michael Mischler, vice president, advertising and promotion, King World, addressed a question posed by a number of stations: Why aren't local stations asked to participate in the creation of promotion for syndicated shows? While he said that is not always true, he conceded it was a fair generalization. He said the reason, in part, was that local stations may not be aware of the national perspective or marketing goals of the show. They may also not be familiar with the research the syndicator has on how the program is performing nationally. "It may not be the best way to go to open [that process] to the individual markets," he said. Timing is another problem. "Just when local stations are gearing up for February and May

sweeps," Mischler said, "we are dealing with national campaigns and looking ahead to the future." On getting local input, Mischler said his company sends out questionnaires and calls local stations for ideas.

Jim Moloshok, senior vice president, creative services, Lorimar-Telepictures, told his audience that if stations want personalized promos from distributors and producers, they should get their scripts in now. Under normal circumstances, demand is heavy and time is short, but Moloshok said that because of the possibility of a directors strike, a number of programs have gone into production early and will wrap earlier. Stations have also asked Moloshok for episodic spots—ones that promote a specific episode—for "all shows, all episodes." Moloshok said that it sounds logical, but often that promotional strategy "doesn't make sense." While issue-oriented shows such as *Oprah* and ones like *Entertainment Tonight*, where the content changes from day to day, should be promoted with episodics, Moloshok said, programs that are basically the same from day to day should not be promoted that way. That, he said, would be analogous to "a grocery store advertising today's specials versus another store advertising the image that they have lower prices overall. One type of advertising will work today, but today only. The other type of advertising, if you do it properly, and if the viewers accept it as the truth," he said, "will last sweep after sweep."

□

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Life in the "First-Run Fast Lane" was the route taken by a panel of syndicators and independents. Moderator Eric Block, vice president, creative services, Fox Television Stations, said that the last five years had "seen the birth of a new era for independents." The "first-run baby is growing up, asking for the car keys and tearing up the house." And the promotion department is playing a major role in that explosion.

The increase in first-run has meant a marked increase in the contact between syndicator and station, he said. "You're fielding calls from distributors you used to talk to only once a year." One reason, he said, is the rise of barter, which gives distributors a vested interest in stations' success: "The ratings of their show on your station means profit or loss. The pressure to support every

first-run project becomes even greater."

David Simon, vice president, programming, Fox Television Stations, provided a perspective on the growth of first-run. Off-network sitcoms and hour action shows created early fringe, he said. A few years ago the supply dried up, in part because networks were quick in "pulling the plug" on their programming, which left independent stations with a drained pool of off-network product. "There wasn't enough out there to strip," he said. Thus the rise of first-run syndication to fill the void.

In the face of this rise, said Simon, "there is a lack of market research in terms of what the distributors are bringing to the stations." There is not much innovation, he said. As a result, Simon predicted that station groups would increasingly produce their own product.

Jim Moloshok, vice president, creative services, Lorimar-Telepictures, told the audience that independents must change their promotion priorities. "With off-network programming," he said, "by the time it reaches your station—over four years after it has debuted on the network—the viewer has already formulated an opinion of the program through previous viewing, viewing promos on the network, *TV Guide* or supplement ads, press accounts and reviews" he said, with the program having aired approximately 184 times. With first-run, in contrast, the viewer comes to the show with no preconceptions, he said, and it is up to promotion to set those perceptions. "Add to that the fact that syndication has become almost less than a one-book business, and you realize the importance of debuting your program with a gangbusters launch promotion campaign," he said.

□

"The promotion director is not a specialist; the promotion director is a generalist," said Bob Green, vice president and general manager of WYAY(FM) Atlanta. "They are like a pinch-hitter or utility infielder. The expectation is that they will always perform," he said.

Green spoke at a Saturday afternoon (June 15) session featuring station managers' views of the promotion function at local radio stations.

In view of this generalist role, Green suggested that all promotion directors have a written job description. "My job description is three pages. If you don't have a job description, encourage your general manager to work on one with you," Green said. "How can you have a formal review without a written job description?" he asked.

At an earlier workshop on "Communications Strategies for Radio," moderated by New York publicist Jodi Goalstone, Bob Dunphy, vice president-programming and promotion for WNSR(FM) New York, suggested there was a lack of direction among promotion managers. "They don't know who they are, what they want, or how to get there," he said. Although some consultants and station operators on radio panels said the promotion directors should be viewed as marketers, the sense of having an undefined role was one underlying many of the radio sessions.

Green said the promotion director at his

Uncommon praise. Television critics Gene Siskel and Roger Ebert returned to the Broadcast Promotion and Marketing Executives & Broadcast Designers' Association seminar for their third consecutive appearance, in which they reviewed 10 randomly chosen promos. Of the 10, the only one to receive a four from both reviewers was a *Magnum, P.I.* piece from WJLA-TV Washington. Siskel was effusive in his praise, calling the spot "great filmmaking," and saying that he would keep the tape of it in his library. Ebert recommended that the show's syndicator use a modified version of the spot to promote the show nationally.

station "must participate in our research and strategy sessions and translate those meetings into an action plan that adds cume [audience] to the station." The promotion director should be the "keeper of the cume," he said.

"The role of the promotion director is to help administer the creative processes of the station," said Verna Green, vice president and general manager of WJLB(FM) Detroit. "But I see a career path for a promotion manager [at WJLB] in sales," she said. "I expect promotion managers to be problem solvers and, most importantly, I expect promotion managers to understand retail sales, especially co-op and vendor money." At WJLB, Green said she expects the course from promotion to sales to take only two-to-

three years. She added that promotion directors should be paid an incentive, based on cume ratings.

Don de la Houssaye, vice president and general manager of WWL(AM)-WJZY(FM) New Orleans, agreed with WYAY's Green on the importance of a written job description. "I'm getting mixed signals from panelists and attendees," de la Houssaye said. "From panelists I hear you [the promotion director] should be marketing experts... and product or brand managers. From you I hear that you are basically gophers for the programming or sales departments."

He told the group of attendees to "take the bull by the horns" and go to their respective general managers and ask for a specific job description. "Tell the general manager that you heard a lot of versions [at the BMPE/BDA seminar] of what a promotion director should be and you need a better grasp on the job," de la Houssaye said. "The next step is to go to the program director and discuss that person's philosophy. The same holds true for the sales manager," he said. "Write up their philosophies and hand them out to everyone at the station... Everyone at the station should be moving in the same direction."

The session was moderated by radio marketing consultant Harvey Mednick.

□

On the BDA side, one issue that was debated, if in a session sparsely attended, was one on working with, around, against and for unions, a topic that has increased in importance as the rise of computer graphics and

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animation systems have created jurisdictional disputes between broadcast designers and technicians.

According to William Ginnerich, ABC's vice president, labor relations (East Coast), a principal reason for the current disputes is that "the contractual guidelines that set forth the rules on who does what in this business were laid down 14 years ago," while the boom in electronic graphics has taken place primarily in the last seven years. Complicating that, said Ginnerich, was the combination of a lot of different kinds of equipment into integrated systems. "A lot of things that had been done in a variety of locations were all brought under one roof. The minute you do that," he said, "you're asking for it."

There is a built-in problem, he said, of "how to get something on the air in the best possible shape . . . and how to get it on the air in a manner that is cost-effective without doubling and tripling up the manpower."

Kim Larsen, design director of WLS-TV Chicago, talked about her problems with union jurisdiction. When her department began getting electronic graphic equipment, the National Association of Broadcast Employees and Technicians, the engineering union in Chicago, raised questions about whether its members should be operating the new equipment. "We said there is no way that engineering people are going to run our paint system, whether the paint system is electronic or not." What followed, she said, were grievances, suits and negotiations that are still going on. The experience has made her wary of unions, and she advised her au-

dience to consider carefully before deciding which and whether to join.

As an example of the jurisdictional problems her staff has faced, Larsen cited use of the Paintbox computer painting system. Her staff can operate the Paintbox, but when it comes to retrieval from the storage system onto the still-store system, she said, a NABET engineer must do it. She suggested that when a union contract is up, a list should be put together and taken to the negotiating committee, saying: "Look, these are ridiculous; we have got to fight for a rules change."

Ernest Hinrichsen, design engineer for NBC and a member of NABET's executive board, said that unions are not the problem. The problem is not being in the right union. "If you can't do your work," he said, "if you find that you are constantly bumping into other labor unions and contractual problems," he said "you are in the wrong union."

□

Rodney Stock, president of Arstock Services and computer Arts, Costa Madera, Calif., predicted some of the trends to watch for in computer graphics. One trend, he said, which has already begun, is toward networking: integrated work stations, with all the machines in a facility under the direction of a single operator. That, however, he said, will raise union issues (see above): "As artists get more control of the machines that used to be under engineers or some other union's control," he said, "they're going to fight and tug and you're going to have nonartistic people

controlling artistic machines, and you're go-



Stock

ing to have artists scratching their heads trying to deal with the [technology]. There will be less custom hardware, he said, and more buying of commercial computer hardware. "Users will have to be computer savvy to understand which system to buy." Machines, he said, "will always get lower in cost and easier to use."

In terms of the industry as a whole, Rodney sees a shakeout: "I can't imagine that there will be 21 three-dimensional animation companies out there serving just the broadcast industry alone." High-end manufacturers, he said, will start producing lower-end machines, taking advantage of the greater volume, while low-end manufacturers will be advancing their systems to the high end. "They will be running into each other," he said. There will be consolidations, Stock said, but "there is going to be a lot of carnage along the way." As machines get cheaper, margins get lower, he said. All that fighting for market share he said, will result in a plethora of features being offered, and resultant confusion for buyers.

The successful machines, Stock said, will be those that are most sophisticated in their three-dimensional modeling and motion design, he said, and with capabilities for the user to preview and test those capabilities. Support and training will be crucial, both at the manufacturing level and in schools, Stock said. The new systems have a host of major features and "subfeatures of subfeatures of subfeatures," he said. "Somehow you have to conceptualize that all in your head and figure out what you want to do." Look for that manufacturer's support, he advised. "Everyone will be saying it's easy," he said, "and when you get it you'll be scratching your head."

In conclusion, he said, the people who stay alive will not be exclusively broadcast video animation suppliers. They will be those who branch out into corporate and industrial video [interactive videodisks are one growing segment of the corporate sector]. "That's really where the large market is, and the people who are successful there will have the funds to provide all the support necessary for the broadcast industry." The flip side of that, he said, is that their time and loyalty will be divided: "They are going to want to pay attention to you because you're high visibility and you're where they got started, but at the same time they're going to be making more and more of their money elsewhere and attending to other customers." □

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June 11, 1987

For the Record

As compiled by BROADCASTING, June 11 through June 17, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific-Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

Applications

- KABN(AM) Long Island, Alaska (830 khz; 10 kw-U)—Seeks assignment of license from Valley Radio Corp. to Korlyn Broadcast Properties Inc. for \$200,000. Seller is owned by Thomas N. Locke. It has no other broadcast interests. Buyer is owned by J.K. Hage, Kent Byus and Bill Lawrence. It also owns KXDZ(FM) Anchorage. Filed June 6.
- KFTZ(FM) Idaho Falls, Idaho (103.3 mhz; 52 kw; HAAT: 590.4 ft.)—Seeks transfer of control of Eagle Rock Broadcasting Co. to KART Broadcasting Co. for \$125,000. Seller is owned by Richard Wickham and Howard Mc-

Donald. It has no other broadcast interests. Buyer is principally owned by Allen D. Lee and his wife. JoRene. Filed June 5.

- KVOB(AM)-KJBS(FM) Bastrop, La. (AM: 1340 khz; 1 kw-D; 250 w-N; FM: 100.1 mhz; 3 kw; HAAT: 182 ft.)—Seeks transfer of control of Hagan Broadcasting Inc. to George Warner Grubbs, et al. for \$475,000. Seller is owned by Stanley R. Hagan and five others. Buyer is owned by Grubbs and five others. Neither have other broadcast interests. Grubbs is promotion manager at WNOE(TV) Monroe, La. Filed June 8.

- KMON-AM-FM Great Falls, Mont. (AM: 560 khz; 5 kw-U; FM: 94.5 mhz; 36 kw; HAAT: 470 ft.)—Seeks assignment of license from Great Northern Communications Inc. to Great Falls Broadcasting Co. for \$1.4 million. Seller is owned by Donald G. Bradley and Lyle A. Courtnage, who also own KT VH(TV) Helena, Mont. Buyer is principally owned by John D. Mattus. It also owns KLCY(AM)-KYSS(FM) East Missoula, Mont., and KLCL(FM) Nampa, Idaho. Filed June 9.

- WUSV(TV) Schenectady, N.Y. (ch. 45; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 875 ft.)—Seeks assignment of license from Union Street Video Inc.. Debtor in possession to Mohawk-Hudson Council on Educational Television for \$1.8 million. Seller is owned by U. Bertram Ellis, who has no other broadcast interests. Buyer is nonprofit corporation headed by Sara Catlin. It also owns WMHT(TV) Schenectady, N.Y. Filed June 5.

- WWNC(AM) Asheville, N.C. (570 khz; 5 kw-U)—Seeks assignment of license from Multimedia Inc. to Pine Trails Broadcasting Co. for \$7,250,000. Seller is publicly owned. Cincinnati-based group of four AM's, four FM's and five TV's, headed by James T. Lynaugh, president. Buyer is subsidiary of Heritage Broadcast Group, Tucker, Ga.-based group of four AM's and four FM's owned by James T. Cullen and Adam G. Polacek. Filed June 8.

- KDRV(TV) Medford, Ore. (ch. 12; ERP vis. 190.5 kw, aur. 38.1 kw; HAAT: 2,690 ft.)—Seeks transfer of control of Sunshine Television to Love Broadcasting for approx. \$8.25 million. Principal is owned by Dunbar Carpenter, Richard H. Lytle, Dan Agnew, Ann D. Cheng and three others. It 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. Filed June 5.

- WNBG(AM) Waynesboro, Tenn. (1400 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from CESR Inc. to Pioneer Radio Inc. for \$40,000. Seller has no other broadcast interests. Buyer is principally owned by Wayne C. Hall and Daniel R. Mullin. It has no other broadcast interests. Filed June 9.

- KVOZ(AM) Del Mar Hills, Tex. (890 khz; 10 kw-D; 1 kw-N)—Seeks assignment of license from Border Broadcasters Inc. to Corric Corp. for \$300,000. Seller is owned by Jay Harpole, who also owns KOYE(FM) Laredo. Buyer is owned by Corrie Handler Smith, who has no other broadcast interests. Filed June 15.

Actions

- KLF(FM) Glendale and KONC-FM Sun City, both Arizona (AM: 1360 khz; 5 kw-D; 1 kw-N; FM: 106.3 mhz; 2.25 kw; HAAT: 400 ft.)—Granted assignment of license from Stanley Swaine, trustee to Madison Street Media Group Inc. for \$6.5 million. Seller is trustee in bankruptcy for Canyon Communications Corp. It has no other broadcast interests. Buyer is owned by James A. McDonald, who has no other broadcast interests. Action June 3.

- KHOG(AM) Fayetteville, Ark. (1250 khz; 1 kw-D)—Granted assignment of license from Bowman & Caselman Enterprises Inc. to Lonnie M. Horton for \$95,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action June 9.

- KPIK(AM) Colorado Springs, Colo. (1580 khz; 5 kw-D)—Granted assignment of license from KPIK Broadcasting Inc. to Patrick Communications II for \$200,000. Seller is principally owned by David J. Lynch, who also owns KBYE(AM) Oklahoma City, Okla. Buyer is owned by Edward J. Patrick, Richard J. Martin, Kathy Hybl and her husband, William. It also owns KKYD(FM) Security, Colo. Action June 9.

- KOA(AM)-KOAQ(FM) Denver (AM: 850 khz; 50 kw-U; FM: 103.5 mhz; 100 kw; HAAT: 1,045 ft.)—Granted assignment of license from Belo Radio Inc. to Big Signal Acquisition Inc. for \$20 million. Seller is publicly traded, Dallas-based publisher and group of five TV's headed by Robert W. Decherd, chairman. These are last stations in Belo group. Buyer is subsidiary of Jacor Communications, publicly traded. Cincinnati-based group of five AM's and seven FM's headed by Terry Jacobs, chairman. Action June 9.

- KMBD(AM) Thornton, Colo. (760 khz; 5 kw-D; 1 kw-N)—Granted assignment of license from Mountainview Broadcasting Co. to Sudbrink Broadcasting of Denver. Seller is principally owned by Susan M. Bechtel, who has no other broadcast interests. Buyer is West Palm Beach, Fla.-based group of three AM's and four TV's owned by Robert W. (Woody) Sudbrink. Action June 3.

- WMMA(AM)-WHTQ(FM) Orlando, Fla. (AM: 990 khz; 50 kw-D; 5 kw-N; FM: 96.5 mhz; 100 kw; HAAT: 1,600 ft.)—Granted assignment of license from WHOO Radio Inc. to TK Communications Inc. for \$12 million. Seller is owned by Bluegrass Broadcasting Inc., Lexington, Ky.-based group of three AM's, three FM's and two TV's owned by Kentucky Central Life Insurance Co., H. Hart Hagan, president. Buyer is Fort Lauderdale, Fla.-based group of two AM's and three FM's owned by John F. Tenaglia and Robert K. Weary. Action June 10.

- WWHR(AM) Pompano Beach, Fla. (980 khz; 5 kw-D; 1 kw-N)—Granted assignment of license from Sunrise Broadcasting Corp. to 777 Communications Corp. for \$1.4 million. Buyer is principally owned by Don Spieker. It has no other broadcast interests. Buyer is owned by Joe Nuckols and three others. It has no other broadcast interests. Action June 4.

- WRIT-FM Stuart, Fla. (92.7 mhz; 3 kw; HAAT: 300 ft.)—Granted assignment of license from Nettere Broadcasting Co. to CRB of Florida Inc. for \$3.5 million. Seller is owned by Fred L. Nettere, who also owns WPOM(AM) Riviera Beach, Fla. Buyer is subsidiary of CRB Broadcast-

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ing Corp., New York-based group of five AM's and five FM's owned by Carter Burden, Ed Rogoff and Robert P. Connor. Action April 30.

■ WCER(AM) Huntington, Kan. (CP)—Granted assignment of license from Group G Broadcasting Inc. to Roland O. Rusticus for \$209,000. Seller is owned by Robert A. Sherman and has no other broadcast interests. Buyer has no other broadcast interests. Action June 5.

■ WRVK(AM) Mount Vernon, Ky. (1460 kHz; 500 w-D)—Granted assignment of license from Cochran-Smith Broadcasting Inc. to Gosser-White Broadcasters Inc. for \$176,675.22. Seller is principally owned by J. Hal Smith. It has no other broadcast interests. Buyer is owned by Howard Gosser and Ray B. White. Gosser is station's general manager. Action June 3.

■ WVUE(TV) New Orleans Ich. 8; ERP vis. 316 kw; aur. 31.6 kw; HAAT: 990 ft.—Granted assignment of license from Gaylord Broadcasting Co. to Burnham Broadcasting Co. for \$60 million. Seller is Oklahoma City-based group of two AM's, one FM and seven TV's, owned by Edward L. Gaylord, chairman. Buyer is Chicago-based group of five TV's owned by Peter Desnoes and five others. Action June 8.

■ WOOD-AM-FM Grand Rapids, Mich. (AM: 1300 kHz; 5 kw; FM: 105.7 mhz; 265 kw; HAAT: 810 ft.)—Granted assignment of license from Grace Broadcasting to Ralph Guild Broadcasting for \$18,250,000. Seller has no other broadcast interests. Buyer is owned by Ralph Guild, chairman of Interop. New York-based station representative. Guild also owns KFRE-AM-FM Fresno, Calif. Action June 5.

■ WMYF(AM)-WERZ(FM) Exeter, N.H. (1540 kHz; 5 kw-D; FM: 107.1 mhz; 3 kw; HAAT: 300 ft.)—Granted assignment of license from Porter Communications Inc. to Precision Media Corp. for \$5.2 million. Seller is owned by Winslow T. Porter, who also owns WWTG-AM-FM Portland, Me. Buyer is owned by Donald F. Law, president. It also owns WKSS(FM) Hartford-Meridian, Conn. Action June 5.

■ WREY(AM)-WMVB(FM) Millville, N.J. (AM: 1440 kHz; 1 kw-D; FM: 97.3 mhz; 50 kw; HAAT: 275 ft.)—Granted transfer of control of Wintersun Communications Inc. from Robert A. Klein to Brian E. Beasley for \$450,000. Seller is 51% owner with no other broadcast interests. Buyer is son of George Beasley, who owns remaining 49%. Beasley owns Beasley Broadcasting Co., Goldsboro, N.C.-based group of seven AM's and 12 FM's. Action June 5.

■ WECQ-FM Geneva, N.Y.; WJOZ(AM) Troy, and WKAD(FM) Canton, both Pennsylvania, and WGAB(AM) West Hartford and WLIS(AM) Old Saybrook, both Connecticut. (WECQ: 101.7 mhz; 3 kw; HAAT: 125 ft.; WJOZ: 1310 kHz; 500 w-D; WKAD: 100.1 mhz; 500 w; HAAT: 652 ft.; WGAB: 1550 kHz; 5 kw-d; 2.5 kw-N; WLIS: 1420 kHz; 5 kw-D; 500 w-N)—Granted transfer of control of 50% of Vanguard Communications from Leonard I. Ackerman to Leonard A. Marcus, for \$200,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action June 4.

■ WRSJ(AM) Bayamon, P.R. (1560 kHz; 5 kw-D; 250 w-N)—Granted assignment of license from P.H. Broadcasting Corp. to A.B.G. Realty and Investment Corp. for \$622,000. Seller is owned by Paul Hernandez, who has no other broadcast interests. Buyer is owned by Andres Gomez, Vazquez, and family. Gomez is Toyota representative based in San Juan. Action June 9.

■ KLZK(FM) Farwell, Tex. (98.3 mhz; 3 kw; HAAT: 190 ft.)—Granted assignment of license from Alton Finley to Dominion Communications Inc. for \$5,000. Seller has interest in WMRB(AM) Greenville and WGCJ-FM Parris Island, both South Carolina. Buyer is equally owned by Finley, Peter Winslow and Nanette Markunas. Action June 1.

■ KEEE(AM)-KJCS(FM) Nacogdoches, Tex. (1230 kHz; 1 kw-U; FM: 103.3 mhz; 100 kw; HAAT: 500 ft.)—Granted assignment of license from R&H Broadcasting Inc. to Multi-com Broadcasting Inc. for \$1,948,000. Seller is owned by Jimmy Rueker and Robert Hill, who have no other broadcast interests. Buyer is owned by Carolyn G. Vance, her son, William, and Ben D. Downs. It also owns KTAM(AM)-KORA(FM) Bryan, Tex. Action June 4.

■ WACO(AM)-KHOO(FM) Waco, Tex. (AM: 1460 kHz; 1 kw-U; FM: 99.9 mhz; 100 kw; HAAT: 452 ft.)—Granted assignment of license from Waco Radio Inc. to Sage Waco Inc. for \$600,000. Seller is owned by Harris Enterprises and Robert Weathers. Harris owns WJOL(AM)-WLLI(FM) Joliet, Ill.; KTOP(AM)-KDVV(FM) Topeka, and KIUL(AM)-KWKR(FM) Garden City, both Kansas; KGRI-AM-FM Grand Island, Neb., and KBUR(AM)-KGRSI(FM) Burlington, Iowa. Weathers has no other broadcast interests. Buyer is subsidiary of Sage Communications, principally owned by Leonard I. Fassler and Gerald A. Poch. Based in Stamford, Conn., it owns seven AM's and seven FM's. Action June 4.

■ WFAD(AM)-WCVM(FM) Middlebury, Vt. (AM: 1490 kHz; 1 kw-D; 250 w-N)—Granted assignment of license from Addison Co. to Straus Communications for \$1,125,000. Seller is owned by Mark Brady and his wife, Mary, who have no other broadcast interests. Buyer is owned by WELV-AM-FM Ellenville, N.Y., and WFR-AM-FM Front Royal, Va., and has interest in four weekly newspapers in New York and New Jersey. Action June 3.

New Stations

Applications

FM's

■ Tupelo, Miss.—National Federation for Decency seeks 88.3 mhz; 50 kw; HAAT: 328 ft. Address: 107 Parkgate, 38803. Principal is nonprofit corp. headed by Donald E. Wildmon. Filed May 22.

■ Rochester, N.Y.—Community Broadcasting Foundation Inc. seeks 88.9 mhz; 2 kw; HAAT: 199.8 ft. Address: 108 E. Gray St., Elmira, N.Y. 14901. Principal is nonprofit corp. headed by Thomas A. Haight. Filed May 26.

■ Spencer, N.Y.—Family Life Ministries Radio Inc. seeks 88.5 mhz; 7 kw; HAAT: 498.6 ft. Address: 7634 Campbell Rd., Bath, Me. 14810. Principal is nonprofit corporation headed by Richard M. Snavely. Filed June 2.

■ West Point, Neb.—Kelly Communications Inc. seeks 107.9 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 84, 68788. Principal is owned by Sharon J. Kelly. It also owns co-located WWPN(AM), Filed June 4.

■ Delaware, Ohio—Radio Delaware Inc. seeks 107.9 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 448, 43015. Principal is owned by Jim Shabean and family. It also owns co-located WDLR(AM), Filed June 4.

Actions

FM's

■ El Dorado, Ark.—Granted app. of Board of Supervisors of Louisiana State University for 90.9 mhz; 3 kw; HAAT: 487.8 ft. Action Jan. 7.

■ Rancho Mirage, Calif.—Returned app. of Milt Klein for 99.5 mhz; ERP 870 w; HAAT: 610 ft. Action June 8.

■ Goodsprings, Nev.—Returned app. of Kyrin Holmes for 105.1 mhz; 390 w; HAAT: 3,588.3 ft. Action June 9.

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.

■ Fargo, N.D.—Dismissed app. of Q Prime Inc. for 107.9 mhz; 100 kw; HAAT: 1,968 ft. Action May 27.

■ Columbus, Ohio—Returned app. of Columbus Radio Ltd. for 107.5 mhz; 1.45 kw; HAAT: 478.9 ft. Action June 5.

■ Mount Jackson, Va.—Granted app. of Shenandoah County Broadcasting Corp. for 96.9 mhz; 3 kw; HAAT: 28.7 ft. Action June 5.

TV's

■ Ventura, Calif.—Granted app. of Costa De Oro Television Inc. for ch. 41; ERP vis. 5,000 kw; aur. 1,000 kw; HAAT: 911.3 ft. Action Nov. 26, 1986.

■ San German, P.R.—Dismissed app. of Freddie Gautier Broadcasting Co. for ch. 42; ERP vis. 1,000 kw, aur. 100 kw; HAAT: 265 ft. Action June 9.

■ Eugene, Ore.—Granted app. of Telecasters of Eugene Inc. for ch. 34; ERP vis. 4,441 kw, aur. 444 kw; HAAT: 1,049.9 ft. Action June 4.

Facilities Changes

Applications

AM's

Tendered

■ WASG (1140 kHz) Atmore, Ala.—Seeks MP to increase day power to 3.9 kw. Filed June 12.

■ KNWZ (1270 kHz) Palm Desert, Calif.—Seeks CP to change city of license to Thousand Palms, Calif.; increase day power to 4 kw; change hours of operation to unlimited by adding night service with 590 w and make changes in ant. sys. Filed June 16.

Accepted

■ KGER (1390 kHz) Long Beach, Calif.—Seeks CP to make changes in ant. sys. Filed June 11.

■ WVOG (600 kHz) New Orleans—Seeks CP to change TL. Filed June 10.

■ WARV (1590 kHz) Warwick, R.I.—Seeks MP to make changes in ant. sys. Filed June 10.

FM's

Tendered

■ KCEZ (95.3 mhz) Camden, Ark.—Seeks mod. of CP to change TL; change ERP 1,608 kw and change HAAT to 449.4 ft. Filed June 15.

■ KURA (104.9 mhz) Ouray, Colo.—Seeks mod. of CP to change TL and change HAAT to 6.6 ft. Filed June 15.

■ WJNF (91.1 mhz) Marianna, Fla.—Seeks CP to change HAAT to 154.2 ft. Filed June 12.

■ WIUM (91.3 mhz) Macomb, Ill.—Seeks CP to change ERP to 50 and make changes in ant. sys. Filed June 16.

■ WMPG (90.9 mhz) Gorham, Me.—Seeks CP to change ERP to 1 kw; change HAAT to 231.2 ft. and make changes in ant. sys. Filed June 16.

■ KRNY (102.3 mhz) Kearney, Neb.—Seeks mod. of CP to change TL. Filed June 16.

■ WXPB (86.9 mhz) Philadelphia—Seeks CP to change freq. to 88.5 mhz; change ERP to 3.1 kw; change HAAT to 2,122.4 ft. and make changes in ant. sys. Filed June 16.

■ WOTB (100.3 mhz) Middletown, R.I.—Seeks mod. of CP to change TL and change HAAT to 314.9 ft. Filed June 16.

Accepted

■ KMLE (107.9 mhz) Chandler, Ariz.—Seeks CP to change TL and change HAAT to 1,646.6 ft. Filed June 12.

■ KDAR (98.3 mhz) Oxnard, Calif.—Seeks CP to change TL; change HAAT to 230 ft. Filed June 10.

■ WGWD (100.7 mhz) Gretna, Fla.—Seeks mod. of CP to change TL. Filed June 12.

■ WKNE-FM (103.7 mhz) Keene, N.H.—Seeks mod. of CP to change TL; change ERP to 32.5 kw and change HAAT to 609.8 ft. Filed June 10.

TV's

Accepted

■ KZRQ (ch. 25) Pine Bluff, Ark.—Seeks MP to change HAAT to 1,031 ft.; change ERP to 5,000 kw vis. and change HAAT to 595.6 ft. Filed June 10.

■ WNOD (ch. 26) Jamestown, N.Y.—Seeks MP to change

ERP to 715 kw vis. and change HAAT to 597 ft. Filed June 10.

■ KTFH (ch. 12) Conroe, Tex.—Seeks MP to change HAAT to 1,774.5 ft. and change TL. Filed June 12.

Actions

AM's

■ WASG (1140 khz) Atmore, Ala.—Granted app. to change freq. to 550 khz and change power to 3.9 kw. Action June 3.

■ WKKS (1570 khz) Vanceburg, Ky.—Granted app. to change TL. Action June 8.

■ WVOG (600 khz) New Orleans—Granted app. to change TL. Action June 9.

■ WMIN (1030 khz) Maplewood, Minn.—Granted app. to increase night power to 1 kw; change TL and make changes in ant. sys. Action June 4.

■ WBLA (1440 khz) Elizabethtown, N.C.—Dismissed app. to change freq. to 940 khz; change hours of operation to unlimited by adding night service with 1 kw; increase day power to 10 kw; change TL and make changes in ant. sys. Action June 5.

■ WKTY (580 khz) Laramie, Wyo.—Granted app. to make changes in ant. sys. Action June 9.

FM's

■ KQYZ (104.9 mhz) Lemoore, Calif.—Dismissed app. to change TL and change HAAT to 328 ft. Action May 22.

■ WWFR (91.7 mhz) Okeechobee, Fla.—Granted app. to change ERP to 20 kw and change HAAT to 299.8 ft. Action June 5.

■ KMZU (101.1 mhz) Carrollton, Md.—Granted app. to change TL; change ERP to 100 kw; 989.6 ft. Action June 5.

■ New (88.7 mhz) Wayne, N.J.—Granted app. to change HAAT to 258.8 ft. Action June 10.

■ WFLY (92.3 mhz) Troy, N.Y.—Granted app. to change ERP to 17 kw. Action June 5.

■ WKJA (101.1 mhz) Belhaven, N.C.—Granted app. to change freq. to 101.1 mhz; change TL and change ERP to 28 kw. Action June 5.

■ KDUK (104.7 mhz) Florence, Ore.—Granted app. to change TL; change ERP 83.2 kw and change HAAT to 2,104.5 ft. Action June 10.

■ KPLO-FM 94.5 mhz) Reliance, S.D.—Granted app. to change ERP to 94.6 kw; change HAAT to 1,000 ft. and make changes in ant. sys. Action June 10.

■ KWDC (99.1 mhz) Denton, Tex.—Granted app. to change HAAT to 1,167.7 ft. and change TL. Action May 26.

■ KSHU (88.7 mhz) Huntsville, Tex.—Dismissed app. to change TL; change ERP to 3 kw; change HAAT to 252 ft. and make changes in ant. sys. Action June 2.

■ WKCQ (98.1 mhz) Saginaw, Mich.—Granted app. to change HAAT to 492 ft. Action June 4.

TV's

■ WNEP-TV (ch. 16) Scranton, Pa.—Granted app. to change SL. Action June 5.

■ WOST (ch. 69) Block Island, R.I.—Granted app. to

change HAAT to 1,137 ft.; change TL and make changes in ant. sys. Action June 5.

■ KTFH (ch. 49) Conroe, Tex.—Returned app. to change HAAT to 1,774.5 ft. and change TL. Action June 9.

Call Letters

Applications

Call	Sought by
New FM	
KLZC	Laura Hopper, Freedom, Calif.
New TV	
KAWB	Northern Minnesota Public Television Inc., Brainerd, Minn.
Existing AM's	
WSBL	WGAB Son-Burst Communications, Bloomfield, Conn.
WSUY	WANM James Sleeman, Tallahassee, Fla.
WPRD	WAJL Metroplex Communications Inc., Winter Park, Fla.
WBIV	WTPP Satellite Radio Network Inc., Natick, Mass.
WFAN	WHN Emmis Broadcasting Corp., New York

Grants

Call	Sought by
New AM's	
WHOX	Hobson City Broadcasting Co., Hobson City, Ala.
WNNZ	Celia Communications Inc., Westfield, Mass.
New FM's	
WRFL	Radio Free Lexington, Lexington, Ky
WCCG	Charleston County Wireless Co., Folly Beach, S.C.
KBWL	Brian W. Leifson, Roosevelt, Utah
New TV's	
KGLB-TV	Brewer Communications Inc., Okmulgee, Okla.
KBLO-TV	Midcontinent Broadcasting Co., Rapid City, S.D.
Existing AM's	
KAMJ	KMYL Professional Broadcasting Inc., Phoenix
KJIM	KMBD Sudbrink Broadcasting Co. of Denver, Thornton, Colo.
WCNN	WGTW Ring Radio Co., Atlanta
WEAS	WWJD WEAS Inc., Savannah, Ga.
KSKI	KNRC Sun Valley Radio Inc., Hailey, Idaho
WBZT	WLGW Baker Broadcasters Inc., Xenia, Ohio
KZTA	KAJR Big Bang Inc., Yakima, Wash.
Existing FM's	
WLPR	WWSM Faulkner-Phillips Media Inc., Bay Minette, Ala.
WA/H	WLPR TMCI Broadcasting, Mobile, Ala.
KYKD	KJBA Arctic Broadcasting Association, Bethel, Alaska
KAMJ-FM	KAMJ Professional Broadcasting Inc., Phoenix
WWOL	WHAN Haines City Public Radio Inc., Lakeland, Fla.
WTKS	WRXR Pyramid West Associates, Chicago
WFMA	WDCP David C. Shaberg, Mio, Mich.
WHIT-FM	WSFM Hudson Group Ltd. Partnership of Pennsylvania, Harrisburg, Pa.
KGTN-FM	KQFX Capitol Broadcasting Corp., Georgetown, Tex.
KUEZ	KDEY Darrell E. Yates, Lufkin, Tex.
KIHS	KAJR-FM Big Bang Inc., Yakima, Wash.
Existing TV's	
KLTV	KRTW Pray Inc., Baytown, 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.

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.

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

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

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

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

GSM medium Texas market: Top-rated combo. Position available now for talented, highly motivated GSM for four-person sales staff. Salary, override, cash-flow bonus, major medical, and other fringes. EEO. Call Jess Lewellyn 915-646-3535.

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

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

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

HELP WANTED SALES

Midwest AM/FM wants salesperson. Small market experience required. Big potential. No calls. Resume to Manager, KMPL, PO Box 907, Sikeston, MO 63801.

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.

Combination sales - football, basketball P-B-P. Must have at least 2 years experience. Tape and resume to WOKZ, 1100 Martin Luther King, Suite 2, Muncie, IN 47304.

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

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

Move up to sales manager. For small market AM/FM. Carry a list & hire and fire. Opportunity for advancement. Send full details to Mike McDaniel, WBTO/WQTY, Linton, IN 47441. (An Idea Bank station).

South Bend area startup needs sales person to take charge and attract clients for new regional AM on heart and soul satellite format. First Michigan station with black appeal. Possible ownership share for right person. Owner has 20 years air experience but has little sales background. Station on air in September. WLLJ, 1251 W. 63rd, Chicago, IL 60636.

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

HELP WANTED ANNOUNCERS

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.

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.

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 U-76.

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

Announcer/newscaster. Contemporary Christian radio station in central California has opening for fulltime announcer/newscaster. Must have minimum 3 years experience in live radio announcing, newscasting, all phases of studio production. Experience in interviewing, public affairs reporting, writing, editing preferred. Send resume, audition tape to: Cheryl Barnahrt, P.O. Box 2388, Merced, CA 95344.

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

HELP WANTED TECHNICAL

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

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

Rapidly expanding 15 station broadcast group needs hands-on take charge licensed chief engineer for major Class B FM and full time AM in Hartford, CT. Currently building new studios and 4-track production studio. Candidate should be familiar with Harris FM 25K, STL, SCA, digital remote control, etc. Send resumes to Gerald M. Lebow, EVP Sage Broadcasting Corporation, 1 Dock Street, Stamford, CT 06902. EOE.

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

Expanding Christian satellite radio network needs an experienced, self-motivated overnight fulltime engineer with transmitter remote control broadcast interests and a good trouble-shooting ability. Production of overnight news feeds (audio & print) will also be included. Send resume and letter to Harv Hendrickson, Director of Network Operations, Northwestern College Radio Network, 3003 North Snelling Ave., St. Paul, MN 55113.

HELP WANTED NEWS

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, WGHQ, Kingston, NY 12401. 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.

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, Laporle, IN 46350.

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

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

Combination sales - football, basketball P-B-P. Must have at least 2 years experience. Tape and resume to WOKZ, 1100 Martin Luther King, Suite 2, Muncie, IN 47304.

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

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Assistant director of student activities—student media and publications advisor, University of Pittsburgh. The University of Pittsburgh is a major research institution of 30,000 students. It is located in an urban environment and draws its students from all 50 states and 96 foreign countries. The assistant director is one of 12 professional staff members of the Office of Student Activities and advises student media and publications. This includes The Pitt News which publishes four times weekly, WPTS-FM radio station, Panther Prints yearbook. Other areas include an annual yearbook workshop and writer's conference. A masters degree in an appropriate field and four years professional experience which should include knowledge of budget administration, supervisory skills, licensing requirements, technical (print and radio) knowledge, and a commitment to student development theory and practice. The University offers a competitive salary as well as an extensive benefits package. Candidates should send a resume and cover letter to Joyce Nolle, Human Resources, 172 Thackeray Hall, University of Pittsburgh, Pittsburgh, PA 15260. Resumes will not be accepted after June 30, 1987. The University is an affirmative action, equal opportunity employer.

Philadelphia's KISS-100, WKSZ-FM, wants to find a commercial production genius. We need that exceptional person who loves advertising and can create spots that really sell. We'll give you a brand-new 8-track recording suite with all the tools and a ton of copy orders. You bring ideas, talent, wit, musical skills, and a desire to work 'til it's done. Send tape, copy, letter, money or whatever will help you sell us on you to: Mike Colby, WKSZ-FM, 1001 Baltimore Pike, Media, PA 19063. EOE.

Senior producer/announcer. Public radio stations KUNI (100kw FM) and KHKE (10kw FM) need host/producer of daily music based programs and news. Will produce remotes and features. Broad liberal-arts background, and ability to project bright, informed image in ad-lib situations. Highly developed professional production and interview skills a must. Minimum B.A. 3 to 5 years professional experience as producer/on-air host. Salary range: \$19,036 to \$21,358. Successful candidate will work with talented staff of radio innovators, enjoying Iowa's clean air, quality of life, informal lifestyle, and cultural and professional opportunities. Send letter of application, resume with references, and recent audition tape with music and news announcing and other produced pieces to: Carl R. Jenkins, Program Director, KUNI/KHKE, University of Northern Iowa, Cedar Falls, IA 50614-0359. Open until filled. UNI is an AA/EEO employer.

SITUATIONS WANTED MANAGEMENT

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. Seebek "always working". Staunton, VA 24 hour phone 703—885-4850.

Successful small market GM/GSM. Three straight successes in 10 years. Family man ready to settle down for the long term. I carry a list and watch the bottom line like a hawk. Box U-94.

Management: Ailing station, strong on package sales. Pleasant personality. Add religious flavor. Call Paul Mermyan 513—731-0331.

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.

Young, ambitious, air talent. Serious commitment to AOR. Smooth, deep delivery. Ready to move back home to Florida - the market I know best! Call anytime: 813—488-0692; before 12pm: 404—228-4316.

Professional attitude and sound with three years experience...daytime... call Bill 308—532-3344.

Talented, hard working sports announcer seeks advancement. 4 years PBP football, basketball, baseball, hockey, wrestling. Will accept short air-shift. Box U-81.

Young aggressive sportscaster with three years sports director experience in college seeks small to medium market position. Willing to relocate. Versatility in anchoring, reporting and play by play. Box U-84.

First class, ten year pro seeks division one college football/basketball p-b-p. Call Doug 319—583-0573.

Nine years major market experience. Sportstalk, sports reports, interview programs. Major college play-by-play for football, basketball and baseball. Some television play-by-play. Seeks East Coast or Southeastern sports combo or major college play-by-play. Box U-95.

#3, #7 market television and radio black talk host seeking anchor, reporter or talk position. 313—471-5462.

SITUATIONS WANTED TECHNICAL

Chief engineer at extremely successful mid-South Class B FM will be chief engineer at yours. Aware management as important as salary. If station not yet operational I will put it on the air. If operational I will run it like a top. Nine year's experience. Not one year's experience nine times. Box U-98.

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.

Sold journalist. Seeking position as news director or reporter. Experienced, professional, aggressive, dedicated. Midwest. 309—833-3129.

Top 30 listen up: Anchor reporter ready to take you to or keep you #1. Box U-69.

Award winning sportscaster. 12 year pro seeks college/pro football/basketball PBP. 303—241-6452.

Knowledgeable, versatile, hardworking sportscaster seeks challenging position. Experienced in radio and TV with journalism degree. Bill, 914—623-5651.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

Depressed ratings and P&L? Rapid "relief" plus long term growth. Full-service program director. Big-picture conservative, adaptive fine-detail maverick. John Chaplin. 305—942-8861.

Audience-management requirements through the '90s. The brightest, smartest, most competent will embrace distinctive outline. Full-service program director with a plan. John Chaplin 305—942-8861.

TELEVISION

HELP WANTED MANAGEMENT

Management-general sales manager. Viacom Cable, a leader in the fast growing cable TV entertainment field is seeking a dynamic general sales manager to manage our established advertising sales department with Viacom's Cable System in Nashville, Tennessee. The successful candidate will be an aggressive, self-motivated individual with previous media sales and media management experience preferably in broadcast or cable. Qualified applicants should submit a resume with salary history for consideration to: Viacom Cable, Employment Department #911, P.O. Box 13, Pleasanton, CA 94566-0811. Equal opportunity employer. Women and minorities are encouraged to apply. Viacom Cable.

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.

Director of research. Outstanding opportunity at one of the country's leading independent television stations - KTVU-TV/San Francisco. Excellent salary and benefits. Direct involvement with both sales and programming. Address inquiries to General Sales Manager, KTVU, 2 Jack London Square, Oakland, CA 94623. Or phone 415—874-0111.

Indie GSM: dynamic station in exciting market. Candidate should have 3-4 years local sales, 2 years rep/NSM, 2 years at LSM. Knowledge of retail development, co-op, vendor, media research, traffic systems & inventory control are necessary. Call Rick Lowe, G.M. KRRT-TV, San Antonio. 512—684-0035. EOE. M/F.

Traffic manager for Midwest independent television station. Must be Colombine trained. Competitive salary. Reply in confidence to 513—351-9112. EOE.

If you are aggressive with local and national independent experience, then Oklahoma City's #1 independent wants you! Send resume to James Harmeyer, KOKH-TV, 1228 E. Wilshire Blvd., Oklahoma City, OK 73111.

HELP WANTED SALES

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. 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.

Underwriting sales manager to develop and service corporate accounts for TV and to act as liaison with FM counterpart to ensure consistency of on-air image. Salaried position first year; commission and incentives thereafter. Requires strong sales record in corporate area and familiarity with issues affecting public broadcasting revenue sources. Medium-market PBS affiliate located in state capital region. Attractive and expanding educational, recreational, and cultural opportunities. Send resume with cover letter: Manager of Human Resources, WMHT-TV/FM, Box 17, Schenectady, NY 12301. EOE.

Account executive. Top independent TV station in Tampa-St. Petersburg market seeks experienced, career-minded salesperson. Previous television sales experience required, independent sales experience preferred. Responsibilities include: emphasis on new business development, agency service, major presentation experience, co-op knowledge. Send resume to: John Harvey, Local Sales Manager, WTOG-TV, P.O. Box 20144, St. Petersburg, FL 33742. We are an affirmative action, equal opportunity employer, M/F.

Account executive. Terrific opportunity for bright, aggressive, hardworking sales/marketing professional. Where? Major market, NBC affiliate. Three to five years TV Sales experience required. Existing list includes both agency and direct accounts. Generating new business is a must - those who can't, need not apply. To ensure full consideration applications must be received by July 1, 1987. Send resume to: P.O. Box 5012 T.A., Denver, CO 80217. EOE.

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.

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.

Supervisor: Engineering field maintenance and operations. Duties: maintenance of all news and field production equipment including live units and microwave facilities. Technical supervision of remote telecasts and special events. Qualifications: experience in ENG maintenance, FCC general class. Contact Albert Scheer, Vice President-Engineering, WLEX-TV Inc., P.O. Box 1457, Lexington, KY 40591. 606—255-4404. WLEX-TV is an affirmative action/equal opportunity employer.

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.

Two maintenance engineers with basic electronic training and/or qualifying experience for South Texas VHF. EOE. Box U-91.

Assistant chief engineer with growth potential and good technical experience for South Texas. EOE. Box U-93.

HELP WANTED NEWS

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 Billye Gavitt, KWTV, P.O. Box 14159, Oklahoma City, OK 73113. 405-843-6641. EOE/MF.

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.

Executive producer/assignments manager to keep NBC affiliate dominant! Challenging position for news professional with minimum 5 years experience, background in writing and producing, knowledgeable in all facets of TV news. Will supervise 25 person staff. Resume to Robert Hite, WJAC-TV, Box 38, Johnstown, PA 15907. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

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.

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.

Wanted. Production manager and director that has enthusiasm, innovativeness, creativity, people skills, idea communication skills, and the ability to work hard and rebuild a production department. Nicely equipped, state-of-the-art equipment and facilities in mid fifties market. Box U-82.

Producer/director: Responsibilities include commercial production and some news directing; minimum 2 years directing experience required; ESS and DVE knowledge helpful. Send resume to Production Manager, WCIA-TV, 509 S. Neil, Champaign, IL 61820. EOE. M/F.

Producer/director position available at the top rated station in the Tampa/St. Petersburg market. Applicant will be required to direct both live and video taped programs, operate broadcast control. Must be experienced in all aspects of television production with at least two years directing and/or technical directing news in a top 20 market. Send resume and non-returnable demo tape before June 26th to WTVT, 3213 W. Kennedy Blvd., Tampa, FL 33609, Attn: Carol Mountain. No telephone calls accepted.

11p producer: KTNV-TV is looking for a strong producer with the ability to make a newscast sparkle. The successful candidate must be an excellent writer with proven production skills. If you are an enterprising producer with the ability to put a show together which people will talk about... send your tape and resume to Steve Minium, News Director, KTNV-TV, 3355 S. Valley View Blvd., Las Vegas, NV 89102. EOE.

Top 50 market, affiliated television station is looking for a graphic designer. Primarily responsible for electronic design, especially in the news production area. This is your chance to work with state-of-the-art equipment in a competitive atmosphere, including Iris Still-Store, NEC System 10 DVE, Chyron Scribe, etc. Send resume to Box U-97. EOE/MF.

Field producer/television coordinator: Exciting collaboration between a four station public television network and a well known college creates this innovative position. Work with students and top state-of-the-art equipment to produce field pieces for air in the number 1 and 4 markets on an in-depth weekly arts magazine and public affairs programs. Also produce full-length performance specials. 2 to 3 years experience producing, writing and researching field pieces required. Knowledge of and commitment to the arts and proposal writing experience required. On-camera and academic experience highly desirable. Rush tape and resume to Jeff Friedman, Station Manager, NJN, 980 Broad Street, Newark, NJ 07102. EOE/MF.

Producer/director: Top-15 Northwest affiliate wants creative, confident person to do news and special projects. Five years minimum experience with strong emphasis on leadership and producing skills. Only the best need apply! Send resume to Mike Beck, KOMO-TV, 100 Fourth Avenue North, Seattle, WA 98109. No telephone inquiries please.

Executive producer. #2 in large news department. Responsible for daily news operation with SNG. Group owned top 50 network affiliate. Applicant must have news management experience and college preferred. Please send resume and salary requirements to Box U-96. An equal opportunity employer.

Executive producer: KJRH-TV is looking for an executive news producer. Good people skills needed for 45 person staff. Must have extensive producing and management experience. Will be responsible for content and direction of daily newscasts. Excellent writing skills a must. Send resume to Tom Allen, News Director, P.O. Box 2, Tulsa, OK 74101. EOE.

SITUATIONS WANTED MANAGEMENT

GSM. Looking for GSM or GM opportunity. Successful sales and sales management record in Midwest market. Tom Hartman 517-349-8847.

SITUATIONS WANTED NEWS

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.

Beginning photographer seeking opportunity. B.A. in B.J., trained by photographers at top 15 affiliate. Can write, edit. Mature, responsible, will relocate. Dedicated to photojournalism career. Call Harry, 206-746-2102. for resume, tape.

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.

Young, aggressive sportscaster with three years sports director experience in radio during college also proficient in TV sports producing, reporting and anchoring. Also, have recent experience with leading TV station in the #13 market. Willing to relocate to any small to medium market. Box U-85.

Bright, young, enthusiastic photographer/editor with NY experience seeks permanent position. Will relocate. Suzanne 718-636-5457.

Bright, talented communications graduate with internship at top 50 CBS affiliate seeks entry level reporter position. Will relocate! Call Jeff 304-343-6347.

Jeff Gibson: Your Source for Sports. Seeking sports reporter/anchor position. BA in broadcast journalism. Anchoring and reporting experience. Need opportunity to show outstanding sportscasting ability. Call at 214-343-3680

Sportscaster: Talented, hardworking, can anchor, report and edit. Willing to relocate anywhere. Call Ron 412-221-4338.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Experienced programmer. All top market, plus pay cable, international and sales. Black belt in movie and nostalgia programming. Immediate avail. 516-796-3006.

Producer/writer: One year writer/segment producer, award-winning magazine format television show. Five years previous experience as print journalist. Seek position with entertainment or news show. Features are my forte! Tape and writing samples: Nanci 202-682-7375.

MISCELLANEOUS

Constructive criticism for television journalists. Stations, individuals. Former Denver news director critiques newscasts, reporting, writing, performance. John Haralson, Feedback Unlimited, 1313 Williams, #901, Denver, CO 80218. 303-320-6816.

CareerLine/ The Hot Sheet—exciting and effective concepts in job-hunting assistance! Confidential referral, plus hundreds of quality listings nationwide. Television, radio, corporate communications. All areas, all levels. No placement fees or contractual obligations. Discover why more professionals use our services to give their careers the winning edge! Media Marketing, P.O. Box 1476-PD, Palm Harbor, FL 34273-1476. 813-786-3603.

Primo People: The news director's best friend in screened and available talent and we can do it immediately. Call Steve Porrielli or Jackie Roe at 203-637-3653, Box 116, Old Greenwich, CT 06870-0116.

Agency seeking news talent, promotion, producers, directors, production, engineers. We're a new company eager to place you at not cost. Call D&A Talent 1-800-554-0017, Mailbox 3005.

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/EOE.

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.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

New major, San Francisco Bay area studio opening Summer, 1987. Full component Betacam production facility, sound stage, Abekas DVE, Grass Valley switcher, Grass Valley editor, Ultimatte V. All positions open for application. Send resume, salary requirements, and tape to: Paul Brookes, 101 First St., Suite 482, Los Altos, CA 94022. No calls.

Video resources director. Responsible for "hands on" direction of complete media department including researching, writing, directing and producing video programs in the areas of patient education, community development and general community services. Salary commensurate with experience. Liberal fringe benefits including health and life insurance, pension and profit sharing program. Send resume with references to: Personnel Director, Neumann Eye Institute, 801 North Stone Street, DeLand, FL 32720.

Producer(s) for vacation/travel series. Strong writing and field producing background and a good working attitude a must. Personal travel experience helpful. Send resume, tape, and availability to: P.O. Box 3221, Mercerville, NJ 08619.

Research director. Capitol Broadcasting Company is seeking an experienced person to develop and manage a new in-house research department. The department will serve marketing research needs and perform direct marketing functions for the company's various subsidiaries. Contact Corporate Department of Human Resources, Capitol Broadcasting Company, P.O. Box 12000, Raleigh, NC 27605. EOE, M/F.

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.

Satellite uplink SPCP 7.5KHz. For small radio network. Must OK for Westar/Galaxy analog and have possible for 3-1 Companding, Narrow Band, Flat, FTP, P.O. Box 101, Cedar Key, FL 32625.

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.

Fujinon lens: wide angle 6.5 23mm adapted for Sony mount cameras. Contact Walter Edel 212-689-1040.

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.

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; Ikie-ITC-62 B & W title CAM w/CCU \$1000; BVW-10's and 3/4" machines -- all of the above on best offer basis. Must go. Call Brian or Dan at 212-691-1300.

Transportable C-Bank uplink truck & mobile production truck. Both less than 2 yrs. old. 803-244-1616. Ask for Mike or Ted.

Blank tape, half price! Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Filled mini KCS-20 minute cassettes \$6.99. Elcon evaluated 3/4 videocassettes guaranteed broadcast quality. To order call Carpel Video Inc. 301-845-8888, or call toll free, 800-238-4300.

FM antenna(s): Will buy used FM broadcast antenna(s) - any make - any model - call 806-372-4518.

New and used broadcast towers. Custom designed for your needs. Call Tower Design and Fabrication for a quote. 314-687-3932.

Keith Monks record cleaning machines and parts. 317-962-1471.

KU earth station- New 5.5 meter SA antenna, used Hughes uplink/downlink equipment - \$87,500. Call Mike Starnes 919-266-3567.

Emergency exciter service: All FM exciters shipped within 4 hrs. New & used as low as \$1500.00. Factory set up. Call Jim Phillips 419-782-8591.

100W LPTV UHF14 TTC transmitter excellent shape, spare parts, available soon. \$12K plus shipping. TV14 POB 24816, GMF, Guam 96921. Tel: 671-646-4873.

VPR-2 and BVH-1100 sports controller. TK-28, TP-55, TP-66s, TK-46s, TCR-100s, Ampex 4100-L switcher, RCA TR-800s, used 5800/5850/440, Chyron VP-1, Sony BVU-110s, Microtime T-120 & T-120D TBC. We need a 40' remote trailer empty, also FR-35. Call Media Concepts 919-977-3600.

Data General Eclipse S/120. 8732N with 256KB, 4340 AMI-8, 4345 Sync interface board, 1144A sing bay cabinet, 6099 12.5MB Winchester desk, 6096 single diskette, 4354 340CPS printer, (2) 5997-WA 300 LPM printers, (8) CRT's & keyboards. Great savings to update your BIAS system! Contact: Ray Maselli, WGRZ-TV, 259 Delaware Avenue, Buffalo, NY 14202, 716-856-1414.

Bankruptcy sale: FM station Gates, ITC, Ampex, Revco, Orban, RCA, Shure, Howe ect... Send for list. Jim Phillips, 414 Washington Ave., Defiance, OH 43512.

1983 Ford Econoline 350 EFP van, less than 3,000 miles. With two Honda EV-4000 generators, dual air cond. system. Hitachi HR-200 with Microtime 2525, Hitachi HR-211 with HST/SLO MO, Ikegami color monitors, 3 Hitachi SK-91 cameras with base stations, 12:1 Fuji lenses, 600' cable. Also Ramsa audio, Quanta Q-7B CG, Clearcom 4 channel ICM, A/V patchbays, full Tek & Hitachi waveform & vector monitoring. Ready to roll! Make offer. Steve Coulam, KDVR TV 100 Speer Blvd., Denver, CO 80203. 303-831-8831.

Over 100 AM-FM trans. in stock. All powers, all complete, all manufacturers, all spares, all inst. books. AM-1kw thru 50kw. FM - 1kw thru 40kw. Bescro International, 5946 Club Oaks Dr., Dallas, TX 75248, 214-630-3600. New # 214-276-9725.

RADIO

Help Wanted Technical

WJMO/WRQC

United Broadcasting Company's station in Cleveland, Ohio, are seeking a qualified person for the position of Chief Engineer. Qualified candidates must have a valid FCC license or SBE certification, thorough knowledge of FCC rules, studio and transmitter construction, maintenance and operations. Those interested should send their resume to Richard Mertz, Director of Engineering, United Broadcasting Company, 5321 First Place NE, Washington, DC 20011. Please, no phone calls. EOE/MF.

Help Wanted Management

Looking for ONE IN A MILLION

Program Director position open at classical station in market 55 on the Gulf Coast. Responsible to General Manager for on-air product and most aspects of station operation. Must understand audience development, aggressive promotion and heavy competition. Commercial experience helpful. Impeccable references and on-air fundraising experience essential. Top salary for the person who can make our audience grow and keep us on top.

Resume, tape and salary history to: Joe Martin, General Manager, WHIL-FM, Box 160326, Mobile, Alabama 36616. NO PHONE CALLS. WHIL is an EOE/Affirmative Action Employer.

WHIL/91 FM

NATIONAL OPERATIONS DIRECTORS

needed immediately for major broadcast group. Involves extensive travel. Candidate must have strong management and organizational skills. Send resumes immediately to Box U-87.

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 Hammarskjöld Plaza
New York, NY 10017
(212) 572-5208

KATZ COMMUNICATIONS INC
An Employee-Owned Company



Katz Radio. The best.

Help Wanted Sales Continued

Salespersons

for fastest growing radio station in N.Y. State's fastest growing area in Orange County. Draw and benefits verses commission. Call 914-651-4446 or write to: WTBO, P.O. Box 1110, Florida, New York 10921.

Situations Wanted Announcers

**SUCCESSFUL CHICAGO FREELANCER
SEEKS AM/FM DRIVE, TALK/MOR COMBO.
20 YEAR MAJOR MARKET VET INCLUDING
THREE TOP TEN TALK OUTLETS. WALLY
PHILLIPS APPROACH. STRONG NEWS-
/SPORTS.**

SETH: 312-266-6217

Help Wanted Announcers

TELEPHONE TALK SHOW HOSTS OPPORTUNITIES IN WASHINGTON D.C.

WWRC A Greater Media Radio Station is looking for exciting and experienced telephone talk show hosts who can create issues without lots of guests and lengthy interviews. Innovative personalities and dynamic on air style only.

Cassettes and Track Records to

Sklar Communications, Inc.

100 Park Avenue, New York, New York 10017

EOE

Situations Wanted Management

Proven track record in management including President and C.E.O. of broadcast group. Impressive revenue growth in building top performers. Strong leadership qualities. People motivator. Keen sense of programing and promotion skills. Seek major market (top 100) opportunity with group or expansion-minded individual. Box U-90.

Seek equity ownership opportunity with owner who needs expertise in developing station potential. Proven track record in management including responsibility for operation of several stations. Experienced in moving weak performers to #1 in market position. Can appreciate the value of your station. Willing to tie equity position to performance. Seek top 100 market. Presently in management where equity ownership not possible. Box U-92.

Situations Wanted Programing, Production, Others

RECOVERING ALCOHOLIC

Now dominating AM drive in 1,000,000+ market. Number 1: Adults 18-49/25-54. Extensive programing background including major market. Need company who understands my A.A. commitment. Honesty essential. 513-220-9685.

**For fast
Action Use
BROADCASTING'S
Classified Advertising**

TELEVISION

Help Wanted Management

TV Production Manager

Major East Coast television sports production operation seeks outstanding manager. Should have strong production skills as well as management and marketing expertise. Prior management experience a necessity. The person will supervise a team of 10-plus free lancers and be responsible for more than 100 telecasts per year. Interested in expanding beyond sports production by marketing our production capability to others. Send resume, references, and salary requirements to:

Box U-101.

**Help Wanted Management
Continued**

**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

Situations Wanted Management

Blue Chip

Experienced broadcaster with a proven track record of successful career-growth in management. Accomplished expertise in major facility start-ups, operating and capital budget development and administration, operations, engineering, production, programming, promotions, advertising sales, public relations, news, satellite-tv operations, and more. Seeking quality career-oriented growth position as station or general manager. Excellent people skills, solid background, definite asset. Respond to

Station/GM

6527 Red Birch, Memphis, TN 38115

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.



**Help Wanted Programing,
Production, Others**

**PRODUCTION
DIRECTOR**

NBC Affiliate in Tampa is seeking a versatile director to handle newscasts and public affairs programming, as well as promotion and commercial production in studio and on location. Candidates should have a minimum of 3 years experience and be working in a similar capacity. We offer excellent benefits package. Salary commensurate with experience. Direct replies to:



WXFL

WXFL-TV
P.O. Box 1410
Tampa, FL 33601
Attn: Director of Personnel

an 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.)

EOE/MF

For Fast Action Use
**BROADCASTING'S
Classified
Advertising**

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.

Programing Continued



**Lum and Abner
Are Back**

... piling up profits for sponsors and stations. 15-minute programs from the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737 Jonesboro, Arkansas 72403 ■ 501/972-5884

★ ★ ★ ★ ★ ★ ★ ★ ★ ★
★ 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! ★
★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Programing

**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

Public Notice

PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in open session on Thursday, July 16, 1987, beginning at 9 AM in the Board Room of National Public Radio, 2025 M Street, N.W., Washington, D.C. Subject to amendment, the agenda includes: Chairman's Report, President's Report, and committee reports. The committees will meet at the same location on Wednesday, July 15

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

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Near 1" Quality From Standard 3/4" U-matic Recorders!

• 350 to 400 lines color resolution • 49 db signal to noise in color • 4.2 Mhz bandwidth • Quality 4th generation DUB • No moire or color bleed • Kits for all JVC and SONY 3/4" U-MATIC Recorders • New JVC CR-850U/CR-600U 3/4" VCR with 400 lines resolution/49.5 db S/N • CCI is a full service dealer for JVC, SONY and Panasonic • Fully compatible with standard 3/4" U-MATIC VCR's • Better than 300 lines color resolution in playback on unmodified VCR

CCI MOD 400 3/4" High Res. Kit \$1,895.00

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SONY BetaCamcorder; Ampex VPR-3, VPR-1C; Grass Valley STEREO 1600-4S; RCA TK-290 auto-setup film chains; Utah Scientific machine control system. MORE! Call Jim Perry for complete list!

WTIC-TV/61 ■ 203-527-6161

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.

Consultants Continued

FCC PROBLEMS?
Contact
BROADCAST MEDIA LEGAL SERVICES
a service of McCabe & Allen
FOR IMMEDIATE LEGAL ASSISTANCE CALL
1-800-433-2636
(In Virginia, call 703-361-6907)
QUALITY, FLAT FEE LEGAL SERVICES
AMEX MC VISA CHARGE

Business Opportunities

FM, LPTV, and TV APPLICATIONS

Call the "Advisors to the Communications Industry" D.B. Communications, Inc., 301-654-0777.

Wanted to Buy Stations

TELEVISION STATIONS WANTED TO BUY

Investor interested in network affiliated television stations in small and medium markets. Principals only. Box U-54

WANT TO BUY

FM's, Combo, CP's - All markets - serious sellers should contact us - we're serious buyers. Box U-88.

MIDWEST FM

Broadcaster seeking to buy class A FM in small market to owner-operate. Have \$20,000 to put down. Good terms a must.

Reply Box U-100

For Sale Stations

MID-ATLANTIC

New FM with state of the art equipment located in scenic area. Covers three counties. Asking \$500,000.

MITT YOUNTS
(202) 822-8913

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nationwide media brokers

For Sale Stations Continued

SOUTHERN CALIFORNIA
Stand alone FM in rated mkt. Low down payment - excellent terms. Asking \$1.25 million with \$395,000 down.

ARIZONA

Dominant A/F combo serving metro area. Priced to sell at \$1,750,000 with terms.

ELLIOT EVERS
DAVID LaFRANCE
(415) 391-4877

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RADIO STATIONS

Exclusive agents for Bank in Possession of combo in Dermott, Ark. seeking best offer prior to June 30. Quick response to qualified buyers.

Other small to medium markets as low as \$20,000 down on terms. Also, good radio and TV in medium markets starting at \$3 million.

THE FUTURE IS NOW

John Mitchell or Joe Miot
Mitchell & Associates
Box 1065, Shreveport, LA 71163
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- CATV in Arkansas. 621 basic subscribers. \$496,800.
- FM in Southern Arkansas. Well worth \$750,000.
- 100,000 watts plus powerful AM. City in Colorado. \$1.5 million.

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Box U-4

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WTAN 1340

Sunny Clearwater, FL
Located directly on Clearwater Harbor
to go on the
AUCTION block
Sunny Clearwater, FL

Tuesday, July 14 at HIGH NOON
WTAN Radio Station
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Who says you have to be COLD to enjoy an Excellent Business Climate? In the Greater Tampa Bay Area we're enjoying year round warm sunny days, while simultaneously savoring a business climate in one of the FASTEST GROWING metropolitan areas in America. A recent survey showed the Tampa Bay Area ranking #3 in the nation as corporate executives choice of locating or relocating their executive offices.


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3125 Maple Leaf Dr. • Glenview, IL 60025
312-272-4970



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, EDT.

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, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

**BOB KIMEL'S
NEW ENGLAND MEDIA, INC.**

GREAT LIVING

Can be yours when you buy this southern New England coastal AM with owned land on salt water, owned studios, and a track record of very fast sales growth in the past year. Good growth area combining industrial expansion and an area booming with tourism. An excellent value at \$345,000.

Call Mike Rice at 203-456-1111.

8 Driscoll Dr., St. Albans, VT 05478
802-524-5963

SOUTHWEST

5 kw AM/FM with C-2 application. Priced at less than 5 x cash flow. Contact:

**DAN ROUSE
(214) 788-2525**

CHAPMAN ASSOCIATES®
nationwide media brokers

Full Time AM

Major Market with large Spanish population.

Box U-99

EAST

AM serving over 2.6 million people. Asking \$1,100,00 with \$300,000 down. Contact:

**RON HICKMAN
(201) 579-5232**

CHAPMAN ASSOCIATES®
nationwide media brokers

FOR SALE

Established AM/FM station Dublin City Ireland. Includes premises, real estate and equipment. \$500,000. Genuine inquiries only to A. Hughes, Accounts Dept., Post Office Box 2077, Dublin 8, Ireland.

Priced for Immediate Sale

Aspen, Colorado low power TV License, K23AE, mountain top site, transmitter, and auxiliary microwave equipment. Call 303-920-3820.

Broadcasting Cablecasting

Yearbook 1987

Everything you need to know about the broadcast and cable industries — together in one convenient, current book!

1. Facilities of Radio
2. Facilities of TV
3. Facilities of Cable
4. Group Ownership
5. Newspaper Cross-Ownership
6. Equipment Services
7. Professional Services
8. Satellites
9. Multiple System Operations
10. Programing
11. Advertising & Marketing

Fast, easy access to a wealth of information!

By pulling together all the broadcasting facts, the 1987 Yearbook gives you more information in less time. Meticulous indexing, cross-references and keyword headings make it easy to find specific names and numbers.

An Indispensable reference from the authority in your field!

More than 100,000 of your colleagues and competitors rely on the Yearbook for fast answers to tough questions about broadcasting and cable. They count on the Yearbook because they know they can count on its publishers, *Broadcasting*—the industry's "journal of record" for 55 years.

Copies of the Yearbook are going quickly. Don't delay—Order yours today

Plus other directories, Including:

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- Schools Specializing in Radio & Television
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CALL 800-638-SUBS
OR MAIL THIS COUPON TODAY



Broadcasting  Cablecasting

Yearbook 1987

- YES!** I want the 1987 Yearbook—the biggest and best book on who's who and what's what in broadcasting and cable!
- Send me ___ copies at \$90 each (Pre-paid orders only) Order Toll Free using VISA, MASTERCARD or CHOICE, **800-638-SUBS**
- Send me ___ copies at \$105 each, and bill me. (Must be accompanied by business card or company purchase order.)

Name _____

Company _____

Street (Home? yes no) _____

City, State, Zip _____

Send to: Circulation Dept.
Broadcasting
1705 DeSales Street, N.W.
Washington, D.C. 20036-4480

RADIO

TELEVISION

CABLE

SATELLITE

Fates & Fortunes

Media



Levi

Robert H. Levi, VP and general sales manager. Turner Broadcasting's TBS Sales Inc., Atlanta, named VP and general manager. WTBS(TV) there, succeeding **Jack Petrik**, who continues as executive VP. Turner Broadcasting. **George Brenner**, VP, management information systems. Turner Entertainment Co., Los Angeles, named corporate director, management information systems. Turner Broadcasting System Inc., Atlanta.

Executives of News Corp.-owned companies appointed to board of directors (News Corp. is Australian-based holding company owned by Rupert Murdoch): **Barry Diller**, chairman and CEO. Fox Inc.: **John D'Arcy**, chairman and CEO. Herald & Weekly Times Ltd.: **Keith MacDonald**, executive chairman. Queensland Press Ltd.: **Bill O'Neill**, managing director. United Kingdom operations. News Corp.: **Marty Singerman**, president. News America Publishing.

Timothy Lynch, general manager. TVX Broadcast Group's WMKW-TV Memphis, named general manager, co-owned WDCATV Washington, succeeding **Charles S. Cowdrey**, who left station to join New England chapter. United Way, as VP, communications. **Sue Stuecheli**, business manager. TVX Broadcasting's KRRT(TV) Kerrville, Tex., named business manager, co-owned KXTA(TV) Fort Worth.

Stan Mak, VP and general manager. King Broadcasting Co.'s KINK(FM) Portland, Ore., named VP, radio. King Broadcasting. Seattle-based group of three AM, three FM and four TV stations.



Barrows

Alan B. Barrows, general manager. KPEJ(TV) Odessa, Tex., joins WDSI-TV Chatanooga in same capacity.

LeBon Abercrombie, executive VP, planning and development. Pappas Telecasting Inc., Fresno, Calif., named VP and general manager. Pappas's KMPH(TV) Visalia, Calif.

Lynn V. Fairbanks, general manager. WAWS(TV) Jacksonville, Fla., named VP and general manager.

Paul Rogers, general manager. WFYV(FM) Atlantic Beach, Fla., joins Win Communications Inc.'s WEJZ(FM) Jacksonville, Fla., as

general manager. **Mark Biviano**, general manager. Win's WQAL(FM) Cleveland, named VP and general manager.

Max V. Grubb, general sales manager. WYMG(FM) Jacksonville, Ill., joins WKSJ(FM) Urbana, Ohio, as general manager.

Lewis Coleman, general sales manager. KSEQ(AM) Durant, Okla., joins KITX(FM) Hugo, Okla., as general manager.

William H. Mitchell, controller. TKR Cable Co., Warren, N.J., adds duties as VP, finance.

Appointments at Manhattan Cable TV, New York: **Ed (Foy) Feuerstein**, senior manager, corporate development, to director, corporate development; **Debbie Mack-Hinds**, manager, corporate sales, to senior manager, corporate sales; **Glen Friedman**, corporate customer service manager. American Television & Communications Corp., Englewood, Colo., to director, marketing.

Marketing



Drake

O. Burtch Drake, president. FCB/Leber Katz Partners, New York, named president. FCB/Europe, London. Appointed senior executive VP's and members of new executive committee. FCB/Leber Katz, New York: **J. Charles Taney**, executive VP and worldwide account director; **Jonathan L. Adams**, executive VP and management representative; **Paul Lucy**, executive VP and chief administrative officer; **Robert Hirsch**, executive VP and group management director.

K. Jane Brite, senior VP and group director, account management. Young & Rubicam, New York, named executive VP. **Geraldine M. Donini**, VP and group supervisor, communications services, named senior VP. **Larry Plapler**, former partner and chairman. Plapler Russo & Associates, New York advertising agency, joins Young & Rubicam there as senior VP and group creative director.

Paul Arnzen, VP and director, new business. Katz Television Group, New York, named senior VP. **Mary Horgan**, research manager. Katz American Television, New York, named sales executive. **Thomas McKenna**, former research analyst. WCBS-TV New York, joins Katz Independent Television there in same capacity.

Karen Kaczmar, corporate director, human resources. D'Arcy Masius Benton & Bowles, St. Louis, joins BBDO, New York, as senior VP, human resources.

Diana Kramer, VP and deputy creative director. Saatchi & Saatchi Compton, New York,

named senior VP and creative director. **Sheldon Schachter**, associate creative director, named creative director.

James McConnell, executive VP and managing director. Campbell-Ewald, New York, joins Foote, Cone & Belding there as senior VP and international account director.

Rena Kilgannon, VP, direct marketing. Cargill, Wilson & Acree Inc., Atlanta, named senior VP and director, direct marketing and public relations.



Kilgannon



Darringer

Gerald Darringer, senior VP and management supervisor. DFS Dorland, New York, joins Corwyn & Donahue Inc., New York advertising agency, as president.

Tom Parrett and **Carol Kramer**, VP's. McCaffrey & McCall Inc., New York, named senior VP's.

Mathew Crisci, VP and director, account management. Chiat/Day, San Francisco, named VP and deputy general manager.

Mindy Sherman, associate media director, broadcast. Geer, DuBois Advertising, New York, named VP and broadcast media director. **Liz de Vries**, broadcast buyer, named broadcast supervisor.

Michael S. Hughes, senior VP and general manager. J. Walter Thompson Direct/West, Los Angeles and San Francisco, joins Brown Direct, Washington, as senior VP and general manager.

Appointments at D'Arcy Masius Benton & Bowles: **Alan R. Jaffe**, manager, administrative services and human resources. Chicago, to senior VP: **Bill Paul**, senior writer. Chicago, to associate creative director: **Becky Ruff**, associate producer. Chicago, to producer: **Cheryl Lindquist**, production coordinator. Chicago, to associate producer: **Brian Bennett**, account executive. Bozell Jacobs Kenyon & Eckhardt Advertising, Minneapolis, to account executive, DMB&B, St. Louis.

James Caporimo, art director, and **Bob Murphy**, copywriter. Waring & LaRosa Inc., New York advertising agency, named VP's.

John E. Walvoord, former president. Walvoord Killion McCabe Inc., Dallas, joins Russ Reid Co., Pasadena, Calif., advertising agency, as VP, client services.

Neal Frank, account manager, advertising sales. MTV Networks, New York, named director, advertising sales. MTV Europe. **Mi-**

chele DiLorenzo, business manager. MTV Networks' Nickelodeon and Nick at Nite. New York. named director. marketing development. **Scott Schiller**, senior account executive. Grey Advertising. New York. and **Richard Glassberg**, production coordinator. Nickelodeon. New York. named account managers. advertising sales. Nickelodeon and Nick at Nite.

Rick Bauman, from KSTW(TV) Tacoma. Wash.. joins Northwest Cable Interconnect. Seattle. as sales manager.

Gene Willhoft, director. media services. Ally Gargano. New York. joins Grace & Rothschild. New York advertising agency. as director. media services.

James E. Williams, local sales manager. WTBS(TV) Atlanta. named general sales manager. Atlanta market sales.

Michael Sonberg, local sales manager. KFAC-AM-FM Los Angeles. named director. sales.

Albert J. Moll, general manager. WIZZ(AM)-WSTQ(FM) Streator. Ill.. joins KAYI(FM) Muskogee. Okla.. as general sales manager.

Jack McDevitt, retail sales manager. WKLX(FM) Rochester. N.Y.. named sales manager. **Kris Wisner**, from WOKR(TV) Rochester. joins WKLX as local sales manager.

Traci Reitz, salesperson. *Los Angeles Times*. joins KNTV(TV) San Jose. Calif.. as director. research and marketing.

Michael Roessler, independent marketing consultant. joins WQTV(TV) Boston as local sales manager.

Alan Fuchsmann, account executive. KSHB-TV Kansas City. Mo.. named local sales manager.

Cynthia Mayweather, account executive. WMC-FM Memphis. named assistant sales manager.

Michael Samolis, independent media researcher. joins KSMG(FM) Seguin. Tex.. as director. research.

Gregg Peterman, production coordinator. WGXA(TV) Macon. Ga.. joins WKAB-TV Montgomery. Ala.. as sales services director.

Programing

Peter Knepper, VP and chief financial officer. New World Television's Marvel Productions Ltd.. Van Nuys. Calif.. named senior VP. finance. New World Television. Los Angeles.

Fred Wolf, producer and director. Walt Disney Productions. Burbank. Calif.. joins Marvel

Productions as supervising producer. *Little Clowns of Happytown*. animated series to premiere on ABC-TV in fall.



Knepper



Maffeo

Neil T. Maffeo, independent producer. joins Tri-Star Pictures. television division. Los Angeles. as senior VP. production.

Thomas E. Rogeberg, senior VP. operations and administration. CBN Cable Network. Virginia Beach. Va.. adds duties as general manager.

Joe Patrick, director. programing. Drake-Chenault. Albuquerque. N.M.. joins Radio Arts. Burbank. Calif.. syndicator. as VP. consulting services.

Appointments at MTV Networks Inc.: **Lou Lemmon**, financial analyst. corporate finance. New York. to senior financial analyst:

Kris Bagwell, account manager. Southeastern region. Atlanta. to account director. Southeastern region:

Howard Smith, account manager. Southeastern region. Atlanta. to account director. Eastern region. New York;

Elizabeth Miropol, business manager. affiliate sales and marketing. New York. to account manager. Eastern region. Appointments at MTV Networks' MTV: Music Television cable service. New York:

Laurie Goldstein, production manager. Motown Productions. *Nightlife*. New York. to director. production management:

Scott Fishman, supervising director. MTV. to director. studio operations;

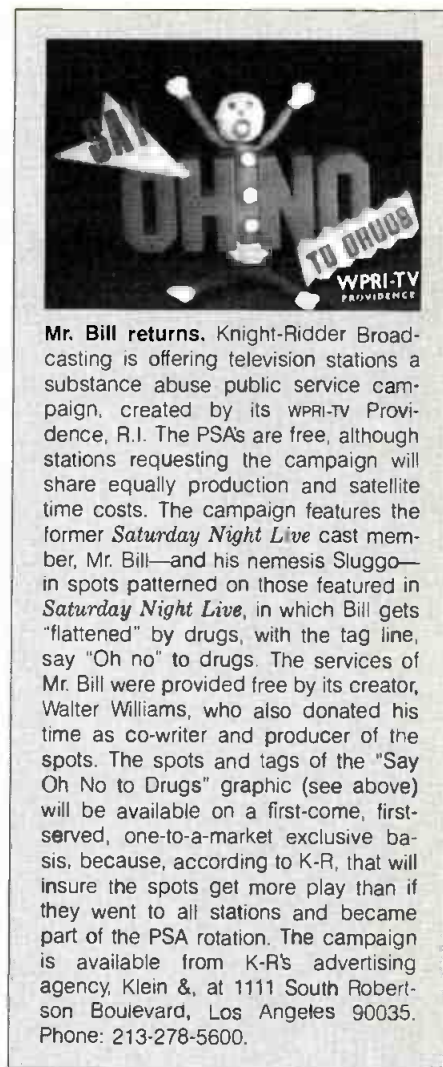
Steve Leeds, program director. WWHT(TV) Newark. N.J.. to director. on-air talent. Appointments at MTV Networks' VH-1. New York:

Eamon Harrington, supervising producer. to executive producer; **Mike Simon**. production assistant. to associate producer.

Mark Edwards, announcer. Satellite Music Network's "Country Coast-to-Coast" format. Chicago. named operations manager.

Ellen Kimmelman, film and tape coordinator. Fries Distribution Co.. Los Angeles. named director. distribution services.

Antoinette J. Cosenza, director. sales and affiliate relations. SelecTV. Los Angeles. joins USA Network there as manager. affiliate rela-



Mr. Bill returns. Knight-Ridder Broadcasting is offering television stations a substance abuse public service campaign. created by its WPRI-TV Providence. R.I. The PSAs are free. although stations requesting the campaign will share equally production and satellite time costs. The campaign features the former *Saturday Night Live* cast member. Mr. Bill—and his nemesis Sluggo—in spots patterned on those featured in *Saturday Night Live*. in which Bill gets "flattened" by drugs. with the tag line. say "Oh no" to drugs. The services of Mr. Bill were provided free by its creator. Walter Williams. who also donated his time as co-writer and producer of the spots. The spots and tags of the "Say Oh No to Drugs" graphic (see above) will be available on a first-come. first-served. one-to-a-market exclusive basis. because. according to K-R. that will insure the spots get more play than if they went to all stations and became part of the PSA rotation. The campaign is available from K-R's advertising agency. Klein &. at 1111 South Robertson Boulevard. Los Angeles 90035. Phone: 213-278-5600.

tions. Western region.

Lillian Mizrahi. former senior talent director. Group W Productions' *Hour Magazine*. Los Angeles. joins Group W's *The Wil Shriner Show*. syndicated talk show. as talent coordinator.

Betsy Smith. affiliate sales representative. Tempo Television. Los Angeles. named manager. affiliate sales. mountain region.

Henri Wolfe. president. sales. Horizon Productions. New York. joins Praxis Media Inc.. South Norwalk. Conn.. as executive director. account services.

Larry Peter. composer and musician. joins Buckholz Productions Inc.. New Orleans. as staff music producer/composer.

Joe Heston. executive producer. programing. and assistant program manager. WCVB-TV Boston. joins WTAE-TV Pittsburgh as program director.

Dick Curtis. morning announcer. KV(AM) Seattle. adds duties as program director.

Thomas G. Domer. promotion manager. WGHP-TV High Point. N.C.. named program director.

Donald J. Kelley. former program director. WYYY(FM) Syracuse. N.Y.. joins WWMX(FM) Baltimore as program director.

Appointments at WJMT(AM)-WMZK(FM) Mer-

Ad collection. The Museum of Broadcasting. New York. has formed a steering committee to collect and preserve commercials. With the help of the committee. the museum. which has collected broadcast shows for the past 11 years. plans to establish a collection and catalogue of radio and television advertisements.

The committee of advertising. broadcasting and programing executives includes: Doug Alligood. BBDO; Rena Bartos. J. Walter Thompson; John Bergin. McCann-Erickson Worldwide; Jay Chiat. Chiat Day; George Cooney. EUE Screen Gems; James Duffy. Capital Cities/ABC; Arthur Einstein. Lord. Geller. Federico. Einstein; John Elliot Jr.. The Ogilvy Group; Robert Haynes. General Foods; Ira Herbert. The Coca-Cola Co.; Robert Keim. The Advertising Council; Edward N. Ney. PaineWebber/Young & Rubicam Ventures; Malcolm MacDougall. Hill Holliday Connors & Cosmopolos; Tom McElligot. Fallon McElligot; John O'Toole. American Association of Advertising Agencies; Keith Reinhard. DDB Needham Worldwide; Elaine Reiss. Ogilvy & Mather; Bud Rukeyser. NBC Inc.

rill, Wis.: **Mike Wilson**, music director. WXCO(AM) Wausau, Wis., to program and news director; **Wendell Kufahl**, announcer. WJMT-WMZK, to music director; **Dan Lee**, evening announcer. WXCO, to afternoon announcer, WJMT.

News and Public Affairs

Appointments at Cable News Network: **David Farmer**, supervising producer. Atlanta, to Los Angeles bureau chief; **Robert Wiener**, Los Angeles bureau chief, to bureau chief. Jerusalem: **Jeff Levine**, Jerusalem bureau chief, to national correspondent. Atlanta: **Pat Neil**, overnight supervising producer. Atlanta, to supervising producer; **Ed Garsten**, correspondent. Atlanta, to overnight supervising producer.

Ed Wilson, news director. KJEO(TV) Fresno, Calif., joins WCPO-TV Cincinnati as executive producer. **Joe Webb**, anchor and reporter. KOTV(TV) Tulsa, Okla., joins WCPO-TV as northern Kentucky reporter.

Margaret Cobal, writer. Visnews, London, joins ABC News's *Nightline*. New York, as senior researcher.

Peter Rolfe, from NBC Sports, New York, joins Raycom Network, Charlotte, N.C.-based syndicator of college sports telecasts, as executive producer. sports.

Appointments at KINK(FM) Portland, Ore.: **Jacob Lewin**, morning producer and reporter, to news director; **Rebecca Webb**, anchor and morning show host, adds duties as executive producer; **Amy Keiter**, from co-owned KGW(AM) Portland, to morning producer and reporter. KINK.

Paul Dughl, assistant news director. WKYC-TV Cleveland, joins WTVN-TV Columbus, Ohio, in same capacity.

Karen Carlsen, from Belo Broadcasting's KOTV(TV) Sacramento, Calif., named anchor, co-owned KOTV(TV) Tulsa, Okla.

John Valentine, anchor. WISN-TV Milwaukee, joins KVOA-TV Tucson, Ariz., in same capacity. **Bud Foster**, reporter. KVOA-TV, named senior reporter, special projects.

Robert Banagan, sports producer. WVUE(TV) New Orleans, joins KIRO-TV Seattle in same capacity. **Charlie Hinckley**, from KPNX-TV Mesa, Ariz., joins KIRO-TV as photographer.

Holly Levis, host, *Pix Penthouse*, WPIX-FM New York, adds duties as correspondent and field reporter. *Best Talk in Town*. WPIX-TV.

Nicole Chelios, reporter and news writer. Cable Channel 63, Park Ridge, Ill., joins WLUK-TV Green Bay, Wis., as weekend news producer.

Wanda A. Johnson, admissions counselor. Baptist College, Charleston, S.C., joins WCSC-TV there as public affairs manager.

Stephen C. Filmer, from WGHP-TV High Point, N.C., joins WTVD(TV) Durham, N.C., as news producer.

Scott Bryant, former sportscaster, Gillette Broadcasting's WSMV(TV) Nashville, joins co-owned WMT(TV) Kalamazoo, Mich., as sports director.

Jerry Taft, weather anchor. WLS-TV Chicago, adds duties as morning weathercaster. WLS(AM).

Elaine Lewis, weather observer and reporter. National Weather Service, New York, joins WTZA(TV) Kingston, N.Y., as meteorologist.

Joe Champ, reporter. KAAL(TV) Austin, Minn., joins WISC-TV Madison, Wis., as Rock county, Wis., reporter.

Sam Stewart, from KOSA-TV Odessa, Tex., joins WEST-TV Lynchburg, Va., as general assignment reporter.

Technology



Cooper

Richard A. Cooper, from Trivector, West Chester, Pa., microcomputer company, joins Vinten Equipment Inc., Hauppauge, N.Y., manufacturer of remote control camera systems and camera mounting equipment, as VP, operations.

Ron Pellecchia, from AT&T Communications, Piscataway, N.J., joins Private Satellite Network, New York, as manager, television engineering, broadcasting services group.

Mike Krause, district sales manager. North Carolina, South Carolina and Georgia, Panasonic Co., named manager. Atlanta region.

Judy Minot and **Scott Irwin**, independent videotape editors, join VCA Teletronics Inc., New York videotape duplication service, as editors.

Patti Mauck, account executive. Compact Video, Los Angeles, joins Video Transitions, Los Angeles video post-production company,

as sales manager.

David Folsom, chief engineer. WCVB-TV Boston, joins WQTV(TV) there in same capacity.

Promotion and PR



Epstein

Tom Epstein, former chief of staff, California State Senate Majority Leader John Garamendi, joins The Disney Channel, Burbank, Calif., as VP, public relations.

Al Ebner, from Columbia Pictures, Los Angeles, joins United Artists Pictures, Beverly Hills, Calif., as

VP, worldwide publicity.

JoAnn Alfano, press representative, East Coast, NBC Media Relations, New York, named director, series programs.

Sharon Moran, manager, national marketing, MTV Networks' MTV: Music Television cable service, named director, local promotion.

Norman Schoenfeld, promotions coordinator, named manager, retail merchandising.

Walter B. Smith, financial editor, *The Detroit News*, joins PR Newswire, electronic news release service, as regional marketing manager, Southfield, Mich.

Larry Hirsch, radio announcer, New Jersey Devils of National Hockey League, joins Silverman, Warren/Kremer Inc., New York, as public relations account executive.

Jim Hart, promotion manager, KPTM(TV) Omaha, joins WGHP-TV High Point, N.C., as director, creative services. **Dan Brazda**, producer, KPTM, joins WGHP-TV, as producer, cre-



Say Howdy. 'Buffalo' Bob Smith and Howdy Doody, children's television staple on NBC-TV from 1947 until 1960, are returning to television with a two-hour special, *It's Howdy Doody Time—a 40 Year Celebration*. As the title suggests, the program will mark the 40th birthday of the popular puppet. Produced by Nicholson-Muir productions in association with Fries Entertainment, the two-hour special, targeted for November, has been cleared in over 90% of the U.S., according to Fries. The barter split for the program will be 11 minutes national and 13 minutes local. At the Broadcast Promotion and Marketing Executives & Broadcast Designers' Association convention in Atlanta, Smith, Howdy and friends gathered for a group shot (l-r) Peter Schmid, senior VP, marketing and sales, Fries; Buffalo Bob; Howdy; Kim Gericke, director of promotion and publicity, wtox-tv Waterbury Conn., and Lou Wexner, VP, advertising and promotion, Fries.

ative services.

Lynne Todorovich, former commercial production coordinator. KING-TV Seattle, joins KJET(AM)-KZOK(FM) there as promotion director.

Roger Lyons, director, advertising and promotion. WNEV-TV Boston, joins WQTV(TV) there as promotion manager.

Brad Waldo, account executive. WTIX(AM) New Orleans, joins WWL(AM) there as director, marketing and promotion.

Beverly Littlewood, graphics manager. WNBC-TV New York, joins KRON-TV San Francisco as design manager.

Neely A. Currin, creative services director. WDCG(FM) Durham, N.C., joins WTVD(TV) there as promotion assistant.

Allied Fields

James Blocki, VP, special projects. Kraft Inc., elected chairman of board, American Advertising Foundation, Washington. **Robert C. Blackmore**, senior VP, sales. NBC Television, elected vice chairman. Directors elected to two-year, at-large terms effective July 1: **Eugene Cowen**, VP, Washington, Capital Cities/ABC Inc.; **John McMennamin**, VP, marketing services, Carnation Co.; **Joseph Campana**, VP, marketing, Chrysler Corp.; **Peter McSpadden**, president, DFS Dorland Worldwide Inc.; **James Anderson**, chairman, Anderson Advertising Inc.; **Erich Linker Jr.**, VP, advertising, *New York Times*; **Richard O'Connor**, chairman and CEO, Campbell-Ewald Co. Appointed to AAF Academic Division: **Guy Tunnicliffe**, associate professor of advertising, University of Missouri School of Journalism, Columbia, Mo., chairman, and **Dr. John Murphy**, professor of communications, University of Texas, Austin, vice chairman.

Philip Ward Burton, professor of journalism, Indiana University, named first recipient of AAF Distinguished Advertising Educator award.

Stephen H. Zades, director, marketing, MasterTrack division, Majers Corp., New York, joins Dun & Bradstreet Corp.'s Nielsen Marketing Research there as VP and regional sales manager. **Steven J. Weinberg**, VP, sales, Dun & Bradstreet's McCormack & Dodge, Chicago, named VP and national sales director, Nielsen Marketing Research, Northbrook, Ill. **Douglas Johnson**, broadcast manager, Colgate-Palmolive, New York, joins Nielsen Station Service, as account executive.



Tornabene

Russell C. Tornabene, executive officer, Society of Professional Journalists, Sigma Delta Chi, Chicago, and former VP, NBC News, joins Executive Television Workshop, Chicago, as director, Midwest office. Executive Television Workshop is New York-based firm that

trains business executives for television appearances.

David Jatlow, former partner, Proskauer, Rose, Goetz & Mendelsohn, Washington law firm, and **Francis L. Young**, former VP, governmental affairs, C.P. National Corp., Washington, have formed Young & Jatlow, Washington communications law firm.

L. Barry Knittel, director, national sales for general licensing, American Society of Composers, Authors & Publishers, New York, named director, licensing.

Officers elected by Broadcast Designers' Association, San Francisco: **Wiley Schmidt**,

KGO-TV San Francisco, president; **Ralph Famiglietta Jr.**, NBC News, New York, VP; **Jim Hayek**, WPLG(TV) Miami, secretary; **Judith A. Rosenfeld**, WCVB-TV Boston, treasurer.

Mark G. Fehlig, salesman, Harris Corp., Quincy, Ill., joins Gray Communications Consultants Inc., Albany, Ga., as sales engineer, satellite, microwave and RF transmission systems.

Laura G. Wyatt, media buyer, Foote, Cone & Belding, Chicago, joins Nielsen Station Index there as client service associate.

E. Katherine St. Cyr, VP and account group director, The Test Marketing Group, Chicago, joins ScanAmerica Network, Denver-based television research firm, as Western region advertiser sales manager. She will be based in Chicago.

Ed Arnold, sportscaster, KMPC(AM) and KTLA(TV) both Los Angeles, named distinguished alumnus, School of Humanities, California State University, Long Beach.

Deaths

Shelby McCallum, 70, owner of WCBL-AM-FM Benton, Ky., and KMIS-AM-FM Portageville, Mo., died June 14 of kidney failure at Lourds hospital, Paducah, Ky. McCallum owed theaters in Kentucky when he entered radio business by founding WCBL(AM) in December 1954. WCBL-FM was founded in 1966. He started KIMS(AM) in 1960 and KMIS-FM in 1976. McCallum served in Kentucky House of Representatives in 1952-70, serving as Speaker of the House, 1963-67. He is survived by wife, Sarah, and two daughters.

Tom Scalzo, 34, technician and cameraman, CBS News, New York, died June 14 of aneurism on steps of television studio in Warsaw. Scalzo was in Poland supervising technical aspects of CBS coverage of Pope John Paul II's visit there. He joined CBS News in April 1986 following six years at CBS-owned WCBS-TV New York. Scalzo is survived by his wife, Carol.

James Fitzgerald, 73, studio prop man for NBC-TV's *Late Night with David Letterman*, died June 10 of heart failure at his home in New York. He had worked for NBC since 1962 on shows including *Match Game*, *To Tell the Truth*, *Tomorrow*, and Letterman's morning program which aired in summer 1980. Fitzgerald was assigned to *Late Night* for last five years where he appeared on-camera several times in skits. He is survived by his wife, Harriet, and two sons.

Richard E. Ryan, 76, former owner, KAZA(AM) Gilroy, Calif., and KGST(AM) Fresno, Calif., and former general manager, KLOK(AM) San Jose, Calif., died May 9 of cancer in San Jose.

Geraldine Page, 62, Academy Award-winning actress in 1986, died June 13 of heart attack at her New York home. Her television appearances included "People Kill People Sometimes," September 1959, on *Sunday Showcase*, NBC anthology series, and Emmy award winning performances in "A Christmas Memory" on ABC's *ABC Stage 67*, 1966, and "The Thanksgiving Visitor" on ABC in 1968. She is survived by son and two daughters.



Com bar officers. The Federal Communications Bar Association has elected its officers for the fiscal year that begins on July 1. Peter D. O'Connell, Pierson, Ball & Dowd, the new president, is seated, second from left. William J. Potts Jr., Haley, Bader & Potts, the new vice president, is on his left. Others seated are Thomas Schattenfield, Arent, Fox, Kintner, Plotkin & Kahn, treasurer, on extreme left, and William E. Kennard, Verner, Lippfert, Bernhard, McPherson & Hand, secretary, extreme right. Standing (l-r) are John F. Sturm, CBS, Renee Licht, FCC, and Tyrone Brown, Steptoe & Johnson, all new members of the executive committee; Patricia M. Reilly, Wiley, Rein & Fielding, assistant secretary, and John D. Lane, Wilkes, Artis, Hedrick & Lane, American Bar Association delegate.

Jim Arcara: radio's consummate businessman

"Radio is a product business," says James Arcara, president of Capital Cities/ABC Radio. His specialty is selling and positioning that product, a skill he has mastered in a 30-plus-year career in radio sales and management, the majority of it spent with Capital Cities.

Arcara, like Capcities, has gained a reputation for being a shrewd broadcast operator. "They are both results-oriented," says Bill Stakelin, president and chief executive officer of the Radio Advertising Bureau, of which Arcara is board chairman. "When you look at the Capital Cities operation, you are looking at a business profile of James Arcara."

In an industry marked by change and transition, the even-tempered Arcara has been a model of stability, having earned his corporate stripes over 26 years of continuous service in sales and management posts with Capcities. Today, he pilots one of the largest radio station groups in the country—19 stations including such top-rated outlets as WJR(AM) Detroit, KABC(AM) Los Angeles, KGO(AM) San Francisco and WMAL(AM) Washington, and one of the most successful radio network divisions—six full-service networks as well as the Talkradio programming service—in the industry. (Capcities acquired the radio network business and many of its stations with its 1985 purchase of ABC.)

The 52-year-old executive attributes his long corporate tenure to a management philosophy and style that have become indigenously to Capcities. "I'm given the opportunity to succeed or fail on my own merits," he says. And he tries to foster like tenure in his management team: "We provide the incentives and atmosphere to keep our managers motivated."

"Most of what I learned about running radio stations," says Arcara, "came from Joseph Dougherty, executive vice president of the company." (Dougherty suffered a stroke in January 1986, but remains executive vice president and a member of the board.) Arcara describes Dougherty as a "gifted" leader. "He set standards that I will always aspire to."

From the outset, Arcara has considered himself a radio "junkie," but rather than aspiring to a career in front of the microphone, he has always had an inclination toward sales. "I wanted to know what made the product work," he says. And, it might be added, what made it pay.

That business bent dates from Arcara's college days, when he learned first-hand the importance of cash flow. While attending St. Bonaventure University in Olean, N.Y., he and three fellow students started a campus radio station, WOFM-FM (now WBSU). The



JAMES PAUL ARCARA—president, Capital Cities/ABC Radio, New York; b. Sept. 21, 1934, Buffalo, N.Y.; BS economics and philosophy, St. Bonaventure University, Olean, N.Y., 1956; account executive, WKBW(AM) Buffalo, N.Y., 1956-59; sales manager, WKBW, 1959-61; local sales manager, WKBW, 1961-64; general sales manager, WKBW, 1964-67; vice president and general manager, WPRO-AM-FM Providence, R.I., 1967-1970; vice president and general manager, WPAT-AM-FM New York (licensed to Paterson, N.J.), 1970-80; executive vice president for radio, Capital Cities Communications, 1980-86, present position since January 1986; children—David, 24.

college would not allocate funding for the station, so Arcara and the other co-founders helped support it by organizing local dances.

After receiving a degree in economics from St. Bonaventure in 1956, Arcara joined Churchill Broadcasting's WKBW(AM) Buffalo, N.Y., as account executive. Arcara notes that during this time, he turned down an offer to become the station's program director. "I felt," reasoned Arcara, "that what I really needed to learn about programming, I could learn on my own, and what I needed to learn about business, I could best learn through sales."

In 1961, Churchill sold the station to Capcities, then a seven-year-old company. Arcara stayed on as local sales manager and later as general sales manager.

Arcara's career almost took an entrepreneurial turn at an early stage. "I started out in the business with the intention of owning my own company," he says. "If I had not gone to work for Capital Cities, I'm reasonably sure that's what I would have done. But it [Capcities/ABC] is the one corporate structure that could satisfy any entrepreneurial abilities I have."

After 11 years at WKBW, Arcara was elevated to the post of vice president and general manager of Capital Cities' WPRO-AM-FM Providence, R.I., in 1967. In 1970, he assumed the same position at then company-owned WPAT-AM-FM New York (licensed to Paterson, N.J.). After a 10-year stint at

WPAT, where the station maintained a major audience share of the market, he was tapped to become executive vice president of Capital Cities' radio division. He moved into his current post in January 1986, shortly after the completion of the ABC acquisition.

Arcara has quietly become a major force in advancing radio as a primary advertising medium. He was elected chairman of the RAB board in late 1986 and in that role called for the formation of an "ad awareness" committee for radio. (The RAB committee idea was later dropped when a joint committee with the National Association of Broadcasters, dubbed the Radio Futures Committee, was formed earlier this year, to implement a major media campaign to heighten radio's profile in the advertising community as well as on the public scene.)

Says Arcara: "Radio is a terribly powerful medium. It has a unique ability to target and offer frequency to advertisers. And that story needs to be told better than we have told it."

What about the current state of radio sales? Arcara says the medium continues to be "generally underpriced" for advertisers. "I don't think we want to be known as much as a medium that is extremely efficient as a medium that has the ability to sell merchandise," Arcara says. "In my opinion, radio is the toughest of all media businesses. In what other [media] business do you have as many as 50 stations in some markets? And what do you do when everybody has a 4 share? If you haven't demonstrated that you can sell merchandise, you're in a lot of trouble."

Arcara sees the future strength of radio in the hands of local sales staffs. "We are going to have to find new ways to develop local business. I don't see national spot business improving significantly in the near future," observes Arcara. (Through April, national spot radio revenue this year is up only 0.3% over last year.) His concern also stems from a decline to single-digit total revenue growth in many markets, which began late last year. "This affects the cost structure of stations. At Capital Cities, we've always been tough on ourselves in that area."

Arcara is pleased with the state of network radio, however, although its 8% projected revenue growth rate this year will be down considerably from the 16% it registered in 1986. He said ABC's radio network division last year was "profitable," posting a double-digit percentage sales increase. That increase is due in no small measure to commentator Paul Harvey, who claimed four out of the top five network radio programs in the RADAR fall 1986 report.

When Arcara is not busy mapping strategy for his radio group from his New York City office, he can be found just blocks away indulging in the pleasure he gets from taking in a Broadway show or the ballet. "I like everything New York has to offer, especially the arts," he says.

It's one way to get away from business. ■

Industry support for FCC's rulemaking on syndicated exclusivity continues to mount (see story, page 10). Letters were being sent to National Association of Broadcasters Television Board Chairman Peter Kizer, of Broadcast Communications of America, from independent broadcasters. (Association of Independent Television Stations had asked NAB whether its members might send letters to let NAB know where they stand on issue.) Letters all stress need for NAB support of syndex rulemaking. "If NAB abandons the independents in this issue, it will cause a serious crack in our united front. Please don't let this happen," wrote William L. Vian-dis of KDNL(TV) St. Louis. "As a long-time member of NAB, I cannot believe the organization would do anything to hurt broadcasting. If they back off supporting a desire to change an unfair cable advantage by the FCC, it will not be for the best interest of the association," wrote Dean Woodring of KZZZ-TV Seattle.

General Electric will remain radio station group operator and will participate in radio network business, according to sources. That position, which ends six months of uncertainty about whether GE would stay in radio, is expected to be stated in memo to NBC radio division executives this week. GE had been close to launching co-venture that would have combined NBC's eight radio properties and three networks with Westinghouse Broadcasting's 13 radio stations into new company, but proposal fell through late last year ("Top of the Week," Dec. 8, 1986.) In February, NBC Radio President Randy Bongarten told NBC radio executives that fate of radio division would not be decided until spring, at earliest ("Closed Circuit," March 2). Sources, however, said NBC will now reexamine its radio station portfolio, which could lead to sale of some properties and purchase of new ones. (Although NBC lost its grandfathered protection due to GE purchase of NBC in December 1985 and, under current FCC rules, would have to divest itself of radio properties in New York, Chicago and Washington, where it owns television stations, by December, commission has launched rulemaking that may do away with ownership rules that prohibit creation and transfer of radio-television combinations.) Sources also said NBC may look for new network radio alliance or venture to help bolster its revenue share in that market. NBC's three networks are NBC Radio Network, The Source and Talknet, nighttime talk program service.

Time Inc., which has jointly owned **USA Network** with Gulf + Western Inc. and MCA Inc. since October 1981, has **sold its one-third interest** to its partners for, according to sources, about \$50 million. G&W and MCA will now equally own advertiser-supported cable network, which has 39 million subscribers.

Interep, New York-based national radio representation company, finalized deal late last week with Reliance Capital Group Ltd.

Slower track. *Bowing to a series of requests, the FCC staff last week granted extensions in the comments deadlines for agency proceedings proposing to reinstitute syndicated exclusivity rules and to reassess cable TV's compulsory copyright license. Comments for both had been set for June 22. The deadline for comments in the syndex proceeding (Docket 87-24) was extended 30 days—until July 22; replies will be due Sept. 8. The deadline in the compulsory license proceeding (Docket 87-25) was extended until Aug. 6; replies will be due Sept. 21. "Because the issues in the 'compulsory license' proceeding are separate and distinct and raise a wider range of questions concerning intellectual property rights, a 45-day extension of time for both comments and reply comments is appropriate in that proceeding," said Peter Pitsch, chief of the FCC Office of Plans and Policy in an agency order. Among the parties requesting more time were the Community Antenna Television Association, Tribune Broadcasting Co., owner of superstations WGN-TV Chicago and WPIX(TV) New York, and the National Association of Broadcasters. Among those arguing against an extension was the Motion Picture Association of America.*

Partnership for acquisition of Torbet Radio and Select Radio Representatives. Purchase price was \$9.5 million, cash and terms. Torbet and Select will be rolled into new firm, Torbet/Select Radio Sales, with annual billings estimated to be in \$60-million range. Company will be headed by current Torbet Radio President Tony Fasolino. Mike Bellantoni, executive VP of Torbet, will hold same post in new firm, while Bill McHale, president of Select, becomes senior VP. Torbet and Select clients will also have option to move into one of Interep's other five companies, said Interep President Les Goldberg.

Negotiations for purchase of Eastman Radio by Katz Communications ("Closed Circuit," April 6) were terminated by Eastman last week. "Terms of the sale would not have been in best interest of our employees and stockholders," said Dave Recher, Eastman's executive VP of administration. Eastman plans to remain independent.

Switch in representation of Fox Television Stations from Katz Communications to Petry, HRP and TeleRep (BROADCASTING, Jun 15) became official last week. Petry will get WNYW-TV New York, KTTV(TV) Los Angeles, WFLD-TV Chicago and KDAF-TV Dallas. HRP will get KRIV-TV Houston and TeleRep will get WTTG(TV) Washington.

SCI Holdings announced last week it had signed definitive **agreement with Gillett Holdings to run six Storer stations, Storer Television Sales, Storer Programs and Storer's Washington news bureau** ("Top of the Week," April 13). Final agreement gives Gillett just over 50% ownership. Both partners will have equal representation on board, but Gillett will maintain effective control of operations through management contract. Transfer of group to partnership will be done in stages because three of stations have license renewals pending. SCI Holdings' general partner, Kohlberg, Kravis Roberts & Co., said Jerome Kohlberg would leave firm, reflecting some disagreement in management philosophy, although he would retain interest as general partner.

Based on poor performance in May books and resulting fallout in station lineup, **Lorimar will cancel VTV**, one-hour, syndicated, home-shopping strip, on weekend of July 4. Stations will receive checks for percentage of net sales they brought in, at end of July.

Midwest Communications has filed suit against Gannett Co., charging its Minneapolis station KARE(TV) used "phony" telephone research survey to manipulate audience ratings during May sweeps. Midwest's WCCO-TV Minneapolis said that KARE showed ratings increase of nearly 30% for 10 p.m. news after mailing thousands of surveys to area viewers asking them to "watch Channel 11 [KARE(TV)] as often as possible for the next seven days... Try to watch at 10 p.m. especially." Similar mailings were also sent last May, Midwest charged, by Gannett's Atlanta station, WXIA-TV. KARE President and General Manager Joe Franzgrote acknowledged survey language but said "lawsuit against us has no basis whatsoever," and argued WCCO was simply "upset" over "fact that our ratings in May continued on an upward growth trend." Suit against Gannett and survey-conductor Atkinson Research of Minneapolis filed in Hennepin County District Court seeks monetary damages in excess of \$50,000 and permanent injunction from "future acts of distortion" of TV ratings by Gannett and KARE. Midwest also said A.C. Nielsen and Arbitron two weeks ago "flagged" KARE ratings warning of survey's possible effects.

National Cable Television Association President James Mooney signed last Friday new five-year contract with trade association that goes into effect July 1. Terms of contract were not disclosed. James Cownie, chairman of National Cable Television Association (and president-telecommunications group, Heritage Communications Inc.), said new contract supercedes three-year contract that was set to expire on July 1, 1988. Cownie said contract was approved "in concept" at last board meeting following annual convention last month. Decision to renegotiate contract more than year before current contract was due to expire was "mutually arrived at idea," he said. Contract represents "vote of confidence" of NCTA in Mooney and vice versa, he said.

FCC has apparently still not agreed to request of broadcasters to defer action on controversial **proposal to reallocate UHF TV channels for land-mobile use** pending completion of study of impact of high-definition television on local broadcasting. "It is our intention to consider terrestrial HDTV broadcasting and land-mobile use of UHF frequencies separately," said FCC Chairman Dennis Patrick in letter to House Energy and Commerce Committee Chairman John Dingell (D-Mich.). "Nevertheless, the comments filed in response to the petitions [in proceeding], as well as the results of our own internal analysis, may convince us that substantial overlap exists between these two matters. If this is the case, we shall defer reallocating the spectrum in question pending a further analysis of whether the public benefit of that action outweighs any possible adverse effect to broadcasters and viewers." Broadcasters fear proposed reallocation may leave them without spectrum for HDTV.

□

NBC labor relations vice president, Day Krolik, confirmed late last week that network has decided to proceed with plans to implement what it has been calling its "final offer" of new contract to **National Association of Broadcast Employees & Technicians** over objections of union. Network will implement new pact on June 29, said Krolik. Last Thursday (June 18), NABET committee negotiating with network unanimously passed resolution calling for strike in event NBC proceeds with implementation. Thus, barring last-minute resumption of talks, it would appear strike is imminent. Basic areas of disagreement include network's proposal to introduce system of daily hires, amount of future wage increases and length of contract. NBC and NABET meeting last Tuesday at offices of Federal Mediation and Conciliation Services in New York resulted in no progress. Contract expired April 1. At one point during day-long meeting, NABET altered its position on daily hires, indicating willingness to at least discuss concept for first time. But attached to concession was demand for four-day work week, which NBC rejected.

□

Negotiations among parties in **bankruptcy of Grant Broadcasting System** were held in New York last Monday and in Los Angeles late last week. Bondholders, program syndicators and GBS management were discussing whether mutually agreed upon reorganization plan for group of three independent stations could be presented by this Friday, June 26, to Philadelphia bankruptcy court. Also potentially affected would be GBS decision on which program contracts it had decided to accept or reject.



Israel to get radio facility. In ceremony presided over by President Reagan last week, U.S. and Israel signed an agreement providing for the construction of a massive radio relay station in Israel's Negev region. The new facility, which will contain up to 16 500 kw transmitters, 22 antennas, a satellite earth station and related equipment, will enhance the technical quality of programs of Voice of America, Radio Free Europe and Radio Liberty to portions of the Soviet Union and Eastern Europe, and of VOA to Central Asia, Central and East Africa and Southern Asia. With VOA to use up to six of the transmitters and RFE/RL, 10, the estimated \$300-million cost will be borne proportionately by VOA and the Board for International Broadcasting, which oversees RFE/RL. The project is expected to be completed in five years. A joint group called the U.S. Broadcasting Entity will coordinate VOA and RFE/RL requirements for the life of the agreement, which will run for 25 years and is renewable by mutual consent. Signing the agreement were Charles Z. Wick, director of the U.S. Information Agency; BIB Chairman Malcolm Forbes Jr., and Gad Yaacobi, Israeli Minister of Economy and Communications.

Pictured: At table (l to r): Yaacobi, Wick and Forbes. Standing (l to r): Howard Baker, White House Chief of Staff, Reagan and John Lindburg, assistant general counsel, USIA.

Petaz Communications Inc. has petitioned FCC for rulemaking to provide for "intermediate coverage area **Class C3 FM allocations in Zone II.**"

Stoddard speaks to press. In rare appearance before the press Friday (June 19), ABC Entertainment President Brandon Stoddard admitted the move of 20/20 from 10 p.m. Thursday to 10 p.m. Friday, and the replacement of the Sunday night movie with series programming, is a calculated risk, but one the network has to take. Stoddard said he shares concerns about whether a variety format for Dolly Parton (The Dolly Show, 9-10 p.m. Sunday) will work, but he expressed confidence in the performer. ABC might move Parton's program to another night if it can build strength in the time period, Stoddard said.

If the 9-11 p.m. Sunday programming block strikes out—with Stoddard noting he expects CBS and NBC to throw blockbuster theatrical titles against it initially—he said he's not sure if the network would continue with series there. ABC, he said, trimmed the two-hour Disney movie back to an hour at 7 p.m. Sundays because of poor ratings performance and problems stemming from sales restrictions in the 7-8 p.m. hour, when rules prohibit ads for adult-oriented products such as beer, Stoddard said. ABC had "too much inventory and not enough sales time," he added. "The Disney show, incidentally, was harmed by the people meter, averaging 16% lower than with standard diary-meter system, he said. Stoddard expressed frustration with Nielsen, saying the ratings service has hurt ABC by not replacing younger household viewers, who tend to move and drop out more frequently than older viewers. People meters did not have a big influence on the fall schedule, he said. Turning to ratings sweeps, Stoddard said "the viewer gets

robbed" by hyped programming during those periods.

In other areas, Stoddard said he expects producer Aaron Spelling will continue his long association with ABC, but indicated it may not be on an exclusive basis anymore. Spelling reportedly is seeking to cut deal with another network because neither of his two pilots made fall schedule, though Stoddard said they have shots as midseason replacements.

Stoddard said he is not expecting much improvement in Moonlighting production schedule, calling problem with repeats "very frustrating."

As for the network's commitment to mini-series, Stoddard said there will be fewer eight-hour-plus long-forms for the time being, but he did not rule out the possibility of a lengthy mini-series about the Vietnam War in the future. He is leaning toward scheduling War and Remembrance in a few large blocks, then proceeding on a weekly basis ("Closed Circuit," June 15). He admitted Amerika "could have been better" but said the week's 29 share "was not bad, particularly for this network." In the event of a July 1 strike by the Directors Guild of America, which Stoddard called likely, he said ABC has a strong theatrical inventory of about 60 titles that "could come to bear."

Stoddard also indicated he would attempt to improve his relations with the press. Affiliates questioned Stoddard on his reluctance to talk to reporters at the recent affiliates conference. Stoddard hinted he would talk more about programming this fall, saying he will now have "something to talk about."

Editorials

The week that matters

In a letter published on page 24 of this magazine, John B. Summers, senior executive vice president of the National Association of Broadcasters, makes three main points: (1) BROADCASTING has set out to "trash the efforts of those of us who are attempting to fashion a balanced package" of legislation on license renewal reform; (2) this publication's report of the draft of that legislation in its June 15 issue "indicates a total misunderstanding of the renewal standard under consideration," and (3) an FCC revival of an attempt to improve the renewal process, begun in 1981 but dormant, would be an inadequate substitute for legislation removing the threat of rival applications at license renewal time.

On point one, Summers is absolutely right, although this page would describe the magazine's intentions less pejoratively than he did. Since legislation began to take shape in recent months, it has become more and more obvious that renewal reform in this Congress can be had only at the price of new and tougher regulations of broadcast programming and operations. This page believes that broadcasters ought to be aware of the costly trade-offs that their representatives in Washington are negotiating and the even costlier ones that members of the Congress, including the communications leadership in both Senate and House, have firmly in mind. If the trade-offs are brought off eventually in anything like their present forms, the damage to First Amendment claims by broadcasters will be devastating.

On point two, Summers is excessive in his criticism. To be sure, the draft of legislation that will be presented to the NAB board this week is somewhat milder and less sweeping than the Everything but the Kitchen Sink Act that was introduced in the Senate late last month by the chairmen of the Commerce Committee and Communications Subcommittee. But it is close enough in principle to be called, as it was last week by Representative Ed Markey (D-Mass.), chairman of the House Telecommunications Subcommittee, "in many ways similar to the Senate bill." Markey made that appraisal during an appearance at the Broadcasting/Cable Interface conference, sponsored by BROADCASTING and the Federal Communications Bar Association.

The NAB-negotiated bill, programed to be introduced by Representative Al Swift (D-Wash.), would require a demonstration of "meritorious" service to immunize licensees against rival applicants at renewal time. As admitted by Summers, in an analysis prepared for submission to the board, the Swift bill would "likely eventually result in some general FCC guidelines" as to what constitutes meritorious service. Back to government formulas for programing that serves the public interest.

On point three of Summers's letter to the editor, he is of course, correct in saying that the FCC cannot write a law removing the comparative renewal process. It is, however, within the FCC's power to remake its own rules in ways to discourage contests for the licenses of deserving licensees. In so doing, it would be out of character for the FCC in its present composition to stray beyond that purpose and back into program control. Not only that, expert witnesses in and outside the FCC argued persuasively last week at the Interface conference that the comparative renewal standards ultimately approved by the Court of Appeals in the WESH-TV case six years ago made the existing process less onerous than at any time in history.

The main decision on legislative strategy to be reached by the NAB board this week may determine the course of broadcasting regulation for years to come. At the outset the board must decide

whether either of its principal legislative objectives of the moment, renewal reform and elimination of the five-year sunset in the new FCC must-carry rules, is worth a return to detailed federal regulation and the acceptance of exclusion from First Amendment rights. Surely no member of the board can believe, in light of the abundant evidence to the contrary, that the 100th Congress will give broadcasters what they want without exacting heavy trade-offs. Members and staffs of Senate and House repeatedly asserted at the Interface seminar last week that the mood on Capitol Hill is to reregulate. Does the NAB have the power to reverse that sentiment?

The record proves otherwise. Take the fairness act adopted by this Congress. Not only would the act embed the fairness doctrine in the law, it would also decree as official conclusions of the government that "scarcity" is still a factor in broadcast licensing and competition nonexistent—conditions fully justifying reregulation for broadcasting that would be in gross violation of the First Amendment for any other media. Nor will the expected presidential veto end that threat. The chairmen of the Senate Commerce Committee and House Telecommunications Subcommittee vowed at the Interface seminar last week that if the veto were sustained, a fairness act would go back to the President as part of a bill he would be loath to veto. How does the NAB, which sat out the fairness action in the Congress to protect its other legislative aspirations, plan to keep the Fairness in Broadcasting Act of 1987 and its rationale for rigid regulation from becoming law?

For that matter, how does the NAB plan to keep a Swift bill and its kind of program regulation from turning into the legislative monster that key members of the House and Senate leadership want to father? Is it possible that the broadcasting leadership has consciously accepted the prospect of docile submission to government controls in exchange for a title to a license? Moreover, has it concluded that broadcasting is so willing to be considered "special" by the Congress that it is willing to assume burdens for the Fifth Estate that will forever separate it from the Fourth Estate, whose freedoms it has sought for almost seven decades?

If submission is the prevailing wind that blows through the broadcasting establishment of 1987, it is an ill wind indeed. What a legacy to leave the next generation of broadcasters. To increase the government's regulation of broadcast content now, said FCC Chairman Dennis Patrick at the seminar last week, would be to "drive the last nail into the coffin of full First Amendment freedom for the electronic press. How ironic it will be if the industry stands up and salutes as the hammer drops."

Can the NAB board read that remark without wondering whether it is on the right course in Washington or in the right forum with its hopes for renewal relief?



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